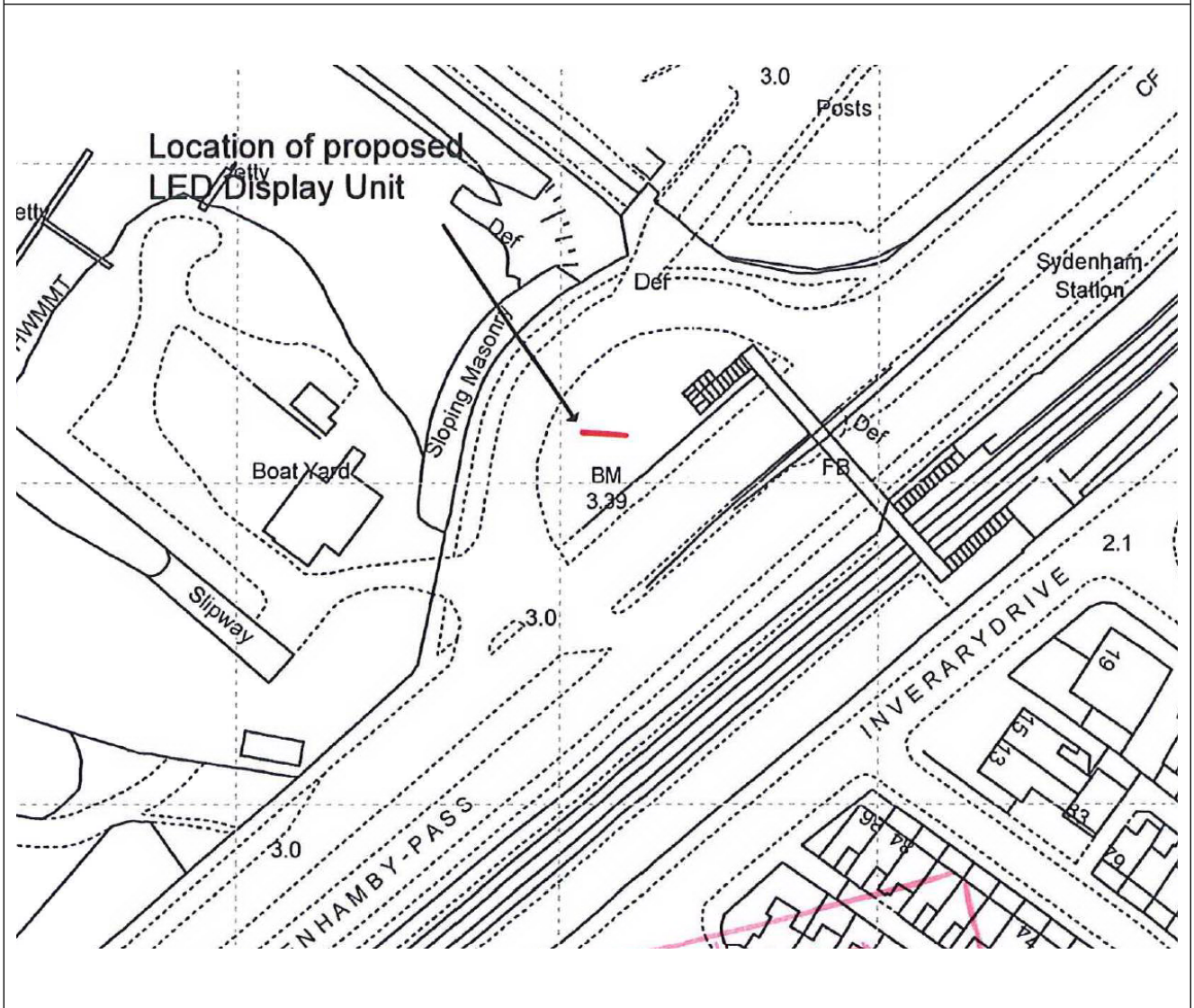


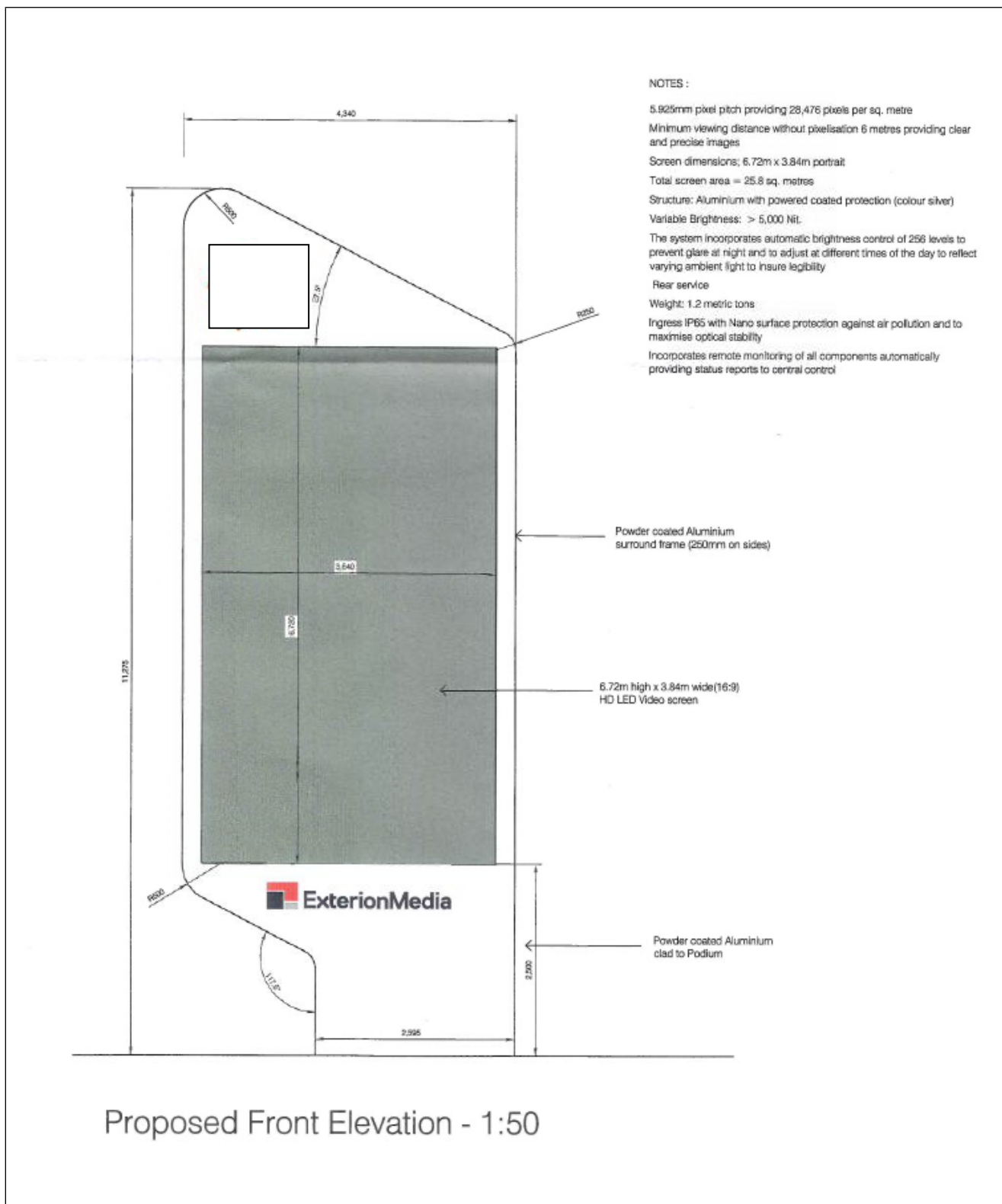
Development Management Officer Report Committee Application

Summary	
Committee Meeting Date: 16 October 2018	
Application ID: LA04/2017/2733/A	
Proposal: Erection of a light emitting diode (LED) display unit.	Location: Located at the footbridge at the former airport access point
Referral Route: Request to present to Planning Committee by Councillor Craig	
Recommendation:	Refusal
Applicant Name and Address: Exterior Media Unit D 2nd Floor 2st Lanyon Quay Belfast BT1 3LG	Agent Name and Address: 1 Pavillions Office Park Kinnegar Drive Holywood BT18 9JQ
<p>Executive Summary: Planning advertisement consent is sought for the erection of an 11.2m high by 4.3m wide advertisement supporting structure containing a 6.7m high by 3.8m wide LED screen</p> <p>The site is located on a grassed area to the side of the Sydenham By-pass that forms a drop-off point to a pedestrian access into the City Airport. The site is located in close proximity to the base of an elevated footbridge crossing the By-Pass.</p> <p>No representations have been received in relation to the application.</p> <p>The key issues to be considered are:</p> <ul style="list-style-type: none"> • Impacts on surrounding amenity • Impact on public safety <p>Consultee: DfI Roads Service have expressed concerns regarding the potential to impact on public safety. Having regard to the policy context and other material considerations, the proposal is considered to be unacceptable; the applicant has failed to demonstrate that the proposal would not prejudice public safety and the signage is considered to be unduly visually prominent at this location due to inappropriate scale and massing and; would lead to an undesirable precedent for other similar signs along this main traffic route.</p> <p>Recommendation Refuse for reasons set out in report below</p>	

Case Officer Report

Site Location Plan





NOTES :

- 5.925mm pixel pitch providing 28,476 pixels per sq. metre
- Minimum viewing distance without pixelisation 6 metres providing clear and precise images
- Screen dimensions; 6.72m x 3.84m portrait
- Total screen area = 25.8 sq. metres
- Structure: Aluminium with powder coated protection (colour silver)
- Variable Brightness: > 5,000 Nit.
- The system incorporates automatic brightness control of 256 levels to prevent glare at night and to adjust at different times of the day to reflect varying ambient light to insure legibility
- Rear service
- Weight: 1.2 metric tons
- Ingress IP65 with Nano surface protection against air pollution and to maximise optical stability
- Incorporates remote monitoring of all components automatically providing status reports to central control

Characteristics of the Site and Area

1.0	<p>Description of Proposed Development Planning advertisement consent is sought for the erection of an 11.2m high by 4.3m wide advertisement supporting structure containing a 6.7m high by 3.8m wide LED screen</p>

2.0	Description of Site. The character of the surrounding area is dominated by the Sydenham By-Pass, a four lane carriageway. The site is situated beside an airport and a yacht club, both areas being enclosed by steel security fencing. The site is also in close proximity to the Victoria Park and the Inverary Housing development. The housing development is separated from the site by the By-Pass, the Belfast Bangor railway line and sits at a lower level to the By-pass with vegetation softening the views from the housing.
Planning Assessment of Policy and other Material Considerations	
3.0	Planning History No relevant planning history on site
4.0	Policy Framework
4.1	PPS 17 - Control of Outdoor Advertisements
4.2	
5.0	Statutory Consultee Responses
	DfI Roads Service – concerns regarding location with potential impacts on traffic flow
6.0	Non Statutory Consultees Responses
7.0	Representations
7.1	No third party representations received
7.2	
8.0	Other Material Considerations
	As set out
9.0	Assessment
9.1	Planning Policy and Guidance including; Strategic Planning Policy Statement BUAP – Belfast Urban Area Plan 2001 Draft BMAP 2015 - Policies within the document are a material consideration in the determination of planning applications. The weight to be afforded is a matter of judgement for the decision maker. PPS 17 – Control of Outdoor Advertisements
9.2	<u>Key Issues:</u> The site is shown to be within the existing development limits within the area plans with no land use restrictions. The SPPS accepts that advertisements are familiar features of the environment that can contribute to a vibrant and competitive economy but that a balance is required between the demands of industry and the impacts on the character and appearance of the surrounding area. It is accepted that all advertisements, by their nature, will affect the character and appearance of the place they are displayed. The objectives therefore relating to the control of advertisements are to ensure respect for the surrounding amenity and not to prejudice road safety, in this regard the SPPS echoes the requirements of PPS 17.
9.3	<u>Impact Public Safety:</u> The nature and design of advertisements is to attract attention of passers-by and therefore have the potential to impact on public safety. Impact on public safety is usually taken to mean the affects the signage will have on any form of traffic. In this regards the Council has sought the advice of DfI Roads Service, the statutory body in charge of the roads network. Roads Service have stated that this advertisement at this location is unacceptable. Roads Service required additional information to formulate a site specific response. It is noted that further discussions between Roads Service and the applicant are ongoing however the limited nature of the defined site, outlined red on submitted

	plans, dictates that there is no scope to relocate the sign to a less prominent site, within the current application.
9.4	<p><u>Amenity:</u> In terms of amenity it is usually understood to mean the effect on the appearance and character of the surrounding area and over long distance views.</p>
9.5	The proposal is for the erection of a freestanding advertisement and supporting structure which is designed to have a total height of 11.275m and a width of 4.34m; the size of the screen supported by the structure is 6.72 high and 3.84m wide.
9.6	The advertisement is to be located to the a grassed area that helps forms a layby serving a pedestrian drop off and access point to the City Airport. The area is located to the north side of Sydneham By-pass and also contains a bridge steps structure providing access to an elevated walkway above the By-pass to the residential area at Inverary.
9.7	The advertisement is shown to be set back from the road edge and orientated to ensure views are limited to a short distance when travelling from the city. Views of the advertisement, from the opposite side of the carriageway, when travelling towards the city, will be over a longer distance. The heavy concrete steps, to the elevated walkway, act as an obstruction and will interrupt any views of the advertisement when travelling towards the city. The surrounding character of the site is dominated by the busy By-pass fronting the site and by the Airport security fencing to the remaining sides.
9.8	Whilst the area generally consists of heavy infrastructure it is considered that the introduction of the advertising screen and supporting structure of this scale, height and dominance would create an unwelcome distracting element to a relatively uncluttered environment. This section of roadway is relatively free from visual clutter notwithstanding the two in-situ billboards within the confines of the airport which are somewhat masked by the footbridge. The open and green aspect of the site provides visual relief to an area of heavy infrastructure opposite residential properties within the Inverary housing area.
9.9	<p>It is considered that the advertisement in question does not satisfy the policy requirements being over dominant and incongruous at this location due to the scale, massing and illumination.</p> <p><u>Conclusion:</u> The proposal does not comply with relevant planning policy in that the scale and massing is incongruous and would even in this physical context be over dominant at this location and would have the propensity to interfere with road safety and traffic flow.</p>
10.0	Summary of Recommendation:
10.1	Refusal
10.2	Elected Member Representations: Councillor Graham Craig – support and request applications are not delegated and presented to Committee
11.0	Refusal Reasons
11.1	The proposal is contrary to Planning Policy Statement 17 (PPS17): Control of Outdoor Advertisements; Policy AD1, Amenity and Public Safety, in that the applicant has failed to demonstrate that the proposal would not prejudice public safety.

11.2	The proposal is contrary to Planning Policy Statement 17 (Control of Outdoor Advertisements) Policy AD 1 in that the proposed LED display unit would, if permitted, be unduly visually prominent at this location due to inappropriate scale and massing and, lead to an undesirable precedent for other similar signs along this main traffic route.
Signature (s) Date:	