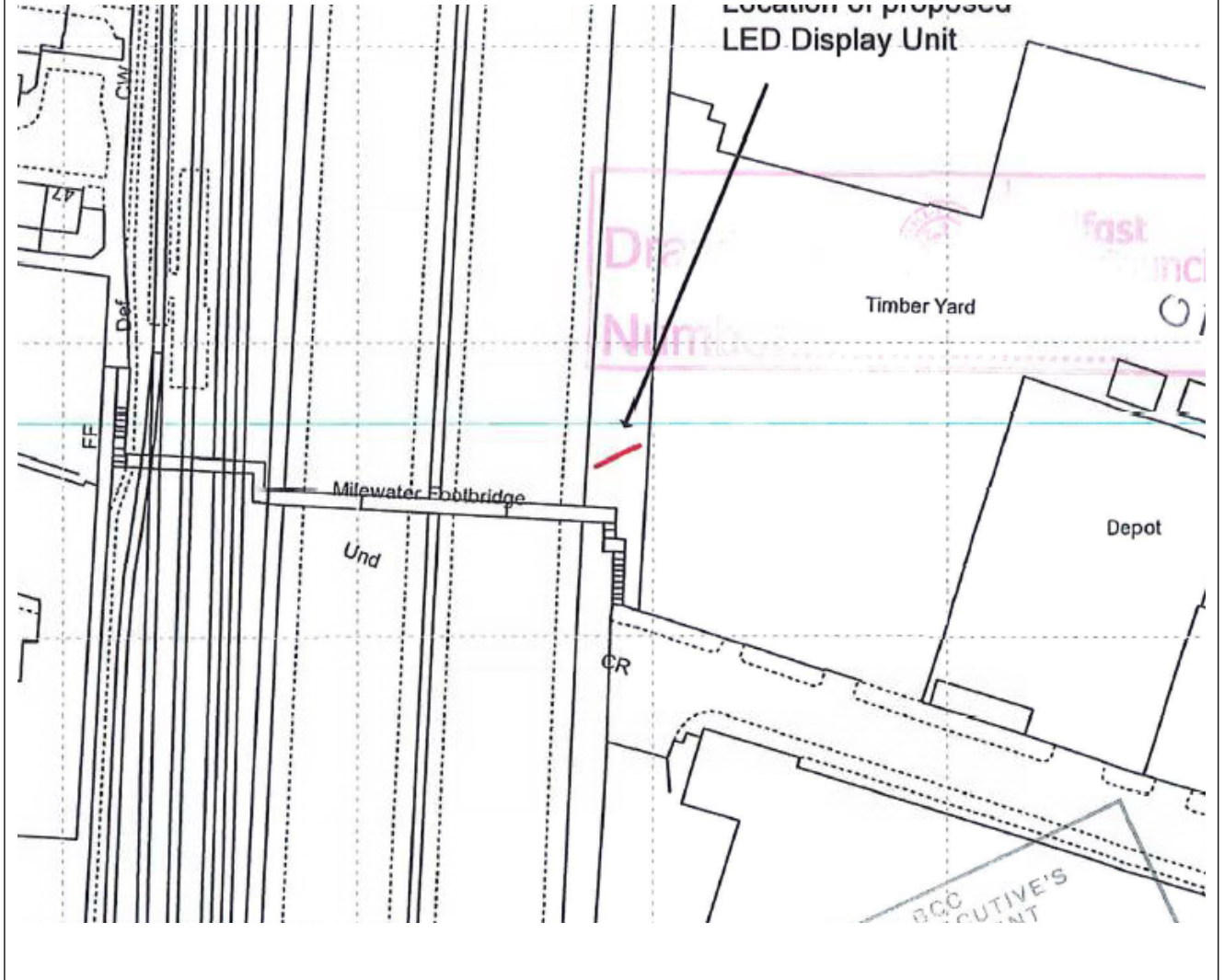


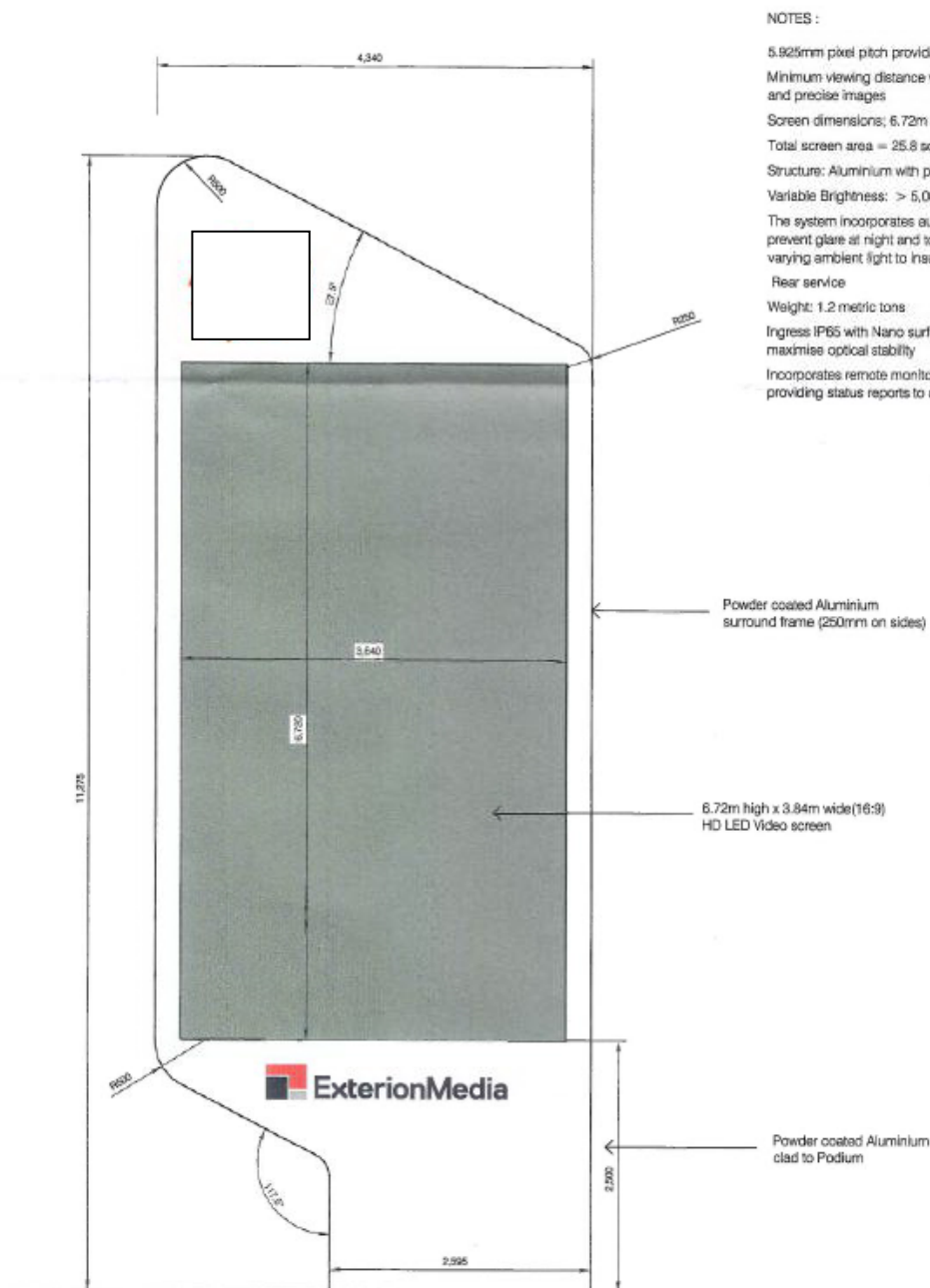
Development Management Officer Report Committee Application

Summary	
Committee Meeting Date: 16 October 2018	
Application ID: LA04/2017/2730/A	
Proposal: Erection of a light emitting diode (LED) display unit.	Location: 430m North Of Duncrue Street off-slip from M2 when travelling South.
Referral Route: Planning Committee – Elected Member request to present to Committee	
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 approx. 430m north of the Duncrue Street off-slip from the M” when travelling south on a grass bank beyond the hard shoulder barrier. The area is a busy five lane city bound stretch of the Motorway.</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 special road.</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

Proposed Front Elevation - 1:50

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	<p>Description of Site.</p>

	The site is located approx. 430m north of the Duncrue Street off-slip from the M2 when travelling south on a grass bank beyond the hard shoulder barrier. The area is a busy five lane city bound stretch of the Motorway with five out bound lanes to the west of the site.
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
8.0	Other Material Considerations
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 the 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 determining policies for the control of advertisements are set out in PPS 17 in which it is made clear that signs sited or designed primarily to be visible from a Motorway or other designated special road are likely to pose a threat to public safety. The M2 Motorway has been so designated as a Special Road under Article 15 of the Roads (NI) Order 1993.
9.4	Policy AD 1 of PPS 17 states that consent will be given for the display of an advertisement where two distinct criteria are met: (i) it respects amenity when assessed in the context of the general characteristics of the locality; and (ii) does not prejudice public safety. Paragraph 4.10 of the justification and amplification states that regard will be given to its effect upon the safe use and operation of any form of traffic or transport on land.

9.5	Paragraph 4.9 of the Justification and Amplification expresses that the nature and design of an advertisement 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 Dfl Roads Service, the statutory body in charge of the roads network.
9.6	Roads Service have indicated that the advertisement at this location is unacceptable, although it is noted that further discussions between Roads Service and the applicant are ongoing. Roads Service has in their response indicated that this proposed section of the Motorway, given its close proximity to an on slip and off slip roads will incur many more vehicular movements and therefore any further distraction to a driver's attention is unacceptable in that it poses a greater threat to public safety.
9.7	The Council considers it prudent to follow previous advice given by Roads Service and planning decisions on other applications visible from the Motorway; Z/2012/0633/A and subsequent appeal 2012/A0305 being relevant example. The advice indicating that these types of advertisements, which are sited to be primarily visible from a Motorway or special road pose a threat to public safety, and therefore were unacceptable. Any distraction to a motorist concentration that is potentially generated by this illuminated advertisement on the Motorway is considered to pose a threat to public safety.
9.8	The Council contends that the proposal fails to satisfy criteria (e) & (h) of paragraph 4.11 as stated in policy AD 1 in that, it is a large illuminated advertisement designed to be primarily viewed from a Special Road as such it poses a threat to public safety and is contrary to planning policy AD1.
	<u>Amenity:</u>
9.9	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.
9.10	The proposal is for the erection of a freestanding advertisement with 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.
9.11	The advertisement is to be located to the side verge of a straight section of a Motorway 430m north of the Duncrue off-slip road. The justification and amplification of the policy advises that a well-designed and sensitively sited advertisement can contribute positively to the visual quality of an area, however, this advertising appears over dominant, unduly prominent and out of place.
9.12	It is considered that the advertisement in question does not satisfy the policy requirements for the following reasons: The location for the advertisement is adjacent to a straight section of the carriageway, the massing of the structure and the illumination will allow for medium and long distance views of the illuminated advertisement. The open aspect of the site ensures that the advertisement does not contribute positively to the character of the surrounding area, being unduly prominent. The scale and massing of the advertisement will ensure that it has a dominant appearance at this location; set against the open aspects of the site and its surroundings; for these reasons the advertisement will have an incongruous appearance at this location.
9.13	It is considered that there is little to differentiate the proposed location from any other adjacent space to the side of the Motorway therefore, if approved would set an undesirable precedent for large illuminated signage adjacent to a designated special road.

9.14	<p>Conclusion: The proposal does not comply with relevant planning policy in that it is designed to be viewed primarily from a special road, will negatively impact on the character of the surrounding area due to scale, massing and illumination creating an incongruous structure at this site.</p>
10.0	Summary of Recommendation:
10.1	Refusal
11.0	Refusal Reasons
11.1	<p>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.</p>
11.2	<p>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.</p>
12.0	Elected Member Representations: Councillor Graham Craig – support and request applications are not delegated and presented to Committee
Signature (s)	
Date:	