

## Development Management Officer Report Committee Application

<b>Summary</b>	
<b>Committee Meeting Date:</b> 21 <sup>st</sup> October 2021	
<b>Application ID:</b> LA04/2021/1586/A	
<b>Proposal:</b> Proposed mesh banner signage (19.1m x 9.84m) for a temporary basis of 24 months	<b>Location:</b> Former Belfast Telegraph Printworks 124-132 Royal Avenue Belfast BT1 1DN
<b>Referral Route:</b> BCC joint venture with applicant	
<b>Recommendation:</b> Approval subject to Conditions	
<b>Applicant Name and Address:</b> BelTel LLP C/O McAleer & Rushe 17-19 Dungannon Road Cookstown BT80 8TL	<b>Agent Name and Address:</b> Todd Architects Ltd 2nd Floor Titanic House 6 Queens Road Belfast BT3 9DT
<p><b>Executive Summary:</b></p> <p>Advertisement Consent is sought for a temporary mesh banner sign (19.1M X 9.84m) for a period of 24 months.</p> <p>The key issues in assessment of the proposed development include:</p> <ul style="list-style-type: none"> <li>• Impact on local amenity</li> <li>• Impact on public safety</li> <li>• Impact on the setting of listed buildings</li> </ul> <p>The site is located within the city development limits for Belfast as designated within the Draft Belfast Metropolitan Area Plan 2004.</p> <p>Whilst the sign is contrary to Planning Policy (PPS17 Outdoor Advertisements) it is accepted that granting consent for an extended period of 18 months is acceptable in the particular circumstances. The commercial property market has slowed and there has been little activity in the city centre due to the Covid Pandemic. The locality is going through a period of transition with the construction of the university campus etc. The aim of this application is to secure a tenant and funding package to enable the commencement of development of the site.</p> <p>The Belfast Telegraph Building is listed - Historic Environment Division were consulted and considered that the proposal is contrary to the policy requirements of SPPS 6.12 &amp; BH11 of PPS6. They stated that the material, size, scale, alignment and location of the banner signage, in proximity to the historic fabric of the listed building, adversely affects its setting. HED noted previous</p>	

permissions 'LA04/2017/2802/A' and 'LA04/2020/0662/A' which granted consent for 2 years and 1 year respectively. HED are not supportive of longevity establishing.

No representations were received.

**Recommendation:**

It is recommended that Advertising Consent is granted for 18 months with delegated authority given to the Director of Planning and Building Control to finalise the wording of conditions subject to no new substantive planning issues being raised by consultees and third parties.

**Case Officer Report**

**Site Location Plan**

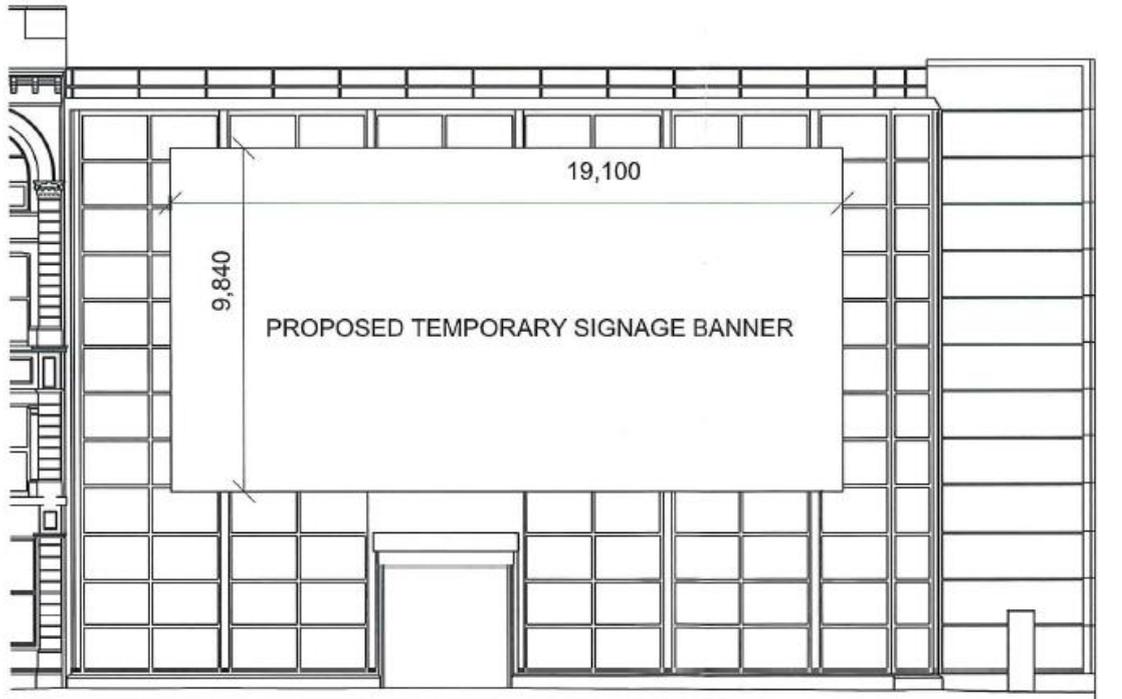


**Characteristics of the Site and Area**

**1.0 Description of Proposed Development**

1.1 Proposed mesh banner signage (19.1m x 9.84m) for a temporary basis of 24months.

The application seeks to extend temporary approvals previously granted under LA04/2017/2802/A and 'LA04/2020/0662/A.



Proposed South-East Elevation



**2.0 Description of Site**

2.1 The site is the former Belfast Telegraph Printworks, a listed building, located at 124-132 Royal Avenue and bounds the corner of Donegal Street. The building was granted a 2

	<p>year temporary permission for use as an event space in November 2017 and subsequently a 3 year extension to this use in October 2019. The area is characterised by a variety of multi-storey office development with ground floor retail outlets. The University of Ulster Belfast Campus is located to the east of the site.</p>
<b>Planning Assessment of Policy and other Material Considerations</b>	
<b>3.0</b>	<p><b>Site History</b></p> <p>LA04/2020/0662/A Former Belfast Telegraph Printworks, 124-132 Royal Avenue - Mesh banner signage (19.1m X 9.84m) (temporary for 1 year) - PERMISSION GRANTED 27.08.2020</p> <p>LA04/2019/0878/F - Ground floor print hall, 122-144 Royal Avenue - Extension of time for temporary change of use of and alterations of former printing hall to event space for a period of 3 years - PERMISSION GRANTED 30.10.2019</p> <p>LA04/2018/1991/F - Former Belfast Telegraph complex at, 124-144 Royal Avenue and, 1-29 Little Donegall Street - Demolition of existing non listed buildings and redevelopment of site to accommodate office led mixed use development comprising Class B1 (a) office, ancillary Class B2 industrial floorspace, active ground floor uses retail (A1), restaurants, cafes and bars (sui generis); basement parking and associated access and circulation. Proposals include the retention and restoration of the listed Seaver building comprising facade restoration, new roof and reintroduction of dormers, replacement windows and reinstatement of original entrance to southern facade [amended scheme] - PERMISSION GRANTED 22.02.2019</p> <p>LA04/2018/1968/LBC - Former Belfast Telegraph complex at, 124-144 Royal Avenue and, 1-29 Little Donegall Street - Demolition of attached structures, retention and restoration of the listed Seaver building comprising internal reconfiguration works, facade restoration of dormers, replacement windows and reinstatement of original entrance to southern façade - PERMISSION GRANTED 22.02.2019</p> <p>LA04/2017/2802/A - Former Belfast Telegraph Printworks - Proposed mesh banner signage (19.1M X 9.84m) - temporary for 2 years - PERMISSION GRANTED 15.03.2018</p> <p>LA014/2017/2209/F – Ground floor 122-144 Royal Avenue - Temporary change of use of former printing hall to event space for a period of 2 years including internal alterations and creation of two emergency exits onto Donegall Street - PERMISSION GRANTED 29.11.17</p>
<b>4.0</b>	<b>Policy Framework</b>
4.1	<p>Belfast Urban Area Plan 2001  Draft Belfast Metropolitan Area Plan 2004  Version of Belfast Metropolitan Area Plan published 03.09.14  Strategic Planning Policy Statement (SPPS)  Planning Policy Statement 6: Planning, Archaeology and the Built Heritage  - Policy BH11  Planning Policy Statement 17: Control of Outdoor Advertisements  - Policy AD1</p>
<b>5.0</b>	<b>Statutory Consultees Responses</b>

5.1	Dfl Roads – No objection.
<b>6.0</b>	<b>Non Statutory Consultees Responses</b>
6.1	DfC Historic Environment Division. Historic Environment Division were consulted and considered the impact of the application on the former Belfast Telegraph Offices, 124-144 Royal Avenue (Grade B2 Listed), and Central Library, 126 Royal Avenue (Grade A Listed). They stated that the proposal is contrary to the policy requirements of SPPS 6.12 & BH11 of PPS6.
<b>7.0</b>	<b>Representations</b>
7.1	The application has been advertised in the local press and neighbours notified. No representations have been received regarding the application.
<b>8.0</b>	<b>Assessment</b>
8.1	<u>Policy AD1 – Amenity and Public Safety</u>
8.2	Policy AD1 states:  <i>Consent will be given for the display of an advertisement where:</i>  <i>(i) it respects amenity, when assessed in the context of the general characteristics of the locality; and</i> <i>(ii) it does not prejudice public safety.</i>
8.3	<u>Impact on Characteristics of Locality</u>
8.4	The proposal comprises a fixed building mesh banner sign on the Royal Avenue elevation of the former Belfast Telegraph print works premises. The applicant proposes it to be on display for a two year period.
8.5	The proposed banner is 19.1m in width and 9.84m in height. The building height is 16.6m and the front elevation is 24m wide. The bottom of the banner is to be fixed at 5.8m above ground level and 1.2m from the top of the building. It therefore will take up virtually the entire elevation above main entrance level. The banner is to display branding relating to the redevelopment of the site.
8.6	In relation to advertisements the term amenity is usually understood to mean its effect upon the appearance of the building or structure or the immediate neighbourhood where it is displayed, or its impact over long distance views.
8.7	PPS17 provides guidance on Shroud Advertisement Displays which is relevant to the proposed mesh banner. It states:
8.8	<i>In view of their scale and size, shroud advertisements have the potential to seriously conflict with the visual amenity of the buildings upon which the display is situated and the area in which buildings are sited. Accordingly, proposals for this type of advertisement are only likely to be acceptable in commercial areas, where they are to be attached to scaffolding surrounding a building or development site and where a contract has been drawn up for the building or renovation works.</i>

8.9	<i>To prevent clutter, account will be taken of the number of similar proposals located within the vicinity of the site and others that have the benefit of advertisement consent.</i>
8.10	As stated above, shroud displays are only acceptable in commercial areas, of which the surrounding land around the proposal site is considered to be. However, the buildings in the area are not commercial warehouses such as those found in retail parks and the proposed banner is to be attached directly to the building itself and not to scaffolding.
8.11	Whilst the glazed fronted host building is not considered to be of any particular architectural interest, the site forms part of the listed building and the buildings in the area are generally very attractive.
8.12	Justification under the current application to extend the previous approvals by two years was provided as follows:
8.13	<i>“Our client is in the process of trying to secure a suitable tenant and funding package which in turn will enable the commencement of development of the site. Our client considers Planning Permission for the mesh signage banner will assist with securing the potential tenant.”</i>
8.14	As per the assessment of the previous applications, the proposed banner will have an impact on the amenity of the area and in normal circumstances would be considered unacceptable. However, the area is going through a transition period with the construction of the University campus adjacent and reconfiguration of Buoy Park opposite. The property market has slowed down as a result of the pandemic. Therefore, justification for the banner which is intended to promote redevelopment of this key site, is considered in this case to be acceptable for one last temporary period of 18 months.
8.15	<u>Impact on Public Safety</u>
8.16	The proposed signage has no illumination or projection and is not considered to create any hazard. It will therefore not prejudice the safety of public safety and is compliant with AD1 (ii).
8.17	<u>Impact on Setting of nearby Listed Buildings</u>
8.18	The site is adjacent to the listed Belfast Telegraph Offices and is in the site line of St Anne’s Cathedral. It is also adjacent to Central Library which is listed. Policy BH11 of PPS6 relates to development affecting the setting of listed buildings. It states that the Department will not normally permit development which would adversely affect the setting of a listed building.
8.19	HED were consulted and stated that the material, size, scale, alignment and location of the banner signage, in proximity to the historic fabric of the listed building, adversely affects its setting. HED noted previous permissions ‘LA04/2017/2802/A’ and ‘LA04/2020/0662/A’ which granted consent for 2 years and 1 year respectively. HED are not supportive of longevity establishing.
8.20	HED noted that it is a somewhat retrospective application as the banner is currently in place and considered any decision on approval of such a proposal is ultimately to be determined by Belfast City Council.
8.21	<u>Recommendation</u>

	Based on the above assessment the proposed signage is not considered to be complaint with relevant advertising guidance. HED's concerns regarding PPS6 are noted. However, on balance, with the slowing down of the market in recent times, an exception can be made in this case. Consent is recommended - granting of temporary consent for a period of 18 months.
<b>9.0</b>	<b>Summary of Recommendation:</b> Temporary Consent
<b>10.0</b>	<p><b>Conditions</b></p> <p>1. The sign shall be erected in the position shown on Approved Drawing no.04, date stamped 9 June 2021.</p> <p>Reason: In the interests of road safety and the convenience of road users</p> <p>2. The approval is temporary for a period of 18 months from the date of this decision. Within 2 weeks of the expiration date the signage and all associated fittings shall be removed.</p> <p>Reason: In the interests of visual amenity.</p> <p><b>Informatives</b></p> <p>The applicant's attention is drawn to the consultation responses received by the Council in respect of this application. The responses can be viewed at <a href="https://www.planningni.gov.uk/index/tools/public-access-info.htm">https://www.planningni.gov.uk/index/tools/public-access-info.htm</a>.</p>

<b>ANNEX</b>	
<b>Date Valid</b>	10 <sup>th</sup> June 2021
<b>Planning History</b>	
<p>Ref ID: LA04/2020/0662/A            Proposal: Mesh banner signage (19.1m X 9.84m) (temporary for 1 year)            Address: Former Belfast Telegraph Printworks, 124-132 Royal Avenue            Decision: Permission Granted            Decision Date: 27 August 2020</p> <p>Ref ID: LA04/2017/2802/A            Proposal: Proposed mesh banner signage (19.1M X 9.84m) - temporary for 2 years            Address: Former Belfast Telegraph Printworks            Decision: Permission Granted            Decision Date: 15 March 2018</p>	
<b>Summary of Consultee Responses</b>	
<p><b>Dfl Roads – no objection</b></p> <p><b>HED – do not support</b></p>	
<b>Drawing Numbers and Title</b>	
<p>Drawing No. 01            Type: Location Map            Status: Submitted</p> <p>Drawing No. 02            Type: Signage Location            Status: Submitted</p> <p>Drawing No. 03            Type: Existing Elevation            Status: Submitted</p> <p>Drawing No. 04            Type: Proposed Signage Elevation            Status: Submitted</p>	
<b>Notification to Department (if relevant)</b>	
<p>Date of Notification to Department: N/A            Response of Department: N/A</p>	