

## Committee Application

<b>Development Management Report</b>	
<b>Application ID:</b> LA04/2017/2802/A	<b>Date of Committee:</b> 13 March 2018
<b>Proposal:</b>  Mesh banner signage (19.1M X 9.84m) - temporary for 2 years	<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
<b>Applicant Name and Address:</b>  Bel Tell LLP C/O McAleer & Rushe 17-19 Dungannon Road Cookstown BT80 8TL	<b>Agent Name and Address:</b>  Turley Hamilton House 3 Joy Street Belfast BT2 8LE
<b>Executive Summary:</b>  Advertisement Consent is sought for a mesh banner signage (19.1M X 9.84m) - temporary for 2 years  The key issues in assessment of the proposed development include: <ul style="list-style-type: none"> <li>• If proposal respects local amenity</li> <li>• If proposal does not prejudice public safety</li> <li>• Impact on the setting of listed buildings</li> </ul> The site is located within the city development limits for Belfast as designated within the Draft Belfast Metropolitan Area Plan 2004.  DfI Historic Environment Division was consulted and had no objection to the proposal.  No representations were received.  <b>Recommendation</b>  It is recommended that the application is approved subject to condition limiting consent to a temporary period of two years.	

**Site Location Plan**



**Characteristics of the Site and Area**

<p><b>1.0</b></p>	<p><b>Description of Proposed Development</b></p> <p>The application is for temporary (2 year) advertising consent for a mesh banner on the south eastern elevation of the building.</p>
<p><b>2.0</b></p>	<p><b>Description of Site</b></p> <p>The site is the former Belfast Telegraph Printworks, located at 124-132 Royal Avenue and is currently vacant. 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>

**Planning Assessment of Policy and other Material Considerations**

<p><b>3.0</b></p>	<p><b>Relevant Site History</b></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>
<p><b>4.0</b></p>	<p><b>Policy Framework</b></p>
<p><b>4.1</b></p>	<p>BUAP 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</p>

	<ul style="list-style-type: none"> <li>- Policy BH11</li> </ul> <p>Planning Policy Statement 17: Control of Outdoor Advertisements</p> <ul style="list-style-type: none"> <li>- Policy AD1</li> </ul>
<b>5.0</b>	<b>Statutory Consultees Responses</b>
5.1	None
<b>6.0</b>	<b>Non Statutory Consultees Responses</b>
6.1	DfC Historic Environment Division
<b>7.0</b>	<b>Representations</b>
7.1	No comments have been received.
<b>8.0</b>	<b>Other Material Considerations</b>
8.1	None
<b>9.0</b>	<b>Assessment</b>
9.1	<u>Policy AD1 – Amenity and Public Safety</u>
9.2	<p>Policy AD1 states:</p> <p style="text-align: center;"><i>Consent will be given for the display of an advertisement where:</i></p> <ul style="list-style-type: none"> <li>(i) <i>it respects amenity, when assessed in the context of the general characteristics of the locality; and</i></li> <li>(ii) <i>it does not prejudice public safety.</i></li> </ul>
9.3	<u>Impact on Characteristics of Locality</u>
9.4	The proposal comprises a fixed building mesh banner sign on the Royal Avenue elevation of the former Belfast Telegraph print works premises to be on display for a two year period. The building is currently vacant and the applicant advises that plans for redeveloped are to be submitted in the near future.
9.5	The proposed banner is 19.1m in width and 9.8m 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.
9.6	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.
9.7	PPS17 provides guidance on Shroud Advertisement Displays which is relevant to the proposed mesh banner. It states:
9.8	Shroud advertisement displays are a relatively new form of advertising. They are known by a variety of names such as meshes, wraparounds or blow-up signs. They range in

	<p>size, but are generally large-scale and can cover the whole of an elevation of a building. They can even be used to present an image of what a building will look like when alterations, renovations or building works have been completed.</p>
9.9	<p>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.</p>
9.10	<p>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.</p>
9.11	<p>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 proposed banner is to be attached directly to the building itself and not to scaffolding.</p>
9.12	<p>The glazed fronted host building is not considered to be of any particular architectural interest. As the area is commercial in nature the proposed banner would not be out of character.</p>
9.13	<p>BCC are in a joint venture with the applicant. Justification for the banner was provided as follows:</p>
9.14	<p><i>The Limited Liability Partnership between Belfast City Council and McAleer &amp; Rushe (Bel Tel LLP) acquired the Belfast Telegraph site at 124-144 Royal Avenue in October 2016. Work has advanced considerably on the design and planning for the redevelopment of the site with the intention of issuing the Proposal of Application Notice (PAN) in March 2018. It is envisaged that shortly after the PAN's 12-week consultation period, a full planning application will be submitted in Summer 2018.</i></p>
9.15	<p><i>In parallel to the preparation of the PAN the Partnership have been developing a bespoke branding and marketing strategy for the scheme, to be used to help secure commercial occupiers for the building. The banner forms one element of this marketing strategy, alongside the creation of a website and promotion of the scheme by commercial agents. The branding - set to be launched imminently alongside submission of the PAN - references the building's past role as home to The Belfast Telegraph.</i></p>
9.16	<p><i>This scheme is an important part of the future development of this part of the city centre as a hub for the educational, digital and tech sectors, which will also see both the new Ulster University Campus and the renovated Central Library delivered in the years ahead. The banner for this site, by heralding the investment that is to follow, will not only help to promote this specific scheme but it will also boost the profile of the wider area and illustrate the positive change underway.</i></p>
9.17	<p>The proposed banner will have some impact on the amenity of the area. However, given the architectural context of the building and the justification of the banner which is intended to promote redevelopment and future occupation of this key site, it is considered that there are exceptional grounds for a banner of this scale and that temporary approval for a two-year period is acceptable.</p>
9.18	<p><u>Impact on Public Safety</u></p>

9.19	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).
9.20	<u>Impact on Setting of nearby Listed Buildings</u>
9.21	The site is adjacent to the listed Belfast Telegraph Offices and is in the site line of St Anne's Cathedral. 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. HED was consulted and advised:
9.22	<i>Historic Environment Division (HED) has been consulted on the application for HB26/50/310 Belfast Telegraph Offices, 124-144 Royal Avenue, Belfast a Grade B2 listed building of special architectural or historic interest as set out in Section 80 and protected under the Planning Act (NI) 2011.</i>
9.23	<i>HED has considered the effects of the proposal on the listed building and on the basis of the information provided advise:</i>
9.24	- <i>HED Historic Buildings is content with the proposal subject to conditions to ensure that the proposal is temporary for a period of two years.</i>
9.25	<i>Explanatory notes</i>
9.26	<ol style="list-style-type: none"> <li>1) <i>HED Historic Buildings is content with the proposal subject to conditions to ensure that the proposal is temporary for a period of two years.</i></li> <li>2) <i>HED Historic Buildings would not be content with the proposal on a permanent basis as the material, size, scale, alignment and location of the very large 19.1m X 9.84m mesh banner signage, in such proximity to the historic fabric of the listed building, would adversely affect its setting. However we are content with the proposal for a temporary period of two years, after which the mesh banner signage must be removed.</i></li> </ol>
9.27	As above, HED considers the mesh banner acceptable for a 2 year period.
9.28	<u>Recommendation</u>
9.29	Based on the above assessment the proposed signage is considered to be acceptable. I therefore recommend the granting of temporary consent.
<b>10.0</b>	<b>Summary of Recommendation: Approval</b>
<b>11.0</b>	<p><b>Conditions/Reasons for Refusal</b></p> <ol style="list-style-type: none"> <li>1. The sign shall be erected in the position shown on Approved Drawing no.04, date stamped 20 December 2017.</li> </ol> <p>Reason: In the interests of road safety and the convenience of road users</p> <ol style="list-style-type: none"> <li>2. The approval is temporary for a period of 2 years from the date of approval of this application. Immediately upon the expiration of the 2 year period from the approval of this application, the signage and any associated fittings must be removed and the building reverted to its current condition.</li> </ol>

	Reason: In the interests of visual amenity.
<b>Notification to Department (if relevant) N/A</b>	
<b>Representations from Elected members:N/A</b>	