

Development Management Officer Report Committee Application

| Summary | |
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| Application ID: LA04/2018/1629/A | Date of Committee: 14 August 2018 |
| Proposal: City of Music artwork to be installed on foam boards attached to existing hoarding (temporary for 2 years) | Location: Hoardings at Kent Street/Union Street, Belfast |
| Referral Route: Belfast City Council application | |
| Recommendation: | Approval subject to condition |
| Applicant Name and Address: City Regeneration and Development Belfast City Council 9-21 Adelaide Street Belfast BT2 8DJ | |
| <p>Executive Summary:</p> <p>Advertisement Consent is sought for artwork to be installed on foam boards attached to existing security screens (temporary for 2 years)</p> <p>The key issues in assessment of the proposed development include:</p> <ul style="list-style-type: none"> • If the proposal respects amenity, when assessed in the context of the general characteristics of the locality; and • That the proposal does not prejudice public safety <p>The site is located within the city development limits for Belfast as designated within the Draft Belfast Metropolitan Area Plan 2004. It falls within Scotch and Cathedral Character Area.</p> <p>DfI Roads was consulted and has no objections to the proposal.</p> <p>Recommendation</p> <p>It is recommended that advertisement consent is granted subject to conditions. It is requested that authority be delegated to the Director of Planning and Building Control to agree the final wording of the conditions.</p> | |

Case Officer Report

Site Location Plan



Proposed Artwork (concept design)



| Characteristics of the Site and Area | |
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| 1.0 | Description of Proposed Development |
| 1.1 | The application is for advertisement consent for City of Music artwork to be installed on foam boards attached to existing security screens (temporary for 2 years). |
| 2.0 | Description of Site |
| 2.1 | The site is located at land at Kent Street and Union Street in the north of Belfast City Centre. It consists of a row of hoarding around an area of land cleared for development. |
| Planning Assessment of Policy and other Material Considerations | |
| 3.0 | Site History |
| | Z/2006/2212/F - 14-20 Kent Street (with adjacent carpark) - Demolition of existing buildings & construction of a 9 storey development comprising basement level car park and 89 No. apartments to the upper floors – Permission granted 23.08.2007 |
| 4.0 | Policy Framework |
| 4.1 | 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 17: Control of Outdoor Advertisements |
| 5.0 | Statutory Consultees Responses |
| 5.1 | None |
| 6.0 | Non Statutory Consultees Responses |
| 6.3 | Dfl Roads – no objection |
| 7.0 | Representations |
| 7.1 | No comments have been received. |
| 8.0 | Other Material Considerations |
| 8.1 | None |
| 9.0 | Assessment |
| 9.1 | <u>Plan Status/Relevant Policy/Constraints</u> |
| 9.2 | Following the recent Court of Appeal decision on BMAP, the extant development plan is now the BUAP. However, given the stage at which the Draft BMAP had reached pre-adoption through a period of independent examination, the policies within the version of BMAP purported to be adopted still carry weight and are a material consideration in the determination of planning applications. The weight to be afforded is a matter of judgement for the decision maker. |

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| 9.3 | <p>The site is within the development limit of Belfast as designated in both the BUAP and the draft BMAP. The site falls within the Scotch and Cathedral Character Area as designated in Draft BMAP.</p> |
| | <p>The Strategic Planning Policy for Northern Ireland (SPPS) is a material consideration for all decisions on individual planning applications and provides general policy context. PPS17 also provides relevant policy guidance.</p> |
| | <p><u>SPPS</u></p> |
| 9.4 | <p>With regard to the Control of Outdoor Advertisements, the SPPS states that care must be taken to ensure that all proposals will not detract from the place where advertising is to be displayed or its surroundings. In particular, it is important to prevent clutter, to adequately control signs involving illumination and to protect features such as listed buildings, and conservation areas from the potential adverse effects of advertising. The subject matter of advertising is not normally a material planning consideration.</p> |
| | <p><u>Policy AD1 – Amenity and Public Safety</u></p> |
| 9.5 | <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"> (i) <i>it respects amenity, when assessed in the context of the general characteristics of the locality; and</i> (ii) <i>it does not prejudice public safety.</i> |
| | <p><u>Impact on Character of the Area</u></p> |
| 9.6 | <p>Kent Street is a narrow street running from Royal Avenue to Carrick Hill. Union Street runs from North Street to Little Donegall Street and intersects Kent Street. There is a 2.4m high timber ply hoarding around part of the demolished block to the south of Kent Street and east of Union Street. The hoarding is related to a recent approval for repairs and alterations to the Bank of Ireland building at 92-100 Royal Avenue (LA04/2017/0984/F).</p> |
| 9.7 | <p>The proposal is to install a composite/mesh/coated foam board to the existing hoarding. The board is to have artwork for the Council's City of Music project and temporary advertising consent is sought for a 2 year period. The installation will not be illuminated.</p> |
| 9.8 | <p>PPS17 provides design guidelines for outdoor advertisements. As the proposed hoarding artwork does not come under any of the categories listed in Annex A, the general criteria for assessing the impact of an advertisement on amenity is relevant.</p> |
| 9.9 | <p>The area along Kent Street/Union Street where the proposed artwork installation is to go is characterised by land to be developed and multi-storey office/apartment development. The Sunflower public house is located on the south west corner of the Kent Street/Union Street junction. There are no features of historic or archaeological interest in the vicinity. The scale of the proposed installation is considered to be appropriate and is no larger than the existing hoarding around the demolished block. There are no other advertisements in the immediate area. The design and materials of the proposed installation are such that it will be an improvement to the existing timber ply hoarding as it will introduce a colourful design over the drab appearance of the existing hoarding. There is no concern over the proposal impacting on the amenities of residents of adjacent properties.</p> |

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| <p>9.10</p> <p>9.11</p> <p>9.12</p> <p>9.13</p> | <p>Given the nature of the existing hoarding it is considered that the proposed artwork installation will not harm the visual amenity of the area. As the display relates more to the artwork and to the attraction of music in the city than to the selling of a product, it is considered that it would make a positive contribution to the urban nature of the area. Additionally, consent is only sought for a 2 year period which will prevent the display from becoming a permanent feature without further consideration.</p> <p>Based on the above assessment, the proposed display is considered to be compliant with AD1(i)</p> <p><u>Impact on Public Safety</u></p> <p>DFI Roads was consulted with regard to potential of the signage distracting drivers and have indicated that they have no objection to the proposal.</p> <p><u>Recommendation</u></p> <p>It is considered that the proposed artwork banner will be an improvement to the visual amenity of the area and will respect the character of the area. It will not result in a risk to public safety. Approval is therefore recommended.</p> |
| <p>10.0</p> | <p>Summary of Recommendation: It is recommended that advertisement consent is granted subject to conditions. It is requested that authority be delegated to the Director of Planning and Building Control to agree the final wording of the conditions.</p> |
| <p>11.0</p> | <p>Conditions</p> <ol style="list-style-type: none"> 1. The advertising display hereby approved shall be installed in accordance with Approved Drawing No. 03, date stamped 18 June 2018. <p>Reason: In the interests of visual amenity.</p> <ol style="list-style-type: none"> 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 site reverted to its current condition. <p>Reason: In the interests of visual amenity.</p> |
| <p>Notification to Department (if relevant)</p> <p>Not required</p> | |
| <p>Representations from Elected members:</p> <p>None</p> | |