

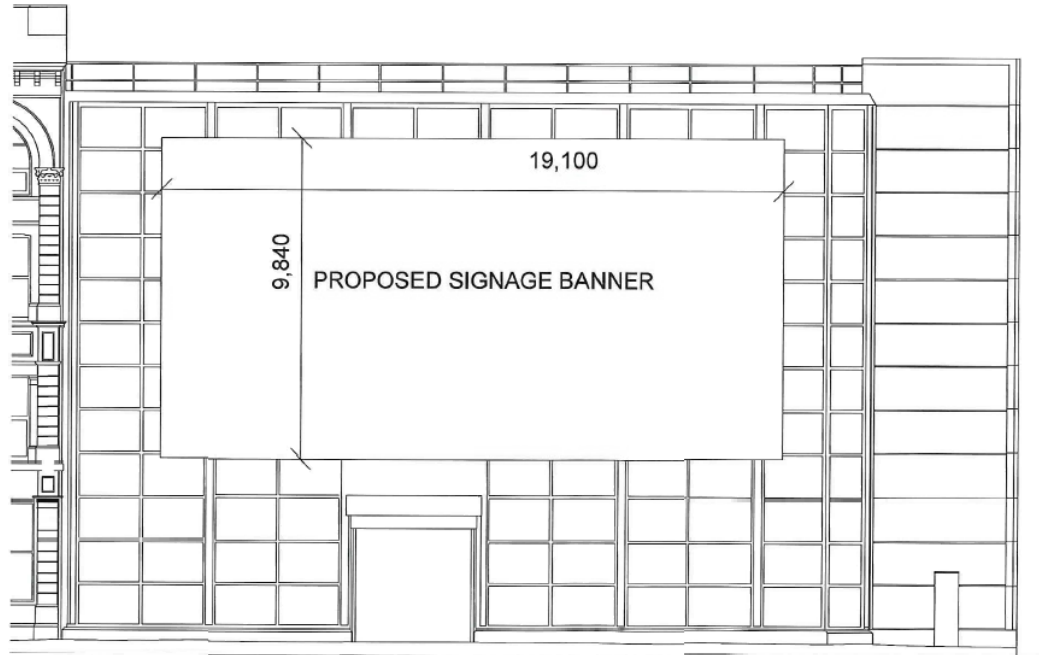
Committee Application

Development Management Report	
Application ID: LA04/2020/0662/A	Date of Decision/Committee: 19 May 2020
Proposal: Temporary mesh banner signage (19.1M X 9.84m)	Location: Former Belfast Telegraph Printworks 124-132 Royal Avenue Belfast BT1 1DN
Referral Route: BCC joint venture with applicant	
Recommendation:	Approval
Applicant Name and Address: Bel Tell LLP C/O McAleer & Rushe 17-19 Dungannon Road Cookstown BT80 8TL	Agent Name and Address: Todd Architects Ltd 2nd Floor Titanic House 6 Queens Road Belfast BT3 9DT
<p>Executive Summary:</p> <p>Advertisement Consent is sought for a temporary mesh banner sign (19.1M X 9.84m)</p> <p>The key issues in assessment of the proposed development include:</p> <ul style="list-style-type: none"> • Impact on local amenity • Impact on public safety • Impact on the setting of listed buildings <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 1 year is acceptable in the particular circumstances, given the locality is going through a period of transition with the construction of the university campus etc and that future plans for the host building are also well advanced.</p> <p>The Belfast Telegraph Building is listed - Historic Environment Division was consulted and has no objection to the proposal, subject to a temporary approval for 1 year.</p> <p>No representations were received.</p> <p>Recommendation</p> <p>It is recommended that Advertising Consent is granted for one year 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.</p>	

Characteristics of the Site and Area

1.0 Description of Proposed Development

1.1 The application is advertising consent for a mesh banner on the south eastern elevation of the building. It seeks to extend the 2 year temporary approval granted previously under LA04/2017/2802/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 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.



3.0	Site History
	<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>
4.0	Policy Framework
4.1	<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 - Policy BH11 Planning Policy Statement 17: Control of Outdoor Advertisements - Policy AD1</p>
5.0	Statutory Consultees Responses
5.1	None
6.0	Non Statutory Consultees Responses
6.1	DfC Historic Environment Division
7.0	Representations
7.1	No comments have been received.
8.0	Other Material Considerations

8.1	None
9.0	Assessment
9.1	<u>Policy AD1 – Amenity and Public Safety</u>
9.2	<p>Policy AD1 states:</p> <p><i>Consent will be given for the display of an advertisement where:</i></p> <p><i>(i) it respects amenity, when assessed in the context of the general characteristics of the locality; and</i></p> <p><i>(ii) it does not prejudice public safety.</i></p> <p><u>Impact on Characteristics of Locality</u></p>
9.3	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 one year period.
9.4	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.
9.5	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.
9.6	PPS17 provides guidance on Shroud Advertisement Displays which is relevant to the proposed mesh banner. It states:
9.7	<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>
9.8	<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>
9.9	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 be attached directly to the building itself and not to scaffolding.
9.10	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.
9.11	Justification for the original banner, as approved for a 2 year period under LA04/2017/2802/A, and the current application to extend by one year was provided and is set as follows:

9.12	<p>The sign is required on a temporary basis as part of an overall marketing strategy for the building whilst plans are concluded and planning permission is secured for its future use.</p> <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>
9.13	<p>As per the assessment of the previous application, 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 Buoys Park opposite. Therefore, justification for the banner which is intended to promote redevelopment of this key site, is considered in this case, to be acceptable for a temporary period in these exceptional circumstances.</p>
	<p><u>Impact on Public Safety</u></p>
9.14	<p>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).</p>
	<p><u>Impact on Setting of nearby Listed Buildings</u></p>
9.15	<p>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.</p>
9.16	<p>Regarding the previous approval LA04/2017/2802/A, HED was consulted and advised that it 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, it was content with the proposal for a temporary period of two years, after which the mesh banner signage must be removed.</p>
9.17	<p>Regarding the current application, HED reiterated its concerns about the impact on the nearby listed buildings but recommended that a 1 year temporary approval would be acceptable.</p>
	<p><u>Recommendation</u></p>
9.18	<p>Based on the above assessment the proposed signage is considered to be compliant with relevant advertising and built heritage guidance. Consent is recommended - granting of temporary consent for a period of 1 year.</p>
10.0	Summary of Recommendation: Temporary Consent
11.0	Conditions
	<p>1. The sign shall be erected in the position shown on Approved Drawing no.04, date stamped 11 March 2020.</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 1 year 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>Notification to Department (if relevant)</p> <p>N/A</p>
	<p>Representations from Elected members:</p> <p>None</p>