Causeway Coast & Glens Borough Council

Title of Report:	**Planning Committee Report – LA01/2026/0789/A**
Committee Report Submitted To:	**Planning Committee**
Date of Meeting:	**25th November 2026**
For Decision or For Information	**For Decision**
To be discussed In Committee YES/NO	**No**

Linkage to Council Plan (2026-31)	
Strategic Theme	Governance, Quality & Continuous Improvement
Outcome	Governance arrangements that ensure compliance, transparency and effective decision-making
Lead Officer	Development Management Manager

Budgetary Considerations	
Cost of Proposal	
Included in Current Year Estimates	**N/A**
Capital/Revenue	
Code	
Staffing Costs	

Legal Considerations	
Input of Legal Services Required	**NO**
Legal Opinion Obtained	**N/A**

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	N/A	Date:
	EQIA Required and Completed:	N/A	Date:
Rural Needs Assessment (RNA)	Screening Completed	N/A	Date:
	RNA Required and Completed:	N/A	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	N/A	Date:
	DPIA Required and Completed:	N/A	Date:

No: LA01/2026/0789/A **Ward:** Atlantic

App Type: Advertisement

Address: Entrance to North West Hotel and Spa Complex, Lands Immediately West of 120 Ballyreagh Road, Portstewart

Proposal: The erection of temporary hoarding with vinyl advertising graphics promoting branding and amenities of hotel development.

Con Area: N/A **Valid Date:** 27/07/2026

Listed Building Grade:

Agent: Ferguson Planning

Applicant: C&V Developments Ltd.

Objections:	**0**	**Petitions of Objection:**	**0**
Support:	**0**	**Petitions of Support:**	**0**

Drawings and additional information are available to view on the Planning Portal- https://planningregister.planningsystemni.gov.uk

Executive Summary

- This is an advertisement consent seeking the erection of temporary hoarding with vinyl advertising graphics promoting branding and amenities of the previously approved hotel development.

- The application site is located in the countryside, outside of any Settlement Development Limit, as provided for by the Northern Area Plan (NAP) 2016. The site is located directly east of a Local Landscape Policy Area & a Site of Local Nature Conservation Importance. The site is not subject to any specific zoning or environmental designation.

- No representations have been received in relation to this proposal.

- The principle of development is acceptable, as the proposal respects amenity and does not prejudice public safety.

- The proposal complies with all relevant planning policies including the Regional Development Strategy (RDS) 2035, Northern Area Plan (NAP) 2016, Strategic Planning Policy Statement (SPPS) 2025 – Edition 2, and Planning Policy Statement (PPS) 17: Control of Outdoor Advertisements.

- Consultation was carried out with DFI Roads, and CCG Environmental Health. No objections were raised.

- The application is recommended to Grant Consent**.**

Drawings and additional information are available to view on the Planning Portal- https://planningregister.planningsystemni.gov.uk/

1.0 RECOMMENDATION

1.1 That the Committee has taken into consideration and agrees with the reasons for the recommendation set out in section 9 and the policies and guidance in sections 7 and 8 and resolves to **Grant Consent** subject to the conditions set out in section 10.

2.0 SITE LOCATION & DESCRIPTION

2.1 The site is located at lands immediately West of 120 Ballyreagh Road, Portstewart.

2.2 The application site relates to the entrance to the North West Hotel and Spa Complex previously approved under LA01/2016/1328/F. The temporary hoarding with vinyl advertising graphics promoting branding and amenities of hotel development is to be temporarily sited for a period of 3 years during the construction of the previously approved hotel and spa complex.

2.3 The application site is located in the countryside, outside of any Settlement Development Limit, as provided for by the Northern Area Plan (NAP) 2016. The site is located directly east of a Local Landscape Policy Area & a Site of Local Nature Conservation Importance. The site is not subject to any specific zoning or environmental designation.

RELEVANT HISTORY

PLANNING HISTORY OF SITE

- Application Number: LA01/2026/0126/DC
  - Proposal: Discharge of Condition 14 & 20 of LA01/2016/1328/F
  - Decision: pending
- Application Number: LA01/2026/0788/F
  - Proposal: The erection of temporary hoarding and access gate, CCTV mast with associated engineering works.
  - Decision: pending
- Application Number: C/1975/0216

    - Decision: Permission Refused Decision Date: 16 June 1975
    - Proposal: SITE FOR HOUSING
- Application Number: C/1986/0642
    - Decision: Permission Refused Decision Date: 23 February 1987
    - Proposal: Change of use from dwelling to wine bar
- Application Number: LA01/2016/0522/PAN
    - Decision: PAN Concluded Decision Date: 01 June 2016
    - Proposal: Proposed Hotel & Spa Complex (including conference and banqueting facilities), Holiday Cottages, North West 200 visitor attraction (including exhibition space, tourist retail unit (c. 150sqm) and office space, restaurant, car/coach parking, access/junction alterations, landscaping and associated infrastructure works on Land South of Ballyreagh Road (A2), Portstewart.
- Application Number: LA01/2016/0893/DETEIA
    - Decision: ES-Not Required Decision Date: 13 September 2016
    - Proposal: Request for a screening opinion to determine the requirement of an Environmental Impact Assessment
- Application Number: LA01/2018/0729/DC
    - Decision: Approval Decision Date: 15 October 2018
    - Proposal: Discharge of Condition No. 12 from LA01/2016/1328/F
- Application Number: LA01/2018/0688/DC
    - Decision: Withdrawal Decision Date: 22 October 2018
    - Proposal: Discharge of condition 13 of LA01/2016/1328/F.
- Application Number: LA01/2018/0777/DC
    - Decision: Approval Decision Date: 20 December 2018
    - Proposal: Discharge of Condition 16 of LA01/2016/1328/F.
- Application Number: LA01/2018/1352/F
    - Decision: Permission Granted Decision Date: 27 June 2019
    - Proposal: Section 54 application to vary Condition 13 of Planning Permission LA01/2016/1328/F to state: "All further site works of whatever nature and development shall be undertaken in accordance with the Archaeology written scheme and programme submitted and approved by Council
- Application Number: LA01/2016/1328/F
    - Decision: Permission Granted Decision Date: 04 April 2025

    - Proposal: Full application for a Hotel and Spa Complex (including conference and banqueting facilities, holiday cottages, North West 200 visitor attraction (including exhibition space, tourist retail unit (c.150 sq m) and office space), demonstration restaurant, car/coach parking, access/junction alterations, landscaping, private sewerage treatment plant and water bore holes together with associated apparatus/infrastructure works on land south of 120 Ballyreagh Road (A2), Portstewart, BT55 7PT (Amended Certificate of Ownership)
- Application Number: LA01/2025/1285/DC
    - Decision: Condition Partially Discharged Decision Date: 05 March 2026
    - Proposal: Partial Discharge of Condition 13 and Full Discharge of Condition 15 of LA01/2016/1328/F.

4.0 THE APPLICATION

4.1 This advertisement consent is for the erection of temporary hoarding with vinyl advertising graphics promoting branding and the amenities of the hotel development under construction. The proposed hoarding will provide screening and security during construction and the vinyl advertising graphics will inform passers-by of details of the hotel development. The proposed hoardings will be approximately 2.54 metres in height and will extend for approximately 62.2 metres along the front boundary of the site. The vinyl advertising graphics extend the height of the proposed hoarding and extend for approximately 52m of the hoarding.

4.2 A separate planning application has been submitted for the erection of temporary hoarding, CCTV mast and associated advertising located adjacent to and surrounding the site entrance of the approved hotel and spa complex (LA01/2026/0788/F).

5.0 PUBLICITY & CONSULTATIONS

5.1 **External:**
There is no statutory requirement to advertise or neighbour notify advertisement consents. However, the application was advertised on 12th August 2026.

5.2 **Internal:**

Two (2no) consultations were issued in relation to this application.

- DfI Roads were consulted twice during the processing of this application. Initially, they requested some amendments stating that the quality of the plan with regard to the existing roadside detail where the proposed hoarding fronts Ballyreagh Road was inaccurate. DfI Roads requested a plan which shows accurate roadside detail with the back of the newly constructed footpath clearly detailed and the proposed hoarding set back a minimum of 0.5m from the back of footpath. They also stated that the proposed access gate should be the full width of the access road to enable construction traffic to move freely.

- CCG Environmental Health were also consulted during the processing of this application due to the nature and location of this application site and are content with the proposal as presented.

- No further consultations were issued in relation to this proposal.

6.0 MATERIAL CONSIDERATIONS

6.1 Section 45(1) of the Planning Act (Northern Ireland) 2011 requires that all applications must have regard to the local plan, so far as material to the application, and all other material considerations. Section 6(4) states that in making any determination where regard is to be had to the local development plan, the determination must be made in accordance with the plan unless material considerations indicate otherwise.

6.2 The development plan is:

- Northern Area Plan 2016 (NAP)

6.3 The Regional Development Strategy (RDS) is a material consideration.

6.4 The Strategic Planning Policy Statement for Northern Ireland Edition 2 (2025) (SPPS) is a material consideration. As set out in the SPPS Ed. 2 until such times as a new local plan strategy is adopted, councils will apply specified retained operational policies.

6.5 Due weight should be given to the relevant policies in the development plan.

6.6 All material considerations and any policy conflicts are identified in the “Considerations and Assessment” section of the report.

7.0 RELEVANT POLICIES & GUIDANCE

7.1 The application has been assessed against the following planning policy and guidance:

- Regional Development Strategy (RDS) 2035
- Northern Area Plan (NAP) 2016
- Strategic Planning Policy Statement (SPPS) 2025 – Edition 2
- Planning Policy Statement (PPS) 17: Control of Outdoor Advertisements

8.0 CONSIDERATIONS & ASSESSMENT

The main considerations in the determination of this application relate to the principle of development and consideration of representations.

Principle of Development

8.1 This application proposes the erection of temporary hoarding with vinyl advertising graphics promoting branding and amenities of the previously approved hotel development.

8.2 The application must be considered having regard to the Regional Development Strategy (RDS) 2035, Northern Area Plan (NAP) 2016, Strategic Planning Policy Statement (SPPS) 2025 – Edition 2, and Planning Policy Statement (PPS) 17: Control of Outdoor Advertisements.

8.3 The RDS seeks to promote sustainable patterns of development. The proposal is for vinyl advertising graphics promoting branding and amenities of the previously approved hotel development for the duration of the construction. The proposal will support the security and advertisement of the previously approved hotel without prejudicing the character of the surrounding locality. The proposal is therefore considered consistent with the aims of the

RDS.

8.4 Paragraph 1.10 of SPPS states that a transitional period will operate until such a time as a Plan Strategy for the whole of the Council area has been adopted. During the transitional period the planning authorities will apply existing policy contained within the documents identified at paragraph 1.13, together with the SPPS. Any relevant supplementary and best practice guidance will also continue to apply. Paragraph 1.12 advises any conflict between the SPPS and any policy retained under the transitional arrangements must be resolves in the favour of the provisions of the SPPS. Where the SPPS is silent or less prescriptive on a particular planning policy matter than retained policies, this should not be judged to lessen the weight to be afforded to the retained policy.

8.5 Paragraphs 4.52 to 4.55 of the SPPS concern the control of outdoor advertisements. The SPPS states that all advertisements affect the character and appearance of the building or place where they are displayed. Given the potential impact of outdoor advertising on amenity, both positive and negative, there is a need to balance the requirements of the industry with the protection and, where possible enhancement of the character and appearance of our cities, towns and villages. Further, the SPPS states that through its Road Safety Strategy 2020 the Department aims to reduce the risk of collisions caused by driver distraction, and to educate all road users about the dangers of distraction.

8.6 It must be noted that this application complies with the general planning principles outlined within the SPPS 2nd Ed.

8.7 In terms of PPS 17, the advertisements are directly related to the use and development of the site and are intended to provide information on the approved hotel scheme during the construction phase.

8.8 With regards to amenity, whilst the site is located within the countryside, the advertisements would be displayed on temporary hoarding associated with an active construction site and would be viewed in the context of ongoing development works. Given the temporary nature of the proposal, the scale of the advertisements and their association with the approved hotel development, it is not

considered that the proposal would result in an unacceptable impact on the character or appearance of the locality.

8.9 In terms of residential amenity, the proposed vinyl graphics an non illuminated and are located on the proposed security hoarding. This coupled with the temporary nature will ensure that the proposed advertisements will not have a detrimental effect on the amenity of nearby residents.

8.10 With regard to public safety, the advertisements would not impede visibility splays, obscure traffic signs or signals or otherwise distract road users to an extent that would prejudice road safety. Amended plans submitted during the processing of the application have ensured that sufficient clearance has been maintained for the footpath. No concerns have been raised in respect of public safety.

8.11 DfI Roads were consulted on this planning application as the competent authority to comment on public safety and are content with the proposal as presented. CCG Environmental Health were also consulted on this planning application and have no objection.

8.12 Given that the advertisement is temporary and ancillary to the construction and promotion of the approved hotel development, significant weight is attached to its limited duration when assessing its impact on visual amenity.

8.13 The application meets the criteria within Policy AD 1 of PPS 17.

Representations

8.14 No representations have been received in relation to this proposal.

9.0 CONCLUSION

9.1 In conclusion, it must be noted that this application complies with the general principles outlined within the RDS, NAP, SPPS, and PPS 17. DfI Roads and CCG Environmental Health have not raised any objection in relation to this proposal.

9.2 Therefore, it is recommended to **Grant Consent.**

10.0 PROPOSED CONDITIONS

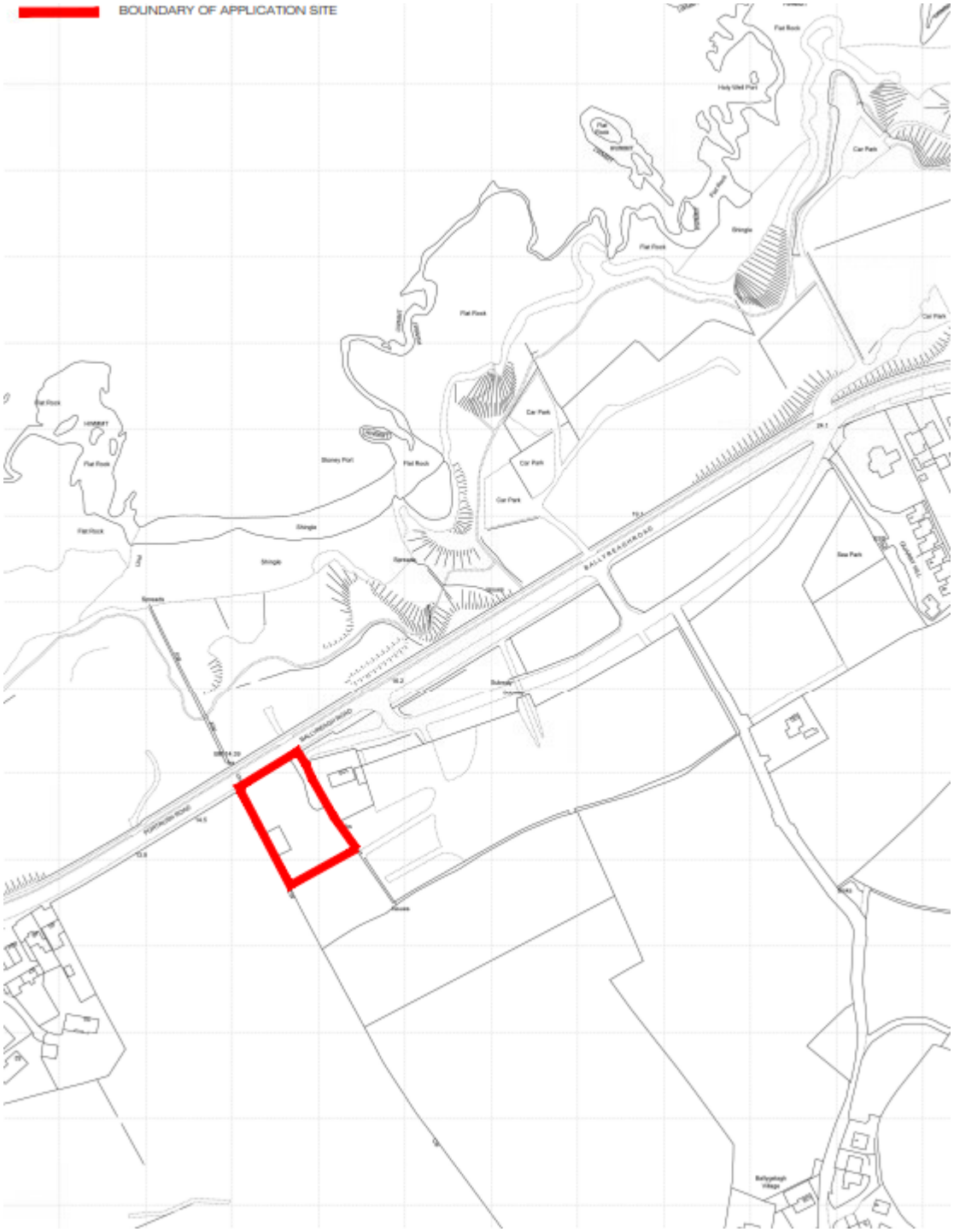
1. The advertisement hereby permitted shall be removed and the land restored to its former condition within 3 years of the date of this permission.

Reason: To enable the Planning Authority to consider the development in the light of circumstances then prevailing.

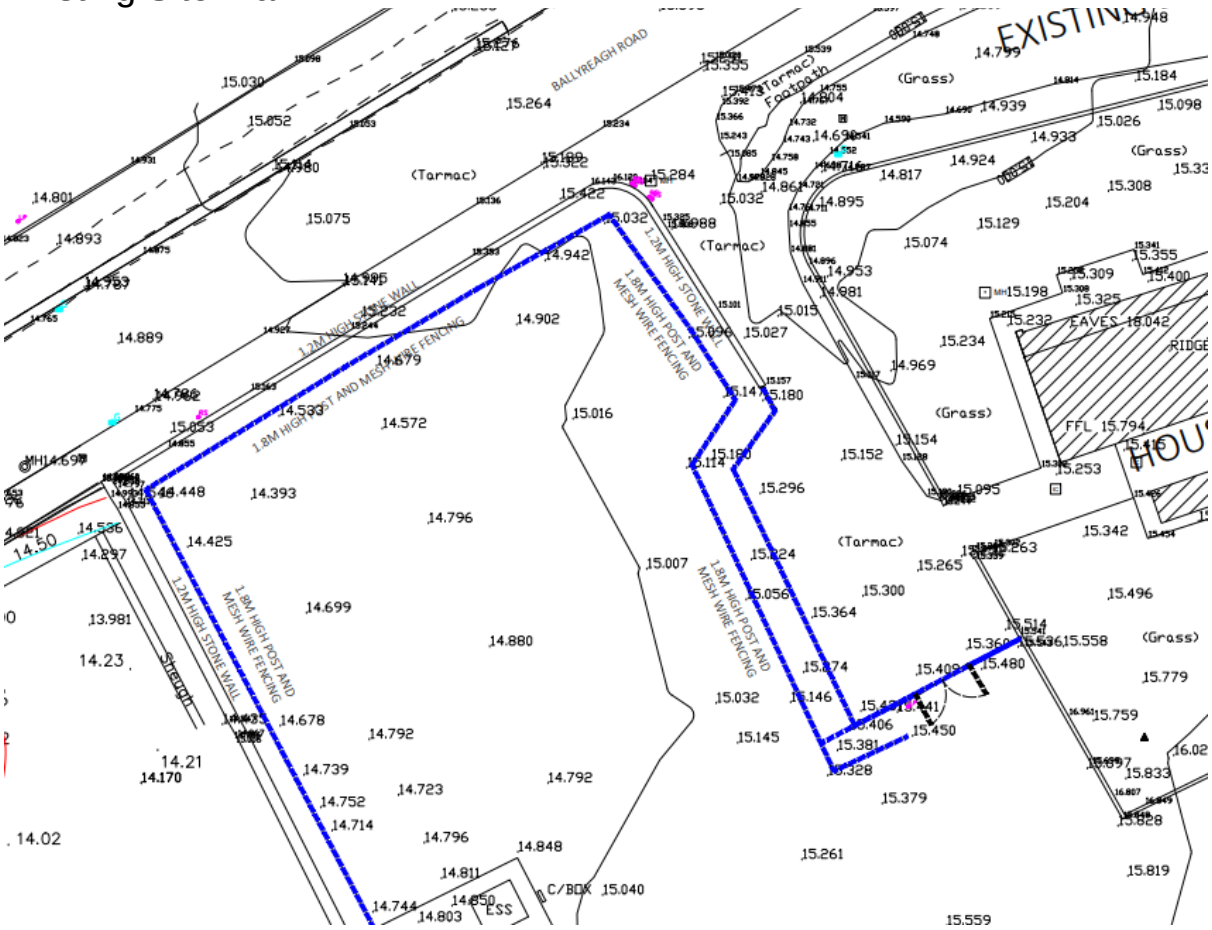
2. The advertisement hereby permitted shall not be illuminated.

REASON: In the interest of local amenity and public safety.

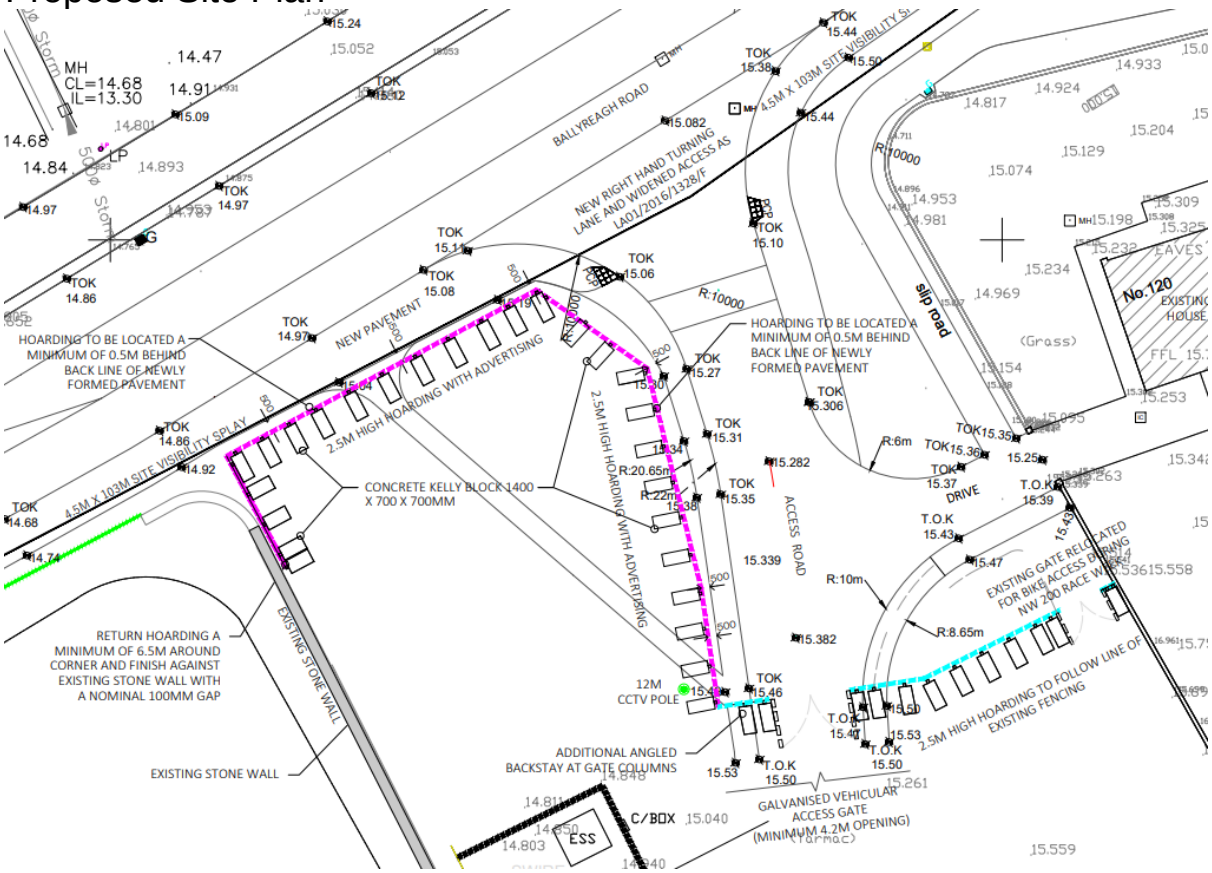
Site Location Plan



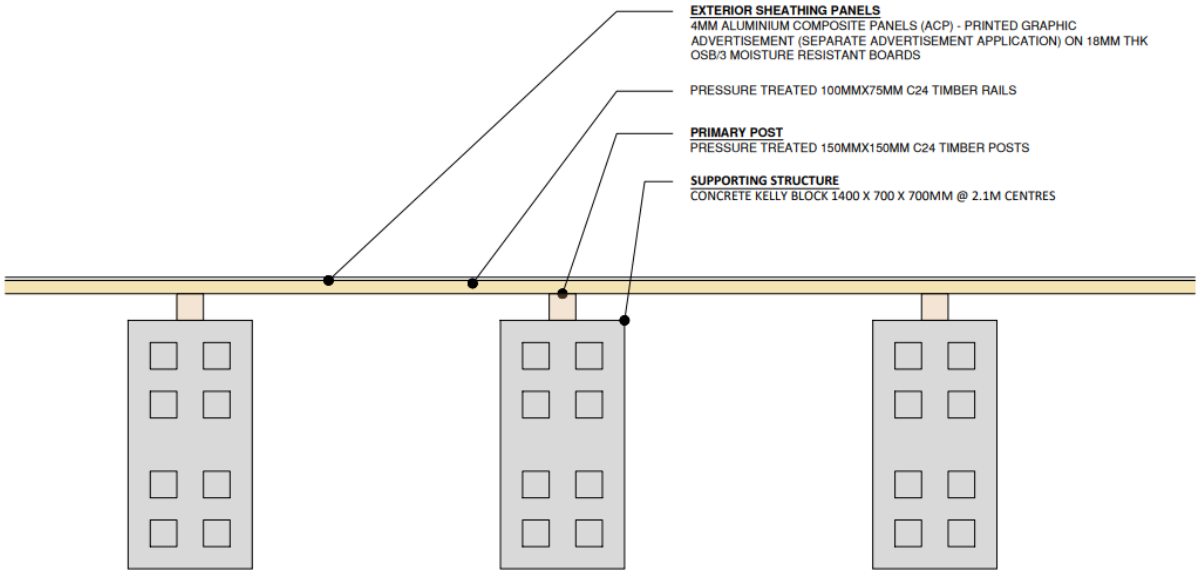
Existing Site Plan



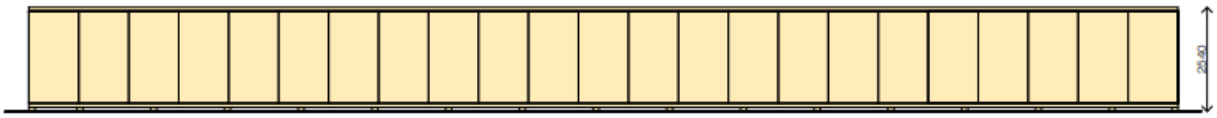
Proposed Site Plan



Proposed Hoarding Plans



Proposed Elevations of Hoarding



PROPOSED TYPICAL ELEVATION OF HOARDING 1:100@A3



PROPOSED TYPICAL ELEVATION OF HOARDING WITH ADVERTISING 1:100@A3