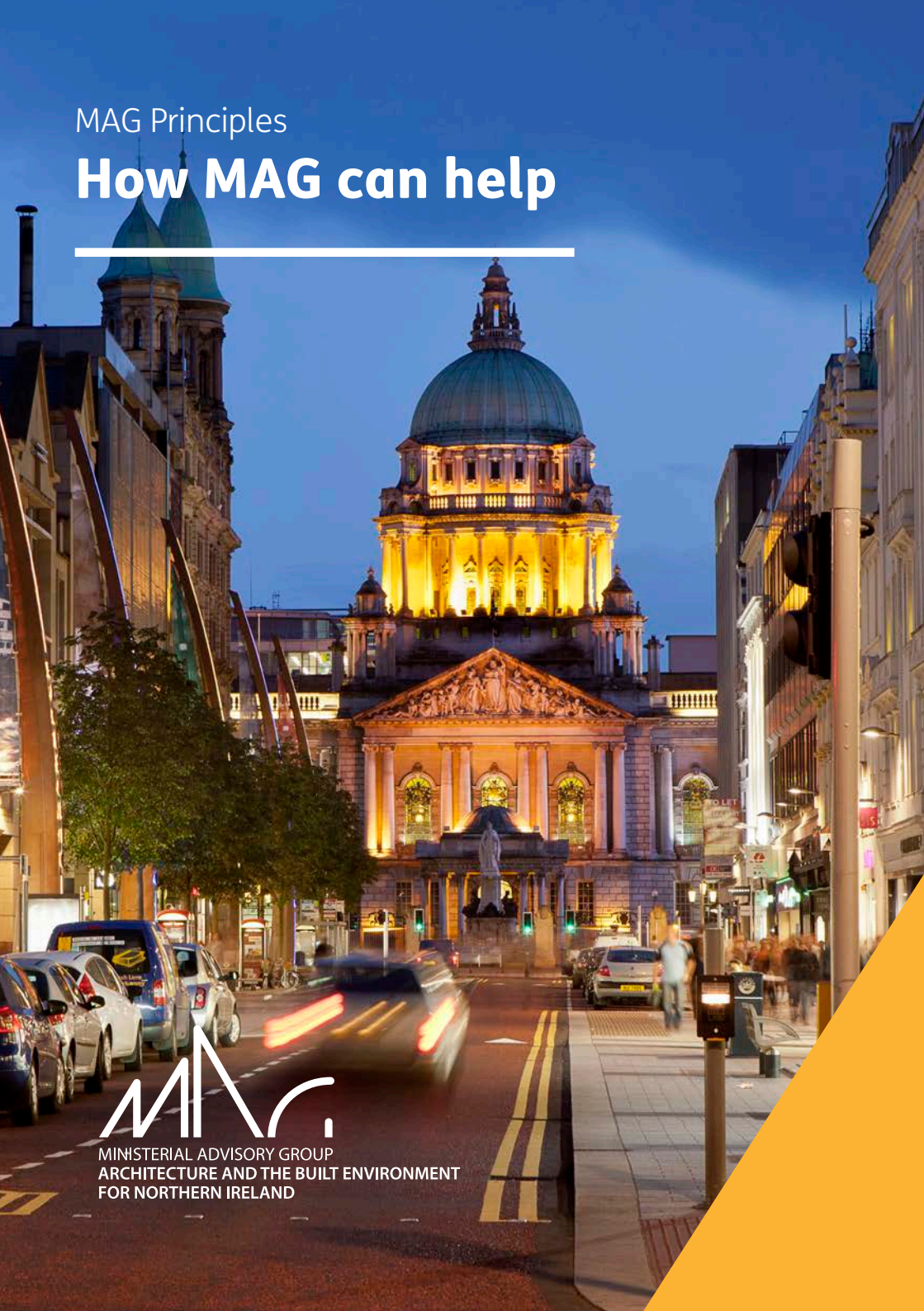


MAG Principles

How MAG can help



MINISTERIAL ADVISORY GROUP
ARCHITECTURE AND THE BUILT ENVIRONMENT
FOR NORTHERN IRELAND



MAG is here to support communities, developers, local authorities and government to create high quality buildings and places that promote **well-being, sustainable futures** and the **economy** in Northern Ireland.

We do this by providing independent, expert advice on development proposals to facilitate the planning process and deliver results that consider our built environment holistically.



MAG is here to help deliver successful... Cities, Town, Villages, Neighbourhoods, Streets, Buildings and Landscapes



Towns



Cities



Villages



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Neighbourhoods



Streets



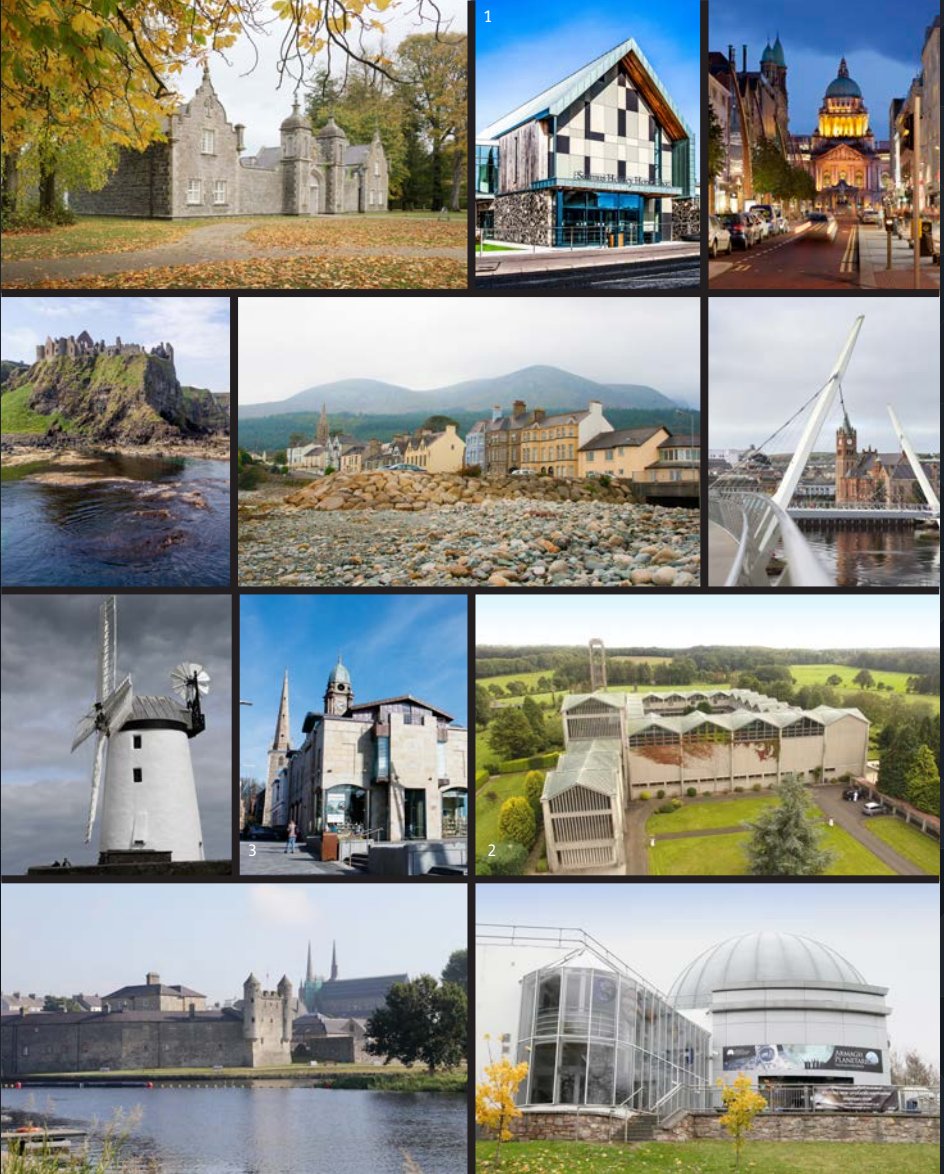
*Buildings



Landscapes

* Picture credit: "Festival at the Colin Town Square and the Colin Connect Transport Hub, Photograph by Urban Villages Initiative"

Working across Northern Ireland's 11 Councils, MAG facilitates delivery



1. Seamus Heaney Homeplace - Editorial credit: AlexMastro / Shutterstock.com

2. Our Lady of Bethlehem Abbey Portlengone - Editorial Credit Ballygally View Images / Shutterstock.com

3. Lisburn Linen Library - Editorial credit: James Kennedy NI / Shutterstock.com

Our Current Challenge in Northern Ireland

There is the perception that:

- Well-designed buildings and places cost too much money and time to deliver.
- Viability and aspiration are not aligned.
- The design and planning process takes too long and is uncertain.
- Development does not address community needs.

Solution

MAG seeks to address these challenges and facilitate efficient design and development. We offer:

- Free and impartial advice from experienced professionals in the fields of architecture, landscape, planning, transport and community engagement.
- Independent advice to mediate and expedite the engagement between local authority planners and developers.
- A design review process that facilitates best outcomes quickly. It is not another hoop to jump through.
- MAG will provide best practice and relevant precedents.
- By engaging with MAG, promoters can demonstrate an open and robust design development process.
- Help to maximise the project's value through good design.

How MAG Works

MAG provides project design reviews by a panel of experienced practitioners.

When?

- Maximum benefit is achieved at the early strategic decision-making stage.
- The briefing development process and consultation.
- The design development process up to a planning submission.

Who can call for a MAG review?

- Developers / Promoter;
- The Planning Authority within the District Councils;
- The Planning Authority within the Department for Infrastructure;
- Design Teams.

Contact

To arrange MAG engagement or a review, send an email to **magsecretariat@communities-ni.gov.uk** indicating the nature of the project, its stage of development, your relationship to the project and how we can support the project through design review or expert advice.

Third party expert advice helps mediate between planners and developers.

- 1. DESIGN TEAMS
- 2. LOCAL AUTHORITIES
- 3. PLANNERS
- 4. PROMOTERS
- 5. PROPOSED DEVELOPMENTS
- 6. MAG





Our Track
Record
SUPPORTING
Decision
Makers

“ We share a
determination
to deliver better
placemaking
outcomes across
Northern Ireland.”



'The Department for Infrastructure and particularly the Regional Planning Directorate has **enjoyed a long, sustained and valued relationship with MAG**. We share a **determination to deliver better placemaking** outcomes across Northern Ireland. This has included our role in jointly chairing the Strategic Design Group; our involvement of MAG in providing expert advice focusing on Rathlin; and **ongoing collaboration** associated with **prioritising sustainable travel solutions which are integral to healthy, vibrant cities, towns and villages.**'

Angus Kerr, Chief Planner, Department for Infrastructure





Our Track
Record
FACILITATING
Development

“As independent professional advisors they provided sound advice which improved the architectural proposals and aided the planning process”



'The **involvement of MAG** was extremely positive at both Coleraine & Ballymena NRC. As independent professional advisors **they provided sound advice** which improved the architectural proposals and aided the planning process. I was **particularly impressed by their sensitive appreciation of all the project challenges including budget and programme** which manifest in their willingness to partner towards agreed solutions which clearly benefited the scheme and the end-users. **I would have no hesitation in working with MAG on future projects** and would recommend them as a valuable mediator in the design development of future projects undertaken by McAdam Design'

Martin Hare, McAdam Design, Managing Director



Northern Regional College, Coleraine
McAdam Design



Our Track
Record
INDEPENDENT
Strategic
Advice

“We have valued their high-level strategic advice as well as the urban design training that they have provided.”



‘Over the last few years Derry City & Strabane District Council has developed a **collaborative working relationship with MAG**. We have **valued their high-level strategic advice as well as the urban design training** that they have provided.’

John Kelpie, Chief Planner, Chief Executive, Derry City & Strabane District Council



The Peace Bridge, Derry/Londonderry
Wilkinson Eyre

Policy

MAG is here to implement and develop the Architecture + Built Environment Policy. All input from MAG will be aligned to current policy and emerging best practice.

Well-being, Sustainability and the Economy

The built environment is fundamental to the way we live our lives. Northern Ireland must confront a series of challenges in our built environment to help address the well-being of our people, the climate emergency and support of the regional economy. These challenges are not mutually exclusive and will be important underlying issues in the design review process.



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