

## COMMITTEE REPORT

**Date:** 6 February 2014      **Ward:** Huntington/New Earswick  
**Team:** Major and Commercial Team      **Parish:** Huntington Parish Council

**Reference:** 13/03659/ADV  
**Application at:** Health Centre 1 North Lane Huntington York  
**For:** Display of 4no. externally illuminated fascia signs  
**By:** Mr J McEvoy  
**Application Type:** Advert Application  
**Target Date:** 20 January 2014  
**Recommendation:** Approve

### 1.0 PROPOSAL

1.1 This proposal seeks advertisement consent to display a total of four externally illuminated fascia signs advertising the pharmacy and surgery. The signs are located on front west elevation adjacent to North Lane and the south side elevation adjacent to North Moor Road. The agent has explained that the rationale behind the need for the separate signs is because they are two different businesses operating from one building.

1.2 The application is subject to revised plans which has reduced the length of the light fitting bracket situated above the signs in order for LED lamp to sit closer to the face of the building.

### SITE HISTORY

1.3 Display of two non-illuminated wall mounted signs (ref: 03/01730/ADV) approved without conditions 07.08.2003.

1.4 Alterations and extensions of existing GP surgery to provide additional consulting, treatment and administration rooms and a dispensing pharmacy following demolition of existing dwelling (3 North Lane) and erection of cycle storage, new car park and improved vehicular access. (ref: 12/03081/FUL) approved 17.05.13.

### OTHER MATTERS:

1.5 The application has been called in to the Planning Sub Committee by Councillor Keith Orrell in view of the strong objection of the Parish Council relating to the light levels and public safety.

## **2.0 POLICY CONTEXT**

2.1 Development Plan Allocation: DC Area Teams: East Area

2.2 Policies: CYGP21Advertisements

## **3.0 CONSULTATIONS**

### Environmental Protection Unit

3.1 No objections. The proposed illuminated signage is under the recommended maximum luminance levels, in candelas per metre squared as recommended by the Institute of Lighting Professionals in their Technical report No 5 'Brightness of Illuminated Advertisements', (ILE TR5).

### Huntington Parish Council

3.2 Objects to the illumination of the proposed signage; as there are no other illuminated signs in this area of Huntington, it considers that illumination of said signage would be out of character with the surrounding residential area and incongruous.

## **4.0 APPRAISAL**

### 4.1 KEY ISSUES:

- Visual Amenity
- Public safety

4.2 THE NATIONAL PLANNING POLICY FRAMEWORK states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

4.3 DRAFT LOCAL PLAN POLICY GP21 "Advertisements" states that permission will only be granted if the size, design, materials colouring of signs, hoardings and large panels and any form of illumination does not detract from the visual amenity of the area in which they are displayed. Additionally any proposal should not have an adverse effect on public safety. In residential areas and on sites clearly visible from

the road the advertisement should be in keeping with the scale of the surrounding buildings and public areas.

## VISUAL AMENITY

4.4 The location of the Health Centre is set back from the public highway and separated by a car park adjacent North Moor Road to the side of the building and a grass verge adjacent to North Lane to the front of the building. The signage is positioned at angle to the public highway, however is visually prominent within the main locality of the area, which consists of a mix of local shops and a garage on the opposite side of the road to the health centre and in close proximity to a public house. The revised plan has reduced the length of the bracket hosting the LED lamp so that its total projection is approximately 200mm from the face of the building. This revision is considered to improve the visual appearance of the light fitting. The level of illumination would not exceed 740.00 candelas per square metre which is acceptable in this location and would not impact adversely on any adjacent building or nearby dwellings

On balance, the signage is considered to be within the context of the commercial character of the host building would not appear unduly out of keeping.

## PUBLIC SAFETY:

4.5 In terms of public safety, as previously mentioned the host building is well set back from the connecting highway and pavements, as such the height of the signage would not hinder pedestrian movements nor unnecessarily distract passing motorists. It is considered that the proposed signage would not have an adverse impact on public safety to users of the surrounding road network.

## 5.0 CONCLUSION

5.1 It is considered that the proposed advertisements would not have an adverse impact on visual amenity or public safety. As such the proposals comply with local and national planning policy.

## COMMITTEE TO VISIT

### 6.0 RECOMMENDATION: Approve

1 PLANS1 Approved plans - Revised plans (drwg no sign\_01A JOB NO 216)

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