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| <b>Planning Committee Report</b> |  |
| <b>Planning Ref:</b>             | ADV/2020/2765  |
| <b>Site:</b>                     | 377a Green Lane  |
| <b>Ward:</b>                     | Finham   |
| <b>Proposal:</b>                 | Display of new fascia board with illuminated signage to the front and non-illuminated signage to the side. |
| <b>Case Officer:</b>             | Darren Henry   |

## SUMMARY

The application seeks to new signage to the front and side of the premises.

## BACKGROUND

The application site is located within a predominantly residential area within a parade of shops that serve the local area and is opposite Finham Primary School.

The single storey building which is part of the application proposal was granted planning permission by the Planning Committee in September 2014 (Ref. FUL/2014/2223) and again in 2019 (Ref. FUL/2019/1087) for the retention of the single storey building on the site in modified form (separate from 377 which was approved in 2014) and to be used as a standalone hot food takeaway. This extended element, 377a, is now considered as a lawfully separate planning unit

A recent application (Ref. FUL/2020/2738) to change the use of the hot food takeaway to a restaurant was withdrawn on the 11<sup>th</sup> February 2021.

## KEY FACTS

|  |  |
|--|--|
| <b>Reason for report to committee:</b> | The land is owned by an Elected Member.  |
| <b>Current use of site:</b>            | Existing hot food takeaway   |
| <b>Proposed use of site:</b>           | Display of new fascia board with illuminated signage to the front and non-illuminated signage to the side. |

## RECOMMENDATION

Planning committee are recommended to grant advertisement consent subject to conditions listed within the report.

## REASON FOR DECISION

- a) The proposal is acceptable in principle.
- b) The proposal will not adversely impact upon highway safety.
- c) The proposal will not adversely impact upon the amenity of neighbours.
- d) Together with the aims of the NPPF, the proposal accords with Coventry Local Plan Policies:

DE1: Ensuring High Quality Design

## APPLICATION PROPOSAL

The applicant proposes to install advertisements, one to the front and one to the side, facing Daleway Road.

*The front signage will have the following dimensions:*

Height from the ground to the base of the advertisement is 2.6 metres.

Height of sign is 0.85 metres.

Width of sign is 6 metres.

Depth is 0.25 metres

Maximum height of any individual letter is 0.65

Size in square metres 5.1 sqm

Maximum illuminance is 600cd/m<sup>2</sup> and will be static

Proposed materials are acrylic/plastic

*The signage to the side will have the following dimensions:*

Height from the ground to the base of the advertisement is 1.6 metres.

Height of sign is 0.90 metres.

Width of sign is 17.9 metres.

Depth is 0.25 metres

Maximum height of any individual letter is 0.21

Size in square metres 5.1 sqm

Proposed materials are acrylic/plastic

## **SITE DESCRIPTION**

The application site was originally part of No. 377 Green Lane but it is now a separate planning unit. The site is located at the end of a small parade of shops and is part of the Green Lane Local Centre. To the frontage is some vehicular parking on street, and the site is located opposite Finham Primary School and near to Finham Park Secondary School. The area is predominantly residential in character.

In addition to the hardstanding immediately to the front of the site, there is a parking lay-by in front of the parade providing 3-4 parking spaces and a further larger parking lay-by on the opposite side of the road, adjacent to Finham Primary School.

## **PLANNING HISTORY**

There have been a number of historic planning applications on this site, as set out below:

| <b>Application Number</b> | <b>Description of Development</b>  | <b>Decision and Date</b> |
|---------------------------|--|--------------------------|
| R/2008/0687               | Change of use from retail (Use Class A1) to hot food takeaway (Use Class A5)   | Approved, 03/07/2008     |
| S73/2011/0133             | Variation of condition 4 imposed on planning permission ref 26448/E granted on 3rd July 2008 for change of use from retail (use class A1) to hot food take away (use class A5) to allow the following hours of operation: 12:00 - 22:30 Monday to Thursday and 12:00 - 23:30 Friday & Saturday and 12:00 - | Approved, 24/03/2011     |

|               |   |                       |
|---------------|---|-----------------------|
|               | 22:00 on Sundays (re-submission of S73/2010/1783)   |                       |
| FUL/2014/2223 | Single storey side and rear extension   | Approved, 11/09/2014  |
| FUL/2018/3048 | Retention of the single storey building and to be used as a hot food takeaway (use class A5) and associated external flue | Withdrawn, 09/04/2019 |
| FUL/2019/1087 | Retention of the single storey building to be used as a hot food takeaway (use class A5) and associated external flue     | Approved 2019         |

## **POLICY**

### **National Policy Guidance**

National Planning Policy Framework (NPPF). The NPPF sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that is relevant, proportionate and necessary to do so. The NPPF increases the focus on achieving high quality design and states that it is "fundamental to what the planning and development process should achieve".

The National Planning Practice Guidance (NPPG) adds further context to the NPPF and it is intended that the two documents are read together.

### **Local Policy Guidance**

The current local policy is provided within the Coventry Local Plan 2016, which was adopted by Coventry City Council on 6<sup>th</sup> December 2017. Relevant policies relating to this application are:

DE1: Ensuring High Quality Design

## **CONSULTATION**

No Objection received from:

a) Coventry City Council Highways

Without counting duplicated comments, there have been 3 letters of objection raising the following material planning considerations:

- The sign on the side will not be in-keeping with the area.
- The proposed illuminated sign on the side of the building is inappropriate to the residential nature of Daleway Road.

## **CONTEXTUAL INFORMATION**

### **Advertisement Types**

There are 3 types of advertisements. Firstly there are many advertisements which are outside any control. Secondly, the Regulations automatically support a second group of advertisements as 'deemed consent' under Part 2. These advertisements do not require the LPA's consent. This is subject to a compliance with specified 'Conditions and Limitations' which include some illuminated signs. Thirdly where such advertisements

cannot be installed as 'deemed consent' these signs will require the 'express consent' of the LPA. This particular application requires express consent.

### **Planning Limitations in Assessing Adverts**

Within Planning, control is limited to the following considerations: Amenity and Public Safety.

#### **Amenity**

This addresses the relationship of the advertisement with the prevailing environment, as referred to by the definitions. The LPA's assessment may include very sensitive environments such as conservation areas, the setting of listed buildings, ancient monuments, Areas of Outstanding Natural Beauty and national parks. It is common for these to coincide with designated Areas of Special Control of advertisements, which preclude the display of some advertisements normally allowed under 'deemed consent'.

#### **Public Safety**

Public safety refers to implications around road, railway, air, transport and crime prevention. Illuminated signs (flashing or static lighting), brightness and colour are identified as key in assessing the structure to maintain public safety

#### **Illuminance**

Illuminance is measured in candelas per square metre. Candelas per square metre is a recognised measure of brightness. It measures the amount of light emitted in a given direction for a given unit area of the surface of the sign. Amongst other things the brightness of a sign is dependent on the luminance, its size, contrast and the observer. Overly bright signage should be resisted if it harms amenity or safety. This is usually a consequence of light spill, light pollution, glare etc. Halo lighting can be used to effectively reduce the extent of illumination by limiting the brightness to the lettering or logo rather than the whole sign.

#### **Principle of development**

The shop is within Green Lane Local Centre within a parade of shops where it is acceptable to have illuminated fascia signage. Therefore, the principle of the proposal is considered acceptable, unless material considerations prove otherwise.

#### **APPRAISAL**

Paragraph 132 of the NPPF states the *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”*.

Policy DE1 of the CLP states that *“All development proposals must respect and enhance their surroundings and positively contribute towards the local identity and character of an area”*.

#### **Impact on Amenity**

The application site is located within an area which is predominantly residential within the Green Lane Local Centre. The parade of shops all include advertisements, including

illuminated fascia. As such, business advertisements are part of the characteristic of the area of the local centre.

The proposed front fascia signage is fairly modest in size and will be limited to maximum illuminance levels of 600cd/m<sup>2</sup>. This is considered acceptable in a local centre in a suburban area and is in accordance with the Institution of Lighting Professionals Guidance on illumination levels.

However, with regards to the signage to the side facing Daleway Road the original proposal was for this to also be illuminated. However, it was considered that any illumination to the side elevation is not acceptable as it would have significant adverse impact to the amenity of the occupants directly facing the signage. Consequently, the applicant has submitted amendments for non-illuminated signage to the side, which is considered acceptable in a residential area, regardless of the application site being in a local centre.

### **Highway Safety**

Coventry City Council Highways Officers have been consulted and consider that the impacts of the development are not severe therefore have no objection to the current proposal provided light levels do not exceed the Institute of Lighting Professionals guidance.

### **Equality Implications**

Section 149 of the Equality Act 2010 created the public sector equality duty. Section 149 states:-

(1) A public authority must, in the exercise of its functions, have due regard to the need to:

- a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Officers have taken this into account and given due regard to this statutory duty, and the matters specified in Section 149 of the Equality Act 2010 in the determination of this application.

There are no known equality implications arising directly from this development.

### **Conclusion**

The proposed signage is considered to be acceptable in principle and will not result in any significant impact upon neighbour amenity or highway safety. Together with the aims of the NPPF, the reason for Coventry City Council granting planning permission is

because the development is in accordance with the following Coventry Local Plan 2016 Policy: DE1: Ensuring High Quality Design.

**REASONS:\CONDITIONS**

1. The development hereby permitted shall be carried out in accordance with the following approved plans: Existing Plans 01; Existing Elevations 02; Proposed Ground Floor Plans 03; Proposed Elevations 04.

**Reasons:** *For the avoidance of doubt and in the interests of proper planning.*

2. With regards to its size and location, the intensity of illumination emitted from the fascia sign to the front elevation shall not exceed the maximum illumination of 600cd/m<sup>2</sup> as outlined within the Institution of Lighting Engineers Technical Report No.5 (Third Edition - 2001) and shall not be illuminated by intermittent or flashing lighting.

No illuminated signage shall be allowed to the side elevation fronting Daleway Road.

**Reasons:** *To ensure a satisfactory standard of appearance of the development in the interests of the amenities of the locality in accordance with Policy DE1 of the Coventry Local Plan 2016.*