

DELEGATED DECISION REPORT

HPK/2016/0507
Valid 03/10/2016

LLOYDS PHARMACY
TEMPLE ROAD
BUXTON

ADVERTISEMENT CONSENT
FOR 1 FASCIA SIGN, 1
PROJECTING SIGN, 4
GRAPHIC SIGNS AND 1
ALUMINIUM PANEL SIGN

(ADVERTISEMENT CONSENT)

MAIN ISSUES

- Character and Appearance of Conservation Area
- Design
- Highway Safety

DESCRIPTION OF SITE

The application site consists of a plot of land which contains No. 2 Temple Road; a two storey building with Victorian architectural features, and an ancillary car park which is situated to the side and front of the building. The site is located on the corner of the junction which sees Temple Road meet College Road, which subsequently forms a junction with the B5059 Macclesfield Road within the Buxton College Conservation Area. The site can be accessed by vehicles from Temple Road and by foot from a separate access made up of shallow steps, from the wide pavement which is located on the junction of Macclesfield Road and College Road.

The building has a shared use with one part of the building known as the Buxton Medical Centre, and the other part being operated by Lloyds Pharmacy. The Medical Centre operates in the part of the building closest to Temple Road (south west), whilst the Lloyds Pharmacy operates on the northern side of the building. The frontage of the Lloyds Pharmacy faces the front car park, the pedestrian access and College Road/Macclesfield Road junction.

The front elevation of the part of the building containing Lloyds Pharmacy has a ground floor made up of stone work; dark timber frames; four large window panels; and an entrance door, and a first floor which has a rendered cream finish and a large window.

The site is bounded by a number of large trees which at the time of the site visit (October) screens many of the views from all sides from the public highway.

There is existing signage on site. At the vehicular entrance on Temple Road there is a small sign which notes the Buxton Medical Centre. This sign has a dark green background with gold writing. Underneath is a smaller rectangular sign advertising the adjacent Lloyds Pharmacy.

At the pedestrian entrance on the north east of the site, the Buxton Medical Centre sign is displayed. This sign has a dark green background with gold writing in capital letters. Underneath this sign is the smaller rectangular Lloyds Pharmacy sign. This sign has a lighter pastel blue background with 'Lloyds Pharmacy' written in black (half of which is in bold) and a small logo.

On the ground floor of the Lloyds Pharmacy, the three glass panel windows to the right hand side of the door are covered by the same pastel blue background, with one bearing no writing; one window explains their services, and the one nearest the door bearing the same Lloyds Pharmacy logo. The window to the left of the door comprises a normal transparent glass with posters inside the window.

PROPOSAL

The proposal is seeking to gain advertisement consent for signage which would replace the existing signage described above and add additional signage to be located on the first floor front elevations of the Pharmacy.

The original submitted plan (Drawing No. 88793/B) proposes two signs on the front first floor elevation above the three large window panes which sit on the ground floor. Sign 'A' is shown as a folded aluminium non illuminated fascia sign measuring 2500mm x 450mm displaying the words 'Lloyds Pharmacy' in dark and lighter green respectively. Sign 'B' is shown as a folded aluminium projecting sign with fret cut acrylic text with illumination to the edges of the text and logo via a Green LED light. This sign would measure 430mm x 500mm.

The proposal seeks to replace the existing signage in the three window panes on the ground floor with signage of a similar scale (2025mm x 1235mm) with a different design. The design would see the change from a pastel blue background to white with green trim along the bottom.

In addition, the proposal seeks to replace the small rectangular signs underneath the larger Buxton Medical Practice signs at the vehicular and pedestrian entrance with signage of a similar scale with the different design of a white background with green writing.

Following concerns put to the applicant regarding the design of the proposal and the potential adverse harm of the application to the character and appearance of the conservation area, proactive constructive discussions have resulted in a revised scheme being submitted which sees the removal of the first floor signage and a design which is more in keeping with the existing character and appearance of the area (Drawing No. 88973/E).

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

High Peak Local Plan 2016

S1 Sustainable Development Principles

S1a Presumption in Favour of Sustainable Development

S7 Buxton Sub-area Strategy
EQ6 Design and Place Making
EQ7 Built and Historic Environment

National Planning Policy Framework

Achieving Sustainable Development
Chapter 7 – Promoting Good Design
Chapter 12 – Protecting and enhancing the built environment

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

HPK/0003/8159	Extension and modification of existing house to form new surgery and pharmacy with associated parking and landscaping (Approved 22/07/99)
HPK/2006/0877	One aluminium panel sign and one illuminated box sign (Refused 09/01/2007)
HPK/2009/0312	Non-illuminated flat-panel aluminium panel sign (Approved 10/08/2009)

CONSULTATIONS

Publicity

Site Notice expiry date: 16th November
Neighbour consultation period ends: 24th October

Public Comments

Buxton Medical Practice (17th October) – Objection

- Concerns regarding the cumulative traffic impact resulting from additional signage

Mr & Mrs PJ Brown (19th October) – Objection

- In a conservation area which would be harmed by the proliferation of illuminated signage, inappropriate and unnecessary
- No need for the additional signs, additional signage will have negative impacts on traffic volume and highway safety

Town / Parish Comments

No response has been received in respect of this planning application.

Conservation Officer

Original Proposal (11th October)

"This is a particularly poor application for an increase in signage at the pharmacy in Buxton College Conservation Area. The premises really needs a fascia board at the upper edge of the shopfront (which could have an external trough light) rather than using all the windows as signage. The extension of signage up to the first floor (of a residential character) is inappropriate. Internally illuminated box signs are also inappropriate in an historic area. I would suggest that the signage is limited to fewer, well defined signs which are carefully placed with external illumination. At present the proposal is trying to over-sign the building to make up for its set back location."

Revised Proposal (14th November)

"Much better now that the high level signage has been removed. A further improvement would be to replace the white vinyl in the windows with a more subtle etched glass finish."

OFFICER COMMENTS

Principle of Development

The site is located within the Buxton College Conservation Area and as such any proposal must accord with policy EQ7 of the adopted local plan and restrictive policies within Chapter 12 of the NPPF as listed at footnote 9 to paragraph 14 of the NPPF.

I find the principle of development acceptable subject to the application according to the policies set out above and general design principles set out within policy S7 and policy EQ6 of the local plan.

Character and Appearance of the Conservation Area

Policy S7 of the local plan seeks to encourage development which will help to establish Buxton as England's leading Spa Town. One of the ways in which this will be achieved is by protecting and enhancing the historic environment.

Policy EQ7 of the adopted plan and relevant policies within Chapter 12 of the NPPF require applications within a conservation area to preserve or enhance the character and appearance of that area.

The original plans were thought to be excessive, would add unnecessary clutter to the front elevation exterior to a building which has a positive contribution to the overall character and appearance of the conservation area. It was considered that

the proposals in its original form to include 2 x first floor signs one of which would extend outwards and be illuminated would result in significant adverse negative impacts to the character and appearance of the conservation area.

However, following construction positive discussions with the applicant, revised plans (Drawing No. 88793/E) have been submitted which show the removal of all first floor signage. The plans have taken note of the conservation officer comments and have included a fascia board with an illuminated trough light in the upper part of the ground floor windows. The background to the ground floor windows will be frosted with writing only being visible in the centre pane.

I consider that the revised proposed signage respects and preserves the overall character and appearance of the conservation area and thereby accords with policy S7 and policy EQ7 of the local plan and all relevant policies within Chapter 12 of the NPPF.

Design

Policy EQ6 of the local plan sets out a list of design principles that development should follow in order to respond positively to its environment. This includes development responding positively to an areas character history and identity in terms of scale, height, density, layout, appearance, materials, and the relationship to adjacent buildings and landscape features.

Chapter 7 of the NPPF highlights the importance of good design, how it is indivisible from planning, and that it forms a key part of achieving a sustainable development.

The design of the signage in its original form was not considered to respond well to the immediate environment. The first floor signage would represent an over development of the site and be unacceptable with regard to the fact that it lies within a conservation area.

However the revised plans submit a design which is more connected with the existing signage, and is of an appropriate density and appearance.

I therefore consider that the proposed signage in its revised form accords with the good design principals set out within policy EQ6 of the local plan and paragraphs within Chapter 7 of the NPPF.

Highway Safety

The proposed signage will not result in any increase in traffic flow and will therefore not result in any adverse impacts to highway safety.

CONCLUSION / PLANNING BALANCE

The application site is a two-storey Victorian building situated within a Conservation Area. It is used by both the Buxton Medical Centre and Lloyds Pharmacy. The proposal seeks consent to make alterations and additions to the signage associated with Lloyds Pharmacy.

The original proposals submitted by the applicant were unacceptable as it constituted over development of the site and would result in significant adverse negative impacts upon the character and appearance of the Buxton College Conservation Area.

However, revised proposals have been submitted which have been found by the conservation officer and myself to be acceptable in regards to overall design principles and potential impacts upon the Conservation Area as a whole.

In conclusion, I consider that the revised application accords with all relevant local plan policies and restrictive policies set out within Chapter 12 of the NPPF, listed in footnote 9 to paragraph 14 of the NPPF.

With regards to paragraph 14 of the NPPF I conclude that the proposal accords with all relevant local plan policies, and that there are no adverse impacts which significantly or demonstrably outweigh the benefits to the proposal, and as such planning permission for the revised plans should be granted.

OFFICER RECOMMENDATION : APPROVE WITH CONDITIONS

Case Officer: James Stannard

Recommendation Date: 17th November 2016

X *B.J. Haywood*

Signed by: Haywood, Ben

On behalf of High Peak Borough Council