

ITEM NO:

<u>Location:</u>	Lloyds Pharmacy 7 St Martins Road Knebworth Hertfordshire SG3 6ER
<u>Applicant:</u>	Lloyds Pharmacy
<u>Proposal:</u>	Installation of internally illuminated fascia sign and internally illuminated projecting sign
<u>Ref No:</u>	19/02621/AD
<u>Officer:</u>	Tom Rea

Date of expiry of statutory period: 31.12.2019

Reason for Delay: Committee cycle

Reason for Referral to Committee

The objection of the Parish Council is supported by Councillor Deakin-Davies

1.0 Planning History

- 1.1 16/01369/1: Erection of Library, Doctors Surgery and Retail Pharmacy and provision of additional parking, revised vehicular and pedestrian access, landscaping and ancillary works following demolition of existing Library (as amended by plans and supporting documents received 7/11/16). Granted 6/1/17
- 1.2 17/00204/1: Variation to condition 5 (Hours of opening) of planning application 16/01369/1 granted 6.1.17. (Proposed hours: the hours of opening of the library and pharmacy hereby approved shall only be permitted between 08.00hrs and 20.00hrs Monday to Friday, 08.00hrs to 19.00hrs Saturday and 10.00hrs and 16.00hrs on Sundays. There shall be no permitted hours of opening on Bank Holidays. The opening hours of the surgery shall be between 07.00 hours and 21.00 hours Monday to Friday and 08.00 hours to 17.00 hours on Saturdays and 10.00hrs to 16.00hrs on Sundays only.) Granted 17/3/17

Condition 6

The hours of opening of the library and pharmacy hereby approved shall only be permitted between 08.00 hours and 20.00 hours Monday to Friday, 08.00 hours to 19.00 hours Saturday and 10.00 hours to 16.00 hours on Sundays. There shall be no permitted hours of opening on Bank Holidays. The opening hours of the surgery shall be between 07.00 hours and 21.00 hours Monday to Friday and 08.00 hours to 17.00 hours on Saturdays and 10.00 hours to 16.00 hours on Sundays. There shall be no opening of the surgery on Bank Holidays.

Reason: To protect the residential amenities of existing residents.

- 1.3 19/01066/NMA: Non-material amendments 1.) Move the building 300mm towards St. Martin's Road 2.) Lower the ground and first floor levels by 250mm 3.) Amend the access ramp design 4.) Revise the vehicle access width from 4500mm as condition 8 to 4100mm (as non material amendments to planning permission reference 16/01369/1 granted 06/01/2017). Approved 7th June 2019

2.0 **Policies**

2.1 **North Hertfordshire District Local Plan No. 2 (Saved Policies, 2007)**

Policy 5: Excluded villages

2.2 **North Hertfordshire District Local Plan 2011 – 2031 Proposed Submission** (Incorporating the Proposed Main Modifications, November 2018)

Policy D1: Sustainable Design

Policy HC1: Community Facilities

2.3 **National Planning Policy Framework**

Section 8: Promoting healthy and safe communities

Section 12: Achieving well-designed places

3.0 **Representations**

- 3.1 **Hertfordshire Highways:** Highway Authority has considered that the proposal would not have an unreasonable impact on the safety and operation of the adjoining highway. HCC has no objections on highway grounds to the application

- 3.2 **Knebworth Parish Council:** Comment as follows:

The pharmacy is part of a new multi-use building, replacing a single storey library, which was set well back from the footpath. St Martins Road is primarily a residential road comprising family properties within large plots. The proposed illuminated fascia sign will visibly extend the commercial area into St Martins Road, and is out of character. Knebworth Parish Council therefore objects to this application.

4.0 **Planning Considerations**

4.1 **Site and Surroundings**

- 4.1.1 The application site lies on the former Knebworth Library Site, which, as of December 2019, was in the process of being redeveloped to provide a replacement library, doctor's surgery and pharmacy. The surrounding area is mixed in character changing from a retail dominated environment at the western end of St. Martins Road at its junction with London Road to a primarily residential environment east of the application site. Opposite the application site is St. Martins Church.

4.2 Proposal

4.2.1 The application seeks advertisement consent for the installation of the following signage:

- 1x Aluminium fascia sign 4.9m in length and 500mm in height located 2.5m above ground level. LED illumination is proposed to the edges of the lettering only
- 1x Aluminium projecting sign. This sign would be rectangular and project 430mm and would be 500mm in height also 2.5m above ground level. LED illumination is proposed to the edges of the roundel logo.
- Vinyl sign applied to the shop window.

4.3 Key Issues

4.3.1 The key material considerations are amenity and public safety as advised by the National Planning Policy Framework (paragraph 132).

Amenity

4.3.2 The application site, once construction is completed in January 2020, will consist of a modern library, doctors surgery and pharmacy and 23 space car park. The new building replaces a single storey library building and associated car park. Whilst there is a greater amount of development on the site than previously the case, the site retains its original Class D1 (Non-residential institution) use. As such it would be expected that the new building would require some signage to alert the local population and visitors to this important community and health care facility. The previous building contained two fascia signs (albeit they were non-illuminated) and therefore the principle of signage on a public building at this site has been established for many years. The site is also in a part of St. Martins Road that contains a variety of uses eg. retail uses, public car park, a church and flat accommodation at Gordon Court. Therefore, the assertion of the Parish Council that the proposed signage would 'extend the commercial area into St. Martins Road and is out of character' is misplaced.

4.3.3 The proposed illuminated fascia sign is at a low level above the entrance door to the pharmacy unit and set back from the road. Its prominence is further minimised because of the drop in level from the pavement to the entrance to the building via a ramped walkway.

4.3.4 The signage is limited to a modest fascia sign and projecting sign. The illumination is restricted only to the fascia lettering and the logo on the projecting sign.

4.3.5 The design of the signage is considered complementary to the modern appearance of the new building.

4.3.6 To accommodate the concerns of the Parish Council regarding illumination the applicants have confirmed that the signs can be controlled by a timer so that the illumination is only switched on during the approved opening hours of the pharmacy. I have accordingly attached an appropriately worded condition.

4.3.7 Having regard to the previous and continued use of the site and the limited height and amount of signage it is considered the potential impact of the proposed signage on the character and appearance of the building and surrounding area and the amenity of the area in general would be acceptable.

Public safety

4.3.8 The amount of signage and the intensity of illumination is restrained. The signage is set away from the public footpath and highway and it would be at a sufficient height so as to not be obstructive to pedestrians and as such would not give rise to conditions prejudicial to pedestrian and highway safety. The positions of the signage and the levels of illumination are noted by the Highways Authority and no objections are raised. Therefore, with regards to public safety, there is considered to be no detrimental impacts that arise from the proposed advertisement details.

4.4 **Conclusion**

4.4.1 The proposed advertisement details are considered to be acceptable and conditional advertisement consent is recommended.

4.4.2 **Alternative Options**

4.4.3 None applicable in this case as the proposals are considered acceptable.

4.4.4 **Pre-Commencement Conditions**

4.4.5 None applicable

5.0 **Legal Implications**

5.1 In making decisions on applications submitted under the Town and Country Planning legislation, the Council is required to have regard to the provisions of the development plan and to any other material considerations. The decision must be in accordance with the plan unless the material considerations indicate otherwise. Where the decision is to refuse or restrictive conditions are attached, the applicant has a right of appeal against the decision.

6.0 **Recommendation**

6.1 That advertisement consent be **GRANTED** subject to the following conditions:

1. (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (b) No advertisement shall be sited or displayed so as to-
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements, shall be maintained in a condition that does not endanger the public.

(e)Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As imposed by regulation within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The advertisement signs hereby approved shall only be illuminated during the approved opening hours of the pharmacy.

Reason: In the interests of local amenity.