

Application No: [W 19 / 1494](#)

Town/Parish Council: Warwick

Case Officer: Rebecca Compton

01926 456544 rebecca.compton@warwickdc.gov.uk

Registration Date: 03/09/19

Expiry Date: 29/10/19

Former Harvester Restaurant, Stratford Road, Warwick, CV34 6TW

Display of various site signage including 4 no. freestanding digital signs, 1 no. non-illuminated banner unit, 1 no. digital booth screen, 1 no. illuminated play land sign and 38 no. non-illuminated dot signs. FOR MCDONALD'S RESTAURANTS LTD

This application is one of two applications for associated signage related to planning application W/19/1473 which is being presented to planning committee due to objections from the Town Council and members of the public having been received.

RECOMMENDATION

That Advertisement Consent be granted.

DETAILS OF THE DEVELOPMENT

This application seeks consent to display various signage including 4 no. freestanding digital signs, 1 no. non-illuminated banner unit, 1 no. digital booth screen, 1 no. illuminated play land sign and 38 no. non-illuminated dot signs.

THE SITE AND ITS LOCATION

The application site relates to a disused former restaurant building previously occupied by 'Harvester' which ceased trading at this site in April 2019. The site is situated next to a hotel and both benefit from large car parking areas. The site is adjacent to the M40 junction 15 and is accessed off Stratford Road, the access drive is shared by Longbridge Manor, a Listed Building.

PLANNING HISTORY

Applications for signage associated with previous uses

W/13/0049 Remove existing signage and replace with new branded signage (retrospective) - Granted

W/15/1677 - Display of 2 No Internally illuminated post signs 1 No Internally illuminated set of letters & logo 2 No Non illuminated transom signs - Granted

Associated applications currently under consideration

W/19/1492 - Display of 4 no. internally illuminated fascia signs.

W/19/1473 - Change of use of building from restaurant (use class A3) to mixed-use restaurant (use class A3) and hot food takeaway (use class A5) with alterations to site layout and elevations, reconfiguration of car parking, landscaping and associated works. Installation of drive-thru lane with 2No. COD (Customer Order Display) with associated canopies, playframe and goal post. Erection of new extensions following the partial demolition of existing building.

RELEVANT POLICIES

- National Planning Policy Framework

Warwick District Local Plan 2011-2029

- BE1 - Layout and Design
- BE3 - Amenity

SUMMARY OF REPRESENTATIONS

Warwick Town Council: No comment to make.

Councillor Murphy: Objects on the grounds that the amount of signage is excessive, the signage would be visible outside the site and would be harmful to the street scene.

Public response: One letter of objection has been received on the grounds that the proposed use is inappropriate in this area.

ASSESSMENT

Assessment

The main issues relevant to consideration of this application are:

- Impact on Amenity
- Public Safety

Impact on Local Amenity and Design

The National Planning Policy Framework (NPPF) places significant weight on ensuring good design which is a key aspect of sustainable development and should positively contribute towards making places better for people. Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029 state that development will only be permitted which positively contributes to the character and quality of the environment through good layout and design. Furthermore, development will not be permitted which has an unacceptable adverse impact on the amenity of nearby uses and residents and/or does not provide acceptable standards of amenity for future users/occupiers of the development.

Concern has been raised over the impact of the signage on the semi-rural location.

The proposed signage would not be positioned along Stratford Road and is set well into the site boundaries. The application site sits at a lower level to Stratford Road on the approach to the M40 Junction 15 and there also exists a large buffer of trees and vegetation between Stratford Road and the application site, which is to be retained as part of the wider development of the site. Therefore, views into the site from this section of Stratford Road that is immediately opposite the site will be limited. The majority of the views into the site will be from the main access road off Stratford Road. The site is set in from the main entrance by approximately 50 metres with the hotel car park situated between the two. There is a high boundary wall located either side of the main entrance which further restricts views into the site. Therefore, as views of the signage within the site will be limited and will be read at a distance, the signage is not considered to be harmful to the street scene. Officers also note that the adjacent hotel benefits from illuminated signage to the site entrance and elsewhere and so illumination is considered acceptable in this context. The signage is considered to be appropriate for the proposed use, and is considered to be of an appropriate size and scale.

It should be noted that there are a number of DOT signs relating to vehicular and pedestrian movements such as "no entry/pedestrian crossing/give way" signs which have deemed consent and so do not technically require advertisement consent. However, the agent has included them in the application for completeness.

Therefore, whilst Cllr Murphy's concerns are noted, the development is not considered to be harmful in design terms or to local amenity. The development is therefore considered to be in accordance with Local Plan policies BE1 and BE3.

Public Safety

The signage is contained to the site and the car park associated with the existing use. No public safety issues have been identified and it is considered that the proposed signage would not be harmful to public safety.

Conclusion

In the opinion of the Local Planning Authority, the proposals would not detract from the amenity of the area and would not be detrimental to public safety. The proposals are therefore considered to comply with the policies listed.

CONDITIONS

- 1 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing(s) 7792-SA-8052-P108 C, ERDDS Banner Unit, Double Digital Menu Board, Single Digital Menu Board, Proposed Reconnect Screen Details, Pedestrian Crossing, Parking Order Bay sign, Noise Sign, No Entry Sign, Look Both Ways sign, Litter Sign, Give Way

Sign, Look Left Sign, Look Right sign, Look Left Traffic Approaching sign, Look Right Traffic Approaching sign, Accessible Parking Bay sign, 10mph Disc sign, and specification contained therein, submitted on 03rd September 2019. **REASON** : For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies BE1 and BE3 of the Warwick District Local Plan 2011-2029.
