

Planning Committee: 11 December 2018

Item Number: 7

Application No: [W/18/1757](#)

Town/Parish Council: Warwick

Case Officer: Helena Obremski

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Registration Date: 13/09/18

Expiry Date: 08/11/18

Land at Tesco Supermarket, Emscote Road, Warwick

Display of 3no. internally illuminated panel signs, 3no. internally illuminated fascia letter signs and 1no. internally illuminated logo sign. FOR MCDONALD'S RESTAURANTS LTD

This application is being presented to Committee due to an objection from the Town Council having been received.

RECOMMENDATION

Planning Committee is recommended to grant advertisement consent, subject to the 5 standard advertisement consent conditions together with those listed at the end of this report.

DETAILS OF THE DEVELOPMENT

The proposal seeks advertisement consent for the display of 3no. internally illuminated panel signs, 3no. internally illuminated fascia letter signs and 1no. internally illuminated logo sign.

THE SITE AND ITS LOCATION

The application site is an existing Tesco supermarket with car parking, petrol filling station and car wash situated off the Emscote Road located in the urban area of Warwick. The surrounding uses include residential, a canal to the north and river to the south. The proposed signage will relate to a proposed McDonald's restaurant which itself is the subject of a separate planning application.

PLANNING HISTORY

There are various previous consents for the display of signage of which the following are considered to be relevant:

W/17/2265 - advertisement consent deferred by Planning Committee and subsequently withdrawn for the display of 7no. internally illuminated fascia signs.

W/17/2266 - advertisement consent granted for the display of 5no. non-illuminated directional signs for click and collect service.

W/17/2267 - advertisement consent refused for the display of 1no. internally illuminated freestanding 6.5m high totem sign, 1no. non-illuminated banner sign, 1no. internally-illuminated directional sign and new appendage to existing totem sign.

W/17/2268 - advertisement consent refused for the display of various internally-illuminated and non-illuminated signage including 12no. freestanding signs, 1no. side by side directional sign, 1no. banner unit and 22no. dot signs.

RELEVANT POLICIES

- National Planning Policy Framework
- The Current Local Plan
- BE1 - Layout and Design (Warwick District Local Plan 2011-2029)
- BE3 - Amenity (Warwick District Local Plan 2011-2029)

SUMMARY OF REPRESENTATIONS

Warwick Town Council: Objection, as there been no restaurant approved, the signage is not necessary. There is a restriction on signage along Emscote Road.

WCC Highways: No objection.

Public Response: 2 objections have been received but these are considered to relate to the proposal for the restaurant rather than specifically in relation to the signage proposed as part of this application for advertisement consent.

Assessment

The main issues relevant to consideration of this application are:

- Impact on amenity
- Public safety

Background

A previous application for advertisement consent ref: W/17/2265 was for a similar proposal to the current application. This was presented to Planning Committee as there had been an objection received from the Town Council. Planning Committee concluded that because there were no details at that stage in relation to the proposed restaurant, that the application for the signage should be deferred. The application for the proposed restaurant was later withdrawn due to highway safety and environmental health officer concerns, and therefore the signage application was also withdrawn. A new application has been made for the restaurant (ref: W/18/1489) which seeks to overcome the previous concerns for the restaurant and will be considered alongside this application for advertisement consent.

Impact on amenity

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.

Warwick Town Council have raised objection on grounds of a restriction of signage along Emscote Road. However, there are no policies in place which restrict signage on Emscote Road and each case must be assessed on its merits. In any case, the proposed signage is not to be sited on Emscote Road. There may be obscure views of the signage from Emscote Road but the signage would be set well into the site boundaries, away from Emscote Road and not directly impact the street scene.

The signage is considered to be appropriate for the proposed use, and is considered to be of an appropriate size and scale. The signage would not appear out of keeping within this context, i.e. on a drive-thru restaurant next to a large supermarket, which also benefits from internally illuminated signage on a much larger scale than the proposed signage. Therefore, whilst the Town Council'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 Town Council have also raised objection on grounds of highway safety concerns. However, the Highways Authority have been consulted and have no objection to the proposed signage. No other public safety issues are identified. Therefore, it is considered that the proposed signage would not be harmful to public safety.

Other Matters

Members of the public have objected to the application, referencing an increase in traffic and congestion; obesity problems; non-local business paying minimum wage; litter; pollution; not in keeping with the canal conservation area. However, these matters focus on the principle of the restaurant in this location and the associated impacts, rather than the signage proposed as part of this application. These concerns are addressed in the associated planning application ref: W/18/1489. Applications for advertisement consent can only be assessed on amenity and public safety.

Conclusion

It is considered that the proposal would not detract from the amenity of the area and would not be detrimental to public safety. The proposal is therefore considered to comply with the policies listed and is recommended for approval.

CONDITIONS

- 6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawings 7159-SA-8469-P002 C, 7159-SA-8469-P009 A, Arch Panel Sign Type 23A, Arch Panel Sign Type 23C, McDonalds / 002 / 2008 Sign 6 and McDonalds / 002 / 2008 Sign 5 and specification contained therein, submitted on 13th September 2018. **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.
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