

**Planning Committee:** 28 March 2017

**Item Number:** 7

**Application No:** [W 16 / 2260](#)

**Town/Parish Council:** Cubbington  
**Case Officer:** Dan Charles

**Registration Date:** 12/12/16  
**Expiry Date:** 06/02/17

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**Comptons Garage, Rugby Road, Cubbington, Leamington Spa, CV32 7HY**

Display of signage for petrol filling station including sales building advertisements for "Subway & Spar" FOR Simon Smith Retail Ltd

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

**RECOMMENDATION**

That Advertisement Consent is granted subject to the 5 standards advertisement consent conditions and the conditions listed at the end of this report.

**DETAILS OF THE DEVELOPMENT**

The application is retrospective as the signs have been installed as part of the renewal works to the petrol filling station and associated workshop.

The signage proposed is new corporate signage for the 'Shell' fuel brand and 'Spar', 'Subway' and Costa' franchises that operate within the forecourt shop together with associated brands of products available from the premises.

Signs are also proposed for the associated car repair workshop that operates from the site.

The application submission details a large number of signs for the 'Shell' branding which includes small scale signs on the pump housings advertising the type of fuel available, pump numbers etc. Also proposed are directional signs to the entrance and exit of the site together with new information signs contained under the forecourt canopy.

The larger elements of the proposed 'Shell' signage are an internally illuminated totem sign to the front corner of the site, the new corporate colours to the canopy that is also internally illuminated.

In terms of the shop signage, the key elements are the new internally illuminated fascia sign advertising the 'Spar' franchise together with smaller 'Subway' and 'Spar' illuminated signs. There are also a number of smaller non illuminated signs located on the forecourt canopy stanchions together with banners affixed to the fence on the south eastern boundary.

## **THE SITE AND ITS LOCATION**

The application site relates to an existing petrol filling station and vehicle repair workshop that have currently undergone significant improvement works within the village of Cubbington.

The character of the area is defined by predominantly residential uses with a small number of other uses within the vicinity.

## **PLANNING HISTORY**

W/16/0088 - Redevelopment of existing petrol filling station and garage/workshop to provide a new petrol filling station, vehicle workshop, MOT test centre and DIY jet wash bay along with associated ancillary facilities (revised scheme following planning permission no. W/14/1863). – GRANTED 16.03.2016

W/14/1863 - Redevelopment of existing petrol filling station and garage/workshop to provide new petrol filling station, MOT test centre, vehicle workshop and car wash valet housing along with associated ancillary facilities (revised scheme following planning permission no. W13/1157) – GRANTED 23.02.2015

W/13/1157 - Redevelopment of existing petrol filling station and garage/workshop to provide new petrol filling station, MOT test centre and vehicle workshop, along with associated ancillary facilities – GRANTED 25.10.2015

## **RELEVANT POLICIES**

- National Planning Policy Framework
- The Current Local Plan
- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)
- DP2 - Amenity (Warwick District Local Plan 1996 - 2011)
- The Emerging Local Plan
- BE1 - Layout and Design (Warwick District Local Plan 2011-2029 - Publication Draft April 2014)
- BE3 - Amenity (Warwick District Local Plan 2011-2029 - Publication Draft April 2014)

## **SUMMARY OF REPRESENTATIONS**

**Cubbington Parish Council:** Object to this planning application on the following grounds:

- The proposed signage is garish and ugly.
- The proposed number of signs is over-bearing and bears no relation to what was there previously.
- The signs are not befitting of a village environment and are completely out of context.
- The signs will decimate the street scene.

- The signs will be completely out of character in terms of their appearance and there are no other businesses within the immediate area which have a similar plethora of signage.
- The signs will have an adverse effect on the residential amenity of neighbours by reason of light pollution.

**WCC Highways** - No objection subject to conditions.

### **Public Response -**

A total of 5 letters of objection received on the following grounds;

- Too many signs and notices.
- Un-necessary duplication of signs
- Freestanding signs and susceptible to being blown over or vandalised
- Signs should not be within the public highway
- Out of character with a residential environment
- Lights are being left on all night.

Other matters regarding the operation of the site including parking of vehicles were also raised, however, the application can only consider the advertisements that need advertisement consent.

### **ASSESSMENT**

#### Impact on visual amenity and the character and appearance of the local area

The site is a newly constructed petrol filling station site with additional workshop accommodation attached. The signs are already in situ and the site is operational following the redevelopment.

The majority of the signs indicated on the plan are small scale signs located on the forecourt of the petrol station and petrol pumps themselves. These signs, whilst numerous, are small scale and refer to the fuel pumps and types of fuel. Signs on the forecourt also advertise products available within the shop. Again, these signs are modest in scale and designed to 'tempt' motorists who are fuelling their vehicles rather than wider advertising in the local area. These signs are typical features on modern petrol filling stations and whilst numerous, the small scale nature of the signs is not considered to have a harmful impact on the visual amenity of the area.

A number of directional signs and information signs are also located on the site and these are small scale signs detailing access and egress together with facilities such as the car vacuum and tyre inflation equipment etc. and are not considered harmful to the visual amenity of the area.

A variety of banner signs attached to the fencing located on the site are also included with the application that advertise the products and services available on the site. Officers are of the view that these are not detrimental to the visual amenity of the area to warrant the refusal of the application.

The key elements of this proposal are the internal illuminated totem sign, canopy sign and the shop front sign. Again, these are common features with

any modern petrol filling station and their positioning on this site represents a level of visual harm that would not have significant detrimental harm to the amenity of the area.

Concern has been raised by local residents regarding the visual harm due to the proliferation of signs at the site. However, the level of signage is not out of character for a typical petrol filling station, nor are number or type of signs excessive or visually harmful in this location.

Proposed lighting can be minimised through the use of appropriate conditions.

A number of other temporary signs have been referenced by neighbouring residents such as free standing signs and signs attached to vehicles etc. These elements are not covered by the Advertisement Regulations as they do not need consent and as such cannot be considered under this application.

### Impact on Public Safety

The County Highways Officer has assessed the proposal and no objection is raised on highway safety grounds subject to conditions/notes on the location and illumination of the signs. No other public safety issues are identified.

### Conclusion

The proposed works are considered to be acceptable in terms of the impact on the local street scene in this location. The various signs on the forecourt and the shop building are considered to be acceptable and would not result in any significant detrimental impact on the visual amenity of local area or the amenity of adjacent properties subject to conditions on the hours of illumination. The proposed signage is not therefore detrimental to highway safety.

### **CONDITIONS**

- 6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing(s) 6329-SLP, 6572/SITEADV, 6572/SIGNS and Compton-Design Document, and specification contained therein, submitted on 12 December 2016. **REASON:** For the avoidance of doubt and to secure a satisfactory form of development in accordance with Policies DP1 and DP2 of the Warwick District Local Plan 1996-2011.
- 7 The signs hereby permitted shall be illuminated only during the trading hours of the petrol filling station and shall not be illuminated at any other time. **REASON:** In the interest of visual amenity in accordance with Policies DP1 and DP2 of the Warwick District Local Plan 1996-2011.
- 8 The signs hereby permitted shall be installed in such a way that glare shall not be created upon the public highway by the lighting sources for the signs. The signs should not obstruct visibility splays and should not be located within the highway extent. **REASON:** In the interest of highway safety.