

Planning Committee: 30 January 2018

Item Number: **16**

Application No: [W 17 / 2268](#)

Town/Parish Council: Warwick  
Case Officer: Helena Obremski  
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Registration Date: 30/11/17

Expiry Date: 25/01/18

**Land at Tesco Supermarket car park , Emscote Road, Warwick**

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. FOR MCDONALD'S RESTAURANTS LTD

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

**RECOMMENDATION**

Planning Committee are recommended to grant Advertisement Consent, subject to the conditions listed at the end of this report.

**DETAILS OF THE DEVELOPMENT**

The proposal seeks advertisement consent 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.

**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 supermarket is not a Listed Building and is not within a Conservation Area. The proposed signage will relate a proposed McDonalds restaurant which itself will be the subject of a separate planning application.

**PLANNING HISTORY**

There are various previous permissions on the site, including those for the display of signage. However, none are directly relevant to the assessment of the application.

**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 due to restriction on signage along Emscote Road and highway safety concerns.

**WCC Highways:** No objection.

**WCC Ecology:** No objection

### **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.

Warwick Town Council have raised an objection on grounds of a restriction of signage along Emscote Road. However, there is no restriction per se and each case must be assessed on its merits. The proposed signage would not be positioned along Emscote Road. The signage is set well into the site boundaries, away from Emscote Road and would not 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. It is acknowledged that there are a number of DOT signs such as "no entry/pedestrian crossing/no right turn" signs which have deemed consent, however, the agent has included them in the application for completeness.

Officers queried whether the new "banner" sign was necessary, as there were concerns that the banner may make the site more cluttered. However, the agent explained that the banner sign is useful in tackling fly posting, and therefore the site is likely to be less cluttered as a result. 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 has 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.

## **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**

The five standard conditions set out in the Advertisement Regulations and:

- 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-P008 D, 10MPH Disc, Erdds Banner Unit, Directional Sign - Sign Type 2 (Welcome and See You), Guiding Directional Signs, Accessible Parking Bay Sign Type 24, Caution Look Left Caution Look Right, Give Way Sign Type 25, No Entry Sign Type 25, No Right Turn Sign Type 25, Parked Order Bay 1 Sign Type 24, Parked Order Bay 2 Sign Type 24, Pedestrian Crossing Sign Type 25, Poster Board Sign Type 13, Pre Sell Boards Sign Type 7, 2 Bay Sign Type 11, and specification contained therein, submitted on 30th November 2017. **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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