

**Planning Committee:** 06 November 2018

**Item Number:** **6**

**Application No:** [W/18/1756](#)

**Town/Parish Council:** Warwick

**Case Officer:** Rebecca Compton

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**Registration Date:** 26/09/18

**Expiry Date:** 21/11/18

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

Display of various freestanding signs including 2no. internally illuminated rotating menu boards, 5no. internally illuminated menu boards, 1no. non illuminated directional sign, 1no. non illuminated banner unit and 3no. internally illuminated directional 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 is recommended to grant advertisement consent, subject to the 5 standard advertisement consent conditions and those 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 2no. internally illuminated rotating menu boards, 5no. internally illuminated menu boards, 1no. non illuminated directional sign, 1no. non-illuminated banner unit and 3no. internally illuminated directional 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 proposed signage will relate a proposed McDonald's restaurant which itself is the subject of a separate planning application.

**PLANNING HISTORY**

W/17/2268 - 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 - Refused

**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.

**WCC Highways:** No objection.

**Public Response:** 1 letter of objection has been received with concerns over the impact on wildlife, light pollution and impact on the canal side setting.

## **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 has raised an 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. 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. 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 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 local amenity.

## **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 and is recommended for approval.

## **CONDITIONS**

- 1 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-P008F, 7159-SA-8469-P002D, Directional sign type 2 (see you soon), Directional sign type 2 (welcome), Hero poster board type 13, any lane sign type 19, pre sell boards type 7, 2 bay type 11, McD/038/2016, directional sign type 2 (parking), and specification contained therein, submitted on 13th September 2018 and 26th 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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