

Application No: [W 15 / 1339](#)

Town/Parish Council: Cubbington
Case Officer: Jo Hogarth

01926 456534 jo.hogarth@warwickdc.gov.uk

Registration Date: 21/08/15

Expiry Date: 16/10/15

Rugby Tavern, 43 Rugby Road, Cubbington, Leamington Spa, CV32 7HZ

Display of 2 no. internally illuminated fascia signs; 1 no. internally illuminated double sided totem sign (3.5 metres high) together with directional freestanding signs. FOR Sainsbury's Supermarkets Limited

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

RECOMMENDATION

Planning Committee are recommended to GRANT advertisement consent, subject to conditions.

DETAILS OF THE DEVELOPMENT

This application is for the display on internally illuminated fascia signage, free standing signs together with directional signs in connection with a proposed new retail unit for which planning permission is being considered by Planning Committee at this meeting, reference W/15/1022.

THE SITE AND ITS LOCATION

The application relates to the Rugby Tavern Public House, which is situated on the north-western side of Rugby Road, in Cubbington. The public house building occupies the centre of the site, with a tarmac car park to the front and a grassed beer garden to the rear. The area to the side of the public house where the shop is proposed to be erected (subject to approval of W/15/1022) is currently occupied by an outbuilding with areas of grass and hardstanding alongside. There are trees and shrubs alongside this area, along the boundary with the adjacent houses.

The site is adjoined by dwellings on three sides and by Rugby Road on the fourth. The Rugby Road Local Shopping Centre is situated on the opposite side of Rugby Road. A pedestrian crossing links the site to the Local Shopping Centre.

PLANNING HISTORY

There have been a significant number of previous planning applications relating to the public house. Most of these are not relevant to the consideration of the current proposals. The most significant of these was a planning permission for

the erection of a play barn in 1998 (Ref. W98/0290). However, this was not implemented.

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 : Objects to this application on the grounds that the additional signage for the new store will increase light pollution and have a detrimental effect on the local landscape.

Public response: 5 letters of objection have been received on the grounds that the signage is unnecessary, distracting for motorists and too large in a residential area.

ASSESSMENT

The main issues relevant to the consideration of this application are as follows:

- The impact on the visual amenity of the Area
- The impact on public and highway safety

The Impact on the Character and Appearance of the Area

The surrounding area is characterised by the proximity of a Local Shopping Centre and a Public House whereby there is existing signage in the locality. Therefore the principle of the provision of signage to identify the store and direct motorists in terms of the entrance and exit and disabled parking spaces is not considered out of keeping or indeed excessive.

The proposed store (if permitted) would include two fascia signs, one on the front elevation facing Rugby Road and one on the side return on the elevation facing the Rugby Tavern Public House. These would be internally illuminated and it is considered appropriate to attach a condition requiring white light only for the form of illumination. In addition to these, it is proposed to display four free standing signs; 'entrance', 'no exit', 'disabled parking' and a 3.5 metre high

totem which contains opening times and arrow towards the car park. The totem would be located at the front of the site along the boundary with Rugby Road, next to the entrance and would have internally illuminated lettering and again, the condition outlined above would ensure that they were lit by white light only.

The site is not located within a designated Conservation Area and it is considered that the proposed advertisements are acceptable in visual terms and would not appear as incongruous or garish features within the streetscene or materially impact on the outlook or visual amenity of nearby residential properties.

Public and Highway Safety

It is not considered that the display of the proposed signs would lead to harm to public or highway safety.

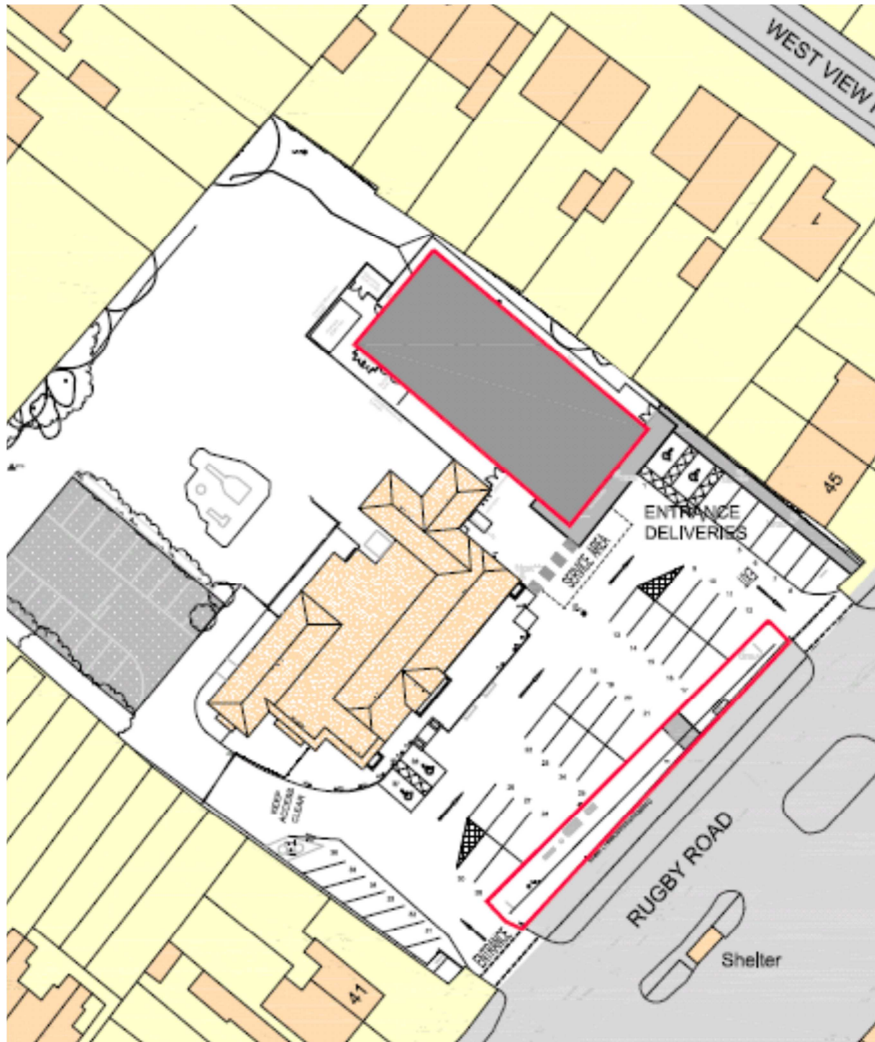
SUMMARY/CONCLUSION

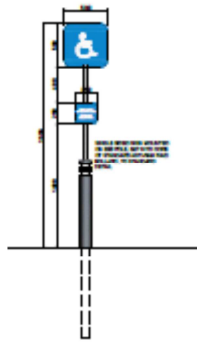
The proposal is considered to be acceptable in terms of the appearance of the area and would not give rise to harm to public or highway safety and it is therefore recommended that advertisement consent is granted.

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 number 305, 306 and 307 Rev A, and specification contained therein, submitted on 21 August 2015. **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.
- 2 The advertisements hereby permitted shall only be illuminated by white light. **REASON:** To ensure a high standard of design and appearance within the streetscene and to satisfy Policy DP1 of the Warwick District Local Plan 1996-2011.
- 3 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- 4 No advertisement shall be sited or displayed so as to:
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

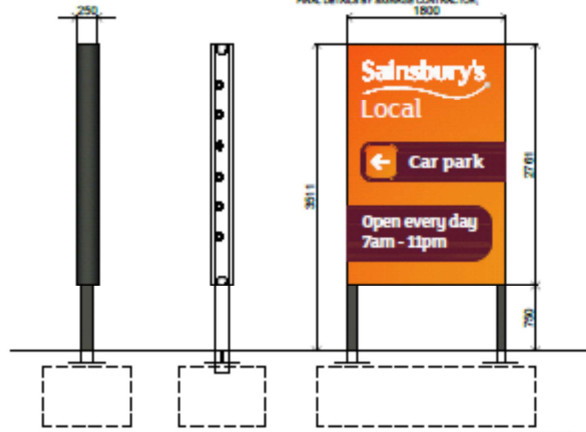
- 5 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
 - 6 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
 - 7 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
-



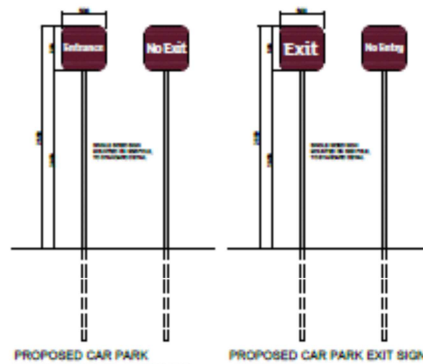
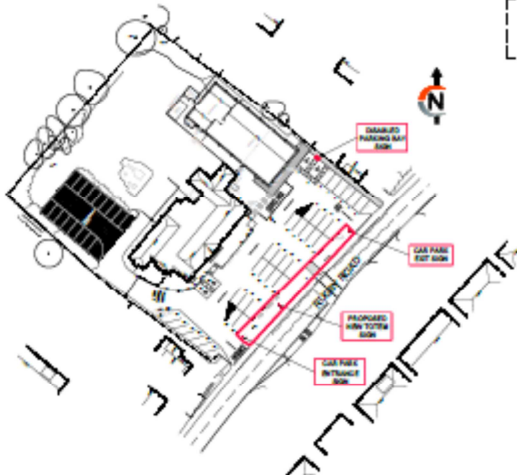


PROPOSED DISABLED PARKING SIGN MOUNTED IN A BOLLARD - SCALE 1:20

3811 HIGH x 1800 WIDE DOUBLE SIDED TOTEM SIGN - INTERNALLY ILLUMINATED - FRONT CUT ACRYLIC JAMMED BACKING LETTERING CUT OF ORANGE DIGITAL PRINT PLANS MATCHING COLOURED DI-BOND PANEL - LED ILLUMINATION BY LOW VOLTAGE LED FITTINGS - 240 CANNELANWAY - SUBJECT TO FULL FINAL DETAILS BY SIGNAGE CONTRACTOR.

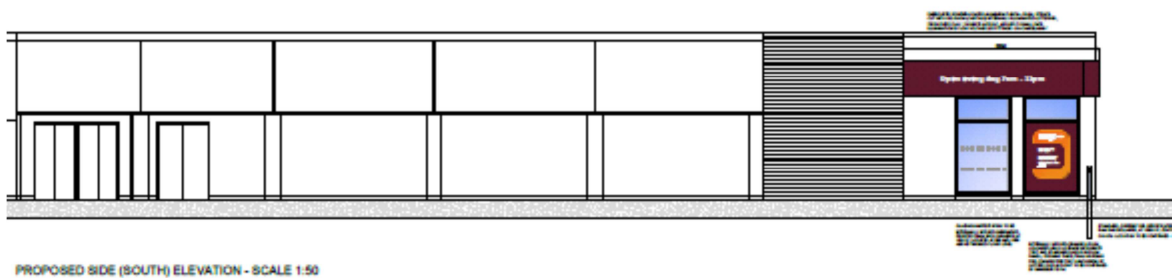


PROPOSED NEW TOTEM SIGN DETAIL - SCALE 1:20



PROPOSED CAR PARK

PROPOSED CAR PARK EXIT SIGN



PROPOSED SIDE (SOUTH) ELEVATION - SCALE 1:50

