

Planning Committee: 30 January 2018

Item Number: 13

Application No: [W 17 / 2265](#)

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, Emscote Road, Warwick
Display of 7no. internally illuminated fascia signs 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 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 7no. internally illuminated fascia signs. These would be positioned on a proposed McDonald's restaurant located within the car park of Tesco which itself is the subject of a separate planning application (ref: W/17/2263) which is yet to be determined.

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.

PLANNING HISTORY

There are various previous permissions on the site, including those for the display of signage. However, none are 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
- Other matters

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 is no restriction per se and each case must be assessed on its merits. The proposed signage would not be positioned along Emscote Road. There may be obscure views of the signage from Emscote Road but the signage would 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

WCC Ecology had concerns that the illuminated signage may impact on the wildlife corridor next to the canal, which is near to the application site. However, after making a site visit, the Ecologist is satisfied that the proposed signage would not impact on any protected species. In any case, this is not a material planning consideration in the determination of an application for advertisement consent as they can only be assessed with regard to amenity and 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-P009 A, ARCH PANELS SIGN TYPE 23C, ARCH PANELS SIGN TYPE 23A, SIGN 5 and SIGN 6, 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.
