

**Planning Committee:** 30 January 2018

**Item Number:** **15**

**Application No:** [W 17 / 2267](#)

**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 1no. internally illuminated freestanding 6.5m high totem sign, 1no. non-illuminated banner sign, 1no. internally-illuminated directional sign and new appendage to existing totem sign 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 1no. internally illuminated freestanding 6.5m high totem sign, 1no. non-illuminated banner sign, 1no. internally-illuminated directional sign and new appendage to the existing Tesco totem sign.

The application as originally submitted has been amended to remove an additional freestanding totem sign as this was considered to be excessive.

**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 and consents 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
- Other matters

### 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.

An objection has been raised by Warwick Town Council on grounds of a restriction of signage along Emscote Road. However, there is no restriction on formal restriction per se and each case must be assessed on its merits. The proposed signage would not be positioned along Emscote Road. The existing Tesco totem positioned next to the junction with Emscote Road would be updated, however, this would only be with an additional panel which is similar to the existing signage and would have no material impact on the amenity of the area. There would be one additional directional sign positioned close to the junction with Emscote Road. However, this is set well back from the junction and would also be further away from the main road and would be smaller than the existing Tesco totem. Therefore, it is considered that the signage would have minimal impact on the street scene.

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. The rest of the proposed signage would be positioned further into the site, which would not be visible within the

street scene. The signage is considered to be of an appropriate size and scale within the context of this large supermarket and associated uses. 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 objected 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 content that the proposed signage would not impact on any protected species. In any case, this is not a material consideration in the determination of an application for Advertisement Consent which can only be considered 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 Erdds Banner Unit, Guiding Directional Signs and Drive Totem 1 submitted on 30th November 2018 and drawing 7159-SA-8469-P022 E submitted on 17th January 2018, and specification contained therein. **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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