

**Planning Committee:**

**Item Number: 16**

**Application No:** W 13 / 1079

**Town/Parish Council:** Warwick

**Registration Date:** 02/08/13

**Case Officer:** Penny Butler

**Expiry Date:** 27/09/13

01926 456544 penny.butler@warwickdc.gov.uk

**Co-Operative Retail Services Ltd, Deansway, Woodloes Park, Warwick,  
CV34 5DF**

Display of one halo illuminated fascia sign and one trough illuminated pole sign  
FOR Heart Of England Co-op

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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 issue a split decision, granting Advertisement Consent for the fascia sign subject to conditions, and refusing Advertisement Consent for the totem sign for the reasons listed.

**DETAILS OF THE DEVELOPMENT**

The proposals have been amended since originally being submitted to omit two fascia signs on each side of the building and one totem (pole) sign adjacent to Reardon Court. The amended proposals are for the display of one fascia sign on the front elevation of the building and one totem sign adjacent to Deansway. The fascia sign would be sited above the windows and entrance door to the shop and just below the roof. The sign would measure 15.4m wide by 1m high, extending to the limits of the main front elevation of the building. This would have halo illuminated lettering and be coloured green with blue and white lettering. The remaining totem sign would be 4.2m high by 1.2m wide, and would be sited on the grassed verge, adjacent to the opposite side of the vehicular entrance to the store off Deansway. This sign would be double sided, coloured green with blue and white lettering and would be illuminated by a trough down light on its top edge.

**THE SITE AND ITS LOCATION**

The application site comprises a recently erected (but not yet open) retail store constructed adjacent to the public house known as the Woodloes Tavern, with which it shares a hard surfaced car park with access off Deansway. There is an area of open landscaped land on the western side on the opposite side of a public foot path running along the rear of the site. The level of the store and car park is some 1m lower than Deansway and the footway to the north. Directly to the south lies Reardon Court which consists of a two storey block of retail, cafe and

hot food take-away uses with residential flats above, a public parking area to the front, and shared service yard at the rear. To the south-west is the primary school and community centre. To the north on the opposite side of Deansway are a number of detached bungalows and houses.

### **PLANNING HISTORY**

Permission was granted in 2011 (W11/1468) for the erection of a retail unit on land adjacent to the public house car park. A subsequent application (W12/0582) was made in 2012 to vary the hours to 07.00am to 10.00pm Monday to Sunday, which was withdrawn and a second application (W12/0831) was granted to vary the hours to 7.00am to 10.00pm Monday to Saturday, and 8.00am to 10.00pm on Sundays. A further application for an external lighting scheme was approved in 2012 (W/12/1333).

### **RELEVANT POLICIES**

- DP1 - Layout and Design (Warwick District Local Plan 1996 - 2011)
- DP2 - Amenity (Warwick District Local Plan 1996 - 2011)
- DP9 - Pollution Control (Warwick District Local Plan 1996 - 2011)
- National Planning Policy Framework

### **SUMMARY OF REPRESENTATIONS**

**Warwick District Council:** Object. Local Plan Policy DP1 states that proposals should contribute positively to the character and quality of the environment. The proposal relates to a building located in a predominantly residential area. The scale of the pole signs (4.2m high) is totally out of keeping with the area and they would blight the street scene and impact detrimentally upon amenities of residents, setting an undesirable precedent.

**Public response:** One objection received. The totem signs will increase light pollution, in the car park which already has lighting which is too bright and intrusive and is left on all night.

**Cllr Stephen Cross:** There is no need for large signs to attract passing trade when the shop is intended to serve local needs, and this is a residential area. Existing illuminated Reardon Court and the public house signage is low key and not harmful to neighbours. Proposed totem signs are totally out of scale with the character of the area and harmful to the street scene. There should be no sign on Deansway as this would blight the street scene and destroy the landscape mitigation provided on this side of the building. There should be a shorter sign adjacent to Reardon Court, and this is in close proximity to the flats above the Reardon Court. The front fascia sign should be reduced to door entrance width.

The totem signs are similar to forecourt signs permitted under the advertisement regulations, but to not require consent these cannot be illuminated, or total more than 4.6sq.m where here 10.08sq.m is proposed. The site of the roadside totem is also not considered to be within the forecourt of the building.

**Cllr Glenn Williams:** There is no need for the two totem signs to attract passing trade when the shop is intended to serve local needs. The community notice board should not have been moved without planning permission by the developers and access should have been maintained to it all times during construction.

**WCC Highways:** No objection. The proposed signage is not sited within the public highway. The signage must not compromise the visibility splays required in connection with the planning permission for the store (W/11/1468).

## **ASSESSMENT**

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

- Visual impact on surroundings
- Impact on neighbouring amenity

### Visual impact on surroundings

Policy DP1 of the Warwick District Local Plan only permits development which contributes positively to the character and quality of its environment through good layout and design, whilst the NPPF (para.17) states that one of the 12 core planning principles is to always seek high quality design and a good standard of amenity for all occupants of land.

The proposed fascia lettering is considered acceptable in style, design and siting, as it will be similar to the full width fascia signs on the Reardon Court units with illumination limited to halo lit lettering. Units on Reardon Court have trough lit fascia signage. The height of the fascia sign is above the top level of the windows, but this is not considered harmful to the character of the area, as the unit will be viewed as a stand alone building of individual design, on a site that is below main road level. The fascia sign is therefore considered acceptable, as it would be a high quality design and contribute positively to its surroundings.

The proposed totem sign is considered excessive in height and scale, and combined with its proposed location on the grass verge, it would appear unduly obtrusive in the street scene. It is considered that the sign would have an adverse impact on the character and appearance of the area as it would introduce a large prominent modern feature that would detract from the quality of the area. There are no other examples of such large signage in the surrounding area, therefore it is considered that the proposed totem sign should be refused as it would be contrary to Policy DP1 and the NPPF.

### Impact on neighbouring amenity

Policy DP2 requires development to not lead to an unacceptable adverse impact on the amenity or nearby users or residents, whilst Policy DP9 protects nearby

uses from pollution. It is considered that the level and amount of illumination proposed to the signage will not lead to harmful levels of light pollution to surrounding residents. The proposal is therefore considered to comply with these policies. There are no identified public safety issues relating to the proposals.

**SUMMARY**

The proposed fascia sign is considered to have an acceptable impact on the character of the area and is therefore recommended for approval subject to the following condition:

- 1 The proposed fascia sign hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing(s) (02), and specification contained therein, submitted on 10 September 2013. **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.

The proposed totem sign is considered to lead to unacceptable harm and is therefore recommended for refusal for the following reason:

Policy DP1 of the Warwick District Local Plan 1996-2011 states that development will only be permitted which positively contributes to the character and quality of the environment through good layout and design. The NPPF states that one of the 12 core planning principles is to always seek high quality design and a good standard of amenity for all occupants of land.

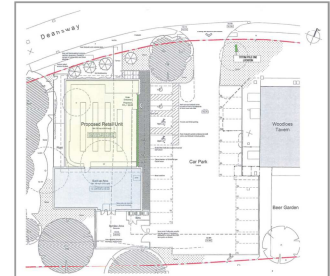
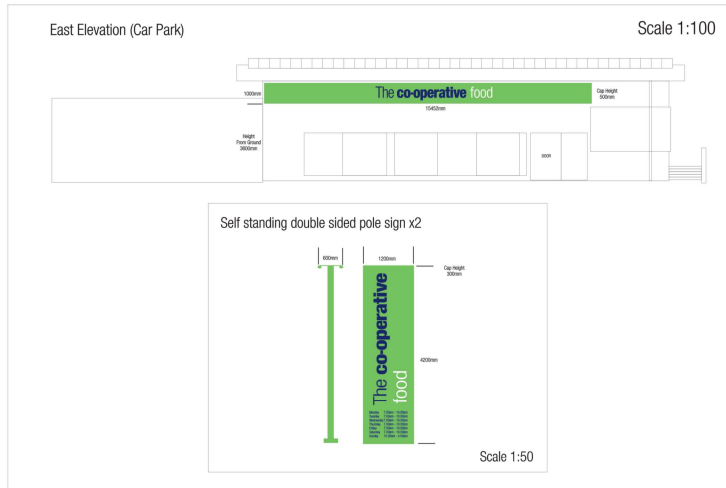
It is considered that the proposed pole sign would be seriously injurious to the visual amenities and character of the area by reason of its size, height, position, and illumination. The development is thereby considered to be contrary to the aforementioned policies.

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# Signage Planning Proposal

Artists impression:



For scaled site plan see additional information attached to application

## Main Building Signage:

Background:  
Aluminium pan signs 50mm thick

Lettering:  
(The) White opal acrylic letter with blue face inserted into cut out in back panel.  
(Co-operative) Silver moulded acrylic letter fixed to prismatic into cut out back panel  
(food) White opal acrylic letter inserted into cut out in back panel.

Illumination:  
Internal low energy LED light mats.

## Pole Signage:

Background:  
Back to back aluminium pan signs on a steel support frame mounted onto threaded rods from steel cage below ground level.

Lettering:  
All lettering is applied computer cut vinyl letters.

Illumination:  
Two low energy LED trough lights on support arms at top of pole sign.

CLIENT: Heart of England Co-operative

DATE: 15.7.13

APPLICATION NUMBER: 02

SITE ADDRESS:

New Co-operative Food Store  
16 Reardon Court  
Woodloes Avenue South,  
Woodloes Park, Warwick. Cv34 5RN.