

**Planning Committee:** 11 December 2018

**Item Number: 8**

**Application No:** [W/18/1758](#)

**Town/Parish Council:** Warwick

**Case Officer:** Helena Obremski

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**Registration Date:** 13/09/18

**Expiry Date:** 08/11/18

**Tesco Supermarket, Emscote Road, Warwick**

Display of 17no. non-illuminated dot 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 together with those listed at the end of this report.

**DETAILS OF THE DEVELOPMENT**

The proposal seeks advertisement consent for the proposed display of 17no. non-illuminated dot 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 to a proposed McDonalds restaurant which itself is the subject of a separate planning application.

**PLANNING HISTORY**

There are various previous consents for the display of signage of which the following are considered to be relevant:

W/17/2265 - advertisement consent deferred by Planning Committee and subsequently withdrawn for the display of 7no. internally illuminated fascia signs.

W/17/2266 - advertisement consent granted for the display of 5no. non-illuminated directional signs for click and collect service

W/17/2267 - advertisement consent refused 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 existing totem sign.

W/17/2268 - advertisement consent refused for the 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.

### **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, as there has been no restaurant approved, the signage is not necessary. There is a restriction on signage along Emscote Road.

**WCC Highways:** No objection.

**Public Response:** 2 objections have been received but these are considered to relate to the proposal for the restaurant rather than specifically in relation to the signage proposed as part of this application for advertisement consent.

### **Assessment**

The main issues relevant to consideration of this application are:

- Impact on Amenity
- Public Safety

### *Background*

The previous application for advertisement consent (ref: W/17/2268) was for a similar proposal to the current application. However, the previous application proposed more signage than the current application, including 22no. dot signage, 12no. freestanding signs, 1no. side by side directional sign and 1no. banner unit, which do not form part of this application. The current application is solely for dot signage and has been reduced from 22no. to 17no. signs. The previous application was refused by Planning Committee contrary to Officer's recommend on the basis that the proposed signage would be seriously injurious to the visual amenities of the area by reason of a proliferation and overuse of signage which would result in visual clutter excess and advertisement excess.

### **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 would not be positioned along Emscote Road. The signage is set well into the site boundaries, away from Emscote Road and would not impact the street scene. It should be noted that the DOT signage as proposed, such as "no entry/pedestrian crossing/no right turn" signs, have deemed consent, however the agent has decided to apply for consent for completeness.

The development is therefore considered to be in accordance with Local Plan Policies BE1 and BE3.

#### Public Safety

The Highways Authority has been consulted and has 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

Members of the public have objected to the application, referencing an increase in traffic and congestion; obesity problems; non-local business paying minimum wage; litter; pollution; not in keeping with the canal conservation area. Warwick Town Council also reference the fact that the restaurant does not have planning permission. However, these matters focus on the principle of the restaurant in this location and the associated impacts, rather than the specific signage proposed as part of this application. These concerns are addressed in the associated planning application ref: W/18/1489. Applications for advertisement consent can only be assessed on amenity and public safety.

#### **Conclusion**

It is considered that 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 are recommended for approval.

#### **CONDITIONS**

- 6 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawings Caution Traffic Approaching Signs, 10MPH Disc, and Dot Signage: Accessible Parking Bay, Give Way, No Entry, No Right Turn, Parked Order Bay 1, Parked Order Bay 2, Pedestrian Crossing submitted on 13th September 2018 and drawing 7159-SA-8469-P019 B submitted on 21st November 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.

