

**Application No:** [W 19 / 1492](#)

**Town/Parish Council:** Warwick

**Case Officer:** Rebecca Compton

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**Registration Date:** 03/09/19

**Expiry Date:** 29/10/19

**Former Harvester Restaurant, Stratford Road, Warwick, CV34 6TW**

Display of 4 no. internally illuminated fascia signs. FOR MCDONALD'S  
RESTAURANTS LTD

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This application is one of two applications for associated signage related to planning application W/19/1473 which is being presented to planning committee due to objections from the Town Council and members of the public having been received.

**RECOMMENDATION**

That Advertisement Consent be granted.

**DETAILS OF THE DEVELOPMENT**

This application seeks consent to display illuminated signage that will be mounted to the building and includes 2 no. internally illuminated company logos, 1 no. internally illuminated company name and 1 no. play area sign.

**THE SITE AND ITS LOCATION**

The application site relates to a disused former restaurant building previously occupied by 'Harvester' which ceased trading at this site in April 2019. The site is situated next to a hotel and both benefit from large car parking areas. The site is adjacent to the M40 junction 15 and is accessed off Stratford Road, the access drive is shared by Longbridge Manor, a Listed Building.

**PLANNING HISTORY**

Applications for signage associated with previous uses

W/13/0049 - Remove existing signage and replace with new branded signage (retrospective) - Granted

W/15/1677 - Display of 2 No Internally illuminated post signs 1 No Internally illuminated set of letters & logo 2 No Non illuminated transom signs - Granted

Associated applications currently under consideration

W/19/1494 - Display of various site signage including 4 no. freestanding digital signs, 1 no. non-illuminated banner unit, 1 no. digital booth screen, 1 no. illuminated play land sign and 38 no. non-illuminated dot signs.

W/19/1473 - Change of use of building from restaurant (use class A3) to mixed-use restaurant (use class A3) and hot food takeaway (use class A5) with alterations to site layout and elevations, reconfiguration of car parking, landscaping and associated works. Installation of drive-thru lane with 2No. COD (Customer Order Display) with associated canopies, playframe and goal post. Erection of new extensions following the partial demolition of existing building.

### **RELEVANT POLICIES**

- National Planning Policy Framework

#### Warwick District Local Plan 2011-2029

- BE1 - Layout and Design
- BE3 - Amenity

### **SUMMARY OF REPRESENTATIONS**

**Warwick Town Council:** No comment to make.

**Councillor John Murphy:** Objects on the grounds that the amount of signage is excessive and would be harmful to the street scene.

### **ASSESSMENT**

The main issues relevant to consideration of this application are:

- Impact on Amenity
- Public Safety

#### 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.

Concern has been raised over the impact of the signage on the semi-rural location.

The proposed signage includes an internally illuminated company name, two company logos and one internally illuminated play area sign. It is accepted that

there may be views of the signage from the Stratford Road however it is considered that these views would be limited due to the dense vegetation that separates Stratford Road and the application site. The application site also sits at a lower level to Stratford Road on the approach to the M40 Junction 15. The majority of the views into the site will be from the main access road off Stratford Road and the site is set in from the main entrance by approximately 50 metres with the hotel car park situated between the two. There is a high boundary wall located either side of the main entrance which further restricts views into the site. Therefore, as public views of the signage will be from a distance Officers consider it will not create imposing features in the street scene. Officers also note that the adjacent hotel benefits from illuminated signage to the site entrance and elsewhere and so illumination is considered acceptable in this context. The signage is considered to be appropriate for the proposed use, and is considered to be of an appropriate size and scale.

Therefore, whilst Cllr Murphy’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 signage will be mounted to the building, no public safety issues have been identified and it is considered that the proposed signage would not be harmful to 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**

- 1 The development hereby permitted shall be carried out strictly in accordance with the details shown on the site location plan and approved drawing(s) Playland Logo, 7792-SA-8052-P109 C, McDonalds/132/2010 and specification contained therein, submitted on 03rd September 2019. **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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