

Planning Committee

06 July 2010

Reference:
ADV/10/00373

Area Team:
South Team

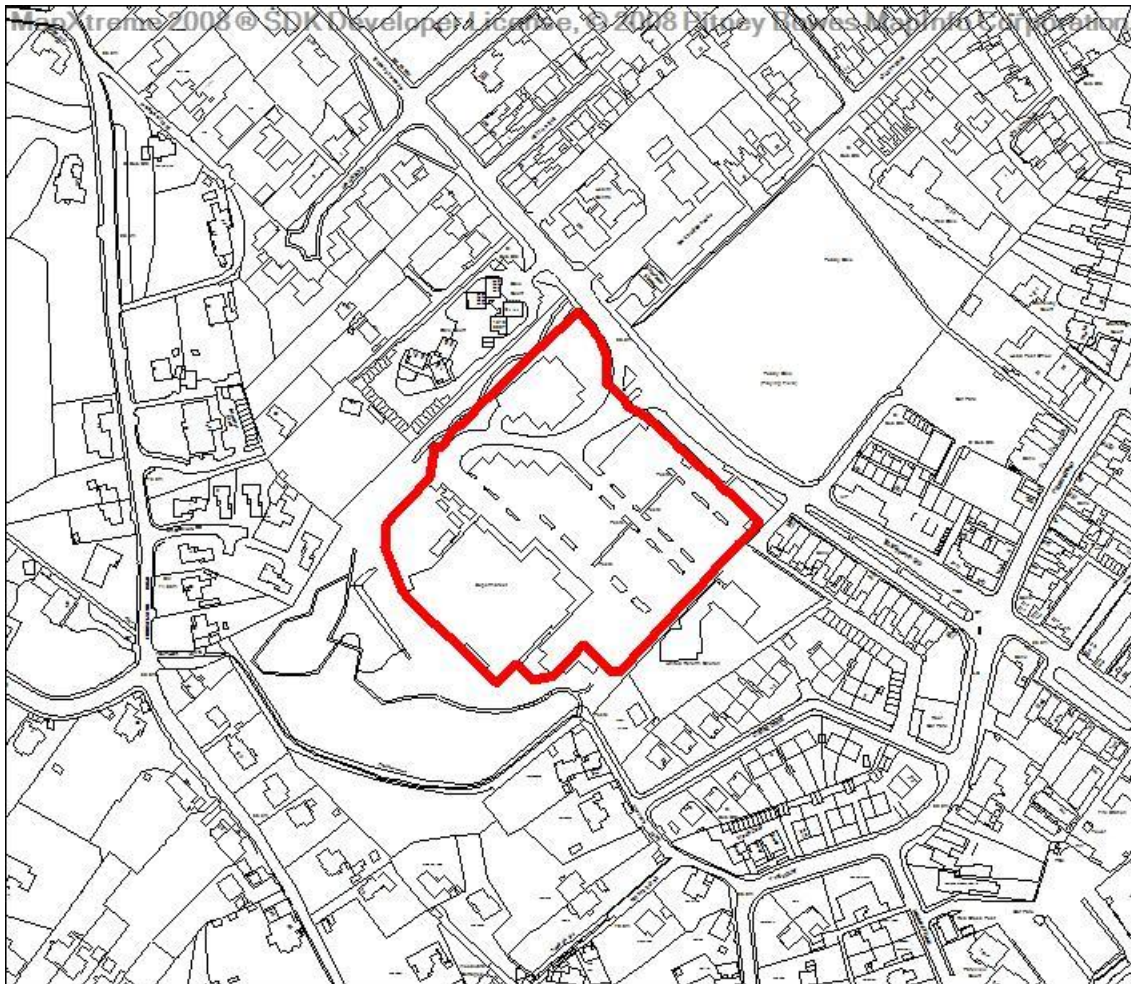
Case Officer:
Miss A McDougall

Ward:
Heswall

Location: Tesco Superstore, TELEGRAPH ROAD, HESWALL, CH60 7SE
Proposal: Proposed Signage for proposed amendments to carpark (submitted separately for full planning application). New Tesco branding signs to Trolley Bays, fascia signs and various carpark signage

Applicant: HLN Architects Ltd
Agent : HLN Architects Ltd

Site Plan:



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Development Plan allocation and policies:

Key Town Centre
Urban Greenspace
Major Highway Scheme

Planning History:

ADV/02/05890 Erection of illuminated and non illuminated signs Approved

ADV/08/06052 Erection of a fascia sign projecting sign and two banners Refused

ADV/04/08030 Erection of non illuminated signs to temporary marquees Refused

ADV/04/06489 Erection of internally illuminated signs to the front elevation Approve

ADV/03/07537 Erection of one wall mounted and two freestanding illuminated advert signs Approve

Summary Of Representations and Consultations Received:

REPRESENTATIONS

A site notice was displayed. Letters of notification have been sent to properties in the area. At the time of writing this report objections have been received in the form of a qualifying petition of 43 separate households, listing the following grounds:

- vinyl sign facing the woodland is out of character
- design on the clock tower is unattractive

Heswall Society: Too many signs, impact of certain signs i.e TES sign on conservation area, G1 sign too obtrusive and large, clock tower sign out of character, other signs in and around the site perimeter are excessive in number and unattractive in appearance. The cumulative impact of all the signs is harmful to visual amenity.

CONSULTATIONS

Director of Technical Services – Traffic Management: No objection

Director's Comments:

INTRODUCTION

The proposal is for the replacement and addition of signs around the superstore site. Some of the proposed signs have been erected.

PRINCIPLE OF DEVELOPMENT

The Tesco store is located within a Key Town Centre however the plot bounds Heswall Conservation Area and residential dwellings. The signs will be assessed against PPG19 to determine whether they are acceptable.

SITE AND SURROUNDINGS

The site contains an existing Tesco store with car parking to the front running along Telegraph Road. To the rear of the store is a pedestrian walk through Feather Lane, this is included within the Heswall Conservation Area.

To the front of the store is the car park which is flanked by a low height stone wall. The boundary is relatively mature and retains a residential feel where facing into and away from the Tesco store, the remainder of the perimeter also contains mature vegetation which protects the residential properties and the conservation area to the rear.

POLICY CONTEXT

In terms of PPG19: Advertisement Control consideration needs to be given to the visual amenity impact of the adverts including their cumulative effect on the surroundings.

APPEARANCE AND AMENITY ISSUES

Some of the signs within the site are considered acceptable, whilst others would be unacceptable. The proposed signs located at the front of the site along the access from Telegraph Road would create an unacceptable cluttered appearance.

Furthermore, a panel sign at the rear of the store would face onto the conservation area and as such would be alien to this location that would detract from the visual amenity of the surrounding area. The

proposed totem sign that has a height of 7m is located at the front of the site and is visually open. The existing totem which is to be removed is on the opposite side of the road, has a height of 5.5m and is in a more discrete location. The proposed sign at 7m in height is considered excessive at a visually open location that would detract from the overall character of the street scene.

The majority of replacement signs are acceptable and provide vehicle direction within the site, the additional signs as mentioned above are unacceptable in terms of the visual character and amenity of the area.

SEPARATION DISTANCES

Separation distances do not apply in this instance, as no residential properties will be affected by the proposed development.

HIGHWAY/TRAFFIC IMPLICATIONS

There are no Highway Implications relating to this proposal.

CONCLUSION

Signs labelled TES, G1 and EPB are unacceptable by reason of clutter and appearance having regard to the conservation area and the overall visual amenity of the area.

The remainder signs are acceptable and allow for direction and company information within the existing site which is acceptable in terms of PPG19.

Summary of Decision:

Having regards to the individual merits of this application the decision to grant Advertisement Consent has been taken having regards to the relevant Policies and Proposals in the Wirral Unitary Development Plan (Adopted February 2000) and all relevant material considerations including national and regional policy advice. In reaching this decision the Local Planning Authority has considered the following:-

Signs labelled TES, G1 and EPB are unacceptable by reason of clutter and appearance having regard to the conservation area and the overall visual amenity of the area.

The remainder signs are acceptable and allow for direction and company information within the existing site which is acceptable in terms of PPG19.

Recommended Decision: Split Decision

Recommended Conditions and Reasons:

1. Advertisement Signs as shown on Plan reference 52.19.01 labelled TES, G1 and three EPB are unacceptable by reason of clutter and visual appearance and the detrimental impact to the character of the Conservation Area and area in general. The signs are therefore unacceptable in terms of visual amenity having regard to PPG19.
2. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. This consent shall expire after a period of 5 years from the date of this permission.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Last Comments By: 17/05/2010 13:01:54
Expiry Date: 07/06/2010

