

Planning Committee

26 July 2012

Reference:
ADV/12/00815

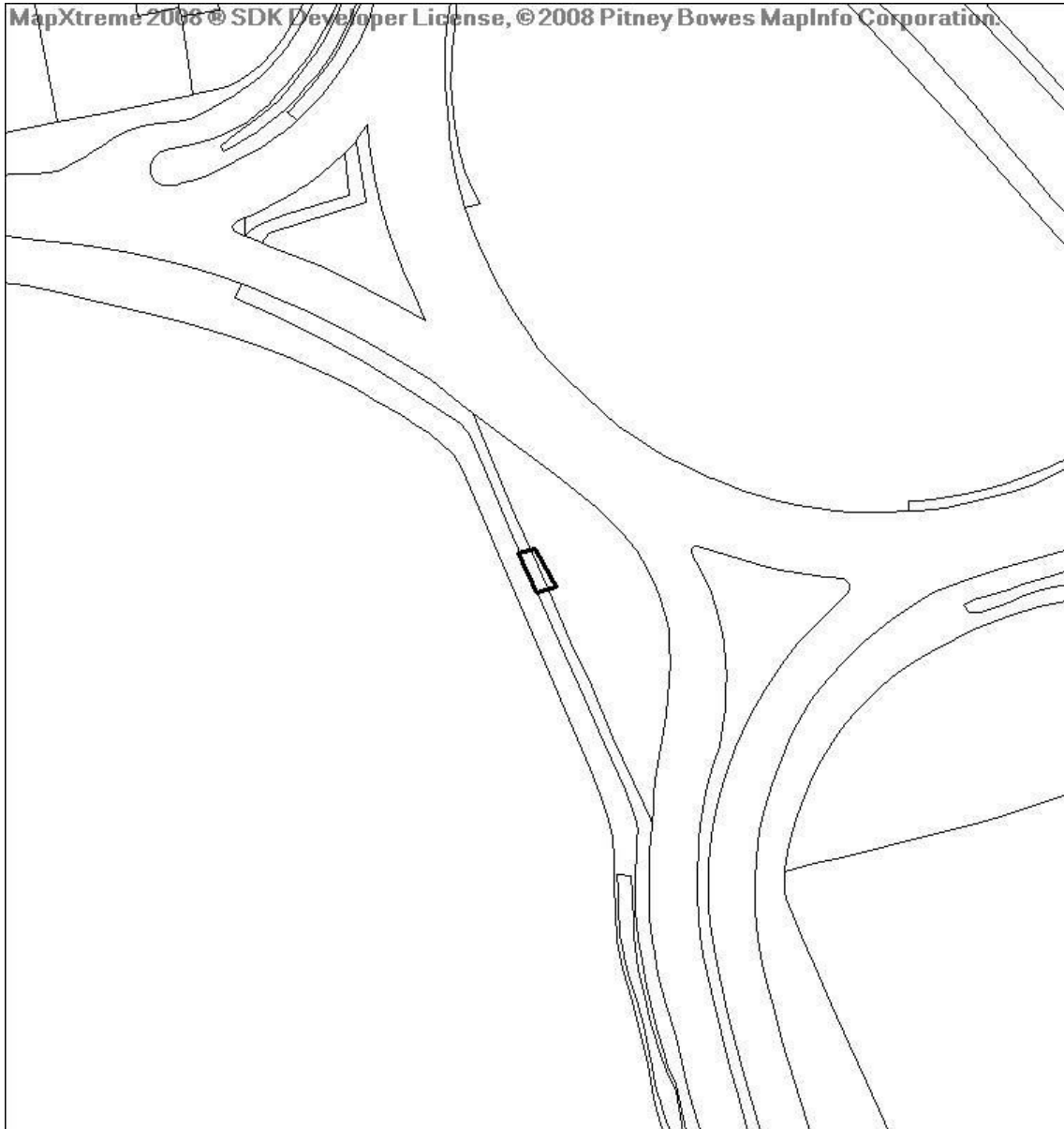
Area Team:
South Team

Case Officer:
Miss A McDougall

Ward:
Clatterbridge

Location: Grass Verge between A5137(Brimstage Road) and B5151(Mount Road) Junction, Clatterbridge, Wirral
Proposal: Raised signage board on vertical supports with pitched roof canopy
Applicant: Thornton Holdings Ltd
Agent : SDA

Site Plan:



© Crown copyright and database rights 2011 Ordnance Survey 100019803

Development Plan allocation and policies:

Green Belt
GB2
National Planning Policy Framework

Planning History:

No relevant planning history

Summary Of Representations and Consultations Received:

REPRESENTATIONS:

Having regard to the Council Guidance on Publicity for Applications, 2 notifications were sent to adjoining properties. At the time of writing this report 2 objections have been received on the following grounds:

1. Highway Safety
2. Green Belt Policy
3. Appearance

CONSULTATIONS:

The Director of Technical Services (Traffic & Transportation Division): Object due to distraction to drivers and siting on public highway.

Director's Comments:

REASON FOR REFERRAL TO PLANNING COMMITTEE

The application is submitted by SDA Architects and Surveyors, a partner and architect of which is an elected Member of the Council.

Councillor Sykes has requested that the application be removed from delegated powers due to the proposal being a distraction to drivers.

INTRODUCTION

The proposal is for advertisement consent for an informational/directional sign to Thornton Manor. The sign is located within a raised signage board that has a pitched roof including solar panels that will power the illumination of the sign.

PRINCIPLE OF DEVELOPMENT

The principle of erecting an advert is acceptable.

SITE AND SURROUNDINGS

The sign is located to the south west bend of the motorway roundabout between Mount Road and Brimstage Road, the siting of the sign is approximately 20m from the edge of the grass verge to the road as Mount Road exits onto the roundabout. The piece of land that the sign is proposed on faces toward the roundabout and is located within the Green Belt.

POLICY CONTEXT

The National Planning Policy Framework states; Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

GB2 Guidelines for Development in the Green Belt Policy

Within the Green Belt there is a general presumption against inappropriate development and such development will not be approved except in very special circumstances. Planning permission will not be granted for development in the Green Belt unless it is for the purposes of:

- (i) agriculture and forestry;

(ii) essential facilities for outdoor sport and outdoor recreation, for cemeteries, and for other uses of land which preserve the openness of the Green Belt and do not conflict with the purposes of including land within it;

(iii) the limited extension, alteration or replacement of existing dwellings, subject to Policy GB4 and Policy GB5;

(iv) the limited infilling in existing villages, subject to Policy GB6, including limited affordable housing subject to local community needs;

(v) the limited infilling or redevelopment of major existing developed sites identified under Proposal GB9;

Such appropriate development shall not damage the visual amenities of the Green Belt by virtue of its siting, materials or design.

APPEARANCE AND AMENITY ISSUES

The sign itself is located within a raised structure that has a height of 4.8m to the top of the pitched roof, the sign has two raised legs which has a width of 3.4m, the bottom of the sign itself is 1.3m from ground level. The sign is illuminated from solar panels mounted on the pitched roof.

The sign is mounted on a large free standing structure near to a pedestrian walkway facing the motorway access roundabout within the designated Green Belt, the siting of a sign of this scale in this locality has an overbearing visual effect onto the surroundings.

Having regard to the impact onto the Green Belt, the sign itself has not been deemed appropriate however the development as it stands is unacceptable by reason of having a negative visual impact onto the amenities of the Green Belt by virtue of its siting and scale.

SEPARATION DISTANCES

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

HIGHWAY/TRAFFIC IMPLICATIONS

This proposal is likely to be a distraction to drivers on the adjacent highway by virtue of its size and design.

ENVIRONMENTAL/SUSTAINABILITY ISSUES

There are no Environmental/Sustainability issues relating to these proposals.

CONCLUSION

The scale and siting of the sign structure is unacceptable having regard to the guidance set out in the NPPF and Wirral's UDP Policy GB2.

Recommended Refuse
Decision:

Recommended Conditions and Reasons:

1. The siting, scale and appearance of the sign would result in a feature that is negative and overbearing and its visual impact onto the surroundings is unacceptable. The proposal would therefore detract from visual amenity and is contrary to the National Planning Policy Framework and Wirral's UDP Policy GB2
2. The proposal would create a distraction to highway users by virtue of its size and design, the sign is therefore unacceptable having regard to highway and public safety. The proposal is contrary to the National Planning Policy Framework

Last Comments By: 23/07/2012 10:33:01
Expiry Date: 15/08/2012

