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OUT/2008/5774

WARD Prenton

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**Location:** Mersey Clipper 17 Prenton Road West Prenton Wirral CH42 9PY

**Proposal:** Erection of 25-room motel to rear (outline)

**Applicant:** Mr James Lui  
101 Prenton Road West  
Wirral  
CH42 9PY

**Agent:** Mr Geoff Bryson  
Bryson Design Limited  
248 Price Street  
Birkenhead  
Wirral, CH41 3PS

**Development Plan allocation and policies:** National Policies

PPS1: Delivering Sustainable Development  
PPS6: Planning for Town Centres

Regional Policies

RSS Policy W6: Tourism and the Visitor Economy

Local Policies

UDP Policy URN1: Development and Urban Regeneration  
UDP Policy GR5: Landscaping and New Development

Policy HS15: Non-residential Development in Primarily Residential Areas.

**Planning History:** OUT/2007/6295 - Erection of 25-room motel, Outline (Withdrawn 22/08/2007).

**Representations and consultations received:** Representations:

A site notice was displayed on the site and a total of 17 letters of notification have been sent to properties in the area. At the time of writing this report there had been 5 individual letters of objection and a petition with 60 addresses on. The objections were on the following grounds:

- Traffic and parking issues;
- Visually harmful, out of character and poor design;
- Loss of amenity to neighbours and overlooking;
- Would result in 'stranger activity' in the area and a pattern of use which is out of character;
- Possibility of bats on the site

Councillor Simon Holbrook requested that the application be taken out of delegated powers and objects to the proposal on the grounds of:

- Commercial use operating 24 hours a day would increase noise, nuisance and disturbance;
- Failure to comply the sequential approach;
- Visually obtrusive feature and poor design;
- Overly dominant feature would harm residential amenity;
- Traffic problems;
- Overprovision of parking

There has also been a petition in support of the proposal, containing 1104 signatures.

Consultations:

Director of Regeneration (Housing & Environmental Protection Division) - No objection

Director of Technical Services (Traffic Management Division) - No objection.

**Directors comments:** PROPOSAL

The proposal is an outline planning application for the erection of a 25 room motel to the rear of the car park of the Mersey Clipper PH.

The applicant has indicated that all matters are to be reserved at this stage. However, the applicant has provided indicative plans which indicate a two-storey rectangular building to the rear of the Mersey Clipper car park.

**SITE AND SURROUNDINGS**

The application site is within an area designated as a Primarily Residential Area within the Wirral Unitary Development Plan. It is located directly adjacent to Tranmere Rovers Football Club, and within close proximity to the Borough Road Traditional Suburban Centre.

Opposite the site and to the west are large areas of residential dwellings, as befits the UDP designation for the area. There are therefore a number of residential properties in close proximity to this site.

The site itself contains the Mersey Clipper PH, set within a fairly large area which is used car parking, as well as some substantial landscaping to the north and west boundaries of the site. The proposal will be located towards the rear of the pub car park.

**PRINCIPLE OF DEVELOPMENT & POLICY CONTEXT**

The application is subject to Policy HS15 of Wirral's UDP, which is for small scale non residential development within Primarily Residential Areas. This policy states that such a proposal must comply with set criteria to be considered acceptable, with the emphasis on small scale development which retains the amenities of local residents and protecting the residential nature of the area.

The proposal is also subject to Planning Policy Statement 6: Planning for Town Centres, and RSS Policy W6, which states that uses such as hotels/ motels should be sited towards town centres or the major north west coastal resorts. If such a proposal is outside of these preferred area, then an applicant must comply with the sequential approach, which should demonstrate that other more sequentially preferable sites have been considered and discounted for valid reasons. The applicant has not submitted any such information and therefore the proposal is contrary to PPS6 and RSS Policy W6.

**APPEARANCE AND AMENITY ISSUES**

The previous application was to be located towards the front of the site, directly adjacent to neighbouring residential properties. The proposal will now be set towards the rear of the car park, a significant distance from residential properties - the nearest property is almost 50 metres from the building. It is considered that this distance should be sufficient to minimise any noise or disturbance to surrounding residential properties.

The proposed siting of the motel, although not to be formally approved at this stage, will minimise the impact of the building on the street scene. The building itself, also only indicative, has little architectural merit. However, the precise design would be dealt with under a reserved matters application, where a building which more character could be sought.

#### HIGHWAY/TRAFFIC IMPLICATIONS

The access to the parking area for the motel will not be available during Tranmere Rovers 'match time' road closures. However, the Mersey Clipper car park is under utilised there it is considered that trips to the hotel will all be "additional" to existing. The access onto Prenton Road West has good visibility. Therefore there are no reasons for refusal on highway safety grounds.

#### ENVIRONMENTAL/SUSTAINABILITY ISSUES

There are no specific Environmental or Sustainability issues relating to this proposal. However, as the proposal is not within a town centre, the public transport links are not considered to be as good as within a sequentially preferable site, and therefore the proposal may encourage more use of the car.

#### HEALTH ISSUES

There are no health implications relating to this application.

#### CONCLUSION

In conclusion, the development of a motel on this site, as submitted is contrary to a number of policies. The applicant has failed to submit sufficient information to justify this development in an out-of-centre location and as such, it is considered that the proposal could undermine the vitality and viability of nearby centres or other coastal resorts in Wirral which may benefit from such a scheme. The proposal is therefore contrary to Planning Policy Statement 6: Planning for Town Centres and Policy W6 of Regional Spatial Strategy for the North West.

**Recommendation:**        **Refuse**

**Reason(s):**

- 1        Inadequate evidence has been provided to show that the proposed use cannot be located in existing centres or more sequentially preferable sites. This is contrary to the provisions of Policy W6 of the Regional Spatial Strategy for the North West and National Planning Policy PPS 6 "Planning for Town Centres."

**Last Comments By:**    **02 April 2009**

**56 Day Expires On:**   **20 April 2009**

**Case Officer:**        **Mr N Williams**