

Planning Committee

14 February 2019

Reference:
ADV/18/01548

**Area Team:
Development
Management Team**

Case Officer:
Mr B Bechka

Ward:
Moreton West and
Saughall Massie

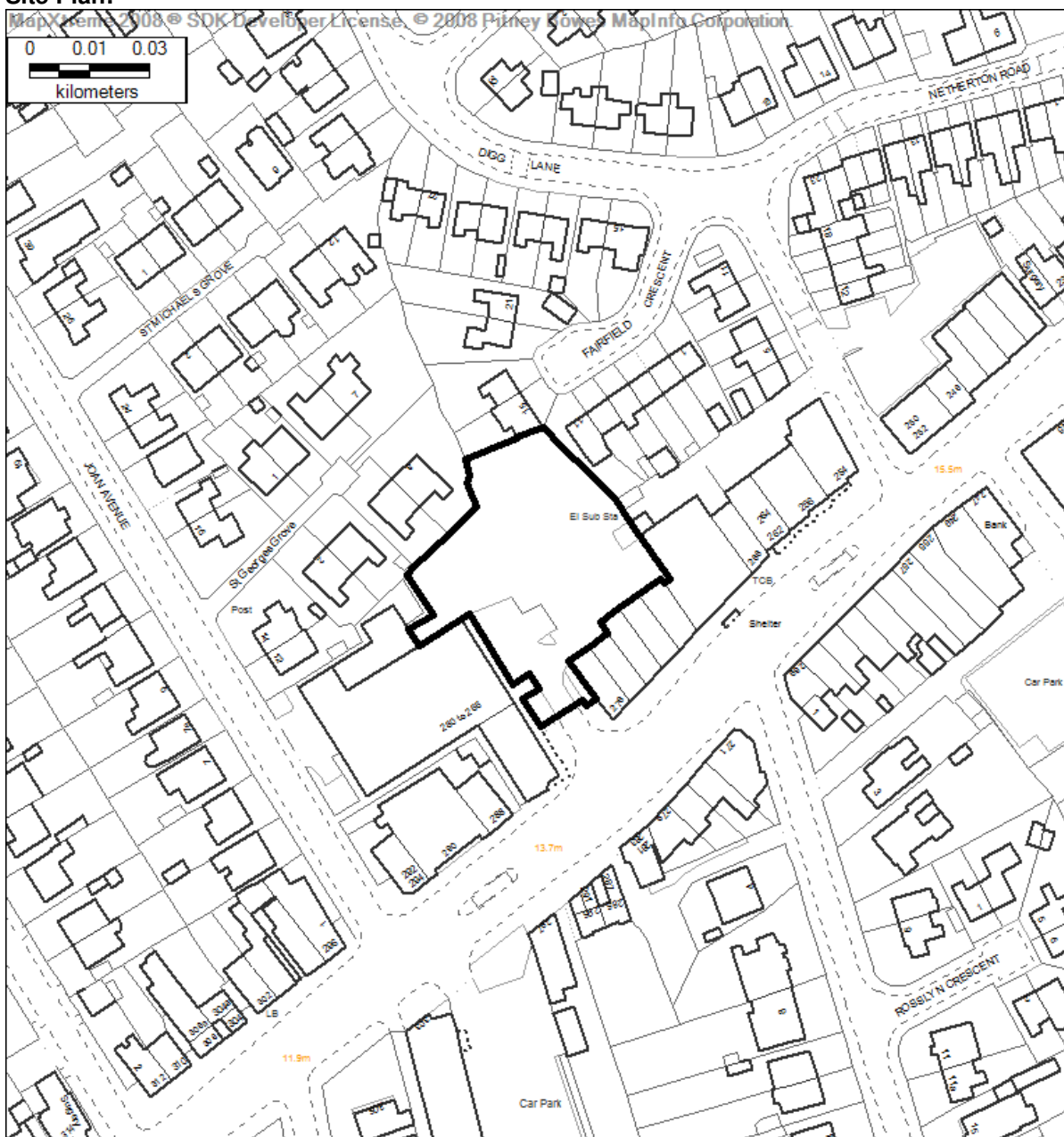
Location: 280 HOYLAKE ROAD, MORETON, CH46 6AF

Location:	200 NO. LEAKE ROAD, MONROVIA, CALIFORNIA
Proposal:	Retention of Car Park Management signage comprising 12 no. non-illuminated pole mounted signs and 2 no. non-illuminated wall mounted signs

Applicant: Parking Eye Ltd
Agent :

Qualifying Petition: No

Site Plan:



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Development Plan designation:

Key Town Centre

Planning History:

- Location: 280 HOYLAKE ROAD, MORETON, CH46 6AF
Application Type: Advertisement Consent
Proposal: Fascia signage to main entrance and gable end totem signage (2 no.)
Application No: ADV/17/00891
Decision Date: 23/10/2017
Decision Type: Approve
- Location: Former Kwik Save, 280-286 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Advertisement Consent
Proposal: Erection of 4 no. illuminated fascia signs and 2 non illuminated totem signs.
Application No: ADV/05/06902
Decision Date: 06/10/2005
Decision Type: Approve
- Location: Kwik Save , 280 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Advertisement Consent
Proposal: Erection of illuminated signage (2 no. new 2.2m high totem signs , 4 no. new fascia signs to replace existing)
Application No: ADV/03/07687
Decision Date: 26/01/2004
Decision Type: Approve
- Location: 280-286, Hoylake Road, Moreton. L46 6AF
Application Type: Advertisement Consent
Proposal: Erection of an illuminated shop sign.
Application No: ADV/87/05371
Decision Date: 28/04/1987
Decision Type: Approve
- Location: 280-286, Hoylake Rd, &.4-10, Joan Ave, Moreton. L46 6AF
Application Type: Full Planning Permission
Proposal: Demolition of 2 pairs of vacant semi-detached houses and erection of a single storey retail shopping development and formation of a car park with access onto Hoylake Rd. (Amended Scheme)
Application No: APP/86/06212
Decision Date: 04/09/1986
Decision Type: Approve
- Location: Kwik Save , 280 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Full Planning Permission
Proposal: External alterations to the shop front, erection of trolley bay, installation of refrigeration plant and erection of 2.4 metre high palisade fencing
Application No: APP/03/07328
Decision Date: 24/12/2003
Decision Type: Approve
- Location: 280 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Advertisement Consent
Proposal: Erection of 4 fascia, 1 information & 4 greeting signs
Application No: ADV/09/05898
Decision Date: 28/09/2009
Decision Type: Approve
- Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission

Proposal: Erection of Supermarket and car park (scheme 8)
Application No: APP/78/11096
Decision Date: 29/10/1979
Decision Type: Refuse

Location: 301 & 280/286 Hoylake Road ,Moreton ,CH46 0RI
Application Type: Full Planning Permission
Proposal: Shopping with ancillary servicing and car parking
Application No: APP/76/06474
Decision Date: 09/11/1977
Decision Type: Refuse

Location: 280-286, Hoylake Road, &. 4-10, Joan Avenue, Moreton. L46 6AF
Application Type: Full Planning Permission
Proposal: Demolition of 2 pairs of vacant semi-detached houses and erection of a single storey retail shopping development and formation of a car park with access onto Hoylake Rd.
Application No: APP/86/05757
Decision Date: 02/07/1986
Decision Type: Refuse

Location: 280-286 Hoylake Road ,Moreton,Wirral,L46 68F
Application Type: Full Planning Permission
Proposal: Erection of supermarket with car park
Application No: APP/80/15800
Decision Date: 03/11/1980
Decision Type: Refuse

Location: Kwik Save , 280 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Advertisement Consent
Proposal: Erection of illuminated signage (2 no. new 2.2m high totem signs , 4 no. new fascia signs to replace existing and 1 no. new fascia sign)
Application No: ADV/03/07333
Decision Date: 24/11/2003
Decision Type: Refuse

Location: 280-286 Hoylake Road,Moreton,CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 4)
Application No: APP/78/11092
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road,Moreton,CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 2)
Application No: APP/78/11090
Decision Date: 08/04/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road,Moreton,CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 12).
Application No: APP/78/11100
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road,Moreton,CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 11).

Application No: APP/78/11099
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 6)
Application No: APP/78/11094
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 7)
Application No: APP/78/11095
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 10).
Application No: APP/78/11098
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 9).
Application No: APP/78/11097
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton
Application Type: Full Planning Permission
Proposal: The demolition of the existing school and hall, and the erection of a retail food supermarket with provision of a customer car park for 50 cars and 4 car spaces for staff on the site
Application No: APP/74/01496
Decision Date: 19/02/1975
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 1)
Application No: APP/78/11089
Decision Date: 08/04/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 3)
Application No: APP/78/11091
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 5)
Application No: APP/78/11093
Decision Date: 21/03/1980

Decision Type: Withdrawn

Summary Of Representations and Consultations Received:

1.0 WARD MEMBER COMMENTS

- 1.1** Councillor Blakeley requested that this application be presented to Planning Committee on the grounds that if approved it will result in a loss of amenity that residents and visitors can reasonably enjoy.

2.0 SUMMARY OF REPRESENTATIONS

Having regard to the Council's Guidance for Publicity on Planning Applications, 37 notifications were sent to adjoining properties and a site notice was displayed near the site.

REPRESENTATIONS

8 no. representations were received from neighbouring properties . A summary of these representations are listed as follows:

- Signage distracts drivers and is a risk to vehicular and pedestrian highway safety
- Limiting free car parking and discouraging people shopping in Moreton
- Harmful to the amenity of local residents and visitors
- Increase parking issues on local roads

CONSULTATIONS

Environmental Health - No objection

Highways - No objection

3.1 Reason for referral to Planning Committee

- 3.1.1** As noted, Councillor Blakeley requested that this application be presented to Planning Committee on the grounds that if approved it will result in a loss of amenity that residents and visitors can reasonably enjoy

3.2 Site and Surroundings

- 3.2.1** The application site relates to a Home Bargains store and associated customer car park, situated to the north-western side of Hoylake Road and within Moreton Town Centre.
- 3.2.2** Sited immediately to the north-west and north-east of the car park are the residential properties to St George's Grove and Fairfield Crescent. The car park faces onto the rear of these properties with the common boundary comprising mainly of an approximately 2m high solid timber panel fencing with, in parts, planting or trees behind that. To its south-east the car park faces onto the rear of a number of commercial properties and their service areas, as well as onto Hoylake Road. To its south-west is the Home Bargains store to which this application relates.

3.3 Proposed Development

- 3.3.1** This application for advertisement consent seeks approval for the retention of signage associated with the Home Bargains store car park.
- 3.3.2** Consent is sought for the retention of the following signage:
- Three non-illuminated signs 0.6m wide by 0.8m high in 10mm (BCP) Composite of aluminium and plastic affixed to the existing lighting columns advertising the onsite parking restrictions;
 - One non-illuminated sign 0.6m wide by 0.6m high in 10mm (BCP) Composite of aluminium and plastic affixed to an existing structural support column advertising the onsite parking restrictions;
 - Eight non-illuminated signs in 10mm (BCP) Composite of aluminium and plastic affixed to the new 3m high signage poles advertising the onsite parking restrictions; and

- Two non-illuminated wall mounted signs 0.6m wide by 0.8m high in 10mm (BCP) Composite of aluminium and plastic advertising the onsite parking restrictions

3.4 Development Plan

3.4.1 There is no local development plan policy relating explicitly to the control of advertisements, although the site is within Moreton Town Centre and therefore subject to Wirral Unitary Development Plan Policy SH1: Criteria for Development in Key Town Centres.

3.5 Other Material Planning Considerations

3.5.1 Paragraph 132 of the NPPF 2018 advises that the quality and character of places can suffer when advertisements are poorly sited and designed. The advertisement consent process should be operated in a way which is simple, efficient and effective and advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

3.5.2 Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Local Authorities can exercise its powers in the interests of amenity and public safety taking into account the provisions of the Development Plan, so far as they are material, and any other relevant factors. Factors relevant to amenity include the general character of the locality and visual amenity.

3.6 Assessment

3.6.1 The main issues pertinent in the assessment of the proposal are;

- Principle of development;
- Amenity (both visual and residential); and
- Public and Highway safety

3.7 Principle of Development:

3.7.1 The display of advertisements is acceptable subject to no adverse effect being caused to amenity or public safety.

3.8 Appearance and Amenity:

3.8.1 The existing signage for which this application seeks to retain should be seen within the context of its town centre location. Given the modest scale, siting and design of the signage, it is considered appropriate in its appearance and scale and would not appear visually cluttered or unduly obtrusive within the streetscene. The signs are typical of those seen within such commercial car parks.

3.8.2 With regard to the residential properties sited immediately to the north-west and north-east of the car park, the signage is either fixed to existing lighting poles or to new 3m high poles. The signage does not sit higher than 2.8m off the ground, this includes the 0.8m height of the signage. Where the signage does sit in close proximity to the boundary to these residential properties, it is largely screened by existing planting and trees to the rear of the boundary fencing. As such, it is considered that the existing signage would not appear unduly prominent when viewed from the neighbouring residential properties to George's Grove and Fairfield Crescent.

3.9 Public and Highway Safety:

3.9.1 The existing signage is not of a size or in a location where it would affect public safety; or obstruct visibility or create a distraction for highway users.

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 policy advice. In reaching this decision the Local Planning Authority has considered the following:-

The proposed advertisements have no adverse effect on visual or residential amenity, and

highway or public safety. As a result the application meets the objectives of the National Planning Policy Framework (2018) and the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

Recommended Decision: **Approve**

Recommended Conditions and Reasons:

1. The development hereby permitted shall be carried out in accordance with the approved plans received by the local planning authority on 27th November 2018 and listed as follows:

C-21677-001/A (27/11/2018);
C-21677-003/B (22/01/2019); and
C-21677-004/B (22/01/2019)

Reason: For the avoidance of doubt and to define the permission.

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.

Further Notes for Committee:

Last Comments By: 07/01/2019

Expiry Date: 22/01/2019