

## Planning Committee

18 July 2019

**Reference:**  
**ADV/17/00777**

**Area Team:**  
**South Team**

**Case Officer:**  
**Mr M Parry-Davies**

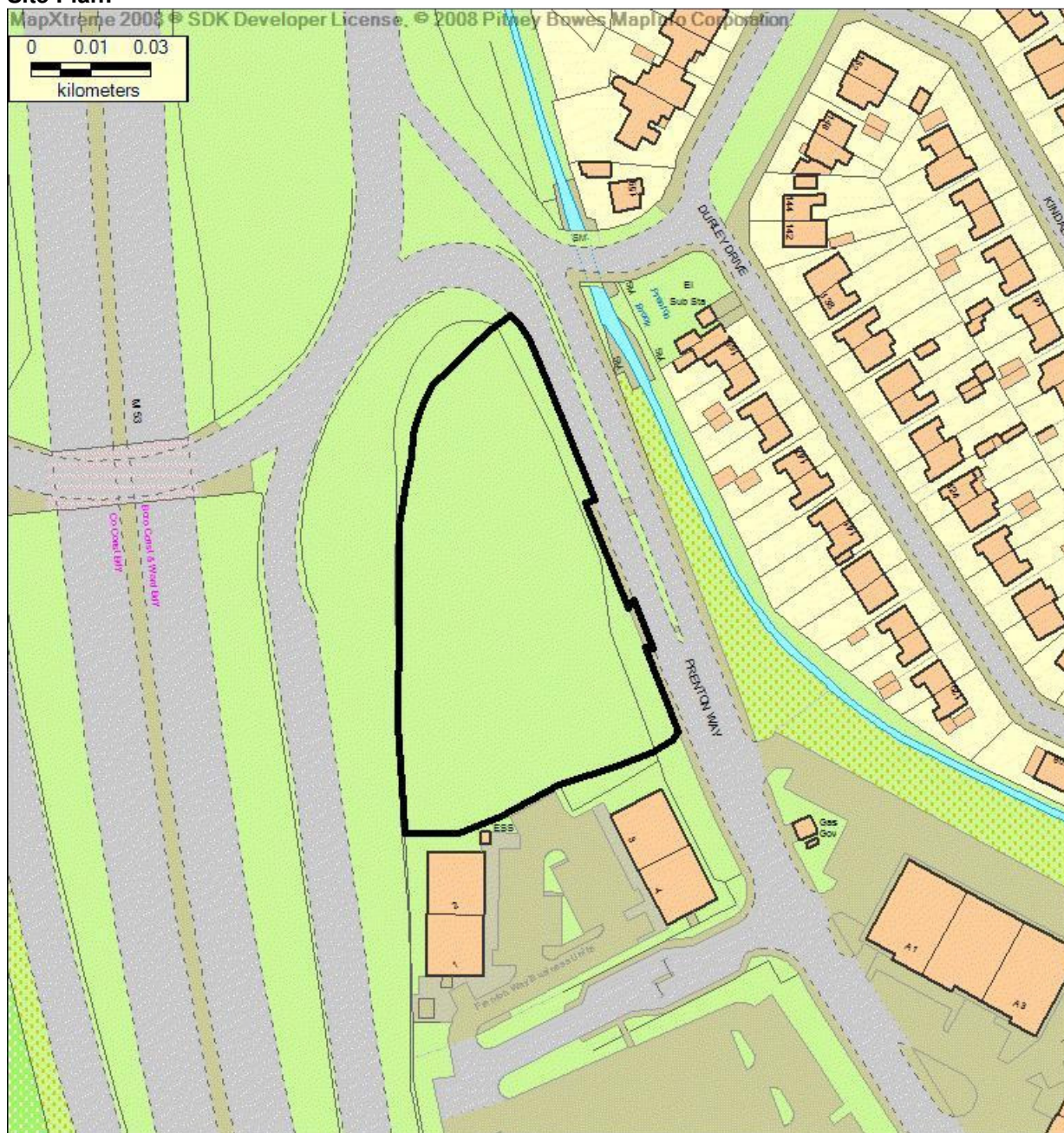
**Ward:**  
**Prenton**

**Location:** Land at, Prenton Way, PRENTON, CH43 3DU  
**Proposal:** VARIOUS SITE SIGNAGE INCLUDING 1 NO. GATEWAY, 9 NO. FREESTANDING SIGNS, 1 NO. SIDE BY SIDE DIRECTIONAL, 2 NO. BANNER UNITS AND 17 NO. DOT SIGNS.

**Applicant:** MCDONALD'S RESTAURANT  
**Agent :** PLANWARE LTD

**Qualifying Petition:** Yes, Number of Signatures: 219

### Site Plan:



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## **Development Plan designation:**

## **Planning History:**

- Location: Vacant land, 2A PRENTON WAY, PRENTON, CH43 3DX  
Application Type: Full Planning Permission  
Proposal: Erection of a two storey restaurant with associated drive-thru, car parking, landscaping and associated works including the installation of 2no. customer order displays with associated canopies, 2no. gas and electricity kiosks, cycle stands, jumbrellas and children's play space.  
Application No: APP/17/00779  
Decision Date: 31/05/2019  
Decision Type: Approved
- Location: Land adjacent to Total Fitness Gym, Total Fitness, Prenton Way, Prenton, Wirral, CH43 3DX  
Application Type: Full Planning Permission  
Proposal: Erection of a substation  
Application No: APP/07/05944  
Decision Date: 15/06/2007  
Decision Type: Approved
- Location: Land adj to Total Fitness, Prenton Way, Prenton, Wirral, CH43 3DU  
Application Type: Full Planning Permission  
Proposal: Erection of two office buildings  
Application No: APP/06/06195  
Decision Date: 04/08/2006  
Decision Type: Approved
- Location: Unused Land, 2A Prenton Way, Prenton, Wirral, CH43 3DX  
Application Type: Outline Planning Permission  
Proposal: Erection of two car showrooms (outline)  
Application No: OUT/03/07690  
Decision Date: 27/02/2004  
Decision Type: Approved
- Location: McDonalds Restaurant, West of (rear) 135-155 Durley Drive, Fronting Prenton Way, Prenton, Wirral, CH43 3DX  
Application Type: Full Planning Permission  
Proposal: Erection of a freestanding single storey modular restaurant( A3).  
Application No: APP/00/06448  
Decision Date: 25/01/2002  
Decision Type: Refused
- Location: West of (rear) 135-155 Durley Drive, Fronting Prenton Way, Prenton, Wirral, CH43 3DX  
Application Type: Full Planning Permission  
Proposal: Erection of a freestanding single storey modular restaurant ( A3 ).  
Application No: APP/00/06451  
Decision Date: 25/01/2002  
Decision Type: Refused
- Location: Former North West Water, North Ches Trading Estate, Prenton Way, Prenton, Wirral, CH43 3DX  
Application Type: Full Planning Permission  
Proposal: Erection of a two storey exercise, rehabilitation and hydrotherapy centre with associated car park  
Application No: APP/01/05390  
Decision Date: 19/09/2001

Decision Type: Approved

Location: Former North West Water, North Ches Trading Estate, Prenton Way,  
Prenton, Wirral, CH43 3DX

Application Type: Advertisement Consent

Proposal: Erection of two illuminated free standing signs

Application No: ADV/01/06654

Decision Date: 28/09/2001

Decision Type: Approved

Location: Land at junction of M53 Woodchurch Roundabout and Prenton Way,  
Prenton. L43 3DU

Application Type: Full Planning Permission

Proposal: Renewal of temporary planning permission WAPP/24318 for use of land for  
youth training horticulture scheme and erection of a portacabin.

Application No: APP/89/05273

Decision Date: 16/03/1989

Decision Type: Approved

Location: Land to the West of, Prenton Way, Prenton, L43 3DU

Application Type: Full Planning Permission

Proposal: Use of land for Youth training Horticultural Scheme and erection of a  
portacabin

Application No: APP/84/24318

Decision Date: 22/03/1984

Decision Type: Conditional Approval

#### Appeal Details

Application No APP/00/06451

Appeal Decision Dismissed

Appeal Decision Date 09/01/2003

#### Summary Of Representations and Consultations Received:

##### 1.0 WARD MEMBER COMMENTS

1.1 No Ward Member comments have been received in connection with this application.

##### 2.0 SUMMARY OF REPRESENTATIONS

###### 2.1 REPRESENTATIONS

Having regards to the Council's Guidance on Publicity for Applications, 50 Neighbour Notifications were sent to adjoining and nearby properties and a Site Notice was posted. 79 individual objections have been received and a petition signed by 219 signatures. Whilst the bulk of these objections cite the erection of a new McDonald's restaurant as the main area of concern, objections have also been raised around the proposed signage and these can be summarised as follows:

1. To facilitate signs removal of trees would be needed;
2. Decrease the value of homes;
3. Will impact on views from property;
4. Any illumination will add to light pollution; and
5. Signs will cause distraction(s) for highways users.

###### 2.2 CONSULTATIONS

**Highways** - No objections

**Highways England** - No objections

**Merseyside Fire and Rescue Service** - Illuminated signage are subject to Article 37 of the

Regulatory Reform (Fire Safety) Order 2005. Accordingly, should the signage be illuminated by luminous discharge tubes operating at voltages normally exceeding 1000v AC or 1500v DC if measured between any two conductors, or 600v AC or 900v DC if measured between any conductor and earth, a cut-off switch (firefighter's switch) shall be required.

### **3.1 Site and Surroundings**

3.1.1 The site is located at the northern part of the North Cheshire Trading Estate, adjacent to the M53 Motorway. The site is immediately adjacent to the roundabout at Junction 3 of the motorway giving access to Prenton Way and to Woodchurch Road. To the south are located a number of industrial uses; to the east are residential properties located on Durley Drive, Linden Drive and Kindale Road and to the west is the M53 motorway and open fields beyond.

3.1.2 The site currently benefits from mature landscaping in the form of mature trees and shrubs around the perimeter of the site. The site has been vacant for some time.

### **3.2 Proposed Development**

3.2.1 The application seeks advertisement consent for a number of signs across the site in connection with a McDonald's restaurant that was granted planning permission in May 2019.

### **3.3 Development Plan**

3.3.1 There are no specific policies in the Unitary Development Plan or the National Planning Policy Framework that focus on advertisements. Policy SH8 - Criteria for Shop Fronts allows proposals for new shop fronts provided that company colours, logos and advertising are designed with reference to the building(s) concerned and its neighbours.

### **3.4 Other Material Planning Considerations**

3.4.1 The Local Planning Authority shall exercise its powers under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 in the interests of amenity and public safety, taking into account the general characteristics of the locality (including the presence of any features of historic or architectural interest) and the safety of persons using any highway.

### **3.5 Assessment**

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

- Impact on Amenity;
- Public Safety

### **3.6 Principle of Development:**

3.6.1 Planning permission was granted on 31 May 2019 for the erection of the restaurant and drive-thru together with associated car parking and infrastructure in association with McDonald's restaurants. These signs are in connection with that permission.

### **3.7 Impact on Amenity and Design:**

3.7.1 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.

3.7.2 The proposed signage is set will into the site boundaries and on the building itself and as such would not impact on the street scene. A number of the DOT signage as proposed, such as "No Entry/Give Way/Look Left/Pedestrian Crossing" signs, have Deemed Consent, however the agent has decided to apply for consent for completeness.

### **3.8 Public Safety:**

3.8.1 The Highways Authority have been consulted and has no objection to the proposed signage. No other public safety issues are identified. Therefore, it is considered that the proposed signage would not be harmful to public safety.

3.9 Other Matters:

3.9.1 Members of the public have objected to the application, referencing an increase in traffic and congestion, obesity problems, non-local business paying minimum wage, litter, pollution, not in keeping with the area, anti-social behaviour etc. However, the majority of the objections received focus on the principle of the restaurant in this location and the associated impacts rather than the specific signage proposed as part of this application. These concerns were considered as part of the associated planning application ref APP/17/00779 which was approved by the Committee in May this year. Applications for advertisement consent can only be assessed on amenity and public safety.

3.10 Conclusion:

3.10.1 It is considered that the proposals would not detract from the amenity of the area and would not be detrimental to public safety. The proposals are considered to comply with the Advertisement Regulations 2007 and are recommended for approval.

**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:-

It is considered that the proposals would not detract from the amenity of the area and would not be detrimental to public safety.

**Recommended Decision:**                      **Approve**

**Recommended Conditions and Reasons:**

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. The development hereby permitted shall be carried out strictly in accordance with the approved plans received by the local planning authority on 16 June 2017 and listed as follows: 7202-SA-8141-AL01B (dated May 2017) and 7202-SA-8141-P008A (dated May 2017) and approved drawings Butterfields Signs Drwg No McD/038/2016 ERDDS Banner Unit; Butterfield Signs Gateway Sign; Butterfield Signs Directional Sign (Welcome); Butterfield Signs Gateway Sign (See You Soon); DOT Signage Parked Order Bay 1; DOT Signage Parked Order Bay 2; DOT Signage Give Way; DOT Signage No Entry; DOT Signage Pedestrian Crossing; Caution Look Left Traffic Approaching Sign; Caution Look Right Traffic Approaching Sign; DOT Signage Accessible Parking Bay; 10MPH Sign; HERO Poster Board; SIDE BY SIDE Any Lane Sign; TOTEM 3 Pre Sell Boards and Totem 4 2 Bay

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

**Last Comments By:** 15/08/2017

**Expiry Date:** 11/08/2017