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ITEM	APP/2007/5278	WARD Upton
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**Location:** Asda Superstore Woodchurch Road Woodchurch Wirral CH49 5JZ

**Proposal:** Provision of right turn egress and adjacent slip road signalisation

**Applicant:** Asda Stores Ltd  
Asda House  
Southbanks  
Great Wilson Street  
Leeds  
LS11 5AD

**Agent:** MJM Consulting Engineers Ltd  
Southgate House  
Southgate  
Wakefield  
WF1 1TL

**Development Plan** National Planning Guidance

**allocation and policies:**

PPS1 - Delivering Sustainable Development, January 2005.  
PPG13 - Transport, March 2001.

The Development Plan Context

Policy DP1 - Economy in the Use of Land and Buildings.  
Policy DP3 - Quality in New Development.  
Policy SD3 - Key Towns and Cities outside the North West Metropolitan Area.  
Policy UR2 - An Inclusive Social Infrastructure

Wirral Unitary Development Plan

GB2 - Guidelines for developemnt in the Greenbelt  
TR8 - Criteria for the design of highway schemes  
Policy SH9 - Criteria for Out-of-Centre and Edge-of-Centre Retail Development

**Planning History:** None

**Representations and consultations received:** REPRESENTATIONS

49 letters of notification have been sent to properties in the area and a site notice was displayed by the planning officer on lamp post near the site.

No objections have been received.

CONSULTATIONS

Director of Regeneration - Housing & Environmental Protection Division has no objection to the proposal.

The Director of Technical Services - Traffic Management Division has no objection subject to a Section 278 and a condition for the applicant to provide further details of the car park layout.

The Highways Agency has been consulted in respect of the proposal and has raised no objections.

Merseytravel made comments by letter on the 13th March 2007. Merseytravel would want to be assured that the traffic likely to emanate from the development site could be accommodated within the local highway network, without resulting in congestion that could impede the passage of bus services on Woodchurch Road and surrounding area.

**Directors comments:** PROPOSAL

This application seeks proposal to amend the existing traffic signal junction at the Asda store on Woodchurch Road to introduce a right-turn (westbound) facility for vehicles leaving the store car park. The application also includes a proposal to signalise the westbound exit from the M53 Junction 3 roundabout where it merges

with Woodchurch Road, which is considered necessary for reasons of highway safety at that junction. A Transport Assessment has been submitted in support of the application, which has been considered and approved by the Traffic Management Division.

#### SITE AND SURROUNDINGS

The application site is an Out-of-Centre Retail Development site as defined in the Wirral Unitary Development Plan. Woodchurch Road is in Wirral Greenbelt.

Asda Superstore is a large out-of-centre retail development with associated parking located on Woodchurch Road.

#### PRINCIPLE OF DEVELOPMENT

The principle of development is acceptable subject to the proposal complying with the above policy. The proposal must respect the character of the area, be appropriate and sympathetic to the streetscene and it must not be detrimental to the openness of the Greenbelt. The Local Authority must also be satisfied that the proposal will not cause significant conflict with highway or pedestrian safety.

#### ISSUES AND ASSESSMENT

Asda are seeking approval of this because they are currently experiencing operational difficulties at peak times of trade, and it is forecasted that the number of customers will increase putting a burden on the surrounding road infrastructure.

Currently, all vehicles leaving the store car park are required to turn left (eastbound) and those that then wish to head westbound must drive around the Junction 3 roundabout back onto Woodchurch Road. This results in approximately an extra 233 vehicle movements around the roundabout during the weekend peak hour, which would be removed by this proposal. This is considered to represent a significant benefit arising from the scheme. The Highways Agency has been consulted in respect of this proposal and has raised no objections.

Part of the application site lies within Wirral Greenbelt (Woodchurch Road) and the proposed development is thus a departure from the development plan. The development, however, is considered to have minimum impact on the openness of greenbelt and the development is acceptable because there would be significant improvements to the movement of vehicles.

#### HIGHWAY/ TRAFFIC IMPLICATIONS

The application has been accompanied with a detailed Transport Assessment. The Director of Technical Services - Traffic Management Section has reviewed this statement and the Highway Engineer is satisfied that the existing road infrastructure is capable of accommodating the additional traffic that would arise from this development.

Whilst the provision of additional traffic signals on Woodchurch Road may lead to a small increase in journey time along the road, it is considered that this is acceptable given the likely improvement to highway safety that this proposed scheme would bring.

A condition is requested for the applicant to provide a detailed plan of the amended car parking arrangement for approval and installation prior to commencement of construction. This is required for road safety purposes to prevent queuing onto Woodchurch Road.

The highway works, including signal installations and a commuted sum to cover a 15 year maintenance period would be obtained through a Section 278 agreement.

In summary, it is considered that there are no sustainable grounds to recommend refusal of this application on either road safety or highway congestion.

The Highways Agency has been consulted in respect of the proposal and has raised no objections.

#### ENVIRONMENTAL AND SUSTAINABILITY ISSUES

There are no environmental or sustainability issues arising directly as a result of this application.

#### Summary of Decision:

The application is approved for the reason the proposal would have broader benefits to the management of traffic in and around the site and it would have a minimal adverse impact on the openness of the greenbelt. It is considered that there would be no significant conflict with the objectives of Policy GB2 and Policy SH9; Criteria for Out-of-Centre and Edge-of-Centre Retail Development of Wirral's Unitary Development Plan or national planning policy guidance set out in PPG2 and the application therefore is approved.

**Recommendation:**        **Approve**

#### Condition(s):

- 1 Full planning permission: standard commencement date. (C03A)
- 2 Notwithstanding the details indicated on Plan 0386/10A, before development commences further details of the parking layout within the site shall be submitted to and agreed in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details and shall be retained as such thereafter.

#### Reason for conditions

- 1 Standard (CR86)
- 2 In the interests of highways safety and to maintain a free flow of vehicular movements.

**Last Comments By:**        **22 March 2007**

**56 Day Expires On:**       **11 April 2007**

**Case Officer:**             **Mr G McGowan**

#### Notes:

Informative:

A Section 278 is required for the highway works, including the installations and a commuted sum to cover a 15 year maintenance period.