
ITEM	APP/2007/6542	WARD Seacombe
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Location: Former Dale Inn Poulton Road Seacombe Wirral CH44 6LD

Proposal: Variation of condition 5 on planning permission number 2005/6443 to extend hours from 08.00 am to 23.30 pm to 7.00 am to 23.30 pm on each day of operation

Applicant: The Sefton Group Ltd
Queen Insurance Buildings
9 Queens Avenue
Liverpool
L2 4TZ

Agent: G L Hearn
Property Consultants
1 St James's Square
Manchester
M2 6DN

Development Plan allocation and policies: Traditional Suburban Centre
PPG 24 Planning and Noise
SH2 Criteria for Development in Traditional Suburban Centres.

Planning History: 2004/7054 Erection of 3 and 4 storey apartment blocks with 41 self - contained flats. Refused 3 December 2004. Appeal withdrawn 7 November 2005.

2005/6338 Erection of a mixed residential and retail development (outline). Refused 26 August 2005.

2005/6443 Erection of new retail units. Approved with conditions 7 October 2005.

Representations and consultations received: A site notice was displayed on a lamp post at the front of the site. A total of 70 letters of notification have been sent to properties in the area. At the time of writing this report 3 objections have been received, listing the following grounds:

- There will be an increase in traffic.
- There is likely to be an increase in noise from traffic.
- Will increase anti-social behaviour problems.
- Will increase congestion on a busy junction.

Consultations:
Director of Regeneration - Housing & Environmental Protection Division
No objection

Director of Technical Services - Traffic Management Division
No objection

Directors comments: This application has been removed from delegation by Councillor Salter, restrictive hours were placed to ensure local residents were not disturbed early morning and late nights.

PROPOSAL

The proposal is for the variation of the condition 5 on planning permission APP/2005/6443 to extend hours from 0800 - 2330 to 0700 - 2330 on each day of operation.

PRINCIPLE OF DEVELOPMENT

The proposal is for an amendment to hours of operation to an existing planning permission. The principle of the development was established under the previous application (APP/2005/6443).

SITE AND SURROUNDINGS

The site comprises of a site formerly occupied by the Dale Inn on Poulton Road. The site has been cleared and the approved development is underway.

POLICY CONTEXT

SH2 (Criteria for Development in Traditional Suburban Centres) allows for A1, A2 and A3 development in traditional suburban centres subject to their impact on the vitality and viability of the centre, local enmity and highway safety.

APPEARANCE AND AMENITY ISSUES

The proposal is for the extension of the hours of operation and there are to be no physical alterations to the building previously approved. As such, no new issues are raised in this respect.

The approved scheme is for the erection of three retail units on the former Dale Inn Public House.

The applicant has indicated that the variation is required to satisfy customer requirements through the provision of a convenience goods store. It has been stated that local top up shopping patterns have identified a consumer demand for convenience goods between the hours of 7am and 8am. The intention with extending the hours will be to offer local residents access to convenience goods at an hour that better suits their daily routine.

The Director of Regeneration (Pollution Control) has raised no objection to the proposal in noise and disturbance terms and this is therefore not considered an issue.

Concern has been raised about potential anti-social behaviour from the change in hours. The change itself hour is only for increase in trading at the beginning of the day and as such is unlikely to result in an increase in such problems.

HIGHWAY/TRAFFIC IMPLICATIONS

The Director of Technical Services (Traffic Management) has raised no objection to the proposal when no increase in deliveries or servicing hours are proposed.

ENVIRONMENTAL/SUSTAINABILITY ISSUES

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

HEALTH ISSUES

There are no health implications relating to this application.

CONCLUSION

The proposal for the increase in hours of operation raises no issues in terms of noise and disturbance and highway safety and is therefore considered acceptable.

Summary of Decision:

It is for the reason of the proposal having no detrimental impact on the vitality and viability of the Traditional Suburban Centre, local amenity and highway safety that it is considered to comply with UDP policy SH2. it is for these reasons that it is recommended the application be approved.

Recommendation: Approve

Condition(s):

- 1 Full planning permission: standard commencement date. (C03A)

Reason for conditions

- 1 Standard (CR86)

Last Comments By: 06 September 2007

56 Day Expires On: 17 September 2007

Case Officer: Mr R McGinn