

Planning Committee

03 January 2012

Reference:
ADV/11/01233

Area Team:
South Team

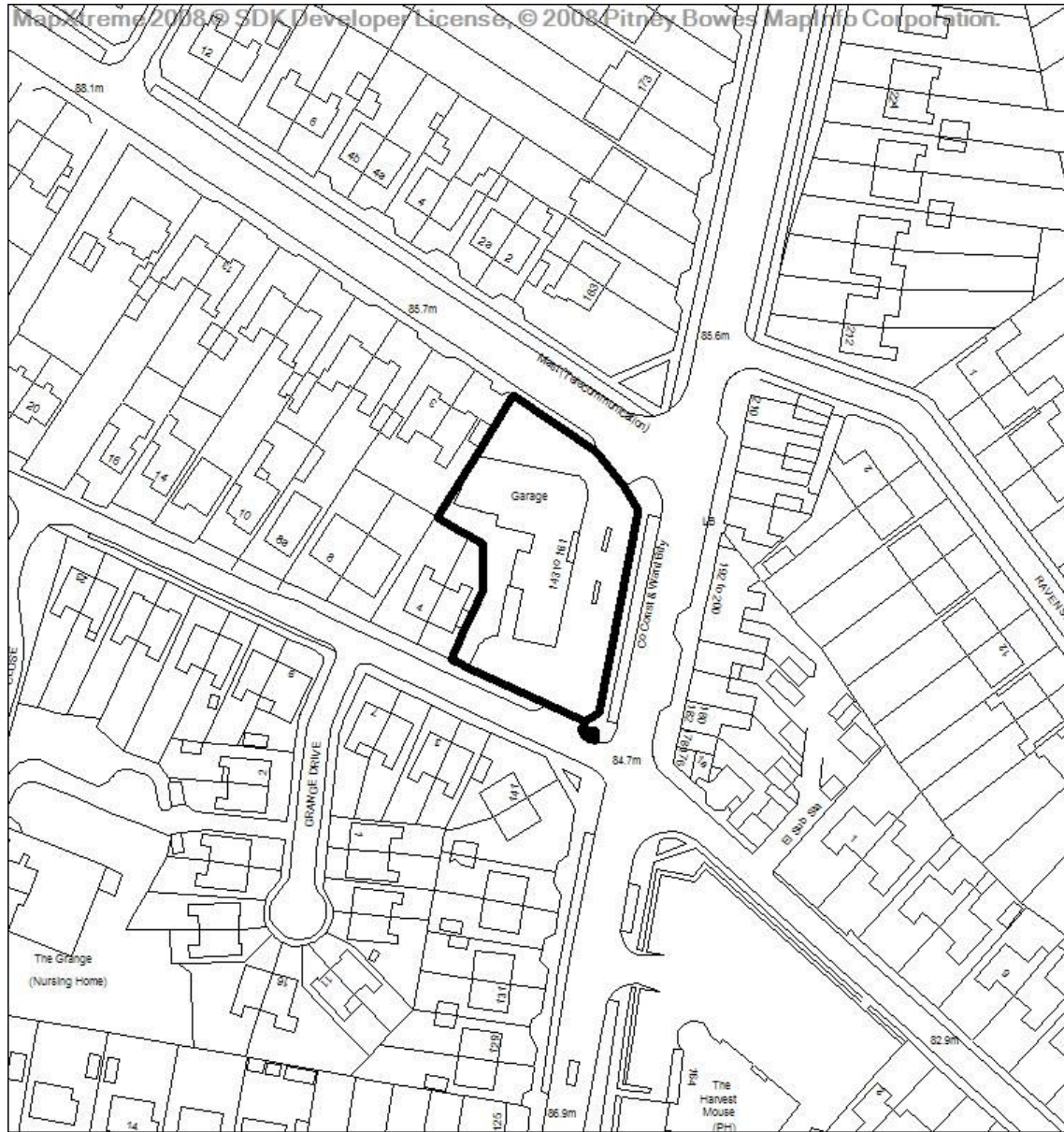
Case Officer:
Mr N Williams

Ward:
Heswall

Location: Lookers, 143 PENSBY ROAD, HESWALL, CH60 7RD
Proposal: Erection of various Sainsbury's Local signs on the building and two totem signs either side of parking area

Applicant: Sainsbury's Supermarket Ltd
Agent : Turley Associates

Site Plan:



Development Plan Designation:

Primarily Residential Area

Planning History:

APP/10/00907 - Change of use of former car showroom to convenience retail unit (Class A1), external alterations and associated minor works (Appeal Allowed 04/07/2011)

Summary Of Representations and Consultations Received:**REPRESENTATIONS**

Having regard to the Council's Guidance on Publicity for Applications, 44 notifications were sent to adjoining properties. A site notice was also displayed. There were 2 objections received and a qualifying petition of objection containing signatures from 49 separate households. The objections are on the grounds of the signs being out of keeping with the area, will harm residential and local amenity and will prove a traffic hazard.

Heswall Society object to the proposal on the grounds that it will have a major impact on those travelling along adjacent roads, and will be harmful to residential amenity and the local area.

There were also two letters of support.

CONSULTATIONS

Director of Technical Services (Traffic & Transportation Division) - No objections

Director of Law, HR & Asset Management (Pollution Control Division) - No objections

Director's Comments:**REASON FOR REFERRAL TO PLANNING COMMITTEE**

The application is before Planning Committee as a qualifying petition of objection has been received containing signatures from 49 separate households.

INTRODUCTION

The application is for the erection of various signs on the building at 143 Pensby Road, and two totem signs either side of the associated parking area. The signs will all be related to Sainsbury's Local, which the building is being converted to, and consist of:

1 No. main Sainsbury's Local sign located above the store entrance; 1 No. main Sainsbury's Local sign on the elevation facing Pensby Road; 1 No. main Sainsbury's sign denoting opening hours on the elevation facing Irby Road; 1 No. projecting sign containing the text 'Sainsbury's Local Pensby Road'; 1 No. projecting sign denoting the location of the ATM; 1 No. 'hello wall' providing details of the store opening times to the right of the windows on the elevation facing Pensby Road; 1 No. 'hello wall' providing details of the store opening times to the right of the store entrance; Internally applied vinyl denoting the services of the ATM on the elevation facing Pensby Road; Internally applied vinyl graphic to the left of the store entrance; 2 No. lockable car park sized poster frames to the left of the store entrance; 3 No. lockable car park sized poster frames to the right of the store windows on the elevation facing Pensby Road; and 2 No. double sided non-illuminated totems, with the Sainsbury's logo and detailing opening hours and goods sold, located either side of the parking area.

The two main store signs and projecting signs will be internally illuminated to level of 550 cd/m and 750 cd/m respectively.

PRINCIPLE OF DEVELOPMENT

The principle of signs to a commercial building is considered acceptable subject to relevant policy guidelines.

SITE AND SURROUNDINGS

The application site is a former car showroom/garage which has been granted planning permission to be converted to a Sainsbury's Local convenience store. It is located within a Primarily Residential

Area with both roads to either side predominantly containing dwellings. However, the main road which the building fronts onto, Pensby Road, contains a number of commercial properties on the opposite side of the highway.

POLICY CONTEXT

The proposal of shop signs within a Primarily Residential Area is subject to Policy HS15: Non-Residential Uses in Primarily Residential Areas and Policy SH8: Criteria for Shop Fronts.

APPEARANCE AND AMENITY ISSUES

The signs are typical of this type of convenience store and are not considered to be excessive in any way. The signs to the side elevation facing Grange Road, which is to be the main entrance, are considered suitable for a main entrance and will not harm the street scene of Grange Road, whilst the elevation facing Irby Road only contains a mostly blank fascia sign which is only approximately half the width of this elevation. The majority of the signs are located on the front elevation, facing Pensby Road. There are commercial properties opposite this elevation and these signs will therefore not appear out of character or harmful to the street scene.

The only signs which are to be illuminated are the main fascia signs, which essentially wrap around the front and sides of the building. Due to the limited extent of this signage located on the side elevations of the building, and the presence of commercial properties opposite the main elevation, this illumination is not considered to have potential for harm to residential amenity. In any case, a condition has been attached to ensure that these signs are only illuminated between the hours of 06:00 and midnight.

The two totem signs will not be illuminated and this will limit the impact they have on both residential amenity, and on the character and appearance of the street scene. At 2 metres in height, they are not considered to be out of scale with the premises or the surrounding area.

All other signs are small in scale and will not harm the character of the site or the appearance of the street scene and wider area - nor will they harm residential amenity. As such, the proposal is considered to comply with Policy HS15 and SH8 of Wirral's Unitary Development Plan.

SEPARATION DISTANCES

Separation distances are not relevant to this form of development.

HIGHWAY/TRAFFIC IMPLICATIONS

There are no highway implications relating to this proposal and it is not considered that any of the signs will result in a potential traffic or highway hazard.

ENVIRONMENTAL/SUSTAINABILITY ISSUES

There are no significant environmental/sustainability issues relating to these proposals.

HEALTH ISSUES

There are no health implications relating to this application.

CONCLUSION

In conclusion, the proposed signs are considered to be acceptable and are befitting of such a convenience store. They will not have an adverse impact on the amenities of nearby residential properties, nor will they harm the character and appearance of the surrounding area and as such the proposal is considered to comply with Policy HS15 and SH8 of Wirral's Unitary Development Plan.

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

In conclusion, the proposed signs are considered to be acceptable and are befitting of such a convenience store. They will not have an adverse impact on the amenities of nearby residential

properties, nor will they harm the character and appearance of the surrounding area and as such the proposal is considered to comply with Policy HS15 and SH8 of Wirral's Unitary Development Plan.

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 main fascia signs hereby permitted shall only be illuminated between 06:00 hours and 00:00 hours

Reason: In the interests of amenity

Last Comments By: 21/11/2011 10:20:32
Expiry Date: 09/12/2011