

Planning Committee
30 May 2013

Reference:
ADV/13/00274

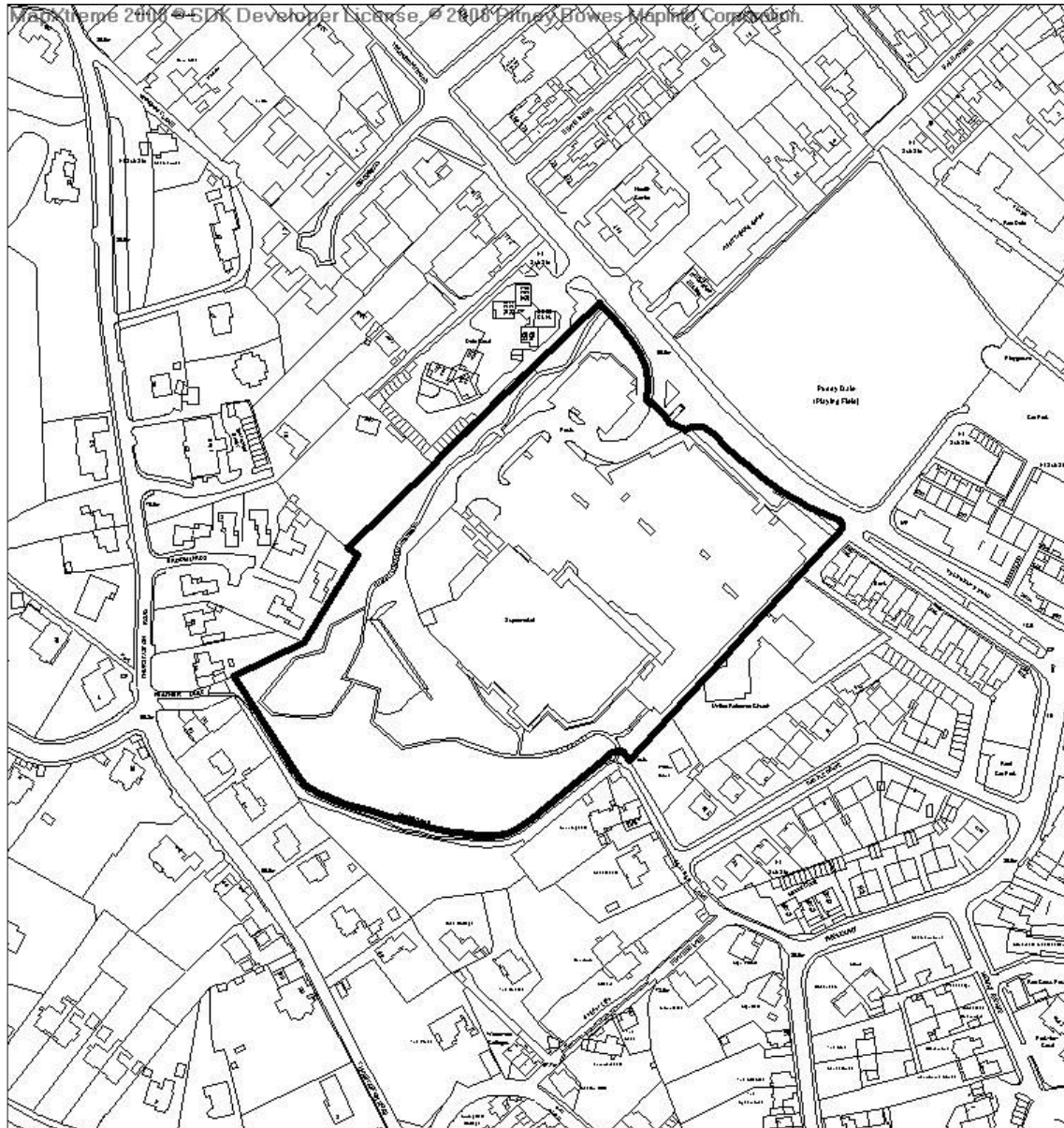
Area Team:
South Team

Case Officer:
Miss A McDougall

Ward:
Heswall

Location: Tesco Superstore, TELEGRAPH ROAD, HESWALL, CH60 7SL
Proposal: Display of adverts for the car wash (car wash app APP/13/00275)
Applicant: Waves Consultancy Limited

Site Plan:



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Development Plan allocation and policies:
Key Town Centre

Planning History:

- Location: Tesco Foodstore, Telegraph Road, Heswall. L60
Application Type: Full Planning Permission
Proposal: Construction of petrol filling station and associated works.
Application No: APP/94/06654
Decision Date: 27/10/1995
Decision Type: Approve
- Location: Tesco Superstore, Telegraph Road, Heswall, Wirral, CH60 7SE
Application Type: Full Planning Permission
Proposal: Extension of existing class A1 retail store, additional car parking and changes to existing car park area, extension to existing service yard, changes to landscaping and associated works
Application No: APP/00/06727
Decision Date: 13/04/2001
Decision Type: Refuse
- Location: Tesco Superstore, Telegraph Road, Heswall, Wirral, CH60 7SE
Application Type: Full Planning Permission
Proposal: Extension of existing class A1 retail store, additional car parking and changes to existing car park area, changes to landscaping and associated works (Alternative to 2000/6727/D - Refused)
Application No: APP/02/06748
Decision Date: 15/11/2002
Decision Type: Approve
- Location: Tesco Superstore, Telegraph Road, Heswall, Wirral, CH60 7SE
Application Type: Full Planning Permission
Proposal: Erection of extension to bulk storage area, single storey front extension, alterations to front elevation of proposed extension and car park layout approved under application no. 2002/6748/D and erection of new covered trolley bay.
Application No: APP/04/05458
Decision Date: 15/04/2004
Decision Type: Approve
- Location: Tesco Superstore, Telegraph Road, Heswall, Wirral, CH60 7SE
Application Type: Full Planning Permission
Proposal: Erection of ATM building.
Application No: APP/06/05460
Decision Date: 15/05/2006
Decision Type: Approve
- Location: Tesco Superstore, Telegraph Road, Heswall, Wirral, CH60 7SE
Application Type: Full Planning Permission
Proposal: Change of use of car parking spaces to hand car valeting operation including siting of a cabin to move the water recycling system and a canopy.
Application No: APP/06/06522
Decision Date: 15/08/2008
Decision Type: Withdrawn

Summary Of Representations and Consultations Received:

REPRESENTATIONS

Having regard to the Council Guidance on Publicity for Applications, 56 notifications were sent to adjoining properties. A site notice was also displayed. At the time of writing this report one qualifying petition containing 72 separate household signatures and 4 separate letters of objection were received, listing the following grounds;

1. Noise
2. Waste water disposal
3. Visual Impact
4. Parking and Congestion
5. Creeping Development

CONSULTATIONS:

Head of Environment & Regulation (Traffic & Transportation Division): No objection.

Head of Environment & Regulation (Pollution Control Division): No objection.

DIRECTORS COMMENTS:

REASON FOR REFERRAL TO PLANNING COMMITTEE

A qualifying petition containing over 25 separate household signatures has been submitted, objecting to the proposal due to noise & nuisance, waste water disposal, visual impact, parking, creeping development and congestion.

INTRODUCTION

The application is for consent to display advertisements. The proposed adverts are to be positioned on the washing bay of a proposed car wash and the reception cabin, the signs include information and annotations relating to the business taking place.

The site is currently being considered for the erection of a car wash facility under planning reference APP/13/00275.

PRINCIPLE OF DEVELOPMENT

The development is for signs to a proposed commercial structure on a retail site, the principle of development is acceptable.

SITE AND SURROUNDINGS

The proposed adverts are to be sited on the washing bay and customer reception of the proposed car wash, the proposal is within an existing retail site, the retail unit is a large Tesco store that is accessed from Telegraph Road, there is a large car park to the front of the building and a service yard to the side.

The retail building and proposed adverts are set approximately 100m from the access point with Telegraph Road, the site has residential development on 3 sides with the proposed car wash being located to the front of the building to the north east elevation.

POLICY CONTEXT

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

APPEARANCE AND AMENITY ISSUES

The adverts relate to the business being undertaken at the proposed car wash, the signs also include information boards relating to opening hours and pricing. The siting of the signs are within the envelope of the car wash structures, the structure containing the adverts is located within an existing retail development, as such the signs are inappropriate in terms of appearance and siting.

The concerns that have been raised are predominantly with regards to vehicle movements and appearance, the signs will be located on proposed structures within a designated section of an existing car park, the signs are located on low level structures within a retail site, therefore the adverts will not have a detrimental impact onto public safety or amenity.

Having regard to the Nation Planning Policy Framework the location of the signs and their

appearance relate to the proposed business and do not have a detrimental impact onto the character of the area.

SEPARATION DISTANCES

Separation distances do not apply in this instance.

HIGHWAY/TRAFFIC IMPLICATIONS

There are no Highway Implications relating to this proposal.

ENVIRONMENTAL/SUSTAINABILITY ISSUES

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

CONCLUSION

The proposed adverts are efficient and effective, relating to the business and do not have a detrimental impact onto amenity, the proposal is therefore acceptable having regard to the NPPF.

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:-

The proposed adverts are efficient and effective, relating to the business and do not have a detrimental impact onto amenity, the proposal is therefore acceptable having regard to the NPPF.

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.

Last Comments By: 18/04/2013 11:48:44

Expiry Date: 06/05/2013