

Planning Committee

22 August 2013

Reference:
ADV/13/00689

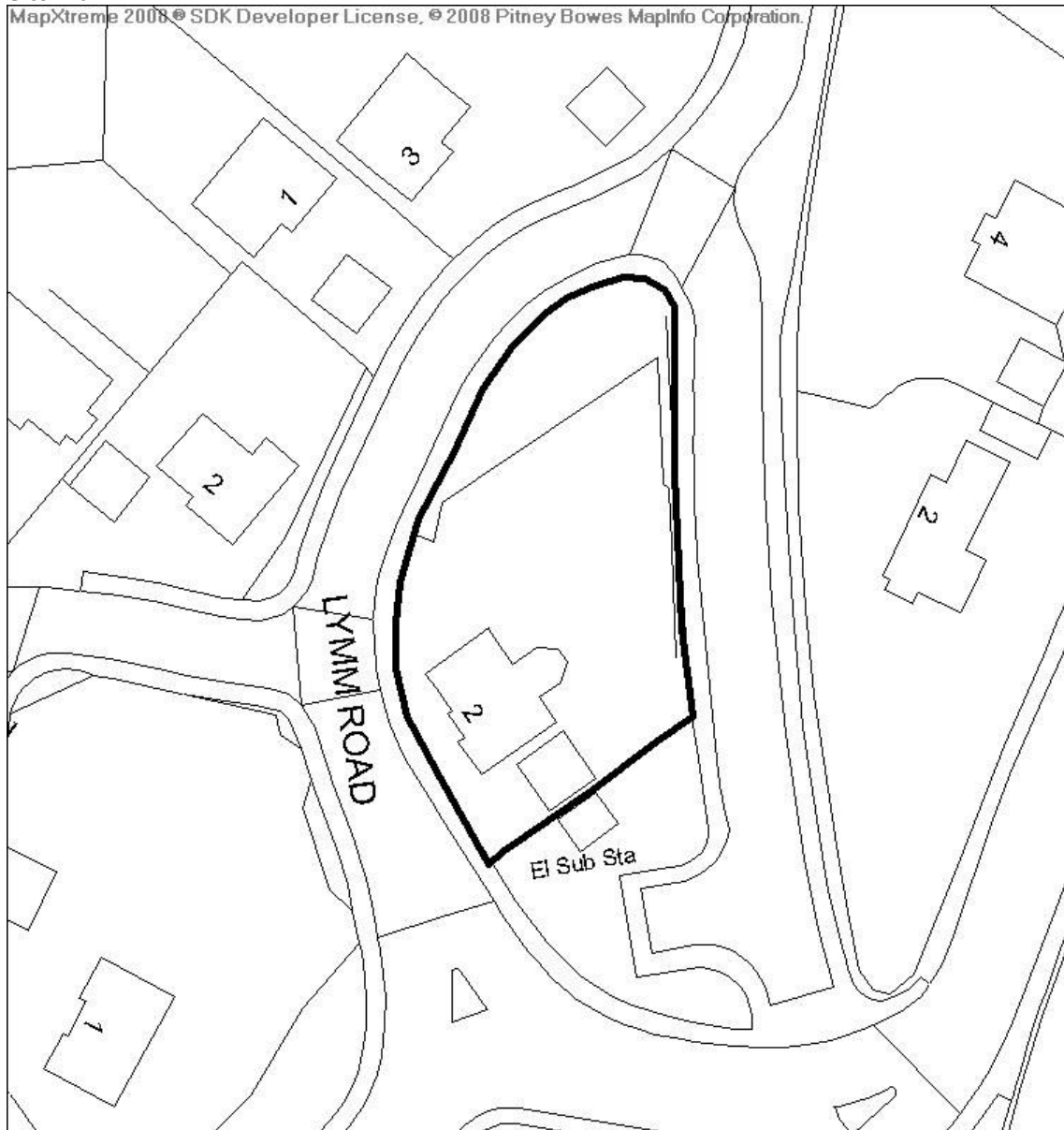
Area Team:
North Team

Case Officer:
Mrs S Lacey

Ward:
Bidston and St James

Location: 2 LYMM ROAD, BIDSTON, CH43 7NR
Proposal: Advertisement consent for fascia sign and hanging sign (amended plans received)
Applicant: Cosy Cats Cattery Ltd
Agent : N/A

Site Plan:



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Development Plan allocation and policies:
Primarily Residential Area

Planning History:

None

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

Having regard to the Council's Guidance on Publicity for Applications, 6 notifications were sent to adjoining properties. A Site Notice was also displayed. One objection has been received following publicity of this application from 2 Eleanor Road citing the following concerns:

1. It is not clear where the signs are to be located;
2. The sign is to be illuminated.

CONSULTATIONS

Head of Environment & Regulation (Highway Management Division) - no objections to the proposal

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

The application has been removed from delegation on the request of Councillor Jim Crabtree, on the grounds of the objections from the neighbours at No.2 Eleanor Road.

INTRODUCTION

The application proposes a fascia sign and hanging sign. Amended plans were received 8 August 2013 removing the free standing sign and replacing it with a smaller hanging sign (sign B), which will not be illuminated. The hanging sign will measure 500mm by 400mm, and will be hung on a post 1.8m in height. The fascia sign (sign A) has been reduced in size to measure 500mm by 400mm, and is situated on the existing 1.8m high wooden fence adjacent to the driveway facing east towards the cul-de-sac and south of the dwelling, adjacent to the entrance of Lymm Road. This sign will also not be illuminated.

PRINCIPLE OF DEVELOPMENT

Adverts on commercial premises are generally acceptable in principle subject to impact on amenity and highway safety.

SITE AND SURROUNDINGS

The site comprises a detached brick property with a large garden, situated in a residential area and screened by 1.8 metre high wooden fences and mature trees and hedges to the boundaries.

POLICY CONTEXT

The proposal shall be assessed against the relevant Unitary Development Plan Policy HS15 Non Residential Uses in Primarily Residential Areas and the National Planning Policy Framework. Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Local Authorities can exercise power in the interests of amenity taking into account the provisions of the Development Plan, so far as they are material. The definition of amenity includes visual amenity.

APPEARANCE AND AMENITY ISSUES

The amended signs are acceptable in size and siting, and are not considered to result in an over concentration of adverts at the site. The proposal is not considered to be detrimental to the character of the area or result in loss of amenity, in accordance with policy HS15 and the NPPF.

SEPARATION DISTANCES

Separation distances do not apply in this instance, as no residential properties will be affected by the proposed development in relation to overlooking or loss of privacy.

HIGHWAY/TRAFFIC IMPLICATIONS

There are no highway implications relating to this proposal.

ENVIRONMENTAL/SUSTAINABILITY ISSUES

Following the amendments received 8 August 2013, the proposed signs will not be illuminated. There are no environmental/sustainability issues relating to these proposals.

HEALTH ISSUES

There are no health implications relating to this application.

CONCLUSION

The proposed signs meet the requirements set out in Policy HS15 of the adopted Wirral Unitary Development Plan and the National Planning Policy Framework, and are not considered to have an adverse impact on the character of the area.

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 signs meet the requirements set out in Policy HS15 of the adopted Wirral Unitary Development Plan and the National Planning Policy Framework, and are not considered to have an adverse impact on the character of the area.

Recommended Approve
Decision:

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 in accordance with the approved plans received by the local planning authority on 08 August 2013.

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

Last Comments By: 24/07/2013 14:49:25

Expiry Date: 16/08/2013