

Planning Committee

23 January 2014

Reference:
APP/13/01125

Area Team:
North Team

Case Officer:
Mr M Rushton

Ward:
New Brighton

Location: Stoneacre Car Sales, ROWSON STREET, NEW BRIGHTON, CH45 2LU

Proposal: Redevelopment of existing car showroom comprising: demolition of workshop areas; erection of single storey extension; erection of free-standing valet bay building; alterations to elevations, and; external works including the creation of additional car display areas and reorganisation of staff and service parking areas.

Applicant: STONEACRE MOTOR GROUP
Agent : Barraton Design Studio Limited

Site Plan:



Development Plan Designation:

Primarily Residential Area

Planning History:

Location: North Wirral Ford, Rowson Street, New Brighton. L45 2
Application Type: Full Planning Permission
Proposal: Alterations to elevations and construction of glazed entrance porch.
Application No: APP/94/05554
Decision Date: 16/05/1994
Decision Type: Approve

Location: Stoneacre Car Sales, ROWSON STREET, NEW BRIGHTON, CH45 2LU
Application Type: Advertisement Consent
Proposal: 4 x internally illuminated rolled aluminium fascia panels with pushed through mounded text 2 x non illuminated rolled aluminium fascia panels 1 x non illuminated single sided welcome sign 1 x internally illuminated totem pole rolled and folded aluminium panels with fret cut pushed through acrylic graphics
Application No: ADV/10/01352
Decision Date: 21/01/2011
Decision Type: Approve

Location: North Wirral Ford, Rowson Street, New Brighton. L45 2NA
Application Type: Full Planning Permission
Proposal: Retention of use of site for the display and sale of vehicles.
Application No: APP/94/05595
Decision Date: 23/05/1994
Decision Type: Approve

Location: Rowson Service Station ,Rowson Street ,New Brighton
Application Type: Advertisement Consent
Proposal: Illuminated double sided poster unit
Application No: ADV/74/00077
Decision Date: 10/06/1974
Decision Type: Conditional Approval

Location: Wirral Suzuki, Rowson Street, New Brighton, Wirral, CH45 2LU
Application Type: Advertisement Consent
Proposal: Retention of seven illuminated fascia signs, one illuminated totem pole and one non illuminated freestanding sign.
Application No: ADV/00/05134
Decision Date: 25/02/2000
Decision Type: Approve

Location: Strikeray, T/A North Wirral Ford, Rowson Street, New Brighton. L45 2NA
Application Type: Full Planning Permission
Proposal: Extension to extraction duct and alterations to elevation.
Application No: APP/94/05347
Decision Date: 09/05/1994
Decision Type: Approve

Summary Of Representations and Consultations Received:

REPRESENTATIONS

Having regard to the Council's Guidance on Publicity for Applications, 63 neighbour notification letters were sent to adjoining properties. A site notice was also displayed. At the time of writing, a single letter of objection has been received, from the occupiers of Flat 12, Rowson Court, adjacent to the application site. The grounds of objection can be summarized as:

1. The site is closely surrounded by residential properties and the success of the business leads to nuisance through on-street parking, light pollution, blockages to the highway through servicing and deliveries, litter through marketing balloons, and noise.

CONSULTATIONS

Head of Environment and Regulation (Traffic and Transportation Division) - No objections subject to the imposition of a condition in relation to the layout of parking areas within the site.

Head of Environment and Regulation (Pollution Control Division) - No objections

Director's Comments:

REASON FOR REFERRAL TO PLANNING COMMITTEE

Councillor Glasman requested this application be removed from delegation and considered by the Planning Committee following representations she has received from local residents that the application would exacerbate parking and nuisance issues already experienced by local residents.

INTRODUCTION

The application seeks permission for the redevelopment of an existing car showroom and storage premises. The key element of the proposed development is the demolition of a number of existing workshop buildings, and their replacement with external used car display areas and a new extension to include vehicle parts storage. Alterations would also be made to the facades of retained buildings, altering glazing and entrance features and to the layout of areas of staff and service parking to the south and west of the site. Lastly, a new building (9m by 6.5m, height 3.2m) would be constructed on the west of the site, to provide a valet bay.

PRINCIPLE OF DEVELOPMENT

The site is designated as Primarily Residential, but is an established car showroom and service facility, permission having been granted for the retention of the use in 1994. As such the principle of this type development has been accepted in this location before. The proposed development would be considered against the criteria of UDP Policy HS15: Non-Residential Uses in Primarily Residential Areas.

SITE AND SURROUNDINGS

The application site is at the junction of Rowson Street and Pickering Road, which support predominantly residential uses. Rowson Street is steeply sloping, and parts of the application site are cut into the hill, set below properties on St James Road to the south. The site itself supports a number of metal clad workshop and display areas, as well as outdoor display and parking areas on the road frontages and to the west of the site.

POLICY CONTEXT

Unitary Development Plan (UDP) Policy HS15 applies, noting that within the Primarily Residential Areas as defined on the UDP Proposals Map, proposals for small-scale built development and changes of use for non-residential uses will only be permitted where the proposal will not:

- (i) be of such scale as to be inappropriate to surrounding development;
- (ii) result in a detrimental change in the character of the area; and,
- (iii) cause nuisance to neighbouring uses, particularly in respect of noise and disturbance, on-street parking and deliveries by vehicle.

Lastly, the Policy states that proposals should make adequate provision for off-street car parking standards and servicing requirements.

In this instance, the proposed would result in the demolition of significant portions of the workshop buildings within the site, being replaced by areas of external display parking. Floorplans indicate that an element of servicing would be retained, though the extent of this would be reduced, the focus of the site moving towards the display of vehicles.

It is not considered that the proposed development would cause conflict with the criteria of HS15 – the alterations would reduce the scale of built development in close proximity to the closest residential

properties to the west of the site, and would provide larger areas for the storage and display of vehicles within the site. New built development proposed is appropriate in design and scale to the host buildings, and to adjoining land uses. There would be no detrimental change to character in the area, and nuisance in respect of noise and disturbance could not be anticipated from the development proposals.

A representation of opposition has been received raising questions in relation to the impact of the development to nuisances experienced from the current operation and practices of the business. It could not be concluded that the development proposed – which would reduce workshop provision and increase the provision of off-street display areas, would have additional impact to residential amenity. The uses of the site have been found acceptable through the grant of permission APP/94/05595. Should, however, poor management practices at the business lead to nuisance, it might be deemed a matter for the Head of Environment and Regulation (Environmental Protection Division).

National Planning Policy

The National Planning Policy Framework (NPPF) is a material consideration, which makes it clear that the purpose of the planning system is to contribute to the achievement of sustainable development. Paragraphs 18 to 219 taken as whole constitute the Government's view on what this means in practice. Parts 1 and 7 of the NPPF set out the approach to be taken to economic development, and the importance to be attributed to good design. No conflict is found with the advice set out in the Framework.

APPEARANCE AND AMENITY ISSUES

In terms of appearance, the built development elements of the proposal (a valet bay and a single-storey extension running along the western edge of the showroom building) would be appropriate in design – a block construction with cladding system being proposed. It is considered appropriate to secure details of the materials through a suitably worded planning condition.

Considering amenity, the business is established, and the proposal would reduce the built footprint of the workshop use within the site. Whilst car display areas would be enlarged, this is not considered to present significant amenity issues for adjoining residential properties, potentially having a beneficial impact to loss of amenity through the parking of vehicles within the highway.

It is considered, however, reasonable to impose conditions restricting the nature of the use of the site as currently apply, to ensure that the business continues to operate in line with permission APP/1994/05595.

SEPARATION DISTANCES

The built development set out in the application would be single storey and set in excess of 21m from the nearest facing residential properties, avoiding loss of outlook. As a non-residential proposal, privacy distances would not apply the application.

HIGHWAY/TRAFFIC IMPLICATIONS

There are no adverse highway implications relating to this proposal. The Head of Environment and Regulation (Traffic and Transportation Divisions) has requested a suitably worded planning condition to ensure that the layout of vehicle display and storage areas within the site does not have a detrimental impact to highway safety.

ENVIRONMENTAL/SUSTAINABILITY ISSUES

There are no significant environmental/sustainability issues arising.

HEALTH ISSUES

There are no health implications relating to this application.

CONCLUSION

The proposal is considered acceptable having regard to the provisions of UDP Policy HS15, having no significant impact to character or residential amenity.

Summary of Decision:

Having regards to the individual merits of this application the decision to grant Planning Permission

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 proposal is considered acceptable having regard to the provisions of UDP Policy HS15 and with the National Planning Policy Framework, having no significant impact to character or residential amenity.

Recommended Decision: **Approve**

Recommended Conditions and Reasons:

1. The development hereby permitted shall be commenced before the expiration of three years from the date of this permission.

Reason: To comply with Section 91 (as amended) of the Town and Country Planning Act 1990.

2. The development hereby permitted shall be carried out in accordance with the approved plans received by the local planning authority on 24/10/2013 and listed as follows: 013/60/01 (July 2013), 013/60/03 (June 2013), 013/60/04 (July 2013), 013/60/05 (March 2012).

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

3. The use hereby approved shall only be carried out between the hours of 8am and 8pm Monday to Friday, 8am to 6pm on Saturdays and 10am to 5pm on Sundays.

Reason: In the interests of residential amenity having regard to UDP Policy HS15.

4. No additional lighting shall be installed, including movement activated lighting, without the prior agreement in writing by the Local Planning Authority.

Reason: For the avoidance of doubt and in the interests of residential amenity, having regard to UDP Policy HS15.

5. No skip shall be sited on the land without the express consent of the Local Planning Authority.

Reason: In the interests of residential amenity having regard to UDP Policy HS15.

6. No engine repairs or major mechanical repairs shall be undertaken outside the buildings

Reason: In the interests of residential amenity having regard to UDP Policy HS15.

7. The site shall not be used for the purpose of car auctions at any time.

Reason: In the interests of residential amenity and highway safety having regard to UDP Policy HS15.

8. Before any construction commences, details of the facing and roofing materials to be used in the external construction of this development shall be submitted to and approved in writing by the Local Planning Authority. The approved materials shall then be used in the construction of the development.

Reason: To ensure a satisfactory appearance to the development in the interests of visual amenity and to comply with Policy HS15 of the Wirral Unitary Development Plan.

9. The customer, service parking and vehicle display areas shall be set out and demarcated in accordance with the details provided in drawing no. 013/060/3 (dated June 2013) prior to the first use of the development hereby permitted. The development shall only be implemented in accordance with the approved details, and shall be retained as such thereafter.

Reason: In the interests of residential amenity and highway safety having regard to UDP Policy HS15.

10. Car cleaning shall be restricted to the Valet Bay shown on the approved drawing no. 013/060/03 (dated June 2013), and shall not take place within other parts of the site.

Reason: For the avoidance of doubt, and in the interests of residential amenity, having regard to UDP Policy HS15.

Further Notes for Committee

1. Consent under the Highways Act is required for the proposed alterations of existing vehicular access (on Rowson Street and Pickering Road). Such works are undertaken at the developer's expense, including the relocation and/or replacement of street furniture as necessary, and the provision of crossings to a suitable standard. Please contact the Council's Highway Maintenance team on 0151 606 2004 prior to the commencement of development for further information.

Last Comments By: 22/11/2013 10:00:47
Expiry Date: 19/12/2013