

# Planning Committee

22 April 2015

**Reference:**  
**ADV/15/00284**

**Area Team:**  
**South Team**

**Case Officer:**  
**Miss A McDougall**

**Ward:**  
**Bromborough**

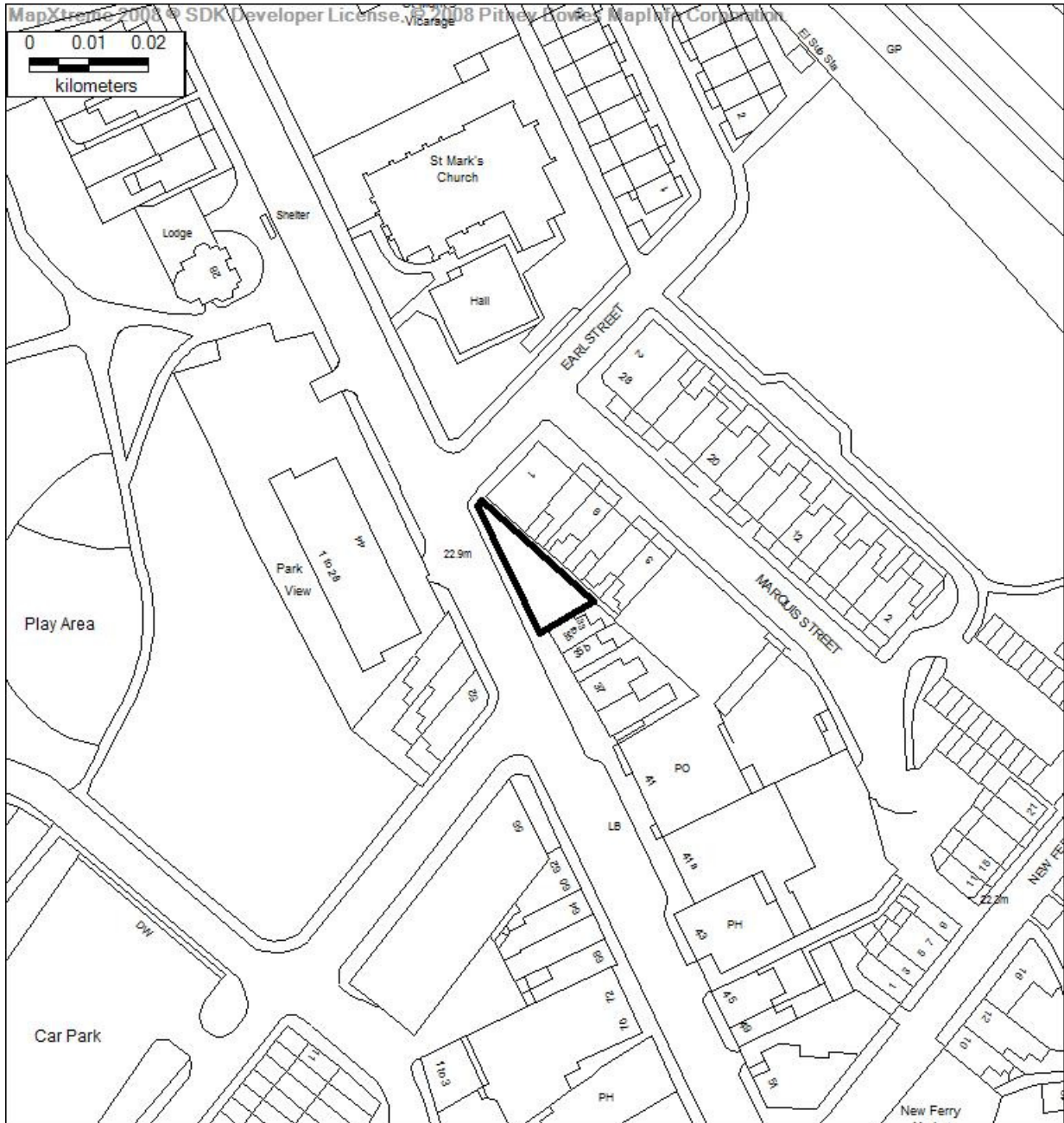
**Location:** Land at the corner of Earl Street and New Chester Road, New Ferry, Wirral, CH62 1AA

**Proposal:** Erection of 2 illuminated hoardings

**Applicant:** Mr Kevin Curtis

**Agent :** Mr Raymond Lear

## Site Plan:



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**Development Plan allocation and policies:**

Primarily Residential Area  
Key Town Centre

**Planning History:**

Location: Land at the corner of Earl Street & New Chester Road, NEW FERRY, CH62  
1AA

Application Type: Advertisement Consent

Proposal: Erection of 2 advertisement hoardings

Application No: ADV/14/01217

Decision Date: 19/12/2014

Decision Type: Refuse

Location: Land at the corner of Earl Street & New Chester Road, NEW FERRY, CH62  
1AA

Application Type: Full Planning Permission

Proposal: Change of use of land to advertising

Application No: APP/14/01216

Decision Date: 07/10/2014

Decision Type: Not an application

Location: Land north of (adjacent) to 35, New Chester Road, New Ferry. L62 1AA

Application Type: Advertisement Consent

Proposal: Erection of one 48 sheet advertisement panel (20'X 10').

Application No: ADV/87/05910

Decision Date: 29/10/1987

Decision Type: Refuse

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

Having regard to the Council Guidance on Publicity for Applications, 22 notifications were sent to adjoining properties. A site notice was also displayed. At the time of writing this report a qualifying petition of objection has been received and 1 objection, listing the following grounds:

1. road safety
2. distracting along the highway for pedestrians and vehicles
3. crime and antisocial behaviour

**CONSULTATIONS:**

**Head of Environment & Regulation (Traffic & Transportation Division) - No Objections**

**Head of Environment & Regulation (Pollution Control Division) - No Objections**

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

The Council has received a qualifying petition of objection containing 162 signatures. As such, under the provisions of the Council's Scheme of Delegation for Determining Applications, this application is required to be determined by the Planning Committee.

**INTRODUCTION**

The proposal is for the erection and display of two advertisement hoarding's on a piece of vacant land. The proposal is a resubmission of a previously refused application for a similar scheme ADV/14/01217, this application was refused due to the impact of the signs onto the character of the area and residential amenity.

**PRINCIPLE OF DEVELOPMENT**

The application to display adverts in this location is acceptable in principle, subject to impact on visual

amenity and highway safety.

### **SITE AND SURROUNDINGS**

The site is a vacant piece of land located on the corner of Earl Street and New Chester Road, the plot is open and prominent in terms of the visual impact when entering New Ferry Town Centre travelling south. The site itself is located within New Ferry Key Town Centre and is bounded by a garage and houses to the east and the side gable of a retail unit to the south.

### **POLICY CONTEXT**

Consent to display an advert will be assessed in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the National Planning Policy Framework which states; 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 proposal is for two advert hoarding's, one will be sited facing New Chester Road to the eastern elevation adjacent to the side elevation of an existing garage on Earl Street, the proposed hoarding (hoarding 1) will have a width of 9m and a height from the ground of 3.9m. The second sign is to be located to the south elevation of the site against the side gable of the shop on New Chester Road, this sign (hoarding 2) is to be the same dimensions as hoarding 1.

Hoarding 2 as shown on the plan does not impact the rear elevation in terms of a built structure however the proposed signs are to be illuminated and having regard to the proximity of the houses to the proposed lighting scheme on hoarding 2 it is considered that illumination is restricted to certain types so as not to have a detrimental impact on residential amenity.

This application for adverts is a resubmission of a previously refused scheme, the amendments have seen the reduction in scale of the hoarding's and the resiting so that the bulk of adverts within the street scene is reduced, the hoarding's have also been moved away from the boundary with the residential properties and as such have a much lesser impact onto the rear elevations of the houses on Marquis Street.

The hoarding's now relate to existing gable ends of commercial buildings without having a cluttered appearance along New Chester Road, the reduced scale and the distance set between the two hoarding's also retains the open aspect of this corner plot that acts as a visual entrance point into the key town centre.

It is therefore considered that the two hoarding's are acceptable in terms of siting, scale, appearance and efficiency taking into account the character of the area, neighbouring uses and the NPPF.

### **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 revised application sits well within the existing retail street scene without have a cluttered appearance, the two signs reduced in scale and in a revised location have a much more appropriate impact in terms of amenity and public safety.

### **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 acceptable having regard to public safety and amenity in accordance with the National Planning Policy Framework.

**Recommended                      Approve**  
**Decision:**

**Recommended Conditions and Reasons:**

1.     The sign shown as Elevation 2 on plan 464/1 Rev.A hereby approved shall only be illuminated between the hours of 0900 and 2100 on any day.  
  
      **Reason:** To ensure that the sign does not prejudice the amenities of the neighbouring residential occupiers.
  
2.     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.
  
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:** 02/04/2015 15:51:19  
**Expiry Date:** 27/04/2015