

Planning Committee

20 January 2016

Reference:
ADV/15/01476

Area Team:
South Team

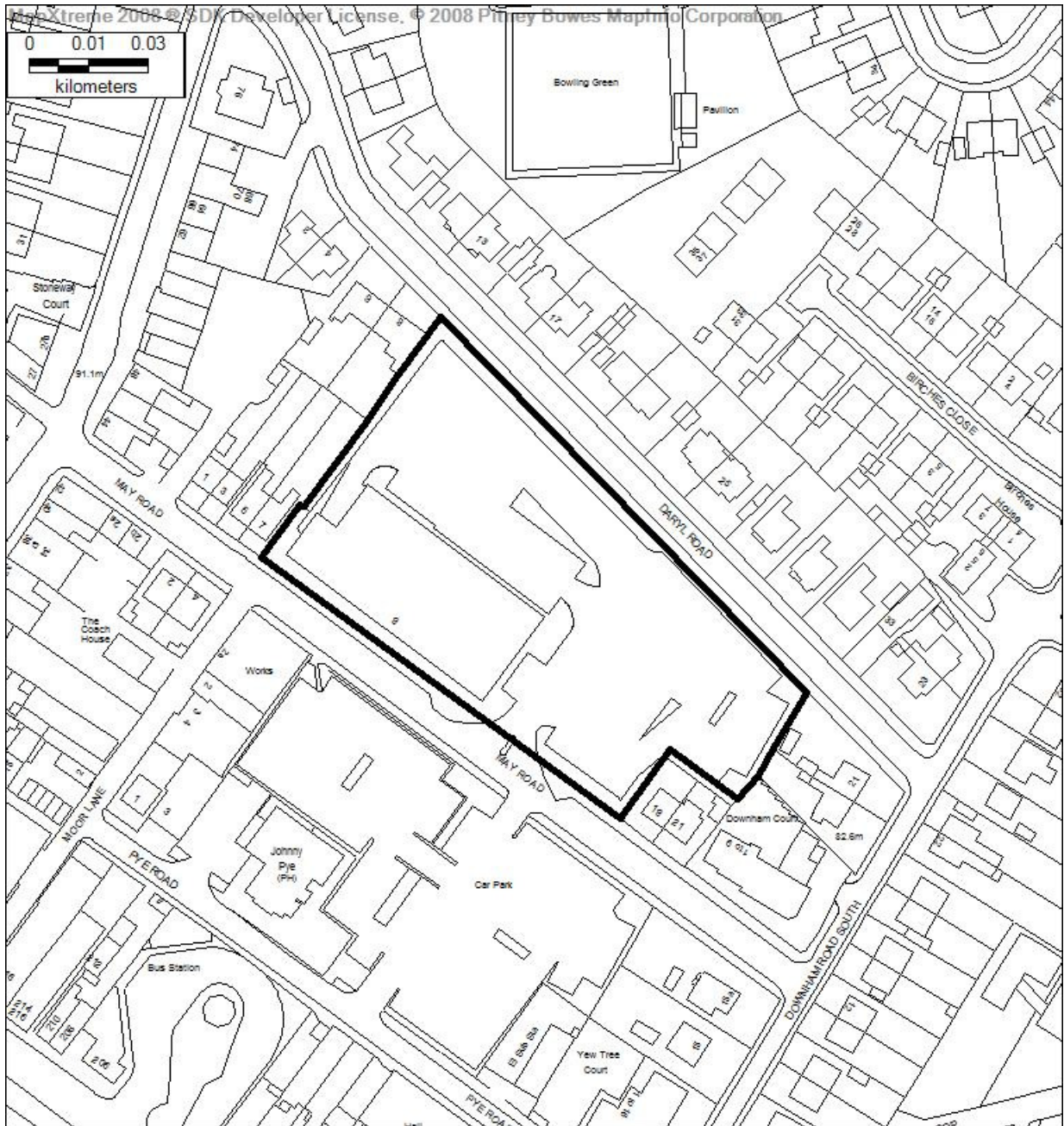
Case Officer:
Mr P Howson

Ward:
Heswall

Location: Aldi Supermarket, 9 MAY ROAD, HESWALL, CH60 5RA
Proposal: New fascia to front and side elevations. Erection of vinyl signage to entrance, dual poster display and totem sign.

Applicant: Aldi Foodstores Ltd
Agent : Harris PM Ltd

Site Plan:



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Development Plan allocation and policies:

Primarily Commercial Area

Primarily Residential Area

Planning History:

- Location: Aldi Store, May Road, Heswall. L60 5S
Application Type: Advertisement Consent
Proposal: 1 pole sign and 1 wall mounted sign in May Road.
Application No: ADV/95/06439
Decision Date: 13/12/1995
Decision Type: Approve
- Location: Aldi, Land north of May Road, south west of Daryl Road, Heswall. L60 5
Application Type: Full Planning Permission
Proposal: Variation of condition no. 16 on APP/95/5964/D to increase the hours of opening to 0900-1900 Monday to Thursday, 0900-2000 Friday and 0830-1730 Saturday.
Application No: APP/95/06680
Decision Date: 22/03/1996
Decision Type: Approve
- Location: Aldi, Supermarket, 9 May Road, Heswall, Wirral, L60 5RA,
Application Type: Full Planning Permission
Proposal: Installation of an atm machine within a 3 metre high tubular structure.
Application No: APP/99/05227
Decision Date: 29/03/1999
Decision Type: Approve
- Location: Aldi Supermarket, 9 May Road, Heswall, Wirral, CH60 5RA
Application Type: Full Planning Permission
Proposal: Erection of a rear extension.
Application No: APP/04/06279
Decision Date: 10/08/2004
Decision Type: Approve
- Location: Aldi Supermarket, 9 May Road, Heswall, Wirral, CH60 5RA
Application Type: Full Planning Permission
Proposal: Variation of condition 4 on planning permission APP/2004/6279 to extend the permitted delivery hours to include 0800-1800hours on Sundays and Bank Holidays
Application No: APP/07/05385
Decision Date: 25/04/2007
Decision Type: Approve
- Location: Aldi Supermarket, 9 May Road, Heswall, Wirral, CH60 5RA
Application Type: Full Planning Permission
Proposal: Erection of front and side extension, elevation alterations and alterations to car park layout
Application No: APP/07/05333
Decision Date: 02/05/2007
Decision Type: Approve
- Location: Aldi Supermarket, 9 May Road, Heswall, Wirral, CH60 5RA
Application Type: Advertisement Consent
Proposal: Erection of two shop fascia signs & one post mounted sign.
Application No: ADV/07/07006
Decision Date: 20/11/2007
Decision Type: Approve
- Location: Aldi Supermarket, 9 MAY ROAD, HESWALL, CH60 5RA

Application Type: Full Planning Permission
Proposal: Variation of Condition 1 of APP/07/05384 to allow opening of the foodstore on a Sunday between 1000 hours and 1800 hours for a temporary period between 22 July 2012 and 9 September 2012.

Application No: APP/12/00858
Decision Date: 31/08/2012
Decision Type: Refuse

Location: Aldi Supermarket, 9 MAY ROAD, HESWALL, CH60 5RA
Application Type: Full Planning Permission
Proposal: Variation of condition 2 on planning permission APP/07/5384 to enable the store to open from 0800 to 2200 hours Monday to Saturday. Sundays and Bank Holidays will remain unaltered (amended description).

Application No: APP/14/01174
Decision Date: 19/12/2014
Decision Type: Approve

Location: Aldi Supermarket, 9 MAY ROAD, HESWALL, CH60 5RA
Application Type: Full Planning Permission

Proposal: Installation of substation
Application No: APP/14/01351
Decision Date: 21/01/2015
Decision Type: Approve

Location: Aldi Supermarket, 9 MAY ROAD, HESWALL, CH60 5RA
Application Type: Full Planning Permission
Proposal: Variation of condition 2 on planning permission APP/14/01174 to allow deliveries between the hours of 07.00 to 22.00 Monday to Sunday and Bank Holidays.

Application No: APP/15/00527
Decision Date: 25/06/2015
Decision Type: Refuse

Summary Of Representations and Consultations Received:

REPRESENTATIONS

Having regard to the Council's Guidance for Publicity on Planning Applications, 34 notifications were sent to neighbouring properties and a site notice was displayed. At the time of writing 2 letters of objection have been received on the following grounds:

1. Signs would be detrimental to neighbouring amenity

CONSULTATIONS

Head of Environment & Regulation (Traffic and Transportation Division) - No objections

Director's Comments:

REASON FOR REFERRAL TO PLANNING COMMITTEE

Councillor Andrew Hodson requested that the application be taken out of delegation for reasons of neighbouring amenity.

INTRODUCTION

This application seeks advertisement consent for the erection of six fascia signs to Aldi Supermarket, No. 9 May Road, Heswall.

1. One internally illuminated totem measuring 2.4 metres in width and 6 metres in height
2. Two internally illuminated panel signs measuring 2.5 metres in width and 2.1 metres in height
3. One internally illuminated fascia sign measuring 2 metres in width and 2.4 metres in height
4. One internally illuminated fascia sign measuring 1.2 metres in width and 1.4 metres in height

5. One non-illuminated vinyl measuring 0.9 metres in width and 1 metre in height

All signs are in corporate colours of yellow, orange, red, blue and white.

PRINCIPLE OF DEVELOPMENT

Proposals for advertisements are acceptable in principle subject to visual amenity and highway safety.

SITE AND SURROUNDINGS

The application site is situated within a Primarily Commercial Area as per the Wirral UDP Proposals Map 2000. The site in question forms part of a wider complex of commercial properties displaying fascia signs.

POLICY CONTEXT

Paragraph 67 of the National Planning Policy Framework (NPPF) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. 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 and should only be subject to control in respect of amenity and public safety, taking into account of cumulative impacts.

APPEARANCE AND AMENITY ISSUES

A number of the proposed fascia signs would be sited in situ of the existing whilst there are additional fascia signs at ground floor level within the car park elevation. The proposed fascia signs would not appear visually dominant or out of character with the existing building. The proposed materials, size, spacing of lettering and siting of the fascia and sign is considered to reflect the wider visual amenity of the surrounding Commercial Area.

Other Matters

Over the course of this application two letters of representation have been received objecting to the proposal, summary of comments;

- a) Signs would be detrimental to neighbouring amenity

The proposed fascia signs would be sited at least 46 metres away from the nearest residential dwelling whilst the luminance levels would be no more than 250.000 candela per square metre and it is therefore not considered that the proposal would give to any materially adverse impacts over and above than what is existing.

SEPARATION DISTANCES

Separation distances do not apply in this instance, as no residential properties will be affected by the proposed development.

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.

HEALTH ISSUES

There are no health implications relating to this application.

CONCLUSION

The proposed fascia's are considered acceptable in principle and would not have a significant adverse impact upon the vitality or viability of the Commercial Area and accords with the requirements of 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

policy advice. In reaching this decision the Local Planning Authority has considered the following:-
The proposed fascia's are considered acceptable in principle and would not have a significant adverse impact upon the vitality or viability of the Commercial Area and accords with the requirements of 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.

Further Notes for Committee:

Last Comments By: 11/12/2015 16:04:04

Expiry Date: 04/01/2016