

Planning Committee

22 March 2018

Reference:
ADV/18/00024

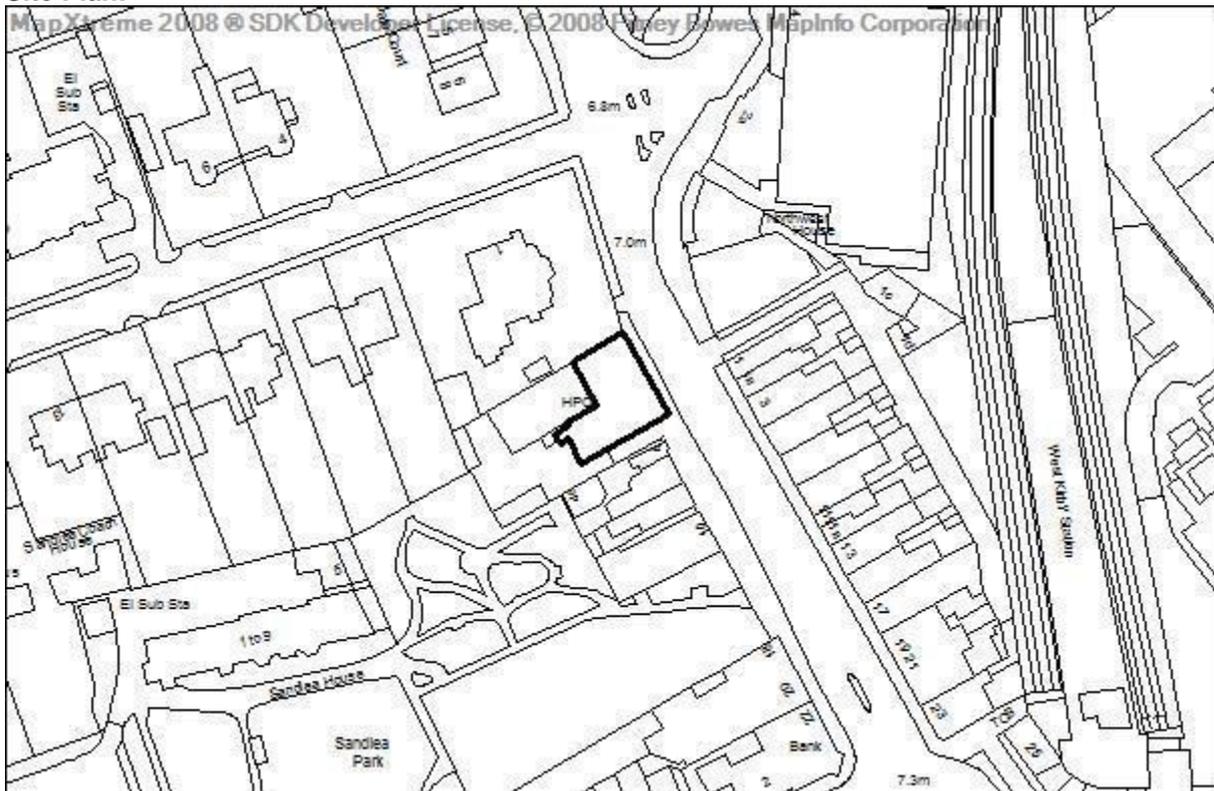
Area Team:
South Team

Case Officer:
Mr C Smith

Ward:
Hoylake and Meols

Location: 2 GRANGE ROAD, WEST KIRBY, CH48 4HA
Proposal: 1 - Heritage style timber projecting sign with external illumination 2 - Heritage style timber fascia with external illumination 3 - Post sign to replace existing 4 - Window vinyl
Applicant: Mrs Dukoff-Gordon
Agent : sea design group

Site Plan:



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Development Plan designation:

Tourism Development Site
Key Town Centre

Planning History:

Location: 2 GRANGE ROAD, WEST KIRBY, CH48 4DY
Application Type: Advertisement Consent
Proposal: 1 - Heritage style timber projecting sign with external illumination 2 - Heritage style timber fascia with external illumination 3 - Post sign to replace existing 4 - Window vinyl
Application No: ADV/18/00024
Decision Date:
Decision Type:

Location: 2 Grange Road, West Kirby, Wirral, CH48 4HA
Application Type: Full Planning Permission
Proposal: Change of use from vacant Post Office to licensed restaurant (Use Class

A3), alterations to front elevation, and formation of an outdoor eating area.
Application No: APP/03/05324
Decision Date: 17/04/2003
Decision Type: Approve

Location: Pavement front of 2 Grange Road, West Kirby, Wirral, CH48 4HA
(amended location)
Application Type: Full Planning Permission
Proposal: Extension to existing outside restaurant terrace area.
Application No: APP/04/05923
Decision Date: 20/07/2004
Decision Type: Approve

Location: Terazz, Grange Road, West Kirby, Wirral, CH48 4HA
Application Type: Full Planning Permission
Proposal: Erection of a conservatory to front of property.
Application No: APP/06/05314
Decision Date: 13/04/2006
Decision Type: Approve

Location: Terazz, 2 Grange Road, West Kirby, Wirral, CH48 4HA
Application Type: Full Planning Permission
Proposal: Construction of a glazed conservatory extension to front elevation
Application No: APP/09/05293
Decision Date: 11/05/2009
Decision Type: Approve

Location: 2 GRANGE ROAD, WEST KIRBY, CH48 4HA
Application Type: Full Planning Permission
Proposal: Erection of a rear extension and change of use to to restaurant
Application No: APP/12/00700
Decision Date: 25/07/2012
Decision Type: Approve

Location: 2 GRANGE ROAD, WEST KIRBY, CH48 4HA
Application Type: Advertisement Consent
Proposal: Proposed fascia and free standing signage

Application No: ADV/12/00846
Decision Date: 24/08/2012
Decision Type: Approve

Summary Of Representations and Consultations Received:

REPRESENTATIONS

Having regard to the Council Guidance on Publicity for Applications, 11 notifications were sent to adjoining properties. A site notice was also displayed. At the time of writing this report 36 objections have been received by the local authority.

Brief Summary of objections:

- I. A large number of objections stated that a branded chain will harm local and independence businesses in the town centre. Often these objections went onto comment West Kirby has too many coffee shops.
- II. A number of objections stated they had concerns about an increase in litter in the area and along the beach.
- III. A number of objections stated that the advertisements were out of character with the area.
- IV. One objection stated that the external illumination would make their room lighter at night.

CONSULTATIONS

Head of Environment and Regulation (Traffic & Transportation Division) - No objection.
Head of Environment and Regulation (Environmental Health Division) – No objection.

Merseyside Fire and Rescue Service – No objections received.

DIRECTORS COMMENTS:

INTRODUCTION

The proposal is seeking permission for a heritage style timber projecting sign with external illumination, heritage style timber fascia with external illumination, post signs to replace the existing signs on the site and new window vinyl.

PRINCIPLE OF DEVELOPMENT

Proposals for advertisements are acceptable in principle provided that they do not result in visual harm or result in any detrimental impact to highway safety.

SITE AND SURROUNDINGS

The proposal site is situated within a Key Town Centre (West Kirby Town Centre) as designated in Wirral's Unitary Development Plan (UDP). The site fronts the highway of Grande Road and backs onto Sandlea Park at the rear boundary. The site is adjoined to a residential property to the North, which has significantly dense and high vegetation along the party boundary. The site is detached from the properties directly to the South which consists of a row of ground floor commercial units with first and second floor flats and offices. As the site is within the West Kirby Key Town Centre, advertisements and signage are commonplace within the immediate and wider street scene.

The proposal site building was converted from a vacant Post Office to a licensed restaurant in 2003. The host building has subsequently undergone a number of front extensions, including a new conservatory to the front of the building and the extension of the existing outside restaurant terrace area in 2004.

The proposal site has a dropped kerb vehicle access from Grange Road leading down the side of the property to the rear. The front of the proposal site boundary has timber planters providing a hard separation between the public highway and the site. The site has an existing sign on the original building along with two post signs along the front boundary of the site which is attached to the planters along the front of the site.

POLICY CONTEXT

The National Planning Policy Framework states that 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.

Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Local Authorities can exercise its powers in the interests of amenity and public safety taking into account the provisions of the Development Plan, so far as they are material, and any other relevant factors. Factors relevant to amenity include the general character of the locality and visual amenity.

APPEARANCE AND AMENITY ISSUES

The site is located within a Key Town Centre as set out in the adopted Wirral Unitary Development Plan, where commercial advertising is expected. The proposal site is currently unoccupied and the proposal seeks to mainly replace the existing advertisement signage, which served the previous occupier of the site.

The proposal will replace the existing fascia sign on the main building with a timber illuminated advertisement which will have a grey background and white lettering. The fascia sign will have an LED canopy light with a grey finish to match the fascia.

The existing post signage will be re-faced with aluminium umbra grey back panel and white 'Costa' lettering. The existing sign posts will be retained and re-used and the location of the post sign will not

change.

The proposal includes a new timber projecting sign, which will be doubled sided hung with a galvanised steel scroll bracket with twin signlux canopy illumination.

The existing side elevation window on the building will have the existing vinyl advertising replaced. This window vinyl advertising is not very visible from the street scene, given its location on the site and will therefore have a minimal impact.

Externally illuminated signage is well established in the wider street scene by other commercial units and two of the proposed advertisements will be illuminated. The illumination is not considered to have any negative impact on neighbouring amenity in regard to light disturbance, as Environmental Health have not objected to the proposed application. It is therefore not considered necessary to condition the operation of illumination in this instance.

Taking into account that the proposal is mostly replacing existing advertisements, and the fact that the site is within a Key Town Centre, the advertisements are not considered to have an unacceptable impact on the character of the area, neighbouring properties and does not result in a cluttered effect, as most of the proposed advertising is replacing existing in this case. The proposal seeks to use high quality materials that are sympathetic to the character of the existing building.

The proposal is considered to be designed well and will not have any significant negative cumulative impact on the character of the area or the amenities of neighbouring residents and as such complies with the National Planning Policy Framework. For the reasons stated in this report the application is recommended for approval.

Other matters:

A number of objections stated that the proposed advertisements were out of character with the area. In this instance the site is within a Key Town Centre, where advertising is expected. Taking into account the new advertisements and the fact that the proposal mainly replaces existing advertisements, it is not considered to harm the character of the area for the reasons set out previously in the above report.

Several objections stated that the proposal will result in increased littering. As the developer is applying purely for advertisement consent and it would therefore be considered unreasonable and unnecessary to apply conditions relating to litter mitigation measures on this application.

One objection stated that the illumination would make their room lighter at night. The Local Authority Environmental Health department has made no objection to the proposal and it is therefore considered unlikely to cause harm to neighbouring occupier's amenity in this regard.

A large number of objections raised concerns about branded chains in West Kirby Town Centre, specifically in regard to the potential harm caused by national chains competing with independent businesses. This application is purely seeking advertisement consent not a change of use and as such these concerns are not material to this application.

SEPARATION DISTANCES

Separation distances do not apply in this instance, as the application is for signs

HIGHWAY/TRAFFIC IMPLICATIONS

The Head of Environment and Regulation (Traffic and Transportation Division) had no objection to the application. There are therefore no highway implications relating to this proposal

ENVIRONMENTAL/SUSTAINABILITY ISSUES

The Head of Environment and Regulation (Environmental Health Division) has no objection to the application. There are therefore no environmental/sustainability issues relating to these proposals.

HEALTH ISSUES

There are no health implications relating to this application.

CONCLUSION

The proposal is considered acceptable in appearance and scale and is not considered to have any detrimental impact on the amenity of neighbouring premises or the character of the area. The proposal is considered acceptable under the National Planning Policy Framework.

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 proposal is considered acceptable in appearance and scale and is not considered to have any detrimental impact on the amenity of neighbouring premises or the character of the area. The proposal is considered acceptable under the National Planning Policy Framework.

Recommended Decision: **Approve**

Recommended Conditions and Reasons:

1. The development hereby permitted shall be carried out in accordance with the approved plans received by the local planning authority on 04/01/18 and listed as follows: Drawing No. 216113.LOC, 216113/EX, 216113.PRO.

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

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. 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.

4. 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.

5. 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.

6. 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.

7. 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: 07/02/2018 16:34:43

Expiry Date: 01/03/2018