

Planning Committee

14 February 2019

Reference:
APP/18/01547

Area Team:
Development
Management Team

Case Officer:
Mr B Bechka

Ward:
Moreton West and
Saughall Massie

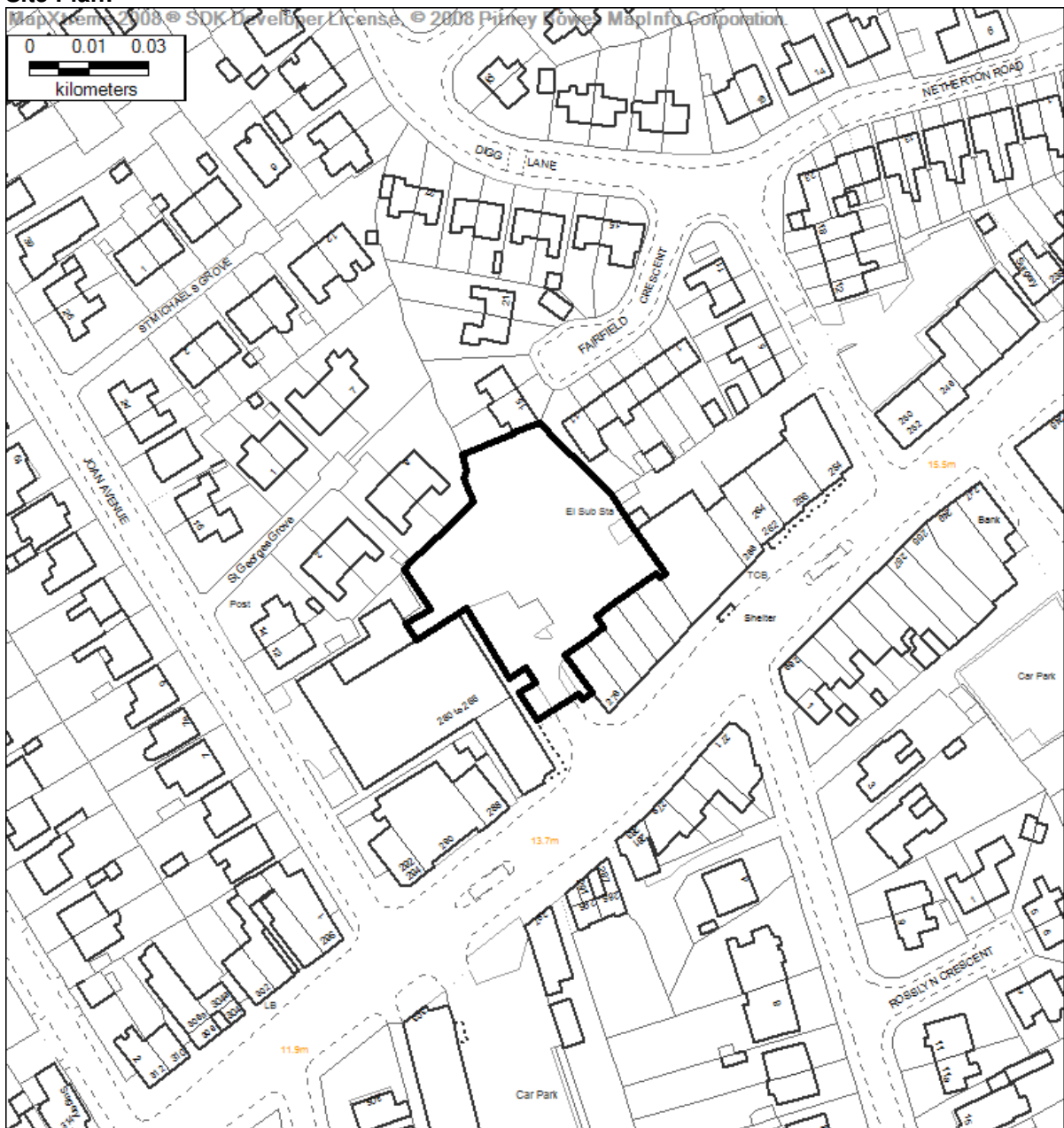
Location: 280 HOYLAKE ROAD, MORETON, CH46 6AF

Proposal: Retention of car parking management features, comprising: 1 no. 5m high lighting column with ANPR camera mounted to top, 1 no. column protector, 10 no. root fixed barriers and 6 no. traffic bollards

Applicant: Parking Eye Ltd
Agent :

Qualifying Petition: No

Site Plan:



© Crown copyright and database rights 2018 Ordnance Survey 100019803 You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form.

Development Plan designation:

Key Town Centre

Planning History:

- Location: 280 HOYLAKE ROAD, MORETON, CH46 6AF
Application Type: Advertisement Consent
Proposal: Fascia signage to main entrance and gable end totem signage (2 no.)
Application No: ADV/17/00891
Decision Date: 23/10/2017
Decision Type: Approve
- Location: Former Kwik Save, 280-286 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Advertisement Consent
Proposal: Erection of 4 no. illuminated fascia signs and 2 non illuminated totem signs.
Application No: ADV/05/06902
Decision Date: 06/10/2005
Decision Type: Approve
- Location: Kwik Save , 280 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Advertisement Consent
Proposal: Erection of illuminated signage (2 no. new 2.2m high totem signs , 4 no. new fascia signs to replace existing)
Application No: ADV/03/07687
Decision Date: 26/01/2004
Decision Type: Approve
- Location: 280-286, Hoylake Road, Moreton. L46 6AF
Application Type: Advertisement Consent
Proposal: Erection of an illuminated shop sign.
Application No: ADV/87/05371
Decision Date: 28/04/1987
Decision Type: Approve
- Location: 280-286, Hoylake Rd, &.4-10, Joan Ave, Moreton. L46 6AF
Application Type: Full Planning Permission
Proposal: Demolition of 2 pairs of vacant semi-detached houses and erection of a single storey retail shopping development and formation of a car park with access onto Hoylake Rd. (Amended Scheme)
Application No: APP/86/06212
Decision Date: 04/09/1986
Decision Type: Approve
- Location: Kwik Save , 280 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Full Planning Permission
Proposal: External alterations to the shop front, erection of trolley bay, installation of refrigeration plant and erection of 2.4 metre high palisade fencing
Application No: APP/03/07328
Decision Date: 24/12/2003
Decision Type: Approve
- Location: 280 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Advertisement Consent
Proposal: Erection of 4 fascia, 1 information & 4 greeting signs
Application No: ADV/09/05898
Decision Date: 28/09/2009
Decision Type: Approve
- Location: 280-286 Hoylake Road, Moreton, CH46 6AF

Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 8)
Application No: APP/78/11096
Decision Date: 29/10/1979
Decision Type: Refuse

Location: 301 & 280/286 Hoylake Road ,Moreton ,CH46 0RI
Application Type: Full Planning Permission
Proposal: Shopping with ancillary servicing and car parking
Application No: APP/76/06474
Decision Date: 09/11/1977
Decision Type: Refuse

Location: 280-286, Hoylake Road, &. 4-10, Joan Avenue, Moreton. L46 6AF
Application Type: Full Planning Permission
Proposal: Demolition of 2 pairs of vacant semi-detached houses and erection of a single storey retail shopping development and formation of a car park with access onto Hoylake Rd.
Application No: APP/86/05757
Decision Date: 02/07/1986
Decision Type: Refuse

Location: 280-286 Hoylake Road ,Moreton,Wirral,L46 68F
Application Type: Full Planning Permission
Proposal: Erection of supermarket with car park
Application No: APP/80/15800
Decision Date: 03/11/1980
Decision Type: Refuse

Location: Kwik Save , 280 Hoylake Road, Moreton, Wirral, CH46 6AF
Application Type: Advertisement Consent
Proposal: Erection of illuminated signage (2 no. new 2.2m high totem signs , 4 no. new fascia signs to replace existing and 1 no. new fascia sign)
Application No: ADV/03/07333
Decision Date: 24/11/2003
Decision Type: Refuse

Location: 280-286 Hoylake Road,Moreton,CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 4)
Application No: APP/78/11092
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road,Moreton,CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 2)
Application No: APP/78/11090
Decision Date: 08/04/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road,Moreton,CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 12).
Application No: APP/78/11100
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road,Moreton,CH46 6AF
Application Type: Full Planning Permission

Proposal: Erection of Supermarket and car park (scheme 11).
Application No: APP/78/11099
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 6)
Application No: APP/78/11094
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 7)
Application No: APP/78/11095
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 10).
Application No: APP/78/11098
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 9).
Application No: APP/78/11097
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton
Application Type: Full Planning Permission
Proposal: The demolition of the existing school and hall, and the erection of a retail food supermarket with provision of a customer car park for 50 cars and 4 car spaces for staff on the site
Application No: APP/74/01496
Decision Date: 19/02/1975
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 1)
Application No: APP/78/11089
Decision Date: 08/04/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 3)
Application No: APP/78/11091
Decision Date: 21/03/1980
Decision Type: Withdrawn

Location: 280-286 Hoylake Road, Moreton, CH46 6AF
Application Type: Full Planning Permission
Proposal: Erection of Supermarket and car park (scheme 5)
Application No: APP/78/11093

Decision Date: 21/03/1980
Decision Type: Withdrawn

Summary Of Representations and Consultations Received:

1.0 WARD MEMBER COMMENTS

1.1 Councillor Blakeley requested that this application be presented to Planning Committee on the grounds that if approved it will result in a loss of amenity that residents and visitors can reasonably enjoy.

2.0 SUMMARY OF REPRESENTATIONS

Having regard to the Council's Guidance for Publicity on Planning Applications, 37 notifications were sent to adjoining properties and a site notice was displayed near the site.

REPRESENTATIONS

20 objections and comments were received from neighbouring properties . A summary of these representations are listed as follows:

- Limiting free car parking and discouraging people shopping in Moreton
- Harmful to the amenity
- Increase parking issues on local roads
- Visually unattractive and cluttered signage
- Impact on wildlife and nesting bird
- Negatively impacting on community spirit
- Impact on vitality of town centre

CONSULTATIONS

Environmental Health - No objections

Highways - No objections

3.1 Reason for referral to Planning Committee

3.1.1 As noted, Councillor Blakeley requested that this application be presented to Planning Committee on the grounds that if approved it will result in a loss of amenity that residents and visitors can reasonably enjoy

3.2 Site and Surroundings

3.2.1 The application site relates to a Home Bargains store and associated customer car park situated to the north-western side of Hoylake Road, within Moreton Town Centre.

3.2.2 Sited immediately to the north-west and north-east of the car park are the residential properties to St George's Grove and Fairfield Crescent. The car park faces onto the rear of these properties with the common boundary comprising mainly of an approximately 2m high solid timber panel fencing with, in parts, planting or trees behind that. To its south-east the car park faces onto the rear of a number of commercial properties and their service areas, as well as onto Hoylake Road. To its south-west is the Home Bargains store to which this application relates.

3.3 Proposed Development

3.3.1 Planning permission is sought for the retention of:

- 1 no. 5m high lighting column with an ANPR camera mounted to its top;
- 1 no. 1.1m high column protector;
- 10 no. 0.6m high fixed root hoop barriers; and
- 6 no. traffic bollards with a maximum 1m height.

3.4 Development Plan

3.4.1 Wirral Unitary Development Plan Policy SH1: Criteria for Development in Key Town Centres is particularly relevant in this case. This policy states that proposals will be accepted provided they do not cause nuisance to neighbouring uses, or lead to loss of amenity.

3.5 Other Material Planning Considerations

3.5.1 The National Planning Policy Framework (NPPF) was revised on 24th July 2018. The NPPF will be referred to as appropriate within this report.

3.6 Assessment

3.6.1 The main issues pertinent in the assessment of the proposal are;

- Principle of development
- Design;
- Highways; and
- Amenity

3.7 Principle of Development:

3.7.1 The principle proposed development is deemed acceptable subject to its impact on visual and residential amenity and to the local highway network.

3.8 Design:

3.8.1 The assortment of street furniture which this application seeks to retain is considered of an appropriate scale within the context of a town centre location and an established, commercial car park of this type and size. The largest of the street furniture, the 5m lighting column with an ANPR camera on, does not appear out of place alongside the existing lighting columns which are of a similar scale. It does not lead to any visual clutter or appear visually obtrusive within the streetscene and therefore its retention would not result in a detrimental change in the character of the area. The other features are all small scale and will have little visual impact within the car park.

3.9 Highways:

3.9.1 There are no significant highway implications relating to this proposal. With the exception of the lighting column all the street furniture forming part of this application are intended to prevent accidents and/or damage to the existing fixed infrastructure within the car park.

3.10 Ecology:

3.10.1 There are no Environmental/Sustainability issues relating to these proposals.

3.11 Amenity:

3.11.1 The 5m high lighting column with an ANPR camera mounted to its top is located towards the centre of the car park, retaining a minimum separation distance of 21m to the boundary to the residential properties sited immediately to the north-west and north-east of the car park. The camera is positioned away from the residential properties, instead looking towards the car park entrance/exit onto Hoylake Road to the south-eastern extent of the application site. Furthermore, the camera is positioned at a slight angle so that it looks down onto the cars entering and leaving the car park in order to read their registration number plates. As such, it is considered that the retention of this camera would not result in any adverse overlooking or loss of privacy to those residential properties.

3.11 Other:

3.11.1 A number of objections were based on the impact on Moreton Town Centre of charging for the car park. It is considered that this aspect is not particularly relevant to the planning process and would therefore not justify refusal of the application. The site is an established commercial car park and charging the public to use it is outside the remit of planning.

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 policy advice. In reaching this decision the Local Planning Authority has considered the following:-

The proposed retention of the various street furniture relating to the car park management and also including the 1 no. 5 m lighting column with ANPR camera mounted on top would result in no adverse effect on visual or residential amenity, and highway or public safety. The application is therefore considered to be in accordance with Policy HS15 of Wirral's Unitary Development Plan.

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 27th November 2018 and listed as follows:

C-0000-001/A, received 27/11/2018;
C-0000-002/A, received 27/11/2018;
D-0000-002/A, received 27/11/2018;
D-0000-004/A, received 27/11/2018;
C-0000-006/A, received 27/11/2018;
D-0000-006/A, received 27/11/2018;
C-21677-001/A, received 27/11/2018; and
C-21677-002/A, received 27/11/2018;

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

Further Notes for Committee:

Last Comments By: **07/01/2019**
Expiry Date: **22/01/2019**