

## Planning Committee

04 January 2011

**Reference:**  
**APP/10/01258**

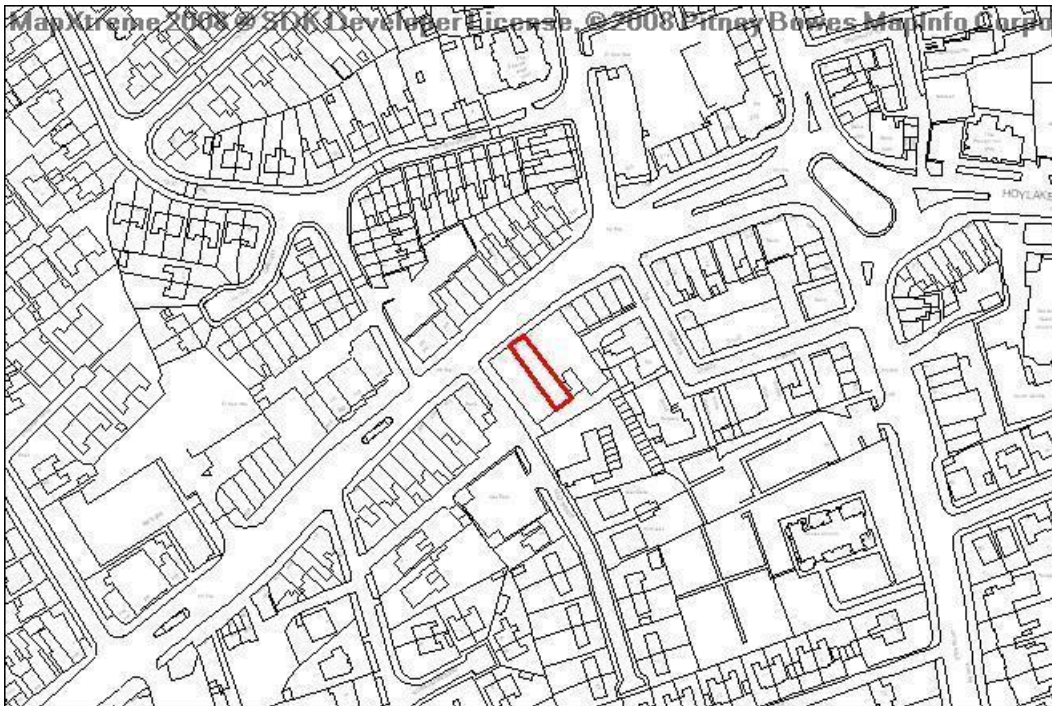
**Area Team:**  
**North Team**

**Case Officer:**  
**Miss K Elliot**

**Ward:**  
**Moreton West and  
Saughall Massie**

**Location:** 243 HOYLAKE ROAD, MORETON  
**Proposal:** Installation of new shop front  
**Applicant:** Greggs Central  
**Agent :**

### Site Plan:



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### Development Plan allocation and policies:

Key Town Centre  
Policy SH1 Criteria for Development in Key Town Centres  
Policy SH8 Criteria for Shop Fronts  
SPG43 Shop Front Design Guide

### Planning History:

APP/10/014259 Proposed new internally illuminated badge fascia and projecting signs  
Approve 03/12/2010

### Summary Of Representations and Consultations Received:

#### REPRESENTATIONS

Seven letters of notification were sent to the occupiers of neighbouring properties and a site notice was displayed. At the time of writing this report no representations had been received.

#### CONSULTATIONS

None required.

## **Director's Comments:**

### **REASON FOR REFERRAL TO PLANNING COMMITTEE**

The application was removed from delegation by Councillor Blakeley on behalf of local residents and businesses, on the grounds that there is already a proliferation of hot food takeaways, cafes and outlets such as this and that another one would be detrimental to the amenities that local residents and businesses could reasonably enjoy, therefore there is no need for a new shop frontage.

### **INTRODUCTION**

The proposal is for the installation of a new shop front at the premises.

### **PRINCIPLE OF DEVELOPMENT**

The principle of the development is acceptable subject to Policies SH1, SH8 and Supplementary Planning Guidance Note 43.

### **SITE AND SURROUNDINGS**

The site comprises a mid-terrace property within Moreton Key Town Centre. The premises was formerly an A1 clothing shop with an aluminium shop front. The site is surrounded by a variety of other commercial uses typical of a town centre location.

### **POLICY CONTEXT**

Policies SH1, SH8 and SPG43 are directly relevant in this instance.

### **APPEARANCE AND AMENITY ISSUES**

The proposal to replace the previous shop front is considered acceptable in principle in the context of the site's town centre location. At the time of writing this report the works to install the new shop front had been almost completed and the applicant was advised to cease works until the application had been determined. Whilst the local planning authority does not endorse the commencement of works prior to the granting of planning permission, the Town and Country Planning Act does permit retrospective applications and any work undertaken is done entirely at the risk of the applicant. The issues raised with the proposal resulting in a further food outlet in Moreton is not for consideration as a change of use is not required for a retail confectioner's and bakery. The application relates solely to the installation of a new shop front which is not considered to result in visual harm or detract from the character of the area.

The new shop front breaks up the elevation of the premises and is an improvement on the slightly dated appearance of the unit previously. Policy SH8 identifies that a well-designed shop front projects an image of quality which not only reflects upon the goods and services provided inside, but also makes a positive contribution to the street scene and the vitality of the commercial area. The shop front proposed is tidy, functional and accessible by disabled people. The design of the shop front is considered suitable in the context of the use of the site and is not considered detrimental to its setting. The shop front will be finished in the company's colours and has suitable advertising approved. The proposal is not considered detrimental to neighbouring uses and remains ancillary to the existing business. The proposal is considered an improvement on the previous shop facade.

### **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 proposal complies with Policies SH1 and SH8 of Wirral's Unitary Development Plan and SPG43 and is deemed not to undermine the vitality and viability of the Key Town Centre or be detrimental to the character of the area or neighbouring properties.

### **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 complies with Policies SH1 and SH8 of Wirral's Unitary Development Plan and SPG43 and is deemed not to undermine the vitality and viability of the Key Town Centre or be detrimental to the character of the area or neighbouring properties.

**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

**Last Comments By:** 02/12/2010 10:43:59

**Expiry Date:** 29/12/2010