

Planning Committee

30 May 2019

Reference:
APP/19/00366

Area Team:
**Development
Management Team**

Case Officer:
Mrs S Lacey

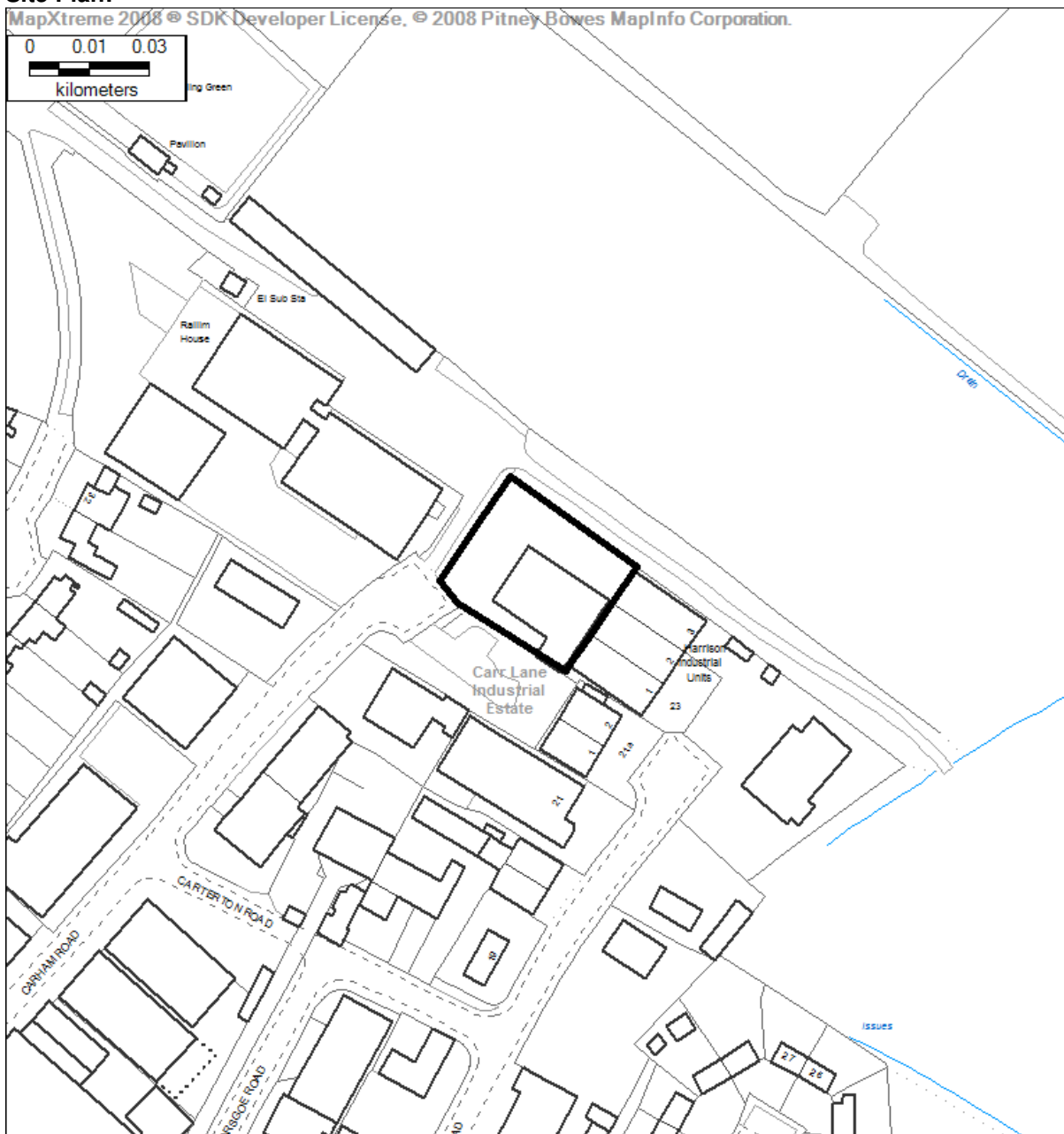
Ward:
Hoylake and Meols

Location: 31A CARHAM ROAD, HOYLAKE, CH47 4FF
Proposal: Retrospective change of use to car sales and showroom, valet, vehicle parking/storage, and office space

Applicant: Woods of Wirral
Agent : Grantley Lowe Limited

Qualifying Petition: No

Site Plan:



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Development Plan designation:

Green Belt
Primarily Industrial Area

Planning History:

Location: Land at Carr Lane Industrial Estate, Hoylake. L47 4
Application Type: Work for Council by Council
Proposal: Erection of 1.8m. high security fencing.
Application No: APP/89/05942
Decision Date: 07/06/1989
Decision Type: Approve

Location: Heap & Ptnrs., Carham Road, Hoylake. L47 4FF
Application Type: Full Planning Permission
Proposal: Erection of substation.
Application No: APP/85/05023
Decision Date: 15/02/1985
Decision Type: Approve

Location: Larton Wood Dairy, Carham Road, Hoylake, Wirral, CH47 4FF
Application Type: Full Planning Permission
Proposal: Erection of a garaging and storage building (for milk floats and dairy products) and erection of a new workshop.
Application No: APP/00/06043
Decision Date: 10/08/2000
Decision Type: Approve

Location: Plot 31b ,Carr Lane Industrial Estate,Hoylake ,L47 4A
Application Type: Full Planning Permission
Proposal: Erection of storage building for haulage contractor
Application No: APP/76/06523
Decision Date: 24/02/1977
Decision Type: Conditional Approval

Summary Of Representations and Consultations Received:**1.0 WARD MEMBER COMMENTS**

1.1 No comments received.

2.0 SUMMARY OF REPRESENTATIONS**REPRESENTATIONS**

Having regard to the Council Guidance on Publicity for Applications, 9 letters of notification were sent to neighbouring properties and a site notice was displayed. No objections were received.

CONSULTATIONS

Highways - No objection

Environmental Health - No objection

Merseyside Environmental Advisory Service - No objection

3.1 Site and Surroundings

3.1.1 The site comprises an existing car sales use, with cars for sale parked within the existing building and on the garage forecourt. The site is designated as Primarily Industrial Area. There are industrial and Sui Generis mixed uses surrounding. To the west of the site is a similar car sales use, and to the rear of the site is a rugby club.

3.2 Proposed Development

- 3.2.1 The proposal is for the retrospective change of use from B8 storage to car sales and ancillary uses including sales office and valeting.

3.3 Development Plan

- 3.3.1 The site is in a Primarily Industrial Area as designated in the Wirral Unitary Development Plan and policies EM8: Development within Primarily Industrial Areas and EM9: Non-Employment Uses in Industrial Areas are relevant. Policy EM8 supports B1 - business use, B2 - general industrial use and B8 - storage and distribution uses. Policy EM9 says, in such policy areas, proposals for non-industrial development will not be permitted to safeguard the long term supply of employment land.
- 3.3.2 The Wirral Employment Land Study had shown there was an under supply of industrial land in the Wirral. New non-industrial uses are to be resisted.

3.4 Other Material Planning Considerations

- 3.4.1 The NPPF supports sustainable development which promotes economic growth.

3.5 Assessment

- 3.5.1 The main issues pertinent in the assessment of the proposal are the suitability of a car sales use (with ancillary uses) in a Primarily Industrial Area, highway safety and noise and disturbance.

3.6 Principle of Development:

- 3.6.1 The proposal is a departure from the adopted Wirral Unitary Development Plan.

3.7 Design:

- 3.7.1 The proposal is for a change of use and will retain the existing buildings.

3.8 Highways:

- 3.8.1 Vehicle sales uses are particularly prone to create traffic and parking problems. Customers are often car borne and, as well as vehicle movement generated by the delivery and collection of cars, further activity is caused by test driving. On top of this is the shunting of displayed vehicles within the site, which may involve reversing onto the public highway or temporary parking in surrounding streets. Pressure for display space within sites may also lead to customer and staff car parking on-street in surrounding streets.
- 3.8.2 Traffic Management Division had no objection to the proposal and did not recommend any conditions. There are no highway implications relating to this proposal.

3.9 Ecology:

- 3.9.1 MEAS had no objection to the proposal. The change of use is not deemed harmful to the SSSI impact risk zone. There are no environmental/sustainability issues relating to these proposals.

3.10 Amenity:

- 3.10.1 Section 38 (6) of the Planning & Compulsory Purchase Act 2004 states that *'If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.'*
- 3.10.2 Material consideration in this particular case is the nature of the proposed use. It is considered car sales are not a main town centre use, the proposal will maintain job opportunities in an employment area, and the use will not to lead to a change in the character of the industrial area.
- 3.10.3 It is therefore considered that allowing the proposal would not cause significant conflict with UDP policy EM8 or EM9 or loss in loss of industrial land. The existing structures on site will be used and there are no external alterations proposed. The proposal is not considered detrimental to the character of the area, or cause nuisance to the surrounding area by virtue of its scale and use. No conditions are required.

3.10.4 The proposal is not considered to result in unacceptable noise or nuisance to neighbouring properties. Environmental Health had no objection to the proposal and did not request planning conditions. It is not considered necessary to condition hours of operation as the site is within an industrial area and the nearest residential property is 80 metres away from the site. There are no environmental or sustainability issues relating to the proposal.

3.11 Other:

3.11.1 There are no other relevant planning considerations.

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 proposal complies with Council policy EM8 Development within Primarily Industrial Areas and EM9 Non-Employment Uses in Industrial Areas of the adopted Wirral Unitary Development Plan and the National Planning Policy Framework.

Recommended Decision: **Approve**

Recommended Conditions and Reasons:

None

Further Notes for Committee:

Last Comments By: 25/04/2019

Expiry Date: 06/05/2019