
Report to: [Planning Committee](#) **Date of Meeting:** [29 June 2011](#)

Subject: [S/2011/0503](#)
[T & D Metal Fabrications, 69 Ormskirk Road, Aintree](#)

Proposal: [Advertisement consent for the display of a non-illuminated fascia and direction sign on the front elevation and a non-illuminated fascia sign on the side elevation and a free-standing non-illuminated sign post on the front forecourt](#)

Applicant: [Mr Andrew Lee](#)

Report of: [Head of Planning Service](#) **Wards Affected:** [\(Molyneux Ward\)](#)

Is this a Key Decision? [No](#) **Is it included in the Forward Plan?** [No](#)

Exempt/Confidential [No](#)

Summary

This is an application for advertisement consent and relates to 4 non-illuminated signs on the Thomas & Dolan building in Ormskirk Road. The issues are visual amenity and highway safety.

Recommendation(s)

Part Refusal & Part Grant

Reasons for the Recommendation:

Signs a, c and d are considered acceptable in terms of their impact on visual amenity and highway safety.

Implementation Date for the Decision

Immediately following the Committee/Council/Working Group meeting

Contact Officer: **Mrs S Tyldesley** Telephone 0151 934 **3569**

Case Officer: **Mrs D Humphreys** Telephone 0151 934 **3565**
(Tue, Thu & Fri)

Email: planning.department@sefton.gov.uk

Background Papers:

The following papers are available for inspection by contacting the above officer(s).

History and Policy referred to in the report

The Site

The site comprises the 'Thomas and Dolan' building situated on the west side of Ormskirk Road within a commercial area.

Proposal

Advertisement consent for the display of a non-illuminated fascia and direction sign on the front elevation and a non-illuminated fascia sign on the side elevation and a free-standing non-illuminated sign post on the front forecourt.

These are referred to as follows:

- Sign a - Non-illuminated fascia sign on side elevation
- Sign b - Non-illuminated fascia sign on front elevation
- Sign c - Free standing non-illuminated sign post on front forecourt
- Sign d - Non-illuminated direction sign on front elevation

History

Adjacent building (Omega Plastics)

S/2011/0348 - Retention of 3 non-illuminated fascia signs to the front of the premises - Part grant/part refuse 11/05/11

S/2011/0347 - Retrospective change of use from General Industrial (B2) to Storage and Distribution (B8) with Retail (A1) - Approved 11/05/11

S/2011/0346 - Retrospective application for the installation of cladding to the front of the premises - Refused 11/05/11

S/2011/0218 - Retention of storage container in the car park at the front of the premises - Refused 08/04/11

Consultations

Highways DC – no objections

Neighbour Representations

Last date for replies: 12/05/11

A petition to speak at Planning Committee has been submitted by the applicant in support of his application. This is signed by 39 Sefton residents and is endorsed by Councillor Dutton.

Policy

The application site is situated in an area allocated as a Mixed Use Area on the Council's Adopted Unitary Development Plan.

EDT16 Mixed Use Areas
MD7 Advertisements

Comments

The main issues to consider are those of visual amenity and highway safety.

Visual Amenity

The proposal involves 4 non-illuminated signs. Three of these are considered to be appropriate in terms of scale and siting and impact in the street scene. These are the free standing post sign to be displayed on an existing board (sign c), the company name board sign above the entrance on the side elevation of the building (sign a), and the direction sign on the front elevation of the building (sign d).

However, the main fascia sign proposed on the front elevation of the building (sign b) is considered to form an obtrusive and dominant feature in the street scene. This is due to its prominent siting, its size and the sign's failure to respect the architectural features of this attractive building by extending across the vertical brick piers either side of the building's main entrance.

The applicant has been asked to reduce the width of this sign so that it sits within the area above the roller shutter doors and does not extend over the brick piers. However, he has declined to do this and has advised that he considers that the sign proposed is necessary to ensure the survival of his business and refers to other large signs on commercial properties in the vicinity of the site. It should be noted that the business already has a further higher level sign on this front elevation which is well designed and respects the design of the building. That existing sign is perhaps more prominent than the one currently being considered. There are no proposals to remove that sign so the business will continue to benefit from that higher level sign.

Whilst it is acknowledged that this is a commercial area containing a variety of signs, each application has to be considered on its merits and it is considered important for any signs on this building to respect the scale, proportions and architectural features of the building, as advised in UDP Policy MD7. Two of the signs on the adjacent Omega Plastics building have recently been refused because they do not comply with this policy and enforcement action will be progressed on these.

Highway Safety

Highways Development Control raise no objections to the signs on highway safety grounds.

Grant

Sign a – non-illuminated fascia sign on side elevation

Sign c – freestanding non-illuminated sign post on front forecourt

Sign d – non-illuminated direction sign post on front forecourt

Conditions

1. Advert Time Limit

Reasons

1. RT-9

Refusal

Sign b – non-illuminated fascia sign on front elevation

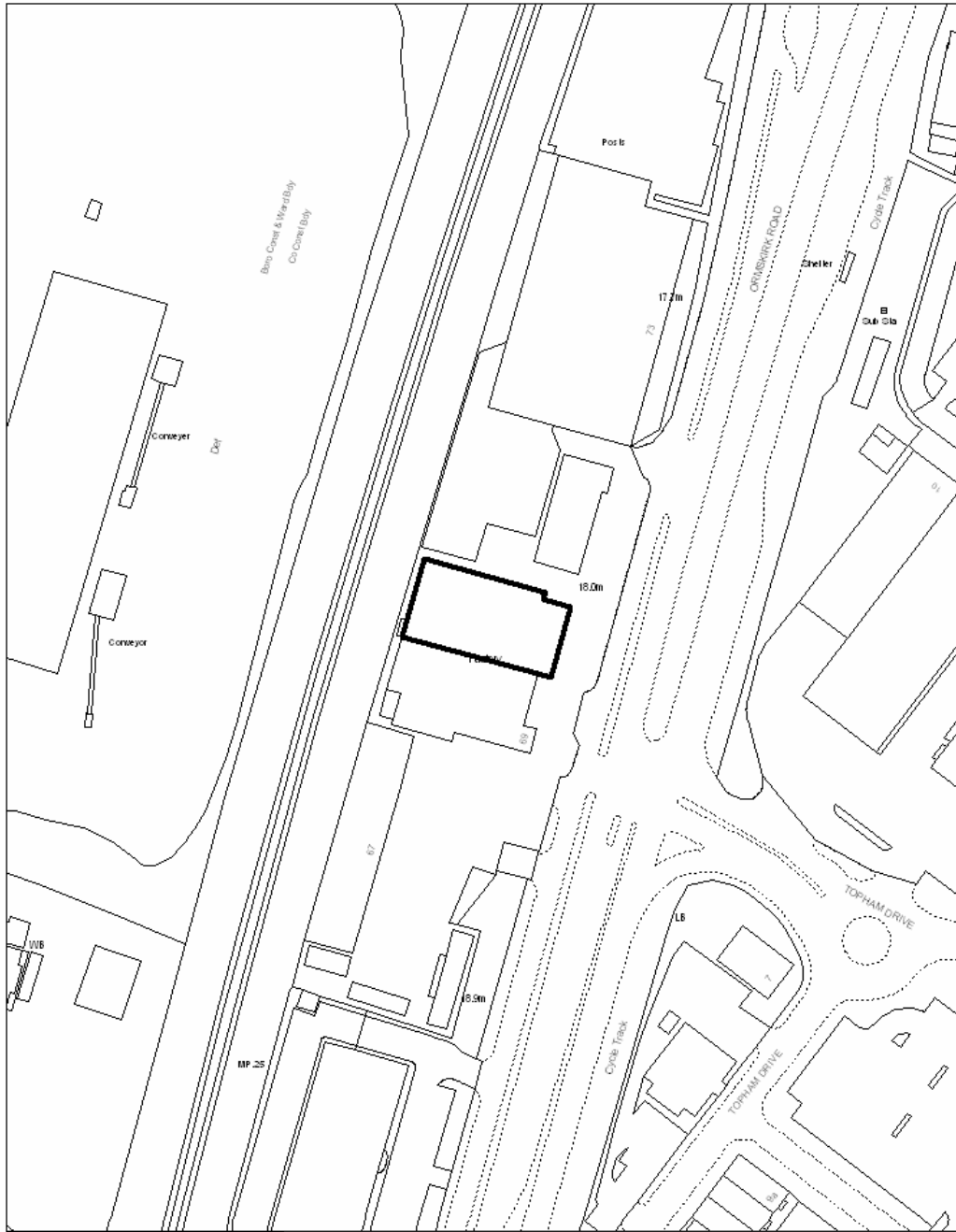
Reason

The proposed fascia sign would form an obtrusive and dominant feature in the street scene by failing to respect the scale, proportions and architectural features of the building and the proposed fascia sign is therefore contrary to Sefton UDP Policy MD7.

Drawing Numbers

Location plan, Main Drawing

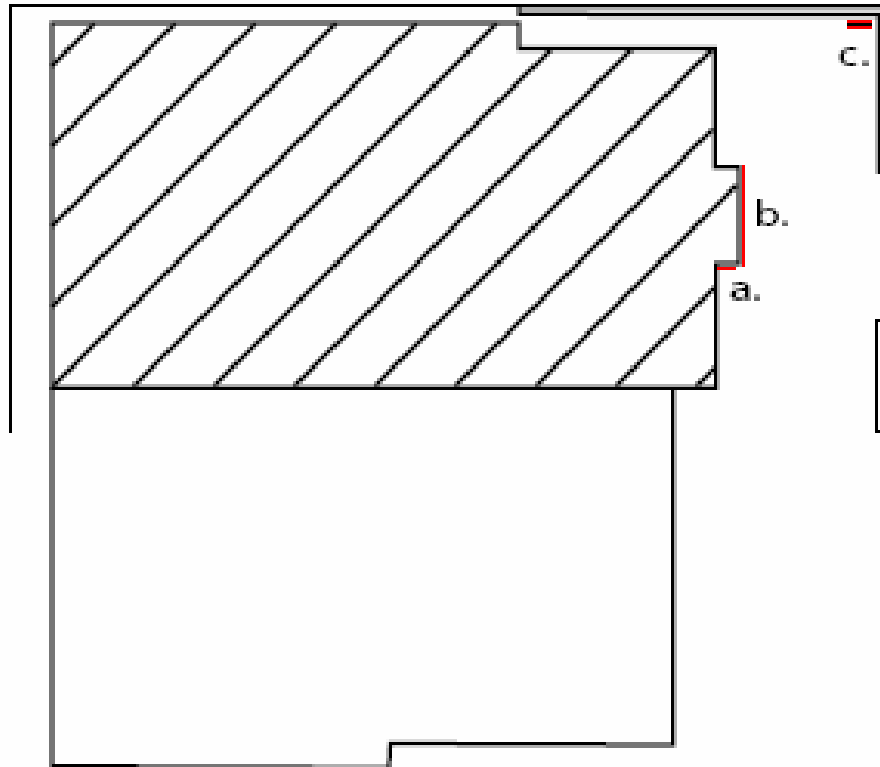
Existing Site Plan



Sefton Council Department of the Built Environment Jane Gowing Head of Planning Services	S/2011/0503 T & D Metal Fabrications, 69 Ormskirk Road Aintree L9 5AE OSGR: 336806, 398652		Sheets: 11/20	Area: 779 sqm	Standard Site Plan Scale: 1:2250 Date: 16/6/2011 Drawn By: BEERTON	
	<small>© Crown copyright and database rights 2011. Ordnance Survey 100018192</small>			<small>Created by Sefton Council Planning Services using MapInfo Professional</small>		

Proposed Site Plan

Site Plan



20M

Petition

We the undersigned, support the application of T&D Metal Fabrications Limited to erect company signs at 69 Ormskirk Road, Aintree, Merseyside L9 5AX. We support the application in the Official Reception & Economic Planning Department, Bootle Office regarding size and position of signs, as submitted for planning permission to Sefton Council.

Received by Sefton Council Reception & Economic Planning Department, Bootle Office
8 JUN 2011

Name	Address
W. Moore	30 Fairlie Crescent, Bootle, Liverpool L20 6EN
Brian Daley	9 ORLEM HAY, BOOTLE; LIVERPOOL L20 6WVE
I. METCALF	43A Litherland Park, L21 9HR
J Atkinson	3 Ridgewood Way Liverpool
J Roberts	34 FAIRLIE CRESCENT, LIVERPOOL L20
L Jones	58 OAKHILL drive, Lydiate L31
D Thomas	10 PIRRIE ROAD, Aintree L9
C. BROADHURST	4 LONG AVE, AINTREE L9
J. Fitzpatrick	82 Buckingham Rd. Maghull. L31.
P. WILSON	32 GREENSIDE AVE, AINTREE L10 8JF.
M. Melia	13 Harris Drive, Bootle Liverpool.
T. Moore	30 fairlie Crescent Bootle, Liverpool
P. Daley	15 Rose Ave Bootle, Liverpool
P. Burgess	5 Margaret Ave Bootle Liverpool
R Daley	43A Litherland Park, Liverpool
G Atkinson	3 Ridgewood Way, Liverpool
S. FARRELL	103 RIMROSE VALLEY RD. CROSBY L23
A. Jackson (grand)	105 AINTREE AINTREE, LIVERPOOL, L10 3ST
L Galbraith	1 Iris Park Walk Melling Liverpool L31 1FB
S Kennedy	31 Berkeley Dr, Seaforth, Liverpool L2

This Petition is sponsored by Mr. J. Dalton, 7.6.11.