

05/2005/029A

LADBROKES LTD

**DISPLAY ILLUMINATED FASCIA SIGNS AND PROJECTING SIGN AT 1 WELLINGTON NEW ROAD, TAUNTON AS AMENDED BY AGENTS LETTER DATED 13TH JUNE, 2005 AND DRAWING NO. 1086/04A**

21069/24320

ADVERTISEMENT

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**PROPOSAL**

The proposal is for the display of two illuminated fascia signs and one projecting sign (lettering illuminated only). The signs would replace existing non-illuminated signs.

Permission has already been granted under delegated powers for the change of use to betting shop (application 05/2005/023).

**CONSULTATIONS AND REPRESENTATIONS**

PARISH COUNCIL these signs are considered to be garnish, and unsuitable for a largely residential area.

ONE LETTER OF REPRESENTATION has been received raising no objections provided that the existing "CLIMAX" signs are removed and that the signs are placed on the lower level of the building

**POLICY CONTEXT**

S1 General requirements, EC21 Outdoor advertisements and signs, this policy guides siting, appearance, proportion, etc. and if they are unduly prominent or create visual clutter when viewed with existing signs and they present a hazard to public safety, then they are unacceptable. Advertisement Control Policy Guidance sets out the likely acceptable adverts. This advises that illuminated projecting signs are acceptable in non-traditional streets and that illumination of the letters on fascia signs is acceptable providing that they are sympathetic to the street scene.

**ASSESSMENT**

The site is located within the vicinity of several commercial premises that display illuminated signs, most notably the adjacent Esso filling station. The proposal complies with Advertisement Control Policy in that only the lettering would be illuminated and the location on a non-traditional shopping street frontage. The signs would also replace existing signs that are on more conspicuous parts of the building. Amended drawings have also been submitted reducing the size of the fascia sign on the east elevation

facing properties at Lavender Grove. The proposal if amended would not to detrimentally affect the visual or residential amenity of the area.

### **RECOMMENDATION**

Consent be GRANTED subject to standard conditions for signs, constant illumination (as opposed to flashing), existing adverts to be removed.

REASON(S) FOR RECOMMENDATION:- The proposed advertisements do not adversely affect visual or residential amenity and accordingly does not conflict with Policies S1 and EC26 of the Adopted Taunton Deane Local Plan.

**In preparing this report the Planning Officer has considered fully the implications and requirements of the Human Rights Act 1998.**

**CONTACT OFFICER: 356586 MR R UPTON**

NOTES: