

G & S FRUIT SUPPLIES LTD

RETENTION OF SIGN TO THE REAR OF G & S FRUIT SUPPLIES LTD, PLOT 8, BROADGAUGE BUSINESS PARK, BISHOPS LYDEARD.

16570/25990

ADVERTISEMENT

PROPOSAL

This application is for the retention of a non-illuminated sign on the rear elevation of an industrial premise within the Broadgauge Business Park (hence facing the by-pass). The sign measures 1.3 m x 5 m and is flush with the rear elevation of the building. The sign is 4.4 m above ground level.

CONSULTATIONS AND REPRESENTATIONS

PARISH COUNCIL verbally raise objection to the sign in that it is inappropriate and would set a precedent for similar signs on the rear of the other premises that face the by-pass.

POLICY CONTEXT

Policy WD/EC/26 (Signs) requests that signs should be assessed against their landscape impact and highway safety. In the assessment of this application, the following Taunton Deane Local Plan Revised Deposit (November 2000) policies are taken on board:- S1 (General requirements), EC21 (Outdoor advertisements and Signs) where the siting, appearance, proportion, design, materials, colour and any illumination should not cause disharmony with or detract from their surroundings, should not harm or intrude upon views to and from the countryside, present a hazard to public safety, and should not be unduly prominent or create visual clutter.

ASSESSMENT

If this sign were dropped so that it was 3.6 m above ground level, advertisement consent would not be required. Bearing this in mind, together with the maturing landscaping belt between the rear of the buildings and the by-pass and the lack of illumination, this sign is considered to be acceptable.

RECOMMENDATION

Consent be APPROVED subject to the standard advertisement conditions.

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

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NOTES: