

Planning Committee – 9 December 2008

Report of the Development Manager

Enforcement Item

Parish:

1. **File/Complaint Number** E137/38/2008
2. **Location of Site** Morrisons Supermarket, Station Road, Taunton
3. **Names of Owners** W M Morrison Supermarkets PLC
Property & Developemnt Division
Hilmore House
Thornton Road,
BRADFORD
BD8 9AX
4. **Name of Occupiers** W M Morrison Supermarkets PLC
5. **Nature of Contravention**

Banner signs along access road

6. **Planning History**

The signs were brought to the Council's attention in May 2008. The banners were advertising a promotion across the store which suggested it would be for a short period of time. However, the banners remained although their content has changed. A letter was sent in October 2008 stating that the signs required Advertisement consent but should an application not be submitted the banners must be removed within 10 days. This did not happen and the banners remain displayed.

7. **Reasons for Taking Action**

The signs/banners are in excess of the permitted size as stated in The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It is considered that the position of the banners are inappropriate at this location and is prejudicial to the safety of vehicular and pedestrian traffic and is contrary to Taunton Deane Local Plan Policy EC26.

8. Recommendation

The Solicitor to the Council be authorised to commence Prosecution proceedings to secure the removal of the signs.

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

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