

## Planning Committee – Wednesday 21 May 2008

### Report of the Development Manager

#### Enforcement Item

**Parish:** Sampford Arundell

1. **File/Complaint Number** 32/2008/004A
2. **Location of Site** Former Beambridge Hotel, Sampford Arundell, Wellington
3. **Names of Owners** British Country Inns Plc, Ampney House, Falcon Close, Quedgeley, Gloucs
4. **Name of Occupiers** As above
5. **Nature of Contravention**

Display of externally illuminated and non-illuminated advertisement signs.

6. **Planning History**

The property known as The Beambridge Hotel has recently gone under extensive refurbishment. This included re branding the property as The Inn at Sampford. An application for Advertisement consent was received on 14<sup>th</sup> February 2008 for the display of a number of externally illuminated signs together with a series of flag type advertisements positioned along the frontage of the site facing the A38. Whilst the application was being considered the works continued and the advertisements were displayed prior to the application being determined. The application was determined under delegated powers on 9<sup>th</sup> April 2008 where signs identified as C, H and E were approved but signs A, D and G were refused. These signs comprise of banner signs on the road frontage and large signs on the two gables of the property.

7. **Reasons for Taking Action**

It is considered that the position of the banner signs cause the distraction of attention of vehicle drivers and is therefore prejudicial to the safety of vehicular and pedestrian traffic and is contrary to Policy EC26 of the Taunton Deane Local Plan. The individual letters applied to the gables of the building by reason of their siting, appearance and proportion detracts from the visual amenity of the area and the character of the building and therefore contrary to Policy EC26 of the Taunton Deane Local Plan

**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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