

**E/0033/38/13**

**UNAUTHORISED ILLUMINATED VARIABLE SIGN INSTALLED AT OKOKO, 2 BRIDGE STREET, TAUNTON**

**OCCUPIER:** MR M LOTT

**OWNER:** SCOTSGROVE HOLDINGS LTD  
11 FISHERTON STREET, SALISBURY, SP2 7SU

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**PURPOSE OF REPORT**

To consider whether it is expedient to take Prosecution Action over the intermittent lighting around the sign at the front of OKOKO.

**RECOMMENDATION**

No further action be taken.

**SITE DESCRIPTION**

The site is in Bridge Street which is the main road that leads into the town centre and is north of the river Tone. The building is three storey with the side elevation being on the bank of the River Tone. The front elevation of the building faces onto Bridge Street and it is this elevation that the intermittent lighting is displayed around a rectangle television screen size sign.

**BACKGROUND**

The complaint was brought to the Council's attention in February 2012. It was established that the screen had been in situ for over 10 years but the intermittent lighting had been added after. Consultation with the Police and the Highway Authority has been carried out and their responses are as follows:-

*Highway Authority - Following on from our conversation this morning relating to the advertisement outside of 2 Bridge Street, the Highway Authority does not consider the advertisement a distraction to highway users neither is the advertisement positioned over the publicly adopted highway. As a result, the Highway Authority has no objections to this advertisement.*

Police - A telephone call was received by the Senior Enforcement Officer from the Police stating that no Road Traffic Accident which resulted in injury had been reported to them in this location.

**DESCRIPTION OF BREACH OF DEVELOPMENT CONTROL**

The intermittent lighting around the sign at the front of OKOKO under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires Advert consent.

## **RELEVANT PLANNING HISTORY**

The most recent Planning application for this site is:-

38/13/0129 Change of Use of shop unit to create cafe/bar/bistro. New shop front & cantelivered terrace to the side at 2 Bridge Street, Taunton - Awaiting decision

## **RELEVANT PLANNING POLICES**

National Policy, Guidance or Legislation

NPPF - paragraph 207

Taunton Deane Local Plan 2004

EC26 – Outdoor advertisements and signs

## **DETERMINING ISSUES AND CONSIDERATIONS**

Signs fall to be considered under the Town & Country Planning (Control of Advertisements) Regulations 2007. This requires any assessment to be made in light of public safety and amenity.

The sign concerned has been in position for a number of years and it is illuminated at night. It has LED lights surrounding the sign in a rectangle and the provision of these lights in addition to the existing are not considered to detract from the visual amenity of the area as they are not visible during the day and are considered to be subtle at night and not to detract from the character of the nightclub building or the street scene.

The sign is not considered to harm public safety and the Highway Authority has raised no objection on terms of highway safety and there are no records of accidents related to the development

The sign as displayed is considered not to harm visual amenity or public safety and is therefore considered to be acceptable and if an application were made to retain it, consent would be granted.

**In preparing this report the Enforcement Officer has considered fully the Implications and requirements of the Human Rights Act 1998**

**PLANNING OFFICER: Mr G Clifford**  
**PLANNING ENFORCEMENT OFFICER: Mrs A Dunford**

**CONTACT OFFICER: Mrs A Dunford, Telephone 01823 356479**