

Taunton Deane Borough Council

Planning Committee 21 March 2012

E/0254/08/11

ADVERT BOARD ATTACHED TO FRONT WALL OF RESIDENCE ADVERTISING WINDOW CLEANING BUSINESS AT 6 WATERLEAZE, CHEDDON FITZPAINE, TAUNTON

OCCUPIER: MR KEVIN LUTON

OWNER: MR KEVIN LUTON 6 WATERLEAZE, CHEDDON FITZPAINE, TAUNTON, TA2 8PX

PURPOSE OF REPORT

To consider whether it is expedient to take Enforcement action to secure the removal of the unauthorised illumination of fascia sign at 6 Waterleaze, Cheddon Fitzpaine.

RECOMMENDATION

The Solicitor to the Council be authorised to commence Prosecution proceedings in order to secure the removal of the unauthorised sign.

SITE DESCRIPTION

The dwelling is a modern detached house that is on the main road through the development. It is constructed of brick under a tiled roof and the sign is located on the front elevation of the property.

BACKGROUND

A complaint was received in August 2011 and contact was made to the owner who was very unhappy that an application was being requested for such a small sign. He was advised that as he had already confirmed that there was not a business operating from these premises then there was no reason why the sign should be displayed in this location.

DESCRIPTION OF BREACH OF DEVELOPMENT CONTROL

The sign has been erected on the front elevation of the property and measures approximately 69cm x 56cm. Advertisement consent is required under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

RELEVANT PLANNING HISTORY

A complaint was received in 2005 stating that the owners were running a business from the premises. On investigation it was deemed that a business was not operating from these premises. There is no other relevant planning history.

RELEVANT PLANNING POLICIES

National Policies

PPG 18 -Enforcing Planning Control
PPG19 – Outdoor Advertisement Control

Taunton Deane Local Plan 2004

EC26 – Outdoor Advertisements and signs

DETERMINING ISSUES AND CONSIDERATIONS

The pertinent issues that require consideration in determining an advertisement are the impact upon the amenity of the area surrounding the application site, together with any potential impact upon public health and safety.

The advertisement measures 69cm x 56cm, is non-illuminated and fixed onto a wall of a residential property, within a residential estate; there are no commercial buildings within the vicinity. There is no business being run from the premises, as investigated in 2005, and as such, there is no requirement for the sign to be sited on the building.

The sign is sited in a prominent location on the front elevation of the dwelling, facing onto a footpath and estate road. As such, the sign is considered an incongruous and intrusive element within the street scene and on the front elevation of the dwelling, inappropriately displayed in a residential area. Therefore, the advertisement is considered to detract from the visual amenity of the area and is not considered acceptable.

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

**ENFORCEMENT OFFICER: Mrs A Dunford
PLANNING OFFICER: Mr D Addicott**