

Planning Committee – Wednesday 20 May 2009

Report of the Development Manager

Enforcement Item

Parish:

1. **File/Complaint Number** 0282/25/02
2. **Location of Site** Norton Stores, Norton Fitzwarren, Taunton
3. **Names of Owners** Miss Groth, Charlotte House, 14 Windmill Street, London, W1T 2DY
4. **Name of Occupiers** Primesight Ltd
5. **Nature of Contravention**

Provision of an internally illuminated sign

6. **Planning History**

The provision of the illuminated free standing single sided display unit initially came to the Councils attention in 2002. The owner of Norton Stores was informed that advertisement consent was required. The owner declined to submit an application so the matter was brought to Planning Committee on 15th October 2003 for further action. Negotiations subsequently took place but no substantive progress was made until the ownership of the advertisement sign was taken over by Primesight Ltd. The company immediately submitted an application to retain the sign which was submitted on 23rd February 2009 but was subsequently refused under delegated powers on 3rd April 2009.

7. **Reasons for Taking Action**

It is considered that the advertisement represents an incongruous feature and in addition to those signs already displayed creates a cluttered appearance in the street scene to the detriment of its character and visual amenity. Therefore it is contrary to Taunton Deane Local Plan Policy EC26 (Outdoor Advertisements and Signs).

8. **Recommendation**

The Solicitor to the Council be authorised to commence Prosecution action over the unauthorised display of the sign.

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

CONTACT OFFICER:

Mr JAW Hardy: 01823 356466

