

Planning Committee – WEDNESDAY 22 SEPTEMBER 2010

Report of the Development Manager

Enforcement Item

Parish:

1. **File/Complaint Number** E/0088/43/10
2. **Location of Site** Land off Taunton Road, Wellington
3. **Names of Owners** THE MANAGER
ASDA STORES LTD
LONGFORTH ROAD
WELLINGTON
SOMERSET
4. **Name of Occupiers** ASDA STORES
5. **Nature of Contravention**

Unauthorised sign for Asda stores on land off Taunton Road, Wellington

6. **Planning History**

The site of the unauthorised sign has for a number of years been used to display a sign for a Car Dealership. This company ceased trading about 5 years ago but the sign remained. Asda Stores opened about 12 months ago but recently the sign for the car dealership was removed and replaced with a large sign for the Asda Store at Longforth Road. The sign is about a quarter of a mile from the store so therefore it is classed as an advance sign requiring Advertisement Consent. A letter was sent to the store manager on 20th July 2010 requesting an application to be submitted within 7 days. To date no application has been received and the sign continues to be displayed in contravention of the Regulations

7. **Reasons for Taking Enforcement Action**

The sign is an incongruous feature within a prominent location along a strategic route and approach into Wellington where the sign appears as an undesirable intrusion resulting in visual clutter, detrimental to the visual amenities of the area. The proposal is therefore contrary to policies EC26 and T34 of the Taunton Deane Local Plan and PPG19.

8. Recommendation

The Solicitor to the Council be authorised to commence prosecution action with regard to 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.

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