

34/2005/006A

KINGS OF TAUNTON

DISPLAY OF VARIOUS SIGNS UPON AND AROUND KINGS OF TAUNTON, COOK WAY, BINDON ROAD, TAUNTON

21286/25760

ADVERTISEMENT

PROPOSAL

The proposal is for the installation of a number of signs which are replacement signs and the addition of three flags to a height of 12 m, a 4.5 m high pylon sign at the entrance with Cook Way and a new entranceway sign. The site has a significant hedge to Bindon Road and is opposite residential development, (Scott Close).

CONSULTATIONS AND REPRESENTATIONS

COUNTY HIGHWAYS AUTHORITY no objections, but sign 11 is within a highway visibility splay, which would be detrimental to road safety as it would restrict visibility for vehicles emerging from the junction of Cook Way.

LANDSCAPE OFFICER the plan and location of sign 11 are not clear, as the visibility splay is not indicated on the plan, if the sign is proposed within the verge it would be too prominent and may affect visibility. It would still be prominent if in shrub bed.

PARISH COUNCIL no objections.

POLICY CONTEXT

S1 General requirements, EC21 Outdoor advertisements and signs, this policy guides siting, appearance, proportion, etc. and if they are unduly prominent or create visual clutter when viewed with existing signs and they present a hazard to public safety, then they are unacceptable. Advertisement Control Policy Guidance sets out the likely acceptable adverts. This advises that flag advertisements. can be visually obtrusive and lead to a cluttered appearance. The same document advises that a totem sign is only acceptable at a Petrol Filling Station.

ASSESSMENT

Whilst the application location is a commercial operation, it is within a well landscaped area which separates an established residential area from the commercial area. The area is generally free from advertisement clutter. The signs on the building itself are generally similar to those in existence albeit that they are larger. However there are no flags in the area, and these are considered to be contrary to Policy. The Pylon sign (No.

11) appears to be within the visibility splay and is out of keeping with the general landscaping in this area, the illuminated signs on the exterior facing Bindon Road are unacceptable due to the proximity to residential properties.

RECOMMENDATION

SPLIT DECISION:- consent be GRANTED subject to standard conditions for signs 3, 4, 5, 6, 8, 9 and 10; consent be REFUSED for signs 1, 2, 7, 11 and 12 for the reason that signs 1, 2 and 7 are illuminated signage opposite residential properties and would be detrimental to the visual amenities of the area; signs 11 and 12 are considered to be intrusive within the street scene to the detriment of the visual amenities of the street scene, and furthermore sign 11 appears to be within the visibility splay and could be hazardous to motorists, all these elements are thus contrary to Policy EC21.

REASON FOR DECISION:- This is a split decision having regard to Policy EC21 and Taunton Deane Borough Council's Advertisement Control Guidance, some signs fall within the Policy guidelines, and some are contrary to the Policy including the illuminated signs, flags and totem/pylon 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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NOTES: