

Planning Committee – 23 January 2007

Report of the Development Manager

Enforcement Item

Parish: THORNFALCON

- 1. File/Complaint Number** E8/40/2008
- 2. Location of Site** Adjacent to A358, Opposite Little Ashe
- 3. Names of Owners** Midas Homes, Alternative Advertising Ltd
- 4. Name of Occupiers**

5. Nature of Contravention

Large sign adjacent to A358 advertising Midas Homes new development in Curry Rivel

6. Planning History

The sign was noticed on Monday 14 January 2008. The sign measures approx. 3.0m x 3.0m advertising New Homes in Curry Rivel for Midas Homes. Contact was made with Ms Louise Frost of Midas Homes informing her that Advertisement Consent was required for the sign but was unlikely to be granted and therefore the sign should be removed. Ms Frost said that she would arrange for the sign to be removed within the next two days. On Tuesday 15 January Tony White Associates rang to say they had submitted an application in respect of the sign however the application was not received until 16 January and is currently awaiting registration. To date the sign is still displayed.

7. Reasons for Taking Action

The sign is in a very prominent position adjacent to the A358. The adjacent road is a dual carriageway and carries a considerable amount of traffic. It is considered that the sign is likely to detract driver's attention from the road ahead and the movement of other vehicles and its presence is therefore potentially dangerous to road safety. The sign represents an unnecessary commercial intrusion into open countryside and results in demonstrable harm to the visual appearance of the area and therefore contrary to Policy EC26 of the Taunton Deane Local Plan

8. Recommendation

The Solicitor to the Council be authorised to commence prosecution action to secure the removal 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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