

**E/0174/30/13**

**UNAUTHORISED ILLUMINATED SIGN FOR MCDONALDS RESTAURANT,  
TAUNTON DEANE SERVICES, M5 SOUTHBOUND, PITMINSTER, TAUNTON**

**OCCUPIER:**

**OWNER:** MR G NEVILL  
PPL (NORTHAMPTON) LTD  
1-3 SPENCER STREET, RINGSTEAD, KETTERING  
NORTHANTS  
NN14 4BX

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**PURPOSE OF REPORT**

To consider whether it is expedient to take Prosecution action following the refusal of an Advert application to retain a freestanding internally illuminated advertisement sign at Taunton Deane Motorway Service Area, M5 Southbound, Trull.

**RECOMMENDATION**

The Solicitor to the Council be authorised to take Prosecution Action:-

- Prosecution Action for the display of the unauthorised illuminated sign.

**SITE DESCRIPTION**

The sign is sited at the entrance of the Taunton Deane Motorway Service Area on the M5 Southbound. The service area contains a variety of buildings/restaurants/hotel and petrol station. The advertisement relates to the McDonalds restaurant.

**BACKGROUND**

The sign was brought to the Council's attention in September 2013. Contact was made with McDonalds and a retrospective Advert application was submitted for consideration of its retention. This application was refused on the 8th April 2014.

**DESCRIPTION OF BREACH OF PLANNING CONTROL**

The advance sign is located close to the entrance to the Motorway Service Area. Advert consent is required due to its location, height and the fact it is illuminated.

**RELEVANT PLANNING HISTORY**

Advert application 30/13/0042A refused 8 April 2014.

**RELEVANT PLANNING POLICES**

National Planning Policy Framework

Para 67

National Planning Policy Guidance .

Para 79

Taunton Deane Local Plan 2004

Retained Policy EC26

**DETERMINING ISSUES AND CONSIDERATIONS**

The sign, by reason of its location and height would appear as an over dominant and excessive form of advertisement in an open area of highway against the setting of the Blackdown Hills AONB to the detriment of the visual amenities of the surrounding area. As such the sign is contrary to Retained Policy EC26 of Taunton Deane Local Plan and advice given in the NPPF and NPPG including para 67 of the NPPF and para 79 of the NPPG.

In this location it is possible that drivers will be making last minute changes in direction to access the services when they view the advertisement having consequences for public safety. As such the sign is contrary to Retained Policy EC26 of Taunton Deane Local Plan and advice given in the NPPF and NPPG including para 67 of the NPPF and para 67 of the NPPG.

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

**PLANNING OFFICER: Mr G Clifford**  
**PLANNING ENFORCEMENT OFFICER: Mrs A Dunford**

**CONTACT OFFICER: Mrs A Dunford, Telephone 01823 356479**