

PLANNING COMMITTEE – 13 OCTOBER, 2004

Report of the Development Control Manager

ENFORCEMENT

Parish: Taunton

- 1. File/Complainant Number** E134/38/2004
- 2. Location of Site** Cash Converters, 5 Eastgate, Taunton.
- 3. Names of Owners** Mr B Bland, Meadow View, Winterbourne Houghton, Blandford Forum, Dorset.
- 4. Names of Occupiers** Cash Converters

5. Nature of Contravention

Display of sign on east elevation

6. Planning History

An advertisement application was submitted for a number of externally illuminated and non-illuminated signs on the property. The application was approved for the fascia signs and one projecting sign but the projecting sign on the western edge was refused. Whilst the signs were being erected it was noticed that a large non-illuminated sign was displayed on the eastern side of the building facing East Reach. This sign has never been indicated on any application and as there is no shop window on this flank wall the sign requires consent. The agent was contacted who confirmed that he would take instructions from his client. Further letters were sent to both the owner and the store manager requesting either an application or the removal of the sign. To date no reply or contact has been received from the above.

7. Reasons for Taking Action

The excessive size and siting of the sign constitutes an intrusive element in the street scene, which is detrimental to the visual amenities of the area. It is also considered that in addition to the other signs already permitted this sign creates a cluttered appearance, which further detracts from the visual amenities of the area. The sign is therefore contrary to Policy EC21 of the Taunton Deane Local Plan Revised Deposit and the advice contained within the Authority's adopted supplementary planning guidance on advertisements

8. Recommendation

The Solicitor to the Council be authorised to commence prosecution action in order 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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