

Taunton Deane Borough Council

Planning Committee – 29th February 2012

E/0129/38/11

UNAUTHORISED ILLUMINATED SIGN AT ROOF LEVEL AT OKOKO, DELLERS WHARF, BRIDGE STREET, TAUNTON

OCCUPIER: 241 LEISURE

OWNER: UNKNOWN

PURPOSE OF REPORT

To consider whether it is expedient to take prosecution action for the unauthorised display of an advertisement

RECOMMENDATION

No further action be taken

SITE DESCRIPTION

Dellars Wharf is situated on the North side of the River Tone on the corner of Town Bridge.

BACKGROUND

The sign was first brought to the Council's attention in May 2011 and an application for advertisement consent was requested. Several e-mails have been exchanged but to date a valid application has not been submitted.

DESCRIPTION OF BREACH OF DEVELOPMENT CONTROL

The sign has been erected at roof level and under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Schedule 3 Part 1 any sign 4.6 meters above ground level requires consent.

RELEVANT PLANNING HISTORY

An advertisement application for an internally illuminated fascia sign was submitted by the previous occupiers of the building and approved in December 1997. This was erected but has subsequently been removed.

RELEVANT PLANNING POLICIES

National Policies

PPG 18 -Enforcing Planning Control
PPG19 – Outdoor Advertisement Control

Taunton Deane Local Plan 2004

EC26 – Outdoor Advertisements and signs

DETERMINING ISSUES AND CONSIDERATIONS

The sign is internally illuminated and slowly changes colour in the night, during the day the sign has a white background. The sign is displayed 12m above the ground on the side of a nightclub. The submitted application indicated that the illumination level was low at 35 cd/m, though this cannot be clarified.

Whilst signage at this height (12m above ground level) may not normally be considered acceptable, the sign is sited in a position that historically displayed a sign for 'Dellers'. There have been previous illuminated signs on the building and although some signs have not been authorised, they did not raise any objection or harm amenity of the area. A nearby retail building (Debenhams) has a high level sign on the side of the building.

Given the above, in this circumstance the sign is not considered to harm visual amenity or public safety does not warrant any further action being taken.

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

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