

## **PLANNING COMMITTEE - 11 OCTOBER, 2006**

### **Report of the Development Control Manager**

#### **ENFORCEMENT ITEM**

**Parish:** Langford Budville

1. **File/Complaint Number** E364/21/2005
2. **Location of Site** Various locations
3. **Names of Owners** Mr R Hendy, Middle Hill Farm, Langford Budville.
4. **Nature of Contravention**

Display of Christmas Tree Advertisements and directional signs for Langford Lakes Christmas Tree Farm, Langford Budville, Wellington.

5. **Planning History**

Members will recall that a report was prepared for the meeting on 14 December, 2005 in relation to a number of unauthorized advertisements and directional signs for the Langford Lakes Christmas Tree Farm. Consideration was deferred in order that an appropriate level of signage could be agreed. Discussions have subsequently taken place and Mr Hendy has now indicated that he only intends to display four of his trailer based advertisements within the Taunton Deane Area for the forthcoming season.

These would be in the following locations:-

- North side of A38 at Whiteball
- North side of A38 at Rumwell
- North side of A358 east of Cross Keys roundabout
- North side of A358 immediately to east of junction 25 of M5.

He has used all of these locations in previous years.

6. **Assessment**

Whilst the Council generally resists this type of roadside advertisement, it is accepted that the nature of the business is very unusual having such a short season and that the product therefore needs to be advertised intensively during this period if the business is to remain successful. Whilst it is strongly felt that the level of advertising in recent years has been excessive and a number of the sites inappropriate, it is felt that advertisements could be tolerated in these four locations provided that they are restricted to the period 25 November to 1 January only. Mr Hendy is currently discussing directional signage with Somerset County Council as Highway Authority.

7. **Recommendation**

That no enforcement action be taken in relation to trailer based advertisements in the four locations identified in this report provided that they are displayed between 25 November and 1 January only.

**In preparing this report the Planning Officer has considered fully the implications and requirements of the Human Rights Act 1998.**

**CONTACT OFFICER: Mr T Burton Tel: 356464**