

PLANNING COMMITTEE – 24 NOVEMBER, 2004

Report of the Development Control Manager

ENFORCEMENT ITEM

Parish: Creech St Michael

- 1. File/Complainant Number** E387/14/2004
- 2. Location of Site** Field to side of M5 Motorway, Creech St Michael, Taunton.
- 3. Names of Owners** Mrs B G Duddridge, Langaller Manor Farm, Bathpool, Taunton.
- 4. Names of Occupiers** Bridgwater Pallets, Parrett Way, Colley Lane Industrial Estate, Bridgwater.
- 5. Nature of Contravention**

Display of sign adjacent to M5 Motorway

- 6. Planning History**

The sign was first noticed on Sunday, 31 October, 2004. The sign is attached to the side of a box trailer and is positioned in a field adjacent to the motorway between Hyde Lane Bridge and the A361 road bridge leading to Durston. Both the owner of the land and the owner of the sign were contacted and requested to remove the sign by 11 November, 2004. To date the sign is still in position. The Highway Agency have raised objection on road safety grounds and driver distraction.

- 7. Reasons for Taking Action**

The sign by reason of its location adjacent to the M5 motorway is likely to distract drivers attention from the road ahead of them and the movements of other vehicles. Its display is therefore potentially dangerous to road safety. The advertisement is therefore contrary to Policy EC21 (D) of the Taunton Deane Local Plan Revised Deposit. The sign also represents an unnecessary commercial intrusion into the open countryside and results in demonstrable harm to the visual appearance of the area and is therefore contrary to Policy EC21 (A) (B) and (C) of the Taunton Deane Local Plan Revised Deposit.

The Local Planning Authority are concerned that if the sign is not removed further advertisements will be displayed along the M5 Motorway within Taunton Deane Borough adding to those already displayed in adjoining Authority areas.

8. Recommendation

The Solicitor to the Council be authorised to commence prosecution action without delay 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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