

## **PLANNING COMMITTEE – 19 MAY, 2004**

### **Report of the Chief Planning Officer**

#### **ENFORCEMENT**

**Parish:- Taunton**

- 1. File/Complainant Number** E10/38/2004
- 2. Location of Site** Carpetright PLC, Unit 2, Priory Fields Retail Park, Taunton, Somerset
- 3. Names of Owners** Carpetright PLC.
- 4. Names of Occupiers** Carpetright PLC
- 5. Nature of Contravention**  
Display of internally illuminated sign

**6. Planning History**

The sign was erected when the building was completed without any Advertisement Consent. The company was contacted in February 2004 requesting that an application be submitted for the unauthorised sign. An application was submitted on 17 February, 2004 and was subsequently refused on 23 March, 2004. Following refusal various suggestions were put to the applicant to make the sign acceptable, however they have not taken up this option. Carpetright PLC have now appealed against the Local Planning Authorities decision.

**7. Reasons for Taking Action**

The sign, by reason of its design and level of illumination, constitutes an intrusive element in the street scene to the detriment of the visual amenities of the area. Therefore it is considered to be contrary to Taunton Deane Local Plan Revised Deposit Policy EC21 and the advice contained within the Council's adopted Supplementary Planning Guidance on Advertisement Control.

**8. Recommendation**

The Solicitor to the Council be authorised to commence prosecution action 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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