

PLANNING COMMITTEE – 5 JULY, 2006

Report of the Development Control Manager

ENFORCEMENT ITEM

Parish: Taunton

1. **File/Complaint Number** E22/38/2006
2. **Location of Site** One Stop Shop, 101 - 103 Priorswood Road, Taunton
3. **Names of Owners** Primesight Advertising Limited

4. **Nature of Contravention**

Display of two internally illuminated signs

5. **Planning History**

A complaint was received on 30 January, 2006 that two internally illuminated signs had been installed on the forecourt of the One Stop Shop in Priorswood Road. A site visit was made and photographs taken of the two signs. The provision of this particular form of advertising requires consent under the Town and Country Planning (Control of Advertisement) Regulations 1992. The owners, Primesight Advertising Limited were contacted and an application was requested. An application was received via the Planning Portal on 27 March, 2006 and was subsequently refused under delegated powers on 19 May, 2006.

6. **Reasons for taking Action**

It is considered that the illuminated freestanding signs are inappropriate on these premises having regard to the residential character of the area. They also detract from the visual amenity of the area contrary to Taunton Deane Local Plan Policy EC26 and Taunton Deane Borough Council Advertisement Control Policy Guidance ADV/2

7. **Recommendation**

The Solicitor to the Council be authorised to commence prosecution action in order to secure the removal of the two internally illuminated freestanding signs.

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

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