

PLANNING COMMITTEE – 3 NOVEMBER, 2004

Report of the Development Control Manager

ENFORCEMENT ITEM

Parish: Taunton

1. **File/Complaint Number** E139/38/2004 – 38/2004/357A
2. **Location of Site** Somerset County Cricket Club, St James Street, TAUNTON
3. **Names of Owners** Mr Peter Anderson
4. **Names of Occupiers** Somerset County Cricket Club

5. **Nature of Contravention**

Display of large sign on side of pavilion.

6. **Planning History**

A complaint was received on 7 May, 2004 that a large sign was displayed on the side elevation of the Colin Atkinson Pavilion facing Priory Bridge Road. An advertisement application to retain the sign was finally submitted on 28 July, 2004. The application was subsequently refused under delegated powers on 8 September, 2004.

7. **Reasons for taking Action**

The advertisement, by reason of its size and siting, appears as an intrusive element in the street scene, which is detrimental to the character and visual amenities of the area. The proposal is considered contrary to Taunton Deane Local plan Revised Deposit Policy EC21. Whilst consent is not required for advertisements within sports grounds where they are only visible from inside the ground, this sign is not visible from much of the cricket ground, but is particularly prominent when viewed from Priory Bridge.

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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