

## **PLANNING COMMITTEE – 19TH APRIL, 2006**

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

#### **ENFORCEMENT ITEM**

**Parish:** Wellington

1. **File/Complaint Number** E345/43/2005
2. **Location of Site** Taunton Road, Wellington.
3. **Names of Owners** Discount Tile Warehouse, Unit 7, Poole Industrial Estate, Wellington.
4. **Names of Occupiers** As above
5. **Nature of Contravention**  
Display of advance sign.

6. **Planning History**

The sign came to the Authorities attention in November 2005. Details of the company responsible for displaying the sign were obtained and in January 2006 a letter was sent to the owner informing him that advertisement consent was required for the display of the sign, however it was the opinion of the Local Planning Authority that an application to retain the sign would be unsuccessful. In view of this it was requested that the sign be removed. The owner responded in February stating that the size and siting of the sign was a direct result of advice given by a member of the Highway Department. He also confirmed that he would temporarily remove/cover the sign whilst the matter is resolved. The Highways Department were contacted and they confirmed they had spoken with the owner but did not suggest a location but merely stated the sign should not be on Highway land and that contact should be made with Taunton Deane Borough Council for their approval. A further letter was sent on 9<sup>th</sup> February explaining the situation and thanking the owner for his willingness to remove the sign. Unfortunately the sign has not been removed and no advertisement application submitted.

7. **Reasons for taking Action**

The sign is located in a predominantly rural area where it is the policy of the Local Planning Authority to resist such advance signing in order to protect the visual amenities of the area. The sign is considered to be obtrusive and detrimental to the visual amenities of the area. It is also considered to be contrary to Policy EC 26 of the Taunton Deane Local Plan and with the Council's approved Supplementary Planning Guidance on Advertisement Control.

8. **Recommendation**

The Solicitor to the Council be authorised to commence prosecution action on both the owner of the sign and the owner of the land on which the sign is currently being displayed.

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

**CONTACT OFFICER: Mr J A W Hardy Tel: 356479**