

PLANNING COMMITTEE – 18 MAY, 2005

Report of the Development Control Manager

ENFORCEMENT ITEM

Parish: Taunton

1. **File/Complaint Number** 38/2005/077A – E168/38/2004
2. **Location of Site** Tick Tock Toy Shop Ltd, 4 St James Street, Taunton.
3. **Names of Owners** Louise Leigh
4. **Names of Occupiers** Tick Tock Toy Shop Ltd.

5. **Nature of Contravention**

Display of banner at first floor level.

6. **Planning History**

The banner sign was initially brought to the Council's attention on 3 June, 2004. The sign is a vertical banner sign fixed on two horizontally mounted projecting poles one fixed at first floor window cill level and the other at second floor window level. The owners were contacted and informed that advertisement consent was required. An application was submitted on 21 February, 2005 and subsequently refused on 5 April, 2005 under delegated powers

7. **Reasons for taking Action**

It is considered that the proposed sign by reason of its design, size and height constitute an intrusive element in the street scene which is detrimental to the visual amenities of the area. Furthermore, if allowed, it is considered that the sign would set an unfortunate precedent. Therefore the sign is in conflict with Policy EC21 of the Taunton Deane Local Plan (Revised Deposit Numbering).

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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