

REPORT FROM: PLANNING, BUILDING CONTROL AND LICENSING SERVICES MANAGER

TO: COLNE and DISTRICT COMMITTEE

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ROADSIDE ADVERTISEMENTS

PURPOSE OF REPORT:

To seek a resolution from Committee to deal with the plethora of roadside advertisements.

RECOMMENDATION

That those displaying unlawful advertisements along North Valley Road and Vivary Way be prosecuted for the unlawful display of the advertisement.

REASONS FOR RECOMMENDATION

In order to alleviate the significant loss of amenity resulting from the persistent unlawful display of advertisements.

ISSUE

1. The display of advertisement is important for many businesses and assists them in drawing business to them. We also see advertisements to advertise local events in buildings run by volunteers and for events which benefit the community.
2. This has to be balanced against protecting the environment in which the advertisements are displayed which, if adversely affected, could result in people being dissuaded from investing in the area due to the quality of the environment.
3. We have tried to take a pragmatic approach to dealing with advertisements through a combination of talking to those displaying them as well as taking advertisements down when they appear on numbers that have an impact on the amenity of the area.
4. Whilst there are advertisements that appear in many areas of the Borough there is a particular concentration of advertisements around Crownway Junction, the North Valley Roundabout and at Llangroyd.

5. We have been pro-active in removing many signs but as quickly as we remove them they re-appear. The only two options now left open to us are to either do nothing more or to prosecute those who unlawfully display the adverts.
6. We could not apply this to some adverts and not others and there are often adverts displayed that advertise public events such as at the Hippodrome. However the balance of the benefits to the detrimental visual impact is now such that there is considerable visual harm that needs to be addressed.
7. It is recommended that we write to all those illegally displaying adverts giving them 7 days to remove all of them and if they remain after that date that we prosecute for displaying an advertisement in contravention of the Town and Country Planning Act 1990. It is also recommended that we write to those businesses that we are aware of that intermittently display adverts on the highway to promote specific events.

IMPLICATIONS

Policy: None arising from the report.

Financial: None arising from the report.

Legal: None arising from the report.

Risk Management: None arising from the report.

Health and Safety: None arising from the report.

Sustainability: None arising from the report.

Community Safety: None arising from the report.

Equality and Diversity: None arising from the report.

APPENDIX