

Officer Non Key Executive Decision

Relevant Chief Officer (Decision Maker):	Alan Cavill, Director of Place
Relevant Cabinet Member (for consultation purposes):	Councillor Mark Smith, Cabinet Member for Regeneration, Enterprise and Economic Development
Report Author (Officer name and title):	Carl Carrington, Head of Planning Quality and Control
Implementation Date of Decision:	5 February 2018

SIGNAGE SUPPLEMENTARY PLANNING DOCUMENT

1.0 Purpose of the report:

1.1 To consider and approve the adoption of the Supplementary Planning Document (SPD) for signage across the borough under the formally approved delegation of authority for this item.

2.0 Recommendation(s):

2.1 To note that no objections have been received and to adopt the Signage Supplementary Planning Document under the formally approved delegation of authority for this item.

3.0 Reasons for recommendation(s):

3.1 To provide better guidance to applicants for signage; to facilitate quality advertisement consent applications and to aid in enforcement against illegal signage across the Borough.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

Not adopting the Supplementary Planning Document for Signage is an option, but it would potentially lead to an escalation of violations of planning law (advertisement consent is an *express* consent which makes erecting a sign without it a criminal offence)

and a loss of control over signage (particularly digital) across the Borough.

4.0 Council Priority:

4.1 The relevant Council Priority is:

“The economy: Maximising growth and opportunity across Blackpool”

5.0 Background Information

5.1 There has recently been a proliferation of unlawful signs erected across the Borough and efforts to refuse consent for certain types of sign are being hampered by the lack of clear policies and guidance.

5.2 There are many breaches which are minor and not considered expedient to enforce against, but when a situation arises where we would like to enforce, there are a lack of local guidance and policy tools available to justify enforcement.

5.3 This presents a particular problem in a town like Blackpool where the density of bars and clubs is high in certain areas and where contents the content of signage is increasingly difficult to control, particularly with digital screen technology.

5.4 To combat this and reduce the risk of proliferation, a draft Supplementary Planning Document for planning was put together and this was approved by Executive on 11 December 2017 (Decision EX46/2017 refers) with a provision for the Director of Place to adopt the Supplementary Planning Document if no objections were received.

5.5 This version was released for wider public consultation on the 18 December 2017 with a closing date of the 3 January 2018. In addition a drop in session was held at Blackpool Central Library on Thursday 25 January 2018 between 10am and 2pm. No representations were received and it is therefore proposed to adopt the Supplementary Planning Document.

5.6 Does the information submitted include any exempt information? No

5.7 List of Appendices:

Appendix A Final SPD for Adoption

6.0 Legal considerations:

6.1 Once the Supplementary Planning Document has been adopted, it must be available at Customer First and online for three months. In this period, anybody has the right to request a Judicial Review of the Supplementary Planning Document. Once this period is up, there can be no further legal challenge.

7.0 Human Resources considerations:

7.1 None.

8.0 Equalities considerations:

8.1 None.

9.0 Financial considerations:

9.1 There is no cost to adopting the Supplementary Planning Document and with targeted enforcement it is likely to produce improved revenue.

10.0 Risk management considerations:

10.1 None.

11.0 Ethical considerations:

11.1 None.

12.0 Internal/ External Consultation undertaken:

12.1 Six week public consultation online, Drop in session on Thursday 25 January 2018 at Central Library.

No representations were received as part of the online consultation and two enquiries at the drop in session did not result in recorded comments although one consultee mentioned street clutter and the removal of signage which is not the focus of the Supplementary Planning Document. Planning Policy team had a key role in reviewing and shaping the final consultation draft.

13.0 Decision of Chief Officer

13.1 To note that no objections have been received and to adopt the Signage Supplementary Planning Document under the formally approved delegation of authority for this item.

14.0 Reasons for the Decision of the Chief Officer

14.1 To provide better guidance to applicants for signage; to facilitate quality advertisement consent applications and to aid in enforcement against illegal signage across the Borough.