

## Report of the Chief Executive

**18/00013/ENF**  
**UNAUTHORISED ADVERTISEMENT BOARD**  
**BASFORDS LTD, NOTTINGHAM ROAD, ATTENBOROUGH,**  
**NOTTINGHAM, NG9 6DP**

Councillor E Kerry has requested that this matter be determined by the Committee.

1 Background

- 1.1 This matter was initially brought to the Council's attention in January 2018. The advertisement board is very large and dominant in appearance. During initial contact with the business, the Council gave the option to either permanently remove the sign or to apply for advertisement consent to retain the sign.
- 1.2 Following discussions, officers were advised that they did not wish to remove the advertisement, rather it was their intention to submit an application for advertisement consent.
- 1.3 An application was initially received by the Council in September 2018, however this was never validated due to insufficient information being submitted by the applicant.
- 1.4 Since that time, attempts have been made to resubmit an application but despite extensive correspondence, this has never been validated in line with national validation requirements due to insufficient information being provided. The unauthorised advertisement remains in place.

2 Appraisal

- 2.1 The advertisement board measures 6.1m x 3.4m and is positioned 2.6m from ground level to the base of the advertisement and 6.1m to the top of the board. The board also projects 23cm from the side elevation of the building.
- 2.2 The business premises lie within a predominantly commercial area and are set back from the main road by some distance. The advertisement board covers an entire wall at first floor level and is prominent in the streetscene by virtue of its size and position.
- 2.3 The business has other large advertisements on the property frontage of the main building plus a pole mounted and a totem sign adjacent the pavement, within the car park area in advance of the building. Additionally, there are three other pole mounted signs in advance of the building within the car park area.
- 2.4 Due to the size of the sign, the projection beyond the side elevation of the building and because of the number of existing advertisements displayed, it is considered unlikely that advertisement consent would be granted as it is considered to be harmful to the amenity of the area.

2.5 It is therefore necessary to carry out enforcement action to secure the removal of the sign. The unauthorised display of advertisement signs is a criminal offence and the enforcement action available to the Council would be prosecution proceedings through the Magistrates' Court.

**Recommendation**

**The Committee is asked to RESOLVE that enforcement action be taken to secure the removal of the unauthorised advertisement.**

**Photographs showing the sign:**

