

Open Report on behalf of Richard Wills, Executive Director for Environment and Economy

Report to:	Highways and Transport Scrutiny Committee
Date:	14 December 2015
Subject:	Roundabout Advertising

Summary:

This report provides information to the Highways and Transport Scrutiny Committee about the current position regarding Roundabout Advertising within Lincolnshire.

Actions Required:

Members of the Highways and Transport Scrutiny Committee are invited to consider and comment on the report.

1. Background

- 1.1 This matter has been discussed at previous meetings of both this Committee on 29th July 2013 and the Highways, Transport and Technology Scrutiny Committee on 21st January 2013.
- 1.2 The current policy relates to the sponsorship of roundabouts and has been in existence for many years and is shown in Appendix A. This policy only applies to the provision of planting on the highway with the intention that planting will be confined to the main towns. The original proposal would extend this to include the erection of advertising boards.
- 1.3 The current policy provides a framework for approval of planting schemes and small scale signing to be approved by the County Council and administered by the City/Borough/District Council.
- 1.4 The Highway Authority's role is limited to approving the planting scheme on highway safety grounds and issuing the licence to use highway ground. The County Council receives no income from these sites but the maintenance costs are borne by the applicant.
- 1.5 The proposed policy would permit the erection of advertising boards managed by local councils supported by commercial providers.

- 1.6 Following the recommendation from Scrutiny Committee in July 2013, officers met with East Lindsey staff to establish procedures and progress with the development of a trial scheme.
- 1.7 Amended documents and licence applications which form part of the policy document were produced to enable the County Council to licence any new arrangements.
- 1.8 The most noticeable change in the streetscape was the design of the new signs involving an increase to the current restrictions on the size and type of permitted signs:
Current sign size : 630mm x 270mm (0.17m²)
Proposed sign size : 1100mm x 550mm (0.61m²)
A design for the new signs was developed which would enable the submission of planning applications for the proposed sites.
- 1.9 Working with the commercial partner four proposed roundabout sites were identified where local businesses had expressed an interest in advertising.
- 1.10 Plans for the progression of the trial were discussed with the Portfolio Holder. As originally voiced by some members there were continuing concerns with regard to sign clutter and distraction of motorists. Two of the proposed sites were deemed to be intrusive in terms of the Wolds Area of Outstanding Natural Beauty and proximity to National Trust property and authority was not given to proceed with these.
- 1.11 The remaining two sites, in Louth, were subject to applications for Planning Permission to East Lindsey Planning Committee on 21st November 2013.
- 1.12 Both applications were refused by the Planning Committee. The reason for refusal was that the proposed signs by reason of their size, number, positioning and design, located in an area of Special Control for Advertisements, would constitute unnecessary sign clutter and detract from the character of the area.

2. Conclusion

- 2.1 When it was not possible to secure unanimous support amongst the seven local councils, the original concept of a countywide scheme was reduced in scope to trial the proposals in a single district area.
- 2.2 East Lindsey District Council produced proposals for roundabouts in their district. These proposals were based on the opportunity to work with a single supplier arrangement to cover the management of sponsorship and maintenance of selected roundabouts. Staff from the two authorities developed the proposals to enable licences to be issued by the County Council and planning applications to be submitted.

- 2.3 Planning permission for the reduced number of roundabouts was refused by the ELDC Planning Committee in November 2013, stating reasons which were consistent with previous concerns expressed by councillors and the Portfolio Holder.
- 2.4 In the two years, since the above refusal, our District Councils have continued to operate within the existing arrangements. There have been no further proposals or expressions of interest in promoting advertising on roundabouts.
- 2.5 Councillors are invited to comment on the above update.

3. Consultation

a) Policy Proofing Actions Required

n/a

4. Appendices

These are listed below and attached at the back of the report	
Appendix A	Current policy with respect to roundabout sponsorship HAT 63-1-10
Appendix B	Report to Highways Scrutiny Committee on 15 July 2013

5. Background Papers

The following background papers as defined in the Local Government Act 1972 were relied upon in the writing of this report.

Document title	Where the document can be viewed
Lincolnshire Streetscape Design Manual	Web Site
Highways, Transport and Technology Scrutiny Committee 21st January 2013	Web Site

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