

Extract from minutes of Executive, 25 August 2016

5. Advertising Boards ("A" Boards) and Other Equipment on the Public Highway

Resolved: That the Executive agree to:

- (i) The implementation of the Draft 'A' Board Policy, relating to the area of city centre as outlined in Option A and as shown on the plan at Appendix A of the report; along with,
- (ii) Option B, a 5 month transition period, to allow the policy to become fully communicated and put into practice for 1st February 2017, and
- (iii) Option D, the trial of Remote 'A' Board (RAB)/Shared 'A' Board (SAB) criteria/approvals, for 12 months.
- (iv) Option E, the undertaking of further assessment and consultation with regards to potential policy content for all areas outside of the city centre zone, requiring a further report and recommendations within 12 months, and
- (v) Option F the undertaking of analysis of the initial city centre policy, with a subsequent report one year post full implementation.

- Reason:
- (i) To provide adequate control of the many and varied obstructions (particularly for those with impaired mobility for example, blind and/or partially sighted) temporarily located on the public highway, taking into account of the Council's responsibilities under the Highways Act 1980, the Equality Act 2010 and Town & Country Planning Act 1990.
 - (ii) To mitigate the impact on the visual amenity of the conservation area and setting of the many listed buildings in the city centre.
 - (iii) To contribute further to the removal of street clutter, improve the street scene and public realm.