

Leavenheath Parish Council

Policy on Control of Roadside Advertising

Policy

1. Event Advertising will be permitted on highway verges, utility poles and similar structures subject to the following conditions:
 - (a) Signs shall comply as a minimum with Suffolk County Council Highways Advice Note ESE 01 "Advertising Signs in the Highway"
 - (b) Advertising signs must relate to events or activities in the Parish of Leavenheath or its adjoining Parishes (Assington, Stoke by Nayland, Nayland with Wissington, Polstead, Boxford)
 - (c) Signs shall be no greater than A2 size, except for events within the Parish where one banner sign may be erected on the grass Verge at the top of the High Road
 - (d) Where event signage includes the name of a commercial sponsor, the area of any sign allocated to that sponsor shall not exceed 25% of the total area of the sign
 - (e) A maximum of four signs per event may be displayed within the Parish
 - (f) Signs shall be erected no more than four weeks before the event and shall be removed within two days of the event
2. Advertisements other than Event Advertising shall comply with 1(a), 1(b) and 1(c) above, and shall be displayed for no longer than four weeks.
3. Roadside advertising relating to the sale of private property (eg. For Sale, Under Offer and Sold signs) shall be confined to within the curtilage of the property concerned.
4. Advertisements in breach of the foregoing may be removed without notice and will be retained for one month prior to disposal. Signage may also be removed without notice when a party has been informed of this Policy.

Objectives

The objectives of this Policy is to confine informal roadside advertising and signage to appropriately-sized **temporary** notices for community events in the Parish or in neighbouring parishes, as well as for public information notices that are specific interest to Parishioners, such as local road closures.

Procedures

The Clerk will forward a copy of the Policy to any party that erects or seeks to erect signage that appears in conflict with the Policy. The Clerk shall notify the said party of any breach within 3 days of such breach being brought to his/her attention, requesting removal of the offending signs within no more than 3 days, after which the Clerk shall arrange for such signs to be removed to storage, provided that the signs are located on land over which consent to enter for this purpose has been obtained.

This policy shall be reviewed at least biennially