NORTH LANARKSHIRE COUNCIL

REPORT

To: PLANNING AND ENVIRONMENT COMMITTEE

Subject: ENFORCEMENT ACTION: UNAUTHORISED LOCATION OF "SIX SHEET" ADVERTISEMENT HOARDINGS BY PRIMELIGHT ADVERTISING LIMITED, 14/15 LOWER GROSVENOR PLACE, LONDON, SW1W OEW.

From: DIRECTOR OF PLANNING AND ENVIRONMENT

Date: 10 May 2000

Ref: C/PL/30/01/(4)/MF/JW

Purpose of Report

1. The purpose of this report is to seek authority to take appropriate enforcement action concerning the unauthorised siting of illuminated six sheet advertisement hoardings at numerous locations within the Central Divisional area of North Lanarkshire.

Background

2. During March and April 1999 it was noted that illuminated "six sheet" advertisement hoardings had begun to be placed on or adjacent to various commercial premises (e.g. newsagents, hot food shops), throughout the Central Divisional Area. Additionally, several complaints were received from local residents regarding unauthorised six sheet hoardings erected adjacent to residential properties adversely affecting amenity.

3. Planning enforcement staff subsequently carried out a comprehensive survey of the area during August 1999 and identified 19 unauthorised hoardings displayed at 10 locations by one company, Retail Media Limited of 14/15 Lower Grosvenor Place, London SW1W OEW. (During correspondence with the company has also identified itself under the names Primelight Media Limited, 14/15 Lower Grosvenor Place, London, Citilite Limited, 14/15 Lower Grosvenor Place, London, and more recently Primesight, 3 Waterhouse Square, 138-142 Holborn, London, EC1N 2NY).

4. The company was contacted by letter, advised of the requirement for advertisement consent and further advised to either submit retrospective applications for the various hoardings or to remove them. Following protracted negotiations applications were received for the sites some of which were subsequently granted and others refused. In the case of refusals the company has invariably submitted appeals against refusal and when requested to remove the unauthorised hoardings has ignored these requests. Additionally, at sites where the display of two hoardings has been refused and dismissed on appeal the company has then submitted further applications for the site for a single hoarding and continued to display the unauthorised hoardings.
5. Authority to take enforcement action has already been granted within Central Division at locations at 52 Main Street, Chapelhall and 1-5 Commonside Street, Airdrie. In these cases enforcement notices were served, appealed and the appeals dismissed. The company subsequently delayed removing the hoardings until letters were issued advising that the matter was in the process of being submitted to the Procurator Fiscal. A further enforcement notice appeal for 62 Clark Street, Airdrie is currently with the Scottish Ministers for determination.

6. Since the original correspondence was issued advising the company that planning permission was required for the siting of the hoardings a further 11 unauthorised hoardings have been erected at 7 locations despite the company being aware of the requirement for planning permission. When contacted regarding the requirement for planning consent the company again proceeds via a retrospective planning application procedure and the hoardings are not removed.

**Summary**

7. It is my opinion that the company are clearly disregarding the requirements for advertisement consent and are using the retrospective application procedure as an excuse to prolong the unauthorised display of advertisements and to accumulate revenue. The company continues to erect unauthorised hoardings despite having been advised of the requirement for advertisement consent prior to the location and display from hoardings.

8. Therefore, in order to prevent the submission of a number of reports requesting enforcement action and a piecemeal approach to the enforcement of this matter, I would request that you grant authority to take enforcement action against all the following locations at which the company is displaying hoardings without advertisement consent.

**Locations of Unauthorised Hoardings**

9. The locations at which enforcement authority is sought against unauthorised hoardings displayed by Retail Media Limited, (also known as, Citilite Ltd, Primelight Advertising Limited or Primesight) are as follows:-

- Drumgelloch Stores, 48 Forrest Street, Airdrie. – 2 wall mounted hoardings.
- 233 Forrest Street, Airdrie. – 2 wall mounted hoardings.
- Kwik Save, 1B Bank Street, Coatbridge – 3 wall mounted hoardings.
- 31 Lauchope Street, Chapelhall. – 1 double sided, freestanding hoarding.
- 41 Woodhall Street, Chapelhall – 1 double sided, freestanding hoarding.
- Glenmavis Post Office, 130 Coatbridge Road, Glenmavis – 2 wall mounted hoardings.
- 215 Greengairs Road, Greengairs. – 1 double sided, freestanding hoarding.
- Valenti’s, 159 Main Street, Plains, by Airdrie – 2 wall mounted hoardings.
- 58 Whifflet Street, Coatbridge – 1 wall mounted hoarding.
- Sunnyside Newsagents, 33/36 Sunnyside Road, Coatbridge – 2 wall mounted hoardings.
- Post Office, 111/115 Black Street, Airdrie – 1 double sided freestanding hoarding.
Swift Service Station, Bo’ness Road, Chapelhall – double sided freestanding hoarding.

“Iron Angels”, 10A High Street, Airdrie – 2 wall mounted hoardings.

2 Carlisle Road, Airdrie – 2 wall mounted hoardings.

67 Main Street, Plains, by Airdrie – 2 wall mounted hoardings.

69 Graham Street, Airdrie – 2 wall mounted hoardings.

Thames Garage, 116 Main Street, Chapelhall – 1 double sided freestanding hoarding.

Ladbrokes, 111/115 Black Street, Airdrie – 1 wall mounted hoarding.

**Recommendation**

10. It is recommended that Committee authorise that

   i) Enforcement Notices be served on all persons having an interest in the land described above in terms of The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

   ii) a) Each Notice should take effect 30 days from its date of service.

      b) the time period for compliance should be 30 days from the date each Notice takes effect.

   iii) Each Notice should specify that the unauthorised hoardings be removed and the site be reinstated to its previous condition.

David M Porch
DIRECTOR OF PLANNING AND ENVIRONMENT
19 April, 2000

For further information please contact Mark Forrest on 01236 812378