

FROM: **PORT HEALTH & ENVIRONMENTAL SERVICES  
COMMITTEE**

**Tuesday 13<sup>th</sup> May 2014**

TO: **PLANNING & TRANSPORTATION COMMITTEE**

**Tuesday 10<sup>th</sup> June 2014**

**ADVERTISING ('A') BOARDS IN THE CITY OF LONDON**

The Committee received a report of the Director of Built Environment on the current practices in relation to Advertising Boards ('A' Boards) on the highway in the City.

Members noted that prior to the decision being taken by the Planning and Transport Committee; comments were being sought from all relevant committees.

In expressing support for the report, the Committee agreed that removal of 'A' Boards should be mandatory and a zero tolerance approach towards obstruction should be implemented. The Assistant Director of Street Scene and Strategy advised that enforcement would be in accord with the City's enforcement policy and that businesses with 'A' Boards would be made aware of the policy position before formal action was taken. This would be the same approach as that taken in the successful enforcement of the time banding of bagged waste being presented on our streets.

RESOLVED – That the Committee supports the recommendations of the report and that comments of the Committee be forwarded to the Planning and Transportation Committee.