

**EXECUTIVE DECISIONS TAKEN BY CABINET PORTFOLIO HOLDER
NOTICE OF DECISION**

TITLE OF DECISION: REGULATION 7 DIRECTION UNDER TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATION 2007	
NAME OF DECISION TAKER:	COUNCILLOR GINA DOWDING
POSITION AND RESPONSIBILITY HELD:	CABINET MEMBER WITH RESPONSIBILITY FOR STRATEGIC PLANNING AND PLACE MAKING
CONTACT OFFICER:	FIONA CLARK
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Details of Decision: <p>Authorisation to bring, the Regulation 7 Direction under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, to prohibit the display of To Let boards on residential properties in the wards of Bulk, Castle, John O'Gaunt, Marsh, Scotforth East and Scotforth West, without express consent into force.</p>	
Reasons for the decision: <p>The case for a Regulation 7 Direction is justified for the wards of Bulk, Castle, John O'Gaunt, Marsh, Scotforth East and Scotforth West for the following reasons:</p> <ul style="list-style-type: none">• The areas have a significant concentration of HMOs due to the nature of the housing stock and the proximity to the Universities in Lancaster. Due to the turnover of occupants in these areas, particularly the student population, there is a significant proliferation of 'To Let' boards.• The proliferation and clutter arising from the display of 'To Let' boards have a negative impact on the local character of the areas. The cumulative impact has a harmful effect upon amenity contrary to the aims of the NPPF.• A Regulation 7 Direction will prevent the proliferation of 'To Let' boards in these area and have a positive impact on the council's ability to control advertisements and ensure that the character and appearance of areas is protected. <p>The Secretary of State agrees with the above justification and on 29 April 2021 issued a Regulation 7 Direction designating the wards of Bulk, Castle, John O'Gaunt, Marsh, Scotforth East and Scotforth West. The Regulation 7 Direction will be brought into force to give the Council the opportunity to consider the impact of signs individually and cumulatively to ensure that they do not adversely affect the visual amenity of the areas covered by the controls.</p>	
IS THE DECISION URGENT No	
<p>I can confirm that this decision is urgent as any delay likely to be caused by the Call-in process would seriously prejudice the Council's or the public's interests and therefore is not subject to Call-in. The Chair of the Overview and Scrutiny Committee has been consulted.</p> <p>I hereby agree both that the decision proposed is reasonable, in all the circumstances, and to it being treated as a matter of urgency.</p> <p>Signed : Chief Executive N/A</p>	

LANCASTER CITY COUNCIL

Promoting City, Coast & Countryside

<p>I confirm that I have taken account of the options proposed by officers, the various implications set out in the report and the comments of the Monitoring and Section 151 Officers and am authorising the decision as set out above.</p>			
SIGNATURE OF DECISION TAKER:		Cllr Gina Dowding	
DATE:		7.6.21	
<i>THIS SECTION TO BE COMPLETED BY DEMOCRATIC SERVICES</i>			REF NO.
			ICMD1
DATE DECISION TAKEN:	7.6.21	DATE RECEIVED BY DEMOCRATIC SERVICES:	7.6.21
DATE DECISION PUBLISHED:	7.6.21	IMPLEMENTATION DATE (publication day + 5 working days):	15.6.21