

Felsham Parish Council: Policy on Control of Advertising on Highway Verges

Objectives:

1. to confine, so far as possible, advertising on highway verges¹ to temporary notices for community events² or public purposes³ in Felsham or Gedding (ie to prevent advertising on highway verges (i) which is permanent; or (ii) which is for an event which is remote in time; or (iii) which is for an event which is remote in distance).
2. to ensure temporary advertising on highway verges within the Parish Boundary of Felsham by community interests in this parish or Gedding and public bodies
 - a. is not obtrusive;
 - b. is erected not too long before the event;
 - c. is removed soon after the event.

Any such advertising requires the landowner's permission. It may or may not require planning permission, but using the planning system to deal with temporary advertising is impractical.

The main roadside verges in Felsham are on the Bury, Church and Cockfield Roads, as well as the Felsham (to Rattlesden) Road. This includes the Upper and Lower Greens. Most of these verges are owned by Suffolk Highways Department or the Parish Council. Small sections are privately owned, and are included in this policy where permission from the landowner has been received.

The policy of SCC Highways Department is set out in Highways Advice Note ESE 01. Nothing in these proposals conflicts with this, and in several ways it is more restrictive than this.

It is proposed not to control advertising on walls and buildings¹. It is proposed to permit advertising by commercial organisations in Felsham, because it is difficult to see how to distinguish between them and eg farm events. If any permanent sign on a highway verge obtained planning permission, it would be respected.

The Council **RESOLVED** to adopt the following policy, which supersedes the relevant portion of existing Standing Orders, subject to the agreement of Suffolk Highways Department.

1. *Advertising is permitted on highway verges within scope⁴ for activities in Felsham or Gedding parishes. Size not greater than A2. Number of advertisements not greater than 6*
2. *Advertisements for activities in Felsham or Gedding to be erected not more than four weeks before the event, and removed not more than two days after the event*
3. *Advertisements not for a specific event to be displayed for no more than four weeks*
4. *Advertisements in breach to be removed without notice*
5. *Removal to be by any PC member. Clerk to be advised when this is done*
6. *Removed advertisements to be kept for one month before being disposed of. Clerk to advise advertiser of removal, where reasonably practicable, after the removal*
7. *This policy to be reviewed after 12 months' operation.*

¹ Including telephone poles and similar structures

² Including lost property and similar notices

³ eg Road closures

⁴ All verges within the parish boundary assumed in scope of Suffolk Highways Department or other relevant landowner