

Cabinet Meeting: Monday, 07 October 2024

Question from: Cllr Prashad

Question to: Cllr Patient

I have been in communication with the Planning Enforcement Department since March 2024 with regard to the array of illuminated signage within the conservation area of Greetland and West Vale, following complaints from residents. Several new businesses in the area have installed illuminated signage, some of which are flashing neon signs and it appears that there is a competition between these businesses, each trying to outdo the other with the style and colour of the signage. I was told in April that there was backlog of enforcement cases and due to the complexity of some of the cases, it could be months before this issue was investigated. I made the suggestion that perhaps a letter to local businesses informing them that some signage may require planning consent should be investigated and was told that this was under consideration. I received a letter from Planning Department dated 2nd July to say that an initial assessment of the issue would be undertaken to determine if further action is appropriate, but limited resources meant that it could be several weeks before I would hear anything further and I should refrain from any further emails about this issue. I would mention that further illuminated signage continues to be installed within the conservation area without any censure.

I would like cabinet to confirm:

“Is Greetland and West Vale unequivocally a conservation area, or just in name only, because currently it bears the disreputable nickname of WEST VEGAS, due partially to the number of unregulated illuminated signs which are growing unchecked in number.”

Response

Enforcement matters can take a large amount of time to deal with, some of the most complex matters can continue for years. The service has to prioritise resources into enforcement issues that are most serious and causing the highest levels of public concern. Investigations of less serious issues may not take place quickly, but they will be undertaken. This will include consideration of whether it is expedient to take enforcement action.

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