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Our Ref: Reg7



Ministry of Housing Communities & Local Government
CCT Planning Casework Unit
5 St Philips Place
Colmore Row
Birmingham
B3 2PW

Sent By Email – pcu@communities.gov.uk

13 October 2020

Dear Sir/Madam

Request for Direction under Regulation 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Withdrawal of Deemed Consent to display advertisements relating to the letting of premises – Regulation 6 & Class 3A of Part 1 of Schedule 3

Lancaster City wards of Bulk, Castle, John O’Gaunt, Marsh, Scotforth East and Scotforth West

On behalf of the Local Planning Authority, Lancaster City Council, I formally request that the Secretary of State make a direction under Regulation 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The effect of the proposed Direction would be to withdraw the deemed consent contained in Class 3A of Schedule 3 to the Regulations to display advertisements relating to the letting of residential properties in the wards of Bulk, Castle, John O’Gaunt, Marsh, Scotforth East and Scotforth West in Lancaster, thereby requiring express consent to be obtained for such letting advertisements to be erected.

The Council’s Cabinet considered a report at its meeting of 15 September 2020 and resolved to proceed with the proposed Direction, giving the Director for Economic Growth and Regeneration delegated authority to submit the request to the Secretary of State. A copy of the Cabinet Report and minutes from that meeting are attached. The report and background papers set out the Council’s justification and evidence base for a Direction to be made, together with a map of the area to which the proposed Direction is to apply. I include the following documents:

- Report to and minutes of Cabinet - 15 September 2020;
- Background Paper on the Designation of a Regulation 7 Direction in Lancaster;
- Consultation Statement, including summary of responses to consultation held between 21 February and 3 April 2020;
- Map of the area proposed.

DIRECTORATE FOR ECONOMIC GROWTH AND REGENERATION

Planning and Place Service

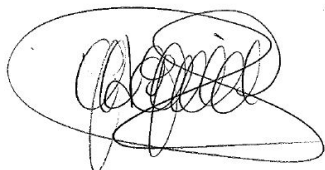
PO Box 4
Town Hall
Lancaster LA1 1QR
DX63531



I will now arrange for the publicity requirements of regulation 7(2) of the regulations to be complied with. It is anticipated that the consultation will commence on the Friday 6 November and run for three weeks. Any representations/objections we received as a result will be forwarded.

If you require any further information and have queries with regard to the request please contact Fiona Clark either by email - fjclark@lancaster.gov.uk or phone 01524 582222.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Jason Syers', enclosed within a large, loopy oval shape.

Jason Syers
Director for Economic Growth and Regeneration