

UNAUTHORISED ADVERTISING AND PROMOTIONAL SIGNS IN MALTON

Introduction

Malton is an historic market town dating from Roman times, and its people take pride in helping to preserve the special character of the community – whether it be as a good place to live, to do business in – or simply for visitors to enjoy. Keeping the town looking good is also an important part of sustaining a strong local economy – as it helps to encourage people to come back. The character of the town can sometimes be harmed by the display of temporary advertising signs (fly-posting), either in banner, poster, or other forms.

The display of such temporary promotional signs is not authorised by any public body.

The majority of these signs are placed on North Yorkshire County Council (NYCC) highways land or fixtures, and are typically affixed to public buildings or street furniture. As these signs are not officially authorised, and following consultation with local partners, NYCC has delegated powers to Malton Town Council to remove such signs on a discretionary basis.

Likely interventions

Notwithstanding the above, Malton Town Council proposes to take a pragmatic approach to such fly-posting and will generally only intervene:

- i) Where advertising signs are purely commercial in their nature;
- ii) Where signs are unnecessarily large, scruffy, untidy, or particularly gaudy; and
- iii) Where signs are located such that they might present a threat or hazard to road safety.

The promotion of community events

It should be noted that this is not a blanket intervention policy. Where such temporary signs seek to reasonably promote community initiatives at local venues within Malton, these are permitted, with the proviso that they meet the following criteria:

- i) The display of such signs to assist in the promotion of genuine community events is modest in size (not exceeding 80cm high X 160 cm wide), and are well presented.
- ii) Such signs are not located where they might present a threat or hazard to road safety; and
- iii) Such signs for the promotion of community events within the town should not be displayed for longer than 21 days before the event, and are removed by the sponsor no later than the day following the event.

Temporary signs in Designated Conservation Areas

The case for intervention will be strictly observed where the display of such signs indicated above is undertaken within designated Conservation Areas of the town.