1. The CEO be authorised to urgently agree a compliance strategy in regard to signage covering areas involved, approval procedures, priorities for enforcement, costs and the nature of reporting back.

2. Upon identification in writing to a business that they are displaying illegally established signage, the Compliance Department be given authority to require it be removed immediately.

3. A concerted, proactive effort be placed on enforcing the current signage provisions addressing illegally established signage throughout the District, starting with the Town Centre Zones.

4. A press release be issued informing the public of this change in policy regarding the enforcement of signage.

5. A report be brought back to the Full Council in six months time updating the Full Council on the findings of the enforcement program.