

NOTICE OF MOTION

ESTATE AGENTS' BOARDS REGULATION 7 AREA EXTENSION

This Council resolves to recommend to the Economic Development and Culture Committee that the current Regulation 7 Direction ban on estate agents' boards in certain areas of the city under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 be extended to other central parts of the city where this is a significant problem, and requests that a report be brought to that Committee at the earliest opportunity reviewing other roads which may satisfy the criteria and outlining options for further introduction.

Background:

The introduction on 20 September 2010 of the Regulation 7 Direction ban on estate agents boards under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 has been a great success and is supported by the Brighton & Hove Estate Agents Association.

As the Secretary of State noted when the Council initially applied for the ban, these areas contain good historic architecture, including some of the highest quality, and such boards cause significant problems to the historic character of these areas. The ban should also only apply to those streets that have been most affected by the sub-division of properties and which are of greatest uniformity of townscape.

There are many streets around the Regulation 7 area, such as St Aubyns or Livingstone Road, which satisfy the Secretary of State's criteria but were not included. These roads, and many others nearby, are permanently blighted by boards and would, therefore, be ideal candidates for inclusion.

