

The options below set out methods of controlling the proliferation of residential letting boards within the City.

Option	Pros	Cons
<p>1 Regulatory Approach - apply to the Secretary of State for a Regulation 7 Direction to withdraw deemed consent rights for residential letting boards</p> <p>Associated Measures</p> <ul style="list-style-type: none"> • Producing planning guidance allowing limited use of small 'to let' plaques on outside walls rather than seeking applications for boards which comply with this criteria, to reduce Development Management workload. • Collating the evidence and justifications required for the submission of a request for a Reg. 7 Direction to remove national deemed consent. • Applying to the Secretary of State • Introduction of Reg. 7 Direction • Ongoing enforcement of Reg. 7 Direction 	<ul style="list-style-type: none"> ▪ There would be a clear legal restriction on the ability to display residential letting boards within a defined area for at least a 5 year period ▪ Significant improvements to the visual amenity of defined areas could be enforced by the LPA ▪ This restriction would enforce a shift in estate agent commercial practices. Estate agents are now able to display their offer of available properties via the internet and no longer need to rely on stand-alone boards outside each relevant property. ▪ A Direction would meet aim 10 of the SHS 'Reduce the proliferation of unsightly to let boards in studentified areas' and action point 24 of the Housing Strategy 2015... 'working with letting agents to reduce signage' 	<ul style="list-style-type: none"> ▪ It is considered there is a significant risk that a Reg. 7 Direction would be unsuccessful. Heritage Officers consider that since 2010 there have been insufficient changes in the material circumstances of either Hove Station, Old Hove or Old Town Conservation Areas or relevant heritage legislation to support a new application to the Secretary of State for the removal of deemed advert consent ▪ Conservation areas have protected status because of their special architectural or historic interest; there would be greater challenges demonstrating to the Secretary of State that the high bar for a Reg. 7 Direction is met outside of conservation areas e.g. in the Lewes Rd area ▪ If successful Reg. 7 Directions are generally granted for a 5 year period so the process would be likely to include the requirement for an updated evidence base forming part of any resubmission

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<p>2 Voluntary management of residential letting boards - engage with ongoing work around the Private Rented Sector and engage with relevant Partnerships</p> <p>Associated Measures</p> <ul style="list-style-type: none"> • Connect with existing partnerships e.g. Rent Smart Partnership, or Strategic Housing Partnership (SHP) using its associated Student Housing Strategy (SHS) • Connect with existing council work around the Private Rented Sector • Seek inclusion of appropriate letting board practice within universities endorsement schemes and ratings systems • Produce planning based guidance encouraging the use of small plaques on outside walls and an end to 'let by' etc. signs to guide private sector landlords • Letting Agents can be informed that if voluntary management is unsuccessful more formal action may be considered via a Reg. 7 submission 	<ul style="list-style-type: none"> ▪ A wider area can be covered by voluntary management than the area which might be allowed under a Reg. 7 Direction, including areas outside conservation areas with a proliferation of HMOs. ▪ If voluntary management was found to be ineffective, this could be submitted as evidence to the SoS as part of a Reg. 7 Direction application ▪ Work could be targeted towards solutions to meet Action 10 of the SHS 'Reduce the proliferation of unsightly to let boards in studentified areas' by engaging the combined action of the existing stakeholder network of the SHP and Action Point 24 of the Housing Strategy 2015 'Reduce the impact of student lets on neighbourhoods through... working with letting agents to reduce signage' by engaging with Housing Strategy colleagues ▪ There is an existing focus within the council's work programmes to address unneighbourly issues arising within the Private Rented Sector. A voluntary management scheme can link into this work stream as well as into existing partnerships and can seek to include residential letting boards good practice within other recommended good practice within the industry and ratings systems for letting agencies ▪ Voluntary management would encourage a modal shift in estate agent commercial practices to primarily advertise available properties on the internet and/or use small plaques on outside walls. 	<ul style="list-style-type: none"> ▪ Ongoing Officer Resources Required: Policy, Projects and Heritage Team to draw up and promote the scheme; ▪ Individual stakeholders or Partnerships may not support this option ▪ Estate Agents who are not on endorsed lists or in Partnerships or associations may not be discouraged from displaying boards which have an on-going detrimental effect on visual amenity, character and appearance of wide areas of the City ▪ The approach may be ineffective in dealing with the proliferation of lettings boards

Option	Pros	Cons
3 Do Nothing	<ul style="list-style-type: none"> ▪ Cost: minimal ▪ Officer resources: minimal 	<ul style="list-style-type: none"> ▪ Contrary to resolution of Council in response to Notice of Motion ▪ Would not meet the principles, goals or actions of council strategies, or engage with ongoing work and Partnerships to tackle problems arising within the Private Rented Sector which include opportunities to tackle stand-alone residential letting boards ▪ Continued proliferation of residential letting boards upon the highway ▪ On-going detrimental effect on the visual amenity, character and appearance of wide areas of the City

