

## Code of Good Practice for the display of Residential Estate and Letting Agent Boards within the Coombe Road area Pilot Scheme 2017-2018

### Existing Regulations

Most Estate and Letting Agent boards are allowed under the deemed consent provisions of [The Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007: Schedule 3 Classes of Advertisement for which deemed consent is granted – Part 1 Class 3 'Miscellaneous temporary advertisements'](#). Points 1-4 are extracts from the above regulations and should not be considered a comprehensive list.

1. Letting boards must be removed not later than 14 days from the date of the tenancy being granted.
2. Sales boards must be removed not later than 14 days from the completion of the sale.
3. No advertisement may be displayed indicating that land or premises have been sold or let, other than by the addition to an existing advertisement of a statement that a sale or letting has been agreed, or that the land or premises have been sold or let, subject to contract.
4. Boards should be no more than 0.5m<sup>2</sup> in area.

### Code of Good Practice for the Coombe Road area Pilot Scheme

5. 'To Let' and 'For Sale' signs should either be in the form of an internally displayed ground floor window advert or a wall mounted board measuring no more than 34cm x 48cm or 48cm x 34cm attached to the main building flush to the wall at ground floor level (not higher than first floor window sill level).
6. Boards should not be mounted upon posts freestanding in the gardens or the grounds or attached to garden walls/gates etc. adjacent to the public highway.
7. The addition of a statement that the property has been let; sold; or let subject to contract should be attached to the existing internally displayed ground floor window advert or the existing wall mounted board attached to the main building.
8. Lettings signs for properties that are new to the market for the following academic year shall not be put up until 1st February of that year and shall be removed 14 days after the property is let or otherwise effectively taken off the market for the next academic year.

## Why is there a Voluntary Code seeking Additional Good Practice?

A yearlong pilot scheme is being introduced in June 2017 which seeks to curb a proliferation of sales and letting boards adjacent to the highway. Other methods of display – internal window advertisements or wall mounted boards attached to the main building – are being promoted to limit negative impacts upon local streets and communities. Focusing on the Coombe Road area of Brighton, the pilot scheme will test methods of reducing the proliferation of Estate and Letting Agent boards in affected parts of the City and includes proactive working with Partner organisations within Rent Smart Brighton and Hove, and the Strategic Housing Partnership and the Coombe Road Area Local Action Team.

Please see our dedicated [pilot scheme webpage](#) for more information.

This Voluntary Code sets out good practice which the Council is seeking to encourage; without prejudice to the ability of the Local Planning Authority to take enforcement action if the [2007 Advert Regulations](#) are being contravened. Most estate agent adverts would be allowed under the deemed consent provisions of these [2007 Regulations](#), but would otherwise require express consent.



Examples of acceptable Wall Mounted signage (above)



Wall Mounted sign; Leeds 2016