

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007
REGULATION 7: DIRECTION RESTRICTING DEEMED CONSENT**

The Secretary of State for Levelling Up, Housing and Communities ('the Secretary of State') is satisfied, upon a proposal made to him by Charnwood Borough Council, as the local planning authority, that the display of advertisements relating to the display of estate agents boards for the letting of premises as specified in Class 3A of Schedule 3, Part 1,] to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the 'Regulations') should not be undertaken without express consent in parts of the .

The Direction would cover the following areas in the Loughborough, Leicestershire as shown on the attached maps, namely:

- STORER ROAD CONSERVATION AREA

The proposal has been the subject of a site visit, having been publicly advertised.

The areas to be included in the Direction are specified in the Schedule to this Direction.

This Direction shall have effect for a period of 10 years from the date on which it comes into force in accordance with the provisions of the Regulations.

Schedule

This Direction relates to the display of advertisements relating to the display of estate agents boards for the letting of premises as specified under Class 3A of Part 1 of Schedule 3 to the Regulations] in the following areas in the Loughborough, Leicestershire, namely:

- STORER ROAD CONSERVATION AREA

The reasons for the Secretary of State's decision are set out in his letter of November 2022 to the Council, a copy of which is attached.

Rachael Beard

Senior Planning Casework Manager

Department for Levelling Up, Housing & Communities
Authorised by the Secretary of State to sign on that behalf

DATE: 15 November 2022