

On the 15 November 2022 the Secretary of State for Levelling Up, Housing and Communities ('the Secretary of State') approved the request for a renewal of the Regulation 7 Direction Order in relation to Letting boards within the Storer Road Conservation Area. (shown outlined in yellow on the plan.) The order is currently being advertised in the National and Local press and will come into effect on the **21 December 2022**

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

The Direction approved on 15 November 2022 by the Secretary of State for Levelling Up, Housing and Communities ('the Secretary of State') relates 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 Storer Road Conservation Area in Loughborough as delineated in yellow on the annexed plan.

The proposal has been publicly advertised by the Secretary of State in accordance with the provisions of the Regulations.

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

Also shown on the plan outlined in red is the area of the 'voluntary agreement'. Local agents and landlords have voluntarily agreed to a restriction on letting boards, displayed at right angles to the wall of the property, in order to reduce the clutter in the street scene and the damage to visual amenity that was felt to be caused due to the proliferation of letting boards at particular times of the year. It has been agreed that a letting board (approx A3 size) can be displayed, above the front door to the property, flat to the wall for the requisite period. This voluntary code has been in operation for over two years now and has proven to be very successful thanks to the cooperation of the agents and landlords in the area. It is hoped this level of cooperation will continue to be as successful in the future.

If you have any questions in respect of either matters above, please contact the Planning Enforcement Team via email at development.control@charnwood.gov.uk