

On the 16th February 2010 the Secretary of State for Communities and Local Government (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 area. (shown below 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 **6th April 2010**.

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 Secretary of State for Communities And Local Government (the “Secretary of State”) has had a proposal made to him by Charnwood Borough Council, as the local planning authority, that deemed consent for the display of advertisements relating to the letting of premises specified in Class 3A of Schedule 3, Part 1, to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (‘the regulations’) should be withdrawn in the Storer Road area of Ashby Road conservation area in Loughborough.

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

Having considered the proposal, the Secretary of State in the pursuance of the powers conferred in him by the Regulations, hereby directs that the provisions of the Regulations shall not apply to the display of advertisements specified in the Schedule to this direction in the area delineated in yellow on a plan attached to the Direction.

This Direction relates to the display of advertisements under Class 3A in Part 1 of Schedule 3 to the Regulations in the Storer Road area of Ashby Road Conservation area in Loughborough as delineated in yellow on the annexed plan.

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 then please contact Helen Robinson Senior Enforcement Officer: Tel: 01509 634743 or via email: helen.robinson@charnwood.gov.uk