

Size of Advertising Boards in Church Stretton, Shropshire

by

Cllr. Andrew Williams

For Cllr. John Luck (Chair) - Planning Committee - Church Stretton Town Council

Cllr. Luck requested the size of the 'Halls' estate agents' commercial 'V' advertising board on the vacant T.S.B. bank on the corner of Sandford Avenue and High Street, Church Stretton.

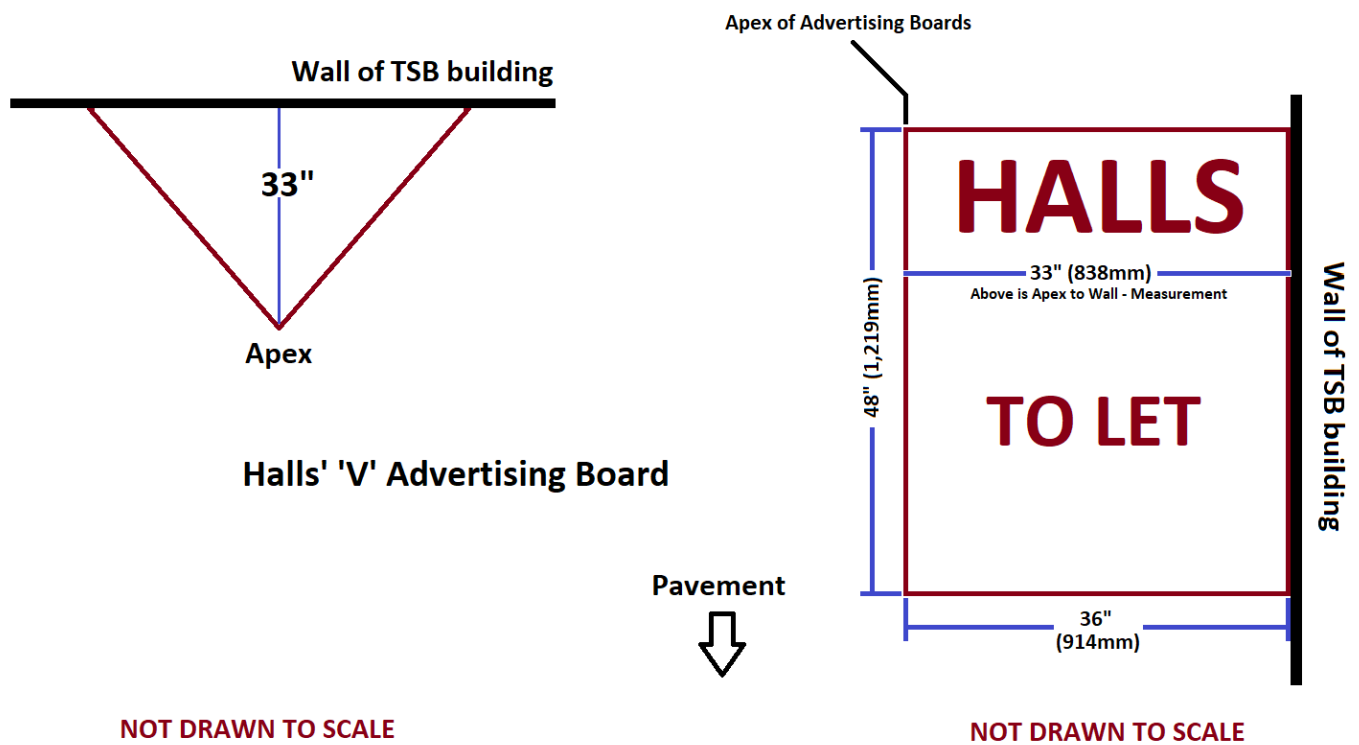
Measuring the Metres Squared (m^2) of the Halls Estate Agent's Advertising Board

Tools used to measure the Metres Squared of the Halls estate agent's 'V' commercial advertising board:

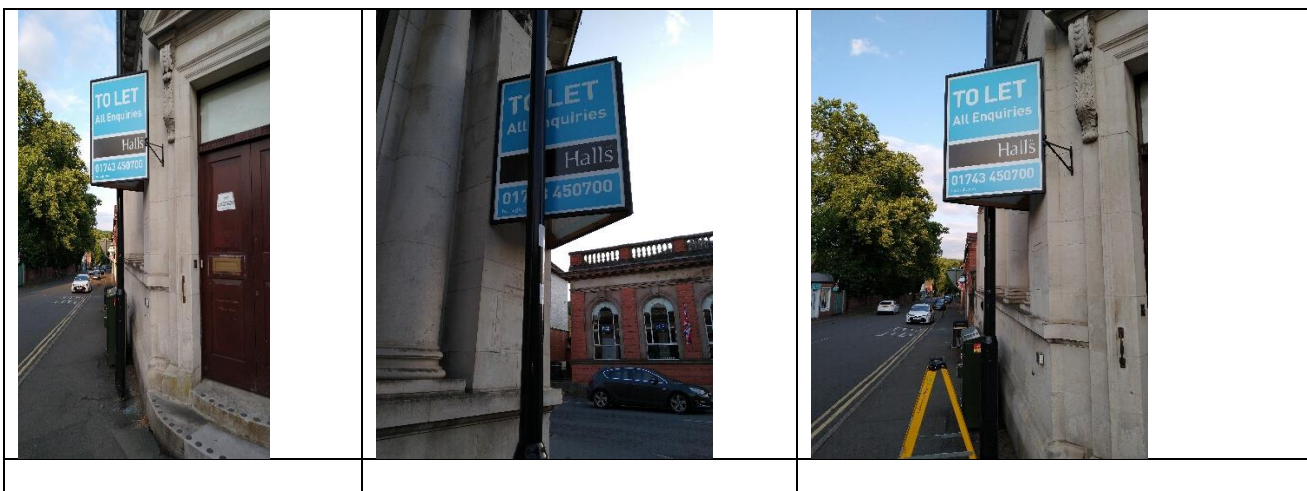
- Electricians Fibreglass Stepladders
- Stanley 5-metre (16 ft) Retractable Tape Measure
- **Methodology:**
- First of all, I had to adapt my bike trailer so I could transport the Electrician's Fibreglass Ladders to the TSB Bank in order to measure the Metres Squared (m^2) of the Halls estate agent's advertising board.
- Placed the ladders by the '**To Let**' advertising board. Climbed the stepladders until I was able to use the retractable tape measure. Measured the depth and height of the advertising board. Also measured from the building wall to the apex of the advertising board.
- The measurements of the advertising board came to;
Length (L) = 48" (1,219mm)
Depth (D) = 36" (914mm)
Width = 0.24" (6mm) – thickness of the Correx – no need for calculation
- $1,219\text{mm (L)} \times 914\text{mm (D)} = 1.114.166 \text{ m}^2$ (1.114 m^2)
 1.114 m^2 is 11.99 ft^2 ----- ($1.114 \text{ m}^2 = 1.114000 \text{ mm}^2$)
- Commercial Estate Agent's Advertising Boards are allowed to be up to 2.0 m^2 (as cited in '*Legal for Landlords*)

- Measurement from the building wall to the apex of the 'V' advertising board is **33"** (**838 mm**).

The permitted maximum length from the building wall to the apex of the advertising board is **39"**(**991 mm**).



Photos of the advertising boards attached to the TSB Bank building in Church Stretton.





Can only have one advertising board per property *(Town and Country Planning (Control of Advertisements) (England) Regulations 2007)*

There are estate agent board size rules too.

- For Residential use of a 'To Let' or 'For Sale' board, the largest 'advertising board' you can use is 0.5 m².
- If you're advertising a **Commercial** property, this can be up to 2.0 m²
(Town and Country Planning (Control of Advertisements) (England) Regulations 2007)

ADDITIONAL INFORMATION

History of Advertising Boards and why regulations were brought in.

In December 2013, Cheltenham Council sent out a warning letter to all Estate Agents in the area of Cheltenham, concerning the governing of the display of Signage ('To Let' – 'For Sale') Boards.

Who regulates estate agents in the UK?

The National Trading Standards Estate and Letting Agency Team protects consumers and businesses by enforcing the Estate Agents Act of 1979 (EAA 1979) and the Tenant Fees Act 2019.

History of the 'Letting Board Code'.

The first Letting Board Code came into effect in 2006 following the introduction of the first Area of Special Advertisement Control (Regulation 7 Direction) in Leeds on 1st January 2006.

The 'Code' was produced in consultation with key stakeholders including representatives from the local community, landlords/agent groups, and the city's universities.

The Code aimed to control the visual impact of '**To Let**' boards, whilst allowing landlords to legitimately advertise their properties.

The Code was revised in December 2009 and following further discussions with the aforementioned stakeholders as part of the wider consultation for the revised **Area of Special Advertisement Control (Regulation 7 Direction)**, which came into effect on 1st February 2010.

The 'Letting Board Code'.



After recent problems over the display of '**To Let**' boards, it was decided to produce an article specifically on the display of 'To Let' and 'For Sale' boards. Newcastle Council were planning on banning the use of '**To Let**' boards as it was having a negative impact on the visual amenity in the Newcastle neighbourhoods. If this ban is agreed, the city will join Hastings, Leeds, Brighton & Hove, Loughborough, Westminster, Kensington & Chelsea, Hammersmith & Fulham, Nottingham and Preston councils who have already accepted **Regulation 7 powers**.

Letting boards, Regulation 7 Direction (www.designingbuildings)

Newcastle City Council has fought back against the proliferation of **'To Let'** boards that it says are 'intrusive' and 'spoil popular areas'. From January 2015, landlords and lettings agents will need to apply for advertisement consent to install lettings boards. Court action and fines of up to £2,500 will then apply to boards that are not removed or do not have advertisement consent.

The move comes following a successful application to the Government for a **Regulation 7 Direction** which will apply in; Gosforth, Heaton, High West Jesmond, Jesmond, Sandyford, Shielfield, South Gosforth and Spital Tongues.

Normally, letting boards are considered to have deemed consent under the 'Town and Country Planning (Control of Advertisements) Regulations'. However, a **Regulation 7 Direction** removes this deemed consent for a specified area.

Cabinet member for 'Investment and Development', Cllr. Ged Bell said: "The council has tried for a number of years to reduce the amount of lettings boards in certain areas of the city, even introducing a voluntary code for landlords.

"Residents tell us that too many boards spoil areas and negatively affect house prices, particularly in areas like Jesmond and Sandyford that often contain student households.

"We are very pleased the Planning Inspector agrees with us that we need more powers to take firmer action against landlords and letting agents who pepper our streets with these intrusive **'To Let'** advertising boards.

"This **Regulation 7 Direction** gives us the power to take enforcement action against a significant minority and address an issue which is a persistent concern for residents in some of our most densely populated neighbourhoods.

Newcastle is the first big English city to successfully apply for a 'Regulation 7 Direction' requiring consent for lettings boards (although directions are in place in cities such as Nottingham to control the design of boards).

It remains to be seen whether other cities will follow.

Last edited 03 Dec 2020

EG Leeds Council on the subject of, 'To Let' advertising boards.

Advertising Boards will conform to the wall above or around the front door.

- A. No board shall be higher than the first-floor window sill level.
- B. Alternatively, the advertising board can be placed inside a property ground floor window.

- The advertising board can either be A or B, (as stated above) but not both.
- Advertising company logo can only be 20% of the whole board.

Size of Advertising Boards

Residential advertising boards measure at, 813 mm x 610 mm x 6 mm (32" x 24" x 0.24")

'T' advertising boards are for front garden of property.

'V' advertising boards, attached to a property.

'Flat' advertising boards, attached to a property.

Commercial advertising boards measure at, 1220 mm x 915 mm x 6 mm (48" x 36" x 0.24")

Large Free Standing advertising boards for agricultural land.

'V' advertising boards, attached to a commercial unit/building.

'Flat' advertising boards, attached to a commercial unit/building.

Standard Commercial Site advertising board sizes can be, (48" x 36"), (60" x 48"), (72" x 48"), (96" x 48")

- **The maximum projection from the building is one metre (39" (991 mm))**, and this applies to both **residential** and **commercial** properties.
- The maximum height of the highest part of the advertising board is normally 4.6 metres (**15' 1" (4,597 mm)**) above the ground, but if the property is in a **conservation area**, this is reduced to 3.6 metres (**11' 10" (3,607)**).

References: -

Country Wide Signs

Ian Cook via WhatsApp via my Contact

<http://countrywide-signs.com>

Designing Buildings

www.designingbuildings.co.uk

Estateagent-Boards.com (part of the SD Group, (www.SignalDisplay.com) Ltd, Hull)

www.estateagent-boards.com/commercial-board

First Agency Boards (Bishops Stortford, CM23)

www.firstagencyboards.co.uk/products/commercial-boards/

Henderson Signs

<https://www.hendersonsigns.co.uk/estate-agent-commercial-signs>



Legal for Landlords

<https://www.legalforlandlords.co.uk/3144-2/>

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

[The Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007
\(legislation.gov.uk\)](http://www.legislation.gov.uk)

Further Material

COMMERCIAL	RESIDENTIAL
	
Wall Mounted 'V' Board 48" x 36" x 0.24" (thickness of Correx Board) 1219 mm x 915 mm x 6 mm	'T' Advertising Board 32" x 24" x 0.24" 813 mm x 610 mm x 6 mm

	
<p>Free Standing Commercial / Agricultural 'V' Board 48" x 36" x 0.24" 1219 mm x 915 mm x 6 mm Two boards to make a single 'V' Board</p>	<p>'Flat' Advertising Board 32" x 24" x 0.24" 813 mm x 610 mm x 6 mm</p>
	
<p>'Flat' Correx Commercial Boards 48" x 36" x 0.24" 1219 mm x 915 mm x 6 mm</p>	<p>'V' Advertising Board 32" x 24" x 0.24" 813 mm x 610 mm x 6 mm Two boards to make a single 'V' Board</p>
	
<p>Shop Window Mounted (inside) 48" x 36" x 0.24" 1219 mm x 915 mm x 6 mm</p>	<p>'Flag' Advertising Board 32" x 24" x 0.24" 813 mm x 610 mm x 6 mm</p>

Agricultural/Industrial/Commercial - the size of the board must not exceed **2 m² (21.5 ft²)** in area, or **2.3 m² (24.8 ft²)** for two joined boards.

Sale of Goods or Livestock – the advertising board must not exceed **1.2 m² (12.9 ft²)** in area.

What are Estate Agents signs made of?

These boards are made from lightweight **Correx**.

Correx is composed of twin-wall fluted plastic and is waterproof and are 6mm (0.24") in Width (Thickness).



Further Reading: -

Boardwatch

A Guide to the Design and Display of Estate Agents' Boards

<https://www.westminster.gov.uk>

The Property Ombudsman

Code of Practice for Residential Letting Agents (England) (Effective from 1st June 2019)

www.tradingstandards.uk/media/documents/commercial/codes-of-practice/tpo-residential-lettings.pdf

End