

Illegal signs

Displaying signs in contravention of the Advertisement Regulations is an offence which can be prosecuted in the Magistrate's Court, even if it is later removed. The maximum fine on conviction is presently £2,500, with an additional daily fine of £250 for a continuing offence.

On receipt of a complaint, we visit the site and, if the sign is unauthorised, we write to the agent requesting its removal.

If the sign is not removed, or if an agency persistently breaches the regulations, we will invite them to attend a taped interview under caution as the first step to proceeding to a prosecution.

For further information please contact our Enforcement Team at the address given on the back of this leaflet or visit our web site

**To obtain a copy of this
leaflet on tape or in large
print please telephone
(01296) 585679**

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AYLESBURY VALE
DISTRICT COUNCIL



**Planning
Enforcement**

**Estate
agents'
boards**

Planning Division

Planning Enforcement

Estate agents' boards

This leaflet is to help local estate agents and board contractors understand the law regarding display of property boards. It covers areas commonly encountered and is not intended to be exhaustive.

The present rules are the Town and Country Planning (Control of Advertisement) Regulations 2007 which give the display of certain advertisements a 'deemed consent' without the need to obtain 'express consent' from the Council. The regulations exist to protect visual amenities and highway safety.

What signs may be displayed?

Signs for the sale or letting of residential and other properties may be displayed, subject to the following controls:

Location

- Signs may only be displayed on the property for sale/let
- Signs may not be displayed on highway verges or street furniture, other public land or at any other location away from the property.

Quantity

- One sign is permitted, which may be a single board, or 2 boards joined at an angle or placed 'back to back'
- Where there is more than one sign, the first one to be displayed is the one permitted

- Additional signs must not be displayed, e.g. at the rear or sides of the property
- In the case of blocks of flats, individual signs may be displayed in the window or on the wall of the relevant flat, where another estate agent sign already exists outside. We suggest that where a number of flats are for sale that one board indicating "flats for sale/to let" is displayed, together with the number of the flats.

Length of time displayed

- The sign must be removed within 14 days of a sale being completed or tenancy granted.

Size

- Residential signs must not be larger than 0.5m², or where 2 boards are joined together at total of 0.6m²
- Agricultural, industrial and commercial boards must not be larger than 2m², or 2.3m² where 2 boards are joined together
- Where the sign is attached to a building the maximum projection is 1m.

Wording

- 2 forms of applied wording are permitted when a property is sold or let: "Sale/Let agreed" or "Sold/Let subject to contract"
- We suggest that an indication of the number/name of the property is added to the board where it is not clear which property is for sale/to let e.g. in a block of flats.

Sponsored advertising boards

The regulations permit the display of advertisements announcing local events being held for charitable, but not for commercial, purposes subject to the following controls:

- No sign should exceed 0.6m² in area
- The sign should be displayed no more than 28 days before the event and removed 14 days after
- The owner of the land on which the sign is displayed has given permission

It is common practice for estate agents to support local events, particularly school fetes, by providing and erecting sponsored signs. Regulations do not provide for these signs and their display is unauthorised.

However, we do not wish to discourage the advertising of local events and are prepared to tolerate sponsored signs subject to the following additional controls.

- The signs should not resemble the sign boards of the sponsoring company. The sponsor's name and logo should be no larger or bolder than that used for announcing the local event and should occupy less than 20% of the sign's area.
- Before siting signs on the highway verge, you should seek consent from Bucks County Council as the local highway authority. You can contact them at the Winslow Area Office, Winslow Centre, Park Street, Winslow, Bucks, MK18 3RB. Tel 0845 230 2882