

# Advertisements Which Are Normally Permitted

## Conditions for display without application

An outdoor advertisement is permitted for display without the planning authority's specific consent if:

- the effect of the rules is to exclude it from direct control; or
- it comes within the provisions of one of the 14 classes of deemed consent specified in the rules.

If your advertisement is not permitted in either of these ways, you must first obtain the planning authority's consent before you display it. The description of advertisements which follows may not include all the conditions and limitations which apply to a particular class, and you are advised to consult the Regulations for all these details.

## Class 2: miscellaneous advertisements on any premises

Class 2 gives consent for a wide variety of small notices and signs to be displayed on the premises or buildings to which the notice or sign relates. Class 2 is divided into three separate categories, (A), (B) and (C), each with its own provisions for deemed consent.

**Class 2(A)** permits notices or signs to be displayed on buildings or land as a means of identification, direction or warning. These would include:

- the street number or name of a dwelling-house
- a field-gate sign saying '*Please shut the gate*'
- a warning notice saying '*Beware of the dog*'
- a private sign saying '*No parking please*'.

Advertisements in Class 2(A) must not exceed 0.3 of a square metre in area. Illumination is not allowed.

**Class 2(B)** permits notices or signs to be displayed on any premises for the purpose of advertising the fact that a person, partnership or company is carrying on a profession, business or trade at those premises. These would include:

- a brass plate outside a doctor's surgery
- a notice-board displaying the names of individuals in a partnership
- the name of a company operating from the premises.

An advertisement in Class 2(B) must not exceed 0.3 of a square metre in area, but if there is more than one entrance to the premises on different road frontages, two advertisements of 0.3 of a square metre each may be displayed (on a separate frontage),

**Class 2(C)** permits notices or signs which relate to:

- any religious, educational, cultural, recreational, medical or similar institution; or
- any hotel, inn or public house, block of flats, club, boarding-house or hostel.

This is providing that the advertisement is displayed at the premises and does not exceed 1.2 square metres in area. If there is more than one entrance to the premises

on different road frontages, two advertisements of 1.2 square metres each may be displayed (each on a separate frontage).

Any advertisement in Class 2B and 2C may be illuminated, with deemed consent, **if the illumination is intended to indicate that medical or similar services or supplies are available at the premises.** But no letters, figures, symbols or similar features included in the advertisement in Class 2 may be over 0.75 of a metre in height, or 0.3 of a metre in height if the premises are in any Area of Special Control of Advertisements.

### **Class 3: Temporary Advertisements**

Class 3 gives consent for a wide variety of notices and signs which are usually displayed to publicise a forthcoming event, or to advertise a short-term use of the advertisement site. Class 3 is divided into six separate categories – (A), (B), (C), (D), (E) and (F) – each with its own provisions for deemed consent.

**Class 3(A)** permits boards to be displayed by such firms as estate agents, chartered surveyors, auctioneers and valuers, advertising that land or premises are for sale or to let.

**Class 3(B)** permits advertisements to be displayed announcing that there is to be a sale of goods or livestock on land or premises which are not normally used for commercial purposes. These would include:

- an auction sale of house-contents at the house
- a sale of livestock on farm premises.

The advertisement board or notice must not exceed 1.2 square metres at the place where the advertised sale is to be held.

**Class 3(C)** permits firms or individuals who are carrying out building, engineering or construction work to advertise the fact at the site. One firm or individual may display their own advertisement board, provided it does not exceed 2 square metres; but if all those engaged on the contract rely on a single advertisement board, it can have a total area of 2 square metres, plus a further 0.4 of a square metre for each additional firm or person mentioned on the board.

**Class 3(D)** permits temporary notices or signs which are intended to advertise any local event being held for charitable purposes, which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose. This permission would include an advertisement for:

- a church bazaar
- a fete for a parent-teacher association
- a sponsored marathon in aid of charity
- an amateur sports event, but not any sporting event organised for commercial purposes.

The advertisement permitted by Class 3(D) must not exceed 0.6 of a square metre.

**Class 3(E)** permits temporary notices or signs advertising that a demonstration of agricultural methods or processes is taking place on the land where they are being displayed. The total area of all such notices must not exceed 1.2 square metres in aggregate and no individual notice is to exceed 0.4 of a square metre. They may be displayed only for a period of six months in any year.

**Class 3(F)** permits temporary notices or signs announcing the visit of a travelling circus or fair. These advertisements must not be displayed more than 14 days before the opening of the circus or fair and must be removed within seven days afterwards. The local planning authority must be told 14 days beforehand of the sites of the notice. The notice or sign must not exceed 0.6 of a square metre.

Advertisements permitted by Class 3 **must not**:

- have any letters, figures, symbols or similar features of the design over 0.75 of a metre in height, or 0.3 of a metre in height if they are in any Area of Special Control;
- have the highest part of the advertisement at more than 4.6 metres above ground-level, or 3.6 metres in any Area of Special Control (except for estate agents' boards, in Class 3(A), advertising a sale or letting of premises situated in a building above these specified height limits); or
- be illuminated in any circumstances.

And, if a Class 3 advertisement relates to a sale or event, **it must not be displayed more than 28 days before the sale or event begins and must be removed within 14 days after it ends.**