

Areas of Special Advertisement Control

Areas of Special Advertisement Control are areas which have been specifically defined as such by the local planning authority because they consider its scenic, historical, architectural or cultural features are so significant that a stricter degree of advertisement control is justified in order to conserve visual amenity within that area.

Legislation requires that Areas of Special Advertisement Control are to be rural areas or other areas which appear to the Secretary of State (or the Welsh Assembly) to require 'special protection on grounds of amenity'.

The main consequence for advertisements which can be displayed with deemed consent in an Area of Special Advertisement Control is that there are stricter limits on permitted height and size of the advertisement than in areas not covered.

There are currently 13 Areas of Special Advertisement Control registered as Local Land Charges in Leeds and these cover approximately one third of the geographical area that makes up the Leeds City Council administrative area.

General Information on Advertisement Signs and Hoardings

Most types of outdoor advertisements are covered by the rules set down by the Government, which control their display. The main types excluded from control include: those displayed on enclosed land or inside buildings and not visible outside those displayed on moving vehicles or boats and advertisements which form an integral part of a building's fabric. In addition, notices, such as those giving information about local, parliamentary and European elections, road traffic signs, national flags, the flags of European Union, the Commonwealth, the United Nations, English County flags and saints' flags associated with a particular county do not require consent.

All outdoor advertisements must comply with five 'standard conditions' - they must:

- Be kept clean and tidy
- Be kept in a safe condition
- Have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on the highway land)
- Not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport
- Be removed carefully where so required by the planning authority.

Deemed consent

Many other types of advertising benefit from what is known as 'Deemed Consent' and you do not need to submit a formal application, subject to certain restrictions. These include:

- 'Functional Advertisements' by bodies such as the government departments and agencies and the City Council about their services or Metro bus timetables on bus stops.
- Signs on and giving information about business premises, places of worship, educational, recreational or cultural establishments.
- Advertisements on the forecourts of business premises, including shops, restaurants, cafés and petrol filling stations.
- Temporary advertisements, including estate agents' boards, contractor's signs on building sites, adverts for local community events but not of a commercial nature) and poster-hoardings which are being used to screen building while the work is being carried out.
- Direction signs to house building sites and advertisements, including flags at the sites themselves.
- Neighbourhood Watch signs.
- Advertisements on highway structures.
- Advertisements on telephone kiosks.
- Advertisements that have been displayed without consent for more than ten years, where express consent has expired (unless an application for renewal has been refused) or it would contravene a condition on the original consent.

Restrictions normally relate to the number or locations of adverts or signs permitted, size of the display, its height above ground, the size of any lettering and whether or not it is illuminated.

There are additional restrictions on Deemed Consent in any area that has been designated as an Areas of Special Advertisement Control (as well as in some cases other areas such as Conservation Areas).

Further advice is available from the Development Enquiry Centre on 0113 222 4409*.

Please note that this document is for general information only. If you require specific opinion/approval regarding the display of advertisements you should contact the City Development Department*.

If you have any questions about this document please telephone Gareth Moore, Section Head - Local Land Charges on 0113 2243441 or e-mail gareth.moore@leeds.gov.uk

