

EXETER CITY COUNCIL LETTING AGENT SIGNBOARDS PROTOCOL

This protocol applies to Class 3A 'Miscellaneous temporary advertisements' of Schedule 3 of the Control of Advertisement Regulations 2007:

'An advertisement relating to the sale or letting, for residential use or for development for such use, of the land or premises on which it is displayed.'

The purpose of the protocol is to secure agreement from letting agents to display less signboards in an area of the City where there are complaints that there are excessive numbers and to avoid the need for the Council to seek additional controls on signboards.

It applies within the area of Exeter with a high proportion of student shared houses comprising St James and parts of Duryard, Newtown, Pennsylvania, Polsloe and St David's wards corresponding to the area subject to an Article 4 Direction removing the permitted development right for a change of use from Class C3 (residential) to Class C4 (House in multiple occupation for 3-6 residents), including nine streets within the area but excluded from the direction. A plan of the area is attached.

Agents and property owners are encouraged to use internal signs behind windows or flat wall mounted signs in preference to flag or 'T' mountings.

Agents and property owners displaying Class 3A signs should comply with Advertisement Control legislation including the maximum area and limit of one per property and the following provisions:

No 'Let by' or 'Let and Managed By' sign boards should be displayed, including for the fourteen day period allowed by law.

No 'To let' signs should be displayed during July or August or by the same agent on adjoining properties.

There is no restriction on 'For Sale' signs beyond the law.

The City Council will:

Regularly remind agents active in the area and property owners of the provisions of the code.

Enforce the legal requirements, including on purpose-built student accommodation in the area and focus action on any agents or property owners not complying with the protocol. Displayers of 'Let by' signs will be required to provide evidence of the date of a tenancy and the 14 day period will be rigidly enforced.

Take down unauthorised signs on City or County Council land such as on open spaces and highway verges.

Keep the effectiveness of this protocol under review. If agents do not comply with it the Council will seek a Regulation 7 Direction removing the deemed consent right for all Class 3A signs.

Any questions on this protocol and breaches should be reported to: City Development on 01392 265223 or planning@exeter.gov.uk