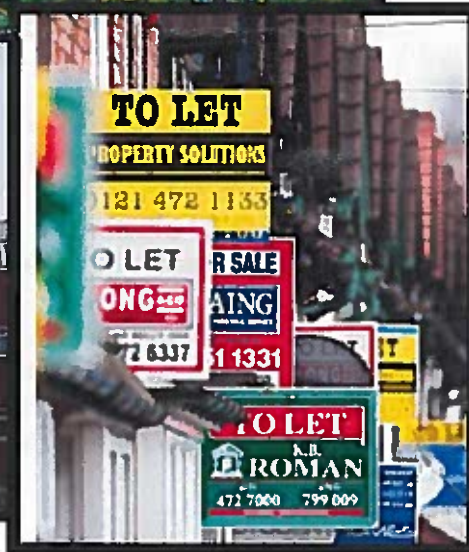


Planning Services – Development Management

Voluntary Code of Practice on Letting Boards in Areas with High Proportions of Shared Housing

September 2013



Altogether better

Durham
County Council



Introducing the Voluntary Code of Practice

For some time members of the local community and some resident groups have raised concerns at the issue of residential letting boards in areas with high proportions of shared housing within the Durham City area.

There is a view that the number of boards is excessive and some boards are often displayed longer than necessary and are used as general advertising for the agent, even though the particular property may have been let.

As part of the County Council's commitment to protecting and enhancing environments throughout the County it has introduced measures to seek to address this issue.

After consultations in Autumn 2010, with local resident groups, the local Member of Parliament and the local property and letting agents known to be active in the area, the County Council introduced a Voluntary Code of Conduct. This came into force for a trial period between November 2011 and March 2013, and enabled all parties involved in the initial consultation to provide comments on how successful the Code had been, and introduce any amendments to improve where necessary.

All these comments have now been collated and the Council have considered them, along with doing research of experiences and approaches adopted in other cities throughout the Country who have faced similar issues. The result being a further amended Voluntary Code of practice for Letting Boards within stipulated streets within the Conservation Area of Durham City.

It is proposed that this voluntary code will be in force for a further final trial period from 1 November 2013 to 31 January 2014.

After this period the Council will again reconsider all the results of the scheme to determine the success of the Code. If it is considered that the Code has still not achieved the desired results, the Council will consider taking further formal action to pursue tighter control of the display of letting boards through the introduction of a Direction under Regulation 7 of the Town and Country Planning (Control Of Advertisement) Regulations.

To enable a more accurate monitoring of the Code all agents will be asked to provide a list to the Local Planning Authority of those properties they intend to advertise in the year before November and then an updated list in January the following year of those properties that have been let to tenants (lists to be sent to pamela.glaister@durham.gov.uk).

Scope of the Voluntary Code

The key issues covered by the Code are:

- Number of boards displayed by an individual company in a concentrated area
- Length of time boards are displayed
- Size and shape of boards

- location of boards
- Area to be covered by the Code

Measures included in the Code effective from October 2013

In order to ensure compliance with the Code advertisers will need to ensure they abide by the following standards:

1) Number of Boards

Code Requirements:

That letting agents are restricted to one board per individual property type per agent per street with a maximum of 2 boards in any one street from any one agent

2) Length of time boards are displayed

Code Requirements:

That no to let boards are displayed before 1st November in any one year and all boards are removed before 1st February the following year.

3) Size and shape of boards

Code Requirements:

The size of all boards are restricted to the limitations of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 .i.e. 0.5 sq (approx 70 cm by 70 cm) for a single board or 0.6 sq m (approx 78 cm by 78 cm) for two joined boards.

4) Location of boards in relation to building, garden, etc

Code Requirements:

Boards must be attached to buildings and be no more than 3.6 meters above ground level and should not be placed on posts in the gardens or grounds, with the exception of premises where the distance from outer front door to back edge of pavement is more than 5 metres. In instances where post signs are allowed they should not overhang the highway.

5) Area to be covered by the code

Code Requirements:

That the code applies to the streets within the Conservation Area of the following locations within Durham City, (see attached appendix map of Conservation Area)

Viaduct area to include; Sutton Street, Mowbray Street, Waddington Street, Ainsley Street, Flass Street, Bridge Street, Atherton Street, East Atherton Street, Mitchell Street, Lambton Street, Redhills Lane, Parkside., Tenter Terrace, Highgate

Byland Lodge area to include; Hawthorn Terrace, Laburnum Avenue, Lawson Terrace, Mistletoe Street, Holly Street, John Street, Alexandria Terrace, May Street and The Avenue.

Crossgate area to include; Allergate, Crossgate, Neville Street, Summerville, Palatine View, Nevilledale Terrace, Briarville. , St Margarets Court

Gilesgate area to include; Ravensworth Terrace, The Chains, Kepier Terrace, Gilesgate, Kepier Villas, Mayorswell Street, Mayorswell Field, Renny Street, Ellis Leazes, Douglas Villas, Magdalene Heights, Station Lane, The Sidings, West View, Magdalene Street., Wynyard Grove.

Central area to include; Claypath, Providence Row, Finney Terrace, Wanless Terrace and The Sands. Elvet Waterside, Church Street, Hallgarth Street, Mavin Street, Church Lane, Whinney Hill, Mountjoy Crescent, Back Mountjoy, The Hallgarth, Boyd Street, Gladstone Villas, Highwood View, Highwood Terrace, Anchorage Terrace, Un ion Place, Old Elvet

Further Information

Further information on the code and how to comply with its requirements can be obtained from any of the following Officers:

Sarah Eldridge, Team Leader Central and East Team
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