



### **Planning and Estate Agent Signage**

Everybody selling residential, agricultural, industrial or commercial land/premises wants to ensure that their site is visible to the general public and that it is clearly marked for sale. However, it is also important that such signs are controlled to ensure that their proliferation does not result in detracting from the character of an area.

Schedule 3 Part 1 of The Planning (Control of Advertisements) Regulations (Northern Ireland) 2015 sets out within this Part what advertisements can be displayed with deemed consent and do not therefore require a separate planning application. Class 3 deals specifically with Miscellaneous temporary advertisement with Part 1 referring to the above mentioned estate agent signage – ‘Any advertisement relating to the sale or letting for residential, agricultural, industrial or commercial use for the development of such use, of the land or premises on which it is displayed must comply with the regulations governing size, location, content and timescale’.

This class permits boards to be displayed by such firms as estate agents, chartered surveyors or auctioneers advertising that land or premises for sale or to let.

- The advertisement board for each sale or letting must not exceed 10 square metres for agricultural land or 2 square metres for the sale of any other type of land or development.
- Any advertisement advertising that land or premises have been sold or let must only be done by the addition to an existing advertisement of a statement that a sale or letting has been agreed.
- In the case of 2 boards joined together then it must not exceed a total surface area of 2.5 square metres.
- If the advertisement is displayed on a building, the maximum projection permitted from the face of the building is 1 metre.
- In each case only one board may be displayed, illumination is not permitted, and it must be removed not later than 14 days after completion of the sale or granting of the tenancy.

- If the estate agent signage does not benefit from deemed consent then there is the option of submitting a planning application for advertisement consent.

The display of an unauthorised advertisement is an offence under Section 175 of the Planning Act (Northern Ireland) 2011 and this could result in prosecution. If an illegal board is reported to the Council, the Council's Planning Enforcement Team will investigate in line with the Council's Planning Enforcement Strategy.

By way of summary the Council is seeking to ensure that:

- The board is displayed on the actual property for sale/to let, and not at the entrance to the development or in any other location;
- Only one board is displayed per property – the first board is the lawful one;
- Boards are removed 14 days after completion of sale or letting;
- Advertisements erected relating to the sale or letting of any other land or development for residential, industrial or commercial use do not exceed 2 square metres or, in the case of 2 joined boards together, 2.5 square metres in aggregate, and are erected on the associated land.

If you are unclear about whether an advertisement requires advertising consent it is advisable that you seek guidance on this matter from the Council's Planning Team before you would erect it and always ensure to seek the permission of the landowner.

