

Planning Services – Development Management

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

Autumn 2017



*Altogether better*



## The Voluntary Code of Practice

Due to the continued concern raised for some time by members of the Durham City local community and resident groups, I confirm that the council are considering submitting an application to the Secretary of State for a Regulation 7 Direction to control the display of advert boards relating to student accommodation within the Durham City Conservation Area. In the interim the Voluntary Code of Practice remains in operation.

The code was initially introduced in 2011 in an attempt to reduce the number of residential letting boards on display in areas with high proportions of shared housing within the Durham City area. Since it was introduced there was in the early years a reduction in the number of boards displayed but there remains the 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.

The Voluntary Code was introduced 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. It 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. The result being a further amended Voluntary Code of practice for Letting Boards within stipulated streets within the Conservation Area of Durham City which has been rolled out yearly thereafter.

This year the voluntary code will be introduced from 1 October 2017.

### 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 1 October 2017

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 1 board** in any one street from any one agent/landlord, with the***

***exception of Hallgarth Street and Gilesgate where two boards can be displayed with a distance of no less than 20 properties.***

## **2) Length of time boards are displayed**

Code Requirements:

***That no To Let boards are displayed before 1<sup>st</sup> October in any one year and all boards are removed before 1<sup>st</sup> April 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, Young Street,

**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, Union 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:

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