

SCHEDULE 4

Regulation 10

THE SPECIFIED CLASSES OF ADVERTISEMENTS DISPLAYED WITH DEEMED CONSENT

<i>Description of advertisement</i>	<i>Maximum height of letters or figures</i>	<i>Maximum height above ground level of highest part of advertisement</i>	<i>Other conditions</i>
<b>CLASS I:</b>			
Functional advertisements of local authorities, community councils, statutory undertakers and public transport undertakers.			
(1) Advertisements relating to any function or operation of a local authority, community council, statutory undertaker or public transport undertaker which are reasonably required in order to secure the safe or efficient performance of those functions or operations and which cannot be displayed in such a manner under the provisions of these regulations relating to advertisements of any other specified class;			(i) Illumination is permissible for purposes of warning.
(2) Advertisements displayed by a planning authority on land in respect of which they are the planning authority.			
<b>CLASS II:</b>			
Miscellaneous advertisements relating to land on which they are displayed.			
(1) Advertisements for the purpose of identification, direction or warning with respect to the land or building on which they are displayed.	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	(i) Maximum area for each advertisement—0.2 sq metre. (ii) Illumination is permissible for purposes of warning.

SCHEDULE 4 (continued)

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<i>Description of advertisement</i>	<i>Maximum height of letters or figures</i>	<i>Maximum height above ground level of highest part of advertisement</i>	<i>Other conditions</i>
(2) Advertisements relating to any person, partnership or company separately carrying on a profession, business, or trade at the premises where any such advertisement is displayed.	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	(i) Maximum area for each advertisement—0.3 sq metre. (ii) Limited to one advertisement in respect of each person, partnership or company or in the case of premises with entrances on different road frontages one advertisement at each of 2 such entrances. (iii) Illumination is permissible to indicate that medical services or supplies are available on the premises.
(3) Advertisements relating to any institution of a religious, educational, cultural, recreational or medical or similar character, to any hotel, inn or public house, block of flats, club, boarding-house or hostel, situated on the land on which any such advertisement is displayed.	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	(i) Maximum area for each advertisement—1.2 sq metres. (ii) Limited to one advertisement in respect of each person, partnership or company or in the case of premises with entrances on different road frontages one advertisement at each of 2 such entrances. (iii) Illumination is permissible to indicate that medical services or supplies are available on the premises.
<b>CLASS III:</b> Certain advertisements of a temporary nature.			
(1) Advertisements relating to the availability for sale or letting of the land on which they are displayed.	0.75 metre, or 0.3 metre in an area of special control	At the lowest level at which it is reasonably practicable to display the advertisement	(i) Limited in respect of each sale or letting to one advertisement consisting of a board (whether or not attached to a building) not exceeding 2 sq metres or of 2 conjoined boards together not exceeding 2.3 sq metres. (ii) When displayed on a building not to project further than 1 metre from the face of the building. (iii) When the sale is due to start on a specified date not to be displayed earlier than 28 days before that date. (iv) To be removed within 14 days after the conclusion of the sale or letting.

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SCHEDULE 4 (*continued*)

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<i>Description of advertisement</i>	<i>Maximum height of letters or figures</i>	<i>Maximum height above ground level of highest part of advertisement</i>	<i>Other conditions</i>
(2) Advertisements announcing a sale of goods or livestock, and displayed on the land where such goods or livestock are situated or where such a sale is held, not being land which is normally used, whether at regular intervals or otherwise, for the purpose of holding such sales.	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	(i) Limited to one advertisement not exceeding 1.2 sq metres at each place. (ii) When the sale is due to start on a specified date not to be displayed earlier than 28 days before that date. (iii) To be removed within 14 days after the conclusion of the sale.
(3) Advertisements relating to the carrying out of building or similar work on the land on which they are displayed, not being land which is normally used, whether at regular intervals or otherwise, for the purpose of carrying out such work.	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	(i) Limited to one advertisement not exceeding 2 sq metres on each road frontage of the land in respect of each contractor or sub-contractor carrying out such work. (ii) To be displayed only while such works are in progress.
(4) Advertisements announcing any local event of a religious, educational, cultural, social or recreational character and advertisements relating to any temporary matter in connection with an event or a local activity of such a character, not in either case being an event or a local activity promoted or carried on for commercial purposes.	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	(i) Limited to a display of advertisements occupying an area not exceeding a total of 0.6 sq metre on any site. (ii) When the event is due to start on a specified date not to be displayed earlier than 28 days before that date. (iii) To be removed within 14 days of the conclusion of the event.

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<i>Description of advertisement</i>	<i>Maximum height of letters or figures</i>	<i>Maximum height above ground level of highest part of advertisement</i>	<i>Other conditions</i>
(5) Advertisements relating to any demonstration of agricultural methods or processes on the land on which they are displayed.	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	<ul style="list-style-type: none"> <li>(i) Limited in respect of each demonstration to a display occupying an area not exceeding 1.2 sq metres, no one advertisement of which exceeds 0.4 sq metre.</li> <li>(ii) Maximum period of display for any demonstration to be 6 months in any period of 12 months.</li> <li>(iii) When the demonstration is due to start on a specified date, not to be displayed earlier than 28 days before that date.</li> <li>(iv) To be removed within 14 days of the conclusion of the demonstration.</li> </ul>
(6) Advertisements on hoardings enclosing, either wholly or in part, land on which building operations are taking or are about to take place and which is designated in any development plan for the time being in force primarily for commercial, industrial or business purposes.	0.75 metre	4.6 metres	<ul style="list-style-type: none"> <li>(i) Not to be displayed in an area of special control or a conservation area.</li> <li>(ii) The consent shall not apply to advertisements which are less than 1.5 metres in height and 1 metre in length or more than 3.1 metres in height and 6.1 metres in length.</li> <li>(iii) When building operations are due to start on a specified date not to be displayed earlier than 28 days before that event.</li> <li>(iv) Not to be displayed for more than 2 years from the date of commencement of the display.</li> <li>(v) The advertiser shall not less than 14 days before the commencement of the display notify the planning authority of the date of the commencement of the display.</li> </ul>

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<b>CLASS IV:</b>			
Advertisements on Business Premises:			
(1) Advertisements displayed on business premises wholly with reference to all or any of the following matters: the business or other activity carried on, the goods sold or services provided, and the name and qualification of the person carrying on such business or activity or manufacturing or supplying such goods or services on those premises.	0.75 metre, or 0.3 metre in an area of special control	The bottom of the first floor level of the building or the wall on which the advertisement is displayed or, if lower, 4.6 metres or 3.6 metres in an area of special control	(i) Not to be displayed on the wall of a shop unless the wall contains a shop window. (ii) Aggregate area of such advertisements on any external face of the building in an area of special control not to exceed one-twelfth of the area of that face up to a height of 3.6 metres; the area occupied by any such advertisements to be computed as if the advertisement were displayed flat against the face of the building.
(2) Advertisements displayed on any forecourt of business premises wholly with reference to all or any of the matters specified in paragraph (1) above.	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	(i) Aggregate area of such advertisements on any forecourt not to exceed 4.5 sq metres and where a building has a forecourt on 2 or more frontages it shall be treated as having a separate forecourt on each of these frontages.
<b>CLASS V:</b>			
Advertisements within Buildings:			
Advertisements displayed within any building and not exempted from these regulations by virtue of regulation 3(2).	0.75 metre, or 0.3 metre in an area of special control	4.6 metres, or 3.6 metres in an area of special control	(i) When illuminated not to incorporate any moving feature or animation. (ii) Any one advertisement not to be more than 250 sq centimetres in area. (iii) Any group of such advertisements not to total more than one-tenth of the area of the door or window within which they are displayed.

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<b>CLASS VI:</b>			
<b>Illuminated Advertisements:</b>			
Illuminated advertisements displayed on business premises wholly with reference to all or any of the following matters: the business or other activity carried on, goods sold or services provided and the name or names and qualifications of the person or persons carrying on such business or activity or providing such goods or services on those premises.	0.75 metre	4.6 metres	<ul style="list-style-type: none"> <li>(i) Each character of such advertisements to be illuminated individually from within, the background to be non-illuminated.</li> <li>(ii) Not to be displayed in a conservation area or an area of special control.</li> <li>(iii) To be displayed only on the external face of business premises and parallel to that face.</li> <li>(iv) Not more than one such advertisement to be displayed on any external face of the business premises.</li> <li>(v) No part of the advertisement to be less than 2.5 metres above ground level.</li> <li>(vi) Not to incorporate any moving feature or animation or to be illuminated intermittently.</li> <li>(vii) Not to be displayed on any wall which does not contain a shop window.</li> <li>(viii) Any part of such an advertisement not to project more than 0.25 metre from the wall.</li> <li>(ix) Switches, wires or other electrical installations necessary for the purpose of illumination to be concealed as far as is reasonably practicable.</li> </ul>

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