

EastendHomes

FOR SALE AND TO LET SIGNS AND ADVERTISING HOARDINGS **POLICY**

1. STATEMENT OF INTENT

- 1.1 EastendHomes recognises that on occasion its leaseholders and other residents and business tenants on EastendHomes estates will want to advertise their properties for sale or to let. EastendHomes will also wish to advertise its own commercial properties through agents.
- 1.2 Estate agents boards add to general street clutter and their use on EastendHomes estates will be carefully managed.
- 1.3 EastendHomes will ensure that all estate agents signs are associated with the sale or letting of a property on the estate.
- 1.4 In order to minimise the effect of street clutter EastendHomes will regulate the number, size and location of estate agents signs.
- 1.5 Advertisements may also be placed on hoardings positioned temporarily on building sites owned or leased by EastendHomes to a contractor or developer. EastendHomes will ensure that the content of the advertisements complies with guidelines as per paragraph 2.8.

2. DETAIL

- 2.1 A proliferation of estate agents boards can have a detrimental effect on the local environment and give the impression of an unsettled community, they can also cause confusion to residents and road users.
- 2.2 The terms of the leases held by EastendHomes lessees both residential and commercial include restrictions to the erection of notices and advertisements to both internal, external areas and communal areas.
- 2.3 EastendHomes will not grant permission for estate agents boards, for residential units, to be fixed to the fabric of a building. Any boards that are fixed will be removed and disposed of and any costs incurred will be rechargeable to the agent.
- 2.4 There are freehold properties situated within EastendHomes estates. In the instance of an estate agent's board being fixed to this type of property or the external areas there is a 'Deemed Consent' allowed through the requirements provided by The Town and Country Planning (Control of Advertisements) Regulations 2007 according to the Application of the following main criteria:

- The board does not project more than 1m from the building
 - It is not illuminated or is more than 4.6m above the ground
 - The board is removed within 14 days of sale or letting.
- 2.5 If an estate agent's board does not meet all the specified criteria in the Regulations, a separate Planning Application for the advertisement will need to be made by the owner of the property. In the event that the notice is found to be unauthorised the relevant Planning Department will be notified and may proceed to seek prosecution.
- 2.6 The agent responsible must check all signs periodically; any damage caused by signs will be recharged to the agent. Any signs that EastendHomes considers hazardous e.g. in danger of falling, will be removed and any costs incurred will be rechargeable to the agent.
- 2.7 EastendHomes owns commercial property and manages tenancies for retail, office and community buildings. Advertisements for letting of this property must comply with similar guidelines to residential for 'Deemed Consent' however the maximum size allowed for boards for the advertisement of commercial property is two square metres.
- 2.8 Advertising hoardings proposed for individual sites or in relation to a building site owned by EastendHomes or transferred on a temporary basis to a contractor or developer must comply with all necessary planning legislation and highways licences and other Council and EastendHomes internal guidelines. EastendHomes will not consider advertisements for, or including:
- Political parties
 - Religious organisations
 - Content likely to offend public decency
 - Tobacco
 - Matters of a discriminatory nature

Appropriate legal action will be taken against any advertisement erected on site or standalone hoardings in contravention of this policy.