

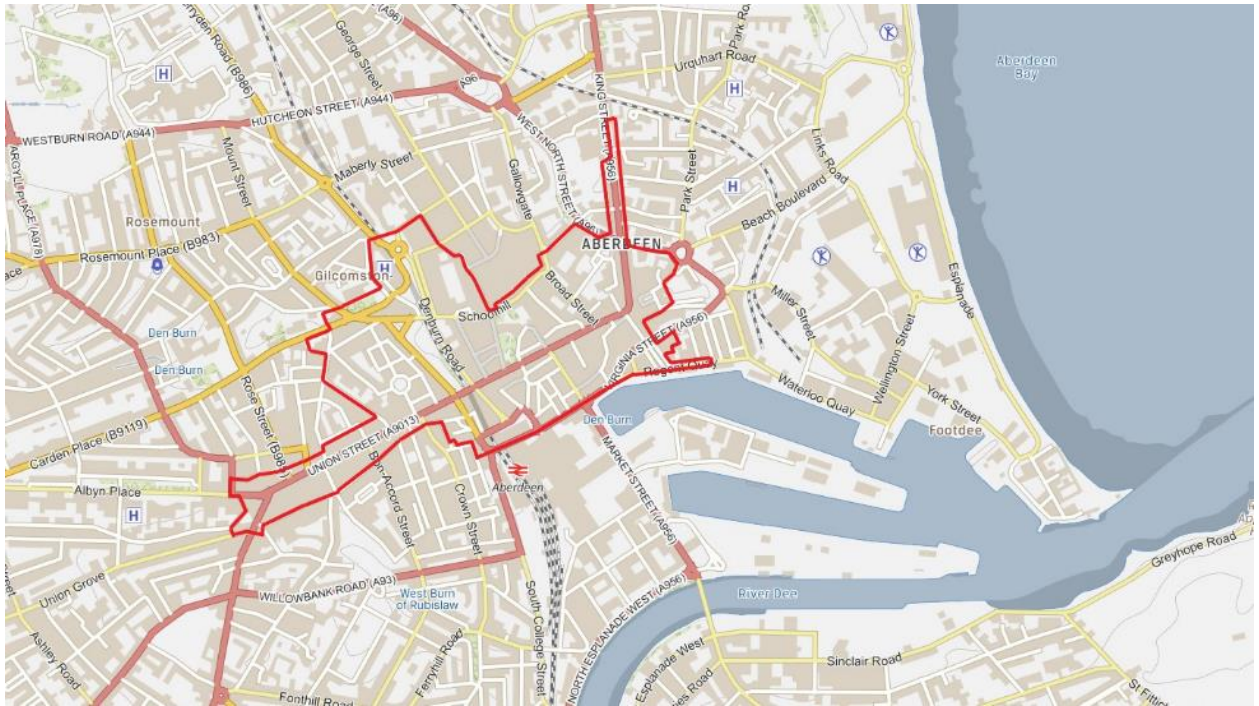


Proposed Regulation 11 Direction

As part of the City Centre Conservation Area Appraisal review it is proposed to make an application for a Regulation 11 Direction representation to the Scottish Government to remove deemed consent for large to let/for sale signs in the City Centre Conservation Area. This will give the local authority more control over the type of For Sale or To Let signs that would be erected within the City Centre Conservation Area. At times these can be unsightly and detract from the amenity and special character of the Conservation Area. Increased control would mean this impact could be minimised.

Regulation 11 'Power to exclude applications of regulation 10' of the [The Town and Country Planning \(Control of Advertisements\) \(Scotland\) Regulations 1984](#) gives powers to exclude the application of regulation 10. The classes referred to in Regulation 10 are specified in schedule 4 of the above act and covers 'The specified classes of advertisements displayed with deemed consent'. A Regulation 11 Direction would remove deemed consent for the class of advertisement that is the subject of the direction. Certain types of advertisement (in this instance large projecting to let signs) would need to apply for advertisement consent.

The Regulation 11 Direction will be to remove deemed consent for Class 3 (1) 'advertisements relating to the availability for sale or letting of the land on which they are displayed'. The proposed boundary for the Regulation 11 direction is the same as the City Centre Conservation Area boundary. This is so the planning authority will be better able to control the erection of large to let and for sale signs within the City Centre Conservation Area.



City Centre Conservation Area Boundary (proposed area to be covered by the Regulation 11 Direction



Denburn House To Let Sign



To Let Sign 5 Bon Accord Street



To Let Sign Skene Street