

Guidance for Landlords



On the erection of
residential letting boards



City of Cardiff Council



Background

The City of Cardiff Council has received approval from the Welsh Planning Minister to introduce local controls over the display of residential letting boards¹ within the Cathays and Plasnewydd wards. These controls will be **in force from 1st October 2015**.

Why is control needed?

The Council requested the controls because it considers that the visual appearance of Cathays and Plasnewydd has been harmed by the proliferation of letting boards. It has been identified that a large proportion of the properties in these areas have been subdivided into flats, are classed as Houses in Multiple Occupation or are let to groups of students. The significant number of privately rented properties has led to a more transient population, resulting in the sale or letting of properties more frequently than would normally be expected.

Within these areas, the Advertisement Regulations are often not adhered to, for example multiple boards are displayed on the same property, boards are left in place far in excess of the permitted period or boards are displayed on properties that are not actually for sale or to let. Owing to the size of the areas and the number of boards on display, previous enforcement investigations to establish which boards are unlawful have proved too difficult and time-consuming. Attempts to deal with the problem via voluntary agreements with estate agents have also been ineffective.

What is the effect of the Direction?

The Direction removes rights to display residential letting boards within the specified areas without the express consent of the Local Planning Authority. Commercial letting boards or residential 'For Sale' boards are not affected.

Anyone wishing to display a conventional residential letting board must first obtain consent. However, given the large number of properties affected and the need to avoid delay, the Council will not ask for applications for, or take action against, those boards which comply with specific criteria set out within this guidance document.

What happens if boards don't comply with the criteria?

Anyone erecting a letting board in the control areas which does not comply with the criteria will be subject to enforcement action. Applications can be submitted for the display of letting boards that do not meet the criteria, however they will only be approved in exceptional circumstances. Applications will be dealt with as quickly as possible.

What enforcement action could be taken?

The Council's Enforcement Team will be carrying out regular surveys of the Direction areas and pursuing prosecutions where appropriate. The Council can bring a prosecution in the magistrates' court immediately, with a maximum fine on conviction of (currently) around £2,500 with an additional daily fine of one tenth of the maximum penalty on conviction of a continuing offence. The Council will also take swift action to remove and destroy letting boards that do not comply with the criteria and could also recover reasonable costs for doing so.

¹ These are advertisements usually permitted by Schedule 3, Part 1, Class 3A of the Town and Country Planning (Control of Advertisements) Regulations 1992.

Criteria for acceptable boards

1. The use of letting boards will be **permitted from January 1st to September 30th** (inclusive) and **prohibited from October 1st to December 31st** (inclusive) every year. During the prohibited period properties will have to be advertised by other means.
2. **Only one board per building** will be permitted. Houses converted into flats will only be allowed to have one board at any one time. The same applies to blocks of flats, where it may be appropriate to have one board by the main entrance. The Council would expect letting agents and landlords to reach an agreement as to the most appropriate solution and to make applications for consent if necessary.
3.
 - a. **The board shall be mounted flush to the wall above the front door**, or if that is not possible, it shall be mounted flush to the wall on the street frontage elevation. In either instance, **no part of the board shall be higher than first floor window sill level**. No boards will be permitted on gable ends, blank or secondary elevations or on front boundary walls or other similar features.
 - b. Alternatively, if the board cannot be fixed flush to the wall (due to an irregular surface or the presence of decorative/architectural features) the board shall be displayed internally in a ground floor window facing the street frontage, but **not** in addition to a board displayed externally.
4. Each board shall have a **white background** and will conform to the following dimensions (height x width): **34cm x 48cm** or **48cm x 34cm**. This is the size used in other cities with similar controls and is large enough to enable the important information to be displayed clearly.
5. **One company logo per board will be permitted**, provided the logo **does not exceed one third** of the overall size of the advertising board. **Logos and text will be permitted in black and any one colour** provided it is a single uniform colour and **fluorescent colours are not used**. The Council will be happy to discuss the suitability of proposed boards.
6. Boards marked with **'Let by', 'Let', 'More Wanted'** or similar wording are **prohibited**.
7. **One board shall be permitted per landlord/agent per street**. However, if a landlord/agent wishes to advertise properties having different numbers of bedrooms, one board shall be permitted for each property with a different number of bedrooms, up to a maximum of three per street, as long as the number of bedrooms is specified on the board.
8. **Letting boards shall be removed not later than 14 days after the granting of a tenancy for the room, house or flat to which it relates**. Letting boards shall not be displayed other than in the calendar year for which the tenancy is available. This is in line with an existing condition in the Advertisement Regulations for boards that benefit from deemed consent. Regular inspections will be carried out and reports of non-compliance will be followed up. Where it suspects that this criterion has not been complied with, the Council may take appropriate action.

Correct Use of the Criteria: Guidance Notes

1. The use of letting boards will be permitted from January 1st to September 30th (inclusive) and prohibited from October 1st to December 31st (inclusive).
2. Only one board per building will be permitted.
3. a. The board shall be mounted flush to the wall above the front door, or if that is not possible, it shall be mounted flush to the wall on the street frontage elevation. In either instance, no part of the board shall be higher than first floor window sill level OR
B. be displayed internally in a ground floor window facing the street frontage, but not in addition to a board displayed externally.
4. Each board shall have a white background and will conform to the following layout: 34cm x 48cm or 48cm x 34cm. No boards will be permitted on blank or secondary elevations or on front boundary walls or other similar features.
5. One company logo per board will be permitted, provided the logo does not exceed one third of the overall size of the advertising board. Logos and text will be permitted in black and any one colour provided it is a single uniform colour and fluorescent colours are not used.
6. Boards marked with "Let by", "Let", "More wanted" or similar wording are prohibited.
7. One board shall be permitted per landlord/agent per street. However, if a landlord/agent wishes to advertise properties having different numbers of bedrooms, one board shall be permitted for each property with a different number of bedrooms, up to a maximum of three per street, as long as the number of bedrooms is specified on the board.
8. Letting boards shall be removed not later than 14 days after the granting of a tenancy for the room, house or flat to which it relates. Letting boards shall not be displayed other than in the calendar year for which the tenancy is available.



Board mounted flush to wall, beneath first floor window height and at correct specifications: ✓
See notes 3 & 4

Non - fluorescent text and single company logo on white background: ✓
See notes 4 & 5

Board advertising 1st floor flat with number of bedrooms specified on board: ✓
See note 7

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 1992
REGULATION 7 – DIRECTION RESTRICTING DEEMED CONSENT**

The Welsh Ministers have had a proposal made to them by the City of Cardiff Council, as the local planning authority, that deemed consent for the display of advertisements relating to the letting of residential properties as specified in Class 3A of Part 1 of Schedule 3 to the Town and Country Planning (Control of Advertisement) Regulations 1992 ('the 1992 Regulations') should be withdrawn in parts of the Cathays and Plasnewydd Wards of Cardiff.

The proposal has been publicly advertised in accordance with the provisions of the 1992 Regulations and representations made to the Welsh Ministers.

The area to be included in the Direction is specified in the Schedule to this Direction and identified in the plan annexed hereto.

This Direction shall have effect from the date on which it comes into force in accordance with the provisions of the 1992 Regulations.

Schedule

Albany Road (1-167 odds 2-246 evens)		
Alexander Street	Alfred Street	Angus Street
Arabella Street	Arran Place	Arran Street
Ashwood Court	Bangor Court	Bangor Street
Bedford Place	Bedford Street	Blackweir Terrace
Boverton Street	Braeval Street	Brithdir Street
Bruce Street	Brydges Place	Byron Street
Cathays Terrace	Catherine Street	City Road
Claude Place	Claude Road	Clive Place
Clun Terrace	Coburn Street	Cogan Terrace
Colum Place	Colum Road	Colum Terrace
Connaught Road	Cosmeston Street	Cottrell Road
Cowper Place	Cranbrook Street	Crofts Street
Crwys Place	Crwys Road	Cwmdare Street
Cyfarthfa Street	Dalcross Street	Dalton Street
Daniel Street	Darran Street	Daviot Court
Daviot Street	Diana Street	Dogfield Street
Donald Street	Dylan Place	East Grove
Edmonds Court	Elm Street	Elm Street Lane
Elmwood Court	Essich Street	Fairoak Mews
Fairoak Road	Fanny Street	Fitzroy Street
Flora Street	Florentia Street	Gelligaer Gardens
Gelligaer Street	Gladys Street	Glenroy Street
Glynrhondda Street	Gordon Road	Gower Street
Grouse Street	Gwennyth Street	Hardy Place
Harriet Street	Hazeldene Avenue	Hendy Street
Hirwain Street	Inverness Place	Kelvin Road
Keppoch Street	Kinraig Street	Lake Road West (no. 1 only)
Letty Street	Letty Street Lane	Lily Street
Lisvane Street	Llanbleddian Court	Llanbleddian Gardens
Llandough Street	Llantsant Street	Llantwit Street

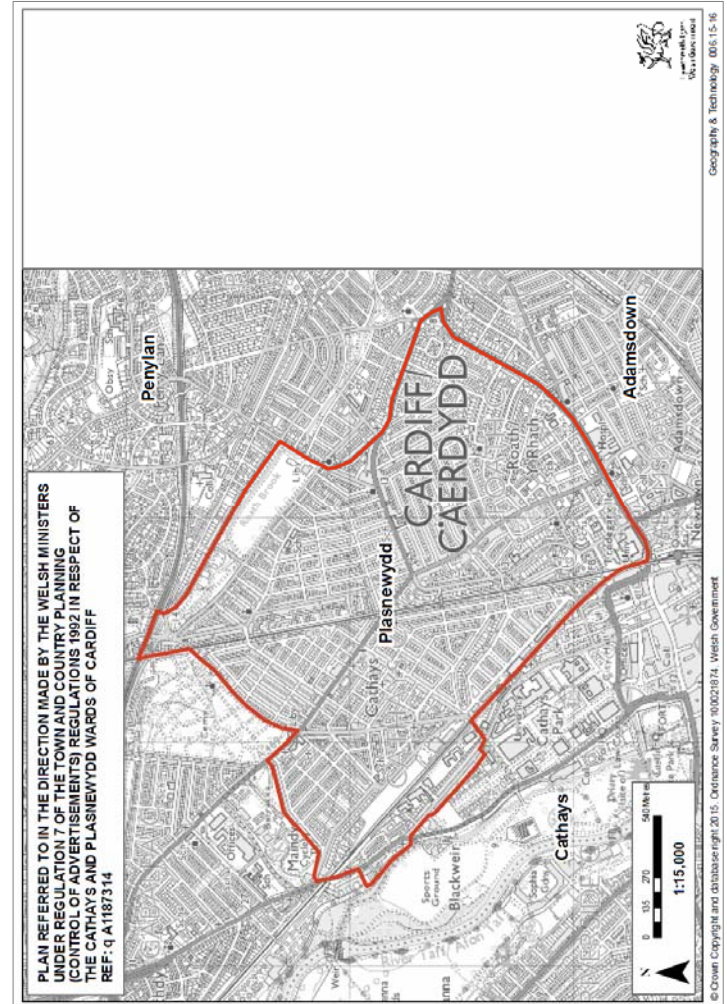
Liys y Gored Ddu	Lochaber Street	Lowther Road
Lucas Street	Lynwood Court	Mackintosh Place
Maindy Mews	Maindy Road	Maefant Street
Marborough Terrace	Mary Street	Merthyr Street
Minister Street	Minnie Street	Miskin Street
Montgomery Street	Monthermer Road	Morlais Street
Moy Road	Mundy Place	Newport Road (17-279 odds)
Ninian Road	Norman Street	North Road (35-71 odds)
North Road (56-108 evens)	Northcote Lane	Northcote Street
Norwood Court	Oakfield Street	Oxford Lane
Partridge Lane	Partridge Road	Pearson Street
Penline Street	Pentyrch Street	Pen-y-Lan Road (1-37 odds)
Pen-y-Wain Lane	Pen-y-Wain Place	Pen-y-Wain Road
Plasnewydd Place	Plasnewydd Road	Plasnewydd Square
Princes Avenue	Princes Court	Princes Street
Quail Court	Queen Anne Square	Rhigos Gardens
Rhygoes Street	Rhymney Terrace	Richards Street
Richmond Crescent	Richmond Road	Roath Court Place
Roath Court Road	Robert Street	Rose Street
Russell Street	Ruthin Gardens	Salisbury Road
Senghennydd Place	Senghennydd Road	Shakespeare Court
Shelley Walk	Shirley Road	Snipe Street
Southey Street	Spencer Street	St Peter's Street
Strathnairn Street	Talworth Street	Tavistock Street
Teal Street	Tewkesbury Place	Tewkesbury Street
The Parade	The Walk	Thesiger Court
Thesiger Street	Timbers Square	Treharris Street
Treherbet Street	Treorik Street	Tulloch Street
Tydfil Place	Ty'n-y-Coed Place	Upper Kinraig Street
Violet Row	Wedal Road (no. 2 only)	Wellfield Place
Wellfield Road	Werfa Street	West Grove
Whitchurch Place	Whitchurch Road (1-9 odds)	Woodcock Street
Woodland Place	Woodville Road	Wordsworth Avenue
Wyveme Road		

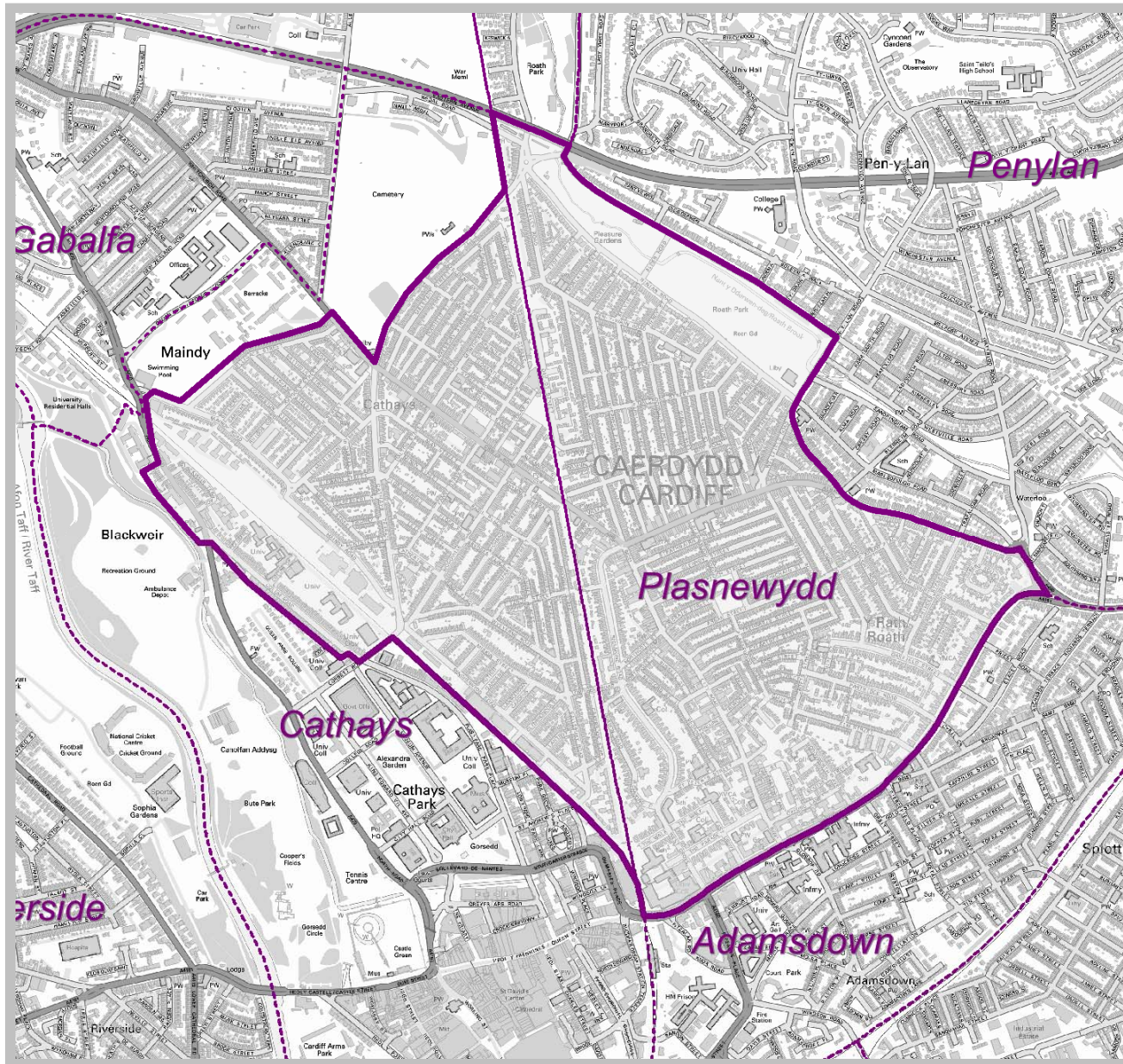
The reasons for the Welsh Ministers' decision are set out in my letter of 23 April 2015 to the Council, a copy of which is attached.



Carl Sargeant

Carl Sargeant
Minister for Natural Resources,
one of the Welsh Ministers

23 April 2015





-  Wards
-  Proposed Direction_Area

The City of Cardiff Council
Gyngor Dinas Caerdydd



CHIEF EXECUTIVE
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Ordnance Survey 100023376

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Map to be used in conjunction with the Gazetteer of Streets within the Direction Area

Gazetteer of Streets within the Direction Area (to be used with the map)

Albany Road (1-167 odds 2-246 evens)	Cosmeston Street	Gladys Street	Maindy Road	Plasnewydd Road	Tewkesbury Place
	Cottrell Road	Glenroy Street	Malefant Street	Plasnewydd Square	Tewkesbury Street
Alexander Street	Cowper Place	Glynrhondda Street	Marlborough Terrace	Princes Avenue	The Parade
Alfred Street	Cranbrook Street	Gordon Road	May Street	Princes Court	The Walk
Angus Street	Crofts Street	Gower Street	Merthyr Street	Princes Street	Thesiger Court
Arabella Street	Crwys Place	Grouse Street	Minister Street	Quail Court	Thesiger Street
Arran Place	Crwys Road	Gwennyth Street	Minny Street	Queen Anne Square	Timbers Square
Arran Street	Cwmdare Street	Hardy Place	Miskin Street	Rhigos Gardens	Treharris Street
Ashwood Court	Cyfarthfa Street	Harriet Street	Montgomery Street	Rhygoes Street	Treherbert Street
Bangor Court	Dalcross Street	Hazeldene Avenue	Monthermer Road	Rhymney Terrace	Treorky Street
Bangor Street	Dalton Street	Hendy Street	Morlais Street	Richards Street	Tulloch Street
Bedford Place	Daniel Street	Hirwain Street	Moy Road	Richmond Crescent	Tydfil Place
Bedford Street	Darran Street	Inverness Place	Mundy Place	Richmond Road	Ty'n-y-Coed Place
Blackweir Terrace	Daviot Court	Kelvin Road	Newport Road (17-279 odds)	Roath Court Place	Upper Kinraig Street
Boverton Street	Daviot Street	Keppoch Street	Ninian Road	Roath Court Road	Violet Row
Braeval Street	Diana Street	Kinraig Street	Norman Street	Robert Street	Wedal Road (No. 2 only)
Brithdir Street	Dogfield Street	Lake Road West (No. 1 only)	North Road (35-71 odds 56-108 evens)	Rose Street	Wellfield Place
Bruce Street	Donald Street	Letty Street		Russell Street	Wellfield Road
Brydges Place	Dylan Place	Letty Street Lane	Northcote Lane	Ruthin Gardens	Werfa Street
Byron Street	East Grove	Lily Street	Northcote Street	Salisbury Road	West Grove
Cathays Terrace	Edmonds Court	Lisvane Street	Norwood Court	Senghennydd Place	Whitchurch Place
Catherine Street	Elm Street	Llanbleddian Court	Oakfield Street	Senghennydd Road	Whitchurch Road (1-9 odds)
City Road	Elm Street Lane	Llanbleddian Gardens	Oxford Lane	Shakespeare Court	Woodcock Street
Claude Place	Elmwood Court	Llandough Street	Partridge Lane	Shelley Walk	Woodland Place
Claude Road	Essich Street	Llantrisant Street	Partridge Road	Shirley Road	Woodville Road
Clive Place	Fairoak Mews	Llantwit Street	Pearson Street	Snipe Street	Wordsworth Avenue
Clun Terrace	Fairoak Road	Llys Y Gored Ddu	Penlline Street	Southey Street	Wyeverne Road
Coburn Street	Fanny Street	Lochaber Street	Pentyrch Street	Spencer Street	Further Advice: Letting Boards Planning County Hall Cardiff CF10 4UW lettingsboards@cardiff.gov.uk 02920 873484
Cogan Terrace	Fitzroy Street	Lowther Road	Pen-y-Lan Road (1-37 odds)	St Peter's Street	
Colum Place	Flora Street	Lucas Street	Pen-y-Wain Lane	Strathnairn Street	
Colum Road	Florentia Street	Lynwood Court	Pen-y-Wain Place	Talworth Street	
Colum Terrace	Gelligaer Gardens	Mackintosh Place	Pen-y-Wain Road	Tavistock Street	
Connaught Road	Gelligaer Street	Maindy Mews	Plasnewydd Place	Teal Street	

All streets are within the Cathays or Plasnewydd wards