

SCHEDULE 3

CLASSES OF ADVERTISEMENTS WHICH MAY BE DISPLAYED WITH DEEMED CONSENT

PART I

SPECIFIED CLASSES AND CONDITIONS

Commencement Information

11 Sch. 3 Pt. 1 in force at 6.4.1992, see [reg. 1](#)

Class 11

Directional advertisements

11 Description.

11. An advertisement on a single flat surface directing potential buyers and others to a site where residential development is taking place.

11 Conditions and Limitations.

- (1) No such advertisement may exceed 0.15 square metre in area.
- (2) No part of the advertisement may be of a reflective material.
- (3) The design of the advertisement may not be similar to that of a traffic sign.
- (4) The advertisement is to be displayed on land adjacent to highway land, in a manner which makes it reasonably visible to an approaching driver, but not within 50 metres of a traffic sign intended to be observed by persons approaching from the same direction.
- (5) No advertisement may be more than two miles from the main entrance of the site.
- (6) The local planning authority shall, at least 14 days before the advertisement is first displayed, be notified in writing of the place at which, and the first date on which, it will be displayed.
- (7) No such advertisement may be displayed after the development of the site is completed or, in any event, for more than 2 years.
- (8) Illumination is not permitted.
- (9) Any character or symbol on the advertisement shall be at least 0.04 metre high.
- (10) No character or symbol on the advertisement may be more than 0.25 metre high.
- (11) No part of the advertisement may be more than 4.6 metres above ground level, or 3.6 metres in an area of special control.

Changes to legislation:

There are outstanding changes not yet made by the legislation.gov.uk editorial team to The Town and Country Planning (Control of Advertisements) Regulations 1992. Any changes that have already been made by the team appear in the content and are referenced with annotations.

[View outstanding changes](#)

Changes and effects yet to be applied to :

- Regulations applied by [1997 c. 61 Sch. 3 para. 3\(2\)](#)
- Regulations applied by [2011 c. 1 Sch. 1 para. 18\(1\)](#)
- Regulations applied by [S.I. 2001/1298 reg. 23](#)
- Regulations applied by [S.I. 2004/1962 art. 12](#)
- Regulations applied by [S.I. 2007/2089 reg. 19](#)
- Regulations applied by [S.I. 2012/1917 art. 83\(2\)](#)
- Regulations applied by [S.I. 2012/323 reg. 19](#)
- Regulations applied by [S.I. 2012/444 reg. 24](#)
- Regulations applied by [S.I. 2016/219 Sch. 3 para. 109](#)
- Regulations applied by [S.I. 2004/870 reg. 19](#)
- Regulations applied by [S.I. 2008/1848 reg. 15](#)
- Regulations applied in part (Crown) by [S.I. 2006/1282 art. 11](#)
- Regulations extended by [S.I. 1999/450 art. 150](#)
- Regulations extended by [S.I. 2003/284 art. 138](#)
- Regulations extended by [S.I. 2010/2837 art. 23](#)

Changes and effects yet to be applied to the whole Instrument associated Parts and Chapters:

Whole provisions yet to be inserted into this Instrument (including any effects on those provisions):

- Sch. 3 Pt. 2 para. 34 inserted by [S.I. 1994/2351 reg. 9](#)
- Sch. 4 Pt. 5 para. 2(aa) inserted by [S.I. 2017/553 reg. 2\(5\)\(b\)](#)
- Sch. 4 Pt. 3 para. 1(da) inserted by [S.I. 2017/553 reg. 2\(3\)\(d\)](#)
- Sch. 4 Pt. 3 para. 1(f) inserted by [S.I. 2017/553 reg. 2\(3\)\(e\)](#)
- Sch. 4 Pt. 3 para. 2(da) inserted by [S.I. 2017/553 reg. 2\(3\)\(g\)](#)
- Sch. 4 Pt. 3 para. 1(d) substituted by [S.I. 2017/553 reg. 2\(3\)\(c\)](#)
- Sch. 4 Pt. 3 para. 1(c) words inserted by [S.I. 2017/553 reg. 2\(3\)\(b\)\(i\)](#)
- Sch. 4 Pt. 3 para. 1(c) words inserted by [S.I. 2017/553 reg. 2\(3\)\(b\)\(ii\)](#)
- reg. 2(1A) inserted by [S.I. 2001/1149 Sch. 1 para. 96\(3\)](#)
- reg. 2(2A) inserted by [S.I. 1996/525 art. 3Sch. para. 14\(1\)\(b\)](#)
- reg. 2(2B) inserted by [S.I. 2001/4050 Sch. para. 10\(b\)](#)
- reg. 9A inserted by [S.I. 1999/1810 reg. 3](#)
- reg. 13A inserted by [S.I. 1999/1810 reg. 4](#)