

## Colgan, Elaine

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**From:** df  
**Sent:** 05 September 2008 20:59  
**To:** Planning, legislation  
**Subject:** Irene Kennedy- Proposed Amendments to the Planning (Control of Advertisements) Regulations (Northern Ireland) 1992 -df

Proposed Amendments to the Planning (Control of Advertisements) Regulations (Northern Ireland) 1992  
Consultation Paper

Dear Ms Kennedy,

I would like to make a general comment, for your departments consideration, in regard to the above.

Developers/Landlords 'To Let', 'For Rent', 'To Rent' etc., advertising signs should be considered under this papers remit, including the ad hoc/unprofessional versions of contact details.

Developers/Landlords/Estate Agents/Letting Agents/Contractors and private owners use these advertising signs, not just to let their properties, when they are actually available for renting, but also to permanently advertise their businesses/point of contact, especially in areas such as South Belfast short term rental market/HMO's. The advertising signs are up very much longer than the allotted time, extending way past the time that the properties are actually let/occupied. Some advertising signs are a permanent fixture 365 days a year and have been in place permanently for many years.

There are a number of these advertising signs that are oversized and there are many that are positioned illegally, outside current planning restrictions on height/position etc.

There are many of these advertising signs that 'purport' to be advertising a 'house' for rent, when it is in fact apartments, flats or individual rooms that are being offered.

These advertising signs are also a lost leader, in many instances the property where the board is situated is not the property actually available for rent or is already fully occupied, with no available rooms. The prospective customer is then shown many other rooms for let in at other addresses from the vendors list. If this is correct business practice, then there should only one advertising signs required/allowed in any location, and all others should be removed or deemed unnecessary and legislated out.

I would thank you to include in your considerations, curtailing/decreasing/putting strictly enforced time limits on the display of this unnecessary, oversaturated advertising, which destroys the amenity of streets and then go on to strictly enforce all decisions/policies put in place, rigorously to the benefit of local communities and for equality and inclusive social reasons that allow all to enjoy the use of their own property. This is especially important where there are already declared ATC, Conservation, tourism interests in place, that are ignored and not enforced by the Planning Service Belfast, and also not taken into account during PAC hearings as more and more illegal HMO's are developed, that will be advertised for rent.

Thank you,

David Farrell