

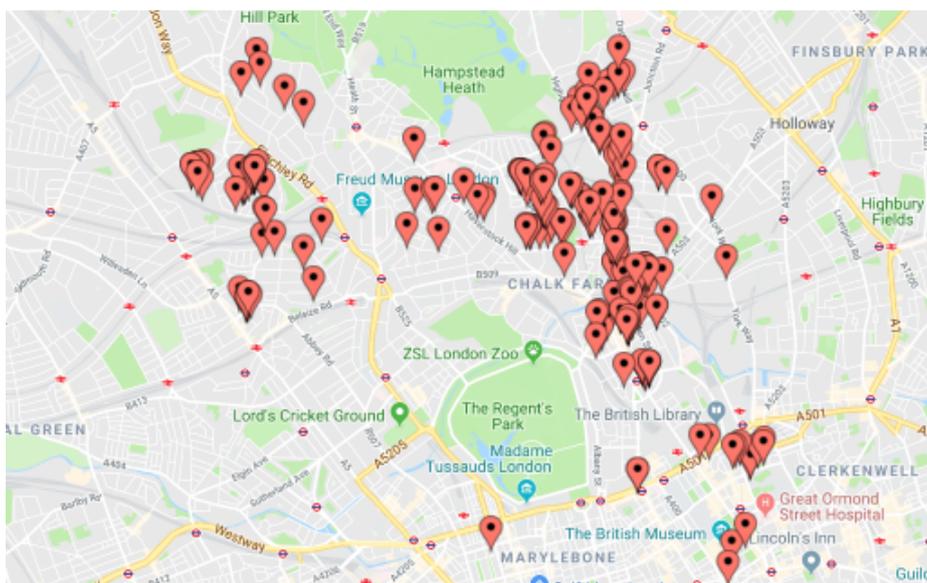
London Borough of Camden  
Application for Borough-Wide Regulation 7 Direction

# JS5

Consultation: report on consultation  
exercise with appendices a-f

## Report to summarise consultation on proposed controls of estate agent boards

- 1. Proposals for the control over estate agent boards** - This report summarises the responses from consultation exercise on the proposals to seek to remove deemed consent rights for estate agent boards in Camden. The consultation exercise took place from the Tuesday 5<sup>th</sup> of February to Tuesday 26<sup>th</sup> of February 2019.
- 2. Background** - estate agent boards have been one of the most reported planning issue for the last 5 years. The extent of the problem is borough wide, which is demonstrated by the map below which shows the spread of complaints from 2017/18. Whilst the overall number of complaints has reduced in 2018/19, (from a yearly average of 250 since 2014/15 to 17/18 to 104 in 2018/19), it is still one of the top 3 biggest reported issues.



- 2.1** Under deemed consent estate agent boards can be displayed outside properties that are for sale or let until 14 days after a sale/let has been agreed. This enables Estate agent boards to be displayed for long periods of time giving free advertising to estate agents.
- 2.2** When complaints are received the enforcement team must first establish whether a property is still available and when the sale/let was agreed before action can be taken to secure the removal of the board. This is a time and resource intensive breach to resolve. Estate agent boards, can detrimentally impact the visual amenity of the building on which they are located and the wider area.
- 2.3** The deemed consent rights for Estate agent boards can be removed through a Regulation 7 Direction. We were previously granted Regulation 7 Directions, to cover the following Conservation Areas: Belsize Park, South Hampstead, Redington & Frognal, and Fitzjohns & Netherhall. These were initially the areas that we considered warranted such action. Most recently, in response to the ongoing importance of this issue we were successful in extending the direction to

cover West End Lane (part of which is outside a Conservation Area). When complaints are received about boards in these areas, officers can immediately warn of prosecution action, this not only serves as a deterrent but assists in ensuring their timely removal.

**3. Consultation** - A 21 day consultation exercise was undertaken asking respondents to complete an online survey to get their views on estate agent boards and the proposed options to control their display (example of email and questionnaire in Appendix A).

- We sent out 856 emails
- Contacted all ward councillors
- 17 Conservation Area Advisory Committees
- 12 Neighbourhood Forums
- Articles on the Camden homepage
- Articles on social media (Twitter and Facebook)
- We also sent letters to 182 estate agents to ask their opinions on our proposals.

4.1 Respondents were asked for their views on estate agent boards and to comment on 3 options of additional controls using an online questionnaire (Appendix A):

- Option 1: Extend the Direction so we can regulate estate agents boards across the whole borough as the problem is borough-wide.
- Option 2: Extend the Direction to all conservation areas and all town centres as these are where the problem mostly occurs.
- Option 3: Renew the Directions in the following areas – Belsize Park, Redington & Frogna, Fitzjohns & Netherhall conservation areas.

4.2 During the 21 day consultation period we received the following responses:

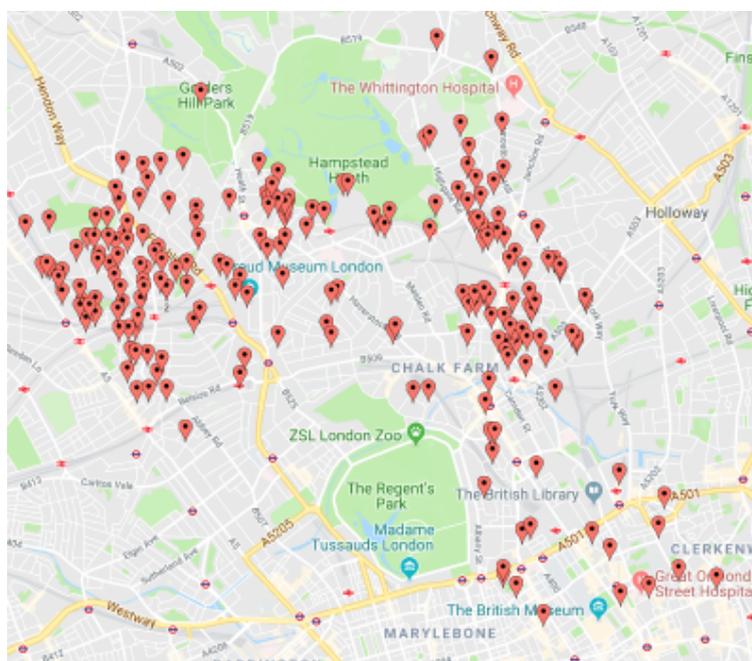
- 256 people completed the survey and 6 additional emails were received
- Responses from local groups, including:

|  |
|--|
| Highgate West Hill Resident's Assoc, Traffic Committee |
| Camden Town Unlimited                                  |
| Chair, Brook and Cranleigh House, TRA                  |
| Parkway Residents' Association                         |
| Fitzroy Square Frontagers' & Garden Committee          |
| Chetwynd and Twisden Roads Residents' Association      |
| Heath & Hampstead Society Town Sub-Committee           |
| Hampstead Conservation Area Advisory Committee         |
| Fortune Green Ward                                     |
| TRNA   |
| Summer's St Residents' Association                     |
| Rudall Crescent RA                                     |
| Camden Broadway Conservation Area Advisory Committee   |

|  |
|--|
| Durdans House TRA                                    |
| Leighton Road Neighbourhood Association              |
| Camden Town Conservation Area Advisory Committee     |
| London Parks & Gardens Trust                         |
| Templar House TRA                                    |
| Bartholomew Estate and Kentish Town CAAC             |
| Sidney Boyd Court Tenant's and Residents Association |
| Heath and Hampstead Society                          |
| Kentish Town Road Action                             |
| Redington Froggnal Association                       |
| Primrose Hill Conservation Area Advisory Committee   |
| Fordwych Residents Association                       |
| Eton CAAC  |
| Kentish Town Neighbourhood Forum                     |
| Camden Square CAAC                                   |
| West Hampstead Gardens & Residents Association       |

- The Ham&High ran an article about the proposals and a number of other press responses - (Appendix E)
- On twitter - 28 comments, 16 retweets and 36 'likes'
- On Facebook - 6 comments, 7 'likes' and 1 'haha'

4.3 There was a good geographic spread of consultation responses, as shown below:



**4. Consultation responses** – Online respondents overwhelmingly shared our concerns about the negative and unnecessary impacts of Estate agent boards in Camden (see full report in Appendix B).

- 89% of respondents agreed that boards are harmful to historic buildings.

- 92% of respondents agreed that estate agent boards add clutter to the streetscene.
- 90% of people agreed that estate agent boards are unsightly.
- 73% people disagreed that boards were unnecessary to sell homes.
- 78% of people agreed that boards were a problem in their area.

5.1 Respondents were given the opportunity to add free comments on the survey. The full list of comments will be provided with our submission to the Secretary of State. A selection of the types of comments are outlined below:

- *All power should be used to limit their use - they are an eyesore across the borough... Boards are totally unnecessary nowadays to sell or rent out property - they are simply free advertising*
- *Estate agent boards are routinely left in place long after the property has been sold/rented and trying to get an Estate Agent to remove their board is a very uphill task.*
- *Estate agents boards are only 'not a problem in my area'... because I live within the Belsize Park conservation area where they have already been banned for some years. This made a huge improvement in the local street scene, and is very much appreciated. If that can be extended throughout the borough, so much the better. If that is not possible, then please renew the order affecting us, and extend as widely as is possible.*
- *All marketing is done on line now these boards serve no function except as advertising the agent's brand. Ban them.*

5.2 We also received emails from a number of local residents and groups sharing their concerns about the impact of the estate agent boards and the need for additional controls in the borough (see appendix B).

5.3 We sought views from Estate Agents in Camden and only received 3 responses (See Appendix C). This included the following comments:

- Many agents will target roads, buildings or areas where there are larger developments containing multiple units, who already have several boards up. They will then use the illegal strategy of falsely advertising 'let and managed' or 'let by' or 'sold by' boards in order to simply get brand presence out.
- If the zone is extended, it should exclude all retail and office buildings
- I wish you luck in your ongoing efforts but would ask you to consider that it should remain legal for those freeholders / leaseholders / landlords to continue to erect boards on their properties, so long as they are legally permitted to do so and their agents are dutiful in erecting and removing the boards in the reasonable timeframe.

5.4 In the Ham&High article, James Morton, a director for Dexters Estate Agents in Heath Street gave support to the proposals:

*“The ban came into place in Hampstead nearly 30 years ago, and in Belsize and elsewhere more recently, so we’re used to it.”*

*“When the ban came in to Belsize around 15 years ago, we were worried, but then listing on the internet took off. With the amount we pay to Rightmove and Zoopla to be listed, lots of people househunt on there.*

*“People don’t drive around looking for houses now, unlike before,”*

**5. Proposed action** - Respondents overwhelmingly supported the need for additional controls for estate agents (86%). Of our proposed options 89% supported our proposals for a borough wide control. Of the other options proposed

- 59% of people (145) support a ban in conservation areas alone
- 85% of people (208) support a ban in highstreets
- 73% of people (180) support the need for renewals

6.1 We consider that the evidence this is a wide-ranging issue across the borough alongside the support for the proposals demonstrates the need for additional controls in the form of a borough wide Regulation 7 Direction.

## **Appendices**

Appendix A – Copy of questionnaire and email sent

Appendix B - Copy of responses to online questionnaire

Appendix C – Copy of emails received

Appendix D – Copy of emails from estate agents

Appendix E – Copy of press response

London Borough of Camden

# JS5a

Copy of consultation  
questionnaire and email

Welcome! You are now logged in.

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## Control of estate agents boards

### Overview

Estate agents boards have been the second highest type of planning enforcement complaint for the past 5 years. The types of complaints range from the number of boards being displayed on a single building to boards not being removed in a timely fashion causing an area to look unattractive. .

Estate agents boards are a key issue for our residents and we want your help to tackle this problem.

### Why we are consulting

We have previously applied to Central Government to ensure estate agents boards cannot be displayed without our permission. This is known as a Regulation 7 Direction. This power was previously granted to cover only the following Conservation Areas: Belsize Park, South Hampstead, Redington & Frognal, Fitzjohns & Netherhall and most recently West End Lane (part of which is outside a CA).

We want to apply for a new Regulation 7 Direction to cover more areas and are looking at 3 options:

**Option 1: Extend the Direction so we can regulate estate agents boards across the whole borough as the problem is borough-wide.**

**Option 2: Extend the Direction so we can regulate estate agents boards to all conservation areas and all town centres as these are where the problem mostly occurs.**

**Option 3: Renew the Directions in the following areas – Belsize Park, Redington & Frognal, Fitzjohns & Netherhall conservation areas.**

If any of these options are agreed by Central Government, this would mean that unless advertisement consent has been applied for, any boards that are displayed without advertisement consent can be easily identified and prosecution action taken.

The proliferation of estate agents boards has been a persistent problem in the borough stretching back a number of years. Camden has lots of areas with high density development and there can often be a number of boards on a single building. As a form of free advertisement for estate agencies there is often little incentive to remove boards in a timely fashion. These can add unnecessary clutter to buildings and can detract from the appearance of the wider area. With a Regulation 7 Direction in place, a planning permission is required for every board before it can be displayed. This enables far more effective control of the display of estate agent boards.

Clear guidance would be produced for those wishing to apply to display an estate agent board on their property.

## Survey

**1** What do you think of estate agents boards? Please rate how strongly you agree or disagree with the following statements.

| (Required)   | Strongly agree           | Agree                    | Tend to agree            | Neither agree nor disagree | Tend to disagree         | Disagree                 | Strongly disagree        |
|--|--------------------------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| Estate agents boards add clutter to the streetscene                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Estate agents boards are unsightly   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Estate agents boards are harmful to historic buildings                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Estate Agents Boards are a necessary part of buying, selling or renting properties | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Estate agent boards are  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(Required)      Strongly agree      Agree      Tend to agree      Neither agree nor disagree      Tend to disagree      Disagree      Strongly disagree

a problem  
in my area

## 2 What is your postcode?

(Required)

**3** What additional control of estate agents boards, if any, do you support?

| (Required)  | Strongly support         | Support                  | Tend to support          | Neither support or oppose | Tend to oppose           | Oppose                   | Strongly oppose          |
|---|--------------------------|--------------------------|--------------------------|---------------------------|--------------------------|--------------------------|--------------------------|
| A Direction to control estate agent boards across the borough   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A Direction to control estate agent boards in conservation areas only   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A Direction to control estate agent boards in all high streets  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| A renewal of the Directions in the following areas<br>Belsize Park,<br>Redington & Frogna,<br>Fitzjohns & Netherhall conservation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

|            |                  |         |                 |                           |                |        |                 |
|------------|------------------|---------|-----------------|---------------------------|----------------|--------|-----------------|
| (Required) | Strongly support | Support | Tend to support | Neither support or oppose | Tend to oppose | Oppose | Strongly oppose |
|------------|------------------|---------|-----------------|---------------------------|----------------|--------|-----------------|

areas.  
 These are non-permanent Directions, which we can apply to renew.

I do not want any additional control

|                          |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|

**4 Do you have any comments about estate agents boards?**

**5 What is your email address?**

If you enter your email address then you will automatically receive an acknowledgement email when you submit your response.

Email

**6** What is your name?

Name

**7** If you are replying on behalf of an organisation or group please let us know the name.

Organisation

London Borough of Camden

# JS5b

Copy of responses to  
online questionnaire

## **Appendix B – copy of questionnaire responses**

**Question 1 - What do you think of estate agents boards? Please rate how strongly you agree or disagree with the following statements.**

Estate agents boards add clutter to the streetscene

| <b>Row Labels</b>  | <b>Count of Clutter</b> |
|--------------------|-------------------------|
| Agree              | 32                      |
| AgreeTend to agree | 1                       |
| Strongly agree     | 196                     |
| Tend to agree      | 6                       |
| <b>Grand Total</b> | <b>235</b>              |

Estate agents boards are unsightly

| <b>Row Labels</b>  | <b>Count of Unsightly</b> |
|--------------------|---------------------------|
| Agree              | 39                        |
| Strongly agree     | 182                       |
| Tend to agree      | 11                        |
| <b>Grand Total</b> | <b>232</b>                |

Estate agents boards are harmful to historic buildings

| <b>Row Labels</b>          | <b>Count of Harmful</b> |
|----------------------------|-------------------------|
| Agree                      | 15                      |
| Disagree                   | 4                       |
| Neither agree nor disagree | 14                      |
| Strongly agree             | 187                     |
| Strongly disagree          | 5                       |
| Tend to agree              | 17                      |
| Tend to disagree           | 4                       |
| <b>Grand Total</b>         | <b>246</b>              |

Estate Agents Boards are a necessary part of buying, selling or renting properties

| <b>Row Labels</b>         | <b>Count of Necessary</b> |
|---------------------------|---------------------------|
| Disagree                  | 44                        |
| DisagreeStrongly disagree | 1                         |
| Strongly disagree         | 104                       |
| Tend to disagree          | 38                        |
| Tend to disagreeDisagree  | 1                         |
| <b>Grand Total</b>        | <b>188</b>                |

Estate agent boards are a problem in my area

| Row Labels         | Count of Problem |
|--------------------|------------------|
| Agree              | 48               |
| Strongly agree     | 123              |
| Tend to agree      | 29               |
| <b>Grand Total</b> | <b>200</b>       |

Question 2 - What is your postcode?

| Postcode |
|----------|
| WC1N     |
| 2LD      |
| NW6      |
| 4DG      |
| NW3 1SU  |
| NW3 2TG  |
| NW6 1HX  |
| NW5 1PH  |
| NW5 4QP  |
| NW1 9RH  |
| NW3      |
| 6QU      |
| NW3 2RL  |
| NW1 8TA  |
| W1T 4BP  |
| NW3 2NR  |
| N6 6AP   |
| NW6      |
| 1HG      |
| NW3 2LS  |
| NW5 2LD  |
| NW5 1BJ  |
| NW3 5QT  |
| NW1 9RN  |
| NW5 1UE  |
| NW1 8NJ  |
| NW1 9JS  |
| NW5 3EA  |
| NW1 1NU  |
| NW5 1ER  |
| NW1 9PL  |
| NW1 7PG  |

NW5 1RZ  
NW5 1UE  
NW3 7EY  
W1T 6ER  
NW1 9PR  
NW2 3RP  
NW1 9SJ  
NW6 1LB  
NW6 3AH  
NW3 1RY  
NW3 4HD  
WC1N  
1AB  
NW5 1DH  
NW6 1NL  
NW3 1RT  
NW3 5SD  
NW3 1EH  
NW5 1PH  
NW3 7UY  
NW2 3SL  
NW61HY  
NW61HY  
NW3 6AR  
NW1 2PA  
NW5 1SX  
NW3 7SB  
NW31SJ  
NW6 2PS  
NW6 1EH  
NW3 1ST  
NW6 2QT  
NW2 2BX  
NW62ED  
W1T 2BJ  
NW2 3NL  
NW1 9PX  
NW6 1QX  
NW61JD  
NW6 2HL  
NW6 2DT  
NW3 3HX  
NW3 6NP  
NW31TY  
NW5 1PB

NW6 4LJ

EC1R  
4PT

NW3  
7RG

NW3 7PN

NW3 5QA

NW31BY

NW3 5PS

NW6 1JQ

NW5  
2HG

EC1R  
5BD

NW3 1UB

NW5 2JE

NW6 1LL

NW3 1LD

NW5 1DN

NW5 1TY

NW3 1RR

NW3 7QB

NW5 1PH

NW6 4QJ

NW2 3QE

NW1 0ST

NW6 2PX

NW6 2EE

NW1 2HN

NW5 1RZ

NW8 0DJ

NW5 1NA

NW2 3SL

NW2 3NP

NW5 2LL

NW5 2RD

NW5 2EG

NW2 3SL

NW5 2EB

NW1 9JN

NW1 9JN

NW1 9JN

NW1 9SJ

NW1 9JJ

NW1 9RD

NW1 9AN  
NW1 9JN  
NW2 3SL  
NW3 4HD  
NW5 2PU  
NW1 9JJ  
NW5 2QE  
NW1 9JG  
NW5 2LE  
NW1 7ES  
NW5  
3LW  
NW3 1RX  
WC1B  
4HH  
NW6 1PG  
NW6 1PG  
NW5 1NU  
NW6 1PH  
NW3 6QE  
NW3 1UA  
NW1 0XA  
NW5 2DR  
NW5 3DL  
NW5 3DU  
NW5 3EL  
NW5 3DL  
NW5 3BT  
NW5 3DL  
NW2 3TL  
NW5 1UP  
N5 1FW  
NW3 4XD  
NW5 2SE  
NW3 3LJ  
NW6 1PH  
NW6 1PH  
NW5 1UA  
NW3 5RN  
NW3 5TH  
NW1 9AG  
NW5 2QP  
NW6 1RF  
NW5 3DH  
NW2 3TD

NW5 2LE  
NW6 1UJ  
NW6 4SR  
NW6 1JQ  
NW6 1PU  
NW6 4RB  
NW6 1DP  
NW3 5PX  
NW6 2HE  
NW3 2NL  
NW3 7PG  
NW3 7DE  
NW6 1EA  
NW5 1RT  
NW3 7SF  
NW6 4LG  
NW6 1DA  
NW3 2JP  
NW6 1PZ  
NW3 4LU  
NW6 1PL  
NW2 3TJ  
NW1 9JH  
NW3 2RS  
N6 4RS  
NW3 2TD  
NW6 5JD  
NW6 2PP  
NW5 1HU  
W1T 6EQ  
NW6 2PX  
NW6 1EA  
NW62RA  
NW6 1DF  
NW2 3TD  
NW1 7RR  
NW6 1LR  
NW6 1EN  
NW6 1PR  
N1 9AP  
NW6 1HY  
NW6 1EH  
NW6 2QT  
NW6 2AS

NW1 7NR

NW5 2SE

NW5 2PH

NW62LR

NW3 7QL

NW6 2HH

N6 6PT

NW2 3PD

NW5 3DA

NW2 3TN

WC1X

8EB

NW1 8JS

NW5 2QP

NW6 4RX

NW4 4SE

NW6 1NE

N6 5HE

NW6 3BN

NW1 8LT

NW6 4LE

NW6 2EB

NW2 3TL

NW6 4TD

NW5 1BP

Nw1 4by

WC1H

9BY

WC1N

3JL

NW6

3QN

NW5 2RX

NW61QT

NW3 2DD

NW6 4TD

N6 6JR

NW3 4SX

NW6 1HP

NW6 1AJ

NW5 3DA

NW3 2NR

NW1 9RL

NW1 9HJ

NW6 1XX

|             |
|-------------|
| N19 5HY     |
| WC1X<br>9BP |
| NW3 6BJ     |
| NW2 3NH     |
| NW3<br>2PL  |
| NW6 4TD     |
| NW6<br>1HG  |
| NW6 1PR     |
| nw61ed      |
| NW6 1LL     |
| WC1X<br>8ES |
| NW6 2PR     |
| NW6 2PT     |
| NW3 5PJ     |
| NW6 1NT     |

**Question 3 - What additional control of estate agents boards, if any, do you support?**

- A Direction to control estate agent boards across the borough

| Row Labels              | Count of Borough Ban |
|-------------------------|----------------------|
| Strongly support        | 195                  |
| Strongly supportSupport | 2                    |
| Support                 | 20                   |
| Tend to support         | 9                    |
| Tend to supportSupport  | 1                    |
| <b>Grand Total</b>      | <b>227</b>           |

- A Direction to control estate agent boards in conservation areas only

| Row Labels         | Count of Conservation Area |
|--------------------|----------------------------|
| Strongly support   | 89                         |
| Support            | 37                         |
| Tend to support    | 19                         |
| <b>Grand Total</b> | <b>145</b>                 |

- A Direction to control estate agent boards in all high streets

| Row Labels                     | Count of Highstreets |
|--------------------------------|----------------------|
| Strongly support               | 148                  |
| Support                        | 40                   |
| Tend to support                | 19                   |
| Tend to supportTend to support | 1                    |
| <b>Grand Total</b>             | <b>208</b>           |

- A renewal of the Directions in the following areas Belsize Park, Redington & Frogna, Fitzjohns & Netherhall Conservation areas. These are nonpermanent Directions which we can apply renew.

| Row Labels                | Count of Renewal |
|---------------------------|------------------|
| Neither support or oppose | 46               |
| Oppose                    | 7                |
| Strongly oppose           | 9                |
| Strongly support          | 127              |
| Support                   | 36               |
| Tend to oppose            | 4                |
| Tend to support           | 17               |
| <b>Grand Total</b>        | <b>246</b>       |

- I do not want any additional control

| Row Labels                      | Count of No control |
|---------------------------------|---------------------|
| Neither support or oppose       | 11                  |
| Oppose                          | 42                  |
| Strongly oppose                 | 169                 |
| Strongly support                | 10                  |
| Strongly supportStrongly oppose | 1                   |
| Support                         | 2                   |
| Tend to oppose                  | 11                  |
| <b>Grand Total</b>              | <b>246</b>          |

Question 4 – do you have any additional comments

#### Do you have any comments about estate agents boards?

1 board is generally OK in residential streets outside conservation areas. Multiple boards do look unsightly and I think its a great idea not to have them in conservation areas or town centres.

1. The classic estate agent boards advertising a business or house for sale. These can be a blight especially if they are left up for a long time and no enforcement action is taken against them outstaying their welcome. There should be a strict limit about how long the boards are up after a sale has been made e.g. 1 week. There is a legal limit we think, but no enforcement is carried out to take the boards down. ENFORCEMENT IS VITAL!

2. Property to let boards. These often stay up for a very long time especially for commercial property which has proved hard to let such as on Kentish Town Road. There should be a strict limit about how long the boards are up after a sale has been made e.g. 1 week. There is a legal limit we think, but no enforcement is carried out to take the boards down. ENFORCEMENT IS VITAL!

3. LET boards that only advertise an estate agent, after the business or house has been klet. These should not be permitted at all.

4. Boards that say managed by X and are by their nature pure advertising for the managing agent and serve no other purpose. These should not be permitted at all.

A limit should be imposed for how early the board can be put up (e.g. no sooner than two weeks before the property becomes available) and for how long after the property has been let. Clauses in assured shorthold tenancy agreements that automatically give agencies the right to put up boards should be invalidated, or made optional to agree to.

A lot of bad practice including fixing too early and without suitable consultation and delayed taking down.

all marketing is done on line now these boards serve no function except as advertising the agents brand. Ban them.

All power should be used to limit their use - they are an eyesore across the borough, particularly on Kentish Town Road

As cabinet member for improving Camden's environment I have observed that estate agent boards can end up vandalised and littering our streets. We do not hold data on the number that end up on the street but at least two have had to be cleared in Highgate ward in just the last few months. Environment Services estimate that the cost to the council of clearing an estate agent board in this way is £44, which represents a cost to the council which can in future be averted by simply banning their presence in the borough.

As I write, I can see at least 8 estate agent boards from my living room window. It brings the area down and makes the area feel more transient and detracts from the sense of community. They are a real eyesore and need to be got rid of, even outside conservation areas, as soon as possible.

Ban them across the Borough - hopefully other Boroughs like Islington will follow.

Boards are often left up for months after a transaction and simply serve as free advertising for agents at the expense of the streetscene

Boards are totally unnecessary nowadays to sell or rent out property - they are simply free advertising. How many people wander the streets to look for their next home? No, they use the internet, followed up with a visit to an estate agent maybe. I really fail to see the use of them apart from advertising.

Boards sometimes damage fences/posts to which they are attached; who can be sued in such cases. A major problem is that the boards remain up long after the sale. Perhaps there could be a daily tax by the council and the money donated to the voluntary sector

Borough wide control and a ban should be enforced.

Camden needs to enforce removal of estate agent signs under the current legislation, ie section 212.

Cannot see they do any harm. Council should concentrate on more important matters.

Controls should be borough-wise.

Cranleigh St TRA strongly supports stronger enforcement of Estate agents boards, not only unsightly, but put up without permission, put up on buildings where there are no flats to let, left for months and not removed. Although not correct, residents in our street now remove them as soon as they appear, direct action is our only option

Dear Camden as taxpayers in Sarre road we have major problem than estate agents boards. One example is rubbish collection, cleaning of the streets.

Displaying boards in a conservation area where ever it is degrades the visual appearance of the area. These boards are rarely taken down in a timely manner and tighter control is necessary.

Due to the lack of regulation, estate agents put up boards on buildings that are not for sale in order to increase visits to their websites.

Estate agent boards are no longer necessary in the modern property market and add clutter to the street. They are also dangerous due to the hardware involved, including very large protruding nails, which is often left behind. They are also utilised for advertising which is unacceptable even for charitable purposes.

Estate Agent boards are routinely left in place long after the property has been sold/rented and trying to get an Estate Agent to remove their board is a very uphill task.

Estate Agent boards are effectively 'free' advertising with no downside for the Agent responsible. All of the costs accrue to the residents and neighbours who have their homes, neighbourhood and shared spaces littered with Estate Agent boards that are literally left to rot in place. They make our public and private spaces look unloved and uncared for which invites visitor to treat our spaces with casual disregard, or worse.

Estate agent boards are unnecessary given how much house hunting is now done online. They are messy and can cause nuisance. Estate Agents rarely take responsibility for removal and as a result they cause flytipping.

They also cause direct harm - I ripped clothes on one left outside my property and I've seen them poorly attached and fallen over in windy weather - obviously posing a danger to passers by.

Estate agent boards are unsightly clutter. Agents and vendors no longer need boards to advertise what is available to buy or rent. Technology in addition to local advertising provide all the information needed.

Estate agents boards are an anachronism in the 21st century. No other advertiser can put up such boards. Most people search for properties online and if they are serious buyers will register with local estate agents. They are unnecessary clutter and should be banned.

Estate agents' boards are an anachronism in the age of the internet. They blight houses and streets, and serve as little more than advertising boards for the estate agents themselves, rather than for the properties they purport to be advertising.

Estate agents boards are now redundant due to technology.

Estate Agents boards are often left up indefinitely. They are then removed by individuals and lying around. I currently have an abandoned board that has been thrown into my lightwell with no way of disposing of it.

Estate agents boards are only 'not a problem in my area' - see above- because I live within the Belsize Park conservation area where they have already been banned for some years.

This made a huge improvement in the local street scene, and is very much appreciated. If that can be extended throughout the borough, so much the better. If that is not possible, then please renew the order affecting us, and extend as widely as IS possible

All the estate agents I spoke to at the time the ban was being implemented in Belsize Park, said the banning of boards made no difference to sales, as long as all their rivals were equally banned from placing boards. Indeed they recognised that it made the streetscape look better, which was a benefit for sales.

Estate agents' boards are permanent clutter, as there's always a dozen or so per street at any given time. It's especially cheeky how "sold" and "let" signs are allowed at all - often they stay for up to 6 months after the sale. If a house has been sold, a sign saying so serves no useful purpose. In the age of the internet, they are obsolete.

Estate Agents boards are very unsightly especially when there are a number on one property. The main problem is that the boards are left up for much too long at times. Sometimes they are left up for months.

Will Camden have the resources to monitor how long boards are left up?

The only council employees who regularly patrol the streets are the parking wardens. Might this be something they could help with? If boards are continued to be allowed and if they all had to have a start date AND an end date on them the parking wardens could perhaps send Camden photos when they see a board has exceeded it's applied for time limit.

Estate agents boards have been removed from West End Lane in NW6 but I'd like to see them removed across the entire West Hampstead area, if not the Camden borough.

Estate agents boards today play scarcely any role in letting or selling property. That market is now 95% online. Why do they linger on? Simply because agents believe it brings more sellers (not buyers) to them, and because often the client pays for the board, so it is free advertising

An outright ban would solve Camden's problem of the cost and time of enforcement, and no one in truth would mourn their absence, not even the agents

I write as a chartered surveyor and one time (commercial) agent in the days when boards were really important to the market. That model is at least twenty years out of date

Estate agents get around the issue of not using boards by using huge signs in developments, 'small metal 'direction' signs on lampposts, and advertising banner signs on lampposts such as those on Rosslyn / Haverstock Hill. All should be banned.

Estate agents' boards appear regularly which have not been requested by the property owner. The firms should be fined

Even when boards are removed it often only partial, half timber is still remaining or protrusive dangerous nails

Get them off Templar House Estate

Hate them!

Especially Hunters boards who continue to post despite being told not to.

Hunters estate agents have a board outside 25 Mill Lane, they are not dealing with this property and it was let 8 months ago. The board has caused damage to the railings as they are now not securely bedded in the cement.

They refuse to remove it, it has come away in the past and fell onto the footpath.

I agree that estate agent boards are unsightly, messy and detract from the environment and particularly historic buildings and conservation areas. Given the many on-line options for buying, selling or renting properties, there is no real need for estate agent boards any longer. I would support a Direction controlling estate agent boards across the borough, but at a minimum the Direction should cover all conservation areas and town centres.

I am aware of one estate agent in West Hampstead putting up boards outside properties that they are not even on the market.

Other agents leave them up for too long after they are rented or sold.

The sooner this blight is outlawed across the borough the better

I am fed up with the high numbers of fake boards being put up on my road purely for the self promotion of the various agents

I am happy for estate agents to display that a property is legitimately vacant or for sale for a limited time period. These should be limited to 2 boards per property.

In West Hampstead we suffer from fly-boarding where estate agents target council and housing association properties and erect boards essentially advertising their business without permission from the residents. This has happened a number of time with my property which is mixed residence - leaseholder and Council. They are clever and place the boards between properties. I have challenged 3 local agents who have used this scam and also used social media to shame them into removing the boards.

I am pleased that Camden is proposing to impose Direction 7 across the whole borough. The internet has transformed how the buying and selling of property occurs and will remove the unsightly clutter which is endemic in the siting of estate agents boards.

I am puzzled - I thought that Hampstead Town was a conservation area and was covered but you do not mention it in your documentation.

I also find the logic in Q3 confusing

I benefit from not seeing estate agent boards as I live in a conversation area. I don't see why this benefit should not be extended to all the residents of the borough. If someone is looking for a flat or house, they are unlikely to do so by walking along the street and far more likely to do so by either visiting an estate agent or viewing online.

I do not have an issue with estate agents boards.

I do not think they should be permitted under any circumstances. Potential buyers and renters can get every scrap of information they think they need about a property from the internet and then talk to the estate agent. Boards are yesterday's world.

I find the ones advertising school fêtes etc particularly invasive. Creeping advertising into every part of the environment. The board purports to be advertising the event but it seems that the main effect is to promote the estate agent by increasing brand awareness and worse still associating it with being a good civic altruistic organisation that supports local communities when actually they damage communities by ramping up property prices and forcing people out. I'd like to see the end of these.

I hate to see them. Agents sometimes put up sold or let boards and leave them up for ages. Even around Holly Lodge Estate, where I live, they can be a nuisance when put on gates and railings. These days people search for property online. Boards are just intrusive advertising by pushy agents.

I have had to complain about 'for sale', 'to let' or 'sold' signs in the South Hampstead conservation area at least 10 times over the past 4 years. They are unsightly and if ignored seem to proliferate. In the age of internet estate agent listings, they are entirely redundant and should be completely abolished.

I have had to go into estate agents' offices on occasion to ask them to reclaim their board from a neighbour's garden when I know the new occupants have been resident for some time. The board is then collected promptly, suggesting the agent is aware it should have been removed earlier.

I have nearly a fortnight ago reported illegal boards at 45 and 49 Hampstead High Street and whilst I have had an acknowledgement no action has happened yet and I am told it will be "by 30 March" three weeks ahead! There is no suitable website entry to report such problems and one is badly needed to make it easy to report offenders.

I live in a Conservation Area and despite the restriction on boards currently some agents push their luck and in a few cases do not know about the rules. A blanket borough wide ban would clearly be more likely to be understood by all agents, large and small.

I live in a Conservation Area and oppose the use of boards.

I live in a conservation area but still see Estate Agents Boards. There was one outside my building for months (until it blew into the garden). No enforcement action was taken: I would like to see increased vigilance and enforcement.

I live in a house that is subdivided into flats. In my experience, estate agents boards remain in situ long after the property has been sold, and for far longer than the permitted period. Estate agents will wilfully ignore requests to remove their boards and we have sometimes had to remove them ourselves and take them to the tip. Our gate has also been damaged when boards have been installed. Given that anyone buying a home in Camden is likely to look on-line, these boards serve absolutely no purpose except to be an eyesore and a nuisance.

I live on Agamemnin Rd and have had huge problems with Hunters NW6 who have erected their boards on a rental property next door, leaving signs up for months, erecting when not letting and twice they have put To Let signs on my own home and I have had to remove myself.

Also, they are not good for the environment.

I my area, someone regularly sets fire to the estate agents' boards, creating a danger and lots of mess.

Other times I have seen the sticks supporting the boards cut up and left in the street. These examples show the negative public opinion about this outdated method of advertising.

The boards are plastic and should be discontinued as part of environmental policy.

I really don't see what the fuss is about and can't beleive you are wasting tax payers money on this

I regularly contact estate agents who leave boards up on our building for months or years. Currently we have five, all redundant. Two have been up for about 5 years. We have had up to 10 at one time - for a block of 27 flats. Some companies do respond quickly, but others ignore.

I think multiple boards are unattractive. But there is one issue I would like you to consider. There is a proliferation in December and the summer advertising school fairs etc. The schools get revenue from this. So any ban would impact on a source of school income at a time of cuts. Please take this into account when weighing the pros and cons of a ban. Thanks.

I think the council having the power to have the boards removed is a good thing, and to prosecute estate agents who don't take boards down. But the proposal is vague about the steps necessary to put a board up under the new scheme. Would it cost money? I fear that most changes these days are about the council finding new ways to generate revenue.

I think these days they are largely unnecessary. Property prices are so high in London that nobody would be moved to make a casual purchase after seeing a board. Serious buyers would these days use the internet as a first port of call.

I am particularly annoyed that there is a board near my front gate, as the flat upstairs from me was at one time in the market and currently is not. Some people hav e assumed the whole property is for sale, including my flat.

I think they are necessary for residential sales but not necessary for lettings or commercial premises.

I want control that applies to the times that boards can be put up and taken down. Boards on my road are often put up or removed between 3am and 6am. This wakes me up and I think it is wrong.

I wonder whether there might be a proliferation of boards being displayed within the windows of properties - i.e private property - if these proposals are passed?

Ideally they should be banned altogether. Research a few years ago demonstrated that the effect of a board on whether or not a property sold was minimal. They are only a form of advertising for estate agents

If you have nothing better to do as a Council than pursue estate agents boards, you should be ashamed of yourselves. There are far more important problems to solve.

In Camden Broadway Conservation Area, estate agent boards have been displayed continuously and long after the relevant property has been let or sold, adding a transient character to what actually is a street with a lot of long-term residents. Estate agents generally do not react to repeated calls to take these boards down (even in instances where they were mounted to an incorrect address), and generally do not make good any damage caused.

The Camden Broadway CAAC strongly supports a Direction to control estate agents boards, ideally borough-wide but at the very least in all conservation areas.

In my area, estate agent boards are regularly put up at properties that are not for sale or rent - they are merely there to advertise the services of an agent, so must surely be unauthorised advertising. They are a blight on many local streets and, with a multitude of property selling websites now available, they seem to be something that is both unnecessary and outdated.

In this day of the internet there is no need for agents to put up boards - they should be banned everywhere

In today's environment in which an increasing amount of an estate agent's business is initiated online, there is a diminishing need for any signs on properties. These signs now serve almost entirely as an advertising medium for the estate agent (they seldom produce a sale) and there are other ways by which an agent can advertise effectively, eg. on the internet and in other media (including online social media).

Most owners will almost certainly consent to agents putting a flyer inside the front window of their property,

it is a annoying that even after a sale or rent the boards stay up for some time . I have had to ring the company and ask for removal . I have also tried to cut the fastening , but it is a metal system and difficult . They nail to gate posts and loosen the cement . they should not be allowed to damage property

It really needs to be control and estate agent boards eliminated as far as possible.

It's 2019 and people find out about sales and lettings online or word of mouth.

Ranging from Rightmove, Zoopla, OnTheMarket to agents like Purplebricks that only have online presence. Times have changed.

Look for example in other places, very few boards and if any are up they are very discreet and not something that covers half the street.

Simply there is no argument for agents to claim boards are important and in any way vital for their business.

Just that they are untidy and unsightly. Three were on the pavement outside my flat in Abbey Road for two days this week. There are no properties for sale or to rent in this house so we have no idea where they came from. Fortunately they have now been removed but usually it takes at least a week before any action is taken. You do not need an estate agents board outside your property when selling. We sold our house 15 years ago without one.

Kentish Town Neighbourhood Forum has the following additional points we would ask to be considered when formulating new policy on estate agents boards.

We support planning applications for all For Sale and To Let boards.

Some agents erect " Let By " or "Managed By" signs. This is an ongoing activity with no end date. These types of boards should be prohibited.

Can Camden Council dictate the size of boards to keep as small as possible?

Can you limit the number of boards erected at each property?

Some agents get their business advertised by sponsoring local fairs. So the house is not for sale or to let, it's just sponsoring the local school fair. Will you consider giving PDR without the need for PP for this type of board with conditions? For example, a maximum size and strict limit on its duration eg 4 weeks before the fair and removed immediately the next working day after the fair is over.

Some agents do not remove For Sale and For Let boards once the sale or let has been made. Some boards clutter private and public housing blocks. Is there an effective way of reporting and enforcing against those agents who don't abide by the rules?

Kings Cross Road is littered with Estate Agent Boards, but a quick search on zoopla or rightmove shows that there aren't many properties to sell or rent. They are unsightly and actually make it more difficult for residents to sell or rent their flats because it looks like people are having problems selling.

Much hard work in West End Lane has vastly reduced the number of boards but, in many cases, the wooden supports and/or metal frames of the boards have been left behind, much to the detriment of the appearance of historic buildings.

Multiple Agents are putting up boards for one or more properties so if there is a large house divided up into flats a whole myriad of boards can go up. Agencies are putting them for too long and not taking responsibility for taking them down or their collection. Sometimes board debris lands on the public highway causing a nuisance.

n/a

Not only are estate agents boards unsightly, but they damage our buildings when put up by careless contractors. They are really no longer necessary as most advertising happens online. All that seems to happen is that agents compete with each other, putting up as many boards as they can so as not to be outdone and then "conveniently" forgetting to remove them. Get rid!!!

Often the boards up put up by estate agents as free (and not authorised) advertising, on blocks of flats where none is actually for sale or rent. They are often nailed or screwed into walls without permission.

Only necessary for a strictly limited time.

out of date, wastes money making them and getting rid of them

People can find information in the paper and via local estate agent offices

People in my street set estate agent boards on fire.

Estate agent boards are not helpful when looking for buying/renting a house. Simply advertisement for the estate agents

Primrose Hill is a CA which has long been blighted with estate agents boards. the direction to remove them from CAs is a bare minimum although this would relieve our area of this unsightly and unregulated mess. To remove them also from across the borough would be an added good objective.

Some agents are putting up boards after the property has been sold - the property has never been on the market so they are just saying we sold this. The boards are often put up badly and some houses still have numerous large nails sticking out -very dangerous . Often they are taken down by the new owners and then left on the street in weeks. They are not maintained.

some are just far too big - maybe start limiting the size of them

Some estate agents boards are put up even when the property is not for sale. They attach a notice to the bottom adverting a school event. This practice should be banned.

Some estate agents support local schools and events and in return residents put up boards to advertise the event and show who has lent support.

If they were controlled more strongly then this vital source of sponsorship for community events could dry up.

A more targeted approach of limiting to a max of two would be more appropriate than the blanket options being proposed.

Take them down within a week of sale

Technology now allows estate agents marketing through websites and the internet. Physical boards are not needed as much as before.

The boards are often erected without freeholders' permission or knowledge and are left without any properties for sale/rent in the property, leaving structural damage.

The boards are unsightly and are often not promptly collected.

I am surprised that the boards are deemed necessary by estate agents to sell/rent specific properties but I suspect that they are in fact just forms of free advertisement by estate agents. I have no evidence but from personal experience most property searches are conducted online or by a visit to estate agents and the boards on the streets play no significant part in the sale/rent of properties.

I see no reason why estate agents should not require Council permission to erect boards throughout the borough. There should be no need for "Sold" or "Let" boards at all as they serve no purpose but advertising the estate agents.

The boards are unsightly and make the area look depressing. Even if the properties have been sold/rented, the boards seem to be left there for months simply to advertise the Agent and they have no interest in removing them. Times have changed and potential buyers/renters look online for properties and do not need to roam the streets any more. I strongly support the removal of such signs.

The Council is already failing to control estate agents boards in the Highgate Conservation Area. There is not much point in having existing or extended controls if they are not enforced.

The main issue is enforcement of any time limits on estate agents' boards.

However there are at least 4 different types of boards which individually have their own issues.

1. Classic estate agent boards advertising individual homes for sale. These are increasingly irrelevant as people use the internet and other online means to look for homes to buy. Need restricting in terms of length of time in place.
2. To let signs usually on commercial property and so often up for considerable periods of time. Need time and size restrictions.
3. Managed by signs. Serve no purpose other than advertising and should be completely restricted.
4. Signs sponsored by estate agents advertising school summer and Christmas fairs which provide valuable income to schools and are usually up for short limited periods. Provided time limited I would not restrict these.

Generally any actions should not be restricted to conservation areas only as that is discriminatory. Many large estates are blighted by signs and are never in Conservation areas.

The many estate agents boards above the majority of shops are also an eyesore.

They seem to often stay up more or less permanently (especially 'to let' signs), and give many shopping streets a ragged look.

The problem is a lack of responsibility to erect a board without causing damage and removal and disposal of the board in a timely fashion. Our lease precludes the erection of signs outside the building though this is ignored. When we remove a board and return it to the estate agents office the next day a new board is erected using stronger tape - so making it more difficult to remove and it is damaging the paintwork. There is no accountability to take boards down and dispose of them in the correct way. We have remove and dispose of the boards ourselves.

The problem seems to be that estate agents boards are quick to go up but slow to come down once the property transaction has been completed.

There have been many instances of estate agents posting boards on properties for which no instructions have been given. This is abhorrent practice.

There is a HUGE estate agent (Dutch and Dutch) banner on historic building - Omni House on Kilburn Vale. It has been there for almost a year and there is nothing for rent or sale in the building. I have complained to the company but nothing has happened. I also have photos from last year showing the sign and how long its been there

There should be a very tight control on the amount of clutter Estate Agents are allowed to put on. Especially for commercial premises. The same should apply to horrendous signage from shops, especially neon lights signage, lateral signage (the ones sticking out from the side) and derelict ones.

There should be some regulations about how long estate agent boards can stay on buildings. Some owners and rental properties never remove them - long after sale or rental transactions have been completed.

There used to be a point in them, but in this digital age, when purchasers invariably use online property sites - and there are countless estate agents shops on every high street, with clear window displays of properties both for sale and to rent, there is now no need for ANY boards at all on residential streets.

These days people looking to purchase a property use the internet having done a locality search first. There is no need for Estate Agents boards now.

The only exception might be commercial premises where a passer-by might see something of interest. However I don't think the inconvenience of a board is outweighed by a small chance sighting. So no boards!

They are a form of street pollution, often remaining on sites much longer than any sale or rental process. Boards have also been vandalised including being set on fire in my neighbourhood. I strongly support controlling boards across the borough, and certainly wider than only in conservation areas.

They are a necessary evil. A landlord faced with a void should at all times be able to maximise the exposure of a property to the market place. A prospective occupier will often tour an area of interest and will be looking for agents boards. A vacant property is rather more unsightly than an agents board. The Council should also be keen to see an empty property relet as soon as is possible. This way they will maximise their Council tax/business rates income. BUT - no more than one board per property ought to be allowed. And boards promoting deals done should also not be allowed.

They are a totally unnecessary eyesore and only advertise the agents' existence. The agents see these boards as a way of drawing attention to themselves existence. However if the local authority does not allow any of them to do so, the community gains and none of the agents is competing for attention.

They are both unsightly and can be dangerous to life and limb when they become loose in strong winds.

They are completely unnecessary, and are just free advertising, regardless of contacting agencies - some signs are never taken down!

I think that legal restrictions are the only way to sort this problem out.

I am glad that a consultation is being held.

They are completely unnecessary nowadays and add clutter and damage to buildings. I would strongly support not allowing them at all.

They are not necessary and need to be banned.

They are often left up for far longer than seems necessary. I've seen them taken down, presumably by residents, and left as rubbish on the street where they can remain for weeks.

They are often used in Bartholomew Estate and Kentish Town CAAC as advertisements for local schools events whilst we assume money is given to support schools events we do not think this is a valid reason for putting up one of the Estate Agents boards and request this is stopped.

They are primarily a means of advertising estate agents rather than selling properties, which is something that is done efficiently without boards exhibited.

They are sometimes used to raise funds for local schools. Would be a pity to lose this. Would prefer a struck time limit with fines for not removing boards e.g. 4weeks then remove. If not down within 1 week then £1k fine per day it remains.

They are too large.

They are not removed soon after property is sold so provide free advertising but blight nuisance to neighbours.

Chelsea Square is a constant offender

They are totally unnecessary in today's property selling environment with most property searching occurring online. Many of the boards you see don't actually relate to a real property for sale or let - they are just ugly advertising boards.

They are ugly. They often stay up for weeks - in our area at least - after a property has been 'let'.....and even after we call to ask them to remove them, they stay up.

We also have LOADS around Christmas when Estate Agents put them up to promote a School Christmas Fair..and, again, they are not removed for ages after the events.

They are unnecessary in this age of digital property searching.

They are unsightly and a real problem in Fordwych Road nW2 and surrounding area, including Kilburn High Road, NW6. Due to number of HMOs there are lots of boards, which often don't get removed, or are left on the pavement. Kilburn High Road has many boards that have been there for years and look ugly and damage the buildings.

They are unsightly and are left up for far too long. They are also used when there is no sale or letting involved, to "support" school events. This should not be allowed.

They are unsightly and they are unnecessary. They are essentially just cheap advertising for estate agents. In an age where almost everyone has a smartphone with which they can search for available properties they are no longer needed. The boards advertising school fairs, for which estate agents pay schools to have erected on parents' homes, are particularly annoying – a sneaky way of getting around laws on billboard advertising. All estate agent board should be disallowed.

They are unsightly, and not needed in the age of everyone finding the information needed online. Generally, the boards are not taken down within the time frame that is currently expected (i.e. 2 weeks after the property is sold or let).

They are used on Haverstock Hill as permanent advertising. Ugly.

They are worse when the market falls and estate agents need to use every form of advertisement to sell properties. Then you get several boards and they hang around for a long time. We have had letting boards left on our shared house, long after the sale/let has been completed and until we have specifically asked for them to be removed.

I think the regs should be borough wide because I don't see why an area should have lower standards just because it isn't in a Conservation area.

Your last question asks people to oppose a negative when down the list they have confirmed a positive. This could lead to people automatically ticking strongly agree to no additional control when they mean they strongly oppose no additional control

They cause damage to buildings as agents seldom repair the fixing holes if/when boards are removed.

They clutter the street. Not necessary with so much online sales now.

They create clutter, degrade streetscapes and are harmful to conservation areas and non-conservation areas alike.

The ban on estate agents' boards is widely supported throughout the Redington Froggnal Conservation Area.

They do destroy the look of roads especially in conservation areas which need better protection anyway. They can also be dangerous in strong winds which I have personally witnessed.

They have no regard to property when being put up  
Sometimes as many as 10 boards are up and it looks bad and has a negative impact on the area

They have ruined parts of our building and refuse to remove them even after multiple calls. Property owners should be fined!

They need to be removed in a timely fashion. Otherwise I have no problems.

They ruin the streetscape and can be unsightly in general and potentially dangerous in certain weather conditions, obsolete especially as most properties are handled online or through appointments to view these days.

They should be a regulated standard size and standard colour with basic information nothing more. Standardisation would be less unsightly than the current mish mash of sizes, colours and ugly graphics.

At present they are clearly company advertising material rather more than stating a property for sale.

They would be abolished.

They're completely needless and should be outlawed.

They're redundant in modern society.

This has been a nightmare in our streets. Some were fictional boards on our building (no agent mandated to sell or let a flat in our building).

100% of the business of real estate agents is now done online via real estate portal. Their boards are just intrusive marketing for free. It needs to stop.

This is a form of advertising and most often the property has already been sold or let.

This is a timely survey. I live on a main road in a block of flats that is littered with real estate signposting. I call estate offices regularly to ask for their removal - especially when the vacancy has been filled - and they do not respond quickly. These signs are used as free advertising and they damage the buildings and railings.

Ugly and under-regulated advertising - should be removed no need in this day and age

Ugly and unnecessary. Blight on multiple occupancy houses where one flat is for sale. Clutter.

unless the ban is borough wide boards will migrate to the borders of the controlled areas in clusters.

This has been an ongoing problem for many years now putting an unfair burden on enforcement officers to monitor and enforce current regulations.

Used to be necessary. Now are no longer as property is searched online. Now their purpose is advertising the estate agent for free rather than enhancing the marketing of a specific property. Furthermore due to their value as advertising, boards are often left up longer than the properties they are advertising require. No other business litters the borough with free advertising. Property has moved on, so should the boards.

Very unsightly. Un necessary now that online sites make it easy to find who has property for rent or to sell. A big problem in Inkerman conservation area.

We get very few around here but I saw one only a few days ago in Rosslyn Hill - they are just so unsightly. Also, with most, if not all, potential buyers and renters looking online nowadays, it is difficult to see what purpose they serve other than advertising for the agent. They should not be allowed anywhere.

WE HAVE A PROBLEM WITH AN ESTATE AGENT REPEATEDLY NOT REMOVING BOARDS IN A TIMELY MANNER AFTER THE FLAT IN QUESTION HAS BEEN LET.

PUTTING A BOARD UP TO SAY MANAGED BY... FOR NO REASON & IGNORING REPEATED REQUEST TO TAKE IT DOWN.

ANOTHER ESTATE AGENT PUT A FOR SALE BOARD UP- NO FLATS WERE FOR SALE IN THE HOUSE.  
NEIGHBOURING ROADS HAVE SOME BOARDS UP FOR MANY MONTHS WHEN RENTED.

We have enough advertising through the media.

Boards are being placed all over the place not necessarily for selling a property but as a way to gain publicity for the individual estate agents.

In some building where more often than not there are no properties for sale a number of agents put competing boards and in some cases saying sold just to get extra advertising.

In some cases where the particular property is sold the board is not removed for months

They seem to write their own laws as they go along.

We have had numerous problems with boards outside our house - many of which were not either advertising the property for rent or sale or which have never been taken down following a sale/rental agreement. Even after contacting Estate agents there was no effort to remove boards. They are being used to advertise the agency not to sell/rent a property in many cases. At one time there were 10 boards advertising the basement flat under our house for sale or rent when it was actually only registered with two of them.

We strongly support a mechanism for LB Camden to control estate agents boards; ideally across the entire borough, but as large as possible if not. In our experience estate agents boards are unsightly, rarely removed on time or disposed of properly, acting more as street advertising than indication of particular buildings for sale.

We would welcome a borough wide direction controlling estate agents boards.

We note that online selling makes boards much less important than they once were.

The Primrose Hill CAAC's views were discussed and agreed 20 February 2019

Thanks!

Whenever I have considered looking for a property I have always looked online to find them. For this reason I don't see understand the necessity for these boards to go up.

While I understand these boards are a traditional method of advertising for estate agents, I do feel they abuse it, particularly by not taking them down in a timely fashion. Also, where different agencies hold accounts adjacent to each other makes the area cluttered. Perhaps they should have a first come, first served spot, and have to rotate their boards to ease this visual plight. These boards are also unsettling as it makes the street look like it's in constant flux and can imply there are neighbourhood issues or problems. It's also a constant reminder of the notion that homes are just a commodity, with ever increasing prices in London, dividing economic and social classes within communities, that are swiftly disappearing.

With the prevalence of on-line information for the sale and rental of residential and commercial property, Estate Agents Boards are now outdated as a form of informing potential purchasers and renters of what property is on the market. There can be very little justification for continuing to allow them to disfigure the streetscape. I wholeheartedly support to Councils proposal to institute a borough wide Direction to control Estate Agents Boards across the borough.

London Borough of Camden

# JS5c

Copy of emails received

## Beaumont, Elizabeth

---

**From:** bcaac [REDACTED]  
**Sent:** 18 February 2019 10:01  
**To:** Beaumont, Elizabeth  
**Cc:** [REDACTED] Wito, Alan; estateagentsboards; Sheehy, John; Allott, Dawn  
**Subject:** Re: Estate Agent Boards consultation

Dear Elizabeth Beaumont,

Belsize CAAC very strongly support the renewal of the Direction for Belsize Park, Redington & Frognal, Fitzjohns & Frognal Conservation Areas. The Direction has been very significant in enhancing the character and appearance of the conservation areas by removal of unsightly advertisement boards which diminished appreciation of the townscape and reduced the degradation of the streets by removing abandoned and superfluous boards. The Direction has been respected and supported by local estate agents who recognise the local character and appearance of the area and this is welcomed.

The Direction should be extended to the entire borough which has a rich architectural and townscape character of all dates and architectural periods and whose character would benefit from this measure.

Regards

Kathryn Stubbs

for  
Belsize Conservation Area Advisory Committee

**BELSIZE - ELSWORTHY- PARKHILL & UPPER PARK ROAD**

On Tue, February 5, 2019 12:52 pm, Beaumont, Elizabeth wrote:

- > Good afternoon,
- >
- >
- > Thank you again for allowing me to present at your meeting last week, I
- > found it very helpful to hear your views and suggestions on the
- > enforcement plan. I will be responding to a number of points raised in an
- > update to Richard, in the meantime I would like to let you know that our
- > consultation on estate agent boards is now live. I would be very grateful
- > if you can all get involved and share your views.
- >
- >
- > Estate agents boards have been the second highest type of planning
- > enforcement complaint for the past 5 years. The types of complaints range
- > from the number of boards being displayed on a single building causing an

- > area to look unattractive, to boards not being removed in a timely
- > fashion.
- >
- >
- >
- > Estate agents boards are a key issue for our residents and we want your
- > help to tackle this problem
- >
- >
- >
- > What are we proposing?
- >
- >
- > At present we apply to Central Government to ensure estate agents boards
- > cannot be displayed without our permission. This is known as a Regulation
- > 7 Direction. However our powers to regulate estate agents boards are
- > limited only to the following Conservation Areas: Belsize Park, South
- > Hampstead, Redington & Frognal, Fitzjohns & Netherhall and West End Lane
- > (part of which is outside a conservation area).
- >
- >
- > We want to extend the Regulation 7 Direction and are looking at 3
- > options:
- >
- >
- > Option 1: To extend the Direction so we can regulate estate agents boards
- > across the whole borough as the problem is borough-wide.
- >
- > Option 2: Extend the Direction so we can regulate estate agents boards
- > to all conservation areas and all town centres as these are where the
- > problem mostly occurs
- >
- > Option 3: Renew the Directions in the following areas - Belsize Park,
- > Redington & Frognal, Fitzjohns & Netherhall conservation areas. These are
- > non-permanent Directions which we can apply to renew.
- >
- > If any of these options are agreed by Central Government, this would mean
- > that unless advertisement consent has been applied for, any boards that
- > are displayed without advertisement consent can be easily identified and
- > the owner/s prosecuted.
- >
- > Clear guidance would be produced for those wishing to apply to display an
- > estate agent board on their property.
- >
- > Give us your views
- >
- >
- > We need to provide evidence to the Secretary of State of the Ministry of
- > Housing Communities and Local Government to demonstrate the need to
- > extend our ability to regulate estate agent boards and to show that this
- > is supported by our residents.
- >
- > Complete this short survey to tell us what you
- > think. <<https://consultations.wearecamden.org/culture-environment/control->

> of-estate-agents-boards/>  
>  
> It will take no longer than 5 minutes. Also, if you can, send us some  
> photos of problem estate agent boards, with details of the street to  
> estateagentsboards@camden.gov.uk<mailto:estateagentsboards@camden.gov.uk>  
>  
>  
> The closing date for comments and photographs is Tuesday 26 February.  
>  
>  
> Please forward this email to anyone who may be interested as all  
> responses are welcomed.  
>  
> What happens next?  
>  
>  
> After all the results have been gathered we will examine them in detail  
> and decide how we should go forward. We will make the results available  
> on our website  
> [www.camden.gov.uk/estateagentsboards](http://www.camden.gov.uk/estateagentsboards)<<http://www.camden.gov.uk/estateagent>  
> sboards>  
>  
> Kind regards,  
>  
>  
> Elizabeth  
> Elizabeth Beaumont  
> Appeals and Enforcement Manager  
>  
>  
> London Borough of Camden  
>  
>  
> Telephone: 0207 974 2075  
> Web: camden.gov.uk<<http://www.camden.gov.uk/>>  
>  
>  
> London N1C 4AG  
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> store and process the data we hold about you and residents.  
>

## Beaumont, Elizabeth

---

**From:** Keith Moffitt [REDACTED]  
**Sent:** 25 February 2019 22:51  
**To:** Beaumont, Elizabeth  
**Cc:** estateagentsboards; Sheehy, John; Allott, Dawn; Nick Jackson  
**Subject:** Re: Estate agents boards consultation

Dear Elizabeth,

It was good to meet you recently, and as promised we are now sending a formal response to your estate agents' board consultation.

Best wishes

Keith

Fortune Green and West Hampstead NDF has considered the options set out in your consultation on estate agents' boards.

We believe that estate agents' boards no longer serve a genuine purpose now that it is so easy to search online for properties for sale in a given area, so that they have essentially merely become a form of advertising.

We also believe that action on the part of Camden's planning enforcement service to control and or regulate estate agents' boards is a distraction from more important activities.

We are concerned that if either Option 2 or Option 3 is adopted this will lead to increased problems with estate agents' boards outside conservation areas or town centres.

We therefore strongly support Option 1: To extend the Direction so we can regulate estate agents boards across the whole borough as the problem is borough-wide.

The following sections of our Neighbourhood Plan support our view:

D15. Street clutter: a range of signs, traffic signals, bins, black boxes, railings and commercial signs appear on many pavements in the Area. In order to make more space for pedestrians and to improve movement these items should be minimised; where they are needed, they should be set back as far as possible or placed on side streets. **Visual clutter - such as out of date street signs and estate agent boards - should also be minimised.** Waste and recycling from residential and commercial premises should not be left on pavements for long periods. Fly-tipping should be strongly discouraged and heavily penalised.

RECOMMENDATION H: in support of Policy 9 the following actions are recommended.

i. The removal of clutter and obstructions from pavements and paths in the Area.

**ii. Efforts to promote the removal of unnecessary visual clutter, signs and advertising.**

Best wishes

**Keith Moffitt**  
Co-Chair



On Tue, 5 Feb 2019 at 12:52, Beaumont, Elizabeth <[Elizabeth.Beaumont@camden.gov.uk](mailto:Elizabeth.Beaumont@camden.gov.uk)> wrote:

Good afternoon,

Further to my recent emails about revisions to our planning enforcement plan, I would like to invite you to get involved in our consultation on estate agent boards.

Estate agents boards have been the second highest type of planning enforcement complaint for the past 5 years. The types of complaints range from the number of boards being displayed on a single building causing an area to look unattractive, to boards not being removed in a timely fashion.

Estate agents boards are a key issue for our residents and we want your help to tackle this problem

### **What are we proposing?**

At present we apply to Central Government to ensure estate agents boards cannot be displayed without our permission. This is known as a Regulation 7 Direction. However our powers to regulate estate agents boards are limited only to the following Conservation Areas: Belsize Park, South Hampstead, Redington & Frognal, Fitzjohns & Netherhall and West End Lane (part of which is outside a conservation area).

We want to extend the Regulation 7 Direction and are looking at 3 options:

**Option 1: To extend the Direction so we can regulate estate agents boards across the whole borough as the problem is borough-wide.**

**Option 2: Extend the Direction so we can regulate estate agents boards to all conservation areas and all town centres as these are where the problem mostly occurs**

**Option 3: Renew the Directions in the following areas – Belsize Park, Redington & Frognal, Fitzjohns & Netherhall conservation areas. These are non-permanent Directions which we can apply to renew.**

If any of these options are agreed by Central Government, this would mean that unless advertisement consent has been applied for, any boards that are displayed without advertisement consent can be easily identified and the owner/s prosecuted.

Clear guidance would be produced for those wishing to apply to display an estate agent board on their property.

## **Give us your views**

We need to provide evidence to the Secretary of State of the Ministry of Housing Communities and Local Government to demonstrate the need to extend our ability to regulate estate agent boards and to show that this is supported by our residents.

[Complete this short survey to tell us what you think.](#)

It will take no longer than 5 minutes. Also, if you can, send us some photos of problem estate agent boards, with details of the street to [estateagentsboards@camden.gov.uk](mailto:estateagentsboards@camden.gov.uk)

The closing date for comments and photographs is **Tuesday 26 February**.

Please forward this email to anyone who may be interested as all responses are welcomed.

If you or someone you know needs help understanding this information, including language or any other special requirement please let us know.

## **What happens next?**

After all the results have been gathered we will examine them in detail and decide how we should go forward. We will make the results available on our website

[www.camden.gov.uk/estateagentsboards](http://www.camden.gov.uk/estateagentsboards)

Kind regards,

Elizabeth

Elizabeth Beaumont  
Appeals and Enforcement Manager

London Borough of Camden

Telephone: 0207 974 2075  
Web: [camden.gov.uk](http://camden.gov.uk)

London N1C 4AG

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## Beaumont, Elizabeth

---

**From:** Janine Griffis [REDACTED]  
**Sent:** 05 February 2019 13:29  
**To:** Beaumont, Elizabeth  
**Cc:** estateagentsboards; Sheehy, John; Allott, Dawn; [REDACTED]  
**Subject:** Re: Estate agents boards consultation

Dear Elizabeth,

Thank you for inviting the Hampstead Neighbourhood Forum to comment.

Most of the Hampstead Neighbourhood Plan (HNP) area is under a Regulation 7 Direction (Hampstead, Fitzjohns & Netherhall and South Hill Park conservation areas) but not all (St Crispins Close, South End Close and streets in the Mansfield Conservation Area).

The Forum would strongly support Option 1 to extend Direction 7 to the entire borough. The signs benefit only a few while diminishing the visual amenity and property values for everyone else who lives, works or visits the area. Estate agent signs are contrary to the HNP DH3, which resists visual clutter in the local street environment that harms the character areas.

Sincerely,

Janine Griffis  
Chair, Hampstead Neighbourhood Forum  
[www.hampsteadforum.org](http://www.hampsteadforum.org)  
[info@hampsteadforum.org](mailto:info@hampsteadforum.org)

-----Original Message-----

From: Beaumont, Elizabeth <Elizabeth.Beaumont@camden.gov.uk>  
CC: estateagentsboards <estateagentsboards@camden.gov.uk>; Sheehy, John <john.sheehy@camden.gov.uk>; Allott, Dawn <Dawn.Allott@camden.gov.uk>  
Sent: Tue, 5 Feb 2019 12:52  
Subject: Estate agents boards consultation

Good afternoon,

Further to my recent emails about revisions to our planning enforcement plan, I would like to invite you to get involved in our consultation on estate agent boards.

Estate agents boards have been the second highest type of planning enforcement complaint for the past 5 years. The types of complaints range from the number of boards being displayed on a single building causing an area to look unattractive, to boards not being removed in a timely fashion.

Estate agents boards are a key issue for our residents and we want your help to tackle this problem

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**Give us your views**

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It will take no longer than 5 minutes. Also, if you can, send us some photos of problem estate agent boards, with details of the street to [estateagentsboards@camden.gov.uk](mailto:estateagentsboards@camden.gov.uk)

The closing date for comments and photographs is **Tuesday 26 February.**

Please forward this email to anyone who may be interested as all responses are welcomed.

If you or someone you know needs help understanding this information, including language or any other special requirement please let us know.

**What happens next?**

After all the results have been gathered we will examine them in detail and decide how we should go forward. We will make the results available on our website [www.camden.gov.uk/estateagentsboards](http://www.camden.gov.uk/estateagentsboards)

Kind regards,

Elizabeth

Elizabeth Beaumont

Appeals and Enforcement Manager

London Borough of Camden

Telephone: 0207 974 2075

Web: [camden.gov.uk](http://camden.gov.uk)

London N1C 4AG

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**Beaumont, Elizabeth**

---



John Sheehy  
Senior Planner

Telephone: 020 7974 5649



---

**From:** Daniel, Mark [redacted]  
**Sent:** 08 July 2019 14:44  
**To:** estateagentsboards <estateagentsboards@camden.gov.uk>  
**Cc:** [redacted]  
**Subject:** Leighton Rd - Property damage caused by estate agent signs

Hello,

I understand that I am too late to formally contribute to this consultation, but I thought that it would be helpful to bring this issue to your attention.

I live in Leighton Road in Kentish Town. The wall adjoining my property and the neighbouring one was recently damaged by the negligent installation of an estate agents sign (see a sample of images attached). Given that the signage had been in place for a significant period of time, we believe that the estate agent may also have breached its legal obligations to remove such signs in a timely fashion.

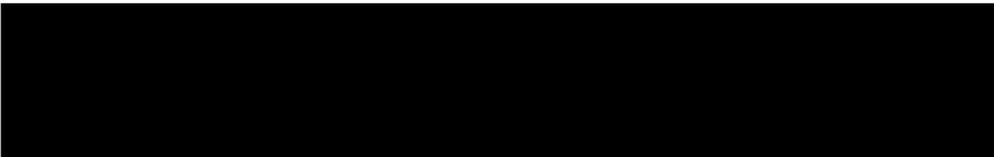
The wall is currently in a state of disrepair (with rubble lying in the street) and needs remediation work. Since April, we have chased Martyn Gerrard a number of times to discuss this damage, but have not received any response over a period of three months. We are therefore considering legal action.

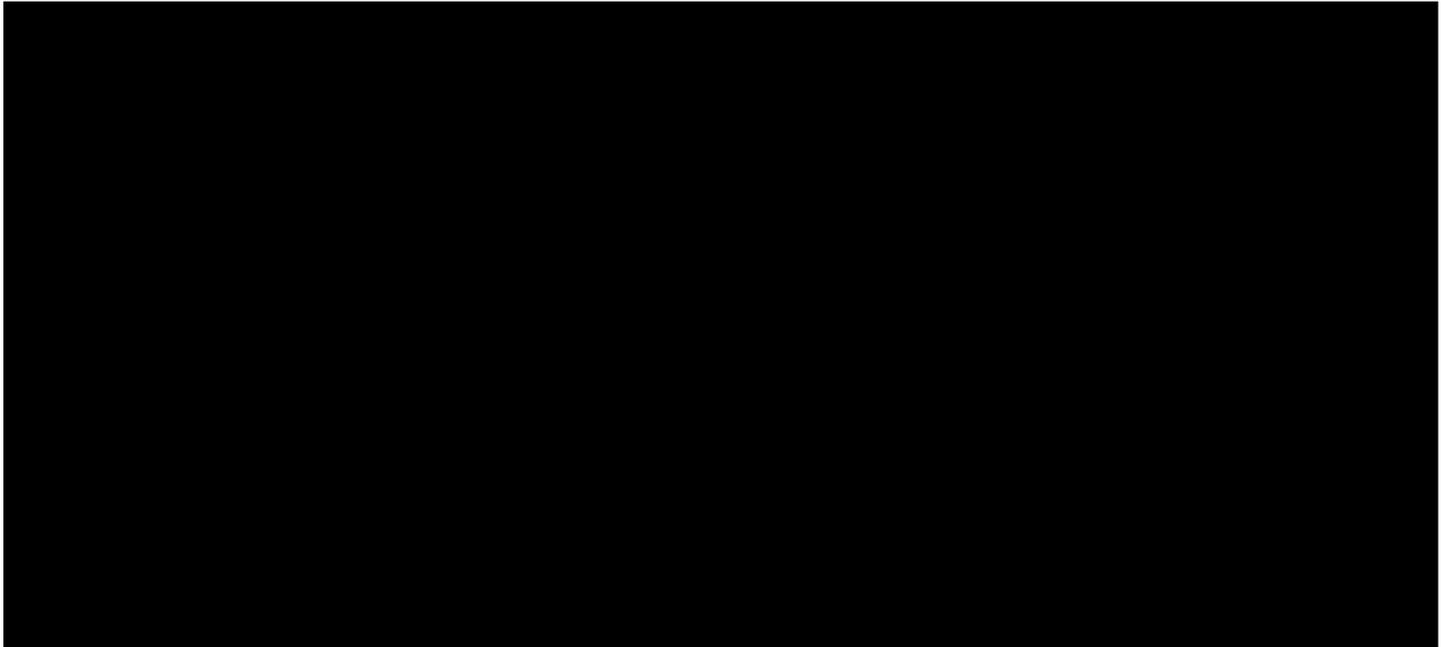
This example should highlight the fact that, not only are estate agents boards unsightly, but they also have the potential to give rise to property damage (imposing costs and hassle on Camden residents).

We are therefore strongly supportive of your proposal to curtail the use of estate agent signs to the maximum extent feasible (notably Option 1).

Best regards,

Mark





London Borough of Camden

# JS5d

Copy of emails  
from estate agents

## Beaumont, Elizabeth

---

**From:** Alex Taniowski-Elliott <Alex@fyfemcdade.com>  
**Sent:** 25 February 2019 17:00  
**To:** estateagentsboards  
**Cc:** Sheehy, John  
**Subject:** Town and Country Planning Regulations

Dear sir/Madam,

I write with reference to your letter dated 19<sup>th</sup> February 2019 in regards to your consultation on the control of Estate agent boards in the area.

I'm certain it will be helpful for you to get a response from a WC1 agents perspective.

We are obviously fully aware and adherent to the current Town and Country Planning regulations but aware that among residents, Estate agents boards can be a cause of frustration and in worse case scenarios a blight on the urban landscape.

Nevertheless, the law, as it currently stands is clear and agents, acting on their clients behalf are entitled to erect boards for the marketing of property for both sale and rent.

I would like to say from a Bloomsbury specific perspective, how increasingly difficult it is to erect our boards in the first place. There are many large period/mansion blocks in the area, listed buildings and Georgian/Victorian and Edwardian properties, all of which prohibit the erection of boards in the first place.

Secondly, we have a wealth of clients who own ex-council properties and as you know, as with most local authorities, agency boards are also prohibited in Council owned and maintained buildings.

Effectively, this therefore considerably limits the amount of buildings and/or streets where estate agents can erect their boards in WC1.

What I do agree with and welcome is firmer policing of board-tipping / billposting. Many agents will target roads, buildings or areas where there are larger developments containing multiple units, who already have several boards up. They will then use the, illegal strategy of falsely advertising 'let and managed' or 'let by' or 'sold by' boards in order to simply get brand presence out.

This needs to be controlled far more firmly. Without mentioning any names, there are several larger, well established estate agency chains who utilise this abhorrant and deeply underhand activity. It gives us all a bad name,

I wish you luck in your ongoing efforts but would ask you to consider that it should remain legal for those freeholders / leaseholders / landlords to continue to erect boards on their properties, so longer as they are legally permitted to do so and their agents are dutiful in erecting and removing the boards in the reasonable timeframe.

Many thanks,

**Alex Taniowski-Elliott (MARLA)**  
Branch Manager

estate agency by  
**fyfe mcdade**

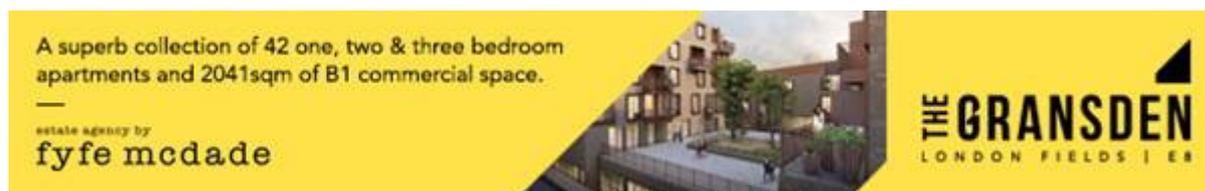
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Bloomsbury  
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**t** 020 7837 2022  
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**e** [alex@fyfemcdade.com](mailto:alex@fyfemcdade.com)  
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## Beaumont, Elizabeth

---

**From:** Neil Sint <neil@brucecommercial.co.uk>  
**Sent:** 22 February 2019 12:33  
**To:** estateagentsboards  
**Subject:** Board Consultation

As Commercial Surveyors and Agents we wish to be differentiated from Residential Agents.

Commercial Agents do not fly post.

If the zone is extended, it should exclude all retail and office buildings.

I agree that only one board should be allowed per property but in the commercial sector boards are still a very important part of our marketing strategy.

It is very difficult when letting shops to take up valuable window displays with a board or poster and so a high level sign board is the only option.

The same applies to offices which are not generally in the main high streets but generally clustered together in small pockets.

I believe that the costs associated will either disproportionate for us as agents and therefore just another tax or something that is too costly for the Council to manage in a cost effective, efficient and self-financing way.

Yours faithfully

Neil Sint

**Bruce.**  
Commercial Estate Agents

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Subject to Contract

## Beaumont, Elizabeth

---

**Subject:** FW: Camden Planning Officer - Borough wide ban of Estate agents Boards

**From:** Marilyn Plews <[marilynplews@dexters.co.uk](mailto:marilynplews@dexters.co.uk)>

**Sent:** 18 February 2019 10:40

**To:** Planning <[Planning@camden.gov.uk](mailto:Planning@camden.gov.uk)>

**Subject:** Camden Planning Officer - Borough wide ban of Estate agents Boards

Dear Sir/Madam

I write regarding recent press article regarding agents advertising boards in the Camden Council area. This has brought to light how inadequate current regulations are for the enforcement of fines for illegally displayed agents boards.

As you are no doubt aware, in 2016 Wandsworth Council brought in a ban for all estate agents boards in Putney, Balham and Clapham Junction town centres and are seeking to extend this and and now Camden are also looking at a potential borough wide ban as well.

It is becoming apparent that Councils are taking steps to be able to 'cherry pick' certain boroughs/roads for a blanket advertising ban on agents' boards for no legitimate reason under current planning regulations.

Enforcement for these regulations it would appear is being brought in without proper consultation with all interested parties. Agents clearly being 'interested parties' who have not been given the opportunity to take part in this consultation.

There are clear rules already about where boards can be placed and for how long. If they were enforced the number of boards would diminish dramatically leaving only those there with a legitimate reason for being displayed. The primary reasons for illegal boards being on displaying being:

- left up for too long
- illegally advertising events such as school fairs

We accept legislation is there to protect areas of beauty and conservation and the current regulations are comprehensive and should work well. However, they are rarely enforced and therefore are leading to a proliferation of illegal boards being displayed.

Aside from the fact that a seller or landlord should be given the opportunity to advertise their property by displaying an advertising board, any changes to legislation or regulations should be publicly notified in order that there can be proper and fair consultation.

The Town and County Planning Act of 1990 is already clear and specific regarding advertising boards. The fact that many Councils choose not to enforce their current powers for illegal advertising is clearly the reason for the proliferation of boards by rogue agents.

Many Council's consistently 'turn a blind eye' to Agents advertising their brands off the back of community events which is clearly in breach of planning.

Under the Town and Country Planning (Control of Advertisements) Regulations 2007 Class 3(A) and Class 3(D) do not allow sponsorship for local events to be advertised on agent's boards. This also contravenes the regulation that agent's boards cannot be displayed when the property is not for sale or let.

Dexters regularly report illegal agents advertising and fly board and although the Councils' confirm these are in breach, they do not enforce fines as they claim not to have the resources to take the action. What therefore is the point of having regulations that are clearly needed but that are not enforced?

Board fines are administered by the Courts however if local authorities were given the power to issue 'on the spot' fines as they can for parking offences, then enforcement would become self- funding and make an additional contribution to much needed Council funding. It would also ensure the proper, and fair, administering of Planning Regulations.

We therefore have serious concerns with the possible threat of a blanket ban on agents boards. The current regulations are already fit for purpose and if enforced correctly, would ensure that only legal advertising is taking place cutting down on the number of boards erected.

The rights of a seller or landlord to advertise their property locally should not be taken away due to Councils not being able to resource Government policies, which in turn, if enforced, could be contributing to much needed funding.

We look forward to your comments.

Kind regards

Marilyn Plews  
| **Head of  
Customer Relations**

Dexters  
|  
3 Park Road

Teddington  
| TW1  
1

0AP

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London Borough of Camden

# JS5e

Press articles



## Hampstead Highgate Express

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Sign up to our newsletter

### Battle of the boards: Camden Council looks to ban estate agents' outdoor signs in consultation

**PUBLISHED:** 17:17 13 February 2019 | Harry Taylor



*Camden Council is looking to ban estate agent boards. Picture: PA Images*

---

Camden Council is asking the public for their views on estate agents' boards outside houses - with a view to banning them altogether.



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The town hall is currently polling people on whether they think the signs clutter the streets or harm historic buildings, and if whether they are necessary for househunting.

There are already controls in place in Belsize Park, Redlington and Frognal, Fitzjohns and Netherhall conservation areas, and if the consultation gets residents' backing, it could see bans extended.

David Castle, the Heath and Hampstead Society's planning lead, said the group will look to back the proposals, as it did the constraints around Hampstead decades ago.

"We're in favour of the restrictions on the boards. Before they were in place, every street you walked down there was boards everywhere, with some falling down. It looked a mess," he said.

"It wasn't an advert for the house, but to advertise the business."

He also said he believed they weren't necessary for estate or letting agents in the area. "They make a healthy living without having them up."

James Morton, who is a director for Dexters Estate Agents in Heath Street said he wasn't so worried by the possible changes as he would have been decades ago.

He said: "The ban came into place in Hampstead nearly 30 years ago, and in Belsize and elsewhere more recently, so we're used to it."

Mr Morton, who has worked in the Hampstead branch for 27 years, said the changing nature of househunting meant boards were no longer as relevant as they once were

"When the ban came in to Belsize around 15 years ago, we were worried, but then listing on the internet took off. With the amount we pay to Rightmove and Zoopla to be listed, lots of people househunt on there.

"People don't drive around looking for houses now, unlike before," he added.

As well as being asked for their opinions on the boards, locals are being asked if they think further action should be taken.

The consultation will run until February 26.

Responses can be made at: [consultations.wearecamden.org/culture-environment/control-of-estate-agents-boards/consultation/intro/](https://consultations.wearecamden.org/culture-environment/control-of-estate-agents-boards/consultation/intro/)

---

Topic Tags:

**Camden Council**

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The Royal Free London NHS Trust has not met referral to treatment targets in two years and needs to borrow a further £75million from the government to stay afloat, according...

Hampstead Highgate Express

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The government is launching an independent inquiry into HS2, the transport secretary announced this morning.

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Hampstead Highgate Express

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Sheep in the Tumulus field in September 1908. Picture: City of London Corporation

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Maidstone High Street, Kent. Picture: Google

#### Caffe Nero: Golders Green campaigner angry after wheelchair ramp removed from store due to refurbishment and its return delayed

Disability access campaigner Matthew Kayne. Picture: Sam Volpe

#### Heathside Preparatory School: Administrators' report reveals scale of school debts

The Village School, successor of New End, one of the six Hampstead sites occupied by Heathside and, according to the report, one of

**Heath walk leader: Walking on Hampstead Heath 'should be prescribed by GPs'**

Richard Pilkington, one of Camden's Community Champions who leads walks on Hampstead Heath each Monday. Picture: Camden

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REGULATION & LAW

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## London borough prepares for total estate agency boards ban

**Camden Council is polling residents about the ban, which if approved could see all boards removed from its streets.**

Nigel Lewis

14th February 2019 0 1,955 Views



A leading London local authority is polling residents about whether to extend its ban on For Sale and To Let boards, claiming estate agents 'make a healthy living without them'. Camden council already enforces board bans in five conservation areas but it is now polling residents on whether to ban boards outright within its borders or apply the restrictions just to conservation areas and high streets.



"Estate agent boards continue to be one of the most common complaints made to Camden's Planning Enforcement Team," says Danny Beales, its Cabinet Member for Investing in Communities (left).

He claims that estate agents in the existing areas where the ban operates have been disregarding the regulations, and that **agents' boards are seen** as "outdated eyesores, which merely add unnecessary clutter to our streets and take up valuable Council resources as we seek to secure their removal."

If residents of Camden vote in favour of a complete or extended ban across the borough, additional powers will be applied for from the Secretary of State.

One local agent says he is unconcerned by the proposals. James Morton, a veteran director of Hampstead estate agency Dexters, told local media that boards were less relevant to house hunters than a decade ago.

### RIGHTMOVE AND ZOOPLA

"The ban came into place in Hampstead nearly 30 years ago, and in Belsize and elsewhere more recently, so we're used to it," he said.

"When the ban came in to Belsize around 15 years ago, we were worried, but then listing on the internet took off. With the amount we pay to Rightmove and Zoopla to be listed, lots of people house hunt on there.

"People don't drive around looking for houses now, unlike before."

The consultation is due to end on February 26th.

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Ultimate estate agents' guide to: **PropTech**

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## The Shortlist

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weeks days hours minutes

To be revealed at 2pm  
10th September 2019



February 14, 2019

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**Please note:** This is a site for professional discussion. Comments will carry your full name and company.

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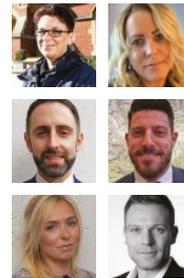
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### MOVERS & SHAKERS



**Earlybird offer ends 31st**

Nigel Lewis, Online Editor, The Neg  
**Breaking: Purplebricks reveals plans to change fixed-fee pricing**

I think the whole commissary line has dropped, if their latest ads on TV are to go by.

Mike Holland, TPA on  
**Breaking: Purplebricks reveals plans to change fixed-fee pricing**  
Good point!

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"Investment buyer activity is a little quiet investors are playing a waiting game. I'd my team to create more activity...and let income from subsequently managing the property. Any thoughts?" @agencytrainertheNegotiator.co.uk/doingbusiness...



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# Bye Bye Boards? Council considers blanket ban on all For Sale/To Let signs

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A London council is considering a borough-wide ban on agents' boards of all kinds.

Labour-controlled Camden already has a ban for a limited period on specific roads, but is now consulting with residents on widening the

**0** ZERO DEPOSIT. COM Rent Faster, Better Protection

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Camden already has been given Regulation 7 Direction powers for some locations, mostly conservation areas, where explicit council consent is required for the erection of boards.

X

Now a new council statement says: “Estate agent boards continue to be one of the most common complaints made to Camden’s Planning Enforcement Team.

“Across the borough there are examples of estate agents disregarding the regulations, displaying numerous boards per building and keeping them up for long periods despite properties being sold or let.

“Estate Agent Boards are seen by many as outdated eyesores, which merely add unnecessary clutter to our streets and take up valuable Council resources as we seek to secure their removal.

“This situation has prompted calls for action and we are looking to apply for further powers from the Secretary of State to impose tighter controls for the display of estate boards across the borough.”

The council is asking for residents’ views on two options:

- Firstly to enlarge the current Direction so the council can regulate estate agents boards across the whole borough as the problem is borough-wide.
- Or secondly to enlarge the Direction so the council can regulate estate agents boards to all conservation areas and all high streets as these are where the problem mostly occurs.

Government consent is required for either of these options to be put into effect, and the council will need to provide evidence to the Secretary of State of the Ministry of Housing Communities and Local



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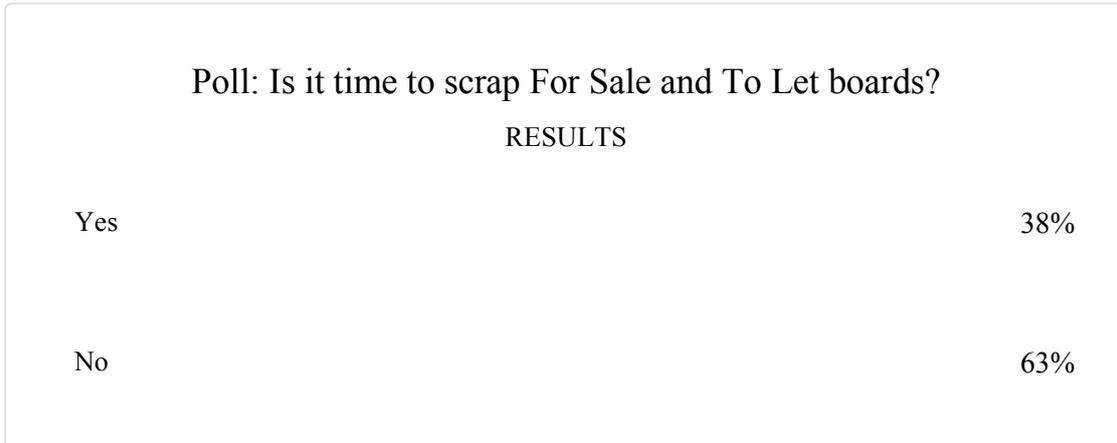
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Government to demonstrate the need to extend its ability to regulate boards and to show that this is supported by residents - hence the current consultation.

The closing date for comments and photographs is Tuesday February 26; the council will post the result and its decision on its website shortly after that date.



TAGS: Estate Agents' Boards Regulation 7 Direction Planning Consent London Camden Council

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**JOIN THE CONVERSATION**

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**Michael Riley**

15 February 2019 05:50 AM

Would a ban mean that a high street office and therefore "brand on the ground" has more value?

Login to Reply Login to like comment

**0** Rent Faster, Better Protection

15 February 2019 10:18 AM

BREAKING NEWS s it admits "mistakes"



Online firm wins £750k crowdfunding as it defies 'curs

More and more local authorities are going down this route because it's easy and makes them popular with their council tax payers. We've only ourselves to blame for not obeying the board legislation. At this rate estate agents boards will be an endangered species in 10 years' time.

X

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**eddie walsh**

15 February 2019 15:56 PM

One well established agent in west Nottingham has numerous boards which seem to remain for ever and a day. What about the rule of one board per property? This is totally ignored and this particular agent plants boards on grass verges and on main roads a considerable distance away from the relevant properties. I counted ten For Sale/Sold/To Let/Let By boards on one small block of apartments and they have been there for years without being removed and this block is just 200 yards away from Erewash Borough Council's offices!

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Online firm wins £750k crowdfunding as it defies 'curs

(/#valuation)

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# IS IT TIME TO BAN ESTATE AGENT'S BOARDS? (/ARTICLES/IS-IT-TIME-TO-BAN-ESTATE-AGENTS-BOARDS)

**Posted on 21/02/19**



**Please read this article and then let us know what you think?**

A London council is considering a borough-wide ban on Estate Agents' boards of all kinds. Labour-controlled Camden council already has a ban on boards for a limited period on specific roads, but it is now consulting with residents on widening the scope of the ban.

A council statement says: "Estate agent boards continue to be one of the most common complaints made to Camden's Planning Enforcement Team. Across the borough there are examples of Estate Agents disregarding the regulations, displaying numerous boards per building and keeping them up for long periods despite properties being sold or let. Estate Agent Boards are seen by many as outdated eyesores, which merely add unnecessary clutter to our streets and take up valuable Council resources as we seek to secure their removal."

As is often the way, the sins of the few Agents who have persistently disregarded the local by-laws may spoil it for the many Agents who are essentially law-abiding, mindful of their civic responsibilities.

Many people outside of the industry may not know that the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Class 3: Miscellaneous temporary advertisements, regulates the use of Estate Agents boards and states that:

1. Only one sign, consisting of a single board or two joined boards, is permitted per property and it must be within the curtilage of the property
2. No board may be displayed indicating that land or premises has been sold or let unless a For Sale or To Let board was initially displayed
3. The board shall be removed within 14 days after completion of a sale or the property let
4. No board may exceed 0.5 m<sup>2</sup> or, in the case of two joined boards, 0.6 m<sup>2</sup>
5. If a board is on a building, the maximum projection permitted is 1 metre.
6. Illumination is not permitted.
7. No character or symbol on the advertisement may be more than 0.75m in height
8. No part of the advertisement may be higher than 4.6m above ground level

Aren't those interesting facts? So, who reading this has seen;

- more than one 'For Sale' board at a property?

- a 'Sold' board go up at a house where there was no 'For Sale' board originally

- a board that has stayed up for weeks, or even months, after the property has changed hands?
- a board on a grass verge with the name of the house for sale written on it?
- a board at the end of a road with an arrow pointing towards the property for sale?
- a board on a house that is not for sale with an Agent's name on it saying 'Recommending'?

If so, they are ALL illegal boards! None of the above should happen, but worse still, the offending Agent will know that by doing it they are breaking local planning regulations, yet they are choosing to ignore the rules and do it anyway.

So, what do you think? Should Estate Agents be allowed to continue to flout the rules and cost councils time and money, or is it time to do something about it, once and for all!

We have a Poll on our Facebook page where you can VOTE and also leave any comments on this editorial. We would love to hear from you.

[www.facebook.com/ilesandjenkin/posts/373942623190838](http://www.facebook.com/ilesandjenkin/posts/373942623190838)

Thank you for reading!

Sue Iles

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London Borough of Camden

# JS5f

Twitter Screenshots

## Appendix JS5

Screenshots from Twitter element of consultation exercise.

Tweets and comments below in reverse order of publication:

- 26<sup>th</sup> of February 2019
- 22<sup>nd</sup> of February 2019
- 20<sup>th</sup> of February 2019
- 18<sup>th</sup> of February 2019



**Camden Council**

@CamdenCouncil

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Should we impose tighter controls on estate agent boards? There's still time to have your say [consultations.wearecamden.org/culture-enviro...](https://consultations.wearecamden.org/culture-enviro...)



12:00 AM - 26 Feb 2019

6 Retweets 9 Likes



5



6



9



Tweet your reply



**Camden Council**

@CamdenCouncil

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We want to hear what you think about estate agent boards - should we impose tighter controls? Fill out our survey before 26 February [consultations.wearecamden.org/culture-enviro...](https://consultations.wearecamden.org/culture-enviro...)



3:11 AM - 22 Feb 2019

2 Retweets



3



2



Tweet your reply



**Kaveh Shakib** @KavehShakib · Feb 26



Replying to @CamdenCouncil @VillageVoice1  
100%



**hippychick** @motherearth52 · Feb 27



Replying to @CamdenCouncil @NW6Rd  
Yes 100%



**richard** @richard75941061 · Feb 26



Replying to @CamdenCouncil  
Open Judd street.



**Finchley Road Buzz** @FinchleyRdBuzz · Feb 26



Replying to @CamdenCouncil @VillageVoice1

Yes 100% needs cleaning up. Every flat above shops needs stripping of these eye sores.

## More replies



**Estate Agency Banter** @eabanter · Feb 22



Replying to @CamdenCouncil

Grow up



**Alex Baye** @AlexBaye22 · Feb 22



Replying to @CamdenCouncil

What nonsense grow a pair fools



**Camden Council**  @CamdenCouncil · Feb 20 

Estate agent boards are the most common complaint made to our Enforcement Team 🙄🏠. Should we be imposing tighter controls? [consultations.wearecamden.org/culture-enviro...](https://www.camden.gov.uk/culture-enviro...)



 8  2  10 



**Camden Council**  @CamdenCouncil · Feb 19 

We know how important libraries are, so we're investing £1.5m into the latest digital technology in all of our libraries   [news.camden.gov.uk/camden-is-futu...](https://news.camden.gov.uk/camden-is-futu...)



**RAOC** @raoc1052 · Feb 18



Replying to @CamdenCouncil

Unsightly and unnecessary. They also give the impression of a run down place where no one wants to live with high turnover of residents. Especially for rentals.

@kentishtowner @secretartistNW5 @KentishTownNF @NewJournalNW5  
@KentishTownCC @KentishT @tkentishtown @meatnw5



**Danny Beales** @DannyBeales · Feb 18



Makes sure you respond formally too - thanks  
consultations.wearecamden.org/culture-enviro...



**Alex** @Alex38681631 · Feb 22



Replying to @CamdenCouncil

I strongly support this regulation, I believe they are unsightly and horrible, they clutter the environment and they are antisocial. The same should apply to bad maintained shops front and lateral signage, as well as to abusive neon-light signage.



**jacqueline Prooth** @jprooth · Feb 18



Replying to @CamdenCouncil

Camden Council don't you have anything else to waste money on?



**Fiona Hartwell** @fiwellhart · Feb 18



Replying to @CamdenCouncil

Can recommend the following solutions. Pair of pliers or wire cutters to remove steel band securing post. If boards appear higher on your building or adjacent they can be removed by looping a rope or electrical cable around and tugging hard. Float down safely.



**Hackney** @ExHackney · Feb 18



Replying to @CamdenCouncil

They want to control the one's who are not on the payroll so "others" will benefit.



**Bill Cutts** @BillcabbyCutts · Feb 18



Replying to @CamdenCouncil

[m.facebook.com/story.php?stor...](https://m.facebook.com/story.php?stor...)

Not really your biggest problem, is it?



**Anthony64** @Anthonylawyer3 · Feb 18



I think Camden are trying to create this utopia that doesn't exist



**Bill Cutts** @BillcabbyCutts · Feb 18



Honestly. Estate agent boards.

I despair.



**Liam Watson** @LiamWat700612 · Feb 18



Replying to @CamdenCouncil

What about the proliferation of sandwich boards or A board signs that block our public pavements causing obstructions and hazards to pedestrians? These need to be controlled or banned completely as they serve no public benefit.



---

## More replies

---



**Ray** @buzz4343 · Feb 18



Replying to @CamdenCouncil

Don't give a fuck about estate agent boards cos you can't drive down the roads to see them



**Andy G** @AndyGra65665023 · Feb 19



Replying to @CamdenCouncil

Hardly priority is it.Sort your roads out for Gods sake morons.



Tweets 27.1K   Following 508   Followers 26.5K   Likes 1,493   Lists 2   Moments 1



**Met Office** @metoffice  
After some #MondayMotivation? Then we can offer you something warmer (and sunnier) later in the week... ☀️🌧️

2   ↻   ❤️



**Camden Council** @CamdenCouncil · Feb 18  
We're looking into imposing tighter controls on estate agent boards and we want to hear what you think, get in touch before 26 February [news.camden.gov.uk/news/residents-and-...](https://www.camden.gov.uk/news/residents-and-...)



12   ↻ 6   ❤️ 16



**Camden Council** @CamdenCouncil · Feb 18  
Do you #KnowYourPlastic? Find out about what can and can't be recycled in Camden [beta.camden.gov.uk/web/guest/recy...](https://beta.camden.gov.uk/web/guest/recy...)