

## Appendix 2

### AREA OF SPECIAL CONTROL OF ADVERTISEMENTS

In any **Area of Special Control of Advertisements**, three main categories of outdoor advertising are permitted:-

1. Public notices
2. Advertisements inside a building
3. Advertisements for which there is deemed consent

Additionally, the Planning Authority may give their specific consent in an ASCA for :-

- Notices about local events or activities.
- Advance signs or directional signs which are 'reasonably required' in order to direct people to the place identified on the sign.
- An advertisement required for public safety reasons.
- An advertisement in any of the deemed consent classes if it is considered reasonable for the normal limits on that class to be exceeded.

**In addition to normal controls the following apply in an ASAC:-**

#### **Miscellaneous Advertisements on Any Premises : Class 2**

- Letters, figures, symbols or similar features are limited to a height of 0.3metres (0.75metres elsewhere).

#### **Temporary Advertisements : Class 3**

- Letters, figures, symbols or similar features are limited to a height of 0.3metres (0.75metres elsewhere).
- The highest part of the advertisement is limited to 3.6m above ground level, except for estate agents boards, (4.6m height limit elsewhere).

#### **Advertisement on Business Premises : Class 5**

- Letters, figures, symbols or similar features are limited to a height of 0.3metres (0.75metres elsewhere).
- The highest part of the advertisement is limited to 3.6m above ground level, (4.6m height limit elsewhere).
- The advertisement must not exceed in area 10% of the external face of the building, measured up to a height of 3.6metres above ground-level

#### **Flag Advertisements: Class 7**

- Are not permitted.

#### **Advertisements on Hoardings around Temporary Construction Sites: Class 8**

- Are not permitted.

#### **Directional Advertisements : Class 11**

- The highest part of the advertisement is limited to 3.6m above ground level, (4.6m height limit elsewhere).

#### **Captive Balloon Advertisements : Class 15**

- Are not permitted.

#### **Advertisements on Telephone Kiosks : Class 16**

- Are not permitted.