

Full statement of the authority's reasons for making an order revoking an area of special control order, in accordance with Paragraph 3(a), Part 1, Schedule 5 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The Council has made the order to revoke the Council's area of special control order for the reasons as set out below.

The control of advertisements is different from planning applications. Advertisements are covered by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ("the Regulations") which requires that decisions on advertisements are made only in the interests of amenity and public safety. The Council's historic designation of an Area of Special Advertisement Control reflected a need to protect sensitive areas of Barnet to ensure that advertisements and signs do not detract from the character and appearance of the area.

The designation of an Area of Special Advertisement Control was intended to provide the Council with a greater than normal degree of control over the number, type and size of advertisements which may be displayed. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Regulation 20 (4) highlights that for an Area of Special Advertisement Control to remain in force, the Council as the local planning authority must consider at least once in every 5 years whether the Direction covering the Area should be revoked or modified.

The Council did not carry out a review of the Area of Special Advertisement Control in the period between the introduction of the 2007 Regulations and 2024. However, a 2024 review of decisions in the area covered by the designation has shown that the Direction has not served as a material consideration in determining applications for advertisements (Appendix B).

The newly adopted [Local Plan](#) sets out a clear policy approach to Advertisements (Policy CDH09). This policy clarification, the non-compliance with the Regulations together with the evidence on the absence of use of the Direction leads the Council to consider that these additional restrictions are beyond its powers to restrict deemed consent and take discontinuance action. Therefore, the Direction and the Area of Special Advertisement Control are no longer necessary.

Polygons on the Council's GIS WebMap show the Area of Special Advertisement Control based on what are considered to be the boundaries in the Direction (Appendix A). These boundaries are still reflected in reports by Local Land Charges. It is a requirement for the Local Land Charges register to be maintained accurately. The Direction for the Area of Special Advertisement Control has not been updated, reviewed or enforced for many years. Therefore, its validity is open to challenge. The Council needs the Local Land Charges Register to be accurate for the impending migration to HM Land Registry, which is scheduled for late 2025.

In order to clarify the status of the Area the Council seeks to revoke the Direction for the Area of Special Advertisement Control.