

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007
REGULATION 7: DIRECTION RESTRICTING DEEMED CONSENT**

The Secretary of State for Housing, Communities and Local Government ('the Secretary of State') is satisfied, upon a proposal made to him by Lincoln Council, as the local planning authority, that the display of advertisements relating to the letting of premises as specified in Class 3A of Schedule 3, Part 1, to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the 'Regulations') should not be undertaken without express consent in parts of Lincoln.

The Direction would cover the following areas in Lincoln, as shown on the attached maps, namely:

- West End
- Sincil Bank
- Monks Road
- Union Road
- Waterloo Street

The proposal has been the subject of a site visit, having been publicly advertised and representations made to the Secretary of State in accordance with the provisions of the Regulations.

The areas to be included in the Direction are specified in the Schedule to this Direction.

This Direction shall have effect for a period of five years from the date on which it comes into force in accordance with the provisions of the Regulations.

Schedule

This Direction relates to the display of advertisements relating to the letting of premises as specified under Class 3A of Part 1 of Schedule 3 to the Regulations in the following areas in Lincoln, namely:

- West End
- Sincil Bank
- Monks Road
- Union Road
- Waterloo Street

The reasons for the Secretary of State's decision are set out in his letter of 9 January 2018 to the Council, a copy of which is attached.

Dave Moseley

Dave Moseley
Senior Planning Casework Manager

Ministry of Housing, Communities and Local Government
Authorised by the Secretary of State to sign on that behalf