

## **Planning rules - government guidance on advertisements.**

This extract is from the government's website located at

<https://www.gov.uk/guidance/advertisements#Considerations-affecting-amenity>

(paragraph 33) and relates to revised regulations regarding the marking of the boundaries of traditional counties.

### Guidance

#### **Advertisements**

#### **Explains control of advertisement regime.**

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From: [Ministry of Housing, Communities & Local Government](#)

#### **What considerations may apply when considering applications for signs indicating the boundaries of historic or traditional counties?**

Local authorities may install signs indicating the boundary of a historic or traditional county on their land. Depending on circumstances, such signs may benefit from [deemed consent](#) or the authority may be able to grant itself express consent under [regulation 15](#), these powers being exercised as usual in the interests of amenity and public safety. Authorities need to bear in mind how such sign-posting can benefit the local economy and reflect this through the decision-taking process, where such signs are appropriate and locally-supported.

Paragraph: 033 Reference ID: 18b-033-20140306

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