

**DIRECTION BY THE SECRETARY OF STATE UNDER REGULATION 7 OF THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007 RESTRICTING DEEMED CONSENT IN THE LONDON BOROUGH OF WANDSWORTH (No. 02/2016)**

The Secretary of State for Communities and Local Government ("the Secretary of State") in exercise of powers conferred on him by regulation 7 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ("the Regulations"), and further to a proposal from the Council of the London Borough of Wandsworth ("the Council"), directs that:

1. The display of advertisements relating to the sale or letting of land or premises, as specified in Class 3A of Part 1 of Schedule 3, to the Regulations should not be undertaken without express consent in the areas of the Council specified in the Schedule, and identified on the maps annexed to this direction.

Duration

2. This direction has effect for a period of five years from the date on which it comes into force. In accordance with regulation 7(9) of the Regulations this direction comes into force on the date specified in the notice given under regulation 7(7) of those Regulations.

Reasons

3. The Council made a proposal dated 23 July 2015 to the Secretary of State and he is satisfied that this direction should be issued.
4. The reasons for the Secretary of State's decision are set out in his letter of 8 March 2016 to the Council, a copy of which is attached to this direction.
5. The Council's proposal was publicly advertised in accordance with regulations 7(2)(a) and 7(3) of the Regulations; no representations were made to the Secretary of State within 21 days from the date on which the notice was first published.

**Signed by authority of the Secretary of State for Communities and Local Government**



**8 March 2006  
Robert Segall  
Department for Communities and Local Government**

Planning Development Management Division,  
Department for Communities and Local  
Government,  
Floor 3 SE, Fry Building, 2 Marsham Street,  
London SW1P 4DF

Tel 030344 41717  
Email: [robert.segall@communities.gsi.gov.uk](mailto:robert.segall@communities.gsi.gov.uk)

## Schedule

### Areas covered

This direction applies to properties and land in the following areas of the Council:

- Lavender Hill;
- Clapham Junction;
- Balham Town Centre; and
- Putney Town Centre.