PADSTOW TOWN COUNCI - PLANNING AND HIGHWAYS COMMITTEE: TUESDAY 13 OCTOBER 2026

Agenda Item 8: Roadside Advertising Boards/Hoardings

1.0 **Overview**

1.1 Following the Planning & Highways Committee meeting on 8 September 2026, Committee members asked the Council Support Officer to look into larger roadside advertising boards/hoardings located on, or partially on, the highway and whether planning permission is required for such.

2.0 **Guidance**

2.1 The Council Support Officer researched information available on the Cornwall Council Planning and Building Control website with regard to Advertisements and Signs, and also the Communities and Local Government Guidance on Outdoor Advertisements and Signs: A Guide for advertisers

2.2 Signs for local events for a short period of time can be displayed without planning consent as long as they are temporary and do not exceed 0.6sqm.

2.3 If an advertisement is on the front or outside a property, house or business premises, consent may need to be applied for if the advertisement is bigger than 0.3sqm or any size if illuminated.

2.4 The rules for larger, professional adverts and signs for businesses are complex. No sizing is specified in the above guidance for this type of signage, however, all outdoor advertisements must comply with five 'standard' conditions.

They must:

- Be kept clean and tidy
- Be kept in a safe condition
- Have the permission of the owner of the site where they are displayed
- Have the permission of the Highway Authority if the sign is to be placed on highway land
- Not get in the way of official: road, rail, waterway or aircraft signs
- Not make using these types of transport more hazardous
- Be removed carefully as required by the planning authority

2.5 The Council Support Officer contacted Cornwall Council's Planning Team to enquire of the following and received their responses detailed below:

How do you know if planning consent is required?
Advertisers wishing to know if planning consent is required for a particular sign can access the Cornwall Council 'Do I Need…' service (a charge for which is made): Do I need planning permission? - Cornwall Council

If you have a concern about a particular sign
The web page below recommends speaking to the neighbour/owner of the sign first before contacting Cornwall Council. It may be that that the neighbour/owner has already found out if planning permission is required/has been granted.

To report a sign to the Cornwall Council Enforcement Team to investigate whether planning consent has/should have been sought: Report an alleged breach of planning control - Cornwall Council

How can I find out if planning consent has been granted?
Planning consents can be found on the Cornwall Council Online Planning Portal. The Support Officer notes that in order to carry out such a search that a keyword, planning reference number, postcode or single line of an address is required.

2.6 Unauthorised Signs on the Highway
Unauthorised signs or banners can be removed by Cornwall Council Highways Team. This includes those on verges, roundabouts, laybys, road bridges and on sign or lighting poles. Where they are an immediate danger, they can be removed without notice. In other cases, the Highway Service will try to contact the sign or banner owner to remove their signs.