

<b>Class 9</b>	<b>Advertisements on highway structures</b>
Description	9. An advertisement displayed on a part of an object or structure designed to accommodate six-sheet panel displays, the use of which for the display of advertisements is authorised under section 115E(1)(a) of the Highways Act 1980(a).
Conditions and Limitations	9.—(1) No advertisement may exceed 2.16 square metres in area. (2) Illumination is not permitted. (3) No character or symbol on the advertisement may be more than 0.75 metre in height or 0.3 metre in an area of special control. (4) No part of the advertisement may be more than 4.6 metres above ground level, or 3.6 metres in an area of special control.
<b>Class 10</b>	<b>Advertisements for neighbourhood watch and similar schemes</b>
Description	10. An advertisement displayed on or near highway land (but not in the window of a building), to give notice that a closed circuit television surveillance scheme, or a neighbourhood watch or similar scheme, established jointly by the police authority and a local committee or other body of persons, is in operation in the area.
Conditions and Limitations	10.—(1) No advertisement may exceed 0.2 square metre in area. (2) No advertisement may be displayed on highway land without the consent of the highway authority. (3) The local planning authority shall, at least 14 days before the advertisement is first displayed, be given particulars in writing of the place at which it is to be displayed and a certificate— (a) that the scheme has been properly established; (b) that the police authority has agreed to the display of the advertisement; and (c) where relevant, that the consent of the highway authority has been given. (4) The advertisement shall be removed within 14 days after— (a) the relevant scheme ceases to operate; (b) the relevant scheme ceases to be approved by the police authority; or (c) the highway authority withdraws its consent to its display. (5) Illumination is not permitted. (6) No character or symbol on the advertisement may be more than 0.75 metre in height, or 0.3 metre in an area of special control. (7) No part of the advertisement may be more than 3.6 metres above ground level.
<b>Class 11</b>	<b>Directional advertisement</b>
Description	11. An advertisement on a single flat surface directing potential buyers and others to a site where residential development is taking place.
Conditions and Limitations	11.—(1) No advertisement may exceed 0.15 square metre in area. (2) No part of the advertisement may be of a retroflective material. (3) The design of the advertisement may not be similar to that of a traffic sign. (4) The advertisement is to be displayed on land adjacent to highway land, in a manner which makes it reasonably visible to an approaching driver, but not within 50 metres of a traffic sign intended to be observed by persons approaching from the same direction. (5) No advertisement may be more than two miles from the main entrance of the site. (6) The person who proposes to display the advertisement shall notify the local planning authority, in writing, at least 14 days before the advertisement is first displayed, of the place at which, and the first date on which, it will be displayed. (7) No advertisement may be displayed after the development of the site is completed or, in any event, for more than 2 years. (8) Illumination is not permitted. (9) No character or symbol on the advertisement shall be less than 0.04 metre high or more than 0.25 metre high. (10) No part of the advertisement may be more than 4.6 metres above ground level, or 3.6 metres in an area of special control.

(a) 1980 c. 66. Section 115E was inserted by the Local Government (Miscellaneous Provisions) Act 1982 (c. 30), Sch. 5, Part I, para 1.