

To be Retained by BSGA



Consultation Period: 25/10/19 **To:** 6/12/19
Development Plan: Replacement Local Plan Part 2 – Development Management Policies – Consultation Draft
District: Bracknell Forest BC
Relevant Policies: Policy LP 41
Or Narrative (refs): Paras 14.3.2 – 14.3.4

Background: This "comprehensive" Local Plan is intended to replace all the Council's policy documents produced under the old LDF system. The old Local Plan (2002) policies on advertisements were not "saved" and advertisement control has been governed only by general and non-specific design policies in the Core Strategy (2008). This consultation draft now again includes various development management policies, including advertisements.

Policy LP 41 concerns advertisements and shop fronts. It states only that advertisements will be permitted where they have no adverse impact on public safety or amenity (including neighbouring sites and the historic environment). The supporting text adds that the Council will seek the removal of existing signs where their function is duplicated or where they detract from the character and appearance of an area; and that the Council may seek additional controls in residential areas (presumably estate agents' boards). It also states that regard will be had to the Institute of Lighting Engineers report where illuminated signs are proposed (already out-of-date!).

Comment: This is a pointless policy which adds nothing to legislation and national policy and practice. The likelihood of the Council actively seeking removal of existing signs (by legal means, as opposed to persuasion) is virtually nil, as is their ideas about extra controls in residential areas. Pie in the sky!

Date sent to Council: No representations required

Development Plan Monitoring