

To be Retained by BSGA



Consultation Period: 13/9/18 **To:** 26/10/18
Development Plan: Local Plan – Informal Consultation
District: Doncaster Council
Relevant Policies: 50
Or Narrative (refs): No text yet added

Background: This Local Plan is a replacement for the first effort at a Local Plan which was withdrawn in September 2014 after the examining Inspector advised that it was likely to be rejected. This informal consultation suggests only policies (without any supporting text) and sites to be developed.

Policy 50 concerns advertisements. It is mostly acceptable. Adverts should respect character and appearance of site and surroundings by size, design, location, scale, number, colour and illumination; should not obscure architectural detail; should not be dominant; should not create clutter; should not adversely affect residential amenity; should not harm listed buildings or conservation areas and should not harm public safety. The final requirement (Policy 50(G)) is for adverts to be in commercial or mainly commercial areas; or, if elsewhere, “must clearly enhance” the area.

This last point is ridiculous, unlawful and wholly unacceptable. There are probably as many advertisements in non-commercial areas as in shopping areas (bearing in mind the very wide definition of “advertisement”). Further, there is no lawful requirement for any advertisement to enhance any area.

Comment: Policy 50(G) is unlawful and unenforceable. It adds nothing. We have suggested that it be deleted entirely.

Date sent to Council: 18/9/18

Development Plan Monitoring