

To be Retained by BSGA



Consultation Period: 12/8/19 **To:** 30/9/19
Development Plan: Local Plan – Publication Draft
District: Doncaster Council
Relevant Policies: 47 & 50
Or Narrative (refs): Paragraphs 12.40 – 12.43

Background: This Local Plan is a replacement for the first effort at a Local Plan which was withdrawn in September 2014 after the examining Inspector advised that it was likely to be rejected. We commented on the first draft of the plan in 2018.

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)) was for adverts to be in commercial or mainly commercial areas; or, if elsewhere, “must clearly enhance” the area. We objected to this silly requirement, as a result of which, this part 50(G) has been deleted in the present draft.

The supporting text is just an exercise in saying nothing in lots of words.

Apparently as a counterweight to this deletion in Policy 50, the Council have added a new requirement to Policy 47 “Design of Non-Residential, Commercial and Employment Developments”. This simply states (in Policy 47(A)(10) that advertisements at such developments should not be overly prominent or dominant and contribute to the visual character and vitality of the street-scene.” This is certainly acceptable.

Comment: Policies 47 and 50 are now wholly acceptable.

Date sent to Council: No further representations required

Development Plan Monitoring