

To be Retained by BSGA



Consultation Period: 5/9/19 **To:** 18/10/19
Development Plan: Local Plan 2020-2035 – Strategic & Development Management Policies DPD – Submission Draft
District: Islington LBC
Relevant Policies: DH6 & DH7
Or Narrative (refs): Paras 8.94 – 8.98

Background: This Local Plan DPD will replace the development control policies in Islington’s present LDF Development Management Policies DPD (adopted 2013). This is the final draft before the plan is submitted for independent inspection. Little has changed from the 2018 Consultation Draft. Policy DH6 “Advertisements” has been significantly altered from the LDF version. It is acceptable. It states that advertisements should be of a high quality and contribute to a safe and attractive environment; should not create clutter; should not be hazardous (restrict pedestrian movements); respect local context, including listed buildings and conservation areas; not have flashing lights; and not cause light pollution to local residents or wildlife habitats. The supporting text adds little except that luminance is expected to comply with “best practice” and the ILP Guidance.

Policy DH7 “Shopfronts” mostly concerns the design of the shopfront itself. The supporting text states that the Council’s Urban Design Guide will be used to assess “shop” signs. This Guide is not acceptable (qv in separate form).

Comment: This is all acceptably bland. There is nothing to which we would reasonably object (I don’t think we would support “flashing lights” as a generality).

Date sent to Council: No representations required

Development Plan Monitoring