

**To be Retained by BSGA**



**BRITISH SIGN  
& GRAPHICS  
ASSOCIATION**

**Consultation Period:** None **To:**  
**Development Plan:** Local Plan - Adoption 27/2/19  
**District:** Kirklees MC  
**Relevant Policies:** PLP25  
**Or Narrative (refs):** Paras 11.19 - 11.21

**Background:** This Local Plan will now replace the Council's ancient UDP. Policy PLP25 (Advertisements and shopfronts) and the supporting text are now acceptable (after our earlier objections).

The policy states that all adverts must be of a high standard of design and appropriate in scale, quality and materials to the building and street scene. Advertisements on listed buildings and in conservation areas must preserve or enhance the character and appearance of the building/area

**Comment:** The policy and supporting text are suitably vague and capable of wide interpretation (which is wholly acceptable).

**Date sent to Council:** No representations required or possible

**Development Plan Monitoring**