**To be Retained by BSGA**

BRITISH SIGN & GRAPHICS ASSOCIATION

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| **Consultation Period:** | 29/10/19 | **To:** | 10/12/19 |
| **Development Plan:** | Local Plan – Inspector's Post-Inquiry Modifications | | |
| **District:** | Mansfield DC | | |
| **Relevant Policies:** | Policy P8 (Mod MM16 and AM129&130) | | |
| **Or Narrative (refs):** | Paras 4.54 – 4.62 (AM129&13) – paras 4.56 & 4.60 deleted | | |

**Background:** Mansfield's Local Plan Informal Consultation and Preferred Options Drafts contained no policies or text on advertisement control. It only surfaced in the final (Publication) Draft which is the version which was examined by the Inspector subject to some pre-Inquiry modifications (following our representations).

Both the original Policy and text were full of the usual prejudices against internally (and externally) illuminated signs, particularly box signs, cowl lamps and lighting troughs. Signs on upper floors should relate to the use of those floors only. There should be no signs on historic shopfronts which project forward of the fascia; nor any illumination at all.

We objected to all these usual "planner prejudices" at consultation draft stage

As a result, the Council proposed a number of Modifications for the Inspector to consider. These met almost all of our objections. Policies relating to the unacceptability of externally illuminated signs and signs above ground floor fascia level were removed. The only restriction retained was that internally lit box signs which affect heritage assets (conservation areas and listed buildings) "will not normally be appropriate unless clearly justified".

We again formally objected (in the form of a Hearing Statement to the Inspector). Further post-Inquiry Modifications have now been proposed by the Inspector. MM16 amends Policy P8 in two main ways:

advertisements do not now have to "enhance" heritage assets. To "preserve" is also acceptable.

all reference to internally illuminated box signs as being unacceptable has been deleted.

**Comment:** After much effort, we have finally succeeded in amending this policy and supporting text so that it is fully acceptable.

**Date sent to Inspector:** No representations necessary

**Development Plan Monitoring**