

To be Retained by BSGA



Consultation Period: None at present **To:**
Development Plan: Local Plan – Proposed Modifications to Publication Draft
District: Mansfield DC
Relevant Policies: Policy P8 (Mod M26)
Or Narrative (refs): Paras 4.54 – 4.62 (Mods M27 & M28)

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 will be examined by the Inspector and has now been submitted for examination.

Both the Policy and the text are 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”.

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

Comment: This is a vast improvement. We will object again (as a Statement to the Inspector) in due course against the silly restriction on internally illuminated box signs. What does “justified” mean? And by whom? It can only relate to “need” which is not an allowable criterion for consideration of an advertisement.

Date sent to Council:

Development Plan Monitoring