

To be Retained by BSGA



**Consultation Period:** 13/11/18 **To:** 6/1/19  
**Development Plan:** Local Plan 2020 – Stage 2 – Consultation Draft  
**District:** Merton LBC  
**Relevant Policies:** D5.6  
**Or Narrative (refs):** Paras 5.6.1 – 5.6.3

**Background:** This is the first draft of the Local Plan to replace Merton's 2014 LDF.

Policy D5.6 (Advertisements) is mostly straightforward. Adverts must not harm amenity, the character of an area or public safety. Clutter will be resisted. Size, scale, type and illumination should be unobtrusive. Adverts should not obstruct the highway or damage trees. Natural surveillance of the inside of non-residential buildings should not be obstructed by internal advertisements, artwork or blinds.

**Comment:** This is all acceptable except the attempt to control internal advertisements (or anything else for that matter). All adverts inside buildings are either exempted from control or have deemed consent. And it is not the Council's business to involve themselves in the internal layout and design of commercial buildings. We have objected to this presumed intrusion into personal choice.

**Date sent to Council:** 15/11/18

**Development Plan Monitoring**