

To be Retained by BSGA



Consultation Period: None **To:**
Development Plan: Local Plan 2013-2033 - Adoption 13/11/18
District: Poole BC
Relevant Policies: PP30
Or Narrative (refs): Paragraphs 9.19 - 9.36

Background: We have followed this plan through all its draft stages. Throughout the process, the only mention of advertisement control has been in the Historic Environment section (now called "Heritage Assets") where Policy PP30 stated that advertisements should reflect the historic nature of the area and avoid internally illuminated signs. We objected to the restriction on internally illuminated signs. As a result, the Council published a list of "Additional" modifications for the Inspector's consideration.

This amended Policy PP30 and required "avoiding internally illuminated boxing on the fascias of listed/locally listed buildings and conservation areas". We again objected in the form of a statement to the inquiry.

The Council then published further lists of Main and Additional Modifications. They abandoned the first additional modifications. The new Main Modifications deleted the reference to internally illuminated signs (MM29).

This has all been accepted by the Inspector.

Policy PP30, as now adopted, simply requires advertisements in conservation areas and on/adjacent to listed buildings to reflect the historic nature of the designated buildings and areas.

Comment: After much unnecessary toing and froing, the policy is finally acceptable.

Date sent to Inspector: No representations permitted or necessary

Development Plan Monitoring