

To be Retained by BSGA



**Consultation Period:** 12/6/19 **To:** 24/7/19  
**Development Plan:** Local Plan – Post – LI Main and Minor Modifications  
**District:** Reading BC  
**Relevant Policies:** OU4  
**Or Narrative (refs):** Main Mod MM32 and Minor Mod MIN12.

**Background:** This new composite Local Plan will replace all the detailed LDF policies adopted through 2010-2012.

The advertisement control policy OU4 closely follows the old policy DM22. It seeks to control advertisements only by size, location, design, materials, colour, lettering amount and type of text, and illumination; noise and luminance (if this is different from illumination?) have been added as additional criteria. Cumulative impact will also be considered.

The policy itself is acceptable. However, the text in the Pre-Submission Drafts went beyond the policy and suggested that certain advertisements (projecting box-type signs, bulky "folded" box fascia signs, uplighters and downlighters) were unlikely to be acceptable; and that external illumination was preferred to internal. Details of permitted luminance levels were also out of date.

**Comment:** We objected to the original Consultation Draft of this Plan. But our letter went astray. Consequently, none of our representations were considered for inclusion in the Pre-Submission Draft. We therefore objected to the latter Draft. The Council responded by suggesting further Modifications for the Inspector's consideration. These Modifications meet all of our objections.

The supporting text is now more general. No signs are "generally excluded", although care should be taken with fully internally illuminated and high-level signs. This is not unreasonable. The Council have also agreed to correct suggested illumination levels (to conform to the ILP recommendations); and to add a note that these levels refer to night-time measurement (although I don't think the Council really understand why!!).

We agreed to a statement of common ground, incorporating all these changes, to be presented to the Inspector at the Inquiry. This has now been accepted by the Inspector and formally proposed for inclusion into the draft plan. There are unlikely to be any further changes at this stage; but we must await formal adoption later this year.

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

**Development Plan Monitoring**