



To be Retained by BSGA

Consultation Period: None **To:**
Development Plan: Sites and Policies DPD – Adoption June 2018
District: Rotherham MBC
Relevant Policies: SP60
Or Narrative (refs): Paras 4.365 - 4.366

Background: Policy SP60 (formerly SP59 in the Submission Draft) is a general policy covering all advertisements. This policy supersedes all previous UDP policy.

We objected to minor points in the First Draft of this policy and the Council made corrections and simplifications. The Submission Draft was acceptable.

Policy SP60 and supporting text have now been adopted without further change. It is straightforward. Adverts (including hoardings, illuminated fascia signs, free-standing signs and estate agents' boards)) should be of the highest possible quality; should not harm amenity (including residential amenity) or public safety; should not cause clutter; should not cause light pollution to residential properties or nearby wildlife habitats; and should not have flashing illumination.

Comment: This policy is acceptable.

However, the Council have also produced (Draft October 2019) Supplementary Planning Guidance "Shop Front Design Guide" which contains much which is wholly unacceptable. See separate sheet for progress on this SPD.

Date sent to Council: No representations possible or necessary

Development Plan Monitoring