

**To be Retained by BSGA**



**Consultation Period:** 19/8/19 **To:** 11/10/19  
**Development Plan:** Local Plan 2036 – Pre-Publication Draft  
**District:** South Tyneside Council  
**Relevant Policies:** D6 “Advertisements”  
**Or Narrative (refs):** Paras 9.43-9.46

**Background:** This is the first draft of a comprehensive Local Plan which will replace earlier (mostly withdrawn) Core Strategy and Development Management Policies LDF documents.

Policy D6 is wordy but straightforward. It states that advertisements should respect the building and location in terms of size, location, design, materials, colour, lettering, amount/type of text, illumination and luminance; and should not adversely affect public safety. Architectural features should not be obstructed. Fascia’s should not run across the facades of different buildings where retail units have been combined. Clutter should be avoided. On listed buildings and in conservation areas, advertisements should respect or enhance the building or area.

The text adds nothing of relevance, except to be totally out of date (it refers to the 1987 Regulations!).

**Comment:** This policy, although long, imposes no requirements additional to the law or national policy and practice guidance. There is nothing to which we would object. We have written solely to correct the inaccuracies.

**Date sent to Council:** 19/8/19

**Development Plan Monitoring**