

23 August 2019

Dear Sir/Madam,

South Tyneside Council - Local Plan 2036 – Pre-Publication Draft August 2019

These representations are submitted on behalf of the British Sign and Graphics Association in response to Policy D6 and the supporting text of the above draft Local Plan.

The BSGA represents 65% of the sales of signage throughout the UK and monitors development plans throughout the country to ensure the emerging Local Plan Policies do not inappropriately apply more onerous considerations on advertisements than already apply within the NPPF, Planning Practice Guidance (PPG) and the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 (as amended).

We have carefully considered the proposed policies within this draft Local Plan and are content that they are sound. However, we would point out that the reference to the Regulations in paragraph 9.43 of the supporting text is vastly out of date. The reference should be to the 2007 Regulations (as above). We would suggest that a reference might also be made here to Planning Practice Guidance “Advertisements” which contains much useful advice and guidance on advertisement control.

It is hoped that these comments are found to be useful and informative, if you have any further questions, please contact me.

Yours faithfully,

Chris Thomas
For British Sign & Graphics Association