

To be Retained by ISA-UK



**Consultation Period:** 19/6/19 **To:** 31/7/19  
**Development Plan:** City Plan 2019-2040 – Formal Consultation Draft  
**District:** Westminster CC  
**Relevant Policies:** 44(G-H) – Public Realm  
**Or Narrative (refs):** 44.16-44.17

**Background:** This comprehensive Local Plan will replace the present plan which was adopted in 2016.

The advertisement control policy (within the Public Realm section), is acceptable. It states that advertisements will make a positive contribution to amenity or public safety by being sensitively designed in terms of size, location, degree of illumination; consideration will be given to their impact on the host building and local context, the street scene and wider townscape.

Any pedestrian signage should be consistent with the “Legible London” scheme (promoted by the Mayor).

The supporting text notes that advertisements are common features, particularly in more commercial areas. Properly planned, executed and managed, advertisements can enhance people’s experience of the public realm. The Council say that they will work “with the industry” to find ways of ensuring the most is made of these positive aspects.

**Comment:** This is rather surprising from Westminster. There is nothing in this policy or text to which we would wish to object.

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

**Development Plan Monitoring**