

**To be Retained by BSGA**



**Consultation Period:** 12/11/18 **To:** 21/12/18  
**Development Plan:** City Plan 2019-2040 – Consultation Draft  
**District:** Westminster CC  
**Relevant Policies:** 41(E-F)  
**Or Narrative (refs):** 41.6-41.7

**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 not cause unacceptable harm to amenity or public safety by being sensitively designed and located in the street scene. 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. The devil, however, will be in the detail. Ominously, the Council say they will be producing more detailed guidance on all aspects of design in supplementary guidance.

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

**Development Plan Monitoring**