

To be Retained by BSGA



**Consultation Period:** 31/10/18 **To:** 12/12/18  
**Development Plan:** Local Plan - Consultation Draft  
**District:** Worthing BC  
**Relevant Policies:** CP6(e)  
**Or Narrative (refs):** Para 4.74

**Background:** This is the second draft of a comprehensive Local Plan for the borough. The first draft (Issues and Options) was very general and contained nothing of direct relevance.

Policy CP6(e) is half acceptable. The first sentence refers to amenity (character and appearance of locality) and public safety. The second sentence requires illumination “where acceptable in principle” to be external or individually internally illuminated letters with a solid or opaque background. There is no justification.

The supporting text states only that advertisements should be designed “sensitively”; and positioned so as to avoid “trip hazards” or clutter. Clearly, whoever wrote this dislikes “A” boards; but otherwise knows little of advertisement control!

**Comment:** We have objected to the unacceptable and unjustified restrictions on illumination.

**Date sent to Council:** 1/11/18

**Development Plan Monitoring**