

To be Retained by BSGA



**Consultation Period:** 10/1/20 **To:** 21/2/20  
**Development Plan:** New Local Plan – Preferred Options  
**District:** Dartford BC  
**Relevant Policies:** Section 6  
**Or Narrative (refs):** Paras 6.1-6.4

**Background:** The present Local Plan was adopted in July 2017. Advertisement control is covered within the general design policy DP2. Policy DP2(6) states that advertisements should be of a scale and design sympathetic to the building and locality; and not have a negative effect on public safety and convenience. The New Local Plan proposes to retain this policy unchanged.

**Comment:** This is a simple policy which we can support since it effectively says nothing more than what is in the Regulations.

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

**Development Plan Monitoring**