

To be Retained by BSGA



Consultation Period: 14/4/20 **To:** 22/5/20
Development Plan: Local Development Plan 2 – Supplementary Guidance 04
“Shopfronts” - Draft
District: Falkirk Council
Relevant Policies: Passim
Or Narrative (refs): Passim

Background: This draft Supplementary Guidance Note is one of a series being published by the Council to support their policies in their new LDP. In the LDP draft submitted to Scottish Ministers, Policy PE03 stated that adverts would be refused where they were detrimental to amenity or public safety; clutter should be avoided; adverts should be sensitive to the host building in scale, design and positioning; and illumination will generally be refused outside urban limits. Advance directional signs would not generally be permitted except where required in the public interest.

We objected to the restrictions on illumination and advance directional signs and pointed out that the Regulations do not permit such arbitrary policies.

The Inspector agreed with us – in fact, he went further and stated that there should be no advertisement control policy at all, since the Regulations require control only in the interests of amenity and public safety. He recommended that Policy PE03 and supporting text be deleted entirely. This recommendation is (in Scotland) mandatory. The Council must therefore amend the Plan accordingly before adoption.

Comment: It is not clear why the Council have published this draft SG. It is clear that, since there is no longer any LDP policy on advertisements, there cannot possibly be any extra guidance to support it! We have objected accordingly.

Date sent to Council: 17/4/20 (by email)

Development Plan Monitoring