

To be Retained by BSGA



Consultation Period: 28/2/20 **To:** 23/4/20
Development Plan: Local Plan Part 2 – Submission Draft
District: Great Yarmouth BC
Relevant Policies: A3 (formerly) G6-dp
Or Narrative (refs): Para 5.17

Background: This is the detailed and comprehensive Local Plan for the district. It will replace all previous planning policy documents. The Local Plan Part 1 (Overall Strategy) was adopted in December 2015 (no advert policies)

Policy A3 “Advertisements” appears as an odd insertion in the section on Design. It cross-references to policies on general amenity and trees – the only relevance to advertisements appearing to be the avoidance of light pollution and harm to trees. It further refers to the local characteristics of the neighbourhood and scenic, historical, architectural or cultural settings. A final mention is made of public safety.

The supporting text states that advertisement control is restricted to matters of amenity and public safety by the Regulations.

Comment: This is a pointless policy, echoing only the requirements of the Regulations and advice in national Planning Policy Guidance.

Date sent to Council: No representations required

Development Plan Monitoring