

To be Retained by BSGA



Consultation Period: 16/1/19 **To:** 13/3/19
Development Plan: Site Allocations and Policies DPD Review – Preferred Options
District: Ipswich BC
Relevant Policies: DM25
Or Narrative (refs): Paras 9.25.1 – 9.25.6

Background: Ipswich have decided to retain a split structure for their Local Plan. They propose a Core Strategy for strategic policies and a separate DPD for site allocations and development control policies. In the latter, only Policy DM25 “Advertisements” and its supporting text are relevant.

The Policy requires advertisements to preserve or enhance the character of the building and setting by reference to form, fabric, design and scale. Advertisements which adversely impact upon public safety will be refused.

The supporting text states that size, location, materials, design and illumination must be carefully considered. Proliferation will be resisted. Advertisements must have regard to the sensitivity of listed buildings and conservation areas. Advertisements should not be unduly dominant in the street. Illumination should not adversely affect local residents or wildlife habitats. The type and appearance of illuminated signs should be sympathetic to the design of the building. Flashing signs are not acceptable.

Comment: Whilst wordy, neither the Policy nor supporting text contain anything to which we could reasonably object. They simply state the obvious.

Date sent to Council: No representations required

Development Plan Monitoring