

To be Retained by BSGA



Consultation Period: None **To:**
Development Plan: Local Plan – Adoption 4/11/19
District: Reading BC
Relevant Policies: OU4
Or Narrative (refs): Paragraphs 4.7.24-4.7.31

Background: This new composite Local Plan replaces all the detailed LDF policies adopted through 2010-2012. The advertisement control policy OU4 closely follows the old policy DM22. It seeks to control advertisements only by size, location, design, materials, colour, lettering amount and type of text, illumination and luminance, and noise. Cumulative impact will also be considered.

We objected to various restrictions in the earlier consultation draft of this Plan. As a result, the policy and text have been modified to suit all our substantive objections.

Comment: The policy and supporting text are now fully acceptable.

Date sent to Council: No representations possible or required

Development Plan Monitoring