

To be Retained by BSGA



Consultation Period: None **To:**
Development Plan: Local Plan 2015-2030 – Adopted 20/4/17
District: Sefton MBC
Relevant Policies: Policy EQ11 (formerly PD6)
Or Narrative (refs): Paras 10.91 - 10.93

Background: Sefton's now adopted Policy EQ11 states that adverts will be considered on scale and character, dominance, design, size, location, illumination and clutter. Special consideration will be given where heritage assets are affected (conservation areas, listed buildings). Public safety for both pedestrians and drivers will be considered. There is special consideration for adverts on verandas in Lord Street and Birkdale Village Conservation Areas (Southport).

The supporting text adds nothing.

Comment: This remains a wholly acceptable policy.

Date sent to Council: No comment required or possible

Development Plan Monitoring