

To be Retained by BSGA



Consultation Period: None **To:**
Development Plan: Core Strategy & Development Plan (Local Plan) 2015-2033 –
Adopted 30/1/20
District: Sunderland CC
Relevant Policies: BH4 Advertisements & BH5 Shop Fronts (formerly E3)
Or Narrative (refs): Paras 9.16 – 9.20

Background: This document replaces all relevant policies in the Council's adopted UDP (which contained no advert-specific policies). Policy BH4 states that adverts (and BH5 adverts on shop fronts) will be expected to be well-designed and sympathetic to the character and appearance of their location and building in terms of size, materials, construction, location, illumination and cumulative impact. Adverts on listed buildings and in conservation areas and Areas of Special Control will be subject "to the requirements of the relevant designation and appropriate planning policy guidance" (drivel). Adverts should not adversely affect public safety.

Comment: Much detail but only those criteria which should be expected of quality advertisement displays. There is nothing specific to which we would take exception.

Date sent to Council: No representations possible or required

Development Plan Monitoring