

Strategic Planning
Maidstone BC
Maidstone House
King Street
Maidstone
Kent ME15 6JQ

1 December 2020

Dear Sir/Madam,

**Maidstone BC – Local Plan Review – Preferred Approaches Consultation Draft
December 2020**

These representations are submitted on behalf of the British Sign and Graphics Association (BSGA) in response to the above draft Local Plan.

The BSGA represents 65% of the sales of signage throughout the UK and monitors development plans throughout the country to ensure that emerging Local Plan Policies do not inappropriately apply more onerous considerations on advertisements than already apply within NPPF, NPPG and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

The BSGA considers that part of draft policy Q&D3 is both unnecessary and unlawful.

The final sentence which has been added to criterion (iv) is unnecessary because the sign's height is already covered by "position" in criterion (i). Further re-statement is duplication and unnecessary.

The proposed additional requirement is also unlawful. The Control of Advertisements Regulations require that all advertisements be considered only on the basis of amenity and public safety. Consideration of "justification" or "need" for the sign is not permitted by the Regulations as advised in paragraph ID 18b-026-20140306 in the NPPG.

The final sentence in Policy Q&D3 criterion (iv) should be deleted.

It is hoped that these comments are found to be useful and informative. If you have any further questions, please contact me.

Yours faithfully

Chris Thomas
for British Sign & Graphics Association