

To be Retained by BSGA



Consultation Period: 1/12/20 **To:** 22/12/20
Development Plan: Local Plan Review 2031 – Preferred Approach
District: Maidstone BC
Relevant Policies: Q&D 3
Or Narrative (refs): Paras 9.102 - 9.103

Background: This policy is mainly the same as in the adopted 2017 Local Plan which was wholly acceptable. Some slight changes are reasonable. It covers “business frontages” and signage. The signage part is simple. Signs will be considered on number, size, design, position, materials, colour and illumination so as not to detract from the building or surroundings. Any fascia signs should be of an appropriate height and be in scale with the height of the shopfront and other elements of the building.

But some idiot at the Council has thought fit to add a final sentence that signage “in identified centres” (undefined!) will be restricted to ground floor level “unless there is justification for them above this level”.

Comment: This addition is both unnecessary (covered by “position”) and unlawful. Need for a sign is an irrelevant consideration. We have written accordingly.

Date sent to Council: 1/12/20 (by email)

Development Plan Monitoring