

To be Retained by BSGA



Consultation Period: 18/12/20 **To:** 12/2/21
Development Plan: Development Management SPD - Draft
District: Sunderland CC
Relevant Policies: Section 9 "Advertisements"
Or Narrative (refs): Paras 9.1-9.14

Background: This draft SPD offers advice on the implementation of the policies in the Council's adopted Core Strategy and Development Plan 2020 (qv).

It is innocuous, mostly stating the obvious – in fact, vast chunks are just repeated direct from the NPPG advice! In essence, it only says that advertisements must be of a scale and design to reflect the character, appearance, and "nature" of their surroundings. More care should be exercised in residential and conservation areas; and illumination should be appropriate to its location. Advertisements which adversely affect public safety will not be permitted.

Comment: No detail, bland and pointless but a good time filler for lockdown (at ratepayers expense of course)! We have offered just one correction (rarely of relevance to BSGA-type signs) and a sensible reference to the Government's advisory booklet (which will be far more correct than any advice given by a local authority).

Date sent to Council: 18/12/20 by email

Development Plan Monitoring