

22 December 2020

Dear Sir/Madam,

Draft Development Management SPD - December 2020

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

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

The BSGA consider that section 9.0 "Advertisements" of this draft SPD fairly reflects the requirements of the law and national policy and procedural advice. Could we suggest that the document is reviewed to put "its" and "their" in the proper place according to the number of the subject (e.g. 9.6 "Proposed advertisements s ... its setting". We have only two observations:

In paragraph 9.10 second sentence, "where motorists need to take care" would be better expressed as "where motorists need to take more care". This is what the NPPG actually says.

In paragraph 9.1 or 9.2 as appropriate, you may think it sensible to add a reference to MHCLG's explanatory booklet "Outdoor Advertisements and Signs - A Guide for Advertisers". This very useful publication gives much advice about which advertisements do and do not need consent and other pertinent advice on advertisement control. It is available free from MHCLG for stock to be held by local authorities and issued as required. It may save your staff considerable time!

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