

**To be Retained by BSGA**



**Consultation Period:** None **To:**  
**Development Plan:** Core Strategy and Policies Development Plan Review (2018-2036) – Adoption 22/3/22  
**District:** Ipswich BC  
**Relevant Policies:** DM26  
**Or Narrative (refs):** Paras 9.241 – 9.246

**Background:** This plan is now the sole adopted Development Plan for Ipswich. All previous plans are superseded.

The Policy is unchanged from the earlier drafts. It requires advertisements to preserve or enhance the character of the building and setting by reference to form, fabric, design and scale. Advertisements which adversely impact upon public safety will be refused.

The supporting text states that size, location, materials, design and illumination must be carefully considered. Proliferation will be resisted. Advertisements must have regard to the sensitivity of listed buildings and conservation areas. Advertisements should not be unduly dominant in the street. Illumination should not adversely affect local residents or wildlife habitats. The type and appearance of illuminated signs should be sympathetic to the design of the building. Flashing signs are not acceptable.

**Comment:** Whilst wordy, neither the Policy nor supporting text contain anything to which we could reasonably object. They simply state the obvious.

**Date sent to Council:** No representations required or possible

**Development Plan Monitoring**