

To be Retained by ISA-UK



Consultation Period: None **To:**
Development Plan: Local Plan Review 2022 – 2037 – Post-Submission
Modifications
District: Maidstone BC
Relevant Policies: LPRQ&D 3
Or Narrative (refs): Paras 9.128 - 9.129

Background: This policy is mainly the same as in the adopted 2017 Local Plan which was wholly acceptable. The first draft (Preferred Approach 12/2020) covered “business frontages” and signage in Policy LPRQ&D 3. The signage part was simple. Signs would 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.

In the second draft (Submission Draft 10/2021), a final sentence was added that signage “in town, district and local centres” would be restricted to ground floor level “unless there is sufficient justification for them above this level”.

This addition was both unnecessary (covered by “position”) and unlawful. Need for a sign is an irrelevant consideration. And the requirement suggested (ridiculously) that high level signs would be acceptable outside the commercial centres! We objected accordingly.

Comment: The plan has now been submitted for examination. It is accompanied by a list of further proposed modifications. This includes the deletion of the final sentence of Policy LPRQ&D 3 to which we objected. Unless the examining Inspector disagrees (most unlikely), the sentence will be deleted from the final version of the plan. This will leave the policy in an acceptable form.

Date sent to Council: No representation necessary or permitted

Development Plan Monitoring