

**To be Retained by ISA-UK**



**Consultation Period:** 20/6/22 **To:** 31/7/22  
**Development Plan:** Local Plan 2039 – Consultation Draft  
**District:** South Tyneside Council  
**Relevant Policies:** Policy 50 “Advertisements”  
**Or Narrative (refs):** Paras 13.41-13.45

**Background:** The Council first proposed a comprehensive Local Plan in 2015. This was abandoned in 2019.

This new draft of a Local Plan 2039 is the next attempt at a comprehensive Local Plan which will replace earlier (mostly withdrawn) Core Strategy and Development Management Policies LDF documents.

Policy 50 “Advertisements” is wordy but straightforward. It states that advertisements should respect the building and location in terms of size, location, design, materials, colour, lettering, amount/type of text, illumination, and luminance; and should not adversely affect public safety. Architectural features should not be obstructed. Fascias should not run across the facades of different buildings where retail units have been combined. Clutter should be avoided. On listed buildings and in conservation areas, advertisements should respect the “heritage significance” of the building or area.

The text adds nothing of relevance: it is mostly about digital poster hoardings.

**Comment:** This policy, although long, imposes no requirements additional to the law or national policy and practice guidance. There is nothing to which we would object.

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

**Development Plan Monitoring**