20 March 2015

Dear Sir/Madam,

**London Borough of Hackney - Development Management Local Plan – Proposed Post-Inquiry Main Modifications**

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

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

We are particularly concerned with Policy DM29 and the supporting text in paragraphs 6.7.1 to 6.7.4. In response to our earlier comments, the Council proposed Modifications to accompany the Submission of the DPD to the Inspector. Modifications 60-63 inc. were relevant to Policy DM29 and supporting text.

We have now examined the Proposed Post-Inquiry Main Modifications. We note that Modification 86 corresponds to Pre-Inquiry Modification 62. However, there is no indication of what has become of the Council's pre-Inquiry Modifications 60, 61 and 63. On the basis that all these Modifications were to be included in the revised DPD version, we did not make any further representations to the Inspector. So we ask why these Pre-Inquiry Modifications 60.61 and 63 proposed by the Council are not included in the list of Post-inquiry Main Modifications?

We ask for a very urgent reply so that we may have time to make further representations should this prove necessary.

Yours faithfully

Chris Thomas
Chris Thomas Ltd