

Chris Thomas Ltd
Outdoor Advertising Consultants

Local Plan Consultation
Planning Policy
London Borough of Haringey Council
River Park House
225 High Road
Wood Green
London N22 8HQ

6 February 2016

Dear Sir/Madam,

**London Borough of Haringey Local Plan – Development Management DPD -
Pre-submission Draft - February 2016**

These representations are submitted on behalf of the British Sign and Graphics Association in response to Policies DM3 and DM8 of 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 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 commented on earlier drafts of this document in May 2010, March 2013 and February 2015. We are pleased that most of our comments have been taken into account in the production of this latest draft.

We consider Policy DM3(C) to be sound. We also consider Policy DM8(B) to be sound.

We have minor reservations about two points in the supporting text. In paragraph 2.51, it is stated that "internally illuminated box fascias" detract from the appearance of the streetscape. This partly contradicts Policy DM8(B) which states that the Council will grant consent for "illuminated fascia signs". Many modern internally illuminated fascia signs (which necessarily must be in a "box" of some sort, even if individual letters or halo illuminated) are slimline. Many are designed so as to illuminate only the letters/logo. They can be wholly successfully installed on appropriate shopfronts. We think that the advice is intended to discourage older types of bulky, fully internally illuminated signs which may be crudely attached over

an existing fascia. We think that the text should make this clear. We therefore suggest that in paragraph 2.51, after "poor quality materials," be inserted "bulky and crudely attached, fully".

In paragraph 2.53, "brightly illuminated" shop fascias are discouraged. There is nothing wrong with a "bright" fascia in the appropriate location. What is not acceptable is an **excessively** bright fascia which will stand out in the street to the detriment of the overall area. We therefore suggest that, in the first sentence of paragraph 2.53, "brightly" be deleted and replaced with "excessively bright".

It is hoped that you find these comments useful.

Yours faithfully

Chris Thomas
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