



Part B - Please use a separate sheet for each representation

Name or Organisation: Brentford Community Council

3. To which part of the Local Plan does this representation relate?

Paragraph(s)	<input type="text"/>	Policy	<input type="text" value="CC5"/>	Figure/Site	<input type="text"/>
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4. Do you Consider the Local Plan is:

(Please tick as appropriate)

i) Legally Compliant	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
ii) Sound	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
iii) Complies with the Duty to co-operate	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

5. Please give details of why you consider the Local Plan not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible. If you wish to support the legal compliance or soundness of the Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

This policy is not sufficiently strongly worded to resist the commercial pressure for advertising on the A4 corridor.

Since the illuminated signs along the A4 are designed to be seen from the raised motorway flyover, they tower above the adjoining streets. They currently have a harmful effect on visual amenity of the small scale surrounding streets, and disturb the sleep of residents there.

The policy should be worded to resist the further proliferation of advertising in areas of high demand, such as the A4 corridor in Brentford. This could be included in the opening paragraph of CC5, as follows

(Continue on a separate sheet if necessary)



6. Please set out what modification (s) you consider necessary to make the Local Plan legally compliant or sound, having regard to the test you have identified at 5 above where this relates to soundness. *(NB Please note that any non-compliance with the duty to co-operate is incapable of modification at examination).* You will need to say why this modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

CC5 b.

Replace the text:

“A proliferation of stand-alone advertisements and billboards will be resisted;”

With the text:

“Stand-alone advertisements and billboards will be resisted;”

CC5 d.

Replace the text:

“and resisting adverts that will cause severe harm”

With the text:

“and resisting adverts where they have a harmful effect on neighbouring residential streets”

(Continue on a separate sheet if necessary)

Please note your representation should cover succinctly all the information, evidence and supporting information necessary to support/justify the representation and the suggested modification, as there will not normally be a subsequent opportunity to make further representations based on the original representation at publication stage.

After this stage, further submissions will only be at the request of the Inspector, based on the matters and issues he/she identifies for examination.

7. If your representation is seeking a modification, do you consider it necessary to participate at the oral part of the examination?

No, I do not wish to participate at the oral examination.

Yes, I wish to participate at the oral examination



8. If you wish to participate at the oral part of the examination, please outline why you consider this to be necessary:

To explain the negative consequences of the text of the proposed policy wording

Please note the inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate at the oral part of the examination.

9. Signature:

Date: