

To be Retained by BSGA



Consultation Period: 10/1/19 **To:** 21/2/19
Development Plan: Local Plan Part 2 – Informal Consultation
District: Blackpool BC
Relevant Policies: DM22 (Shopfronts) & DM24 (Advertisements)
Or Narrative (refs): Paragraphs 3.239 – 3.249 & 3.261 – 3.271

Background: This is the second part of the Council's replacement for their 2006 Local Plan. Part 1 Core Strategy was adopted in 2016. Part 2 contains site allocations and development management policies.

Policy DM22 concerns shopfronts and is mostly not relevant, except where it states that the only signage should be on the fascia.

Policy DM24 concerns advertisements and is typically backward. No internally illuminated signs in town, district or local centres, on the Promenade, in conservation areas or on listed buildings. No high level signs. No window vinyls. Digital signs only on leisure attractions on the Promenade. The supporting text provides no justification for these silly restrictions.

A further SPD on advertisements is also promised (threatened?).

Comment: No wonder Blackpool is such a mess economically and visually. These negative policies do nothing to attract and promote business and town centres. We have objected to all the negative aspects.

Date sent to Council: 3/2/19

Development Plan Monitoring