

To be Retained by ISA-UK



**Consultation Period:** None **To:**  
**Development Plan:** Shopfront & Advertisement Design SPD – Adopted 6/19  
**District:** Burnley BC  
**Relevant Policies:** Passim  
**Or Narrative (refs):** Passim

**Background:** This SPD follows from the Council’s adopted (July 2018) Local Plan (qv). We objected to many aspects which were simply wrong or contrary to national policy and practice. Unaccountably, the Inspector did not even touch upon our objections; and approved the Plan as submitted by the Council.

This SPD was produced in draft in February 2019. We objected in considerable detail. The Council have made some changes as a result, but there remains much which is wrong and unacceptable.

We have succeeded in removing restrictions on signs’ content and on a presumption that all internally illuminated signs and contemporary projecting signs are unacceptable. However, the SPD still presumes that “corporate” design “should” be modified; and that “glossy” materials are unacceptable on listed buildings and in conservation areas (this includes stainless steel!). And the Council still think that they can somehow control advertising within windows (vinyl /posters to glass etc).

Further, the Council still think that they have the authority to decide whether illumination is “necessary” or “acceptable in principle”. One sentence reads “Many buildings located in commercial areas are externally lit beyond the basic requirements of both their character in the street, and the merit of their architectural detailing”. An entry for the Plain English prize I think!

**Comment:** With much repetition and gibberish, I doubt that much value will be given to this document. But we will have to hope for a better Inspector at the next Local Plan review to remove the basic errors in that document which will allow us to attack a lot of the supposed justification for the drivel in this SPD.

**Date sent to Council:** No further representations permitted

**Development Plan Monitoring**