

To be Retained by ISA-UK



**Consultation Period:** 24/6/19 **To:** 5/8/19  
**Development Plan:** Shopfronts Design Guide SPD - Draft  
**District:** East Staffs BC  
**Relevant Policies:** Passim  
**Or Narrative (refs):** Passim

**Background:** This draft SPD will replace the Council's 2008 Design Guide.

There is much wrong and unacceptable in this draft SPD. The draft SPD attempts to restrict the content of some signs, deny box signs and most forms of internal illumination, restrict "glossy" materials, restrict internal advertising (vinyl to glass etc) and endow the Council with the power to decide whether illumination is "necessary" or "justified". It also attempts to advise on colour and design generally.

**Comment:** We have submitted our objections to all the above.

**Date sent to Council:** 19/7/19

**Development Plan Monitoring**