

To be Retained by BSGA



Consultation Period: 25/7/19 **To:** 19/9/19
Development Plan: Local Plan 2014-37(Delivery and Allocations) - Submission Draft
District: Halton BC
Relevant Policies: HC4
Or Narrative (refs): Paras 11.18 - 11.22

Background: This document will finally bring together the policies from the 2005 UDP and 2013 Core Strategy. This is the final draft to be submitted for public inquiry.

Policy HC4 concerns shopfronts and advertisements. It requires advertisements not adversely to affect amenity and public safety by size, design, position, materials and colour. Illumination should not adversely affect nearby occupiers. Adverts should appear as integral to the host building and not be over dominant. They should not create clutter.

The requirement that the advertisement should be “related” to its site has been deleted following our earlier objection. The text adds little except referring to an SPD “Shop Fronts, Signage and Advertising” which is said to be a material consideration.

Comment: The policy is overlong but acceptable except for the reference to the SPD. I have examined this. It dates from 2005 and is wholly out of date. We have objected to this element.

Date sent to Council: 30/7/19

Development Plan Monitoring