

To be Retained by BSGA



Consultation Period: None **To:**
Development Plan: Urban Design Guide SPD – Adopted November 2017
District: Islington LBC
Relevant Policies:
Or Narrative (refs): Section 5.2 "Shopfront Design" - paragraphs 5.202 - 5.225

Background: This SPD seeks to guide most types of development within the whole borough. It was produced as a draft in September 2016 and we made a number of objections. The SPD had apparently been written by someone rooted in the 1920s and decried anything even vaguely “modern”. The SPD was amended somewhat and then adopted in November 2017 (we were not notified). The result was a confused, repetitive, unclear text where some adverts are said to be acceptable in one paragraph and not in another. For example, fascias on "traditional" shopfronts should be of wood and hand sign-written or with applied metal letters. No internally illuminated “bulky” box fascia or projecting signs. No plastic/aluminium. No vinyl in shop windows (even though this has deemed consent). No internal illumination. No "bulky" trough lights. Preference for spotlights. Corporate designs to be altered to suit. But in other paragraphs, individually lit lettering (presumably internal), fascia fret-cut lettering and halo illumination may be appropriate. But the paragraphs are so confused that some of the restrictions appear to apply to “traditional” shopfronts only.

Comment: The guidance is completely impractical and unachievable. But its poor arrangement and drafting means that it would be quite easy to say that much of it only applies to “traditional” shopfronts. And I cannot see an Inspector taking much notice of advice which effectively excludes virtually all contemporary materials.

Date sent to Council: No representations permitted at this stage

Development Plan Monitoring