



To be Retained by BSGA

Consultation Period: 16/10/19 **To:** 8/11/19
Development Plan: Local Plan 2036 – Statement to Public Inquiry
District: Oxford CC
Relevant Policies: DH6
Or Narrative (refs): Paras 6.4.2 – 6.4.3

Background: This is the first substantive draft of the Local Plan to replace Oxford's 2005 LDF and 2008 Core Strategy.

Policy DH6 (Shopfronts and Signage) is mostly straightforward. Adverts must not harm the visual amenity of the building or surroundings by design, position, materials, colour proportion, illumination or clutter. Public safety should not be prejudiced.

Most of the supporting text is acceptable. Well-designed signs which integrate with the premises and surroundings are welcomed. Obtrusive designs and siting can have a detrimental effect on amenity.

Compromises may be required to corporate designs in particularly sensitive areas, eg "internally illuminated box fascias and projecting signs will not be generally appropriate in conservation areas."

Comment: The Council (and Inspector) have already agreed to amend incorrect references to "planning permission" in favour of "advertisement consent" or "express consent". The policy and text are now acceptable in this respect. However, the reference to internally illuminated signs in conservation areas (corporate or not) being generally unacceptable in conservation areas remains. We have therefore again objected and suggested that this be deleted.

Date sent to Council: 16/10/19

Development Plan Monitoring