

To be Retained by BSGA



**Consultation Period:** 15/1/19 **To:** 11/2/19  
**Development Plan:** Draft Design SPD  
**District:** Tamworth BC  
**Relevant Policies:** No policies – advice only  
**Or Narrative (refs):** Section 4 – Shopfronts and Advertisements

**Background:** This is a new publication by the Council which will support all the existing “design” policies in the 2016 Local Plan (which contains no specific advertisement control policies). The SPD mainly concentrates on getting the design of the shopfront right, allowing appropriate spaces for appropriate advertisements. This is to be applauded – it must make our job easier. Much of the advice on advertisements is straightforward and sensible. There are only a few points of concern.

**Comment:** There is a misleading reference to “multiple” signs on facades. This contradicts other parts of the SPD. What it means is “too many”. There is a general (unjustified) opposition to signs above ground floor level in shopping areas. But there are already many in Tamworth. Illumination should be restricted to “fascia” and “projecting” signs. This again is unjustified. Signs in industrial areas which face adjoining residential areas are unacceptable. It is not whether they face residential areas, but whether they adversely affect them which matters.

Detailed objection has been made.

**Date sent to Council:** 29/1/19

**Development Plan Monitoring**