

To be Retained by ISA-UK



<b>Consultation Period:</b>	22/7/19	<b>To:</b>	30/9/19
<b>Development Plan:</b>	"Shaping the Borough" – New Local Plan 2020 – 2035 Consultation Draft		
<b>District:</b>	Waltham Forest LBC		
<b>Relevant Policies:</b>	Policies 55 and 67		
<b>Or Narrative (refs):</b>	Paragraphs 13.41-13.43 and 16.9		

**Background:** This is the first draft of a new comprehensive Local Plan which will replace the various parts of the old plan (adopted 2013 and which we considered to be acceptable).

The new draft Plan contains two separate references to advertisements:

Policy 55 relates to "Shopfronts and Signage". There is no specific reference to advertisements. The policy requires shopfront design to relate to the scale, proportion and appearance of the building; to respect the character of the area and parade; and to be in keeping with "standards" where shopfront improvement schemes are being promoted. The supporting text (13.41-13.43) adds nothing of relevance, although a Shopfront Design Guide SPD is proposed.

Policy 67 is titled "Advertisements". It requires all advertisements to be well-integrated into the public realm without causing hazard or clutter; to compliment the local character, context and visual amenity of the locality; not to adversely affect heritage assets and their setting; not to be dominant or overbearing; to avoid "interference" of existing views from adjacent properties (aimed mainly at hoardings, I think); to avoid flashing illumination; and to minimise the impact of light pollution on adjacent properties. The supporting text (paragraph 16.9) adds nothing.

**Comment:** The Policies and supporting text contain nothing to which we could reasonably object. They are not restrictive and only reflect what might reasonably be required of any proposed sign. The reference to a new Shopfront Design Guide is not as ominous as is often the case. The existing 2016 Shopfront Design Guide was adopted incorporating most of our objections. Whilst this still contains one or two unacceptable items, it is mostly sensible. We await the revised draft.

**Date sent to Council:** No representations required