

To be Retained by BSGA



Consultation Period: 7/11/19 **To:** 20/12/19
Development Plan: City Plan 2016-2031 - Pre-Submission Draft
District: Gloucester CC
Relevant Policies: Policy D4
Or Narrative (refs): Paragraphs 3.4.20-3.4.21

Background: This City Plan (combined with the adopted Core Strategy) will supersede the old 1983 local plan and finally complete Gloucester's planning policies. Policy D4 "Shopfronts, shutters and signs" states only that proposals for advertisements "will be supported" where the signage is sympathetic to its surroundings, not visually dominant or create clutter; is halo illuminated; is a hanging (timber on metal bracket); and is of a colour which is "sympathetic" to the character of an area or building – "very bright" and garish colours should be avoided.

All proposals should take "accord with" the guidance in the "Shopfronts, Shutters and Signage Design Guidelines" SPD and any subsequent amendments.

Comment: It would be difficult to object to this policy. It does not actually say that anything is unacceptable (other than by implication) except very bright or garish colours (which is anyway subjective and arguable).

The sting is in the tail. The Shopfronts SPD was subject to a separate consultation in November 2016 and we objected to much (most) of it but our representations were effectively ignored. The SPD was adopted (without even informing us) in November 2017. This document is wholly unacceptable. It is beyond reality as any short visit to Gloucester will confirm. See forms and representations in separate documents relating to the SPD.

The best we might achieve is a change to the wording of the supporting text that proposals might "take account" of, rather than "accord with", the SPD. You can take guidance into account and still disagree that it is not apt to whatever is proposed.

Date sent to Council: 8/11/19

Development Plan Monitoring