

To be Retained by BSGA



Consultation Period: None **To:**
Development Plan: Shopfront, Shutters & Signage Design Guide - Adopted 11/17
District: Gloucester CC
Relevant Policies:
Or Narrative (refs): All

Background: We made substantive comments on the draft of this guide in November 2016. It is one of the worst I have ever seen. It is impractical, unenforceable, partly incorrect, misleading and takes no account of reality. It contains every prejudice and incorrect assumption that can be concocted. If the advice was followed to the letter, almost the only acceptable signs in the city would be wood, hand-painted (by an experienced sign writer) and non-illuminated. Everything else - plastic, bright colours, glossy, box signs, internally and most externally illuminated signs, "modern" projecting signs, banners, flags, window stickers etc - would fall foul of this ridiculous "guide".

The Council totally ignored our representations and changed not a single word, even where the SPD was wrong in law or self-contradictory.

Comment: There is nothing further we can do. This simply proves (as we always really knew) that SPDs or other guidance which does not have to be scrutinised by an independent Inspector can say virtually anything it wants. We have tried to minimise the effectiveness of the SPD by objecting to any reference to it in the Local Plan.

Date sent to Council: No further representation possible

Development Plan Monitoring