

To be Retained by BSGA



Consultation Period:	3/6/20	To:	22/7/20
Development Plan:	Local Plan Part 2 – Development Management Policies - Issues and Preferred Options Draft		
District:	Guildford BC		
Relevant Policies:	Policy D7		
Or Narrative (refs):	Paragraphs 5.30-5.32		

Background: This Plan (combined with Part 1, overall strategy) will finally replace the Council's 2003 Local Plan. Policy D7 states that proposals for new signs will be considered on scale, colour, materials, and detailing. Signs should be sensitive to the building and character of the area. Clutter should be avoided. Hanging signs on historic buildings will be resisted in the cobbled section of High Street, as will all illuminated signs. Signs should identify only the building and its function and be "appropriate to the business or premises". Signs should only be illuminated where the premises rely principally on trade after dark and should not create light pollution.

Comment: It is typical that planners should produce such a document when many businesses will fail to survive the virus closure. High Streets will be particularly likely to be decimated (in its original meaning – one in ten dies). Yet planners continue to produce policies which make business more difficult! We have objected to the whole policy as being overly burdensome and wholly unnecessary. And we have objected to the ridiculous propositions that the main shopping street of the town (historic or not) should be without hanging or illuminated signs. But I doubt that the planners will realise how ridiculous these policies particularly are in the present climate.

Date sent to Council: 4/6/20

Development Plan Monitoring