

To be Retained by BSGA



**Consultation Period:** None **To:**  
**Development Plan:** Local Plan 2015-2030 - Development & Allocations - Adoption  
24/6/20  
**District:** Newcastle CC  
**Relevant Policies:** DM21  
**Or Narrative (refs):** Paras 6. 7.1 - 6.7.3

**Background:** This is the second (and final) part of Newcastle's new Local Plan. The Core Strategy (adopted 3/15) is a strategy document with no relevant policies. This second part of the Local Plan contains the development management policies and site allocations.

Policy DM21 covers shopfronts and signage. It is simple and straightforward. Signs should reflect the scale and proportions of the shopfront, its host building and setting. The supporting text states that well maintained and appropriately--designed shopfronts and signage can make a positive contribution to the character and appearance of an area and often reflect its vitality and viability. Signage should be used carefully to preserve and enhance the "significance" of heritage assets (i.e. listed buildings and conservation areas).

**Comment:** A lot of fancy words which amount to nothing.

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

**Development Plan Monitoring**