

To be Retained by BSGA



Consultation Period:	None	To:
Development Plan:	Local Plan 2036 – Adopted 8/6/20	
District:	Oxford CC	
Relevant Policies:	DH6	
Or Narrative (refs):	Paras 6.42 – 6.43	

Background: This Plan will now replace Oxford’s 2005 LDF and 2008 Core Strategy.

Policy DH6 (Shopfronts and Signage) is mostly straightforward. Adverts must not harm the visual amenity of the building or surroundings by design, position, materials, colour proportion, illumination, or clutter. Public safety should not be prejudiced.

Most of the supporting text is acceptable. Well-designed signs which integrate with the premises and surroundings are welcomed. Obtrusive designs and siting can have a detrimental effect on amenity.

Compromises may be required to corporate designs in particularly sensitive areas, e.g. “internally illuminated box fascias and projecting signs will not be generally appropriate in conservation areas.”

Comment: The policy and text are acceptable except the reference to internally illuminated signs in conservation areas (corporate or not). We objected and suggested that this be deleted. However, there is no indication that the Inspectors even considered our objection. This was despite sending a further hearing statement – which was rejected since the Inspectors’ initial areas of concern did not include this particular policy. But we were given an assurance that “the Inspectors are aware of the point being made and are intending to pick this up during the hearing discussions”.

Their final report made no mention whatsoever of the point being considered! But we are now stuck with it. At least, it is given only as an “example” and says not “generally” supported, which does allow for exceptions.

Date sent to Council: No further representations possible

Development Plan Monitoring