

To be Retained by BSGA



**Consultation Period:** 13/11/19 **To:** 6/1/20  
**Development Plan:** General Policy SPD - Draft  
**District:** Plymouth CC (joint with South Hams DC and West Devon BC)  
**Relevant Policies:** Appendix 3  
**Or Narrative (refs):** Appendix 3 paragraphs 15.1 – 15.42

**Background:** This draft SPD follows from the Joint Local Plan adopted by these three LPAs. It offers fairly vague policy advice on a wide variety of areas, one of which is shopfronts.

**Comment:** Most of the advice in Appendix 3 of this SPD is about the structural elements of shopfronts. The advice on advertisements is disjointed and of little assistance. The draft SPD attempts to restrict “corporate” designs at will, deny box signs on listed buildings and in conservation areas, deny the use of uPVC materials and most internal signs. It assumes that the Council can control elements of signs over which it may not exercise control.

We have submitted our objections to the above.

**Date sent to Council:** 14/11/19

**Development Plan Monitoring**