

To be Retained by BSGA



Consultation Period: 31/1/20 **To:** 31/3/20
Development Plan: New Local Plan 2020-2040 – Issues & Options
District: Stafford BC
Relevant Policies: Question 9.K
Or Narrative (refs): Paragraph 9.40

Background: This document is an update of the 2014 adopted Local Plan. It asks a series of questions, one of which is whether the existing “Shop Fronts and Advertisements” SPD provides sufficient guidance. We made many objections to this SPD (qv), only some of which were accepted by the Council. There remain many matters of concern within the SPD. We have therefore replied to this consultation, pointing out the deficiencies in the SPD and asking for a further review when we will be able to make further comments.

Comment: The SPD was only adopted in August 2018 and the Council may well refuse to review it. But we can only ask!

Date sent to Council: 1/2/20 on pro-forma

Development Plan Monitoring

**New Stafford Borough Local Plan 2020-2040
 “Issues and Options” Consultation - Response Form**

Part A: Your Details (Please Print)		
Please ensure that we have an up to date email address wherever possible, or postal address, at which we can contact you.		
	Your Details	Agent’s Details (if applicable)
Title		MR
First Name		CHRIS
Surname		THOMAS
E-mail address		chris@christhomasltd.co.uk
Job title (if applicable)		
Organisation (if applicable)	BRITISH SIGN & GRAPHICS ASSOCIATION (BSGA)	
Address		2 BELL BARN ROAD STOKE BISHOP BRISTOL
Postcode		BS9 2DA
Telephone Number		07957 870080

Thank you for taking the time to provide your comments on the “Issues and Options” document for the Stafford Borough Local Plan 2020-2040. All comments will be considered when preparing the Preferred Options for the New Local Plan.

Please return this form either by email (preferred) to:
forwardplanning@staffordbc.gov.uk

or by post to: Forward Planning, Civic Centre, Riverside, Stafford, ST16 3AQ

Please ensure receipt by Stafford Borough Council **by 12.00 noon Tuesday 31 March 2020.**

For advice on how to respond to the consultation and how to fill in this form, please see the Consultation Guidance Notes on the Council’s website at:
www.staffordbc.gov.uk/new-local-plan- or call 07800 619636 / 07800 619650.

Please note:

- Comments must be received by 12noon on Tuesday 31 March 2020. Late comments will be considered “not duly made” under the Regulations;
- Please fill in a separate Part B for each question/paragraph/table/topic you are commenting on and, where necessary, please explain your response;
- Representations cannot be kept confidential and will be available for public scrutiny, including your name and/or organisation (if applicable). However, your contact details will not be published.

Part B: Your Comments					
<i>Please complete a new Part B for each representation you wish to make.</i>					
Name CHRIS THOMAS		Organisation BSGA			
1. Which part of the New Local Plan 2020-2040 “Issues and Options” consultation paper does this representation relate to?					
Section	9	Paragraph	9.40	Table	
Figure		Question	9.K	Other	
2. Please set out your comments below					
<p>THE BSGA COMMENTED ON THE DRAFT OF THE “SHOP FRONTS AND ADVERTISEMENTS” SPD. THE ADOPTED VERSION SUPPORTED SOME OF OUR COMMENTS BUT IGNORED MANY. THUS THE ADOPTED SPD INCLUDES SOME RIDICULOUS STATEMENTS ABOUT MATERIALS, COLOURS, ILLUMINATION et al. IT ALSO INCLUDED STATEMENTS THAT ARE PATENTLY UNTRUE, eg “ADVERTISEMENT CONSENT IS REQUIRED FOR THE MAJORITY OF ADVERTISEMENTS AND SIGNS”. JUST CONSIDER THE BILLIONS OF SIGNS IN THE UK (AND STAFFORD) WHICH DO NOT REQUIRE CONSENT – HOUSE NUMBERS AND NAMES, TRAFFIC SIGNS, SIGNS IN WINDOWS, SIGNS ON VEHICLES etc, AND INCLUDING MOST NON-ILLUMINATED (AND SOME ILLUMINATED) SIGNS ON COMMERCIAL PREMISES.</p> <p>THE SPD IS WRONG IN PARTS, ALREADY OUT-OF-DATE, AND CONTRIBUTES TO THE DECLINE IN THE VITALITY OF SHOPPING STREETS BY PLACING UNNECESSARY RESTRICTIONS ON HIGH STREET TRADERS. IT SHOULD BE REVIEWED AND ALTERED TO STRESS THE POSITIVE – NOT TO BE FULL OF OUTDATED PREJUDICES.</p>					

1. Which part of the New Local Plan 2020-2040 “Issues and Options” consultation paper does this representation relate to?					
Section		Paragraph		Table	
Figure		Question		Other	
2. Please set out your comments below					

Please use a continuation sheet if necessary

All comments should be made in writing preferably using this form and should be received by Stafford Borough Council **no later than 12 noon Tuesday 31 March 2020.**

You can view the documents online at www.staffordbc.gov.uk/new-local-plan-

Please e-mail your comments (Preferred) to: forwardplanning@staffordbc.gov.uk

or post your comments to: Forward Planning, Civic Centre, Riverside, Stafford, ST16 3AQ

Thank you for taking the time to contribute to this consultation.

NEW LOCAL PLAN 2020-2040: ISSUES & OPTIONS **STAFFORD BOROUGH COUNCIL – PRIVACY NOTICE**

How we will use your details

All representations received to the Stafford Borough New Local Plan 2020-2040 Issues & Options consultation document will be included in a schedule and made publicly available once the consultation has closed.

Stafford Borough Council will consider all representations received, using them to inform the next stage of the process for the New Local Plan 2020-2040.

Comments cannot be treated as confidential. Your personal information, such as your postal and email address will not be published and signatures will be redacted, but your name and organisation will be made available. We will only use your personal information to send you information on the New Local Plan and associated planning policy matters.

We believe you should always know what data we collect from you and how we use it, and that you should have meaningful control over both. As part of our ongoing commitment to transparency, and in relation to the new General Data Protection Regulations (May 2018), we have updated our Privacy Policy.

Stafford Borough Council are the data controller and you can find information about how we handle your personal data by visiting www.staffordbc.gov.uk/privacynotices and if you have any queries or would like to unsubscribe from receiving information then please contact forwardplanningconsultations@staffordbc.gov.uk