



BRITISH SIGN
& GRAPHICS
ASSOCIATION

To be Retained by BSGA

Consultation Period: 17/12/19 **To:** 31/1/20
Development Plan: Local Plan Review 2036 – Submission Draft
District: Swindon BC
Relevant Policies: DM2(1)(g) “Design of Buildings”
Or Narrative (refs): Para 7.1.4

Background: This is the first review of the Local Plan 2026 which was adopted in 2015. Earlier drafts contained no mention of advertisements. But this latest draft includes a small paragraph in Policy DM2 which requires that new and altered shopfronts, including signage, must be of high-quality design including the consideration of detail, materials, character, ... and architectural and historic merit”. This is so general as to be acceptable.

Paragraph 7.1.4 of the supporting text states that further guidance is given in the Swindon Shop Fronts Design Guide SPG. This has not previously appeared. A read through this document shows that it dates to 2006. It is reasonable and with a few, fairly minor, amendments would be wholly acceptable.

Comment: Policy DM2 is acceptable. We always provide high quality design!

The Shop Fronts SPG is not open for comment at present. When proposed for amendment, we will have the opportunity for the few amendments that would be desirable. In the meantime, it is phrased such that most proposals would be acceptable, eg the introduction suggests that the document is for general guidance and exceptions are to be expected.

Date sent to Council: No comment necessary

Development Plan Monitoring