

To be Retained by BSGA



**Consultation Period:** 5/2/20 **To:** 20/3/20  
**Development Plan:** Civic Quarter Area Action Plan – Consultation Draft  
**District:** Trafford MBC  
**Relevant Policies:** Section 4 “High Quality Design” – CQ6  
**Or Narrative (refs):** Various paragraphs of supporting text

**Background:** Another "pie in the sky" design guide from what are clearly a firm of consultants paid far too much for wordy drivel. This AAP proposes to create a new civic quarter within Trafford to include, amongst other barmy ideas, a new “proceSSIONal” route and a “wellness” route. It contains all the usual fantasy aspirations which belong better in “Utopia”. Policy CQ6 includes avoiding unnecessary or poor quality signage and street clutter. The supporting text includes advice that retail frontages “will be fully integrated into the architecture of the building” and that “retail signage and lighting will be consistent /complimentary between retail units”. Secondary elements of buildings (including signage) “offer opportunities to appropriately introduce a sense of craft and refined ornament”.

**Comment:** A thoroughly useless document. But should we object? Any objection is bound to draw attention to these sections. They might be altered to be more detailed and objectionable. On balance, I think that this drivel is of no value and that we should ignore it. A case of better the devil you know.

**Date sent to Council:** On balance, no representations made

**Development Plan Monitoring**