

To be Retained by BSGA



**Consultation Period:** 7/1/22 **To:** 18/2/22  
**Development Plan:** Local Plan Part 2 – Development Management Policies -  
Submission Draft  
**District:** Guildford BC  
**Relevant Policies:** Policy D7  
**Or Narrative (refs):** Paragraphs 5.57-5.72

**Background:** This Plan (combined with Part 1, overall strategy) will finally replace the Council's 2003 Local Plan.

We objected to the Issues and Options draft of the plan and the Council have clearly taken serious notice. The policies and text have been wholly rewritten.

Policy D7 now states that proposals for new signs will be considered on design, size, colour, position, materials, detailing, illumination and clutter. Signs should be sensitive to the building and character of the area, particularly in the case of listed buildings and conservation areas. Clutter should be avoided.

**Comment:** It is a shock that the Council should actually realise that what we are saying is correct and that many businesses will fail to survive the virus closure.

The revised version has a positive "vibe" which was missing from the wholly negative first draft.

We have sent supportive comments. I intend to use this draft as an example to other Councils of how policies can be produced which achieve their desired result yet are supportive rather than negative. If we can get more Councils to adopt this sort of policies (such that it becomes almost "standard") this would be the long-term result we seek. But perhaps I am too hopeful?

**Date sent to Council:** 28/01/22

**Development Plan Monitoring**

Guildford BC

(by online Questionnaire response 28/1/22)

**Guildford BC Local Plan Part 2 – Development Management Policies – Submission Draft – January 2022**

Proposed Submission Local Plan: Development Management Policies Comment  
ID LPDM21B/18

Document Section Online questionnaire: specific policies,... Design chapter Policy  
D7: Advertisements, Hanging Si...

Respondent British Sign & Graphics Association...

Response Date 28 Jan 2022

Do you consider this section of the document is Legally Compliant? Yes

Do you consider this section of the document is Sound? Yes

Do you consider this section of the document complies with the Duty to cooperate?

Comment : Policy D7 and supporting text has been thoroughly revised from the  
Issues and Options version. The changes are refreshingly thoughtful and a significant  
improvement on the wholly negative sentiments of the earlier version.

The British Sign and Graphics Association are glad to be able to support Policy D7  
and supporting text.

What changes do you suggest should be made to the document? Minor  
improvements to the language would make the document more readable, e.g. in para  
5.57, "Outdoor advertising is a very...." would read better ("has become" implies  
something recent - advertising has been important since ancient times - even the  
Sumerians used it!).

In 5.59, "this policy only applies to advertisements" (plural).

Para 5.65 "cumulative" and "accrual" mean the same thing - perhaps "cumulative  
impact".

Para 5.68 "statutory" should be "statutorily".

Para 5.69 final sentence "advertisements" needs an apostrophe.

Para 5.70 "advertisement" and "signage" are the same thing. Simply "Where an  
advertisement is to be fixed to a statutorily listed building ..." (for clarity - it does not  
apply to locally listed buildings).

In paragraph 5.71 "reasonably required" should be deleted - it is meaningless. Who is  
to decide what is "reasonably required". This is the applicant's business and not for  
the Council to determine. If the applicant think it is needed, then it is not for the  
Council to question (as advised in PPG paragraph ID 18b-027-20140306).

Consequently, in para 5.72 "Where illumination is considered to be acceptable" must also be deleted. In the same paragraph "is hidden from view" might be replaced with "is concealed as far as reasonably practical" - complete concealment might not be possible (i.e. a cable affixed to a concrete wall).