

**To be Retained by ISA-UK**



**Consultation Period:** None **To:**  
**Development Plan:** Local Plan 2014-37(Delivery and Allocations) – Adoption 2/3/22  
**District:** Halton BC  
**Relevant Policies:** HC4  
**Or Narrative (refs):** Paras 11.18 - 11.22

**Background:** This document finally brings together the policies from the 2005 UDP and 2013 Core Strategy. Policy HC4 concerns shopfronts and advertisements. It requires advertisements not adversely to affect amenity and public safety by size, design, position, materials and colour. Illumination should not adversely affect nearby occupiers. Adverts should appear as integral to the host building and not be over dominant. They should not create clutter. The text adds little except referring to an SPD “Shop Fronts, Signage and Advertising” which is said to be a material consideration.

We objected to the inclusion of the reference to the SPD since that document dates to 2005 and is totally out of date. However, the reference has been retained.

**Comment:** Our earlier objections have mostly succeeded. The adopted policy remains overlong but acceptable except for the reference to the SPD. I can only suggest that if this SPD is raised as a material consideration, it should be pointed out that it dates from 2005 and is wholly out of date.

**Date sent to Council:** No further representations possible

**Development Plan Monitoring**