

To be Retained by ISA-UK



Consultation Period: None **To:**
Development Plan: Design Guide to Shopfronts SPD – Adopted 17/1/22
District: Reading BC
Relevant Policies: Passim
Or Narrative (refs): Passim

Background: This draft SPD yet again is typically written as a description of what Council planners think of as “The Old Curiosity Shop”. Plastic materials, illumination, window posters and bright colours are all to be avoided.

Much is incorrect in law and inconsistent. We sent a long objection (qv under “draft”). The Council have totally ignored our representations and made no changes of substance whatsoever.

Comment: Consultation was clearly an exercise in demonstrating consultation, not in the interests of the content of the document. If referred to this SPD, I can only suggest that our response is produced which indicates how ridiculous this document is. I have replied to the Council as follows:

“Did you receive the comments of the British Sign and Graphics Association on the draft of this SPD?”

If you did, and ignored them, you have succeeded in producing a document which is both incorrect in law and inconsistent both within itself and with the Council's own Local Plan policies.

If you did not, I will happily send you another copy from which you may correct the SPD.”

Date sent to Council: 28/1/22

Development Plan Monitoring