

Representative of

Chris Thomas Ltd
Outdoor Advertising Consultants

Planning Policy
North West Leicestershire DC
Council Offices
Whitwick Road
Coalville
Leics LE67 3JF

5 July 2016

Dear Sir/Madam,

NW Leics DC - Local Plan – Publication Draft - July 2016

These representations are submitted on behalf of the British Sign and Graphics Association (BSGA) in response to the consultation on the above draft Local Plan document. In particular, we are concerned with Policy He2 and supporting text 11.18 - 11.21 "Shopfronts".

The BSGA represents 65% of the sales of signage throughout the UK and monitors development plans throughout the country to ensure the emerging Local Plan Policies do not inappropriately apply more onerous considerations on advertisements than already apply within The National Planning Policy Framework, Planning Practice Guidance and the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.

We are concerned that paragraph 11.20 and Policy He2(c) may be so inflexible as not to allow for consideration of advertisement proposals on individual merit, as required by the Regulations and supported by policy and practice advice in the NPPF and PPG. We fully understand the Council's wishes to preserve truly historic shopfronts (as opposed to the pastiche copies which are not uncommon). But we consider that the advice in paragraph 11.20 may not allow for suitable modern replacements where the old has become irreparable or where the shopfront may contain only some genuinely historic features. The statement that signs which project beyond fascias are detrimental to the street scene is simply untrue. Hanging signs (often hung from ornate brackets) are typical of many historic shopfronts and add interest and charm to the street. Yet these must necessarily project "beyond fascias". And modern "box" signs are now slimline and able to be recessed into the fascia area. Illumination need not be obtrusive. Spotlights and lighting troughs can be hidden below cornices and coloured to match the fascia or shopfront background. We would suggest that paragraph 11.20 be deleted and replaced with :

4 | 1 | He2

"Advertisements on historic shopfronts should relate appropriately to the features of the shopfront in terms of position, design and materials. Bulky, internally illuminated fascia and projecting box signs, crudely attached over existing fascias and which relate poorly to the historic features of the shopfront, will not be permitted. Illumination should be carefully designed so as not to be excessive or obtrusive within its surroundings. The means of illumination (spotlights, lighting troughs etc) should be concealed where possible or integrated into the advertisement and shopfront design."

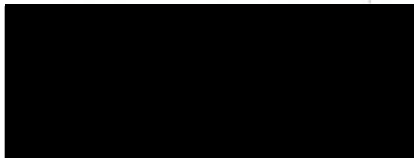
In Policy He2(c), we consider that the age and character of the shopfront are more relevant than those of the building. For example, there are often wholly modern shopfronts within Georgian-period buildings; or Victorian age shopfronts within much older buildings. A wooden, hand-painted fascia would look ridiculous above a modern, aluminium framed shopfront with a minimal stall riser and large glazed area. We suggest that He2(c) be amended to:

"incorporate materials sympathetic to the age and character of the building or shopfront as appropriate; and"

Finally, in Policy He2(d), what is the "guidance" on shop fronts and signage? This should either be made clear or the be deleted.

It is hoped that these comments are found to be useful and informative, if you have any further questions, please contact me.

Yours faithfully



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4/2/11.18-11.21/0

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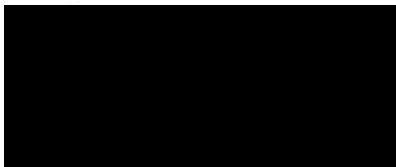
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