

Eden Local Development Framework

**Town and Country Planning (Local Development) (England)
Regulations 2004
Statement made under Regulation 18(4)(b)**

**Representations on the Shopfront and Advertisement Design
Supplementary Planning Document**

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1 Introduction

This document details the main issues raised in the representations received during the public consultation that the Council conducted on the Shopfront and Advertisement Supplementary Planning Document (SPD) together with how these issues have been addressed in the final SPD. Eden District Council adopted the SPD at its Council meeting on 26 October 2006.

2 Consultation under Regulation 17

We consulted on the draft Shopfront and Advertisement SPD and the accompanying Sustainability Appraisal over a six week period from 17 July to 25 August 2006.

Eleven responses in total were received. Eight responses supported the general principles of the document, four of which provided detailed comments. Three other responses from statutory consultees had no comment to make.

The issues raised were:

- The policy linkage with the Local Plan and the emerging Local Development Framework needed to be clearer;
- Need for strengthened guidance regarding advertisements and concern regarding the practice of displaying advertising posters on the inside of shop windows;
- Desire to see more photographs and illustrations included;
- Need for a shorter simplified handout version;
- Concern that access for all and energy use reduction issues do not feature more.

In addition there were several suggestions made regarding minor points of clarification. Where appropriate these have been addressed. There was also a comment made questioning the need for a Sustainability Appraisal however this is a requirement of the Regulations and not a matter that we can alter.

3 Alterations made to the SPD

The SPD has been amended in light of these comments to include minor details of clarification and the links between the Local Plan and the emerging Local Development Framework have been made more explicit. A reference to the Department of Communities and Local Government's publication "Outdoor Advertisements and Signs" has also been included. Statements have been strengthened regarding the display of advertising posters and stickers on the inside of shop windows.

It was decided not to include more photographs and illustrations as the document was already sufficiently large. To increase its size further would lead to it being considered unwieldy by some, increase its publication costs and make it harder to download from our website. Consideration will be given to producing a simplified handout in the future if there is a demand for it.

In the document access issues are highlighted although not in detail as this is done in the draft Accessible and Inclusive Environment SPD to which there are references. Similarly energy use reduction issues are considered to be outside of the remit of this document.