

TABLE 1: CONSULTATION RESPONSES

Name	Summary of comments	LPA's Response
Natural England	No comments with respect to the SPD and concur with the Habitats Regulation Assessment that it is unlikely that there will be any significant effects from the adoption of the Shop Front Design and Advertisements SPD.	Noted
Environment Agency	No comments	Noted
The Theatres Trust	No comments, except to advise against any restrictive policies within the SPD that could stop a theatre from advertising itself on the streetscape. Considers special cases could be made for public and landmark buildings to allow more specialised signage.	Noted and incorporated at paragraph 5.7
Ingleby Barwick Town Council	We are content with the document	Noted
Egglescliffe & Egglescliffe Parish Council	Agree that any shop fronts and advertising should be in keeping with the surrounding area.	Noted
Chris Thomas Ltd on behalf of Outdoor Media Centre (OMC) & British Sign and Graphics Association (BSGA)	Suggests various amendments or alternative wording to certain sections of the document.	The suggested changes have been noted and incorporated where appropriate (see table 2 for further info).
English Heritage	Broadly content with the consultation draft and have no substantive comments or observations to make	Noted

TABLE 2: RESPONSES FROM CHRIS THOMAS LTD

Para(s)	Summary of comments	LPA's Response
7.1	Wording of paragraph considered negative suggested re-wording provided.	Noted paragraph re-worded.
7.2 & 7.3	Replace planning permission with advertisement consent.	Agreed and wording amended.
7.7	No explanation as to why signage on the side of buildings should not normally be permitted. Suggested alternative wording also provided.	Noted, further clarification provided and wording amended as appropriate.
7.8	Additional text suggested. Reference is also made to removing and amending the text that suggests advertisements and colours harmonise with the street scene.	Noted, amendments to the wording of the paragraph have been made to clarify these aspects.
7.9	Disagree that corporate signage creates bland, generic streets and considers most corporate chains offer a range of signage. Therefore consider that the wording of the paragraph should be amended.	Paragraph has been partially amended to incorporate suggested amendments.
7.10	Disagree with aspects of the paragraph, particularly with regards to modern materials or modern shop frontages that have been installed on older properties. Consequently believe the paragraph should be re-worded.	Paragraph has been partially amended to incorporate suggested amendments.
7.12	Considers the phrase 'luminance levels should be kept to a minimum, meaningless and suggests reference is made to Institute of Lighting Engineers Technical Report No. 5.	Report amended accordingly
7.13	No justification that internally illuminated signs on listed buildings is inappropriate. Considers paragraph should be deleted and para. 7.14 covers the matter adequately.	Paragraphs 7.13 and 7.14 combined and amended
7.16	Considers advice on 'disproportionate' fascia's belongs in section on shop front design, as advertisements generally depend on the size of fascia provided.	Noted – further clarification provided with respect to advertisements

7.18-7.19	In general agreement that crudely attached box signs can appear bulky but should be borne in mind that not all premises would allow such signs be to recessed. Alternative wording suggested.	Noted. Amendments made to paragraph 7.19
7.20	Amendment to first sentence, replacing 'the streets' with 'the public highway'.	Agreed
7.23	Paragraph not understood - Retail areas are exactly where totem signage would be expected.	Reference to retail centres was in relation to areas such as high streets. This point has been clarified.
7.24-7.25	No regard appears to have been given to advice on panel (hoarding) advertising in Appendix E to Annex to DCLG circular 03/2007. Suggest these paragraphs should follow government advice.	It is considered that the principles outlined in the paragraph follow government advice. However, minor amendments have been made to clarify this aspect.
7.30	Whilst agree that rural areas should not be spoilt also consider such signs are required to survive and prosper. Alternative wording is suggested to allow for sensitively designed signage.	Noted and amendments have been made to the wording of this paragraph.
8.3	Amendment to heading.	Agreed.