

Single Member Cabinet Decision

Executive
Forward Plan
Reference**E2889****Adoption of informal planning guidance on commercial signage and the placing of tables and chairs on the highway in Bath Conservation Area.**

Decision maker	Cllr Liz Richardson, Cabinet Member for Homes and Planning
The Issue	<p>Well-placed and designed signage, advertising and outdoor eating facilities can contribute to the economy and vitality of Bath. Some is poorly sited and badly designed which is counter-productive to the positive image and beauty of the City. Design and Conservation guidance has therefore been prepared to support a clear and consistent approach by the Council when dealing with this matter throughout Bath Conservation Area.</p> <p>The guidance is for informal use by Development Management when determining applications for planning and listed building consent, as well as being a point of reference for property owners, retailers and agents.</p>
Decision Date	27 th July 2016
The decision	The Cabinet Member agrees that the guidance, as amended following public consultation, should now be finalised for use for development management purposes.
Rationale for decision	Where planning permission, advertisement consent or listed building consent is required under the Town and Country Planning legislation, control is provided over the design and positioning of signage and the use of the highway for the placing of tables and chairs. Each application is considered on its merits, but the guidance will assist in ensuring a higher degree of consistency by the planning officers in the decision making process. It will also guide property owners, retailers and agents in the submission of applications.
Financial and budget implications	The cost of preparing the guidance and the public consultation has been provided from relevant existing budgets within Development Management. There are not considered to be any further financial implications related to the decision.
Issues considered (these are covered in more detail in the report)	Customer Focus; Sustainability; Property; Corporate; Impact on Staff; Other Legal Considerations.
Consultation undertaken	Staff; Other B&NES Services; Stakeholders/Partners; Section 151 Finance Officer; Monitoring Officer
How consultation was carried out	The draft guidance was included as part of the stakeholder consultation on the Draft Placemaking Plan which ran from 16 th December 2015 to 6 th February 2016. Certain groups and organisations were specifically informed of the public consultation to ensure they were made aware. Internal workshops were also held with officers from relevant departments.

Other options considered	No other options were considered suitable. The guidance is informal and educational and will support officers when explaining to applicants the need for a consistently high standard and quality of design. A more heavy handed approach could potentially harm the good working relationships between the Council and the commercial sector in the City.
Declaration of interest by Cabinet Member(s) for decision, including any dispensation granted:	<i>The nature of interest and whether interest is a disclosable pecuniary interest or an-other interest, including any conflict of interest, (as defined in Part 2, A and B of the Code of Conduct and Rules for Registration of Interests). Any Member who needs to clarify any matters relating to the declaration of interests is recommended to seek advice from the Council's Monitoring Officer or a member of their staff before taking the decision.</i>
Any conflict of interest declared by anyone who is consulted by a Member taking the decision:	
Signature of Decision Maker	
Date of Signature	
Subject to Call-in until 5 Working days have elapsed following publication of the decision	