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Bradley Stoke Town Council opposes town centre signage

Bradley Stoke Town Councils planning committee unanimously agreed to oppose the planning application from Tesco for signage at the new Town Centre. Planning application PT08/0781/F proposes the display of one non-illuminated hording and two non-illuminated gantry signs at the new Town Centre development.

The proposed signs would feature the recently announced name of The Brooks Centre and a logo. The Town Council believe that the proposed logo is inappropriate as it is similar to South Gloucestershire Councils logo and that the names similarity to the existing Brook Way Activity Centre, situated some way from the new Town Centre development could cause confusion.

Tesco have recently announced that the new centre will be called The Brooks Centre. Sadly the name has been selected without any consultation with local residents or the Town Council - despite the importance of the new facilities to the community and the subsequent value the community places on selecting an appropriate name for the Centre. The planning committee believe that it is extremely disappointing that Bradley Stoke residents have been disenfranchised from such an important decision.

Councillor John Ashe, on leaving the meeting, commented that "I am extremely disappointed to hear that Tesco have chosen a name without consultation with the Bradley Stoke public, particularly in light of their promise to hold a competition for local children to gather ideas for a name".