

Application Number: 09/02261/AR

Address:

11 Southgate Street
Bath BA1 1AQ

Proposal:

Display of 3no internally illuminated aluminium light box fascia and 3no non-illuminated fascia panels (for New Look)

Comments: submitted at 28/09/2009 16:25:13

Bath Heritage Watchdog maintains its strong objections to this proposal.

When determining all applications for new shop fronts and signage we ask that the following guidelines are observed.

The context, or general setting, of Bath should be understood, respected and reflected in any proposed work to shop fronts.

Design, materials and workmanship should be of the highest quality.

Any proposed or altered shop front should be historically credible.

House Styles which do not meet the requirements of style, lettering, materials and signs are not acceptable. Multiples should be required to adapt their proposals to the special conditions of the city.

Standard designs of any sort are not acceptable. They should be specifically designed for their context.

Bath City Council. Bath Shop-fronts. Guidelines for Design and Conservation 1993

Having studied the revised drawings dated 4 September 2009, our position remains unchanged from the previously submitted comments. The proposal remains entirely inappropriate for a Conservation Area in a World Heritage Site. We maintain that this proposal by virtue of design, materials and illumination will have an adverse effect on not only these but the adjacent listed buildings, such as The Forum (Bath City Church) and the small section of listed properties in Southgate Street along with St James's Parade.

We would also like to point out that the consultation period for the revised drawings does not appear to have been extended. The difference between the date of the revised drawings (4 September) and the Overall Expiry Date (8 September) is not the required 14 days. Of greater concern is the fact that new frontage (either that originally submitted or the revised proposals) is currently being installed with neither this or the parallel application (09/02260/FUL) being determined. This leads us to the conclusion that this application has been pre-determined to ensure that the opening deadline of 4 November is met. This begs the question how can comments be said to have been taken into consideration when the work is going ahead and the application remains undetermined?

This is not the style of shopfront we were led to believe would be installed from the publicity material and visual graphics. Furthermore, it is far removed from the style of shopfronts as drawn out in the detailed drawings placed on the planning file (e.g. 0951) where the drawing is marked "Shopfront by Tenant to B&NES Bath Shopfronts - Guidelines for Design and Conservation).

This application still fails to comply with Policies BH1, BH6, BH17, BH19, BH21, BH22, D2 and D4 of the Local Plan and with guidance contained in Planning Policy PPG15 and should be refused.