



Bath Heritage Watchdog

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APPLICATION NUMBER: 17/00462/AR

ADDRESS: Between Lidl and Waterside Court LBR

PROPOSAL: Display of 1 No Totem Sign

CASE OFFICER: Laura Batham

DATE: 6 August 2017

COMMENT: GENERAL Comment

Bath Heritage Watchdog makes the following observation to the latest update to this application.

We presume that the reason for relocating the totem from its previous position was driven by either practicalities (it seems quite close to the electricity sub-station) or safety (it was quite close to the sight lines of the access road) or future-proofing (it would have been close to the possible future road realignment). We have no specific objection to the totem itself in its revised position, and we note that the constraint that it should not be higher than the listed building has continued to be observed.

There are two reasons why we have not offered total support.

- (1) It is now very close to the advertising signs attached to the listed building, two already approved and one prematurely installed in anticipation of securing permission to Hobbycraft's Application 17/03412/AR; and the totem in its new position alongside all the other advertising gives a very cluttered appearance and would mask some of it. We would like to see permission granted for the totem with a Condition that within a reasonable timescale (ie no more than 12 weeks) it should supersede the adjacent advertising which should be removed and any damage to the fabric of the building made good.
- (2) The text of the application refers to the totem being externally illuminated, but the drawings give no information on the position or type of lighting. Being nearer the traffic than previously, the light level and type of illumination could have an impact on passing traffic, and sufficient information should be provided to assess this.

We hope these points will be taken into account.