



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/01003/LBA

ADDRESS: 19 Milsom Street

PROPOSAL: Internal and external alterations to fit-out a retail unit and install a replacement internal staircase. Retaining existing fascia panel and repainting in heritage grey colour. Installing new signage in metal fret cut letters. Retaining existing shop front, repainting heritage grey and making good where necessary. Retaining existing door, repainting heritage grey and installing new timber door handles. New hanging sign to be installed. New lighting, HVAC and flooring throughout the whole unit. New staircase. Retaining existing skylights on the ground floor. Lowering the floor at the back of ground floor to match the floor level of the rest of the ground floor

CASE OFFICER: Laura Batham

DATE: 24 March 2017

COMMENT: OBJECTION

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Bath Heritage Watchdog objects to this application.

When determining all applications for new shopfronts 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 shopfronts.*

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

*Any proposed or altered shopfront 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.*

### FASCIA

The use of offset letters, especially acrylic, is not considered appropriate. The signage should be traditionally signwritten to the fascia to give a high quality result. Whilst the design of the fascia itself is not objectionable, the text should not cross the border mouldings but be sited within the existing fascia board. We would also suggest that the pink colour is toned down somewhat as that proposed is a little too strident.

### HANGING SIGN

Currently this shopfront does not have a hanging sign, in line with the vast majority of premises in Milsom Street. As this is a particular characteristic of the street we do not believe there is justification for the introduction of a hanging sign. We would suggest that this aspect of the application is omitted.

The sign proposed is inappropriate (as with the fascia) in that it involves offset lettering in a strident pink colour, is excessive in size and features a crude modern style bracket.

### SUMMARY

Milsom Street was built as one of Bath's grand setpieces. It has always been one of the busiest and most popular and prestigious shopping streets in the city and therefore its high status demands high quality signage. Standards must be maintained and companies must be prepared to tailor their corporate branding to the very special circumstances that exist in Bath.

The works, by virtue of the use of offset acrylic lettering straddling the fascia mouldings, the use of a strident colour and introduction of a hanging sign are considered to be detrimental to the special architectural and historic character and interest of the listed building, adjacent listed buildings and the conservation area contrary to S16 and S72 of the Planning (Listed Buildings & Conservation Areas) Act 1990, Section 12 'Conserving & Enhancing the Historic Environment of the NPPF and Local Plan Policies B1, B2 and CP6 of the BANES Core Strategy and saved policies BH2, BH6 and BH17 of the BANES local plan and should be revised or refused in its current format.