



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/01255/AR

ADDRESS: Lamb & Lion, Lower Borough Walls

PROPOSAL: Display of 1 no. internally illuminated hanging sign and 1no. internally illuminated acrylic sign

CASE OFFICER: Samantha Mason

DATE: 19 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.*

We maintain our objection to unnecessary illumination in the conservation area.

This application consists of façade signage and a hanging sign. The positioning of the signage is the same as at present, it is the design which is to be assessed.

#### FAÇADE LETTERING (FRONT & SIDE)

We have no objection to offset lettering in each position however foamex is an inferior material which is not acceptable on a listed building. The signs should consist of either painted timber lettering or anodised metal. There is no justification for illumination of any description and this should be removed from proposals.

#### HANGING SIGN

The hanging sign proposed is also constructed of unacceptable materials. Any hanging sign should be constructed from timber and be traditionally signwritten. The use of vinyls is not appropriate.

Whilst some illumination to the hanging sign is traditional to public houses, we would prefer the use of smaller LED lights which are less intrusive.

#### SUMMARY

Companies must be prepared to tailor their corporate desires with the very special circumstances that exist in Bath.

The works by virtue of the use of inappropriate and inferior materials and unnecessary illumination 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, BH17 and BH22 of the BANES local plan and should be refused in its current format.