



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/01286/AR

ADDRESS: 6-10 Westgate Buildings

PROPOSAL: Installation of 5no internally illuminated brand signs and 1no. internal illuminated projecting sign onto exterior of building

CASE OFFICER: Alice Barnes

DATE: 25 March 2017

COMMENT: OBJECTION

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Bath Heritage Watchdog strongly 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.

Although the building is not listed, it is considered to be an undesignated heritage asset. It was built 1932-34 by L G Elkins and is neo-classical with a pedimented centre, flanking pavilions and giant fluted Ionic pilasters. It was attached to nos 13-14 Westgate Buildings which are the only 18<sup>th</sup> century survivors of the terrace and are listed. It was built specifically for the Co-operative store. The building is also located opposite the listed St John's Almshouses.

We take each sign in turn.

### SIGNS 1 & 2

These are to the main elevation and the locations are considered acceptable.

The proposed materials are inferior and are unacceptable. The logos should be removed and the offset lettering should be of anodised metal, preferably in a bronze colour. This will then take into account the architectural detailing to this elevation of the building

All illumination should be removed.

### SIGN 3

The location is considered acceptable, only as we believe the sign will aid visitors approaching from the railway and bus stations.

The proposed materials are inferior and are unacceptable. The lettering should be offset and of anodised metal, preferably in a bronze colour. The logo should also be toned down in colour.

Illumination should be removed.

### SIGN 4

This is a prominent location and is considered acceptable.

The proposed materials are inferior and are unacceptable. The logo should be removed and the offset lettering should be of anodised metal, preferable in a bronze colour.

Illumination should be removed.

### SIGN 5

Although we do not have an 'in principle' objection to the addition of a hanging sign, we believe that the proposed location is harmful to the detailing of the building. It should be relocated, perhaps to the end of the protruding shop canopies.

The sign should be of timber and traditionally signwritten or at worst applied vinyl. The bracket requires some refinement.

Illumination should be removed.

## SIGN 6

This sign should either sit well between the rustication to this elevation, or preferably be a long thin sign which fits along one band. Again the sign should be of timber and traditionally signwritten, or at worst applied vinyl.

Illumination should be removed.

## SUMMARY

Whilst we appreciate the applicants wish to apply their corporate identity, they must be prepared to tailor their proposals due to the very special circumstances that exist in Bath. It could be said that there is an excessive number of signs proposed which we would normally oppose. However providing the alterations above are incorporated we would not wish to object to the quantity.

The works, by virtue of the use of inferior materials and unnecessary illumination are considered to be detrimental to the special architectural and historic character of the 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.