



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/01489/AR

ADDRESS: Premier Inn, 4 James Street West

PROPOSAL: Addition of an internally illuminated folded aluminium fascia with finished Antique black with distressed finish and an internally illuminated double sided projection box sign

CASE OFFICER: Emma Hardy

DATE: 8 April 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 the use of unnecessary illumination in the conservation area.

Whilst we accept that this is a modern building, it is adjacent to listed and historic buildings, and therefore an amount of restraint needs to be exhibited.

We believe that metal signage in this case can be accepted but any acrylic and illumination should be removed from proposals.

If a projecting sign is to be considered it should be traditional in format (timber) – a bus stop style sign as proposed is not considered appropriate, especially as it will be immediately adjacent to the listed labour exchange.

The works, by virtue of the use of inappropriate materials, introduction of a bus stop sign and unnecessary illumination is considered to be detrimental to the special architectural and historic character and interest of 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 refused in its current format.