



Bath Heritage Watchdog

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APPLICATION NUMBER: 17/04775/AR

ADDRESS: Bluecoat School, Sawclose

PROPOSAL: Display of non-illuminated jumbrellas to feature the company's logo ("Giggling Squid") on the valances

CASE OFFICER: Chloe Buckingham

DATE: 8 October 2017

COMMENT: OBJECTION

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.

The location forms part of the setting of numerous listed buildings, especially the Bluecoat School, is on the Scheduled Ancient Monument and in the Bath Conservation Area.

We are fully aware of the aspirations to convert this historic area into an 'eating quarter' but would hope that regardless of this that our comments are carefully considered in order to respect this sensitive location.

We do not support the use of jumberellas in this location. It would make it impossible to take a photo of the unique Bluecoat School without such furniture and clutter.

If such furniture and clutter is to be permitted then we believe that it should be uniform in size, design and colour and without advertisements and names. Without this restriction the area will become a hotchpotch of inappropriate and cheap advertising to the detriment of the historic environment.

The works, by virtue of the use jumberellas and advertising is considered to be detrimental to the special architectural and historic character and interest of adjacent listed buildings, the Scheduled Ancient Monument 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 Policies D1, D2, D3, D4, D8, D9, D10 and HE1 of the Core Strategy and Placemaking Plan and should be revised or refused in its current format.