



Bath Heritage Watchdog

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APPLICATION NUMBER: 17/06237/AR

ADDRESS: 5 Union Street, Bath

PROPOSAL: Display of 1no. non-illuminated black fascia board with white box letters and a yellow logo

CASE OFFICER: Helen Ellison

DATE: 7 January 2018

COMMENT: OBJECTION

Bath Heritage Watchdog objects to this application in its current format.

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 current glazed shopfront is modern and there is no objection to the proposed alteration to the door position. However there are other aspects to which we strongly object and which lead to our objection.

The main glazed area is annotated as 'vinyl awards'. There is no explanation as to what this actually means. From the drawing it would appear that the window is to be blocked out. If this is the case then we consider this would give the building a 'blind' front which would be harmful.

The proposed magazine hopper to the window is unnecessary and incongruous. It is also likely to encourage littering in the street. It should be omitted from proposals.

The LCD screen is also harmful to the frontage and should be omitted from proposals.

SIGNAGE

The existing timber shopfront is to be repainted as 'Weathershield Black'. Confirmation is required that this will be eggshell or matt in finish.

It is proposed to fix a 'black painted aluminium fascia' to the existing fascia board. This is not only unnecessary but inappropriate. White powder coated stainless steel lettering is proposed, together with an orange bubble sign which is likely to be acrylic – although this is not stated.

None of this is considered acceptable or appropriate for use on a listed building. Both the lettering and the orange sign should be traditionally signwritten on the existing timber fascia.

SUMMARY

The works, by virtue of inferior materials, a brochure hopper, an LCD screen and secondary glazing 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 Policies CP6, D1, D2, D9, HE1 and ST7 of the Core Strategy and Placemaking Plan and should be refused.