



Bath Heritage Watchdog

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APPLICATION NUMBER: 18/01812/AR

ADDRESS: 14 Union Street

PROPOSAL: New fascia and temporary graphics for site duration

CASE OFFICER: Laura Batham

DATE: 5 May 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.

We maintain our objection to the use of unnecessary illumination in the Conservation Area.

Although the shopfront has been recently installed, the building nonetheless remains listed, therefore careful consideration has to be given to the impact of proposals on the historic environment.

The actual design of the fascia is considered acceptable. However the use of inferior materials such as aluminium and acrylic are not.

The fascia should be traditionally signwritten or, if offset lettering is to be considered, it should be of painted timber letters or anodised metal. The illumination should be removed from proposals.

Turning to the 'hoardings' installation. It is clearly not a 'hoarding' advertisement but graphics to the main window. We do not believe that these are desirable or necessary and are too large for what is a fairly small unit. If they are to be permitted then there should be a condition applied to ensure they are in place for a very short space of time.

The works, by virtue of the use of inferior materials and unnecessary illumination is considered 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 DW1, CP6, D1, D2, D3, D8, D9, D10, and HE1 of the Core Strategy and Placemaking Plan and should be revised or refused in its current format.