



Bath Heritage Watchdog

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APPLICATION NUMBER: 19/00541/AR

ADDRESS: W H Smith, 6-7 Union Street

PROPOSAL: Display of 4no non-illuminated stainless steel letter signs

CASE OFFICER: Caroline Power

DATE: 16 February 2019

COMMENT: OBJECTION

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

Nos 6-11 Union Street forms a terrace dating from 1806 by John Palmer. The facades were rebuilt 1870 by Wallace Gill of Browne & Gill, the shopfronts in 1991. The terrace is listed Grade II and is located in the Bath Conservation Area and World Heritage Site.

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.

Although the shopfronts are modern in age, they have retained their historic character and signage. They are painted very similar colours to retain a uniformity and signage likewise.

We therefore consider that traditionally signwritten text should be used. There is no objection to the style or format but offset lettering is undesirable. The introduction of dates is considered unnecessary, especially as it would not be obvious to passers-by what the dates relate to.

The works as proposed 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 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.