



Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 21/04305/AR

ADDRESS: 10 York Street

PROPOSAL: Display of 1no. non-illuminated hanging sign above public entrance (to be fixed to existing signage bracket), 4no. non-illuminated removable vinyl decals applied to the inside of 4no. windows facing north onto York Street and 1no. internally illuminated etched glass panel positioned inside of the north-west corner window

CASE OFFICER: Anna Jotcham

DATE: 22 October 2021

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 World Heritage Centre has been long awaited and must be exemplary in all respects. Unfortunately proposals in their current format are not of the highest quality and do not comply with best conservation practice. We also note that no listed building application has yet been validated for comment, yet this application and the Listed Building application will need to be considered together.

HANGING SIGN

Although the design itself is not objectionable, it does not include the actual World Heritage sign. Surely this is of the utmost importance as being a world recognised symbol.

The proposed materials are not of the highest quality. Normal best practice is a timber sign traditionally signwritten. However, in this case the use of the World Heritage symbol cut from something like brushed bronze would be more appropriate - something akin to the symbol that is found in the road outside the Roman Baths entrance.

WINDOWS

The main corner window consists of an illuminated etched glass panel attached to the interior of the window. Although we do not support unnecessary illumination in the conservation area, we consider this proposal can be supported providing the use of the illumination is limited and not left on 24 hours a day in compliance with the drive to save energy. This should be a Condition attached to any eventual approval.

With regard to the window decals, we consider that hand painted signage to the internal surface of the window would be more appropriate as acrylic is a poor material.

SUMMARY

This application should not be determined ahead of the necessary LBA, and the objections above will feature as objection comments on that application to meet the expectations of Policies B4 and BH2 and the Planning (Listed Buildings and Conservation Areas) Act 1990.