

Application Number: 11/03903/AR

Address:

2 York Buildings
George Street
Bath BA1 2EB

Proposal:

Installation of concealed lighting to form illuminated signage

Comments: submitted at 31/10/2011 12:37:23

Bath Heritage Watchdog objects to this application.

When determining all applications for new shop fronts 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 shop fronts.

Design, materials and workmanship should be of the highest quality.

Any proposed or altered shop front 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.

(Bath City Council. Bath Shop Fronts, Guidelines for Design and Conservation 1993)

'The use of a standardised national fascia sign may not always be acceptable, and national chains must recognise that the imposition of house styles will not always be possible, especially on listed buildings or within a Conservation Area'

(Advertisements & Illuminations, BANES)

'The special visual qualities of the World Heritage Site, listed buildings and Conservation Areas need to be protected against the adverse effects of indiscriminate advertisements. Where permitted they should be of modest size and their design and materials complement the character of the building and the area. In particular, designers should be prepared to compromise on matters of 'corporate' design where necessary in the sensitive or historic areas'

(Local Plan C3.77).

The applicants state the building is listed but provide no further details as a minimum we would expect basic details to be supplied. We believe the reasons given are insufficient to justify the work proposed.

We maintain our objection to illuminated signs of all kinds on listed buildings and within Conservation Areas. The justification for this scheme is stated as being 'that the signage is unreadable at night' We would query this as this is a well lit street with a lighting unit directly above the clock. This should provide sufficient illumination along with light spill from the windows. It is also stated the signage has been in place for a number of years our records indicate otherwise. Photographs taken in 2009 show a deep red frontage with the lettering hand painted in white on the fascia. The current frontage is grey with highly reflective metallic lettering stuck to the fascia. The planning history show no relevant consent for this work. It must therefore be considered unauthorised.

It is believed the addition of illumination will add to the issues of the metallic lettering and further erode the character and setting of the listed building.

The illumination will adversely impact on the character and setting of building the visual amenity of streetscape and Conservation Area and is thus contrary to Policies BH1, BH6, BH17, BH19, D2 and D4 of the Local Plan. The Listed Buildings and Conservation Area Act (1990) and guidance contained in PPS5 and should therefore be refused.