

Placemaking Plan Public Consultation Response Design and Conservation Guidance, Commercial Signage and Tables and Chairs on the Highway, Bath Conservation Area (Draft Version).

One consultation response was received, from the Bath Preservation Trust. Their comments and the suggested responses/amendments are included in the table below.

No.	Response made (Bath Preservation Trust)	Agreed or not	Suggested amendment
1	Reference should be made to the World Heritage Site	Agreed – amend text	Include in the Introduction
2	Move the Southgate reference to the end of Section 2.	Agreed – amend text	Move to end of section 2
3	Para 1.03: we note the Lighting Strategy is dated 2010 not 2015.	Noted	
4	Para 1.05: we suggest the insertion of the words ‘views’ and ‘vistas’ into the text as follows: ‘Historic fabric, streetscape, building character, <u>views and vistas</u> can be damaged’	Agreed – amend text	Insert ‘views and vistas’
5	Para 2.01: we feel there should be a distinction made between hanging and projecting signs. Obviously most are both but there are some cases where a projecting sign, especially from a fascia, is not hanging but fixed. In this paragraph, the wording should include hanging to cover both types of projecting sign.	Agreed – amend text	Include ‘hanging signs’
6	Para 2.02: we suggest that the last sentence should read;’and to remove those which are redundant and repair stone surfaces with appropriate materials if necessary’.	Agreed – amend text	Include ‘repair to stonework if necessary’
7	Para i: Local Street Character; we would prefer the use of ‘enhance’ rather than ‘improve’ in the last paragraph.	Agreed – amend text	‘Improved’ changed to ‘enhance’
8	Para ii: Location/Position: we would comment that perhaps a reference to historic pictorial pub signs could be made here, as these are traditionally higher than is being suggested.	Agreed – amend text	Include reference to historic pub signs
9	Para iv: we suggest the insertion of the word ‘or strident’ after ‘bright’.	Agreed – amend text	‘or strident’ inserted
10	Para vi: we suggest a sentence is added to the end of the para: ‘we would encourage a bespoke approach to corporate brand signage in Bath, based on these design principles’. You may also need to add	Agreed – amend text	Insert wording

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	in an image with an example of this.		
11	Para vii: we feel some context should be mentioned here, perhaps 'Bath is a low illuminated city, where the historic character of the streetscape is enhanced by low atmospheric lighting'.	Agreed – amend text	Include reference to low levels of illumination
12	Please note, whilst not covered by this design guide, we have a serious concern about the harmful impact of internally illuminated bus shelter advertisements, as current applications for adverts in bus stops completely ignores these guidelines on illumination. Bus stop advertisements are large, overly illuminated and almost blinding when empty of posters, and they do not fulfil a public service such as your examples of pharmacy or hospital. Especially in city centre locations they damage the character of the conservation area. It would perhaps be difficult for a business owner to take these guidelines seriously if they see that low illumination policies are ignored with key street furniture: 'one rule for them and one for me'. We would also comment that internally illuminated pharmacy signs are generally low quality plastic boxes. As with our comment on bespoke approaches to corporate signage, it would be possible for pharmacies to install white timber signs hand painted with the green cross, and for this to be sensitively lit with external luminaires.	Comments regarding bus shelters noted . Delete reference to medical signage.	Agree that in the context of the World Heritage Site internally illuminated signs for medical premises are unacceptable. Delete reference.
13	Para viii: Internally positioned signs: we comment that the sign, as well as the fixings, require listed building consent, as they are attached to the listed building by the fixings (and of course this is the case for all external signs, therefore the logic applies in both cases). We are nervous of the 'deemed consent' mentioned in this paragraph, because we feel the issue of internal signs is an important one and can have damaging impact on the architectural interest of listed buildings and the character of the conservation area when they are positioned within shop windows. We would strongly urge this phrase to be deleted. If not, a distinction should be made between internal signs within the shop window (or any window on the main elevation of the property) where they impact on the appearance of the building (and therefore require LBC) and those actually inside	Part-agree – amend text	Deemed consent for internally positioned signage forms part of the relevant legislation and cannot be changed or ignored. A new paragraph will be added: 'The location, appearance and size of internal signs can have a harmful impact on buildings and the streetscape. Where internal signage is visible on the principle elevation of a listed building, listed building consent may be necessary if it impacts on character or appearance'.

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	<p>the property (which have 'deemed consent'). In particular there are examples in Bath of brightly coloured internally applied window vinyls which are attached to the fabric of the building and obscure the whole window; of course this level of intervention to the appearance of the listed building can be harmful.</p> <p>We suggest an extra sentence such as; 'the location, appearance and size of internal signs should be very carefully considered as these factors can impact harmfully upon buildings and the streetscape. Where internal signage is visible from the principle elevation (e.g. shop window) of a listed building, listed building consent may be necessary. Window vinyls in particular should be very carefully considered within this context'.</p>		
14	<p>Para ix: again we feel a sentence about appropriate repair of redundant holes should be included.</p>	Agree – amend text	Include reference to repair of redundant holes in stonework
15	<p>Para 2.05 Projecting or hanging signs: the word 'projecting' should be included in the sentence about Milsom Street.</p> <p>We disagree with the bullet point about hanging signs within a group composition of buildings and feel this should be deleted or amended to distinguish streets with or without shop frontages. In our view projecting and hanging signs are inappropriate additions to any architectural group composition without shop frontages (e.g. the Paragon, Queen Square). This is because these sequential terraces have been designed as harmonious and balanced whole, and projecting hanging signs would cumulatively clutter and intrude on the principle elevations, breaking up their uniformity, and therefore significantly harming the ability to appreciate the heritage asset as a whole. In streets with diverse shop fronts (such as Milsom Street) any projecting signs should be at fascia level or below (as per Figure 6) so that the piano nobile first floor elevation remains uncluttered and uninterrupted.</p>	Agree – amend text	<p>Include 'projecting' in the Milsom Street guidance.</p> <p>Change wording of bullet point 7 to: 'If part of a uniform or cohesive group of buildings containing shop frontages, reflect t the uniformity of the group in terms of siting and size'.</p>
16	<p>Para 2.09: specifies white & cream internal blinds only but illustration shows deep dull colour (Jamie's Italian) – we suggest you add 'deep/subdued colours' or 'muted colour/subdued tone' as per 3.05.</p>	Agree – amend text	Insert 'or of deep subdued colours'

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17	<p>Para 2.10: we suggest that the following is added to the last sentence: 'applied stickers may be acceptable subject to size, <u>amount</u>, colour, design and positioning. Whole window vinyls will rarely be acceptable as they generally deaden the window frontage and therefore change the appearance of the listed building'.</p>	Agree – amend text	<p>Include 'amount' and add sentence at end of the paragraph: 'Whole window vinyls visually deaden the frontage and will rarely be acceptable'</p>
18	<p>Para 2.12/13: toughened glass name plates acceptable but there is no mention of perspex/acrylic which is often seen in planning applications, perhaps better quality perspex could be specified which is not easily distinguishable from glass?</p>	Agree – amend text	Insert 'high quality perspex'
19	<p>Para 2.14: The Trust disagrees with this element as we feel that some signage should be permitted on railings where there is no shop front (such as museums, art galleries and places of worship) but where the organisation provides a cultural/educational public service and needs to attract and inform visitors. We suggest the paragraph is re-worded to: 'for buildings within the use classes of retail, restaurants and hotels, signage fixed to railings will not usually be permitted. Other organisations will need to apply for the appropriate consent'.</p>	Agree – amend text	Amend and insert the suggested wording
20	<p>Para 2.18: We suggest the first sentence should read: 'Even well designed commercial flags and banners....character and appearance of the conservation area, the architectural interest of individual historic buildings or <u>group compositions of buildings</u>'.</p> <p>We would also suggest the insertion of poor examples of signage, flags etc which have been subject to enforcement control (e.g. Jolly's) with explanations as to why.</p> <p>There may need to be a wider explanation of 'local cultural events' as we would assume that temporary banners advertising the Trust's events (exhibitions, seminars etc) as well as those of other cultural and educational destinations in Bath would be permitted under this term (subject of course to the necessary consents)?</p>	Part agree – amend text	Insert 'or group compositions of buildings.'
21	<p>Page 10: we object to the use of the image of BRISSI as we feel this type of signage is harmful to the listed building. The fine stone voussoirs detail of the facade is part of the architectural and historic</p>	Disagree	The pin mounted individual lettering illustrated is considered to be an elegant solution which has not harmed the

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	interest of this listed building and the insertion of pin mounted letters is at odds with the stone detailing and impacts on the ability to appreciate this detail.		stonework due to the very small scale fittings. No change proposed.
22	<p>Para 3.04: We would suggest that this sentence just reads: 'tables and chairs permanently fixed to the adopted highway are unlikely to be acceptable.</p> <p>We would also suggest the insertion of the following: 'the use of fake grass or other novelty surfaces over paving and highways in association with tables and chairs is unlikely to be agreed'.</p> <p>Information to accompany planning applications:</p> <ul style="list-style-type: none"> • We suggest 1:2 sections of all signs to clearly note thickness and moulding details as well as hanging brackets. • We also suggest that the 1.20 or 1.50 elevation drawings should include the whole elevation to provide overall context, as some applicants only supply details of the ground floor. • Regarding canopies, details of the fixing mechanisms should be included to ensure the fixings are of traditional style and appropriate to the building. • We would also like to ensure that all applications for listed building consent contain a heritage statement of some form to show that the applicant has some understanding of the significance of their listed building and how this has informed their choice of signage. 	Part agree – amend text	<p>The paragraph explains why permanent fixing is unacceptable and for clarity this should be retained.</p> <p>Fake grass and other such surfaces are temporary and do not require permission or consent.</p> <p>Alter scale of sections required to 1:2 and include references to brackets and fixing mechanisms.</p> <p>It is not always necessary to submit the whole elevation provided the drawing clearly identifies the position proposed for signage.</p> <p>Include reference to the need for a Heritage Statement if a listed building.</p>