

RE: Planning Consultation Request for case ref: 25/1072 (34 High Street N...



Arnall, Guy

To Ostler, Marnie (Planning Officer)

Retention Policy 7 Year Delete (7 years)

Expires 03/01/2033



Mon 11:26

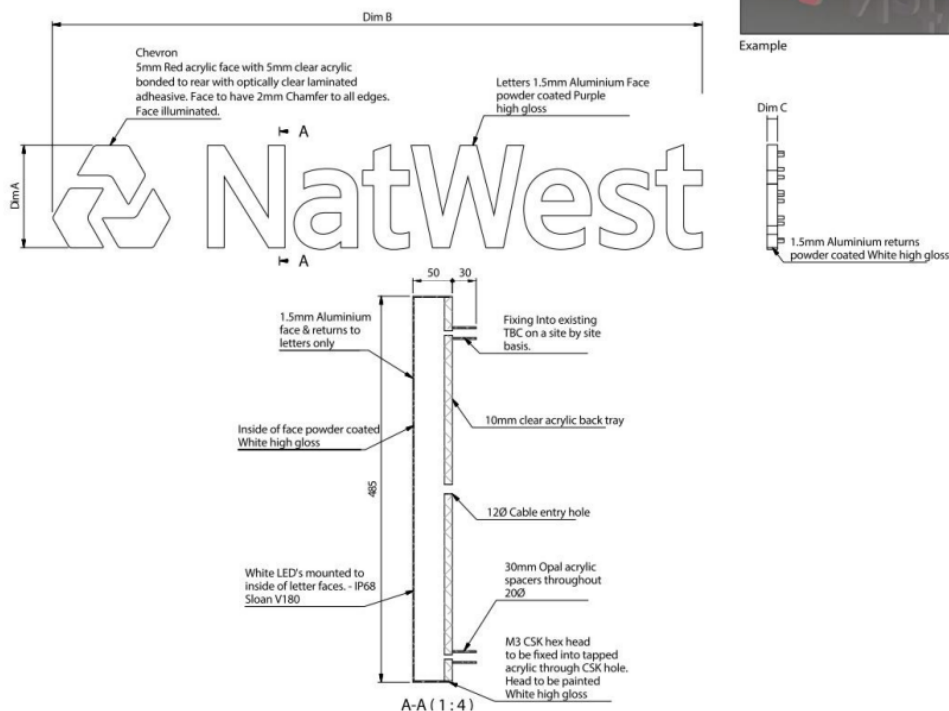
Hi Marnie

Re: REPLACEMENT ADVERTISEMENTS TO BUILDING, 1NO AV SCREEN TO WINDOW (INSTALLED INTERNALLY), NEW WINDOW MANIFESTATION AND NEW FINISHES INTERNALLY

Fascia Signage

Existing fascia signage to this richly decorative GII Listed building was approved under applications 14/1166 & 14/1167. It is affixed directly to the stone frieze, using halo-illuminated and pin-mounted lettering (see details below).

NatWest 1402.0x01
Halo Illuminated Letters_General Assembly
FOR QUOTATION PURPOSES ONLY



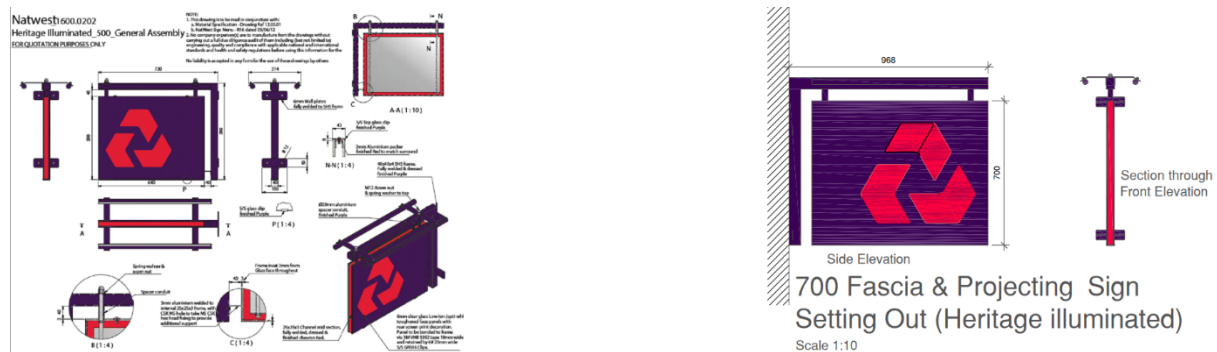
As proposed, both the drawing 'Fascia Signage – Heritage' and the accompanying 'PLANNING/HERITAGE STATEMENT' are unclear on the proposed form of the new. The latter simply stating that: "As noted in the shopfront SPD document, the fascia signage is kept to a minimum."

I would suggest that we need more details, to ensure that the new will remain a halo-illuminated and pin-mounted design. Details should also be provided for making-good on redundant penetrations within the stonework, to ensure that the frieze does not become peppered with holes over time. To this regard, I would suggest that all redundant fixings are removed and all redundant

holes are filled with a feebly hydraulic (NHL2) mortar of appropriate colour to match the 'orange' Bath stone.

Hanging/Projecting Signage

Existing projecting/hanging signage to this richly decorative GII Listed building was approved under applications 14/1166 & 14/1167. As existing, they are externally illuminated (see below). I am unclear on the precise details for the proposed and would note that internally illuminated projecting signs are contrary to our Shopfronts SPG. The simplest approach here would be to replace only the signage itself, retaining existing brackets and associated lighting. Please seek clarification.



Window Vinyl

The existing dragon motif window vinyl to the southern (Bridge Street) elevation in a *'Dusted Crystal Silhouette on Clear Glazing'* was approved under applications 15/0461 and 15/0577, with principal concern being for revision of the background (from opaque to clear), to ensure that it does not form a *"visual barrier between the banking hall and the streetscape"*. As now proposed, the vinyl motif will be in purple and enlarged (to fill three windows), making it more prominent upon the elevation of the building. Notwithstanding this, I am unclear as to whether the new will retain a clear background. Please seek clarification.

The existing dragon motif to the eastern (High Street) elevation is in *"Dusted Crystal with Privacy Vinyl"*. This was accepted as the new would not *"...block the view of the banking hall from the street, however this impact has been justified as being necessary for privacy reasons. Due to the buildings operation as a bank it is considered appropriate for this privacy measure to be undertaken."* As now proposed, the vinyl motif will be in purple, making it more prominent upon the elevation of the building. Notwithstanding this, I am unclear as to whether the new will retain an opaque background. Please seek clarification.

Window Signage

Window poster installations were also approved under applications 15/0461 and 15/0577. It is now proposed to replace that to the eastern (High Street) elevation with a digital screen, *"MOUNTED INTERNALLY BEHIND GLAZING ON POLE SUPPORTS"*.

Our shopfronts SPG states:

9.2.12 Free-standing illuminated signs hung within the window-display should also be avoided.

9.8.7 Intermittent, flashing and moving displays are also not permitted as they can have a negative effect on streetscape.

9.8.8 Listed buildings and all buildings within conservation areas should only install lighting that is sensitive to the character of the building/area. Illumination of signs or advertisements will only be permitted where it is demonstrated that there is a positive contribution to the preservation and enhancement of the area/building.

Existing and proposed drawings demonstrate a reduction in overall size, with the accompanying design document stating that graphics will be non-flashing and static.

To ensure preservation of the character of the asset (and the wider Conservation Area), are any other controls proposed? e.g.

- Restriction of illumination to opening hours only
- Use of ambient light sensors that automatically adjust brightness according to changing lighting conditions
- Restrictions image change of frequency

Will the new pole supports be freestanding or affixed to the internal fabric of the building?

Many thanks,

Guy Arnall

Prif Swyddog Treftadaeth / Principal Heritage Officer
Swyddog Dirprwyedig (Adeiladau Rhestredig) / Delegated Officer (Listed Buildings)