



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/01966/AR

ADDRESS: 2 Milsom Street, Bath

PROPOSAL: Replacement of non-illuminated lettering to fascia

CASE OFFICER: Adrian Neilson

DATE: 15 May 2017

COMMENT: OBJECTION

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Bath Heritage Watchdog objects to this application.

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.*

Offset lettering using an inferior material such as foamex is never acceptable on a listed building and especially not one in a prestigious street such as Milsom Street. We would encourage an amendment to a traditionally signwritten fascia.

The works, by virtue of the use of offset lettering in an inferior materials are considered to be detrimental to the character and appearance of the listed building, adjacent listed buildings and the wider streetscene contrary to S16 and S72 of Planning (Listed Buildings & Conservation Areas) Act 1990, Section 12 'Conserving & Enhancing the Historic Environment of the NPPF and Local Plan Policies B1, B2 and CP6 of the BANES Core Strategy and saved policies BH1, BH2, BH6 and BH17 of the BANES Local Plan and should be refused in its current format.