



**Bath Heritage Watchdog**  
contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/02630/AR

ADDRESS: 13 Westgate Street

PROPOSAL: Display of replacement fascia signage with new non-illuminated Tricoya timber panels dressed with traditional Ogee mouldings and the existing projecting sign with a traditional non-illuminated double sided projecting sign

CASE OFFICER: Laura Batham

DATE: 9 June 2017

COMMENT: STRONG OBJECTION

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Bath Heritage Watchdog strongly objects to this application.



We first have to mention the fact that the work in this application has already been completed. The application should be marked as retrospective.

Unauthorised works to a listed building are a criminal offence and cannot be condoned. Ignorance of listing is not a defence where work is undertaken without the necessary consent.

We are concerned and disappointed by the increasing trend not to

enforce unauthorised and inappropriate works, especially in listed buildings where heritage assets once lost are lost for ever. Such inaction appears to serve as an encouragement to others to similarly break the law. Using retrospective applications shows disdain for the democratic planning processes.

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.*

There are two aspects to this application – the fascia and the hanging sign.

### FASCIA

We strongly oppose the proposed fascia signage. As can be seen from the photo the fascia signage is excessively large, filling the whole height of the fascia, and overtly and unacceptably strident.

Despite the wording in the documentation that installed is offset, lasercut acrylic/perspex. This is an inferior material which has no place on a listed building. The signage should be removed forthwith.

We would suggest revisions to the signage, perhaps just the wording in blue, outlined in a toned down yellow. This should be traditionally signwritten and not stuck on vinyls or offset lettering.

The installed trough light should be removed completely.

### HANGING SIGN

Again the yellow colour is overtly strident and therefore unacceptable. We would suggest a similar approach with a blue background and blue lettering outlined in yellow, again traditionally signwritten.

Whilst we appreciate businesses wish to maintain their corporate identity, they should be prepared to adapt their signage to the very special circumstances that exist in Bath.

The works, by virtue of the use of a strident colour, excessively large design and inferior materials, are considered to be detrimental to the special architectural and historic character and interest of adjacent listed buildings and the conservation area contrary to S16 and S72 of the Planning (Listed Buildings & Conservation Areas) Act 1990, Section 12 'Conserving & Enhancing the Historic Environment of the NPPF and Local Plan Policies B1, B2 and CP12 of the BANES Core Strategy and saved policies BH2 and BH6 of the BANES local plan and should be refused in its current format.

The case should be referred to the Enforcement Team to ensure that the unauthorised signage is removed within a very short length of time.