



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/04633/AR

ADDRESS: Bridgewater House, 2 Terrace Walk, Bath

PROPOSAL: Display of 1no. non-illuminated hanging sign

CASE OFFICER: Alice Barnes

DATE: 20 October 2017

COMMENT: OBJECTION

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Bath Heritage Watchdog objects to this application in its current format.

Terrace Walk, together with North Parade, date from around 1741 by John Wood the Elder. North Parade was part of a wider scheme to build a Royal Forum but was never completed. Although the buildings are a mixture of Grade I, II\* and II, together they form an important setpiece in the city.

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.*

To an extent the area has become run down and scruffy due to the large amount of tables & chairs and other street clutter. Considering this is the first point where many visitors alight in the city, we feel that considerable improvement needs to be made.

There is no 'in principle' objection to the installation of an appropriate hanging sign to the front of this building. However we cannot support the proposals in their current format.

Firstly the proposed hanging bracket is poor and modern in design and not appropriate for what is an attractive frontage. We would expect something more traditional and detailed than that proposed.

Secondly confirmation is required that the hanging sign will be traditionally signwritten rather than applied vinyl lettering.

The works, by virtue of a poorly designed bracket and lack of information regarding the signage is considered to be detrimental to the special architectural and historic character and interest of the listed building 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 Policies CP6, D1, D2, D9 and HE1 of the Core Strategy and Placemaking Plan and should be refused.