



Bath Heritage Watchdog

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APPLICATION NUMBER: 17/04960/AR

ADDRESS: 7 St James' Parade

PROPOSAL: Display of 1no non illuminated business name fascia sign and
1no non-illuminated hanging sign

CASE OFFICER: Caroline Power

DATE: 20 October 2017

COMMENT: OBJECTION

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

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 is no objection to the proposed colour for the shop frontage. We have reservations about the repainting of the stonework as this is already likely to be causing damage to the underlying stone. We would suggest that the existing paint is removed using an appropriate method and, if the surface requires it, that it is repainted using a limewash which does allow the stonework to breathe.

With regard to the fascia itself we object to the use of applied vinyl lettering and request that this is amended to traditionally signwritten. We also consider the size of the lettering to be too large and therefore out of proportion.

We have an 'in principle' objection to the addition of a hanging sign. The street is generally devoid of hanging signs (those that exist appear to be unauthorised) and this should remain.

The hanging sign proposed is to be constructed from PVC or metal. Neither of which is appropriate for a listed building. Signage should be timber and traditionally signwritten.

SUMMARY

The works, by virtue of the use of inferior materials, oversized signage and the addition of a hanging sign are considered to be detrimental to the special architectural and historic character and interest of the listed building and especially the most important aspect of the listed building (ie the bomb damage) 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, DW1, D1, D2, D9 and HE1 of the Core Strategy and Placemaking Plan and should be revised or refused in its current format.