



Bath Heritage Watchdog

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APPLICATION NUMBER: 17/05123/AR

ADDRESS: 36 Moorland Road, Bath

PROPOSAL: Display of 1x internally illuminated fascia and 1x internally illuminated projecting sign

CASE OFFICER: Emma Hardy

DATE: 2 November 2017

COMMENT: STRONG OBJECTION

Bath Heritage Watchdog strongly 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.

We appreciate that the shopfront is not of a great age and is not listed, however we believe that opportunities should be taken to improve the standard of signage through such applications. Moorland Road is not in the Conservation Area but it is still part of the World Heritage Site.

The proposal is for the addition of a pressed aluminium fascia housing what can only be described as garish illuminated signage. It is wholly unacceptable. With the proposed opening hours of the business the garish illuminated signage is also likely to cause a nuisance to those living in flats over the adjacent shops.

Given the existing timber fascia is perfectly serviceable, we would suggest that the application is amended to remove all illumination and for applied vinyl lettering.

Consent for this application would lead to a further degradation of this area of the city.

The works as proposed are considered to be detrimental to the locality contrary to CP6, D1, D2, D3, D8, D9 and D10 of the Core Strategy and Placemaking Plan and should be revised or refused in its current format.