



Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/05142/AR

ADDRESS: Jones Bootmaker, 19 Cheap Street

PROPOSAL: Display of repaired and repainted shopfront, replacement non-illuminated vinyl signs and hanging sign

CASE OFFICER: Nikki Honan

DATE: 2 November 2017

COMMENT: GENERAL COMMENT

Bath Heritage Watchdog submits a general comment 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 are supportive of the overall aims of this application. The shop frontages of this building are looking very neglected and are certainly in need of repair.

The black colour proposed for the shopfront is not favoured. It is very harsh, especially given the extent of the frontage of this building. We would suggest this is amended to a dark grey colour.

Although the proposed fascia signage is an improvement on the existing we would still encourage it to be traditionally signwritten.