



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 17/06053/AR

ADDRESS: 12A Westgate Street

PROPOSAL: Display of 1no. non-illuminated fascia sign following replacement of existing fascia.

CASE OFFICER: Emily Smithers

DATE: 4 March 2018

COMMENT: GENERAL COMMENT

\*\*\*\*\*

On close balance Bath Heritage Watchdog submits a general comment in respect of 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 first have to state that we are pleased to finally see some progress in this particular case which we first reported to Enforcement in 2014. That said we consider the length of time to get to this point excessive and probably part of the reason why so much unauthorised work occurs in the city.

We are pleased that the current inferior fascia is to be removed. The fascia is excessively large and we would welcome a reduction in its size to something more in proportion with what is actually a small shop.

The traditionally signwritten approach is supported, however we are not in favour of the strident colours proposed. We would ask that consideration is given to the toning down of the colours.

Although not part of the application we would encourage some maintenance to the shop frontage, especially the vegetation growing over the fascia.