



Bath Heritage Watchdog

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APPLICATION NUMBER: 18/00345/AR

ADDRESS: 20 Green Street

PROPOSAL: Display of 1no. non illuminated fascia lettering and logo, and
1no. non illuminated wall mounted projecting sign

CASE OFFICER: Helen Ellison

DATE: 6 February 2018

COMMENT: OBJECTION

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

No 20 Green Street dates from the late 18th century with late 20th century addition. Possibly the refacing of an earlier property. It is listed Grade II and is located in the Bath Conservation Area and World Heritage Site.

Green Street lies just outside the Borough Wall boundary and was laid out c1716. It is a very narrow and intimate street exhibiting a mixture of architectural styles and displaying one of the best collections of frontages and hanging signs. It contrasts starkly to the nearby grand Milsom Street.

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.

FASCIA

Whilst the design of the fascia is considered acceptable, the use of offset acrylic lettering is not. Acrylic is an inferior material unsuitable for use on a listed building. The fascia should be traditionally signwritten.

PROJECTING SIGN

We oppose the projecting sign proposed. It is effectively a 'bus stop' sign which is inappropriate on a listed building.

We do not oppose the introduction of a timber, traditionally signwritten hanging sign with a traditionally styled bracket. It should be positioned at fascia level and not where proposed.

SUMMARY

The works as proposed are considered to be detrimental to the special architectural and historic character and interest of the listed building, adjacent listed buildings and the conservation area 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 DW1, CP6, D1, D2, D3, D9, D10, and HE1 of the Core Strategy and Placemaking Plan and should be revised or refused in its current format.