



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 18/00444/AR

ADDRESS: 5 Saville Row, Bath

PROPOSAL: Display of 3no. non-illuminated fascia signs on existing fascia board and 1no. externally illuminated hanging sign

CASE OFFICER: Helen Ellison

DATE: 11<sup>th</sup> February 2018

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.*

This application contains more information than the parallel LBA, however as with that application there remains the lack of large scale drawings.

The approach of painted fascias and hanging sign with traditionally signwritten gold leaf text is supported.

The Front Elevation drawing is showing the hanging sign in a different place to that in the Proposed Shop Frontage photomontage. Whilst we have no objection to either position clarification is required. We also oppose the use of unnecessary illumination and although there are lights on the building already we can find no previous permission for them.

Overall the proposed fascias are acceptable but we do consider that the larger text is too large and should be reduced to fit within the fascia more successfully.

The works, by virtue of conflicting documentation/proposals and lack of information leaving considerable doubt as to what precisely is proposed is considered to be detrimental to the special architectural and historic character and interest of the listed buildings, 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, D8, D9, D10 and HE1 and should be refused in its current format.