



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 18/01857/LBA

ADDRESS: 24 Claverton Buildings, Widcombe

PROPOSAL: External alterations to repaint shopfront and fascia and replacement of lettering

CASE OFFICER: Laura Batham

DATE: 7 October 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.*

We have no objection to the choice of colours to be used for the shopfront and signage. Confirmation is required that the paint will be matt/eggshell/satin finish and not gloss.

Vinyl is an inferior material which is inappropriate on a listed building. Any signage should be traditionally signwritten.

We do not consider the addition of the web address and telephone number necessary and should be removed from proposals. The other signage should then be centred on the fascia.

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, D8, D9, D10, and HE1 of the Core Strategy and Placemaking Plan and should be revised or refused in its current format.