



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 18/03261/LBA

ADDRESS: Z Hotel, 7 Sawclose

PROPOSAL: External alterations for proposed signage and glass manifestation on the front elevation of Z Hotel Bath

CASE OFFICER: Adrian Neilson

DATE: 29 July 2018

COMMENT: OBJECTION

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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.*

The manifestations are removable and are not considered to be damaging.

We do not favour the proposed business sign. It appears to be made of perspex which is an inferior material. However, our main objection is to the fact that it straddles two of the rustication lines and if to be permitted should sit between.

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.