



Bath Heritage Watchdog

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APPLICATION NUMBER: 18/03338/AR

ADDRESS: 14 New Bond Street

PROPOSAL: Internal and external alterations to include installation of bespoke shopfitting, opening up previously blocked doorway, paint exterior shop front & installation of new signage

CASE OFFICER: Samantha Mason

DATE: 5 August 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 maintain our objection to the use of unnecessary illumination in the conservation area.

It is proposed to illuminate both the fascia signage and the proposed projecting signs. This is both inappropriate for a listed building and unnecessary. All illumination should be removed from proposals.

We do not support offset lettering as proposed. The signage should be traditionally signwritten onto the existing fascia.

There are no projecting signs to the building at present. Given its location on a prominent corner we see no justification for the addition of projecting signs. If they are to be given consent then as with the fascia they should be constructed of timber and traditionally signwritten. They should also be a traditional hanging sign and not a 'bus stop' design which are inappropriate on a listed building. The proposed trough light should be removed.

The proposed installation of black vinyl to the Burton Street doorway is opposed. It would be harmful and stark to both the building and streetscene. If the door needs to be blocked out we would suggest that the modern door is replaced by a suitably detailed timber door.

Whilst there is no objection to the installation of the company name to the window plinth, it should not be illuminated.

Confirmation is required that the paint is to be satin, eggshell or matt in finish and not glass.

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