



Bath Heritage Watchdog

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APPLICATION NUMBER: 18/04078/AR

ADDRESS: 3 Union Street

PROPOSAL: Display of 1no non-illuminated fascia sign

CASE OFFICER: Laura Batham

DATE: 15th September 2018

COMMENT: OBJECTION

Bath Heritage Watchdog objects to this application.

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.

It is regrettable that this application does not include large scale drawings of the proposed frontage. However, the information that has been included is sufficient to judge that the proposals would be harmful both to the protected building, adjacent listed buildings and the conservation area.

It is noted that the landlord is repainting the shopfront to white before the tenants move in. This in itself requires consent.

The red colour is far too strident and garish and if red is to be used then it would need to be toned down considerably.

The proposed logo should be traditionally signwritten to the fascia. The use of inferior materials such as acrylic is unacceptable on a listed building.

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 refused in its current format.