



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 18/04649/AR

ADDRESS: Red Lion, Wellsway, Bath

PROPOSAL: Display of 1no non-illuminated sign written house name 300mm high. 1no timber framed pictorial fitted to existing post with new external illumination. 1no non-illuminated timber posts and framed double sided marketing board. 1no non-illuminated timber posts and framed double sided marketing board with additional car park directional signs. 1no illuminated lantern. 1no non-illuminated sign written text above entrance. 1no non-illuminated sign written house name 400mm high.

CASE OFFICER: Helen Ellison

DATE: 26 October 2018

COMMENT: OBJECTION

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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.*

Compared to the previously submitted application, this proposal does have some improvements. However, we still feel that there are further improvements that need to be made. We take each sign in turn:

### **SIGN 01**

We support the traditionally signwritten approach of this sign. Clarification is required regarding colours and finish

### **SIGN 03**

Although we welcome the change to timber confirmation that the sign is to be traditionally signwritten is required.

### **SIGNS 04A & 04B**

Although we support the use of timber we remain concerned at the use of corex. Some brief research shows that *'Corex signs are inexpensive, short term outdoor signs. They are lightweight, water resistant and offer six months durability. Corex signs are ideal for temporary outdoor signage .....*'.

As the signs are in the setting of a Grade II listed building we consider the signs should also be signwritten.

### **SIGNS 06A**

We have no objection to the relocation of these lights.

### **SIGN 06B**

We have no objection to this light to the rear of the building.

### **SIGN 07**

We have no objection to this sign but seek confirmation that the material used is timber.

### **SIGN 08**

The signwritten approach to this sign is supported, however we remain to be convinced that this sign is required or desirable.

### **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.