



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 19/00612/AR

ADDRESS: 16 New Bond Street

PROPOSAL: Display of 1no non-illuminated blade sign

CASE OFFICER: Laura Batham

DATE: 22/02/2019

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.*

We do not support the installation of a projecting sign. New Bond Street is generally devoid of projecting signs and has one of the finest collections of shopfronts.

However, if officers are minded to consent to a projecting sign it should not be a 'blade' design.

Any hanging sign should be constructed from timber and traditionally signwritten. The bracket should be traditional and decorative in character. That proposed is both crude and inappropriate for a listed building.

### 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.