



Bath Heritage Watchdog

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APPLICATION NUMBER: 19/00778/AR

ADDRESS: 66 Walcot Street

PROPOSAL: Display of 1 no. illuminated fascia sign and 1 no. non-illuminated projecting sign.

CASE OFFICER: Helen Ellison

DATE: 2 March 2019

COMMENT: STRONG OBJECTION

Bath Heritage Watchdog strongly 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.

Although this is an advertising application, it should be noted that 66 Walcot Street is a Grade II listed building.

All illumination should be removed from proposals.

The use of an inferior material such as plastic/perspex is unacceptable on a listed building and should not be installed over an existing timber fascia. Any signage should be traditionally signwritten to the timber fascia.

Likewise, any hanging sign should be traditionally signwritten onto timber.

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.