



Bath Heritage Watchdog

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APPLICATION NUMBER: 21/03881/AR

ADDRESS: 12 Stall Street

PROPOSAL: Display of 1no. non-illuminated acrylic fascia sign
(retrospective)

CASE OFFICER: Danielle Milsom

DATE: 28 November 2021

COMMENT: 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.

We first have to address the issue of the retrospective application. Using retrospective applications shows disdain for the democratic planning process.

Whilst this building is not listed in its own right, it is attached to a listed building and is surrounded by others. Therefore consideration has to be given as to the impact that proposals would have on those protected buildings, the conservation area and World Heritage City.

Examples of other signage included in the covering letter are in different areas, not immediately adjacent to listed buildings and do not set a precedent.

Whilst accepting that the shopfront had already been painted an inappropriate pink colour, the new shade of pink is far too strident and wholly inappropriate. It should be considerably toned and down preferably changed to a more suitable colour

The offset lettering is wholly inappropriate and is constructed from a cheap and inferior material – acrylic. If offset lettering is to be accepted it should be constructed from painted timber or anodised metal. The preference is for signage to be traditionally signwritten.

The overall effect of the shopfront is cheap and tacky and well below that acceptable in the conservation area and World Heritage City.

The works are considered to be detrimental to the special architectural and historic character of 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.