



## Bath Heritage Watchdog

contact@bathheritagewatchdog.org

APPLICATION NUMBER: 21/05098/LBA

ADDRESS: 33 Stall Street

PROPOSAL: Internal and external works to include fit out of ground floor retail unit including new perimeter and mid floor fixtures, wall linings, ceiling and flooring. Existing timber shopfront to be retained and redecorated. Existing signage to be removed and replaced with non illuminated painted brand sign directly to fascia. Windows to first floor to have vinyl advertisement applied to the internal face.

CASE OFFICER: Helen Ellison

DATE: 28 November 2021

COMMENT: OBJECTION

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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 support the proposal to traditionally sign write the main fascia, although including '*extraordinary chocolate*' below the company name does make it appear a little cramped.

It is the proposed colours which lead to our strong objection. Neither colour is acceptable on a listed building and, in combination, the harm is made worse. The entire frontage needs to be considerably toned down and more appropriate colours chosen.

We are not in favour of the proposed vinyls to the first floor windows. Being a relatively enclosed street they are unlikely to act as advertisements but would detract from the important frontage. We would prefer that they are removed from proposals, however if they are to be considered then the central one is particularly detrimental.

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.