



Bath Heritage Watchdog

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APPLICATION NUMBER: 17/02573/AR
ADDRESS: Amplifon, 2b York Street
PROPOSAL: Installation of new fascia sign
CASE OFFICER: Caroline Power
DATE: 9 June 2017
COMMENT: OBJECTION

Bath Heritage Watchdog objects to this application in its current format.

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 have concerns at the intention to use plywood for a new fascia. There is nothing to suggest that the current fascia cannot be used, therefore we consider that the existing fascia should be painted.

The red colour chosen may well be the corporate colour but it is particularly strident and given that York Street is a narrow street with a limited amount of signage we consider that the red should be considerably toned down or reduced in extent. In addition this building is immediately adjacent to the Friends Meeting House and therefore affects its setting.

The fascia text is consider acceptable however it should be traditionally signwritten and not offset acrylic letters. For offset letters to be considered they should be of anodised metal or painted timber.

There is no mention in the documentation of the hanging sign. If this is also to be updated again it should be traditionally signwritten. We would also suggest that the trough lighting is removed.

The works, by virtue of the use of a strident colour and inferior materials, are considered to be detrimental to the special architectural and historic character and interest 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 Local Plan Policies B1, B2 and CP12 of the BANES Core Strategy and saved policies BH2 and BH6 of the BANES local plan and should be refused in its current format.