



# 4

**Spatial strategy &  
design concepts**



## 4 SPATIAL STRATEGY & DESIGN CONCEPTS

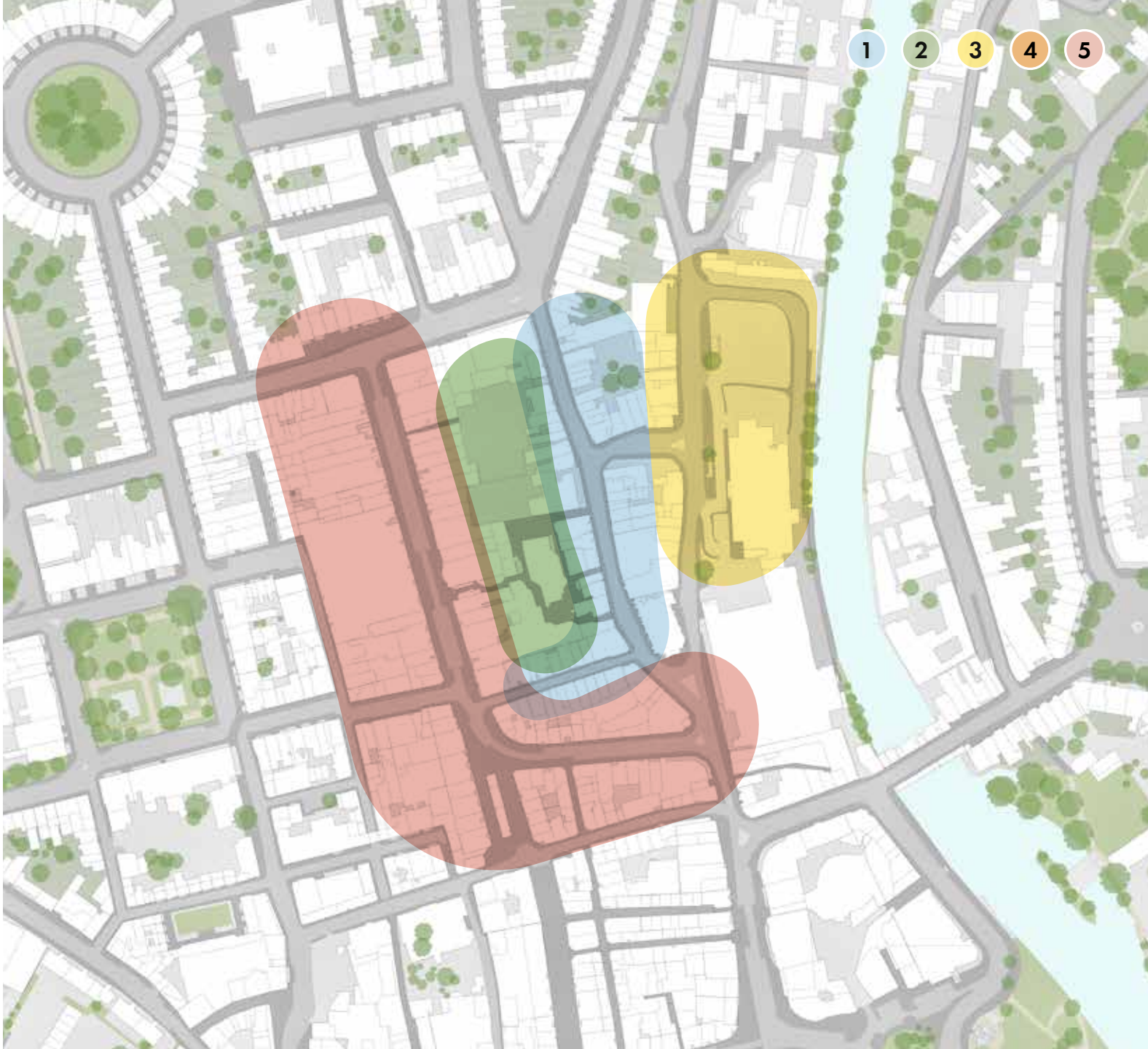
# Introduction

The following section of the report provides a detailed view of each of the four key areas within the Milsom Quarter:

- Milsom Street Core
- Broad Street Yards
- St Michael’s Neighbourhood
- Walcot Street Gateway

In each case, it provides an overview and vision for the area and an appraisal of its character before introducing design concepts for both public realm projects and key built interventions or significant sites including Jolly’s Department Store, Broad Street Yards and the Catlemarket and Cornmarket.

Options are presented for both public realm and building projects, acknowledging the fact that this work has established key ideas within an overall framework, but that there needs to be an element of flexibility retained at this masterplan level to allow for future opportunities to be grasped and to accommodate further constraints as they arise.







Milsom Street Core



# Milsom Street Core

## Site summary and vision

At its northern end the character of the street gradually blends into the food and drink cluster of George Street, whilst at the southern end merging into the diversity of the medieval city core via a focus for health and wellbeing uses.

The architecture of the street is superficially formal, with a consistency of scale and overall form. However, within this there are myriad subtle variations, including ghost signs that reveal the layers of historic activity.

*Milsom Street is intended to retain its character as an important destination for fashion, with anchor fashion uses at Jolly's/the Old Post office and supported by a range of high street names and space for creative designers and makers.*





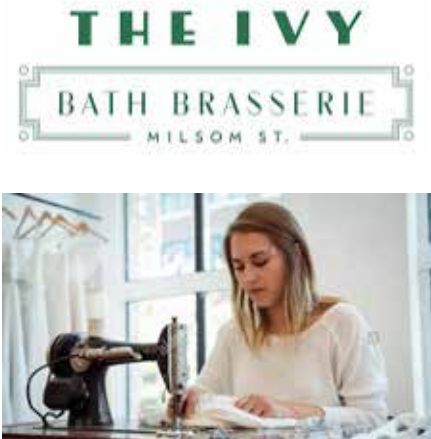


4 SPATIAL STRATEGY & DESIGN CONCEPTS

# Milsom Street Core

## Vision

A new place to experience, with premier retail, a world class Fashion Museum, independent businesses. You will find beautiful public spaces, great events and café culture. New high-end apartments and creative workspaces will be found above ground floor.



# 4 SPATIAL STRATEGY & DESIGN CONCEPTS

## Milsom Street Core

### Character appraisal

These briefly set out the historic significance of each area and those elements which contribute to this, be it of evidential value (the potential for learning about the past), historic value (how it supports a narrative of the past), aesthetic value (the physical quality of the area), or communal value (its historic and present contribution to the meaning of the place for the people who lived or visited it). These summaries are set out here.

**Milsom Street:** Milsom Street is a handsome road which is a destination point, as well as a well traversed route between the north and south of the city. The width of the road and views to the south offer great potential to create a high quality public realm, which it currently lacks. The shortage of places to rest mean that people rarely stop to appreciate the surroundings of the street or the network of routes which line either edge. It also makes the street seem overly long which is emphasised by the almost consistent building design. The shopfronts create a variety at the ground floor

storey which enlivens the street elevation and are of nearly consistent high quality.

**Burton Street:** Acts as a transition between Milsom Street and the High Street beyond and is rare area of pedestrianisation which could offer greater public benefit. As a transition space it has perhaps lost some of its character and the concrete barriers to the north and loading bay to the south cut it off from the surrounding streets.

**Old Bond Street:** The pedestrianised area between Old Bond Street and Burton Street acts as a transition between Milsom Street and the High Street beyond and is rare area of pedestrianisation which could offer greater public benefit. As a transition space it has perhaps lost some of its character. The pedestrianised area to the north is one of the largest public areas within the north of the city centre but is perhaps underutilised. The metal bollards and road split the two sides of the road at this point.





# 4 SPATIAL STRATEGY & DESIGN CONCEPTS

## Milsom Street Core

### Character appraisal

**Quiet Street:** Green Street offers a unique and varied character area which acts as a transition between Milsom Street and Broad Street. The variety of styles and scale provides the street with its own sense of place which is quite contained. There are a number of buildings which would benefit from repair and the improvement of the public realm and its pedestrianisation would greatly add to its character.

**Upper Borough Walls:** Due to the building heights and fairly narrow street width, the street is overshadowed at most times of the day. The street is dominated by the road, even though traffic is limited, with people using the pavement which is additionally narrowed by A-boards and railings. Although there are a number of shops within the street it does not currently feel like part of the retail streets which surround it, but rather a service or access road.

**New Bond Street:** The curve of the road and generous pavement widths give the street an open feeling which is a natural continuation of Milsom Street. Good quality shopfronts, buildings, roofscape and views, both glimpsed and to the distance, add to its interest. However, the dominance of traffic, the poor quality paving as well as the road junctions to the east are negative features. The shopfront to No 12 is a rare example of an early 20C metal framed shopfront and as such is a significant element.

**New Bond Street Place:** The height of the buildings and narrow street, alongside the building detailing and numerous public realm elements creates an enclosed and characterful streetscape of its own unique character. The paving and junction to Upper Borough Walls could be greatly improved, in particular the entrance into the street at the southern end and the through connection with Union Passage.





## 4 SPATIAL STRATEGY & DESIGN CONCEPTS

# Public realm

## Options for improvements

Milsom Street is a key place as well as a key route within the city centre. As its role as a traffic street is reduced significantly, the opportunity is presented to reconsider the design of the public realm and explore options which can best support the range of functions and activities around and within the street.

Firstly, as a significant retail destination and an important set piece in terms of heritage, any solution explored needs to retain the gravitas befitting an important place. The design and the selection of materials used should be of a quality which reflects this status and showcases the best that Bath has to offer in terms of both architecture and as a retail destination.

Milsom Street has established a burgeoning role as a location for events such as street markets, particularly including food. Options for the streetscape will need to demonstrate how they can best accommodate a significant density of both stalls and visitors and consider how any

planting and street furniture is either compact or moveable to complement and support this aspect of Milsom Street's function. There will also be opportunities to use street furniture to include discreet features such as electrical supplies to assist with events.

Finally, the implications of climate change and the proposed increase in the number of people living in the immediate area also suggest that this is an important moment to consider greenery within the street both to enhance liveability and the wellbeing of local people, but also to help to mitigate the effects of climate change.

Planting within the street may take a number of forms, and will need to be carefully considered against the requirements of both heritage and activities. However, trees which can provide shade to manage peaks of temperature and rain gardens which help to attenuate rainwater run off and contribute to reduced flood risk can have very positive benefits for the future of the area.





# Public realm

## Options 1 & 2

These options show more formal structured approaches to the layout of the street, including symmetrical placing of trees and street furniture and indicating potential layouts for market stalls to demonstrate the capacity for events.

The challenge with formal layouts such as this will be the response to irregular but important elements such as connecting lanes and significant buildings, as well as unknown constraints such as services and the nature of the vaults beneath the road.

Key

Pedestrian only public realm & movement area

Pedestrian movement area

Vehicular movement area shared with pedestrians

Primary vehicular movement with improved public realm

Loading bay

Curb indication

Bollard

SuDS

Tree

Pedestrian crossing

Market zones

Market Stalls



Option 1: Symmetrical placement



Option 2: Staggered placement

## Public realm

### Option 3 & 4

Option three responds to the idiosyncrasies of the street rather than its formal character and demonstrates a looser and more responsive approach. Whilst this may allow for elements of symmetry in places, it is not bound in to a rigid structure and so may prove to be a more adaptable and pragmatic approach

Option four shows a scheme which includes reduced planted areas and no trees, demonstrating the potential to maintain an element of greenery in the event that tree planting proves to be a limiting consideration from a heritage perspective or should practical barriers to implementation arise.

#### Key

- |   |                     |
|---|---------------------|
| Pedestrian only public realm & movement area          | Curb indication     |
| Pedestrian movement area                              | Bollard             |
| Vehicular movement area shared with pedestrians       | SuDS                |
| Primary vehicular movement with improved public realm | Tree                |
| Loading bay   | Pedestrian crossing |
|   | Market zones        |
|   | Market Stalls       |



Option 3: Clustered placement



Option 4: Minimal placement



4 SPATIAL STRATEGY & DESIGN CONCEPTS





- 1
- 2
- 3
- 4
- 5

Milsom Street Core: Current Condition





Artists Illustration: Milsom Street Core - Full Event Mode - Proposed View





Artists Illustration: Milsom Street Core - Everyday Mode - Proposed View



## Intervention Sites

### Jollys - introduction

Jolly's has been at the heart of Milsom Street's fashion shopping since the 1880s and in its present guise as part of the House of Fraser group remains an important part of Milsom Street's offer. The significant changes in the wider retail landscape, and particularly for department stores means that the future of the existing use is uncertain. However, it is important that the street retains a strong anchor, and that ideally this maintains its fashion focus.

Should an alternative future be required for Jolly's, it is a potential future location for the Fashion Museum. Whilst other options are being considered, the Fashion Museum will shortly need to be relocated from its current home in the Assembly Rooms. Giving it a new home in a prominent location with historic fashion credentials and using it as a the focus for a wider network of creative and entrepreneurial fashion uses provides a unique character for the area - one which places it firmly on the fashion and visitor map.



# 4 SPATIAL STRATEGY & DESIGN CONCEPTS

## Intervention Sites

### Jollys

James Jolly (b. 1775) began his retail business in Kent, opening shops in Deal and Margate, before trading for two or three seasons in the early 1820s in New Bond Street, London. Jolly then relocated his business to premises in Old Bond Street, Bath. The move to Milsom Street came in 1831, when ‘The Bath Emporium’, opened at 12 Milsom Street, selling fine silks, furs and ribbon.

12 Milsom Street was part of a long terrace of houses, begun in 1762, to designs by Thomas Jelly. Over the course of the 19th century all of the houses were converted to retail use. 11 Milsom Street became part of the shop quite early on, and by 1879 Jolly’s had been expanded to include 13 Milsom Street. In this year the frontages of 11-13 Milsom Street were reconstructed in grand style, to designs by C.E. Davis.

In 1903 the business was sold to a new private limited company called Jolly & Son Ltd, and the new firm set about expanding the store’s cramped premises. 14 Milsom Street was added in 1904, and 9 Milsom Street in 1907 (its shop

front was redesigned for Jolly’s by J. Foster). 9 Milsom Street was finally connected to number 11-14 in 1909, when 10 Milsom Street the premises and business of T Knight and Son, house agents and furnishers, were acquired. Number 10 has a shopfront of 1905, by J. Foster. 7-8 Milsom Street, latterly the Cavendish House furniture store, became part of Jolly’s circa 1953. It was designed as a draper’s shop for R. King and Son in the late 19th century, and altered by W.J. Willcox in 1907 and 1910. The front windows were refitted by Courtney Pope for Jolly’s in 1953.

14 Milsom Street has a shopfront of 1995, installed as part of an extensive refurbishment. It replaced a J. Foster shopfront of 1938. The 1995 refurbishment also altered other parts of the frontage, including 7-8 Milsom Street. Jolly’s was purchased by Dingles in 1970, and that business was itself bought by House of Fraser the following year.



Mid 20th century



Late 19th century drawing



Goad Insurance Map, 1887-1902



# Jolly's

## Existing and proposed uses

The existing Jolly's store has been formed from joining the together of eight terraced buildings. In some cases the shop fronts of buildings have been brought together to form a double frontage, and in the case of the main frontage it stretches across three buildings, creating an imposing presence. The store occupies space on the first floor and basement of the building as well as the ground floor and the sloping section requires numerous small changes in level.

Part of the ground floor onto Milsom Street has been used to create an entrance which provides access to flats arranged on the top two floors of the terrace and which will remain unaffected by any changes to the use of the shop.

Jollys could remain as an anchor department store, however other options have been considered. The Fashion Museum could establish itself with a prominent new address within part of the building and the remainder could be returned back into individual shops. Alternatively other anchor uses could be introduced.



Existing uses elevation



Proposed uses elevation



4 SPATIAL STRATEGY & DESIGN CONCEPTS

# Jolly's

Retail arcade

The northern part of the store provides an opportunity to introduce a much-needed arcade through the building to improve local links. Working sensitively with the existing language of the building this will also have the benefit of bringing footfall through the building, allowing the space to work as a small shopping arcade. Stairs and a lift will be needed to address the one storey level change from Milsom street to John Street.



Front elevation on Milsom street



Back elevation on John Street



Proposed section through the east/west arcade





## 4 SPATIAL STRATEGY & DESIGN CONCEPTS

# Jolly's

## Options

This sub-section sets out potential future opportunities for the use of the Jolly's building, including its continuation as a department store, alternative retail layouts or to include the relocated Fashion Museum. Since options for the relocation of the Fashion Museum to the Milsom Street Core area are still under consideration, an option illustrating the Fashion Museum within the Old Post Office building is also shown.

Whilst the Fashion Museum might bring a significant anchor attraction into the building and make good use of the historical links with Jolly's, it doesn't require the whole building. It is also important to maximise the commercial and entrepreneurial potential of the building to boost the financial viability of the project.

The options presented on the following pages look at different concepts for the delivery of the museum, as well as a further option which is based around retail only.

The core of the options for the Fashion Museum is to use the

building to its best advantage and to imagine ways in which it might act as an anchor for a venue, for food and drink, and for associated maker spaces and studios feeding into boutique retail spaces within the building. This can create a whole ecosystem around the museum, making it a unique visitor destination whilst also supporting the museum in being a destination to visit regularly rather than once.

The historic frontage and the central hall of the existing shop provides the ideal shared hub to all of these activities, allowing it to be parcelled up in a range of configurations. Key considerations should be whether the event spaces created can be used both in conjunction with the museum as well as separately and to ensure that a critical mass of commercial space is also delivered.



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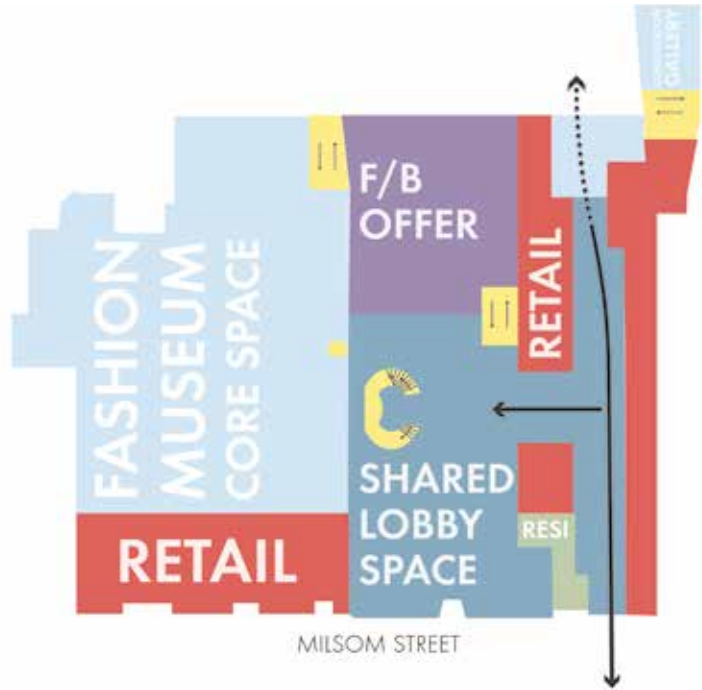
# Jolly's

## Option 1

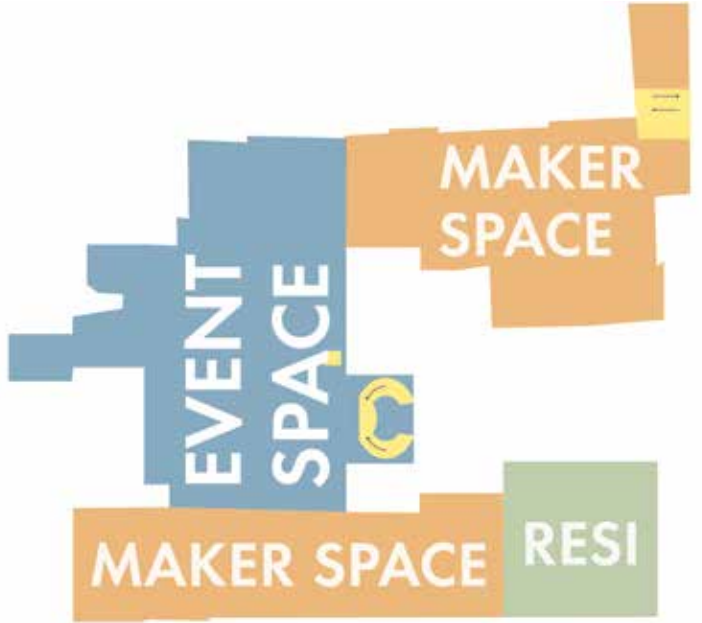
This approach promotes the concerns of the museum to the fore, using a significant portion of the ground floor for exhibition space and the upper level to event space. This gives maximum presence and flexibility for the museum at the expense of the commercial spaces fronting the street. The balance of the upper level would provide flexible workspace for a range of businesses, with an opportunity to focus these in the creative sector to build synergies with the Fashion Museum”



Lower ground plan



Upper ground plan



First floor plan

	Jolly's Conversion						Jolly's existing to remain	
3rd							230	
2nd							230	
1st	816	1,035					230	
Ground	1,006	537	135	317	190	571	36	
Lower Ground	1,750	725	56	237	159		50	
Proposed	Subtotal						TOTAL	
Fashion museum core exhibition space (GEA)		1,006					Subtotal	GEA m²
Fashion museum other available space (GEA)		1,750						GIA m²
Event/lobby space (GEA)		1,353						
Workspace (GEA)		1,226						
Retail (GEA)		571						
Residential (GEA)		0						
F&B (GEA)		554						
Public realm hard surfacing (GEA)		349						
Opportunity for café / event space		0						
Available space (GEA)		725						
Totals								

Option 1 capacity schedule



4 SPATIAL STRATEGY & DESIGN CONCEPTS

# Jolly's

## Option 2

This option uses the lobby to provide access to the museum mainly located on the upper level. This reduces the presence of the museum, and limits the ability to use the event space independently of the exhibitions. However, it does have the significant advantage of establishing deep, commercially attractive shop units fronting Milsom Street. Moving the museum to occupy more of the upper levels would also reduce the space given over to studios and workspace.



Lower ground plan



Upper ground plan



First floor plan

	Jolly's Conversion						Jolly's existing to remain		
3rd								230	
2nd								230	
1st	1,851							230	
Ground	224	537	135	317	190	1,353		36	
Lower Ground	1,750	725	56	237	159			50	
Proposed	Subtotal						TOTAL		
Fashion museum core exhibition space (GEA)	1,851						Subtotal	GEA m <sup>2</sup>	GIA m <sup>2</sup>
Fashion museum other available space (GEA)	1,974							1,851	1,666
Lobby space (GEA)	537							1,974	1,777
Workspace (GEA)	191							537	483
Retail (GEA)	1,353							191	172
Residential (GEA)	0							1,353	1,218
F&B (GEA)	554							776	698
Public realm hard surfacing (GEA)	349							554	499
Opportunity for café / event space	0							349	349
Available space (GEA)	725							0	0
Totals								725	652.5
								8,310	7,514

Option 2 capacity schedule

# 4 SPATIAL STRATEGY & DESIGN CONCEPTS

## Jolly's

### Option 3

As a reserve option it has also been considered how the building might be populated in the event that the museum is not re-located here. The model of disaggregating shops that have independent frontages to Milsom Street, delivering an arcade through the building to create footfall and using the central space to create a market hall environment which can support a curated mix of fashion retailers retains the presence and the spirit of the original department store.

### Option 4

Jolly's remains as a department store, however the interior is adapted to accommodate the new arcade route

Lower ground plans

Upper ground plans

First floor plans





# 4 SPATIAL STRATEGY & DESIGN CONCEPTS

## Intervention Sites

### Old Post Office

Options for the relocation of the Fashion Museum within Milsom Street Core also include other properties including the Old Post Office. The post office is an early 20th Century purpose built building incorporating large open plan spaces around a central courtyard, with retail spaces to New Bond Street. As such, the plan form provides a great deal of flexibility, with multiple accesses internally and from street level. There is the addition of lift access as well as the internal courtyard, which has been roofed over in recent years, to provide off street bike and bin store plus amenity space.



Current aerial view



1937 NW view

# Old Post Office

## Option 1

The following plans illustrate at a conceptual level how the Fashion Museum could be accommodated within the building

**Current Use:** Vacant

**Former use:** Post office with retail units at ground floor.

**Proposed Use:** The building could house the Fashion Museum and back of house facilities, or another anchor cultural use. The former retail and residential space provision, highlighted on the concept plans, would be retained.



First floor



Second floor



Basement



Ground floor