



Bath Heritage Watchdog

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APPLICATION NUMBER: 18/00728/AR
ADDRESS: Jolly's, 7-14 Milsom Street
PROPOSAL: Display of 3no. hanging signs
CASE OFFICER: Emily Smithers
DATE: 25 February 2018
COMMENT: OBJECTION

Bath Heritage Watchdog objects to this application.

Nos 7-14 Milsom Street are now one shop (Jolly's) which began in No12 in 1831 and spread across 8 houses. Facades with elaborate and polished granite columns and carved fascias to shopfronts. Nos 9 has a 1907 shopfront by J Foster for Jolly's and No 10 a 1905 shopfront for Jolly's. Nos 11-13 have an elaborate shopfront of 1879 by C E Davis for Jolly's. There is a large central doorway with segmental pediment to No 12 where Jolly's began. A peacock mosaic c1908 is partially visible in the lobby floor. Nos 2-22 are listed Grade II, located in the Bath Conservation Area and World Heritage Site.

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 an 'in principle' objection to the addition of hanging signs. Currently these shopfronts do not have hanging signs in line with the vast majority of premises in Milsom Street. This is a particular characteristic of the street and we do not believe there is justification for their introduction.

The store has been in business for over 150 years, mostly in this flagship store. It is in Bath's premier retail location with a considerable shopfront in eye-catching style, and it does not require this level of advertising.

Turning to the actual proposal we would make the following comments.

The signs are of aluminium, with applied letters and hung from brackets. Aluminium is not an acceptable material for use on a listed building. If signage is permitted it should be timber and traditionally signwritten.

The size is excessive and would need to be reduced to the generally accepted 500x400mm.

The brackets are modern in design and appear to be showing a fixed projecting sign rather than a traditional hanging sign.

SUMMARY

Milsom Street was built as one of Bath's grand setpieces. It has always been one of the busiest and most popular and prestigious shopping streets in the city and therefore its high status demands high quality. Standards must be maintained and companies must be prepared to tailor their corporate branding to the very special circumstances that exist in Bath.

The works, by virtue of the unjustified addition of 3 hanging signs, the use of inferior materials and poor design 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, D9, D10, and HE1 of the Core Strategy and Placemaking Plan and should be refused.