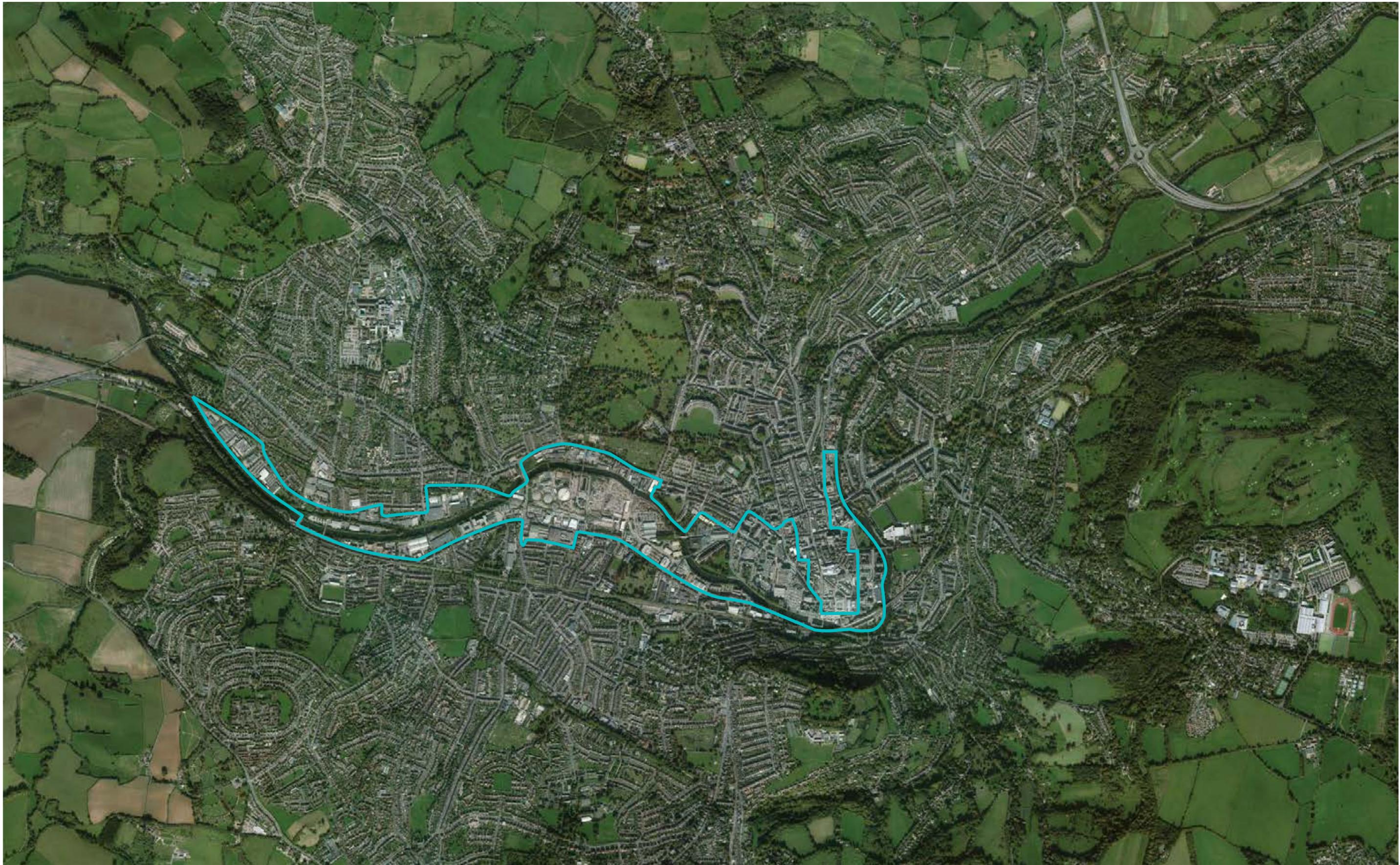


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Bath & North East  
Somerset Council

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**BATH CITY RIVERSIDE**  
ENTERPRISE AREA MASTERPLAN 2014-2029  
MASTERPLAN VISION REPORT



# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## INTRODUCTION

Bath City Riverside Enterprise Area represents the best, and probably the only, opportunity to accommodate the growth necessary to maintain Bath as a fantastic place to live, work and play. It's on the verge of profound change, with the potential to accommodate up to **9,000 new jobs** and **3,400 homes**. It includes 98 hectares of land along the river corridor in central and western Bath, some 36 hectares of which is developable brownfield land. New employment will focus on Bath's strength in growth sectors: creative industries, professional financial and business services, information technology and software development. Overall, the Enterprise Area has the potential to increase the value of the Bath economy by **£620 million (an increase of 16%) per annum**.

The aim of the Enterprise Area is to drive employment growth. On the majority of sites the private sector will lead, and on others the public sector will invest in enabling infrastructure to facilitate private sector investment, unlocking the delivery of over £1 billion of development over the next 15 years.

### Core Values

Based on the "beautifully inventive" vision for the City and working with stakeholders, we have brought together a group of overriding Core Values that the Enterprise Area should seek to deliver:

- **Quality** – of life, of place, of developers, of occupiers
- **Enterprise** – fostering knowledge, inventiveness and creativity
- **Design** – inspirational public realm, connectivity of streets, spaces and bridges, integration of form and streetscape, respect for the character of "Bathness"
- **Heritage** – architectural, urban design and landscape excellence in a World Heritage setting
- **Green** – green building, green infrastructure, walking and cycling, biodiversity and ecology
- **Water** – at the heart of Bath's identity, River Avon, spa water, Kennet and Avon Canal
- **Health and Wellbeing** – promoting leisure, the outdoors, socialising and promenading

The Big Idea: Rediscovering and reconnecting the River, **to bring Bath Riverside to Life!**

*"We welcome the launch of the Bath City Riverside Masterplan. It is a clear vision and delivery framework for the sustainable economy which Bath really needs – based on the creativity, invention and quality of life for which the city is famous. The World Heritage City will not look to the past but to a contemporary and inspiring future based on bringing the City Riverside back to life. We are confident that the Masterplan sets a new and aspirational benchmark for Bath's future – economically, environmentally and socially."*

Cllr Paul Crossley  
Leader  
Bath and North East Somerset Council

Cllr Ben Stevens  
Cabinet Member for Sustainable Development  
Bath and North East Somerset Council



*"This is a time of significant change and there has never been a better time to invest and develop in Bath. The Council and the community share the same ambition to build on our economic strengths and to utilise our major riverside development sites to establish Bath as a world-class 21st century centre of imagination and inventiveness."*



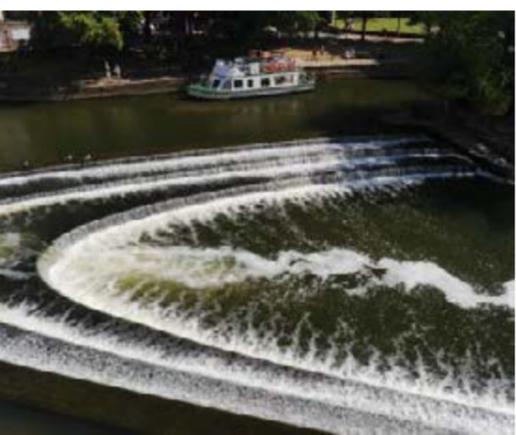
Dr Jo Farrar  
Chief Executive  
Bath and North East Somerset Council

*"The SETsquared Centre in Bath is providing a high quality incubation service to entrepreneurial start-up businesses from the private sector and the Campus. Demand for our services is buoyant and we currently have over 50 members. I am fully supportive of any new developments in the City which will enable our entrepreneurs to flourish while building their connection to the university and grow their businesses in Bath."*

Simon Bond  
Innovation Director  
SETsquared Partnership

*"The new clarity given by the publication of the Bath City Riverside Masterplan, coupled with the recent adoption of the Core Strategy gives us confidence to progress with schemes in the Enterprise Area. Together with B&NES' investment in enabling infrastructure means for the first time in decades sites can be delivered in a timely manner."*

Andrew Maltby  
Director  
Deeley Freed Estates



# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

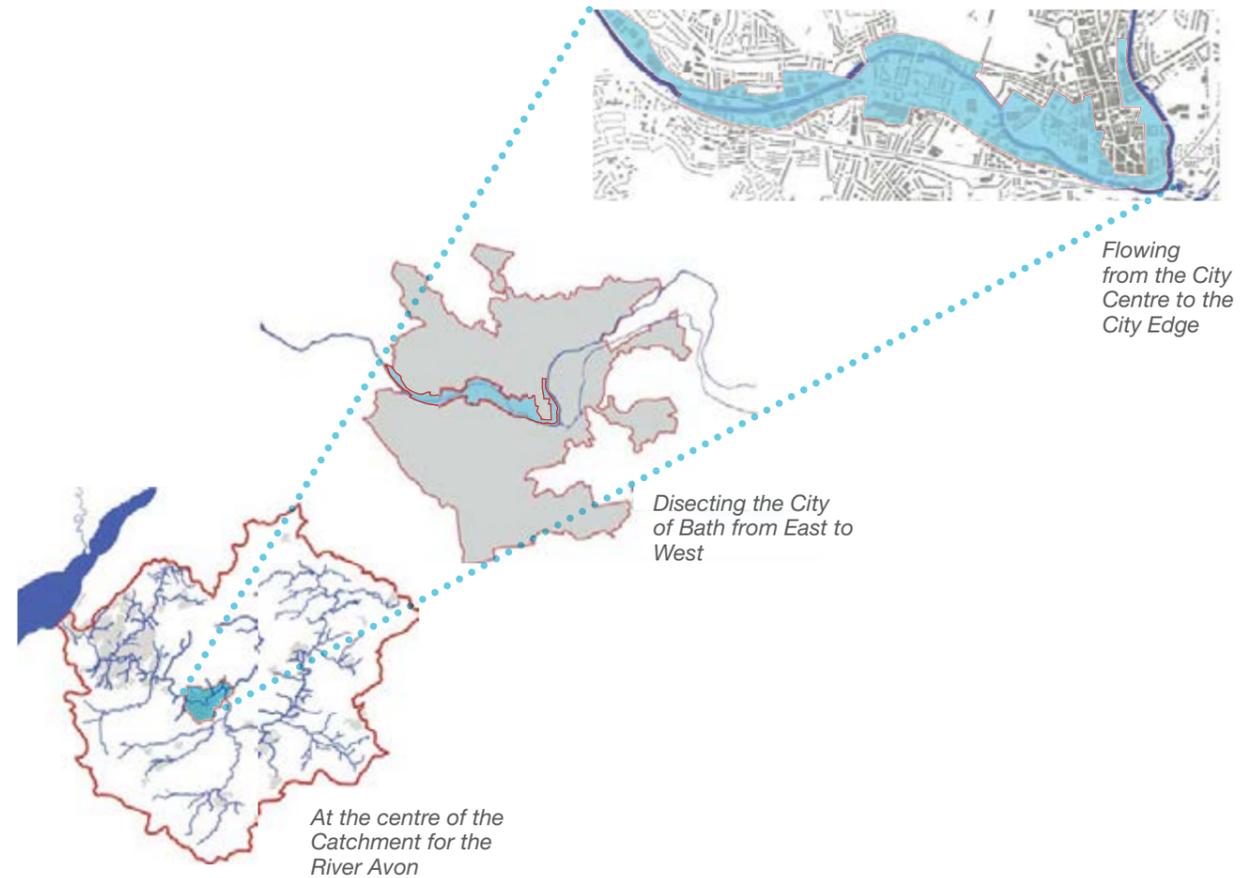
## BRINGING BATH'S RIVERSIDE TO LIFE...

Water is at the centre of the identity of Bath: from the thermal spa waters which rise in the city centre, to the way in which the health giving and recreational properties of water have inspired its architecture. The slopes of Bath - which provide the catchment area of the River Avon - also provide the picturesque landscape setting of the World Heritage City.

It seems highly appropriate therefore that the regeneration of Bath's river corridor offers the key to the next series of development opportunities within the city.

Bath's river corridor is a wonderful resource for the future development of the city. Forming the valley floor of the World Heritage City it has an amazing potential to provide spaces for new jobs and homes, and spaces for leisure and play - and create a great future for both people and wildlife!

This masterplan demonstrates how Bath's Riverside Enterprise Area can provide a series of new developments to add a new chapter to the story of the city and truly bring the river corridor and its varied attributes... *to life!*

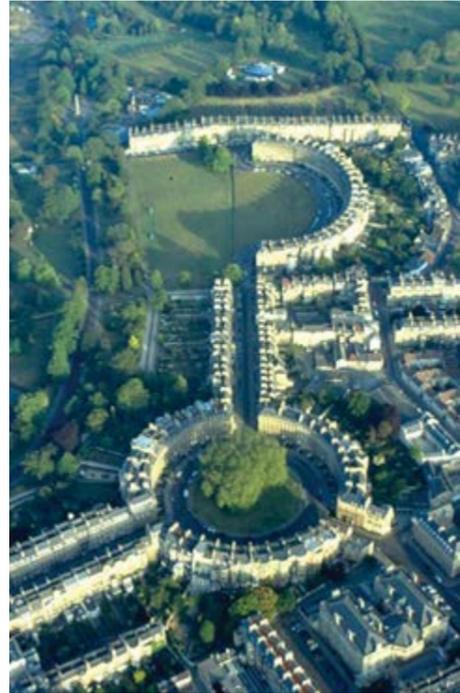
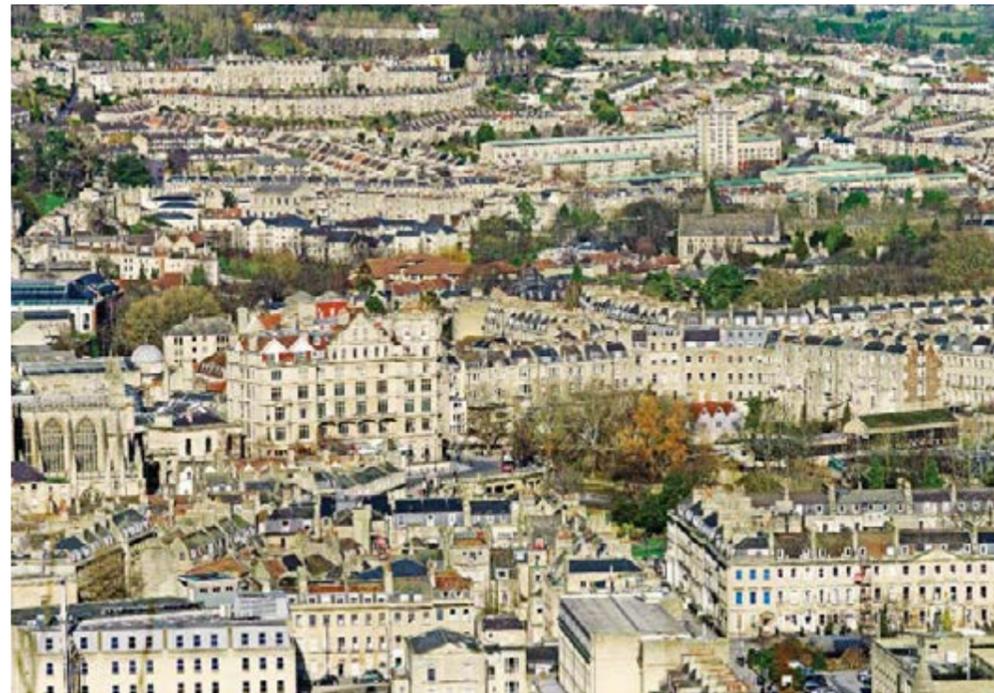
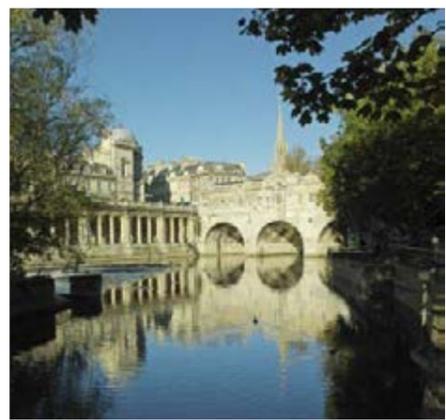




## CITY OF BATH WORLD HERITAGE SITE: STATEMENT OF OUTSTANDING UNIVERSAL VALUE

The City of Bath is of outstanding universal value for the following cultural attributes:

- The Roman remains, especially the Temple of Sulis Minerva and the baths complex (based around the hot springs at the heart of the Roman city of Aquae Sulis, which have remained at the heart of the City's development ever since) are amongst the most famous and important Roman remains north of the Alps, and marked the beginning of Bath's history as a spa town.
- The Georgian city reflects the ambitions of John Wood Senior, Ralph Allen and Richard "Beau" Nash to make Bath into one of the most beautiful cities in Europe, with architecture and landscape combined harmoniously for the enjoyment of the spa town's cure takers.
- The Neo-classical style of the public buildings (such as the Assembly Rooms and the Pump Room) harmonises with the grandiose proportions of the monumental ensembles (such as Queen Square, Circus and Royal Crescent) and collectively reflects the ambitions, particularly social, of the spa city in the 18th century.
- The individual Georgian buildings reflect the profound influence of Palladio, and their collective scale, style and the organisation of the spaces between buildings epitomises the success of architects such as the John Woods, Robert Adam, Thomas Baldwin and John Palmer in transposing Palladio's ideas to the scale of a complete city, situated in a hollow in the hills and built to a Picturesque landscape aestheticism creating a strong garden city feel, more akin to the 19th century garden cities than the 17th century Renaissance cities.



# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## RESPONDING TO THE WORLD HERITAGE CITY...

Bath's beauty and value have received international recognition, resulting in its designation as a World Heritage City. The regeneration of Bath's Riverside Enterprise Area provides a fantastic and unprecedented opportunity to adopt the progressive and creative principles which created the Roman and Georgian city and apply them to the dramatic post-industrial landscape along the river corridor. Creating a beautifully creative river corridor to complement the beautiful historic city centre.

UNESCO's 'Statement of Outstanding Universal Value' (OUV) identifies the importance of Bath's integration of city and landscape; creating a picturesque backdrop to social and civic life. This highlights the amazing opportunities for new city spaces which blend buildings and riverside landscape. Reinforcing the existing habitat along the river, utilising the linear form of the river to connect and combine exiting communities, and offering exciting and innovative architectural possibilities.

The challenge here is to take advantage of this latent potential to create a part of the city which will be valued for centuries to come.

## UNESCO OUV -

**Criterion (i): Represents a masterpiece of human creative genius**

*"Bath's grandiose neo-classical Palladian crescents, terraces and squares spread out over the surrounding hills and set in its green valley, are a demonstration par excellence of the **integration of architecture, urban design and landscape setting, and the deliberate creation of a beautiful city...**"*

*"...That the architects who followed were working over the course of a century, with no master plan or single patron, did not prevent them from contriving to relate each individual development to those around it and to the wider landscape, **creating a city that is harmonious and logical, in concord with its natural environment and extremely beautiful.**"*

## UNESCO OUV -

**Criterion (ii): Exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town planning or landscape design.**

*"Bath exemplifies the 18th century move away from the inward-looking uniform street layouts of Renaissance cities that dominated through the 15th-17th centuries, **towards the idea of planting buildings and cities in the landscape to achieve picturesque views and forms**, which could be seen echoed around Europe particularly in the 19th century. This unifying of nature and city, seen throughout Bath, is perhaps best demonstrated in the Royal Crescent (John Wood Younger) and Lansdown Crescent (John Palmer). **Bath's urban and landscape spaces are created by the buildings that enclose them, providing a series of interlinked spaces that flow organically, and that visually (and at times physically) draw in the green surrounding countryside to create a distinctive garden city feel**, looking forward to the principles of garden cities developed by the 19th century town planners."*

## UNESCO OUV -

**Criterion (iv): Be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.**

*"... Bath exemplifies the main themes of the 18th century neoclassical city; the monumentalisation of ordinary houses, **the integration of landscape and town**, and the creation and interlinking of urban spaces, designed and developed as a response to the growing popularity of Bath as a society and spa destination and to provide an appropriate picturesque setting and facilities for the cure takers and social visitors... "*



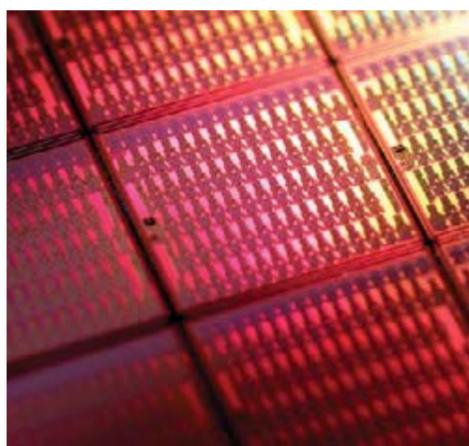
**BATH CITY IDENTITY: THE NARRATIVE**

The City of Bath is internationally recognised as a masterpiece of human creative genius, a spa city with a long tradition of radical reinvention and discovery. The Bath of today was shaped by the extraordinary imagination and entrepreneurialism of our ancestors who created a city so innovative and beautiful that UNESCO designated it a World Heritage Site of outstanding universal value.

Bath is a great place to live, work, play and do business. Home to a world-class design, technology and engineering sector and two leading universities, the city offers an unbeatable lifestyle combining cultural and sporting excellence, breathtaking architecture, health spas, independent shops, markets and eateries, cycle paths and high-quality schooling, all in a remarkable countryside setting. This inspiring environment continues to attract highly-skilled and globally talented people including creatives, inventors, artisans, entrepreneurs and future-thinkers.

At a time when being nimble is so important and small has never been more beautiful, Bath is the perfect place to join an unusually high concentration of enterprising minds, unlock investment capital and share social ambition. It offers a new model of a compact, connected, collaborative city - where curiosity, playfulness, making and the fostering of talent and knowledge across all ages, backgrounds and sectors encourages individuals and enterprises to flourish for the long term.

Bath will become internationally renowned as a beautifully inventive and entrepreneurial 21st century city with a strong social purpose and spirit of wellbeing, where everyone is invited to think big – a city ready to create an extraordinary legacy for future generations.



# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## SET WITHIN A 'BEAUTIFULLY INVENTIVE' CITY...

Bath's heritage is founded on a tradition of entrepreneurship, intelligence, creativity and design excellence. Epitomised by the cities Georgian founders (Ralph Allen, Richard 'Beau' Nash and John Wood the elder) whose effective combination of progressive governance, intelligent investment, and design excellence shaped the city we experience today. This creative legacy has permeated the development of Bath's cultural, economic and commercial life ever since.

From the educational advancements developed by Sir Isaac Pitman to the pioneering approaches of heavy engineering established at Stothert & Pitt Cranemakers. From the world renowned furniture designers at Herman Millers to the internationally relevant creative agencies that currently work along its banks (some of which are contributing to this Masterplan!). The city and its riverside have always fostered a sense of creativity, enterprise and entrepreneurship.

Today the city plays host to two significant universities, a rapidly growing innovation centre, numerous exciting and interesting festivals, and an abundance of important cultural institutions, all of which further this creative legacy. This legacy has been elegantly summarised in the 'Bath Story' – the story of this *'Beautifully Inventive'* city.



# City of Bath World Heritage Site Setting

Supplementary  
Planning Document

August 2013



Sustainable  
Construction  
and Retrofitting  
Supplementary  
Planning Document



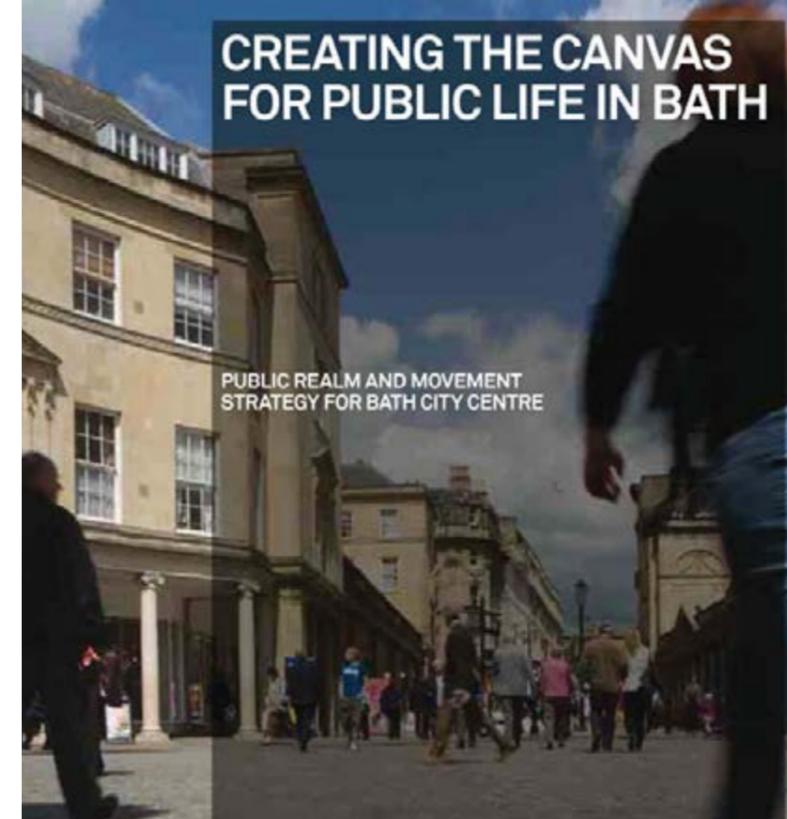
## Valuing people, place and nature

a green infrastructure strategy  
for Bath & North East Somerset



## CREATING THE CANVAS FOR PUBLIC LIFE IN BATH

PUBLIC REALM AND MOVEMENT  
STRATEGY FOR BATH CITY CENTRE



## Bath Western Riverside Design Codes

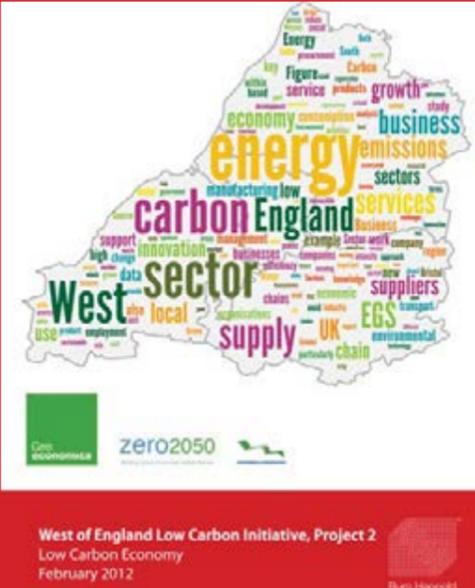
The Western Riverside area of Bath is the venue for one of the most exciting and challenging regeneration projects in the whole of the South West.

Bath and North East Somerset  
Planning Services

## Bath City-wide Character Appraisal



Supplementary Planning Document  
Adopted 31 August 2005



West of England Low Carbon Initiative, Project 2  
Low Carbon Economy  
February 2012

### Bath and North East Somerset Core Strategy Part 1 of the Local Plan

Adopted July 2014



### Joint Health and Wellbeing Strategy

Bath & North East Somerset - The place to live, work and visit

## Join Creative Bath!

We're here to help your creative business grow,  
so join now and get involved.



**TREASURE AND TRANSFORM**

**BATH 'CITY OF IDEAS' ENTERPRISE AREA**

Designed as a key area for economic growth by the West of England, the Bath City of Ideas Enterprise Area is the only enterprise area of its kind in the South West. It is a key area for economic growth and provides a key role in providing much needed accommodation for the area's flourishing high-value business sectors.

Supported by infrastructure, Bath in the future will be a world where businesses, academics and creatives collaborate to create value and enhance the quality of life.



### Getting Around Bath

A Transport Strategy for Bath

## ECONOMIC STRATEGY REVIEW

2014-2030

## Bath & North East Somerset's Placemaking Plan

Part 2 of the Local Plan



### Options Document November 2014

# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## AN EVIDENCE BASED APPROACH...

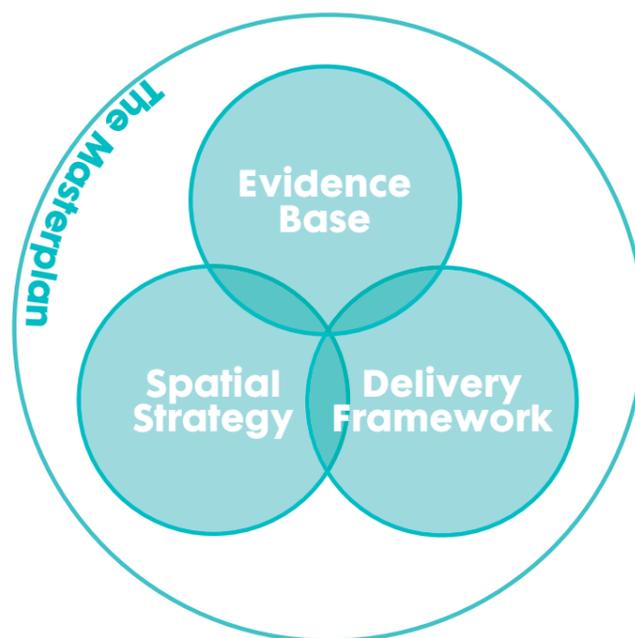
The Masterplan builds upon a broad base of information already gathered through a number of existing city projects and statutory documents. The Masterplan is firmly grounded in a robust understanding of the City through the updating of work relating to Morphology, Heritage Assets, Ecology, Sustainable Infrastructure, Low Carbon / Energy, Transport, Flooding, and Delivery.

The outputs of the Masterplan are brought together in this document:

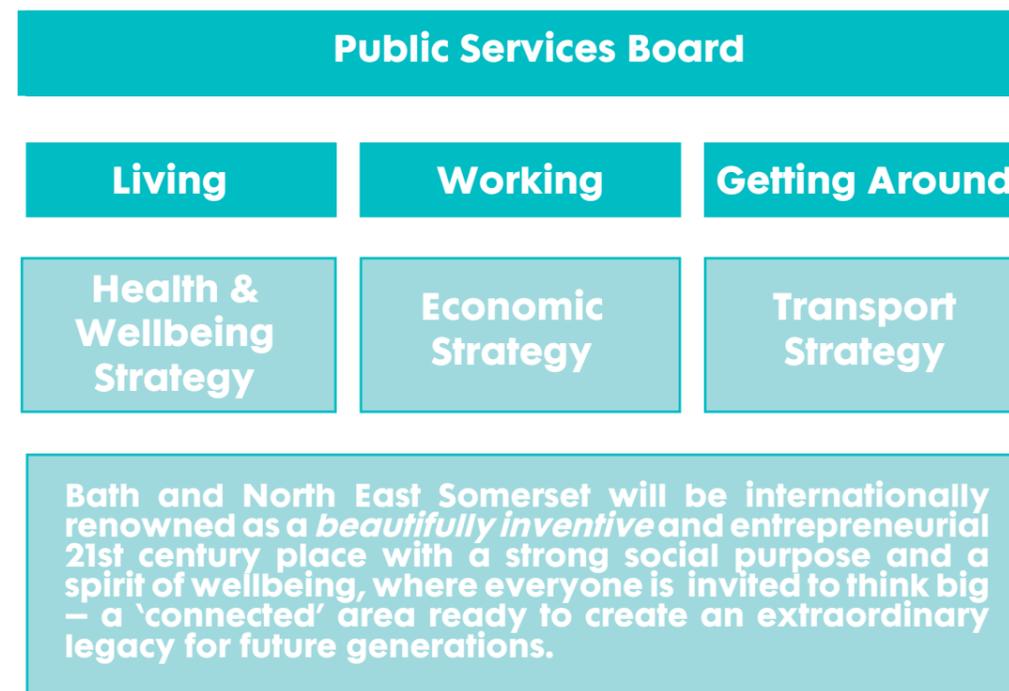
- 1. Evidence Base** - Gathering and producing updated information to provide a robust basis for the spatial strategy and delivery framework.
- 2. Spatial Strategy** - Drawing on the comprehensive understanding of the city the Masterplan recommends a clear spatial strategy for the Enterprise Area, highlighting opportunities to reinforce Bath's beauty, value and economy.
- 3. Delivery Framework** - Building upon this spatial strategy the Masterplan sets out key recommendations for delivery, next steps and future marketing and promotion of the Enterprise Area.

### Purpose and Status of the Masterplan

The purpose of the Masterplan is to provide an exciting and enduring vision for the future development of the Enterprise Area. It is intended to guide the redevelopment of Council owned land and provide a clear direction of travel for funders, partners, developers and investors. It is not a statutory planning document, but forms part of the evidence base for the Placemaking Plan which will set out detailed and statutory planning policy for the Enterprise Area, providing certainty, deliverability, and ensuring that key development sites meet strategic objectives. The Placemaking Plan will undergo public consultation as part of the statutory Plan Making process, ensuring that options are tested and that there is a robust, evidence based policy framework for Development Management decisions.



Bath Riverside Enterprise Area Masterplan: Masterplan Components.



Alignment with B&NES Overall Vision

The Public Services Board brings together senior officials from the key local public sector agencies to provide leadership and set the strategic direction for Bath & North East Somerset. It includes B&NES Council, Avon and Somerset Police, Avon Fire and Rescue, Curo Housing, NHS, Quartet Community Foundation, business and university representation.



Word cloud summarising key comments arising from stakeholder events

# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## HOW HAVE WE CONSULTED ON THE MASTERPLAN?

The Masterplan, unlike the Core Strategy or SPD **is not a formal planning policy document**. As such its preparation is not required to comply with statutory provisions. However the Council has recognised the importance of engaging the community from the outset of the Masterplan process, with selected stakeholder engagement at each stage as below:

STAGE	DATE	ENGAGEMENT
1. Commissioning/ Briefing	Summer 2013	Urban Regeneration Panel / B&NES
2. Evidence gathering	November 2013 – February 2014	Stakeholder workshop 1 / Stakeholder meetings
3. Emerging Spatial Strategy	February 2014 – March 2014	Stakeholder workshop 2 / Stakeholder meetings
4. Spatial Strategy Options	April 2014 – June 2014	Stakeholder meetings / Bath City Conference
5. Testing of Spatial Strategy and Delivery	June – August 2014	Stakeholder workshop 3 / Stakeholder meetings
6. Approval of Masterplan	November 2014	B&NES Members (Cabinet)

- A stakeholder group was formed of those organisations and individuals who had been previously involved in the Public Realm and Movement Strategy: Creating the Canvas for Public Life in Bath, the Bath Quays Waterside project and other related projects.
- A total of 63 organisations or individuals have fed into the Masterplan through the workshop process. A further 22 organisations have been involved through individual meetings/ presentations and discussions.
- A Health Impact Assessment was carried out on the draft Masterplan, with particularly strong support for the key themes on pp 16 – 21.

### Stakeholder Events

- 3 events were held for invited stakeholders, and an open event consisting of exhibition boards and other media took place at the Bath City Conference:
- 26th Feb – Workshop 1 – the vision, values and overarching themes for the entire EA
- 26th March – Workshop 2 – the “5 lives” (themes) and their delivery through each quarter of the EA
- 30th April – Bath City Conference - coordinated with both the Placemaking Plan, Bath Quays Waterside and the Getting Around Bath Transport Strategy
- 8th July – Workshop 3 – specific delivery aspects of each site (e.g. Manvers Street, Innovation Quay)

### Stakeholder Specific Sessions

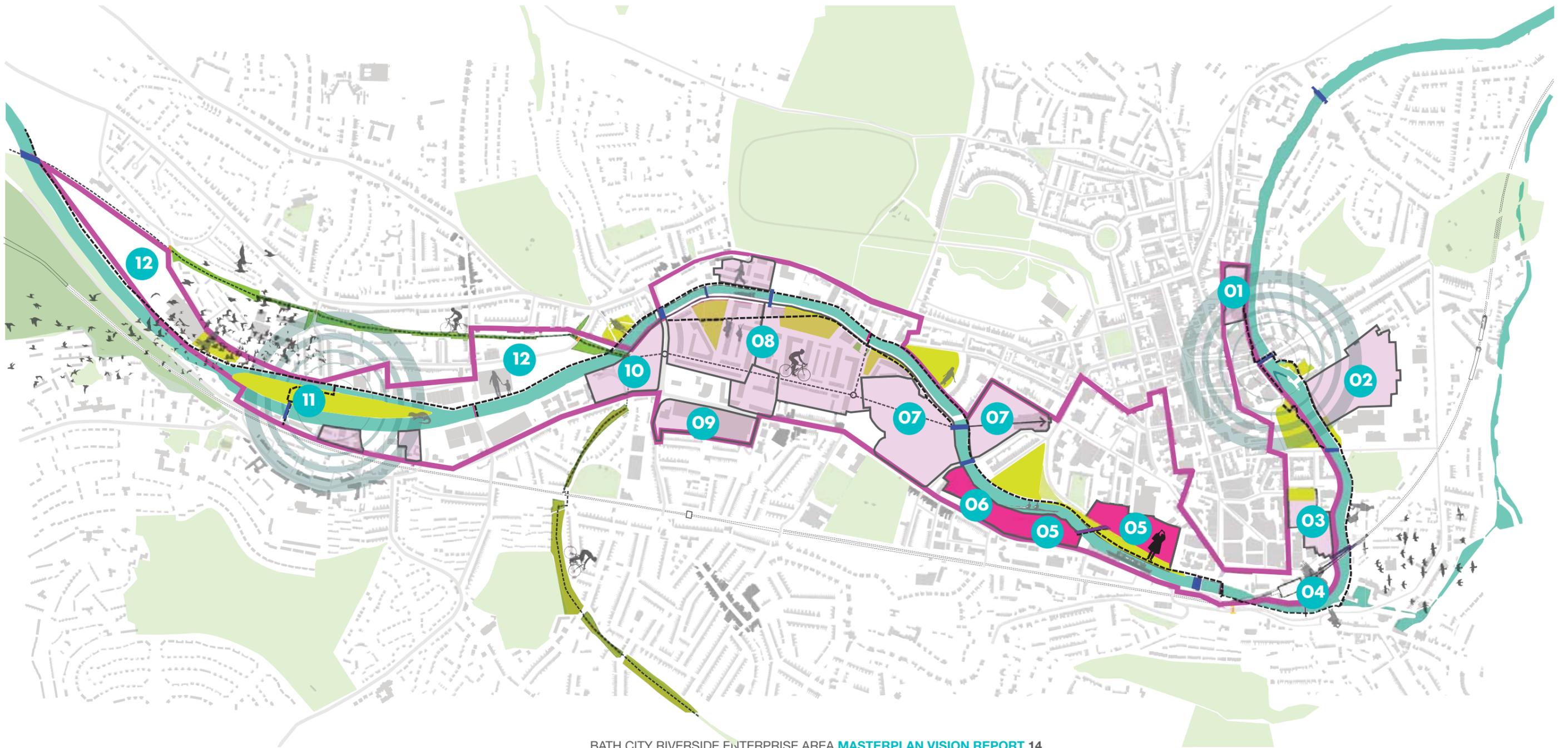
- Stakeholder sessions have also been held with: University of Bath, Bath City College, Federation of Bath Residents, Bath Bridge, Bath BID, Sustrans and others.
- Young people have been consulted through two projects run by local students. Working with Fielden Clegg Bradley, the MyBathMyCity team engaged over 300 18 to 25 year olds. Working with Buro Happold, the SMART City Project has helped inform the Masterplan evidence base.
- Key landowners and private sector developers have been involved, including Bath property agents. Engagement is ongoing and related to specific sites, for example Green Park and Manvers Street.

### Want to know more?

- The process, outputs of the workshops and what happens next are all available on the Council’s website: [www.bathnes.gov.uk/enterprisearea](http://www.bathnes.gov.uk/enterprisearea) and the Invest in Bath website: [www.investinbath.co.uk](http://www.investinbath.co.uk)
- You can also sign up to regular e-newsletters and get involved in future events where we will need your views on how best to successfully deliver the exciting projects which will bring Bath City Riverside to life!

### Placemaking Plan Options

- Full public consultation will be carried out through the Placemaking Plan Options including all local groups.
- There will also be public consultation on individual sites through the statutory planning application process.



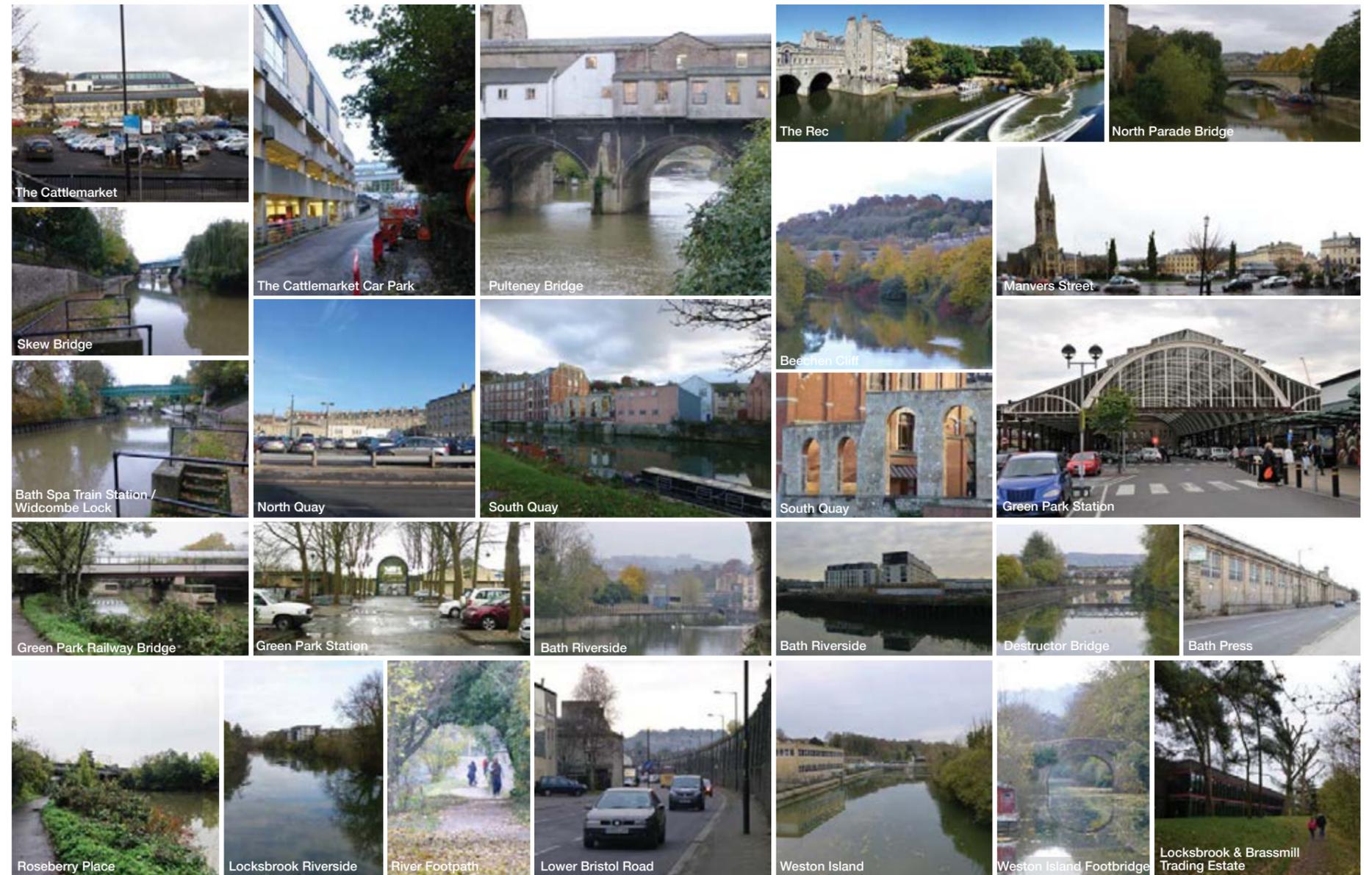
# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## KEY SITES

Opportunities for change are contained within a series of development sites along the river corridor. The status of these sites varies according to their respective conditions, uses, ownerships, and tenancies meaning that delivery is neither linear nor simple. The Masterplan defines a phased programme and the actions required to successfully bring forward the vision for each site.

Running from West to East, with the flow of the river, these sites include:

- 01 **The Cattlemarket and Cornmarket**
- 02 **The Rec and Pulteney Weir**
- 03 **Manvers Street**
- 04 **Bath Spa Train Station / Widcombe Lock**
- 05 **North & South Quays**
- 06 **South Bank**
- 07 **Green Park**
- 08 **Bath Riverside**
- 09 **Bath Press**
- 10 **Roseberry Place**
- 11 **Weston Island**
- 12 **Locksbrook & Brassmill Trading Estate**



## RIVERSIDE *life*

### Employment, Commercial, Industrial, Retail

Bath's riverside has witnessed huge changes along its banks: the creation of amazing architecture, the rise and fall of industry, the opening and closure of railways, and the periodic effect of flooding.

The time has come for the riverside itself to play a key role in the future life of the World Heritage City. We believe there are 5 key themes, **WORKINGlife**, **WILDlife**, **WATERlife**, **HUMANlife** and **PARKlife**, which reflect the unique character and opportunity for the future and open opportunities to explore solutions with broad appeal and engagement.

There is an unprecedented opportunity, with this report, to highlight and celebrate the real potential that exists and *bring Bath's riverside to life!*



# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## **WORKING***life.*

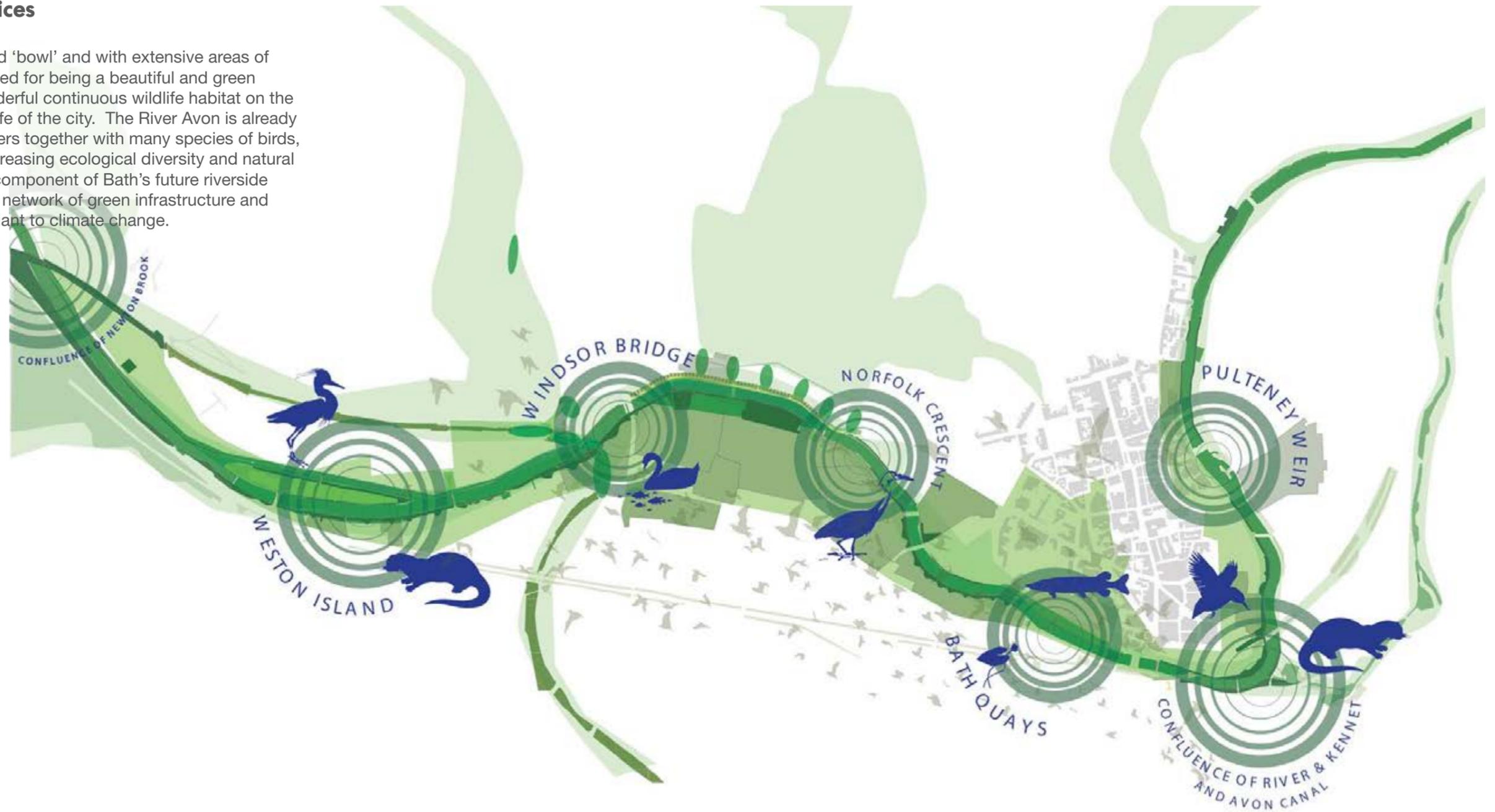
### **Employment, Enterprise, Education, Commercial, Industrial, Retail**

Bath's history is founded on enterprise. From the furniture manufactured by Herman Miller to the heavy enterprise of Stothert and Pitt, to Bath Cabinet Makers and Pittman's Bath Press, Bath has a long association with enterprise. Building upon this heritage the river corridor can help to provide excellent new working environments for Bath. It can provide a central component in the city's new 'innovation quarter' at North and South Quays to help meet the immediate needs for distinctive and high quality office space. Further downstream the river presents the key opportunity for wonderful natural environments to be a backdrop and setting for commercial, retail and light industrial uses.



**WILDlife.**  
**Habitat, Biodiversity, Key Species, Contact with Nature, Ecosystem Services**

As a city set within a landscaped 'bowl' and with extensive areas of mature parkland Bath is renowned for being a beautiful and green city. The river corridor is a wonderful continuous wildlife habitat on the valley floor which enriches the life of the city. The River Avon is already inhabited by kingfishers and otters together with many species of birds, bats and freshwater fish. Its increasing ecological diversity and natural beauty can provide an integral component of Bath's future riverside character. This will connect the network of green infrastructure and enable the area to be more resilient to climate change.

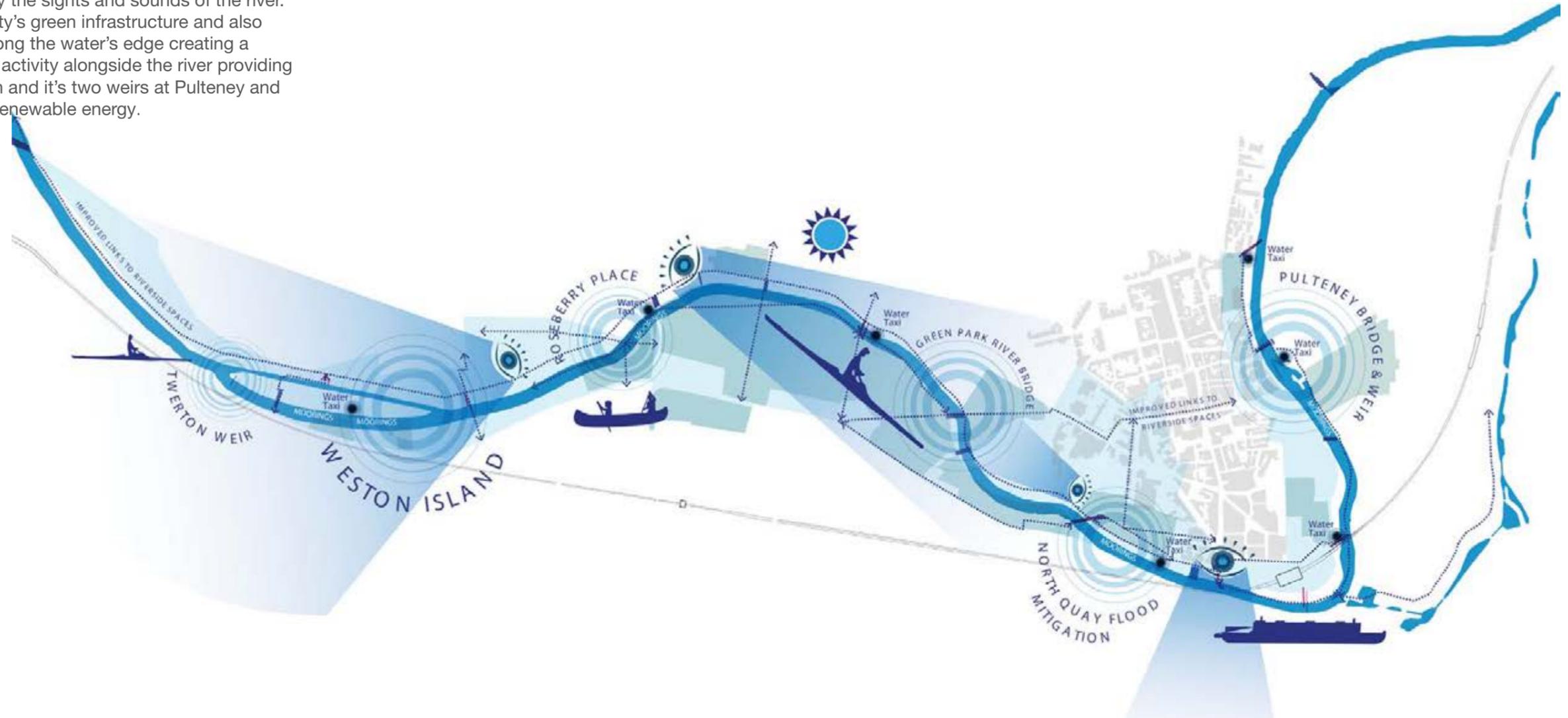


# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## **WATERlife.**

**Sight And Sound Of The River, Boating, Living On  
The River, Spa, Safe Access For All, Leisure**

The river presents a great opportunity to ignite life along the riverside! Bath's riverside has great potential to provide spaces where people can get closer to the water to enjoy the sights and sounds of the river. It offers a new connection in the city's green infrastructure and also presents opportunities for living along the water's edge creating a sense of community, vibrancy and activity alongside the river providing safe access for all. The River Avon and its two weirs at Pulteney and Twerton provide opportunities for renewable energy.



## **HUMAN**life.

### **Culture, Housing, Community, Shopping, Health & Well Being**

Humanity is at the very foundation of the city of Bath. The Roman Spa, rich in life enriching mineral waters, the Georgian city's enduring appeal as an alternative location balancing a rich quality of life with commerce and cultural diversity. Described as "one of the most beautiful and pleasurable urban environments in the world" it is the appeal of the city that underpins the potential to drive the demand for enterprise.

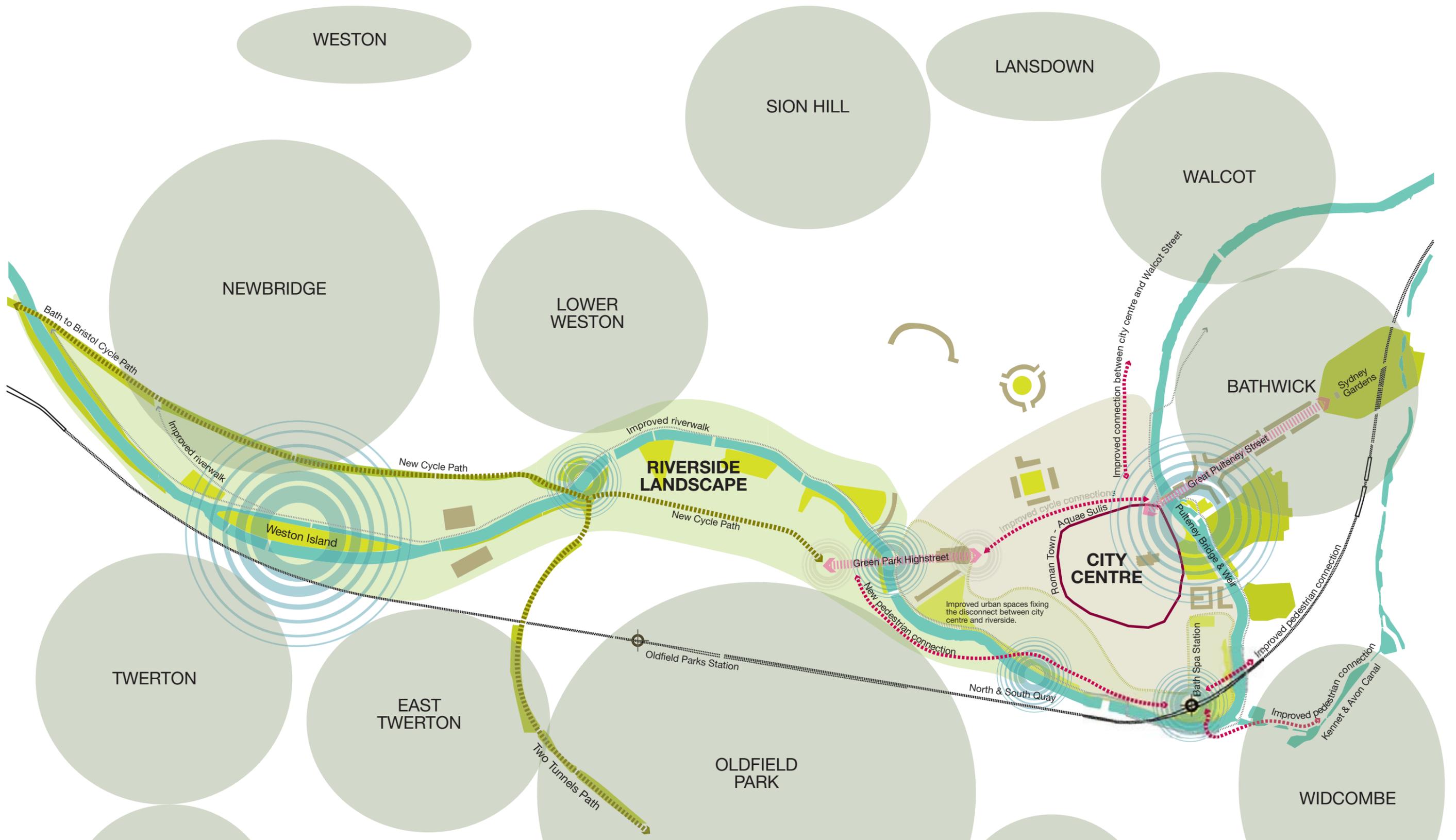


# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## **PARK**life. Recreation, Leisure, Walking, Cycling, Fishing, Looking, Meeting

The sense that the River Avon is the central uniting thread that binds together all the public spaces together in one long linear park is a persuasive proposition which has the potential for much wider appeal. The riverside creates a wide range of opportunities to continue the tradition of enjoying leisure time in Bath. Connecting established cycling and walking routes, it offers a place to take a stroll, go for a bike ride, enjoy a picnic, explore and learn something. It's packed with diverse opportunities for playtimes!



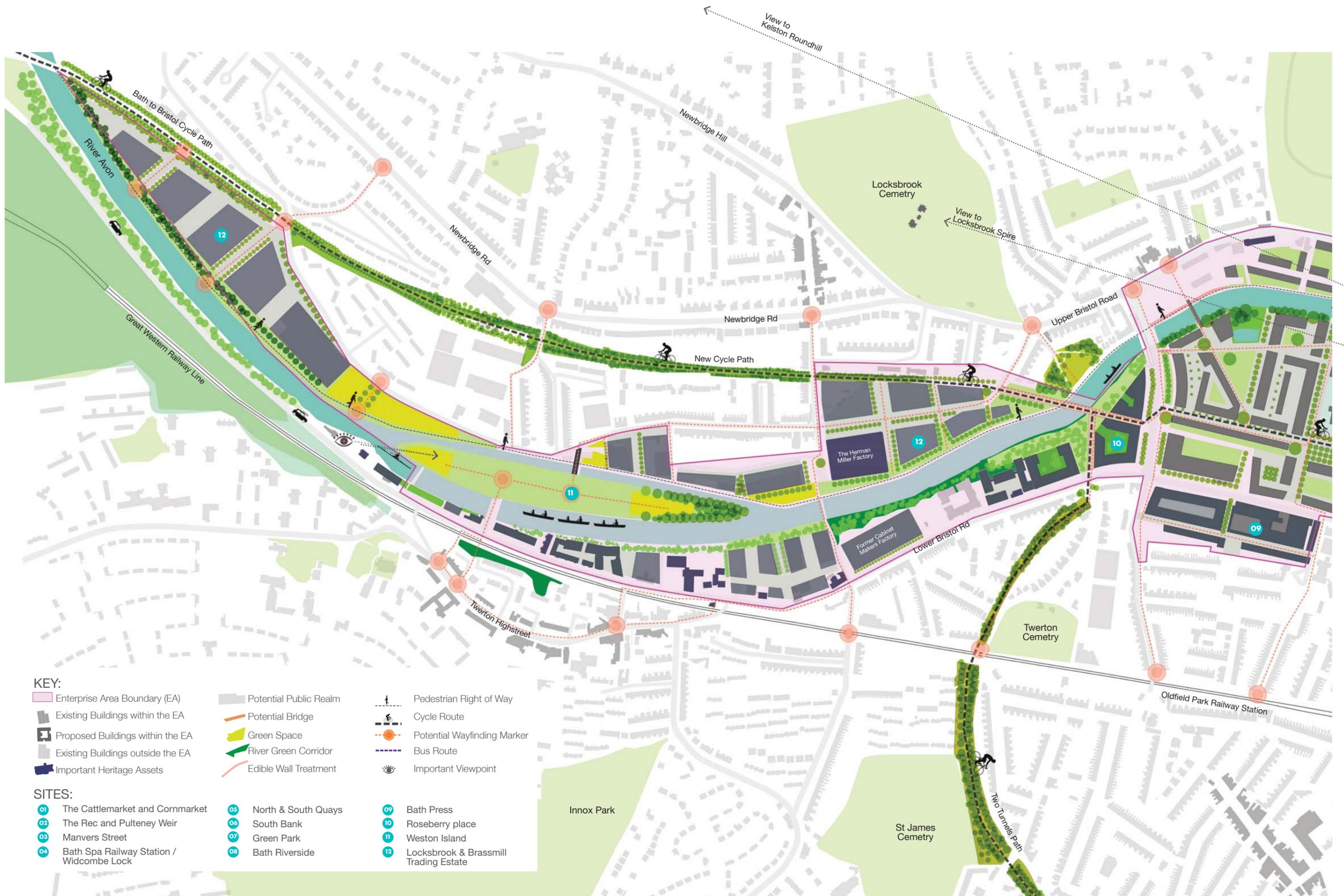


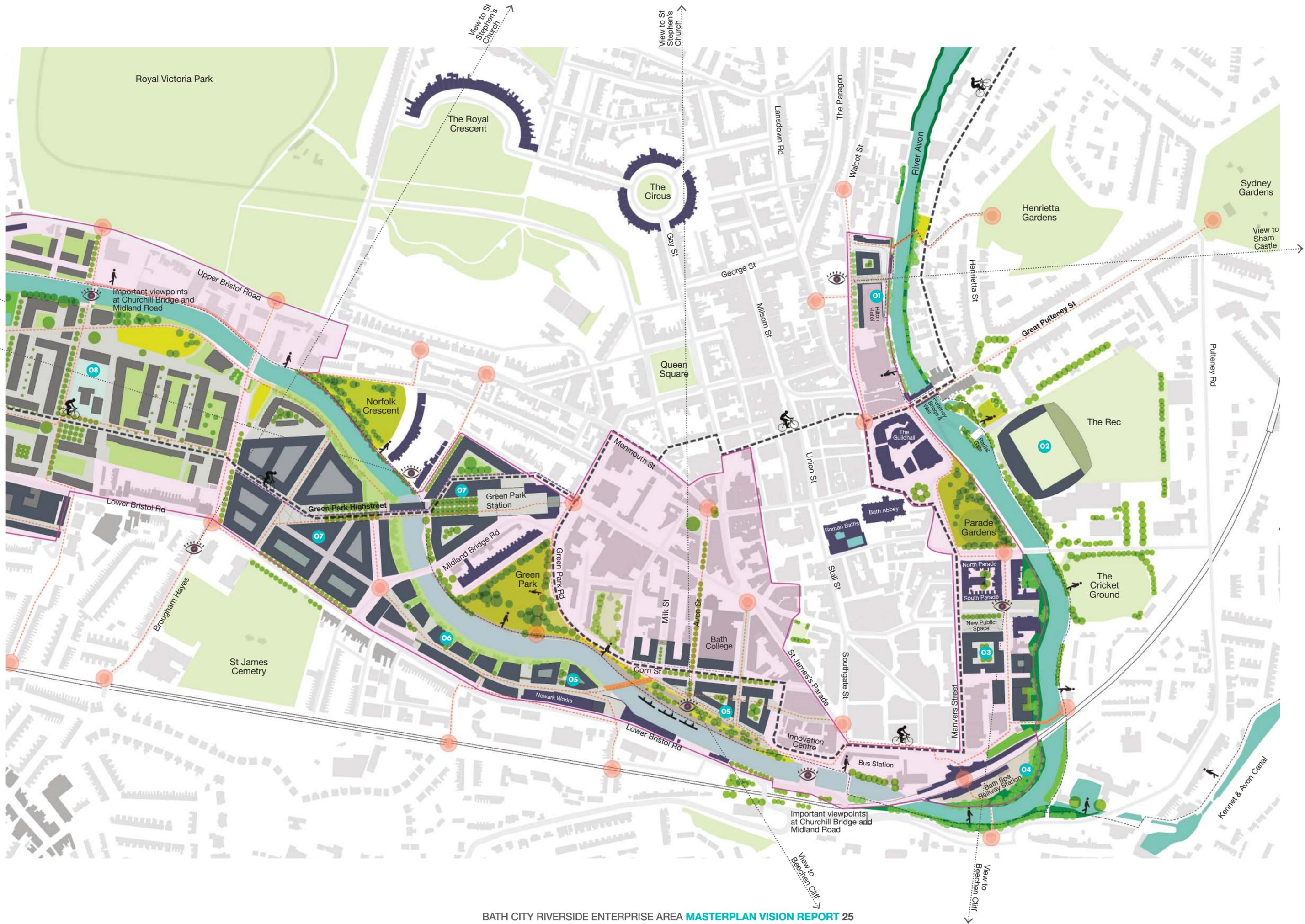
# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

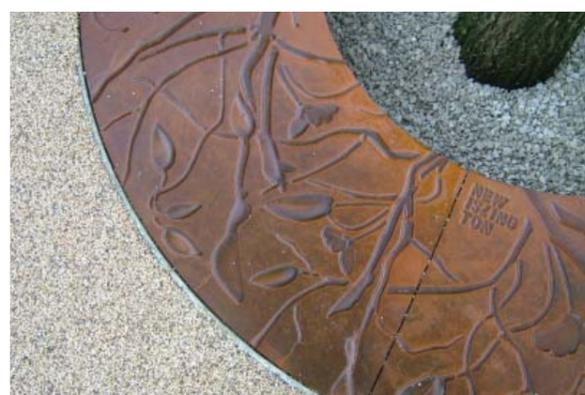
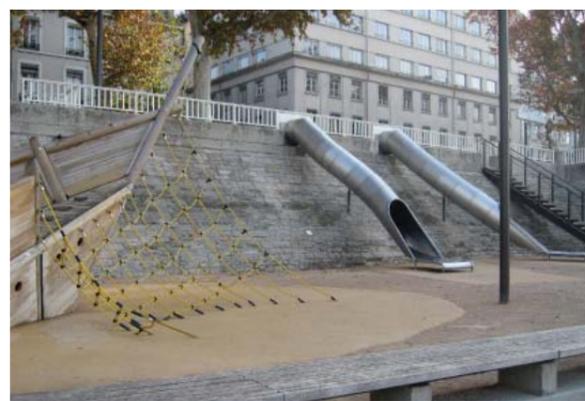
## MASTERPLAN PROPOSALS

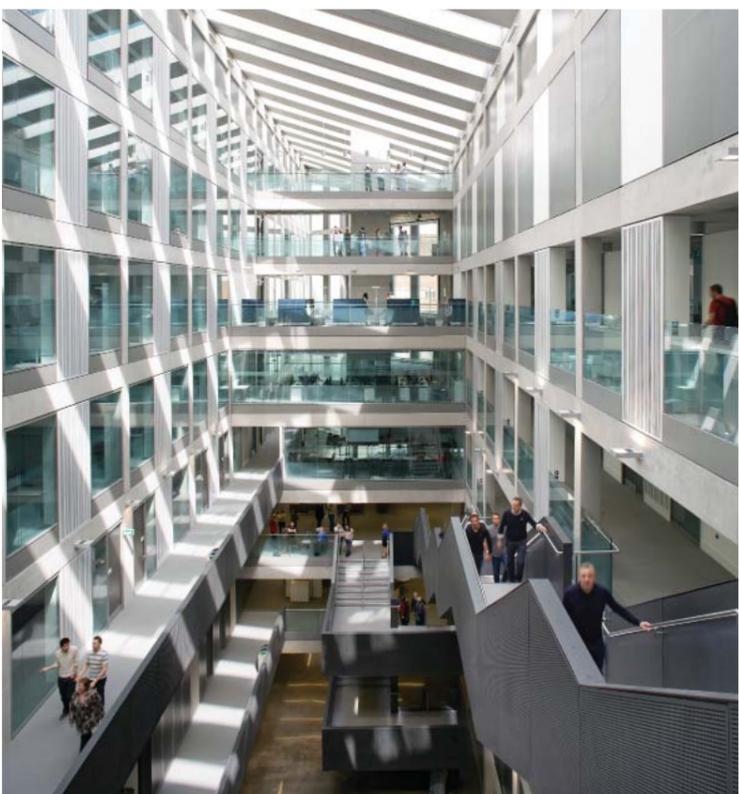
To achieve the aspiration of “bringing the riverside to life” a series of recommendations have been identified which will reinforce Bath’s exceptional quality of life, promote Bath’s 21st Century creative economy, improve connectivity along the river corridor, and create a vibrant ecological and cultural river habitat. These include:

- 01 Understand the river corridor as a linear landscape and “plant buildings into this landscape” to connect to the UNESCO statement of Outstanding Universal Value and reinforce Bath’s status as a World Heritage City.**
- 02 Reveal and express the industrial heritage of the river corridor to provide a backdrop for contemporary workspaces, connecting the legacy of labour to a new era of enterprise, economy and employment for the communities around Bath.**
- 03 Create an effective mix of workspaces along the river corridor to provide employment space for both locally grown and imported businesses of varying sizes. This mix should provide space for creative groups interested in reinforcing Bath’s fantastic reputation as a ‘beautifully inventive’ city.**
- 04 Repair and reconnect the city centre with its riverside spaces, making the most of the riverside landscape for visitors and residents.**
- 05 Create improved cycling infrastructure to release the riverside as an attractive “River Walk”, connecting Bath’s surrounding communities with the city centre. This will provide a fun alternative to Bath’s popular “Skyline Walk”.**
- 06 Link North & South Quay to create a new quarter of the city focussed upon innovation and enterprise. Utilising the flood mitigation works and improved public realm along the river to create fun and vibrant river spaces.**
- 07 Create an improved entrance into the city centre along ‘Green Park Highstreet’, following the line of the historic Midland Railway Line.**
- 08 Improve and reinforce the natural habitat along the riverside to create an ecological corridor running through the heart of the city.**
- 09 Make all existing and proposed bridges useful, increasing effective connections across the river.**
- 10 Create focussed spaces for leisure at important nodes along the river bookended by notable moments at Pulteney Bridge and Weston Island.**









## CATTLEMARKET & CORNMARKE / MANVERS STREET / PULTENEY WEIR / BATH REC

The City Riverside is where the River Avon meets Bath's historic city centre. With key buildings and spaces like Pulteney Weir, the Recreation Ground and Parade Gardens it is a series of special spaces at the very heart of historic Bath.

Within the Enterprise Area there are a number of key development sites for the future including:

The **Cattlemarket** is an outstanding opportunity to re-connect Bath's 'artisan quarter' of Walcot Street with the city centre to the south. It creates the potential for the introduction of new commercial and retail uses whilst strengthening the streetscape and repairing historic structures in this critical location. There is also the opportunity to create new pedestrian access both to and across the river.

South of Pulteney Bridge the Masterplan area anticipates the improvement of the riverside public realm spaces around **Pulteney Weir** through the replacement of the radial flood gate, along with riverside improvements as part of the **Recreation Ground** project.

On **Manvers Street** there is an exciting opportunity to repair the streetscape and provide a delightful civic setting for the prominent and historic St John's Church. The masterplan proposes a new street connecting Duke Street with Brunel's railway station and a series of new mixed use buildings to complement John Wood's South Parade and provide much-needed new accommodation in the city centre.



# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## KEY ASPIRATIONS FOR SITES

### CATTLEMARKET AND CORNMARKE

- Improve connections between Walcot Street to the city centre by providing continuous street frontages and resolving the relationship to the Hilton Hotel.
- Integrate active ground floor uses
- Improve the pedestrian environment through intimate connections to the river and reducing vehicular crossings.
- Re-establish a positive relationship with the river. Repair and reopen the riverside walkway as part of the Walcot River Path.
- Reintegrate and reinvigorate the historic Cornmarket building
- Respect the historic character and surrounding building heights
- In the long term, build a new bridge allowing access to Henrietta Gardens from the city centre.

### GRAND PARADE

- Create new spaces for leisure within the Grand Parade & Undercroft

### RADIAL GATE

- Replace the Radial Gate and surrounding public realm.

### BATH REC

- Provide a new home for Bath Rugby on The Rec.

### MANVERS STREET

- Deliver significant employment space fronting Manvers Street, with a mix of uses to the riverside
- Introduce a new public space creating an improved setting for St John's Church and John Wood's South Parade.
- Design and build an important new building to the south of this public space which responds to the scale, massing, and form of South Parade.
- Frame views to Beechen Cliff along Manvers Street and create a new vista along Duke Street.
- Create new accessible riverside spaces in the heart of the city.
- Introduce a new bridge crossing attached to St James Railway Bridge.

### BATH SPA / WIDCOMBE LOCK

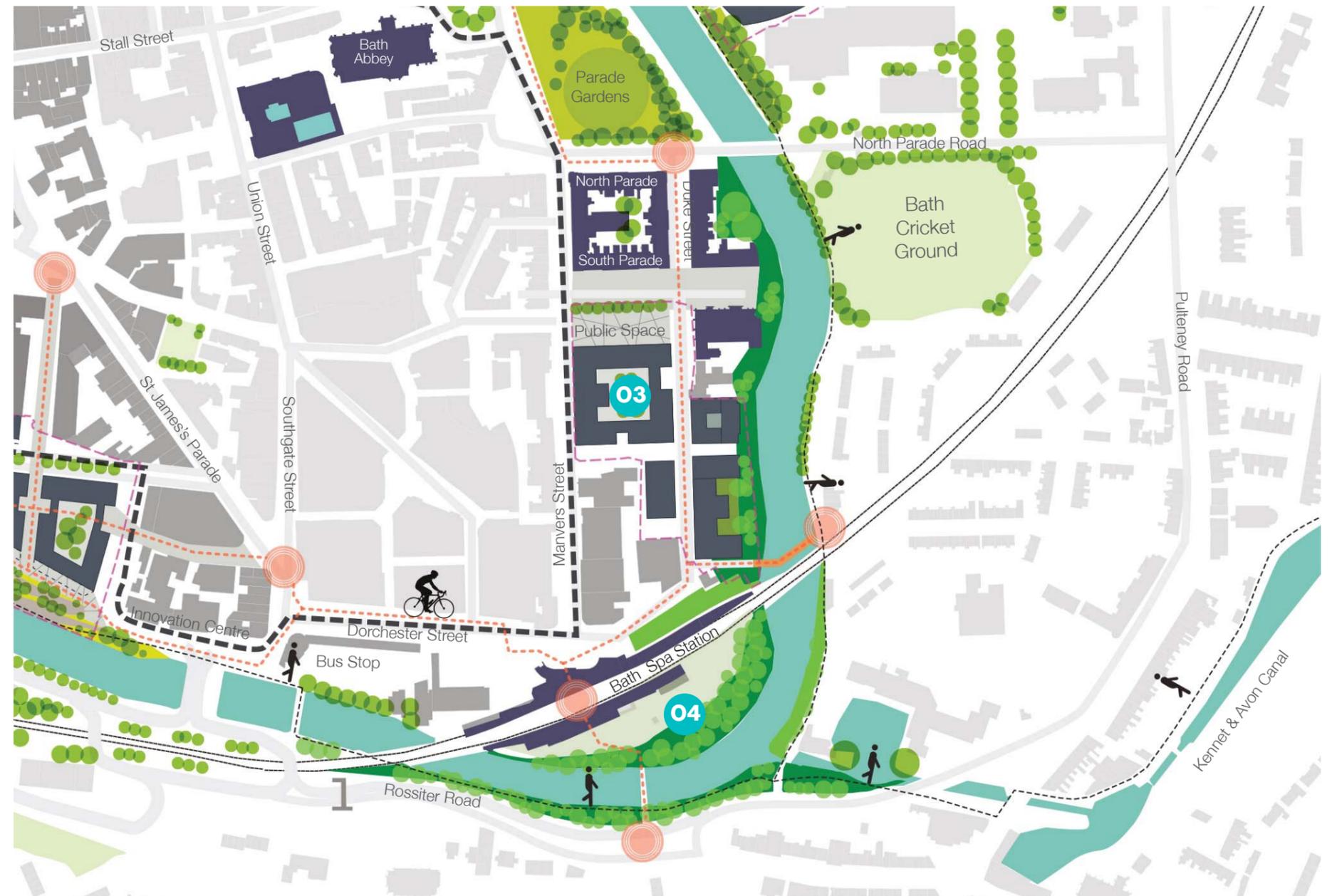
- Create an improved ecological habitat, public realm and signage to the south of Bath Spa Train Station and at Widcombe Lock to transform this key gateway for local residents and visitors alike.

## KEY:

- |                                   |                        |                             |
|-----------------------------------|------------------------|-----------------------------|
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## SITES:

- |  |                     |                                       |
|--|---------------------|---------------------------------------|
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| The Rec and Pulteney Weir                | South Bank          | Roseberry Place                       |
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## INNOVATION QUAYS

**North and South Quays** present a unique and exciting opportunity to create an **inspiring new commercial quarter where creativity and inventiveness can flourish**. Innovation Quay will be a contemporary and distinctive expansion of the city centre reconnected to the riverside by the Bath Quays Waterside project.

The riverside will be remodelled to create an exceptional waterfront destination setting where exciting new workspaces and commercial uses can come together.

The vision for North Quay focusses on **mending the relationship between the city centre and the riverside**: establishing new street typologies, with Corn Street and Avon Street pulling the greenery of the river corridor into the city centre and new pedestrian connections to St James Parade and Somerset Street responding to the scale and form of the historic quayside streets.

Proposals for South Quay will focus upon **the creative reuse of the historic industrial buildings of Newark Works** and the formation of new 'landmark' buildings on the bend of the river which benefits from views from Churchill and Midland Bridge. North & South Quay will be connected with a new bridge creating the opportunity for a fun, riverside structure.

## KEY ASPIRATIONS FOR SITES

**NORTH & SOUTH QUAYS**- This site will:

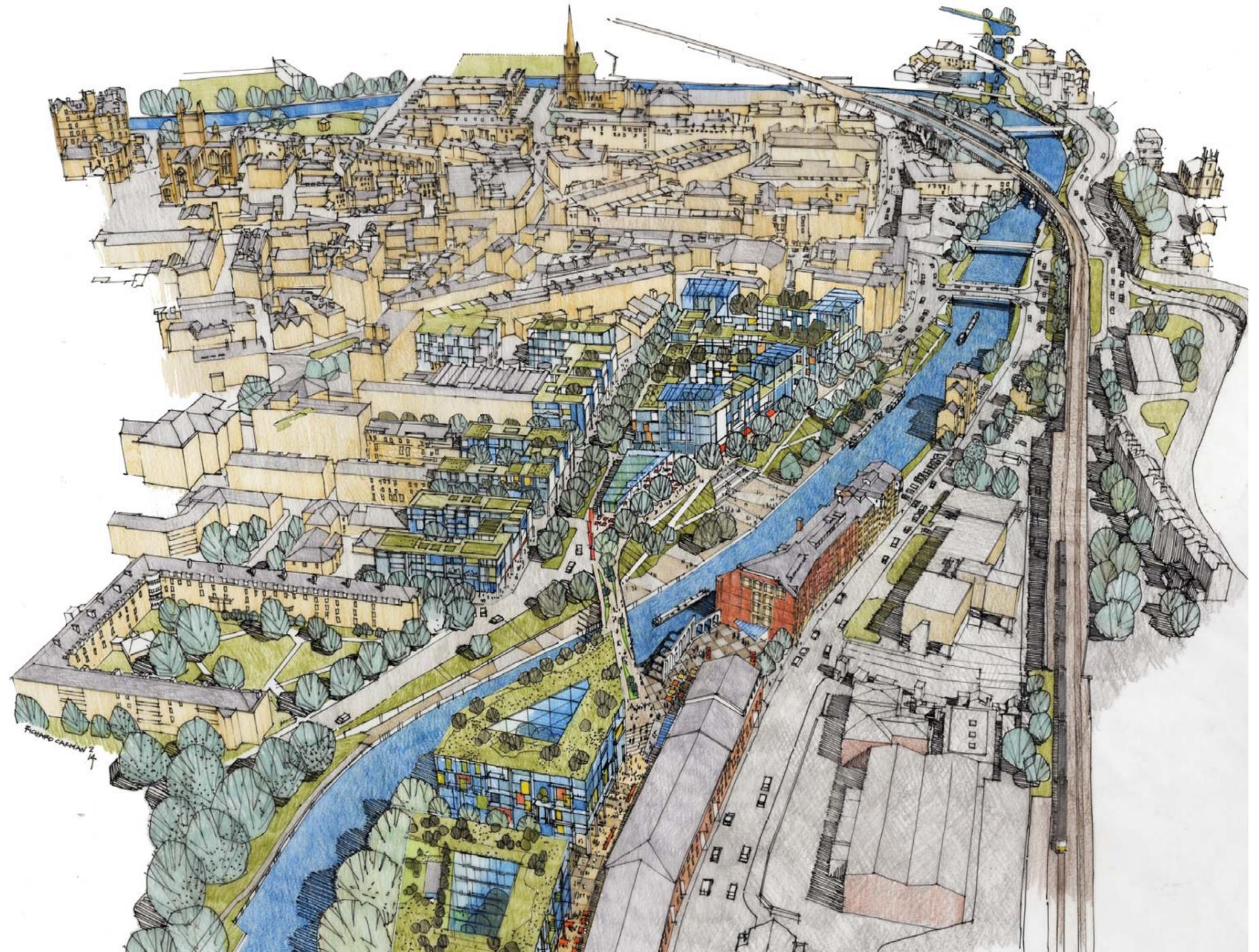
- Deliver the Innovation Quay concept as the flagship employment destination for the City:
  - up to 300,000 sq ft employment space (office, creative workspace, business innovation)
  - up to 3,000 new jobs in target sectors prioritised by Economic Strategy supporting uses such as residential, retail and hotel

To create a canvas on which to flourish, Innovation Quay will:

- Create a riverside boulevard above a terraced series of public spaces leading down to the river integrating opportunities for assembly, recreation, play and events.
- Create new street typologies and frontages with a street pattern to connect existing streets with a successfully expanded city centre.
- Introduce underground car parking and relocate existing coach parking.
- Introduce a new architectural identity to the riverside: a twenty-first century 'Creative Genius'.
- Introduce a new bridge (river flow: people flow)
- Introduce new leisure facilities and opportunities for play within the heart of the city.
- Sensitive reuse of Newark Works buildings.

**SOUTH BANK**- This area lies between South Quay and Midland Bridge Road and will:

- Provide a pedestrian connection between South Quay and Green Park as a pleasant alternative to the Lower Bristol Road.
- Introduce new workspaces overlooking the river and Green Park.



*A sketch of North & South Quay - Innovation Quay*

# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

## KEY:

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## GREEN PARK (EAST AND WEST)

The area around the former Green Park station presents a series of important opportunities to enhance the relationship of a key historic gateway to the city centre, and to improve and strengthen links through to the Lower Bristol Road and Bath Riverside. As a key mix of retail, commercial and residential spaces for the city the opportunities include the rationalisation of existing traffic flows with the removal of the Pinesway Gyratory; the creation of a new tree-lined boulevard along the route of the historic Midland Railway Line; the creation of new street frontages to both civic and riverside spaces; harnessing a significant ecological node associated with Norfolk Crescent; and the integration of parking to serve the site and the adjacent city centre.

## KEY ASPIRATIONS FOR SITES

**GREEN PARK-** This site will:

- Enhance the use of Green Park Station as a key gateway to the city centre potentially with new markets and niche retail.
- Form a new 'Green Park Highstreet', reinstating the historic Midland Railway Line as a grand gesture and counterpoint to Great Pulteney Street. This 'great street' would create a vibrant new civic and commercial hub to complement and expand the current city centre offer.
- Create new connections to the Riverside. Including a key moment on Green Park Railway Bridge where the bridge footing is large enough to support a new structure crossing the river.
- Repair street frontages along the Lower Bristol Road and Midland Bridge Road.
- Provide a mix of uses to serve the surrounding area, including commercial and retail spaces.
- Replace Pinesway Gyratory with public realm, radically improve traffic circulation and provide underground car parking.



*Las Ramblas, Barcelona - with a potential public realm measuring 30m wide and an existing boulevard of trees Green Park Highstreet would match the scale, proportion and planting of Las Ramblas, in Barcelona*



*Acting as the threshold between the city and the river Green Park Station would become a focus for social and civic life. Retaining and enhancing its current use as a market space.*

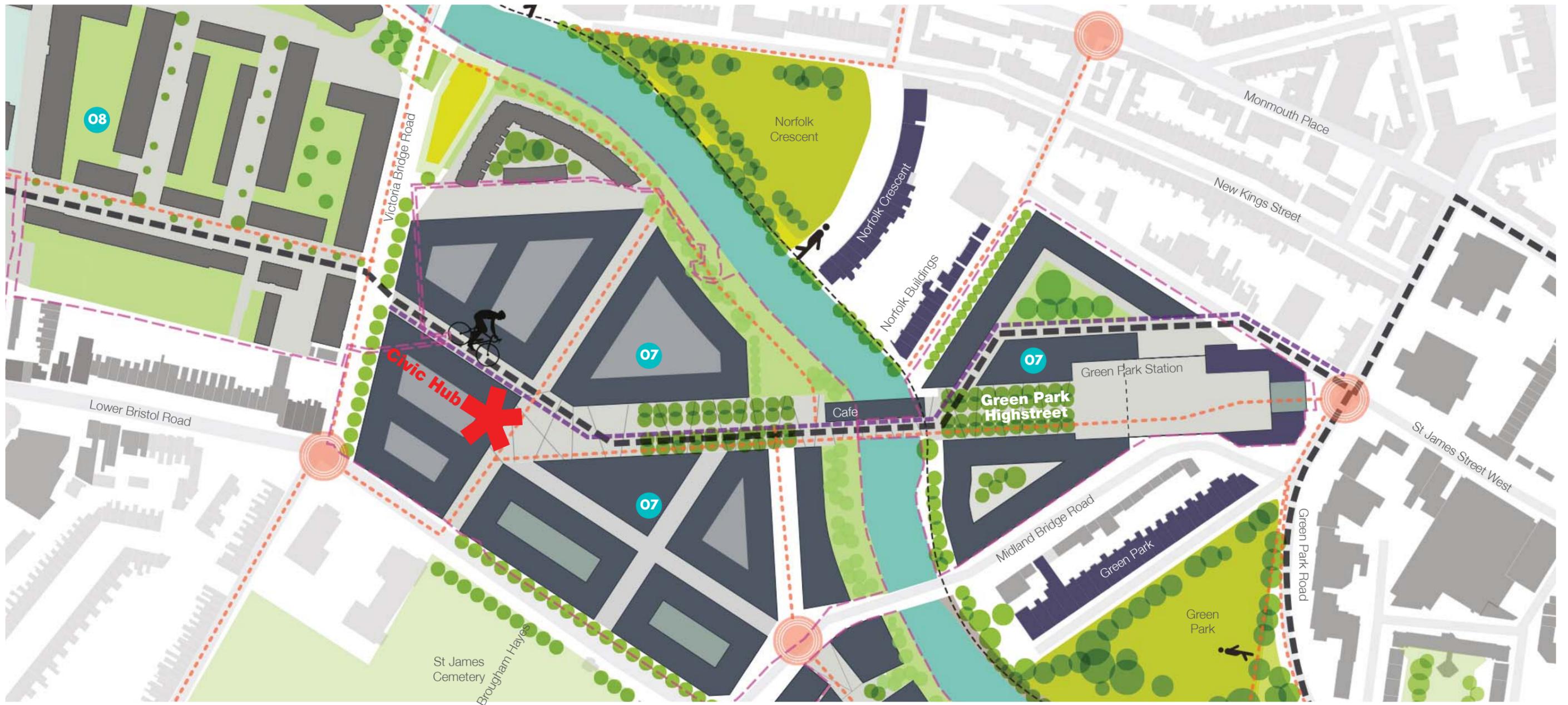
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## BATH RIVERSIDE / BATH PRESS / ROSEBERRY PLACE

Significant opportunities exist to improve the relationship with the river along the Lower Bristol Road and near to Windsor Bridge.

Within the Enterprise Area there are a number of key development sites including:

The **Bath Riverside** site development is already underway with up to 2281 new homes, a single form entry primary school, student residential and exemplary public realm being provided by 2026.

Bath Riverside is already setting new standards with the delivery of award winning homes combined with new riverside landscapes to create an accessible and sustainable environment.

On the Lower Bristol Road the former **Bath Press** site presents a key opportunity for a new mixed use development which re-presents an important former industrial site and re-connects with its neighbouring community. Facing onto the Lower Bristol Road other street frontages could be strengthened as a more fitting approach to the World Heritage City, with a mix of new developments.

At Roseberry Place there is a particular opportunity to respond to a convergence of Bath's key cycling routes and several important ecological corridors in a new 'green' development. With a new cycling link across the disused Locksbrook Railway Bridge, and a new boating station created on the riverside, it could perhaps provide an ideal site for a mix of residential and commercial uses.

## KEY ASPIRATIONS FOR SITES

### BATH RIVERSIDE

- Delivering a strong foundation for economic growth, continued delivery of over 2000 new homes, a primary school and exemplary public realm in a beautiful riverside setting.

### ROSEBERRY PLACE

- Provide a mix of residential and commercial uses, closely related to Bath Riverside and Bath Press
- Connect the Two Tunnels and Bristol and Bath cycle paths to reinforce the City's sustainable transportation network.
- Connect wildlife corridors to create an enhanced ecological node.
- Take advantage of fantastic river frontages to provide river related leisure activities to this portion of the river.
- Provide a defined active edge to Lower Bristol Road and Windsor Bridge Road.

### BATH PRESS

- Provide for the creative re-use of the former Bath Press buildings
- An interesting potential for a mix of uses including employment, creative and workspace - the site lends itself to larger scale building typologies that can offer a different format of business space.
- Secondary routes to integrate with local neighbourhood and particularly Oldfield Park Train Station
- Strengthening and greening street frontages with an improved pedestrian and cycle experience.



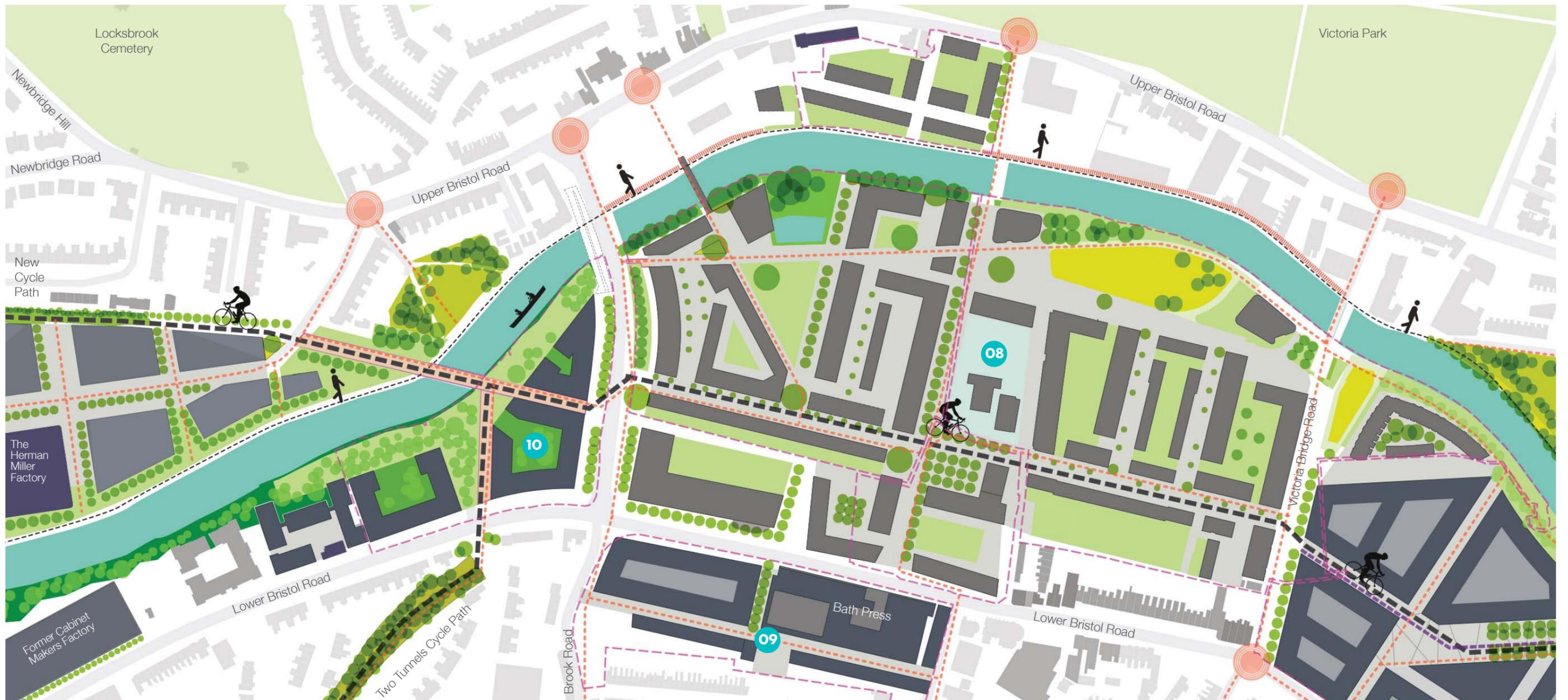
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## PRODUCTION QUARTER

As Bath's river moves west towards open countryside its larger plot sizes and excellent connections to the Upper and Lower Bristol Roads create the potential for a great mix of employment uses in a distinctive **Production Quarter**. Supporting and enhancing the important existing industrial employers, there is the potential for both larger businesses, traditional or high tech creative workspaces and live/work opportunities all of which could take advantage of this inspiring natural setting.

At the centre of this stretch of the river, and alongside the weir and canal lock, is Bath's very own secret river island: Weston Island. The current bus depot offers some potentially tantalising opportunities to enjoy the river in the future.

## KEY ASPIRATIONS FOR SITES

- Opportunity for workspaces with great landscape and riverside spaces with improved relationship to the river.
- Weston island as a new leisure destination opportunity/river connections with exceptional green infrastructure
- Connecting riverside of contemporary buildings of modern architectural merit
- Enhanced river side walk, better connected to neighbouring communities and improved cycle routes.
- Replace the Twerton Radial Gate

Rotork - A factory within the green waterside landscape.



The Herman Miller Factory provides a great precedent for an industrial unit which successfully addresses the river.



# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN

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INVEST IN BRISTOL AND BATH  
 BATH QUAYS WATERSIDE  
 HEALTH AND WELL BEING  
 TOURISM IT AND COMMUNICATIONS  
 ARTS LOW CARBON LEISURE RIVERSIDE LOCAL ENTERPRISE PARTNERSHIP FUNDING  
**OPPORTUNITIES**  
 RETAIL BATH CREATIVE HOTSPOT  
 CULTURE  
 RAIL ELECTRIFICATION  
 ADVANCED ENGINEERING

BELOW AVERAGE WAGES  
 COACH PARKING LAND CONTAMINATION  
 ENVIRONMENTAL ISSUES  
 RIPARIAN ISSUES  
 EXISTING USE VALUES  
 MARKET PRESSURES PARKING  
**CHALLENGES**  
 ACCESS LAND VALUES  
 FLOODING LACK OF PREMISES  
 UTILITY REQUIREMENTS

Word clouds summarising the opportunities and challenges to deliver the Enterprise Area

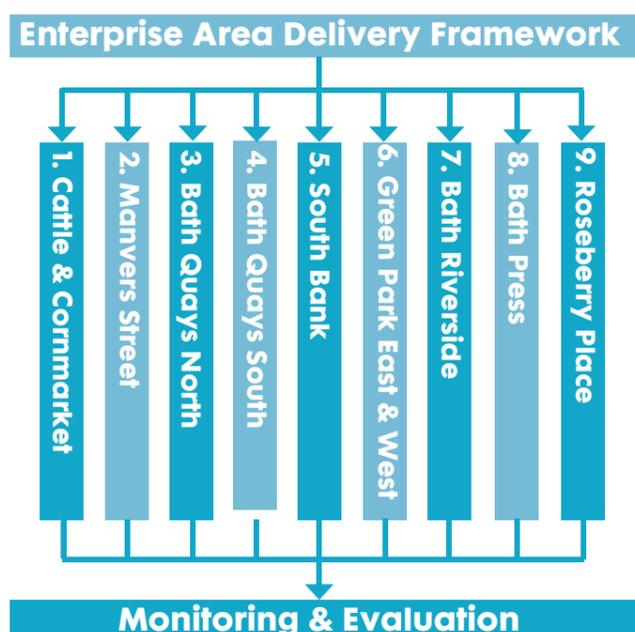
# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN DELIVERY SUMMARY

## INTRODUCTION

The Delivery Framework seeks to set out a robust and adaptive approach to **delivering the Economic Strategy and Core Strategy objectives for employment and housing within the Enterprise Area**. This has taken into account considerations around landownership, viability, public sector funding, phasing, infrastructure and utilities.

The Masterplan Vision and Delivery Framework together set the context within which site-specific Delivery Strategies can be generated. The Framework does not seek to determine in a rigid way exactly what will happen, where and when. It suggests the key drivers and challenges behind the delivery of key sites and how they should be progressed by the Council, landowners and other partners over the short, medium and long term.

The Framework focuses on seven sites where the opportunity for significant change has been identified. These are shown on the Key Sites plan: Cattlemarket and Cornmarket, Manvers Street, Innovation Quay (North & South Quay), South Bank, Green Park, Bath Press and Roseberry Place.



The aim of the Masterplan is to co-ordinate B&NES strategies as they relate to the Enterprise Area, and ensure consistent, timely and effective delivery, including:

- Economic Strategy – key driver
- Core Strategy and Placemaking Plan
- Bath Transport Strategy “Getting Around”
- River Strategy
- Health and Wellbeing Strategy
- Enterprise Area Masterplan – as delivery mechanism for the above

## ECONOMIC CONTEXT

The primary purpose of the Masterplan is to enable the Enterprise Area to play a leading role in delivering the economic priorities for the City and B&NES. The B&NES Economic Strategy 2014-2030 (endorsed August 2014) seeks to build on the City’s strengths to create a more productive, higher value added economy. Bath provides 75% of the areas knowledge based and priority sector employment and a recent Centre for Cities report highlighted the Bristol and Bath region as “having an internationally significant and fast growing high tech cluster”. However, **the main constraint to further future growth in the city’s knowledge economy is the lack of appropriate business space of the right type and right quality.**

The Priority Sectors which the Economic Strategy and Masterplan seek to promote are:

- Creative & Digital
- Information & Communication (ICT)
  - Finance & Professional Business Services
  - Advanced Engineering & Electronics
  - Environmental & Low Carbon

To deliver a supply of business space that meets business growth needs in B&NES will require the following key issues to be addressed:

- **Raising the quality of Office floorspace in Bath:** of the 120,000sqm of office space in the Bath central area only 12% is classified as grade A and much of the available space in the preferred central Bath locations is generally of poorer specification. This results in a perception of an oversupply of office accommodation and reduced rental levels due to competition across the board. This in turn contributes to a lack of investor and developer activity in the City.
- **Facilitating the delivery of new office floorspace in Bath:** there is a pressing need for new grade A office floorspace in the city. Economic forecasts indicate that, to deliver the required level of economic growth and in particular to facilitate the expansion of the key business sectors up to 50,000sqm of modern centrally located floorspace is required.
- **Addressing the need for new Workspace:** the availability of workspace for more specific end users seeking creative, flexible managed space and initial start-ups facilities is also an issue, where managed workspace is under represented compared with neighbouring authorities and whilst there is operator interest there are few potential opportunities.
- **Expanding Innovation & Incubation provision:** HE and FE linked innovation and incubation facilities are at capacity, there is a waiting list for desk space and a lack of appropriate “move on” space. There is a need to identify opportunities for the expansion of innovation and incubation facilities.
- **The provision of modern industrial floorspace:** Addressing the shortage of modern industrial space by identifying opportunities for new provision as part of mixed use schemes or the redevelopment of older space in the Enterprise Area

These are complex issues which need resolution in order to deliver the new economy the City needs. However Bath has strengths in many areas and the opportunity to deliver is within our grasp.

## ACTION PLAN (AS AT NOVEMBER 2014)

No.	Site	Ownership	Proposed Uses	Timescale	Next Steps
1	Cattlemarket and Cornmarket	B&NES	Mix of uses	Short	<ul style="list-style-type: none"> <li>B&amp;NES to determine suitable future land uses and options for site</li> <li>Mixed use redevelopment</li> </ul>
2	The Rec	Rec Trust / Mixed	Leisure New public realm and riverside	Medium	<ul style="list-style-type: none"> <li>To be resolved through the legal and planning process</li> <li>Riverside public realm and replacement for sluice gate to be designed with partners and stakeholders</li> </ul>
3	Manvers Street	B&NES	Employment (to Manvers St frontage), Mixed uses to later Royal Mail phase including residential and enhancement of Julian House	Short/Medium/Long	<ul style="list-style-type: none"> <li>Secure suitable re-use of 20 Manvers St</li> <li>Deliver Bath Quays Waterside to enable redevelopment</li> <li>B&amp;NES and Police Station site owners to work in partnership to deliver former Police Station and B&amp;NES car park together for employment-led uses</li> <li>Discussions with Royal Mail Group to secure comprehensive redevelopment of the wider site</li> </ul>
4	Bath Spa Train Station / Widcombe Lock	Mixed	Public realm	Medium	<ul style="list-style-type: none"> <li>Work with partners (Environment Agency, Canal and Rivers Trust and others) to fund and deliver environmental and public realm improvements</li> </ul>
5	Bath Quays North	B&NES	Economic Development Fund flagship project: Employment led, mixed use scheme aimed at delivering the 'Innovation Quay' concept. Required floodworks to be delivered	Short	<ul style="list-style-type: none"> <li>Development and Submission of full Economic Development Fund (EDF Business Case to West of England LEP)</li> <li>Deliver Bath Quays Waterside to enable redevelopment</li> <li>Development of detailed delivery strategy</li> </ul>
5	Bath Quays South	B&NES	Employment led development including creative workspace to complement Bath Quays North	Short	<ul style="list-style-type: none"> <li>Deliver Bath Quays Waterside to enable redevelopment</li> <li>Further stakeholder engagement around the "Innovation Quay" aspiration for the site</li> </ul>
6	South Bank	Private	Employment and Residential	Long	<ul style="list-style-type: none"> <li>Deliver Bath Quays Waterside to enable redevelopment</li> <li>Future engagement with strategic landowners</li> </ul>
7	Green Park East and West	B&NES	Major mixed use scheme incorporating Retail, Office, Residential and supporting uses. Most challenging and complex site in the EA	Medium/Long	<ul style="list-style-type: none"> <li>Detailed engagement with strategic landowners</li> <li>Placemaking Plan public consultation on options</li> <li>Formation of a detailed delivery strategy for the site</li> </ul>
8	Bath Riverside	Private / Mixed	Residential New school Student Housing Exemplary public realm and riverside	On going	<ul style="list-style-type: none"> <li>Continued delivery of subsequent phases</li> </ul>
9	Bath Press	Private	Residential and Employment	Short / Medium	<ul style="list-style-type: none"> <li>Engagement with landowner</li> </ul>
10	Roseberry Place	Part B&NES	Residential and Employment	Short	<ul style="list-style-type: none"> <li>Progress to delivery</li> </ul>
12	Locksbrook & Brassmill Trading Estate	Mixed	Employment and mixed use	Medium/Long	

# BATH CITY RIVERSIDE ENTERPRISE AREA MASTERPLAN DELIVERY SUMMARY

## DELIVERY

The Masterplan is the culmination of significant work, but has no value unless it can be delivered. The following actions are essential to enable B&NES, together with the people of the City, partners, landowners and funders, to deliver the vision of **Bringing Bath Riverside To Life**.

Particularly important will be ensuring the **meaningful involvement of stakeholders** through regular dialogue, email newsletter updates, press releases, the B&NES website and the Invest in Bath website.

**Promoting market confidence** will be important through consistent engagement with partners, landowners, agents, occupiers and funders. The successful delivery of the **Bath Quays Waterside** flood conveyance and public realm project and continued success of **Bath Riverside** are the fundamental building blocks to the success of the Enterprise Area.

The success of the Enterprise Area is inextricably linked with delivery of the following:

- Significant new Grade A office floorspace particularly through the **delivery of Innovation Quays**: a new commercial quarter and central business district at Bath Quays North and South
- A new **Creative Industries Hub**
- An expansion of **University linked innovation and incubation facilities**: the key opportunity for the delivery of high value added knowledge driven growth in the city
- The establishment of **flexible workspace and “soft landing pads”** to enable young companies to expand
- Creating a **“Connected City”** with ultra-fast Broadband and Wireless Connectivity
- Helping to **balance the housing market** in B&NES
- **Promoting health and wellbeing** through an attractive, playful and engaging riverside for all

On the majority of sites the private sector will lead, and on others the public sector will invest in enabling infrastructure to facilitate private sector developments which deliver employment floorspace and housing. On the key sites highlighted in this Masterplan, the Enterprise Area could generate over £1 billion of development over the next 15 years. The public sector will provide enabling infrastructure primarily through West of England Local Enterprise Partnership funds including transport funds, Economic Development Fund, Revolving Infrastructure Fund and the Strategic Economic Plan. Funding will also be sought directly from central government and through working in partnership with the Homes and Communities Agency, Environment Agency and others. The funding will contribute towards infrastructure relating to employment and skills, flooding, highways, connectivity, walking and cycling, housing and public realm.

