

The background of the entire page is a detailed, light blue wireframe map of the city of Bath, showing the intricate layout of its streets and buildings from an aerial perspective.

# A MASTERPLAN FOR **MILSOM QUARTER** BATH

**Consultation Draft**  
**April 2022**

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**Bath & North East  
Somerset Council**

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Improving People's Lives





For more information on the Milsom Quarter Masterplan please contact: [development\\_regeneration@bathnes.gov.uk](mailto:development_regeneration@bathnes.gov.uk)

The Milsom Quarter Masterplan can be made available in a range of languages, large print, Braille, on tape, electronic and accessible formats by contacting Council Connect

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This Masterplan has been prepared by a multi-disciplinary team working with Bath & North East Somerset Council. Thanks to the following consultants for your support in this project





# A Vision for the Milsom Quarter

It is proposed that the Milsom Quarter will become Bath and the South West’s fashion destination. Complementing the rest of the city centre, Milsom Quarter’s future will be rooted in its past strengths as a leading fashionable location.

Home to a world class Fashion Museum attracting significant footfall, the Milsom Street core will house a range of high-end fashion retailers but in recognition of the ways in which retail is changing Milsom Quarter as a whole will become more diverse in terms of activities and less dependent on shopping overall. It will also host festivals and events. Opportunities will be taken to deliver more housing in the area through new development and conversion of underused space on upper floors of existing buildings, increasing spending power in the area - the potential for over 180 additional homes has been identified. Space for local amenities to support the growing residential population will be provided alongside space for food and beverage uses and accommodation for local businesses, creating a more vibrant and diverse balance of uses.





# A quarter with distinct character

Spatially, these functions will be delivered within character areas including:

- 1 Milsom Street Core** - retaining its character as an important location for fashion-led retail and home to an enhanced Fashion Museum. Space for events and festivals and workspace provision complemented by the food and drink offer of George Street to the north and retail to the south
- 2 Broad Street Yards** - new build contemporary space, better connecting Milsom Street and Broad Street, providing opportunities for a vibrant mix of maker space, flexible workspace, retail and visitor accommodation.
- 3 St Michael's Neighbourhood** - a growing residential neighbourhood for Bath with new development and conversions of upper floors supporting a range of local shopping and amenities at ground floor level with a new public square.
- 4 Walcot Street Gateway** - an improved entrance to Walcot Street through housing-led development on the Cattlemarket site and improved public spaces

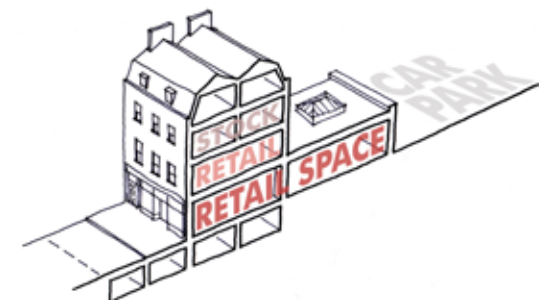


Artist's illustrations of proposals for the Milsom Quarter

# Re-purposing the Milsom Quarter

Across Milsom Quarter as a whole, significant opportunities exist to make better use of existing buildings. This is particularly the case on upper floors where space is often underused and could be suited to residential or business space uses. Case studies are identified to illustrate how different types of buildings can be converted, taking advantage of commercial opportunities whilst respecting heritage considerations.

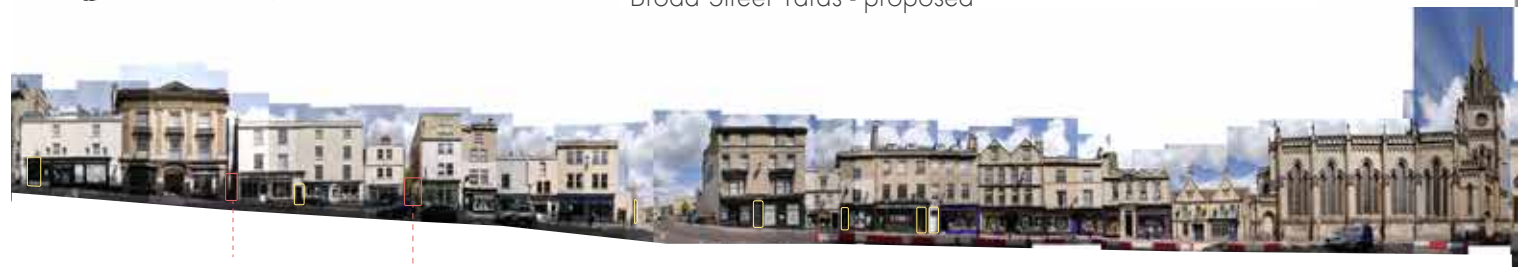
To succeed, this strategy will take advantage of the heritage assets in the area and showcase Milsom Quarter’s unique character. Investment will be required to address some of the area’s current weaknesses - an improved public realm and increased greening, better connectivity across Milsom Quarter by foot and reducing the dominance of traffic will be needed. Development will also need to achieve challenging sustainability targets by carrying out energy efficiency improvements to existing buildings, requiring all new buildings to be net zero carbon, reducing transport emissions and increasing local renewable energy generation.



Broad Street car park - existing



Broad Street Yards - proposed



BROAD STREET



# Masterplan overview

As the major landowner within Milsom Quarter, the Council will take a leading role in delivering the vision set out in this masterplan over a six year programme and beyond. The Council will coordinate its activities and responsibilities to deliver change, partnering with the private sector as appropriate and working with other landowners and stakeholders in the area to achieve success.

To guide change, this masterplan sets out:

**The objectives for Milsom Quarter** - these set out what future change across Milsom Quarter will be expected to achieve in terms of the following categories of objectives - economic; social and community; character, identity and place; environmental

**A baseline summary** of Milsom Quarter’s current performance, future opportunities and threats, covering commercial, heritage, movement and sustainability

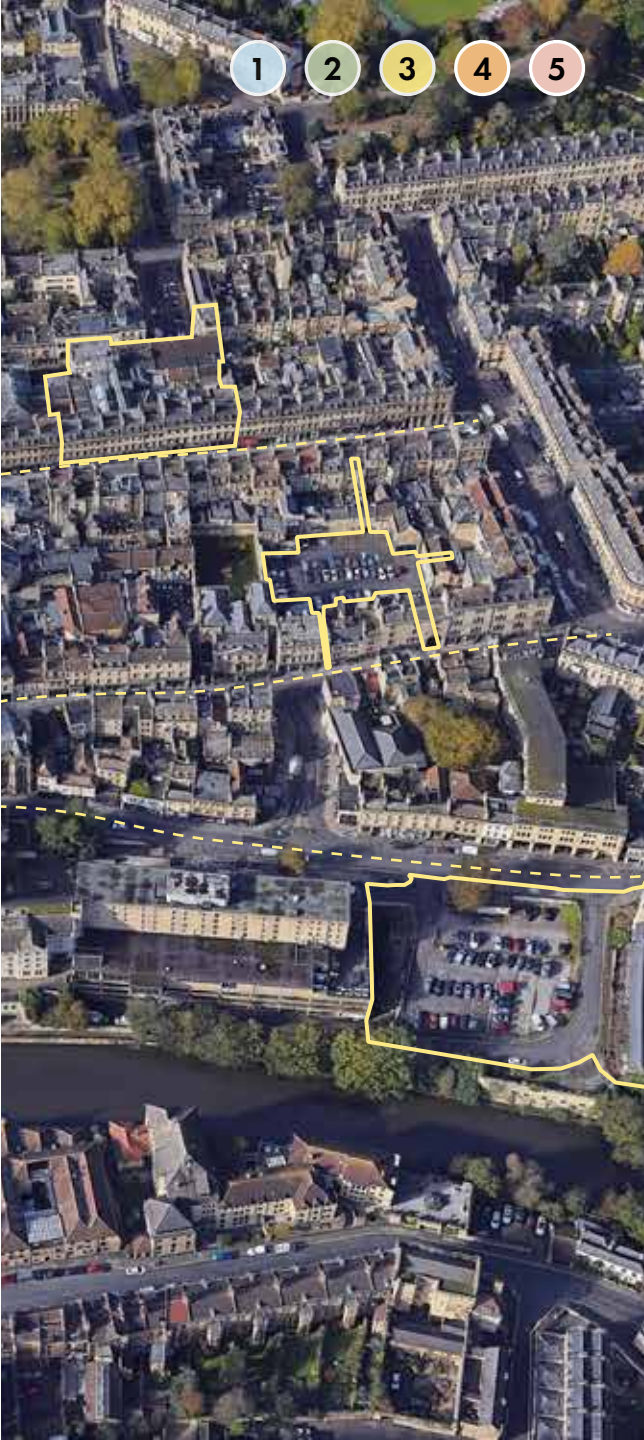
**The results of stakeholder engagement** which took place with a variety of groups in Summer 2021

**The vision and objectives** for the future of the area

**An urban design framework** comprising strategies for public realm, heritage, movement and sustainability

**Design concepts** for:

- Character areas within Milsom Quarter including Milsom Street, St Michael’s Neighbourhood and Walcot Street
- Options for key development sites in the area including Cattlemarket, Broad Street car park and repurposing opportunities for Jolly’s department store and the Old Post Office as fashion related anchor uses e.g. Flagship retail/ cultural offer/museum
- Repurposing options for the optimal use of existing buildings including 9 Green Street, 14 Broad Street, 38-41 Broad Street, the Post Office, 17-18 Milsom Street, 24 Milsom Street, 45 and 47 Milsom Street
- Delivery principles including Council and stakeholder roles and delivery programme.





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