



Masterplan vision

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The masterplan principles

Re-Fashioning the Milsom Quarter

The future of the Milsom Quarter should be founded in its origins. It has been and can be again a place which is nationally renowned as a leading destination for fashion, centered around a new home for the Fashion Museum and supported by a strong retail sector as well as workspace for innovative designers and makers.

This character will be supported by complementary activities in food and drink, beauty and wellbeing, and interiors and homeware - linking through to the characterful Walcot Street.

The quarter will also become home to a growing residential population, making the most of the capacity of the new and existing buildings, and taking advantage of the qualities afforded by city centre living in a sustainable low-traffic neighbourhood with greener and more attractive public realm. The buildings within the area will be sensitively retro-fitted to enhance their environmental performance whilst existing empty sites provide new opportunities for infill development that complements and completes the surrounding area.



A place of creativity and enterprise



A new local residential neighbourhood



A destination for fashion and culture



A connecting place - drawing Walcot Street into the city



A low traffic environment creating positive streets and spaces



A climate challenge exemplar for buildings and public realm

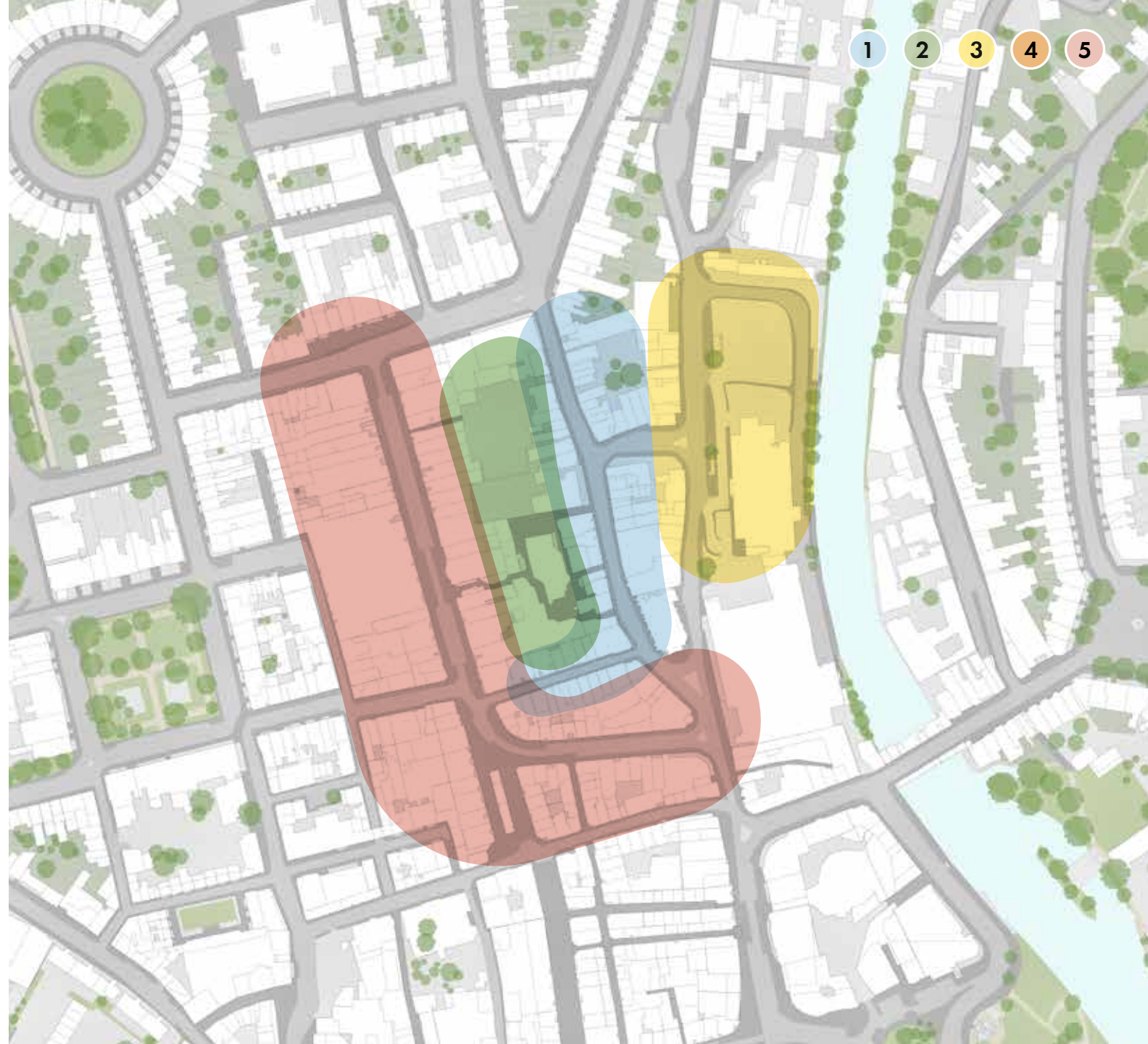


2 MASTERPLAN VISION

Milsom Quarter

Concept diagram

- 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 complimented 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 accomodation.
- 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





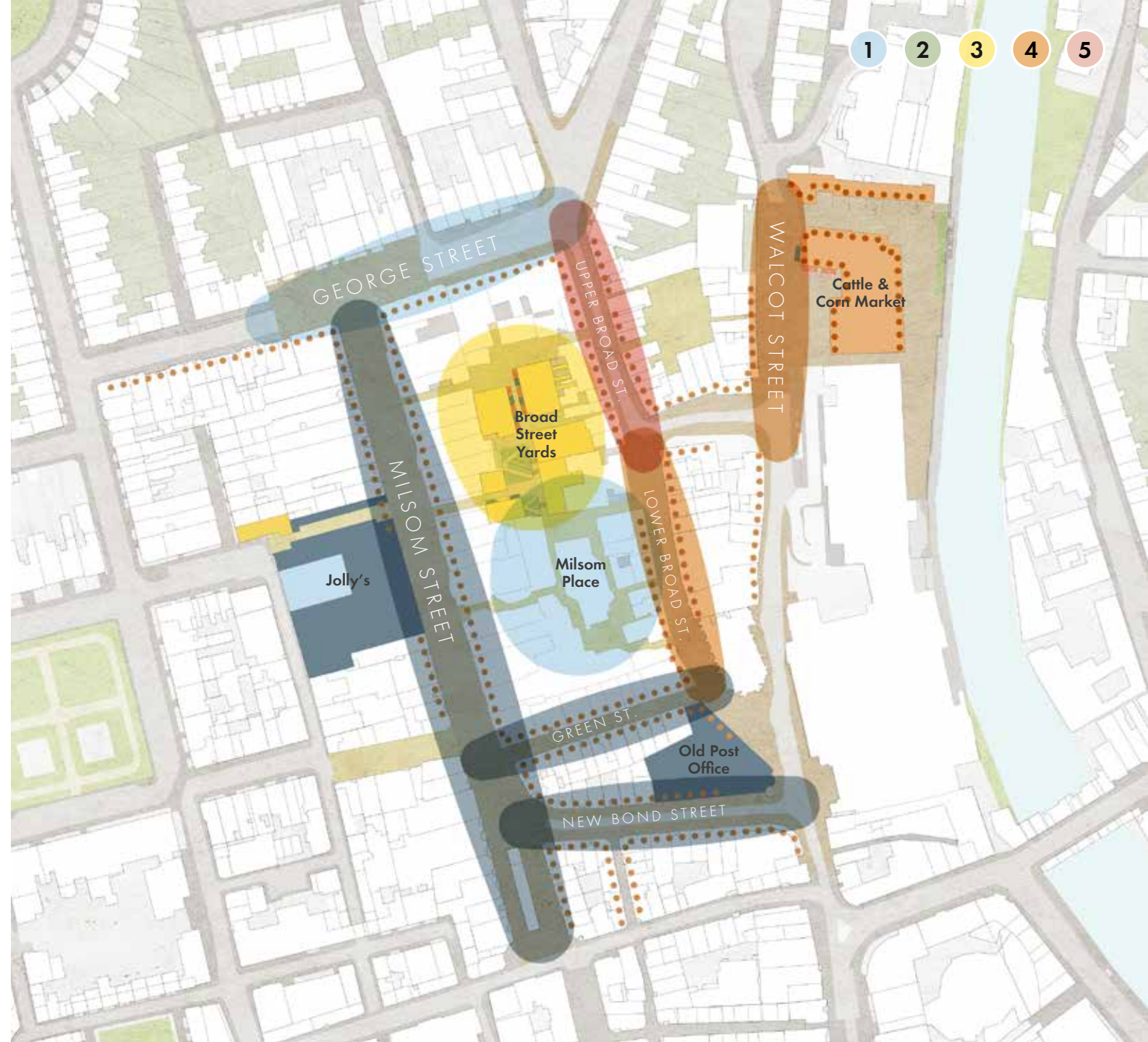
2 MASTERPLAN VISION

Milsom Quarter

Commercial concept and residential uplift

A carefully curated approach to the range of uses within the Milsom Quarter will help to maximise its attractiveness, both to businesses, residents and visitors. As the owners and managers of a significant proportion of the buildings, the Council has the ability to curate new uses as and when they arise, helping to maintain the distinctive character of a series of areas around the quarter. These character areas are ground floor focused.

- Fashion focus - Anchor uses
- Retail - Fashion focus
- Food and beverage
- Retail - Homeware and decor focus
- Workspace and maker space
- Local amenities
- Increased residential upper floors





2 MASTERPLAN VISION

Milsom Quarter

Commercial concept and residential uplift

It is considered that the following commercial sectors are opportunities for the area:

Retail

- Retail, fashion and complementary uses, focused on the southern two-thirds of Milsom Street and New Bond Street, building on the history of the area bringing authenticity. A focus on established higher end fashion brands who wish to be part of the higher end “experiential offer” as well as boutique start-up businesses. This proposition will be stronger should a successful Fashion Museum be established within Milsom Street Core, as an anchor attraction, as well as enhanced public realm. A more flexible approach to retail (not exclusive to fashion) should take place on the northern end of Milsom Street, building on the success of operators such as Holloways of Ludlow (furniture, lighting, ironmongery) and transitioning towards a more leisure focus on George Street.

- Health, beauty and wellbeing lifestyle retail offer, focussed around Green Street, bridging between the fashion offer on Milsom Street and Broad Street. Small, high quality boutique units (including independents) could prosper here in the smaller buildings on these streets and in a sub-sector earmarked for growth and complementing a number of existing occupiers.
- Broad Street – build on the existing homeware/furnishing/art gallery offer mixed with food and beverage (especially at the southern end which will benefit from enhanced public realm) and retailers and services catering to the needs of a growing local population as the broader strategy for Milsom Quarter is delivered and increased housing is provided, including uses such as bakeries, butchers, grocers, delis, pharmacies.





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Milsom Quarter

Commercial concept and residential uplift

Workspace

- Whilst Milsom Quarter is building from a low base as a location for workspace, we consider that it could be an opportunity for expansion in the area in the future in order to add to the mix of uses present, enhance vibrancy and occupy space not required for other uses.
- The strategy should avoid exclusively targeting a particular type of workspace and instead focus on accommodating a range of requirements including:
- Continuing to provide an office market for local companies who often take stock above ground floor shops
- Affordable premises for maker spaces and craft manufacture, linking to the fashion and homeware themes in particular and providing opportunities for start up businesses or those being priced out of other city centre locations. The Council's Industrial Market Review (2015) noted a shortage in supply of small scale industrial and

storage accommodation and growing demand from industrial users such as companies involved in food, drink or events, textiles and clothing. Generally demand was for units up to 5 000 or 10 000 sq ft and smaller start up units that can maximise the benefits of being close to the city centre

- Encouraging flexible workspace which can take advantage of quirky/heritage building layouts. Flexible workspace is expected to grow post Covid-19 as companies work in different ways other than traditional working patterns. For flexible workspace, the ambience created by historic townscapes is a key reason why certain types of businesses like to locate in them. With the right stock and critical mass of amenity and placemaking, occupiers could be attracted to Milsom Quarter, with the caché of a well managed and designed heritage building presenting an appealing alternative to new modern stock.





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Milsom Quarter

Commercial concept and residential uplift

Leisure

- Food and beverage – enhanced public realm will create opportunities for such uses for example at the southern end of Broad Street with larger F&B operators taking units on George Street/top end of Milsom Street transitioning to “grab and go” food offers linking into the proposed street food offer as part of the Broad Street Yards proposition.
- New forms of leisure including experiential-base occupiers requiring larger units which is an opportunity for George Street and the northern end of Milsom Street such as social-competitive leisure offers which is a growing sector.

Residential

- There are significant opportunities to examine repurposing of upper floor space above retail in particular to deliver additional housing. These are examined in more detail later in the masterplan but are most likely on Milsom Street, new Bond Street, Broad Street, Burton Street and New Bond Street Place.














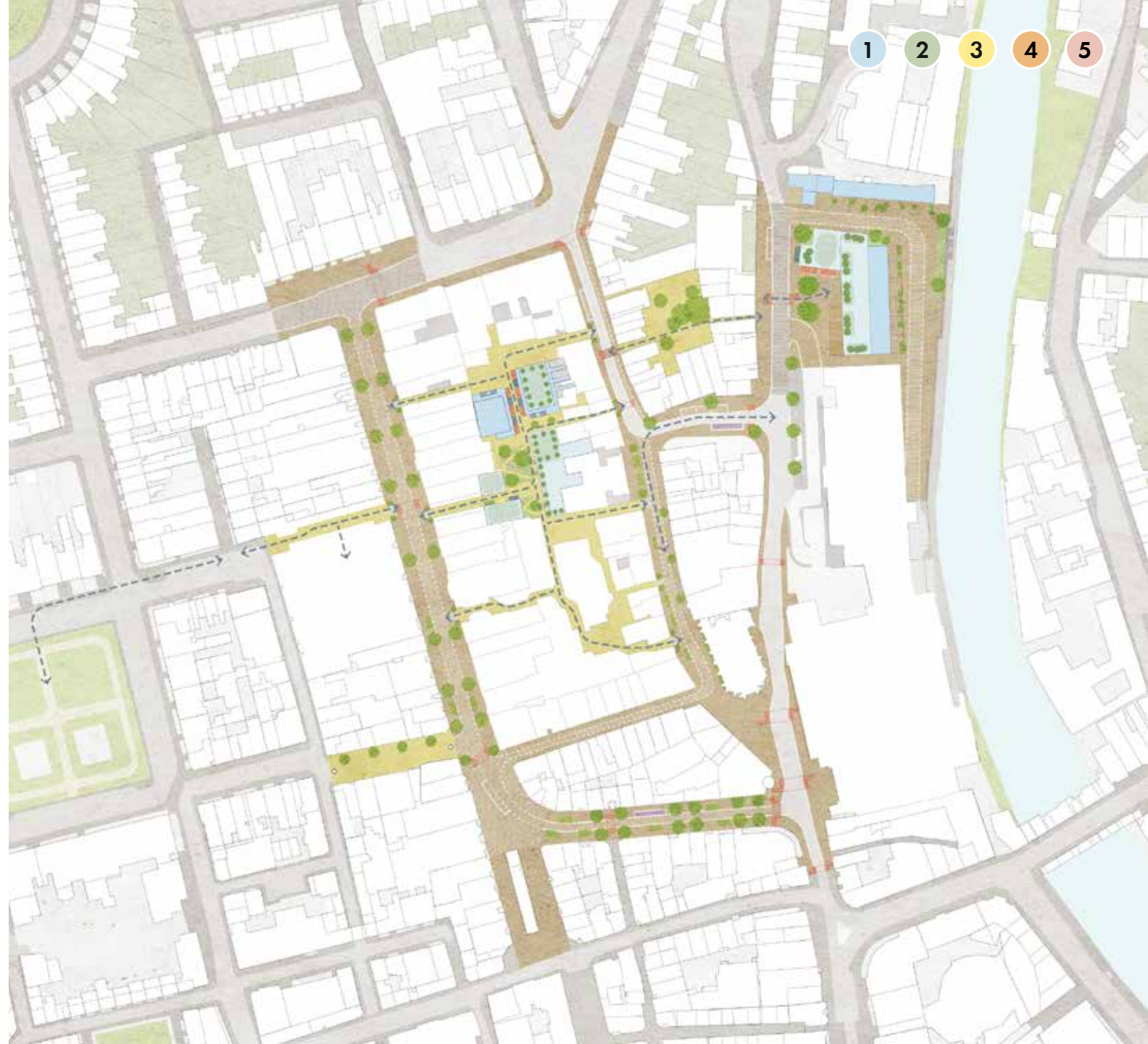
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Milsom Quarter

Adapting public realm

As the impact of traffic is gradually reduced in the area, the streets and spaces can be gradually transformed to create a more liveable and welcoming environment, better suited to pedestrians and cyclists and attractive as spaces to dwell and spend time. Through this process they can also be planned to be able to readily accommodate activities and events such as street markets, with the spaces planned in anticipation of stalls, and equipped with facilities such as electricity points. This adaptation process has already started with the Love our High Streets programme of interventions.

-  Low traffic zones
-  Pedestrianised zones
-  SuDS
-  Green public realm
-  Trees
-  Pedestrian crossing
-  Proposed buildings
-  Proposed roof terrace
-  Pedestrian connections





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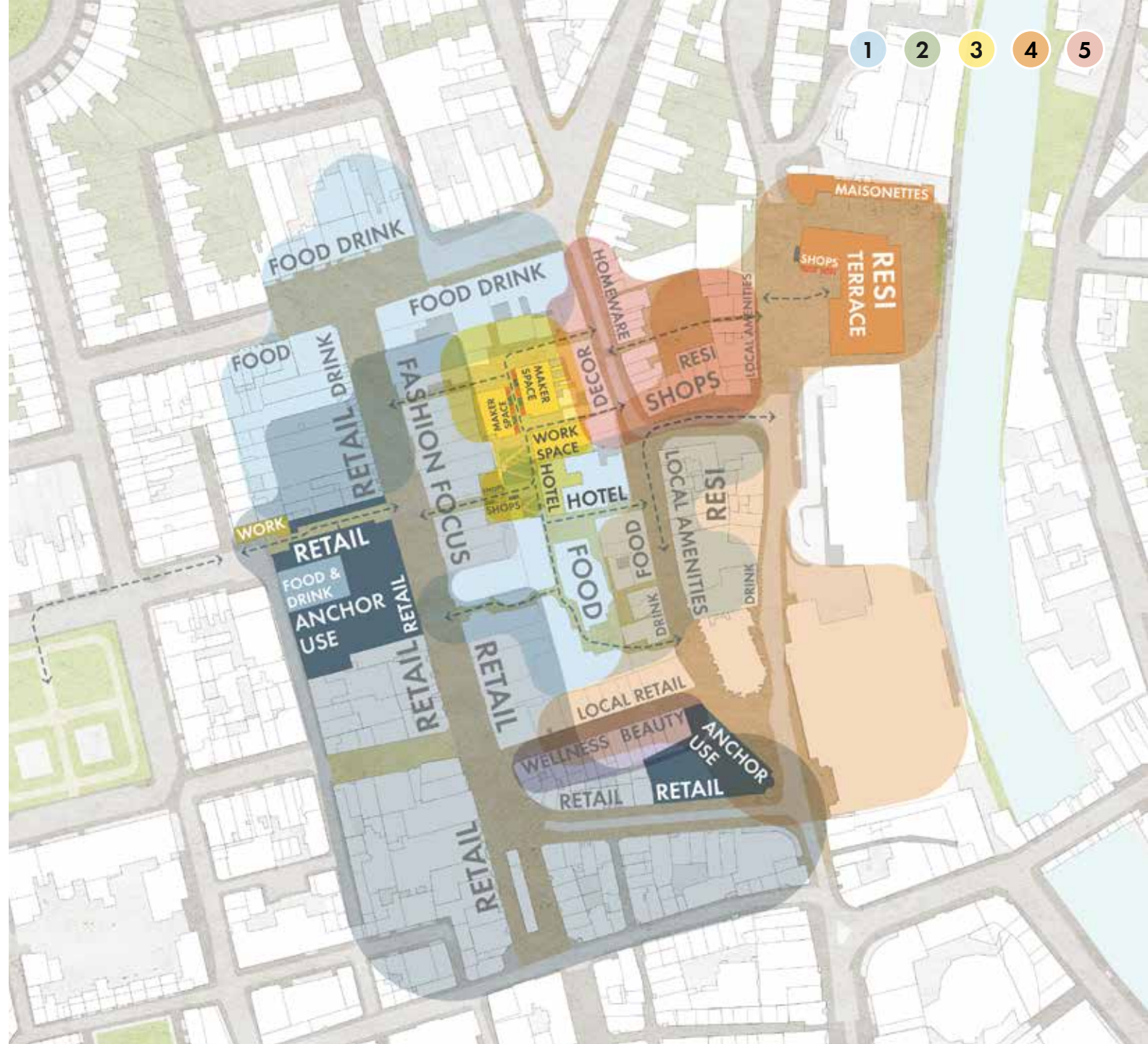
Milsom Quarter

Concept plan

Bringing together the plan for the whole area allows a clear overall vision to be established, including a thematic programming for the commercial properties to create identified areas of focus, as well as thinking about the key interventions and developments in ways that complement and complete the existing fabric.

Above the street level, both new and adapted properties provide the capacity to deliver a significant number of new homes, taking advantage of this more liveable character and the pockets of green space being created.

- Retail - Fashion focus
- Retail - Wellness and beauty focus
- Food and beverage
- Retail - Homeware and decor focus
- Maker space
- Local amenities
- ↔ Pedestrian connections





Urban design framework



3 URBAN DESIGN FRAMEWORK

Public realm and movement

Scheme overview plan

Improvements to the public realm have been designed in response to alternations in highway management and traffic flow in Milsom Quarter. The public realm strategy therefore follows on from the movement strategy in this urban design framework chapter. The key principles of the strategy are increasing greening, prioritising pedestrians and enhancing east to west connections, with the ambition of reclaiming the streets for people and businesses to thrive.

Key

- | | | | |
|--|---|--|-------------------------|
| | Pedestrian only public realm & movement area | | Curb indication Bollard |
| | Pedestrian movement area | | Bollards |
| | Vehicular movement area shared with pedestrians | | SuDS |
| | Primary vehicular movement with improved public realm | | Green public realm |
| | Loading bay | | Tree |
| | Layby for buses | | Pedestrian crossing |
| | | | Proposed buildings |
| | | | Proposed roof terrace |

