

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.

A MASTERPLAN FOR **MILSOM QUARTER** BATH

Summary document
April 2022

Bath & North East
Somerset Council

Improving People's Lives

A Vision for the Milsom Quarter

A place of creativity and enterprise - drawing from the Milsom Quarter's long history of being a place of making and creativity to create a unique destination



A new local residential neighbourhood - improving the buildings and spaces to maximise the potential of the Milsom Quarter as a great place to live in the heart of the city



A connecting place - completing the gaps in the city's fabric to help connect the Walcot Street area into the heart of the city



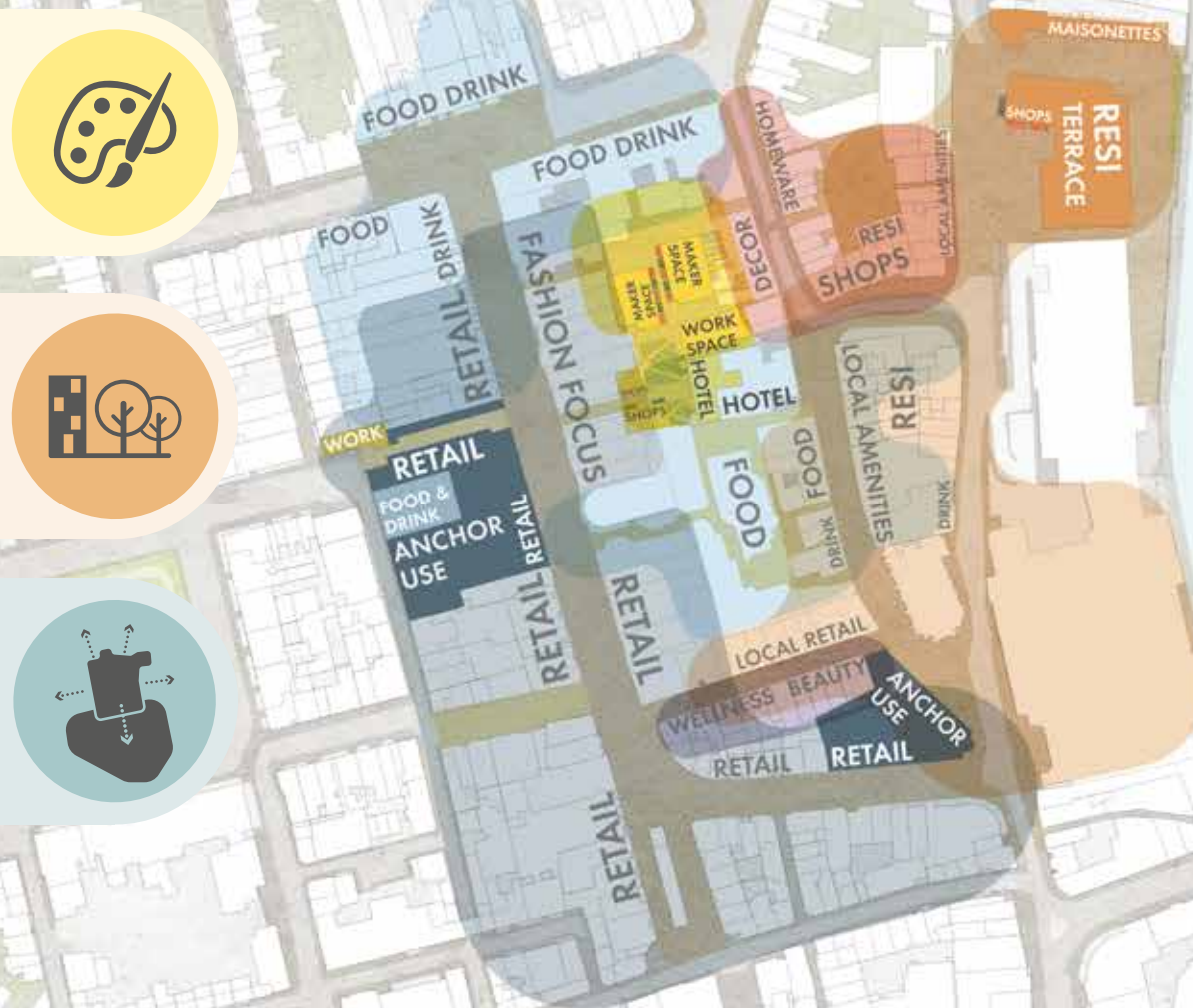
A destination for fashion and culture - delivering a new space for the Fashion Museum and continuing to support the Milsom Quarter's status as a preeminent destination for fashion



A low traffic environment - giving priority to people over vehicles to create great streets and spaces whilst ensuring it is accessible to everyone



A climate challenge exemplar - investing in the buildings and the public spaces to be more sustainable and more resilient to the effects of climate change



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 mix of uses in the quarter.



Artist's illustration: Milsom Street Core: Proposed View in Full Event Mode

The city of Bath

Milsom Quarter context

The Milsom Quarter has a long-established identity as a distinctive part of the city. It is located just outside the Medieval city core and established a new planned commercial and mercantile district with Milsom Street providing a major new shopping street for the city. It bears similarity with it's modern counterpoint, the Southgate area which today provides a key shopping focus for the city. The Medieval City centre to the south retains its dense network of streets and spaces.

The Queen's Square area and Lansdown also have a strong Georgian legacy, although Lansdown possesses the more imposing terrain. The Kingsmead Riverside has been a significant area of change through the post-war era with substantial loss of historic fabric. By contrast, Walcot Street as another riverside area, has retained a significant proportion of historic buildings and managed to cultivate a strong independent commercial character. Across the Avon, the Henrietta Park/Pulteney area represents the Georgian expansion of the city enabled by Pulteney Bridge.

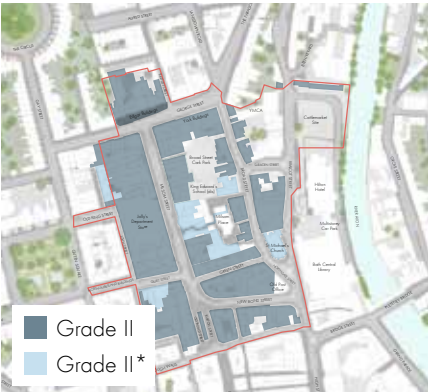


History of the Milsom Quarter

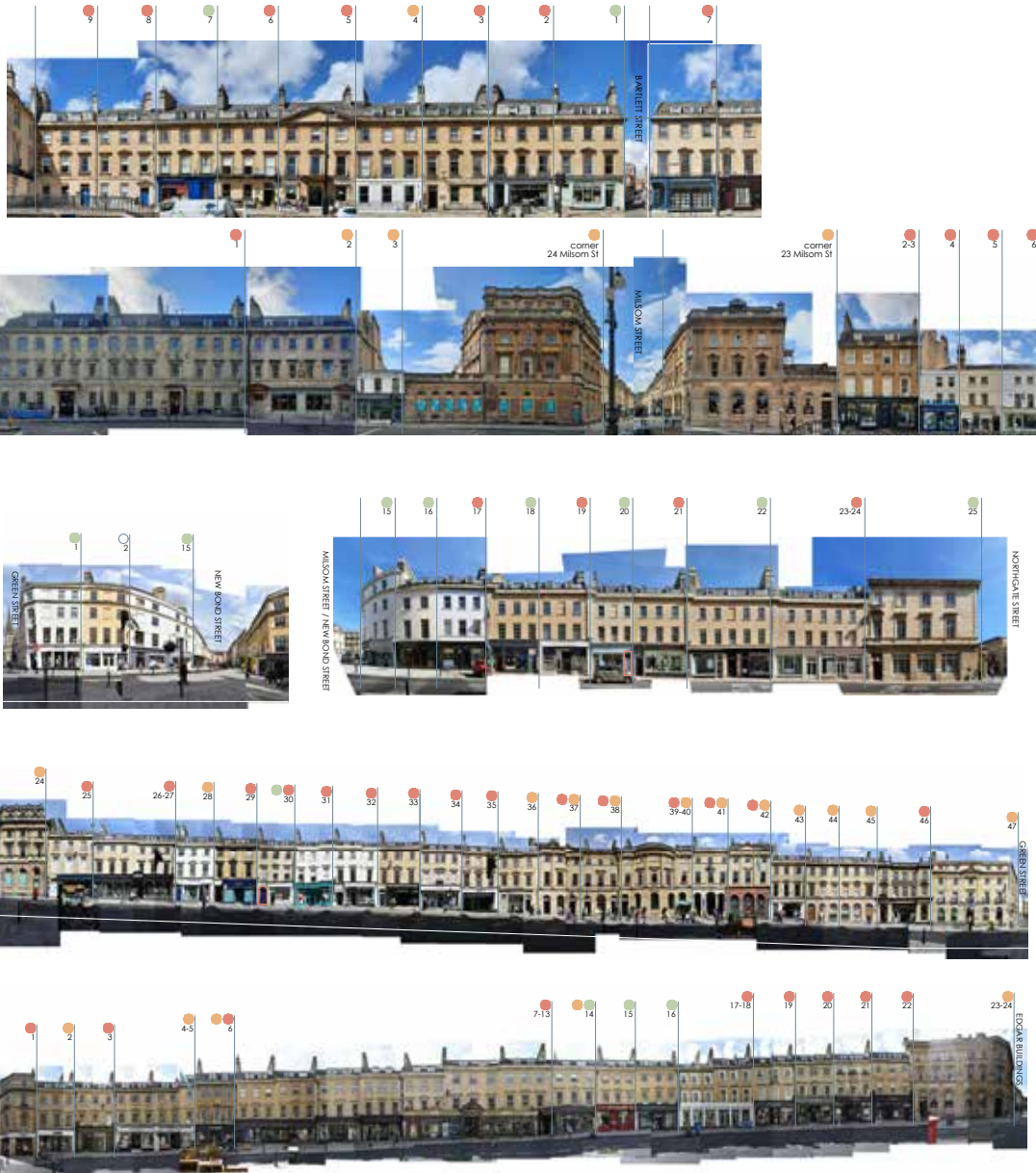
Milsom Quarter has a foundation of architectural, historic and cultural significance which is acknowledged in its World Heritage Site designation as well as by the number of heritage assets within its borders. This fascinating area has an opportunity to become a destination not just for shopping, but for residents, visitors and those who work within the city to understand, appreciate and view not just high quality architecture but also a high quality public realm which reflects its cultural and historic development.



Milsom Quarter Plan, 1844-88



Listing in the study area, 2021



Priority sites

This plan presents seven key sites for transformation, contained within the Milsom Quarter study area. The uncertain future of these key sites creates opportunities for change, which have the potential to stitch together the fabric of the quarter. Broad Street car park, Milsom Place and the YMCA courtyard are underused urban spaces carved out through the adaption and clearance of historic infill buildings. King Edward’s School and the Old Post Office are vacant heritage assets, which need to be preserved and protected. The Corn Market is another vacant heritage asset in need of repair, facing onto the underused riverside site of the Cattle Market.



1 Broad St car park



2 King Edward's School



3 Milsom Place



4 Broad St Place (YMCA courtyard)



5 Jolly's Department store



6 Old Post office



7 Cattle Market/Corn Market



A quarter with distinct character

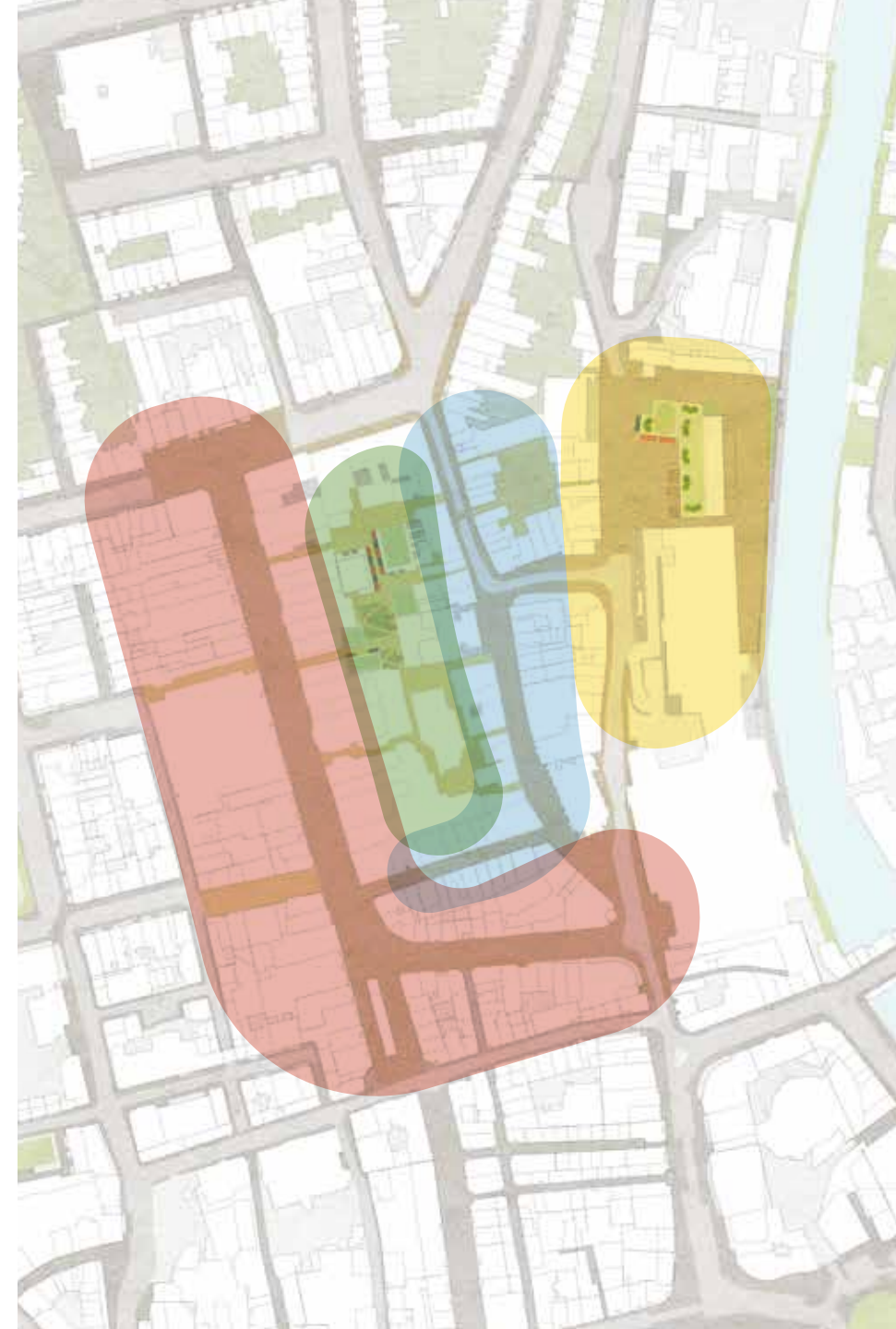
Within the study area four distinct character areas have been identified:

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

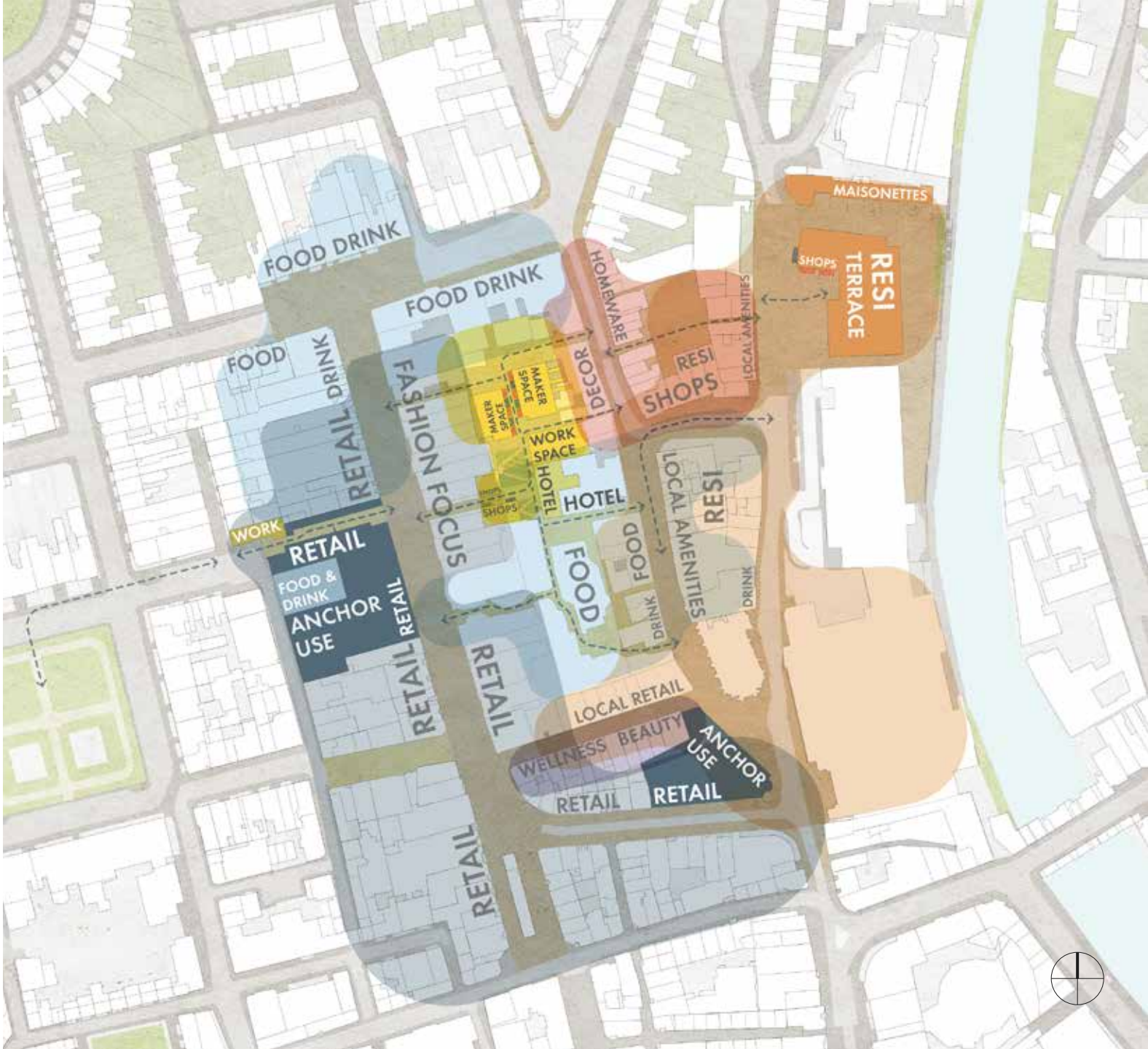


Concept plan

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



Re-purposing existing buildings

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.

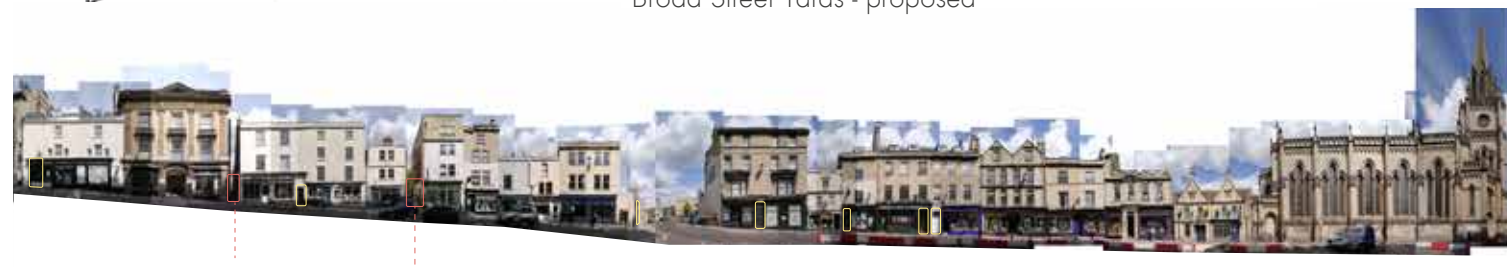
To succeed, this strategy will take advantage of the heritage assets in the area and showcase Milsom Quarter's unique character. Investment will be required to address some of the area's current weaknesses - an improved public realm and increased greening, better connectivity across Milsom Quarter by 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

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



A place of creativity and enterprise

Broad Street Yards

Existing condition

Broad Street car park is located within the heart of the block between Broad Street and Milsom Street, and has been formed by the gradual clearance of former mews buildings, workshops and schoolhouse. At present it has a single large vehicle access, supplemented by narrow pedestrian links through to Milsom Street and Broad Street.

The car park is enclosed by a range of building conditions, including some blank walls, some rear elevations, some residential access and several service entrances. It directly adjoins the yard of the former King Edwards School, which in turn directly adjoins the successful Milsom Place development of shops and restaurants.



Broad Street Yards

Proposed view

The aim of the project is to create a flexible range of workspace opportunities including affordable creative workspace for start-ups and SMEs to operate in the heart of the city, ideally engaging with the fashion industry and the homewares industry in the area around. A high density of small workspace units, supported by microshops and elements of food and drink within the yard space can help to create a unique attractive character, making it a quirky alternative destination for the city.

Supporting the move to reduce visitor car access into the heart of the city, it is proposed to close this car park and instead create new development which will support creative and entrepreneurial uses that complement the fashion and interiors/homeware economies in the surrounding streets.





MILSOM STREET

BROAD STREET

WITHIN BANES OWNERSHIP

DESIGN
CREATE

STUDIO

MAKE

SHOP
DRINK

EAT
MEET

Broad street car park is transformed into a creative hub of maker spaces, studios and retail units. The currently disused King Edward's School is developed into a hotel with a restaurant/bar on the ground floor, which opens out onto the courtyard. Public green spaces step down the gradient of the site from north to south, creating a new connection to Milsom Place



A new local residential neighbourhood

St Michael's Neighbourhood

Existing condition

The existing southern half of Broad Street is heavily dominated by the impact of vehicles, with narrow pavements and repeated bollards to manage the impact of cars and vans. This photograph, taken during 2021 shows temporary COVID measures which were put in place to provide wider space for pedestrians to enable social distancing. Like lots of temporary measures they have proved to be effective at piloting innovative options for road narrowing to the benefit of people.



St Michael's Neighbourhood

Broad Street proposed view

This artist's illustration shows the impact that the public realm changes could bring about, creating an environment where people are able to take much more ownership of the space and creating somewhere which can foster a more local community character.

A clear route exists to provide for servicing and access for businesses and homes, but the street is predominantly for the benefit of pedestrians.



Re-inhabiting the city

The redevelopment of larger sites and buildings within the quarter will undoubtedly have a large impact on its character and prosperity, however, the vast majority of the area consists of existing buildings, some of which are fully occupied and others which are either partially or wholly vacant.

As part of the masterplan, the project team were asked to consider the potential for bringing back into use the upper floors to buildings which are either vacant or are underutilised in their current form. This would allow new uses to be integrated or existing uses to be strengthened in support of the economic and character development of the quarter. The reuse of existing buildings offers the opportunity to retrofit existing properties in support of a net zero agenda.

The starting point for the proposed use for each building has been to support the masterplan character areas. Where the plan form does not suit the chosen concept, due to the level of alteration required, or other issues such as a lack of natural daylight to habitable rooms, alternative uses have been discussed and proposed.



Development Concept example for a building on Milsom Street



A destination for fashion and culture

A destination for fashion and culture

The Fashion Museum is one of the most significant cultural projects to be delivered in Bath

Containing 100,000 items, the council cares for one of the world's great museum collections of historical and contemporary fashionable dress, designated by government as having outstanding significance and encompassing 500 years of history.

The Fashion Museum and Collection will leave its current location in the Assembly Rooms at the end of October 2022; it will move into temporary accommodation until we can create a new centre to store the collection and a new Fashion Museum in Milsom Quarter.

A new purpose-built home for the Fashion Collection will be co-located as part of the Locksbrook Creative Quarter, with Bath Spa University's Creative Campus and Bath Artist Studio, and will:

- Be built to passive house standards to minimise carbon footprint

- Work in partnership to enhance the student offer to create incredible learning outcomes for a world-leading and future-focussed creative curriculum
- Support graduate opportunities by providing creative inspiration alongside maker spaces and start-up incubators run by BSU
- Offer cultural and economic opportunities to adjacent areas of deprivation

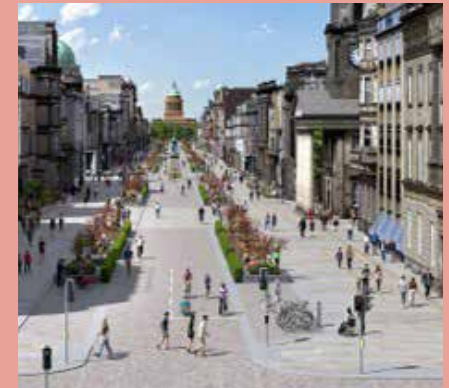
The new Fashion Museum will play a pivotal role as an anchor institution in Milsom Quarter, enriching the economic, cultural and social life of the city:

- Attract 250,000 visitors to the city helping the economy to bounce back after the pandemic
- Inspire the next generation of fashion and creative industry leaders through its partnerships with local schools and universities



Photographs taken at the Fashion Museum in 2019

- Transform people's lives through learning, start up and job opportunities
- Work with the local and regional community to develop a diverse and inspiring offer of exhibitions, displays and activities
- Provide a space to engage with key issues facing the fashion industry today (such as fast fashion, social impact and adverse impact on the environment) and motivate individuals and the wider industry to take action
- Help people better understand themselves and the world around them
- Increase dwell time in the city and encourage more overnight stays
- A major part of the identity of Bath is a story of fashion and style – the new museum will bring this right up-to-date with cutting edge displays and relevancy at its heart



Site photographs May 2021

Precedents for an evolving vision



A connecting place - drawing Walcot Street into the city

Cattlemarket/Cornmarket

Existing condition

The main stretch of Walcot Street has steadily developed a strong reputation as a location for homewares, antiques and interiors as well as providing workspace and a range of skilled crafts. Within the scope of the Milsom Quarter, it is more obviously identified with the former Cattlemarket site, which remains an undeveloped car park adjacent to a multi-storey car park and the Hilton Hotel.

The artisanal quality of the buildings, spaces and uses are integral to the character of Walcot Street, encouraging less formal and often temporary activities are part of the area's character and charm.



Early 20th century



Mid-late 20th century



Cattlemarket/Cornmarket

Proposed view

The development of the Cattlemarket site is a significant opportunity to improve the public realm in this part of Walcot Street as well as improve the environment leading towards the riverside. A housing-led development on the site of the Cattlemarket and Cornmarket would improve the entrance to Walcot Street and the quality of connected public spaces.

The development concept explored is slightly set back from Walcot Street to form a wider pavement and allow for the inclusion of lightwells to basement space along the street frontage. The public space has potential for a south-facing cafe or restaurant and new tree planting to create a welcome improvement to the southern end of Walcot Street.



Cattlemarket/Cornmarket

Proposed option

The cattlemarket proposal creates a sense enclosure with the L-shaped plan. The proposed public realm improvements to the east of Walcot street, provide a potential outdoor seating area connected to the retail offer.

The cornmarket building itself is proposed to be subdivided into a series of residential properties, using the arches at the lower level to form garage, workspace, or kitchen space with living accommodation above and the potential to include mezzanine levels. A further small addition is possible to augment the existing street frontage building, completing the elevation where there is presently a blank gable





A low traffic environment creating positive streets and spaces

A low traffic environment creating positive streets and spaces

Improvements to the public realm have been designed in response to alterations to the highway management and traffic flow proposed in the Milsom Quarter. The public realm strategy therefore follows on from the movement strategy.

The key principles of the public realm strategy are increasing greening, supporting street life including markets and events, prioritising pedestrians and enhancing east to west connections, with the ambition of reclaiming the streets for people and creating conditions businesses to thrive.



Transport and movement














Strategy summary plan

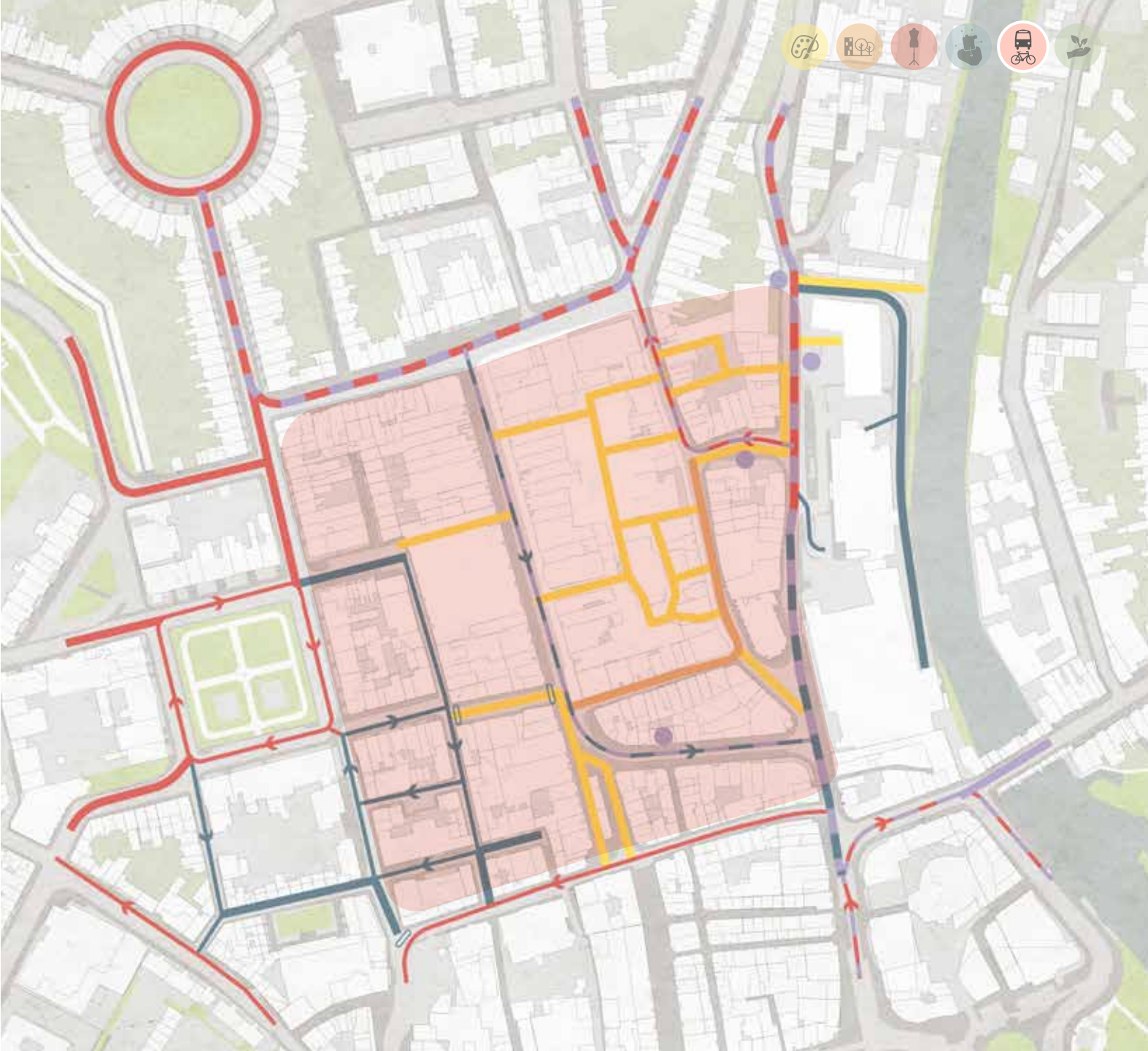
The access and movement strategy for Milsom Quarter has been produced to support and inform the development of the masterplan.

The key aims of this strategy are to:

- Increase sustainable accessibility and permeability
- Minimise the impact of motor vehicles
- Improve the quality of the environment
- Provide space for people and businesses to thrive; and
- Enhance the economic success of the area

Key

 Primary two-way street	 Bus/taxi only
 Primary one-way street	 Bus route & primary two way
 Secondary two-way street	 Bus route & primary one way
 Secondary one-way street	 Bus route & secondary two way
 Pedestrianised with limited service access only	 Bus route & secondary one way
 New/improved pedestrian links	 Bus stop
	 Low car neighbourhood



Public realm and movement















Scheme overview plan

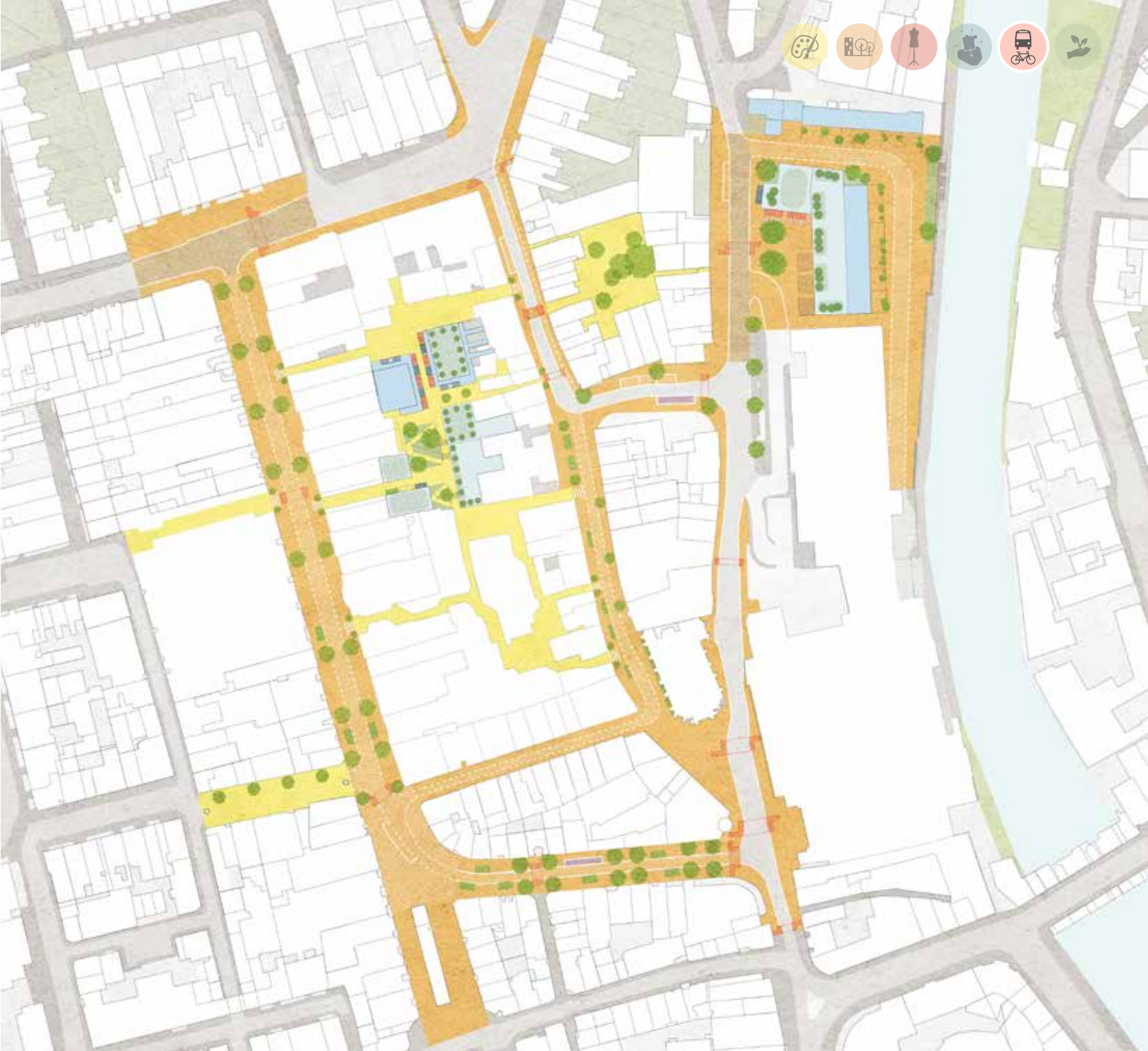
Improvements to the public realm have been designed at a concept level to respond to the changes proposed in highway management and traffic flow and to the aspirations of the Masterplan.

The proposals would continue to allow vehicle access for loading and servicing outside of core hours on most streets, and there is the potential for exemptions for access e.g. blue badge holders. However, the priority is on restricting private vehicle access to key streets such as Milsom Street and pedestrianising key areas such as Green Street, St Michael's Square and Lower Broad Street.

While bus access is retained, the long term aspiration is for bus movements to be removed from Milsom Street/New Bond Street.

Key

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



Milsom Street Core

Current condition

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.

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. The photos below highlight how successful temporary events have been on Milsom Street, at both the Great Bath Feast and the Christmas Lights switch on last year.



Milsom Street Core

Proposed view (everyday mode)

Milsom Street has the potential to transform as a place for people, making it more attractive as a place to live, work and visit.

More space for pedestrians allows for street dining as well as events, whilst planting and seating will make the street a more welcoming place to spend time.

Options are also being explored to use the historic vaults in creative ways, including the possibility of opening some up for tree planting to provide the shade that will help the city to cope with increasing temperatures.

The street will also be equipped to accommodate a range of events, as illustrated on the following page



Artists Illustration: Milsom Street Core Everyday Mode - Proposed View



Artists Illustration: Milsom Street Core in Event Mode



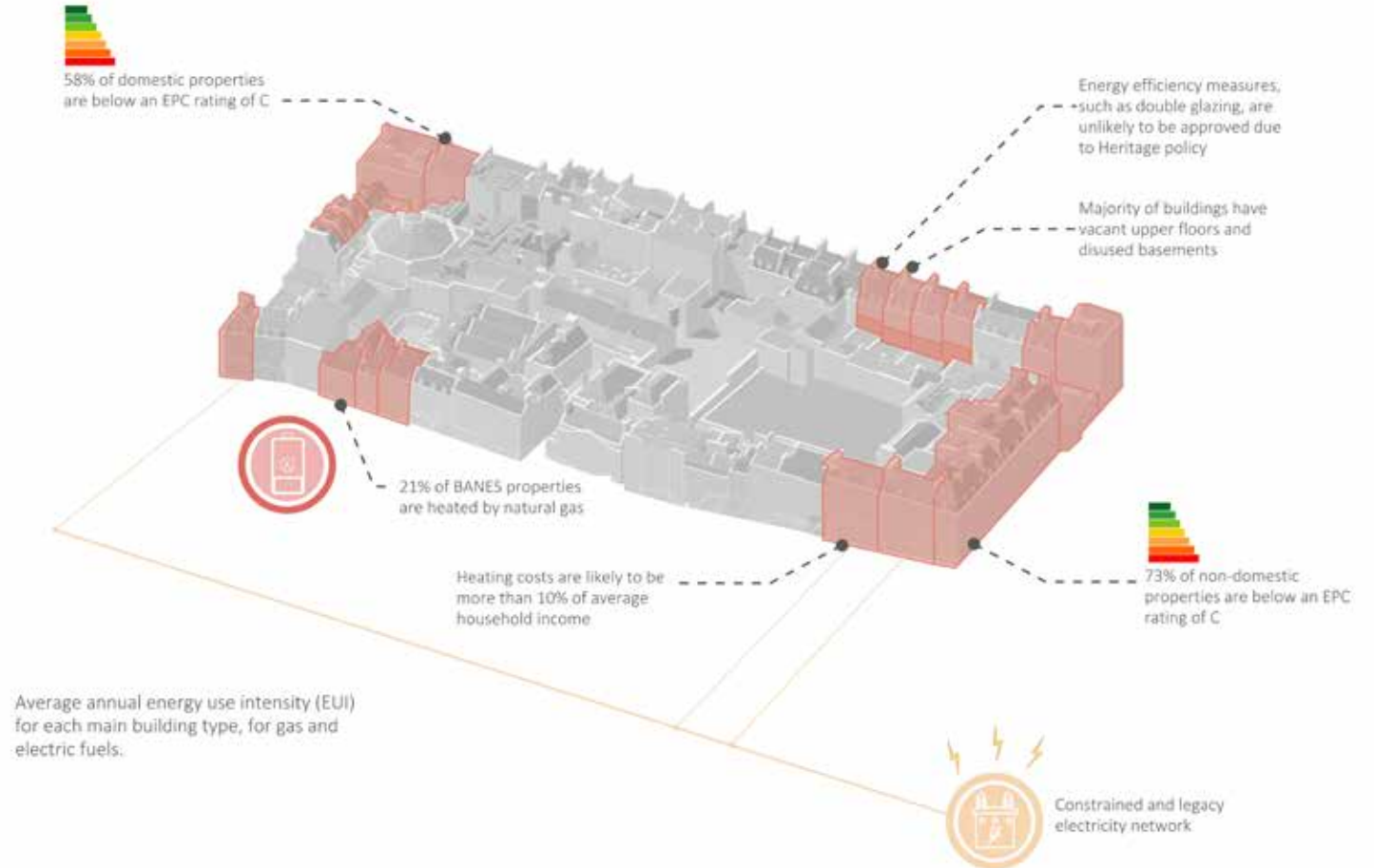
A climate challenge exemplar for buildings and public realm

Energy strategy

Summary plan

Many of the existing historic buildings are poorly insulated and not energy efficient. As a significant land owner, the Council is planning to invest in the energy performance of the buildings. The council has also committed to achieve Carbon Neutrality by 2030. The Council has the following priorities regarding sustainability:

- Undertake energy efficiency improvements to the majority of existing buildings;
- All new buildings to be zero carbon;
- Shift to dominance of mass transport, walking and cycling to reduce transport emissions;
- Rapidly increase local renewable energy generation.



Current Picture - visual of current opportunities and constraints

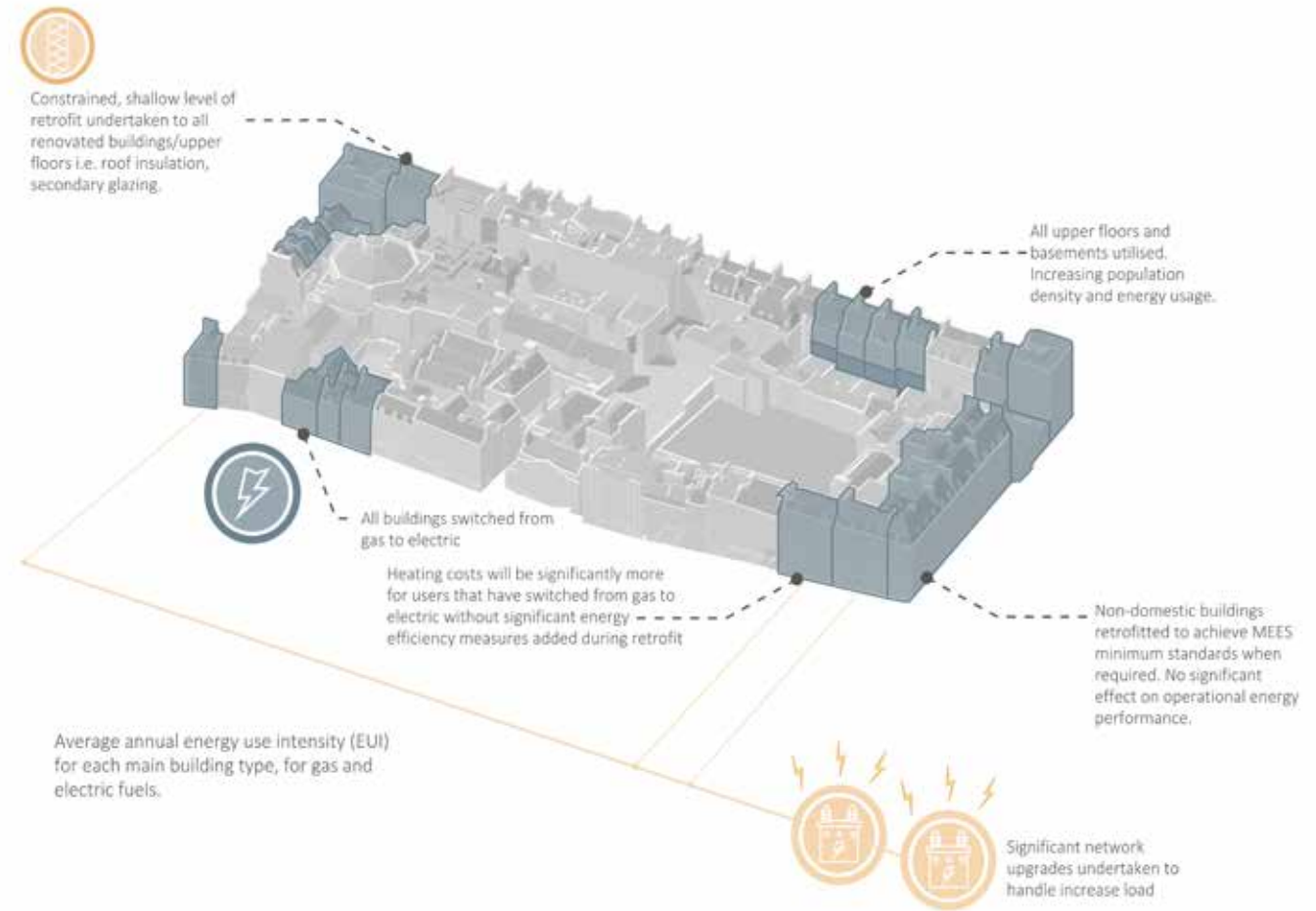
Energy strategy

Retrofitting strategy

Retrofit is a key objective of B&NES and a fundamental part of achieving Net Zero by 2030 in an affordable and considered way. In order to help facilitate appropriate retrofit the Council has recently reviewed its guidance and prepared and adopted an Energy Efficiency, Retrofitting and Sustainable Construction SPD.

This SPD sets out positive and detailed guidance on the types of energy efficiency measures that can be appropriately and successfully retrofitted to heritage buildings. In finding successful solutions to retrofit on heritage properties in the Milsom Quarter it will be essential to take an appropriate fabric first approach to retrofit, supplemented by renewable energy generation and offsetting initiatives

Currently a large portion of existing buildings in the Milsom Quarter do not meet minimum EPC requirements and the SPD provides guidance on the measures that require Listed Building consent and those measures that can be introduced without.



Current Picture - visual of potential improvements



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Somerset Council

Improving People's Lives