

Enterprise Area Masterplan and Bath Quays Waterside Stakeholder Event

Wednesday 26th February 2014, Green Park
Brasserie



**Bath & North East
Somerset Council**



What are your Top 5 Aspirations of the Enterprise Area?

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Somerset Council**

ASPIRATIONS

WALKABLE
MUCH MORE !!
STRICT HERE

MAINTAINING
THE CONTINUITY
PHYSICAL - VISUAL
EMOTIONAL

LOSS OF
GEORGIAN
IDENTITY

NEEDS TO BE
A JOURNEY
STYLE - HERITAGE
ECONOMY -
CHANGING TYPOLOGY

TRANSITIONAL
IDEA
EMBEDDING
INDUSTRIAL HERITAGE

ACCESSIBLE FOR
SPORT -
CHILDREN +
ADULTS + SENIORS

Group 1

Walkable – Much more!
Start here...

Maintaining the continuity – Physical – Visual - Emotional

Needs to be a journey – Style – Heritage – Economy – Changing Typology

Avoid loss of Georgian Identity

Transitional Idea embedding Industrial heritage

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A modern, diverse,
attractive city of
innovation & creativity

Softening the horrible
industrial look in city
centre and make it
accessible

Natural place for
walking

Possibility of travel on
the river

Links to Victoria Park

Links 'Across' the river
as well as 'along'

Integrate active
riverside with rest of
the city

Beautify the Riverside

Actual economic use
for the river

High quality pedestrian
& cycle links along
north and south of the
river corridor

Group 2

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Generator/Incubator of
Economic Property

Imaginative & Inspiring
physical space

Create the 21st Century
'Georgian' heritage for
Bath

Accessible & enjoyable for
all ages/abilities

New Model for provision
of civic amenity & whole-
place ecology

Useable & Habitable by
people

That it inspires the people
of Bath & illuminates what
a beautifully inventive city
really feels like

Group 3

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Somerset Council**

Water taxis could be explored – Use River

Deliver positive benefits 'Quickly' – 10-20years?

Riverside developments should include new riverside access

Opportunity to learn from other cities e.g. Copenhagen, Freiburg

Group 4

Cycling is a great opportunity for the riverside and creating linkages

World Heritage Trail for world Heritage city. Industrial heritage – local communities

Deliver Biodiversity benefits – Heath/Society benefits – living facades & green roofs

Improve flood security

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World Heritage
Universal Values

Group 5

Moorings managed:
Better visibility

Ferry/Bridge Crossing

Ensure evening activity
in pockets of activity

Be ambitious about
river bank walking
access

Weston Island - Island
Community

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An aerial 3D perspective view of the city of Bath, United Kingdom. The city is shown in a light grey color, with the River Avon flowing through it from the top left towards the bottom right. The river is highlighted with a yellow glow. The surrounding area is a mix of light green and grey, representing open spaces and other urban areas. The text "What are your Top 5 Challenges for the Enterprise Area?" is overlaid in white on the upper left portion of the map.

What are your Top 5 Challenges for the Enterprise Area?

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Transport – capacity

Re-enforce physical characteristics of universal values

Maintain emphasis on employment provision

Relationship to rest of city
WHS – Will it challenge/isolate heritage value

Fragmentation of power of cohesiveness

Accessible – not just exclusive to high value riverside values

Identifying values – Overview and site specific

Issue of displaced business

Car parking – capacity management

Group 1

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That the council will chicken out and create a twee shopping centre with 'affordable' housing

All access on the riverside – all eggs in one basket at the expense of other opportunities- thinking of the A36 and terraced north

Missing out on building a modern forward facing place - What Heritage are we building now

Group 2

Transport links from homes to jobs

Affordable Housing

It will end up as a piecemeal approach – the unity of concept will be lost because of practicalities

Retain flood precautions

Ability to engage all relevant land owners

Impact of range of water level

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Balancing housing & industry/Enterprise

Absence of high level principles [criteria for strategic decision making]

- Ambitious
- Long Term
- Aspirational
- Deliverable

Group 3

Flood Risk vs Amenity

Attracting the right type of developers and tenants

Best Value vs £££ [short term vs long term]

Future proofing to be open

Achieving design excellence - International

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Group 4

Make sure enough workspace in the mix – not just residential

Cycling & walking need to be managed separately in some areas

Land Ownerships/Assembly

Reliant on private sector investment – which might change the mix

How to integrate timing of deliveries inc. challenge of different administrations having different priorities

Public transport fares restrict some journeys into Bath currently

Potential loss of wildlife/ecological habitats if not developed correctly

Ensure new buildings fit in with heritage

Avoid further loss of pockets of industrial heritage

Conflict between uses / how should this be reconciled

Flooding is a big concern

World Heritage Universal Value

Dead zones – places where nothing happens

Risk: May become too fragmented: must retain overall picture

Group 5

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