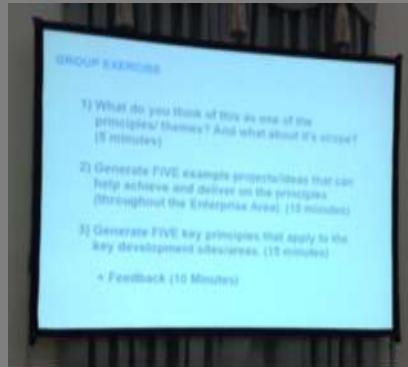


# Enterprise Area Masterplan Stakeholder Event: Summary of Outputs

Wednesday 26<sup>th</sup> March 2014, Guildhall

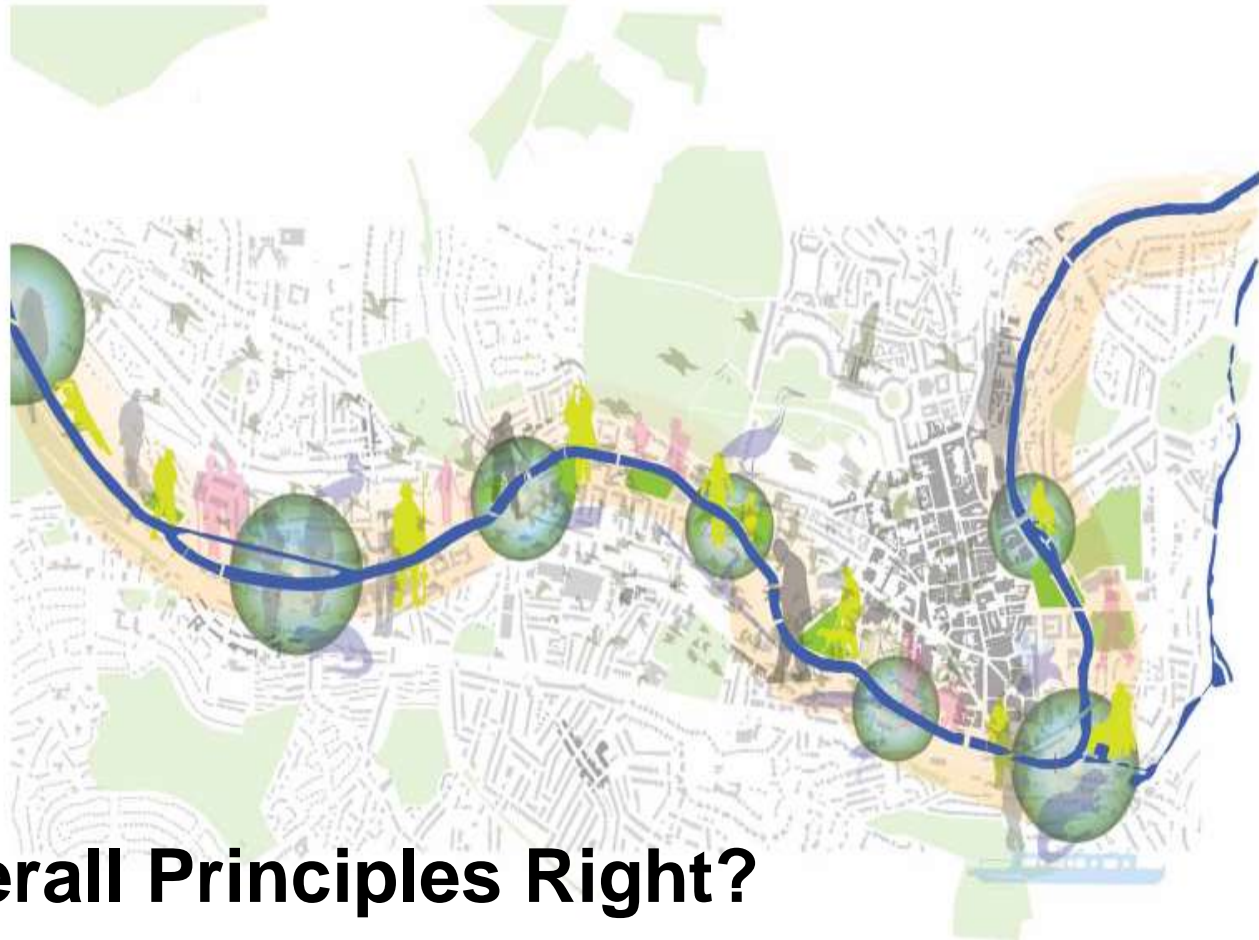


**RIVERlife**  
Employment, Commercial, Industrial, Retail

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 which reflect the unique character and opportunity for the future and are open opportunities to explore solutions with broad appeal and engagement.

*It's time to bring Bath's riverside to life!*



# 1) Are the Overall Principles Right?

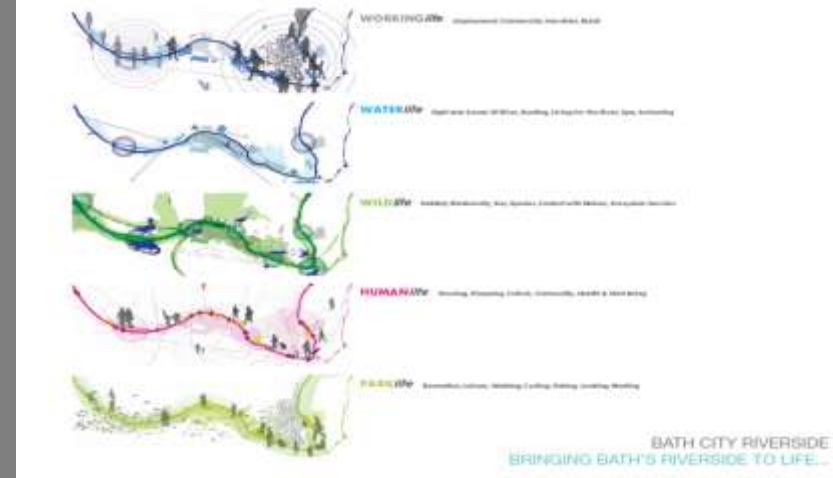
## GENERAL COMMENTS ON PRINCIPLES

Form & appearance could  
be added to these  
principles.

Sustainability should  
feature.

These appear to be  
'qualities' rather than  
principles.

Useful for marketing but  
unsure how these translate  
to delivery.

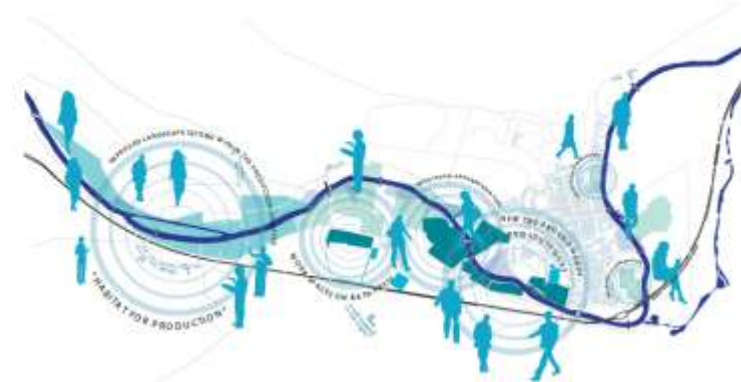


It is unlikely that all of  
these principles can be  
achieved on ALL sites?

## WORKING LIFE

### WORKINGlife. Employment, Enterprise, Education, Commercial, Industrial, Retail

Building upon the industrial heritage of the River Avon, 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 Quay to help meet the immediate needs for distinctive and high quality office space. Further downstream the river provides the key opportunity for wonderful natural environments to be a backdrop and setting for commercial, retail and light industrial uses.



Education and Training should also feature.

Recognise the role of **ENTERPRISE** in Enterprise Area. Re-emphasise this.

We should add to the visitor attractions.

Give a focus to smaller units & creativity enablement.

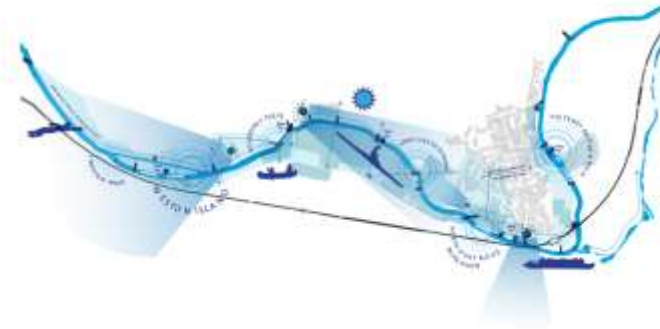
Principles should attract the right people.

Should be enablers of work/enterprise e.g. Collaboration.

# WATER LIFE

## WATER LIFE Sight And Sound Of River, Boating, Living On The River, Spa, Swimming

The river presents a great opportunity to provide city life on – and in – the water! Bath's riverside has great potential to provide spaces where people can get closer to the water to enjoy the sight and sounds of the river. It also presents opportunities to embrace the commercial uses of the river – with boating and river transport potential.



Opportunities for  
Renewable Energy.

Allow for iconic  
structures.

The River should join  
Bath and Bristol – a  
cultural connection.

The river needs focal  
points to draw people  
to the river.

Include a terraced  
sculpture park along  
the River.

Promote exciting  
bridges (at several  
opportunities)

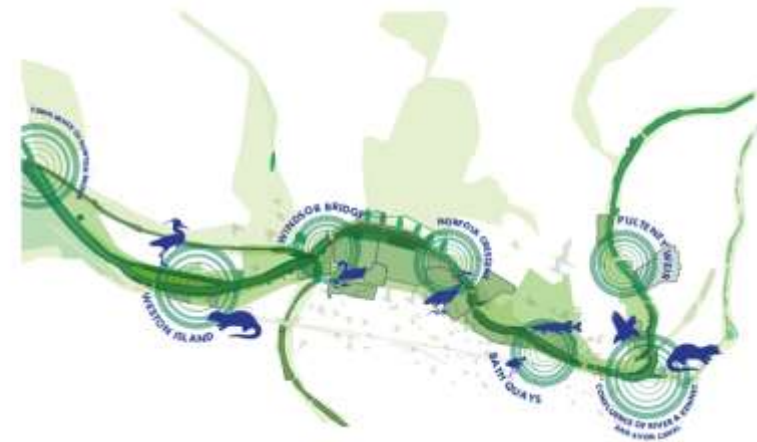
Incorporate and relate  
to Cleveland Pool  
improvements.

Opportunities for River  
Taxis.

## WILD LIFE

### **WILD life.** 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 anchors the life of the city. The River Avon is already inhabited by Kingfishers, Otters together with many species Birds, Insects and freshwater fish. Its increasing ecological diversity and natural beauty can provide an inspiring component of Bath's future riverside character.



This should be part of the character, supporting and attracting people.

Is it more important than Enterprise? The Masterplan needs to consider competing priorities.

Use Connections and linkages to promote wild life.

Think of wildlife as a Use.

Incorporate Quiet Spaces.

# Human Life

## HUMAN LIFE Culture, Housing, Community, Shopping, Health & Well-being

The new plan provides a new set of benefits for the economy, the well-being and prosperity of the city. It is a key part of Bath's LEP as a beautiful, historic city and a world-class destination for tourists. And among its many other aims, it can help to create a delightful journey to the city centre, a place for a walking festival, or a place for a new library & shopping hub. The plan also sets out the commercial case of why development here will likely create the potential for wider development benefits for the whole community.



Culture and Heritage  
need to be more  
prominent?

Include and allow for  
food – edible  
landscapes.

Communities in Bath  
are very important

Should Human Life be  
Cultural Life?

For humans, quality of  
life is important.

## Park Life

**Park Life.**  
Recreation, Leisure, Working, Cycling, Fishing,  
Learning, Meeting

The Council creates a wide range of opportunities to continue the tradition of enjoying leisure time in Bath. This is done by providing a range of leisure, sports & parks, together with other amenities to enhance your leisure opportunities for pleasure.



Allow for a Museum,  
Concert Hall and  
Library.

Ensure walking routes  
from the station for  
visitors.

Maximise natural  
spaces.

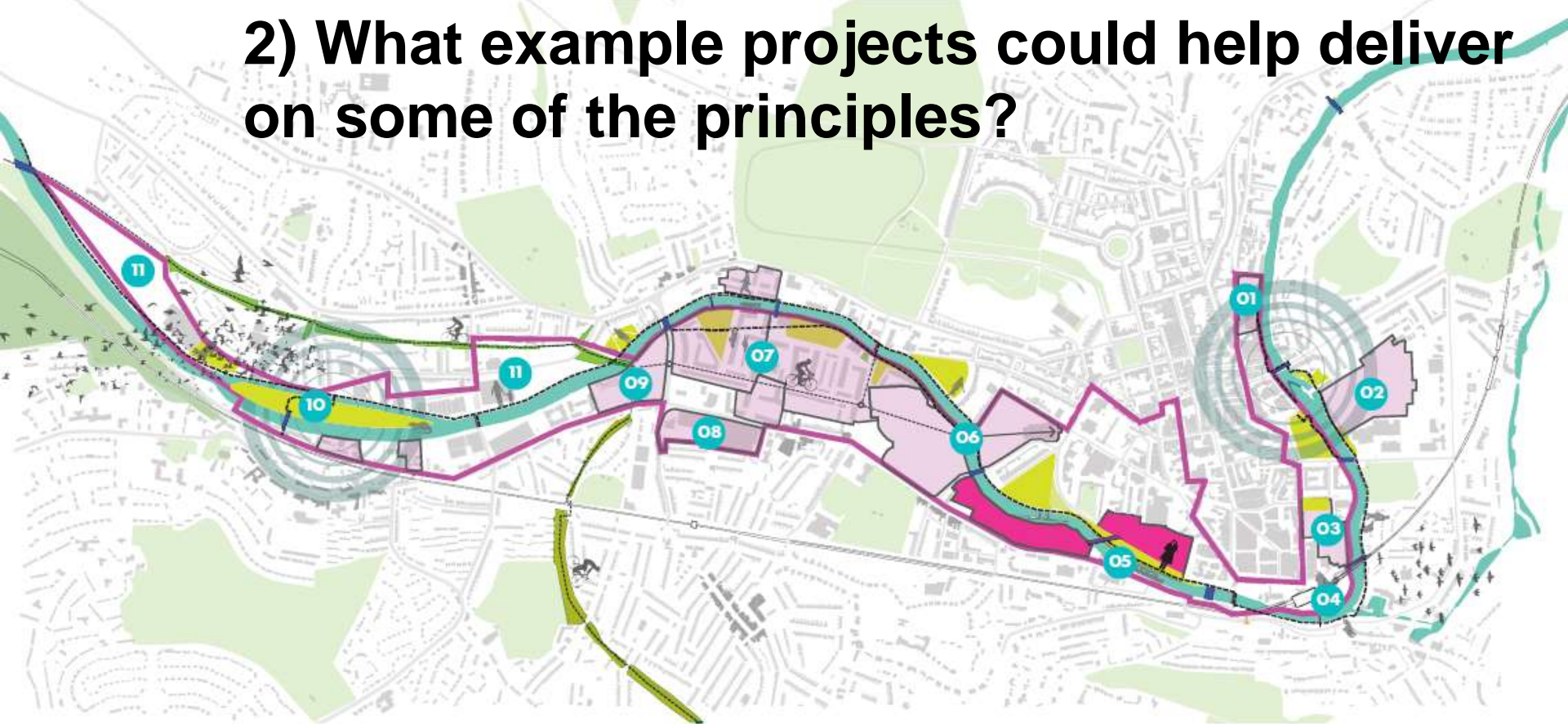
Incorporate quiet  
spaces.

Ensure Green Park is  
open to visitors.

Bath Rugby a cultural  
attraction.



## 2) What example projects could help deliver on some of the principles?



Flood prevention projects and interventions are key.

Permanently moored wine bar, and moorings/ pontoons. Include safety measures.

Projects which bring a wider diversity of uses.

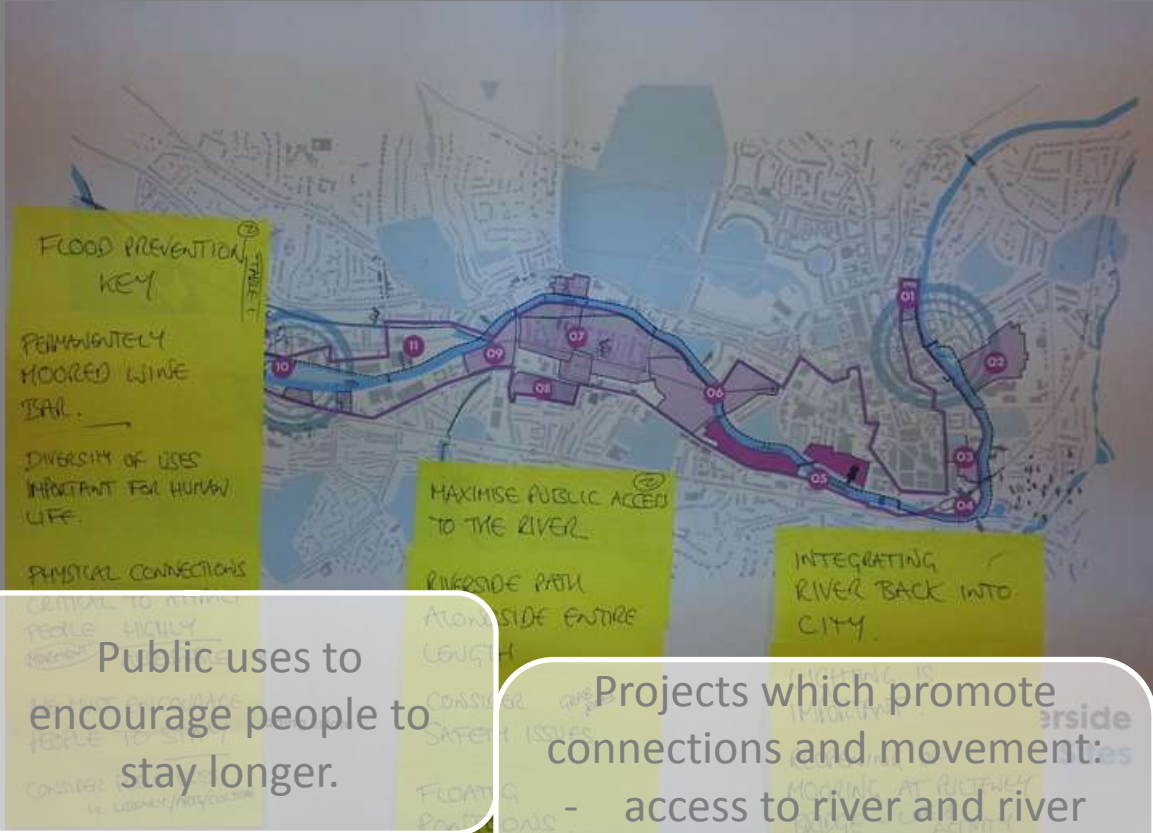
Group 1  
Human life &  
Water life

Public uses to encourage people to stay longer.

Projects which add to the city: library, arts and culture.

Projects which promote connections and movement:

- access to river and river path
- Linking the Rec & Parade Gardens



Projects which increase artistic life: library/ museum/ concert hall

Projects which balance, enhance and promote wildlife with other uses.

Group 2:  
Water life &  
Park life

High quality connections

Mixed size projects to reflect Bath's context.

Projects in Manvers Street and Innovation Quay are key opportunities for delivery.

Projects to deliver neighbourhoods/mixed areas – not mono-culture.

Exciting projects: bridges etc which are Heatherwick-esque.

Bridges at Roseberry Place give a massive opportunity.

Group 3:  
Park life &  
Working life

Innovative transport projects and solutions.

Ensure projects enhance North-South linkages.

Projects which integrate and connect communities.

Play!

Projects which enhance and maintain views.

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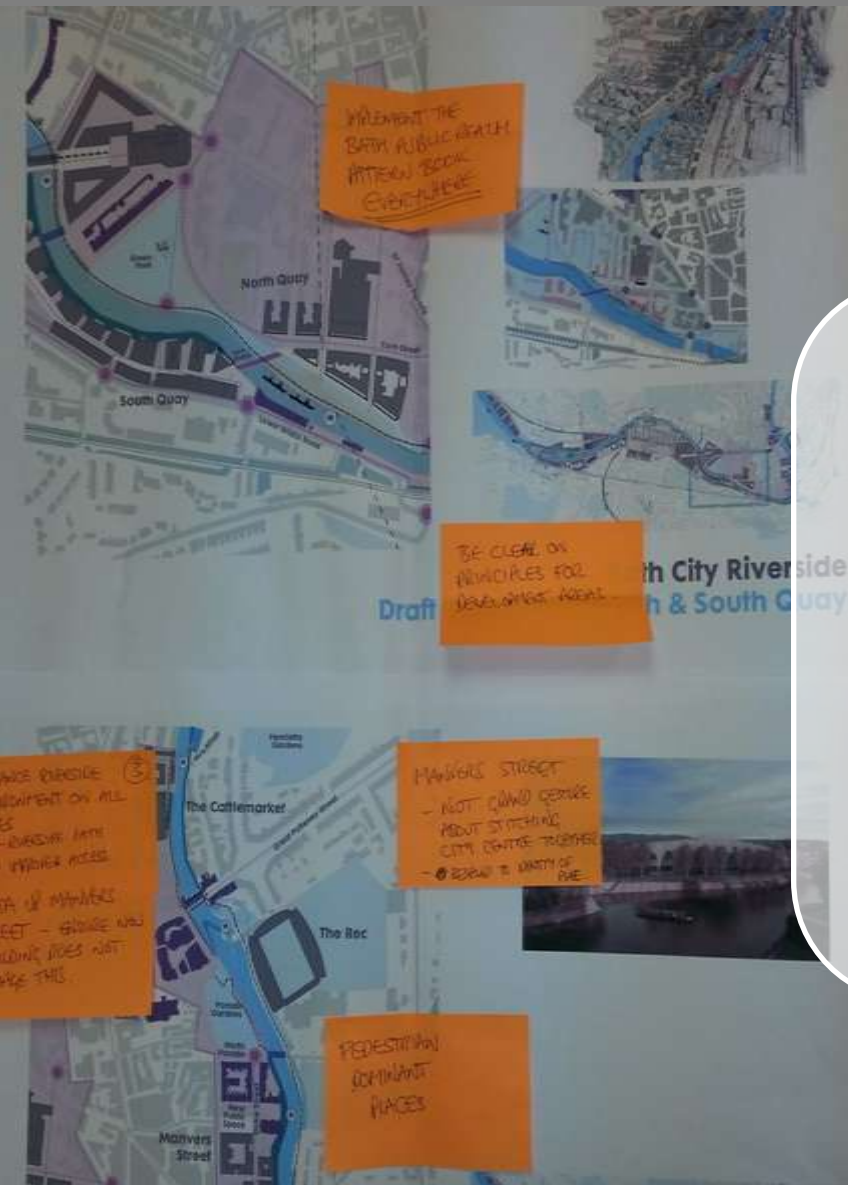
**Bath & North East  
Somerset Council**

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- Enhance riverside environment on all sites (river path and improved access).
- Maintain vista on Manvers Street
- Manvers Street is **not** a grand gesture: it is stitching the city back together.
- Respond to identity of place.
- Create pedestrian dominant places.
- Implement the Bath Public Realm Pattern Book throughout!

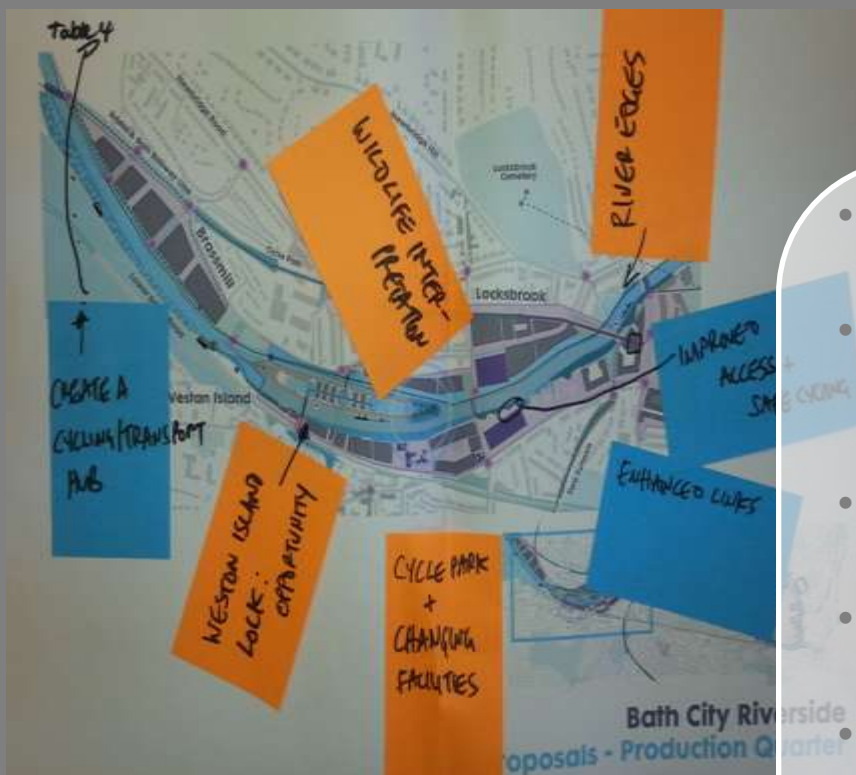








- Reflect the character and context of surrounding area – e.g. Oldfield Park.
- Ensure provision of local amenity.
- Be innovative and brave: must have the wow factor! Be creative like Nash *et al.*
- Playful – modern, versatile and fun.
- These areas should flow into each other – like the river.
- Provide space to unwind, relax, pause and enjoy.
- Deliver business growth for collaborative and creative industries.
- Incorporate the Bath Press façade – it is a landmark building.



- Improve spaces and safe cycling along the river.
- Provide facilities for cycling: create a transport hub e.g. facilities, parking, changing.
- Improve linkages east and west/north and south.
- Seize the opportunity at Weston Lock and Island.
- Increase wildlife interaction: interpretation boards/ guided walk.
- Improve river edges.