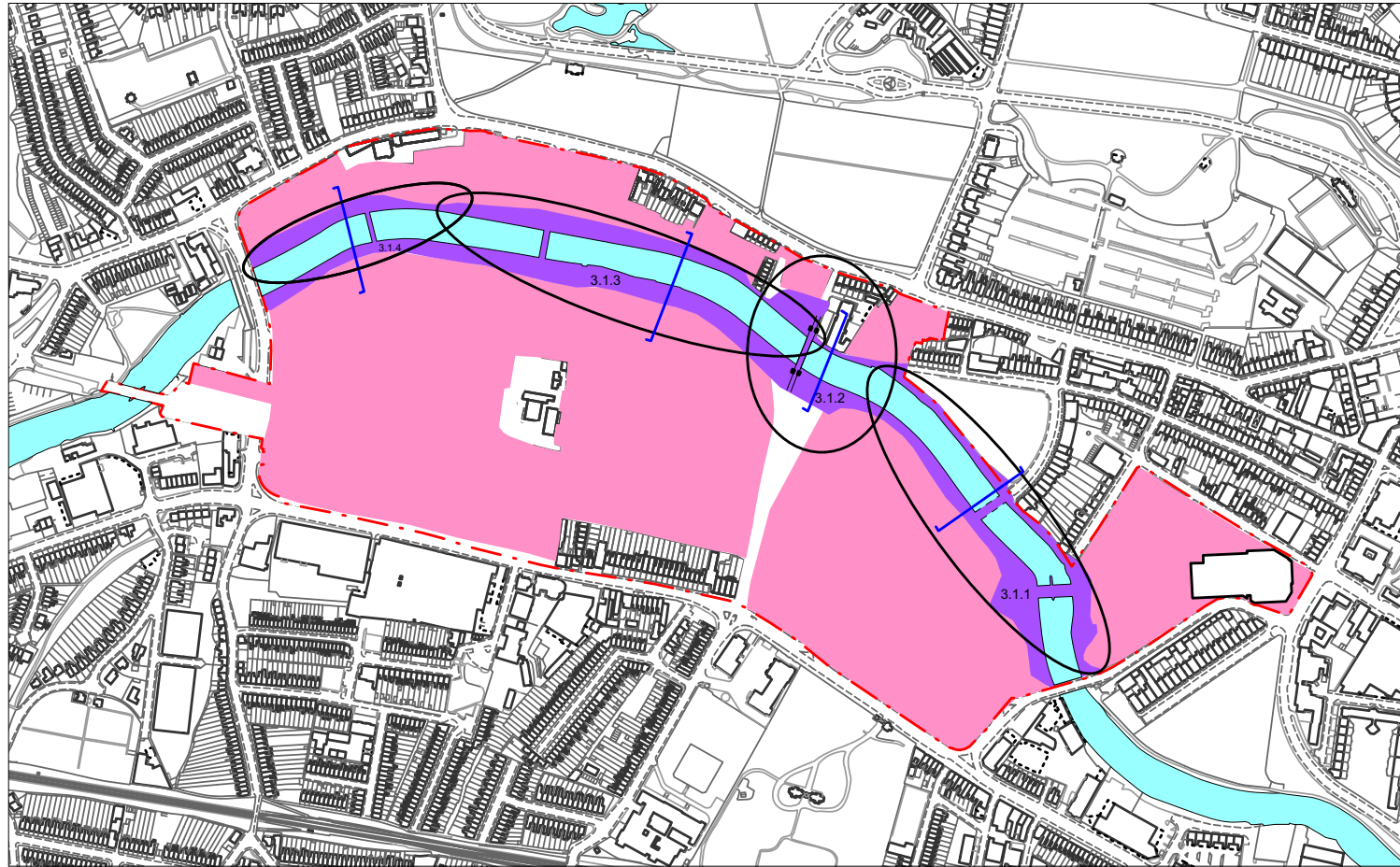


Part 2 Spatial Masterplan

Plan 2.5 The River Corridor



The River Corridor: Key Components

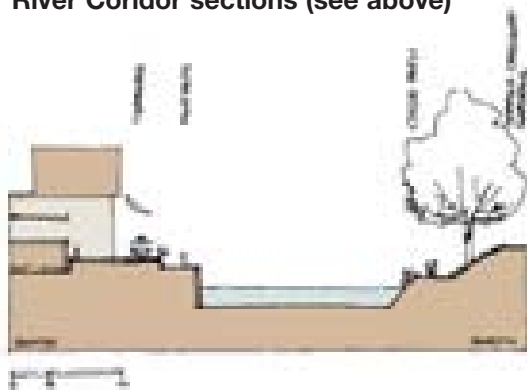
2.6.5 The Spatial Masterplan envisages the river corridor will have three distinct character types along the southern bank; these are shown on Plan 2.5. The northern bank is a distinct character area. (Refer to section 2.7)

The three areas are

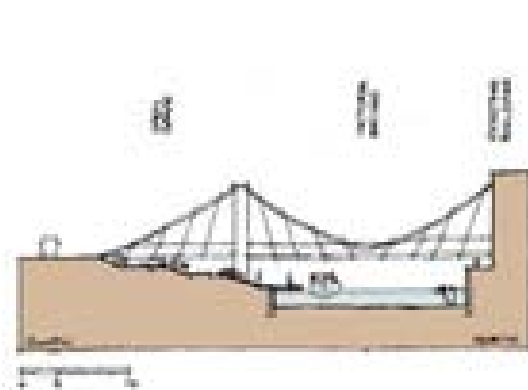
- 1) Urban River Quarter – on the southern bank from Sainsbury's Bridge to Victoria Bridge
- 2) The River Park – on the southern bank between Victoria Bridge and Midland Bridge
- 3) The Natural Edge – on the southern bank between Midland Bridge and Windsor Bridge Road

2.6.6 Between areas 1 and 2 lies Victoria Bridge Cascade.

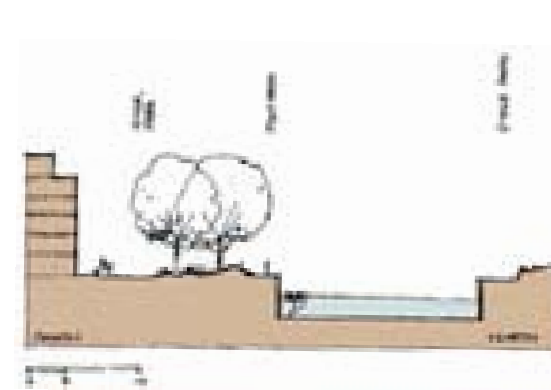
River Corridor sections (see above)



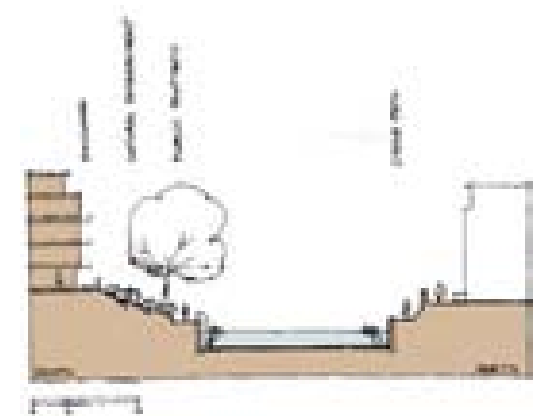
Section 3.1.1



Section 3.1.2



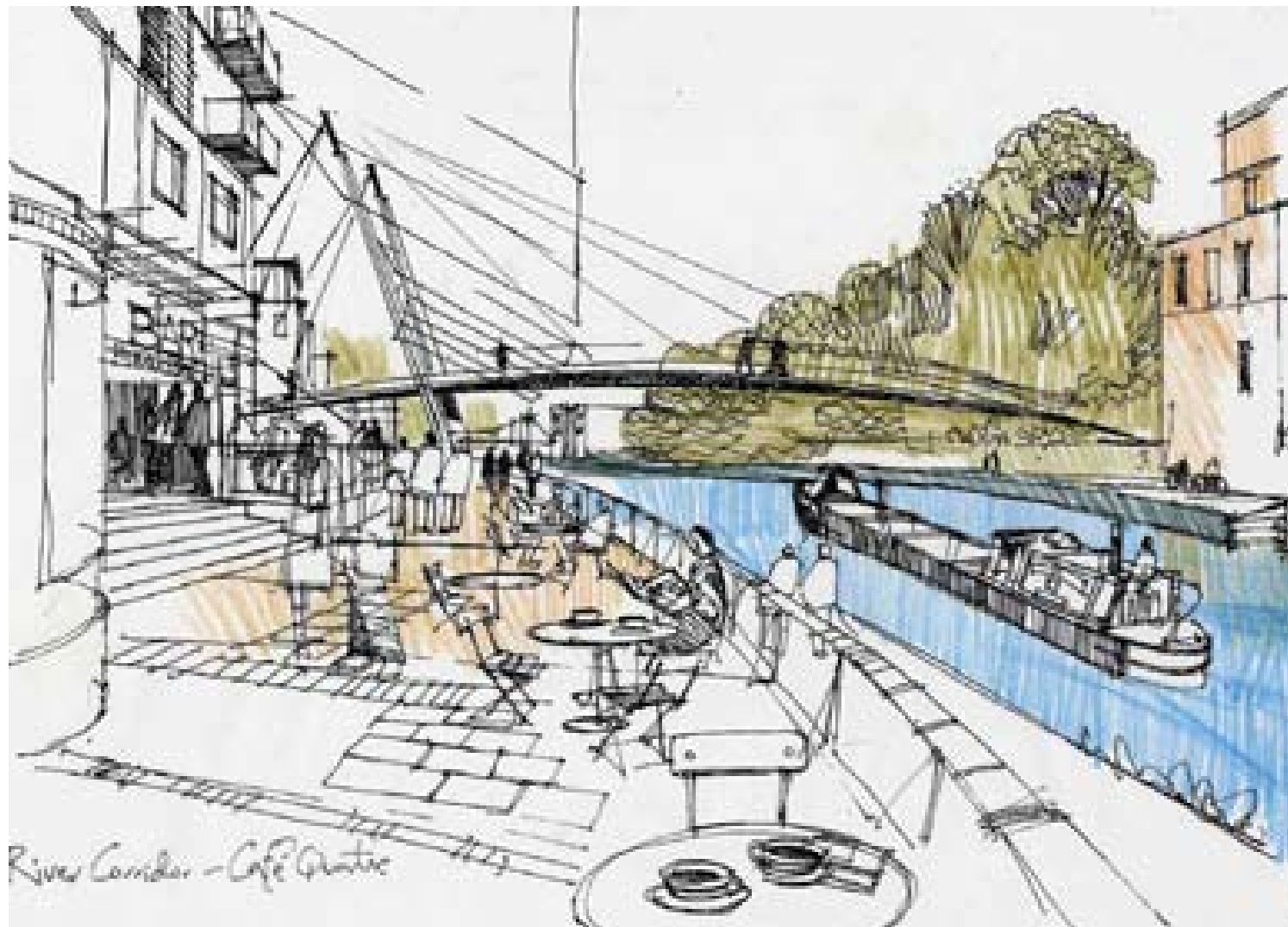
Section 3.1.3



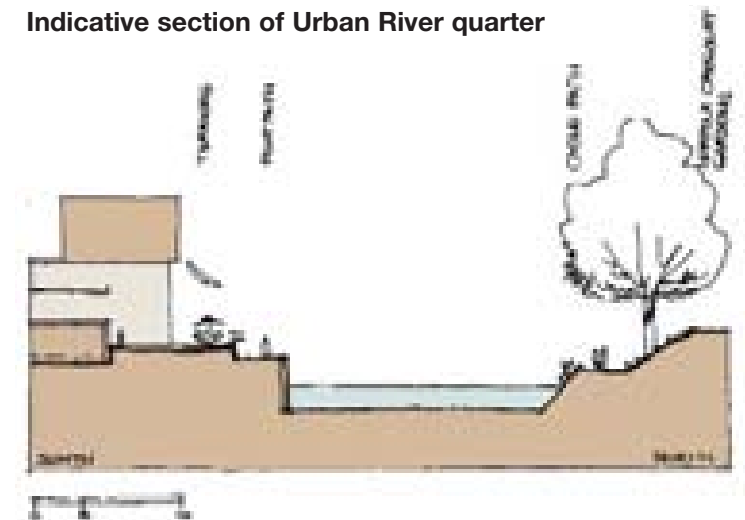
Section 3.1.4

Urban River Quarter

2.6.7 Along the south bank of the river, within the eastern city extension, built form will define a new strong river corridor with all public and commercial activity fronting directly onto the public realm creating a new high quality river promenade.



Indicative section of Urban River quarter



Urban River quarter



Part 2 Spatial Masterplan

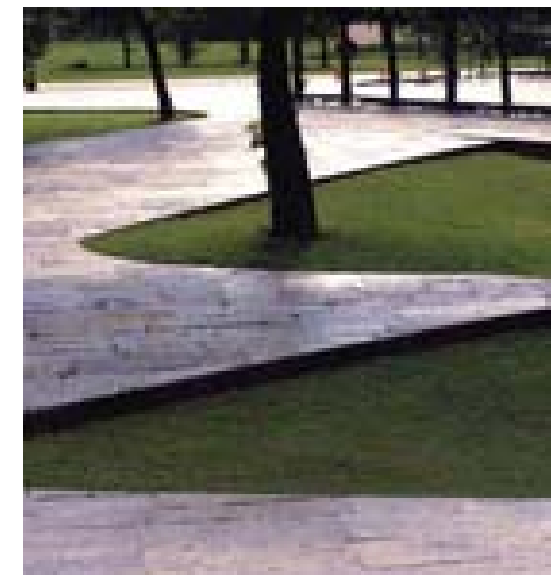
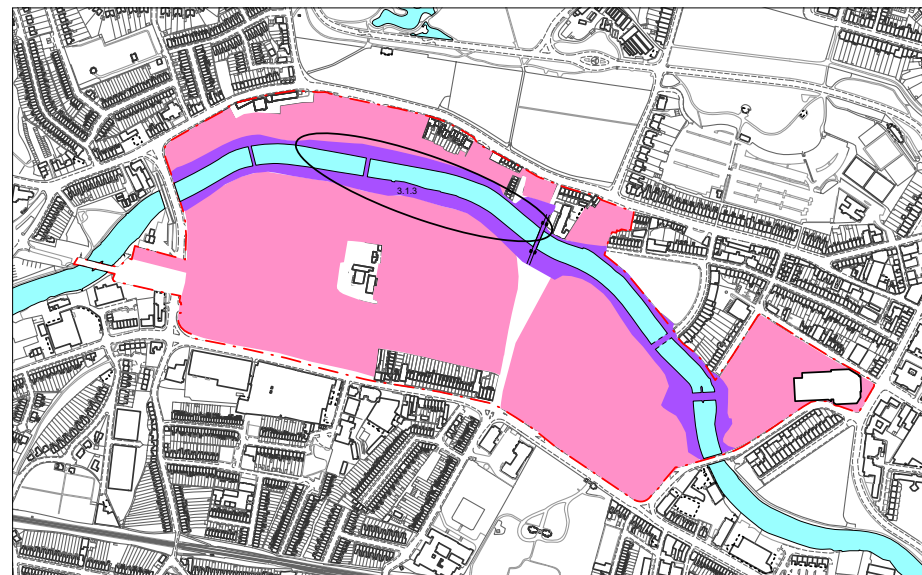
2.6.8 The design criteria for the Urban River Quarter are as follows:

- Provide a strong, attractive and accessible pedestrian riverside promenade between the Green Park Station and Victoria Bridges.
- The public realm should have a strong hard urban character extending the civic influence of the city onto the waterfront.
- The promenade should be clutter free, with the inclusion of street furniture and lighting very carefully considered within the context of a composition.
- The visual relationship between the river and adjacent walks should be maximized.
- The area should be designed to be safe and attractive for activity both during the day and evening.
- Building curtilage – relationship with promenade – Provide opportunities for riverside dining.
- The built form fronting this area must take account of Norfolk Crescent Green which is read in conjunction with development here and acknowledge the visual connectivity to this space.
- The detailed dimensions, materials and guidance on appropriate building scale is included within the design codes.

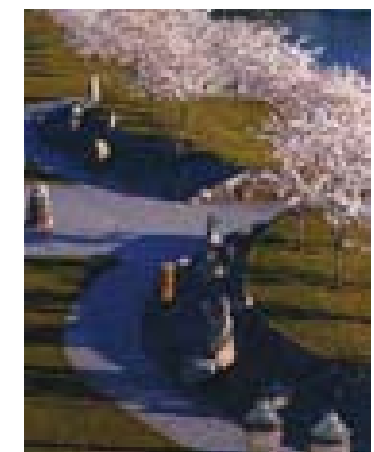
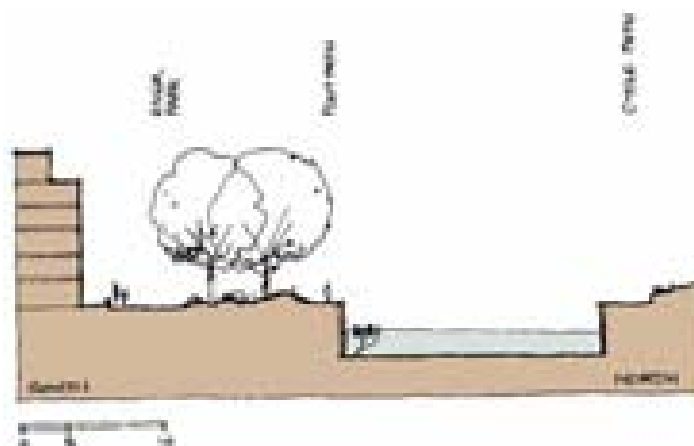
More details are provided in the design codes

River Park

2.6.9 At the central point within the western riverside area a linear, city-scale, River Park has been accommodated within the Spatial Masterplan, placing the river at the heart of a new community and weaving the presence of the river back into the context of a wider city network of public spaces and popular walking routes.



Indicative section of River Park



2.6.10 The Design Criteria for the River Park are as follows:

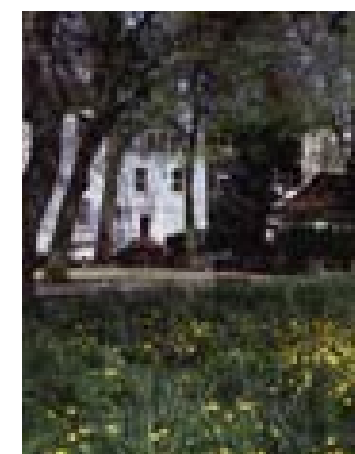
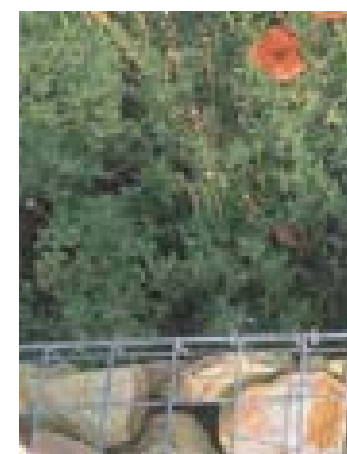
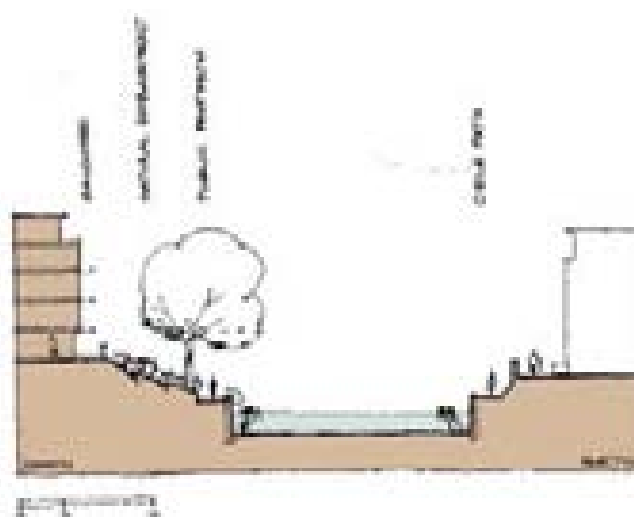
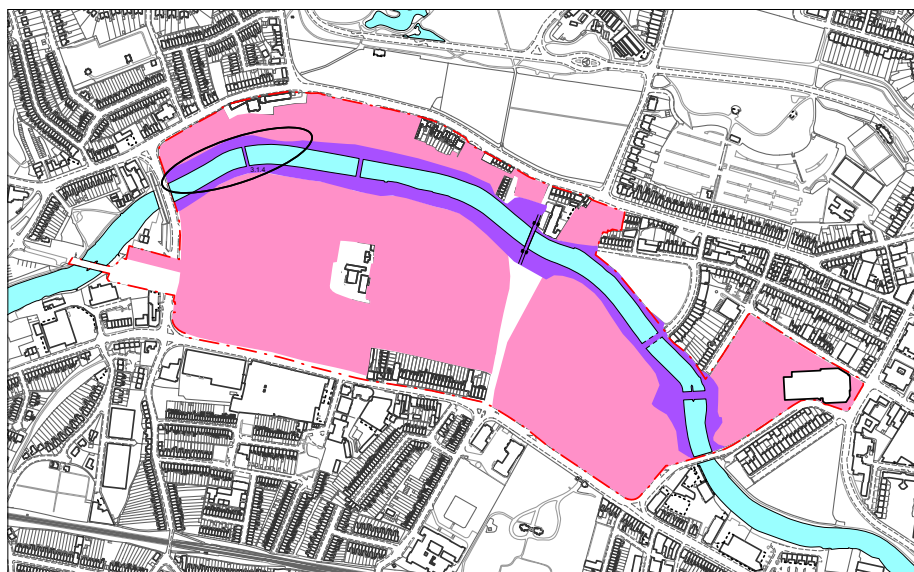
- Create a linear riverside park for public enjoyment as a significant recreational opportunity.
- The space should be no less than a minimum depth of 30m from the river bank edge to building edge (refer to cross-section in Design Codes).
- A sequence of spaces, of varying scales and characteristics, should be created. These spaces should be linked along the river edge by a continuous waterside promenade and to the south by a residential street facing the river.
- This residential street, should be designed as an attractive shared space running along the parks southern edge.
- The park will be predominantly an area of soft landscape character.
- The landscape setting of the river should be improved with attention given to the environmental characteristics of the plant species being an important consideration to encourage the protection of, and support, the river ecology.
- The River Park will include significant tree cover to continue the tradition of marking the river in long views by the presence of significant trees.
- The scale of development along the River Park must vary to add interest and prevent it becoming too much like a corridor, in addition a set back of the top storey should be employed to soften the built edge. (Refer to design codes Appendix D for more detail.)

Natural Edge

2.6.11 Along the western most edge of the river corridor the character of the riverside promenade changes. The promenade narrows as the built form moves closer to the river and a twin level walk is created that provides both an intimate riverside experience at the lower level as well as a more public terrace at the higher level that relates more directly with the adjacent residential areas.

2.6.12 The Design Criteria for the Natural Edge are as follows:

- The lower area close to the river should not be publicly accessible to increase the biodiversity of the area.
- Native species will be used to supplement the existing retained planting.
- This space will be tighter than the river park (details in the design codes Appendix D).



Indicative section of Natural Edge

Part 2 Spatial Masterplan

2.7 Character Areas

Introduction

- 2.7.1 The Spatial Masterplan fixes certain key elements described in the preceding section; the result is the site naturally divides between the fixed elements into character areas. The four character areas relate, not only to uses, but the location of these uses within the context. These interlinked character areas help to define a new identity for the area and strong sense of place.
- 2.7.2 The following sections explain in more detail the design approach for each of these areas; this is expanded in detail in the design codes. In addition within these character areas are further key public realm elements that have shared characteristics, and are described above.

2.7.3 The character areas are as follows:

The River Corridor (see section 2.6)
City Extension
Western Neighbourhoods
North Bank

2.7.4 Within these areas there are further subdivisions that are as follows:

River Corridor:
Natural Edge
River Park
Urban River Quarter

City Extension:
Green Park Station
Civic Area
Commercial Area

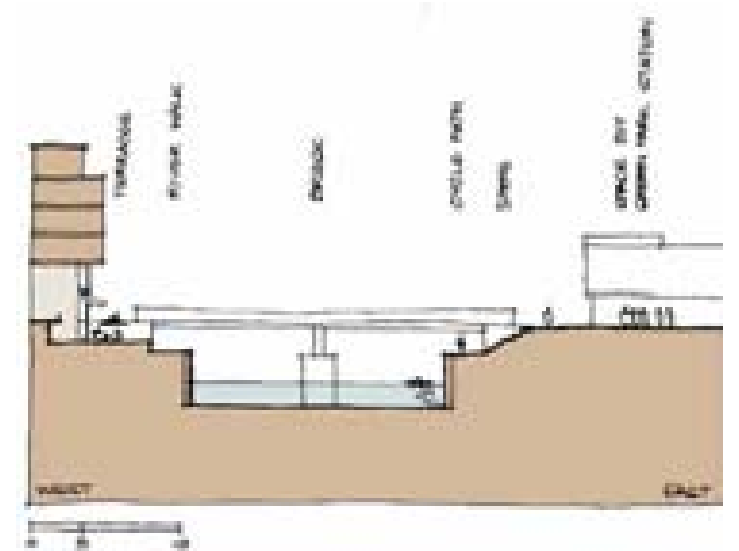
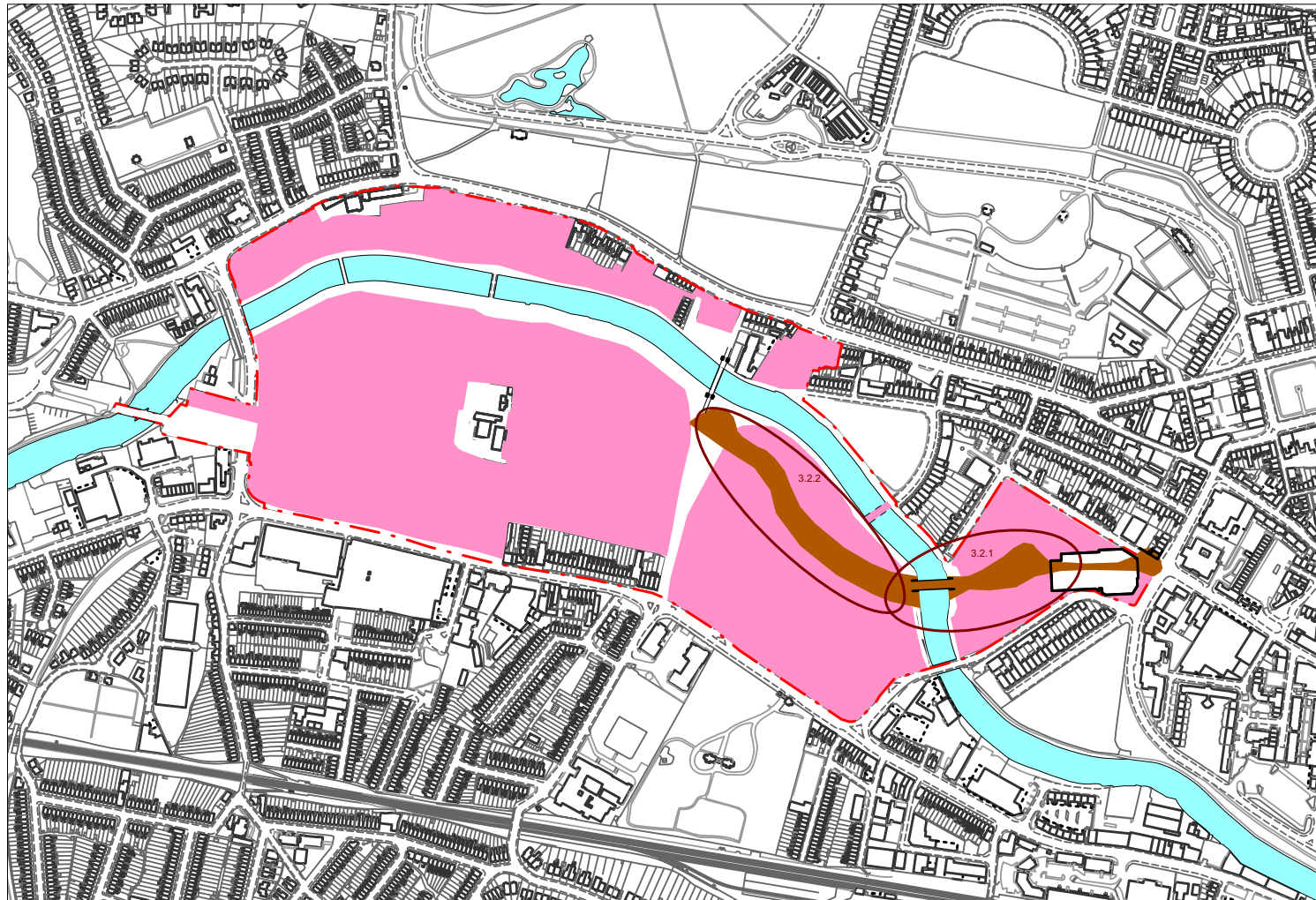
Western Neighbourhood:
Central area – encompassing Wessex Water
Lower Bristol Road

North Bank:
No subdivisions are proposed as all of this area falls within the Conservation Area.

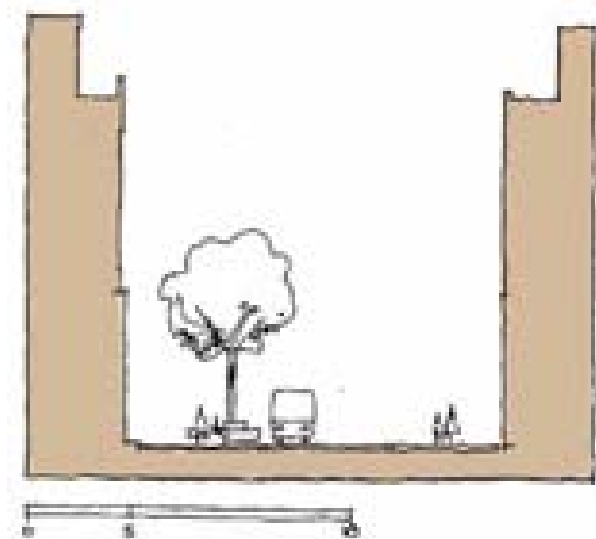
City Extension:

- 2.7.5 The City Extension is the first in an important series of urban areas which extend strong physical and visual links from the heart of the established city into the new western riverside development.
- 2.7.6 The Design Principles for the Natural Edge are as follows:
- Should be considered in terms of grain, scale and mass as an important extension of the city centre.
 - Dense urban form that positively defines meaningful areas of public spaces.
 - A predominantly hard, urban public realm with strong civic qualities.
 - Predominantly occupied by city wide land uses and facilities ie. retail, markets, culture and family leisure uses.
 - Provide a strong visual and physical link to the river promenade.
 - It will be an area of transition and movement dominated by pedestrian activity.
 - Active frontages will line the central movement corridor through the station building.
 - A new bridge may be required. This would accommodate the movement of the rapid transit vehicle if it is found that the existing rail bridge is not suitable.
 - Strong 'gateway' into the heart of a river.

Plan 2.6 The City Extension



Indicative section (3.2.1) of City Extension (Civic Area)



Indicative section (3.2.2) of City Extension (Commercial Area)

Part 2 Spatial Masterplan

2.7.7 Design criteria for the City Extension are as follows:

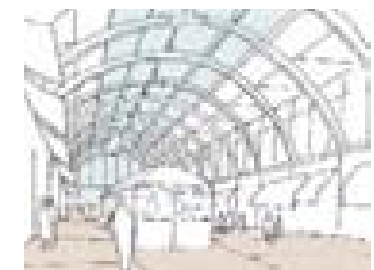
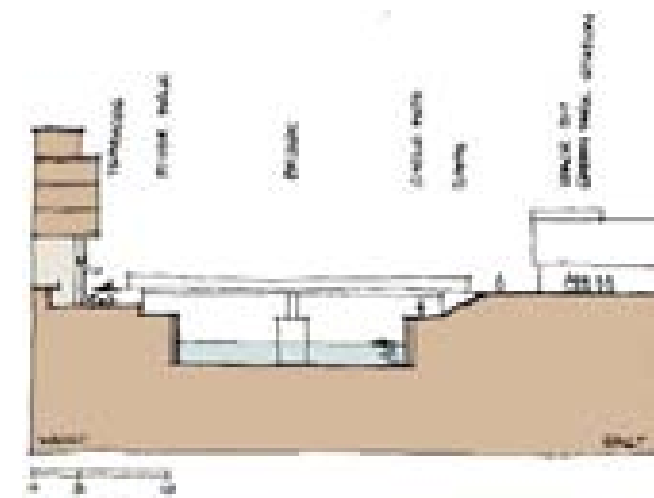
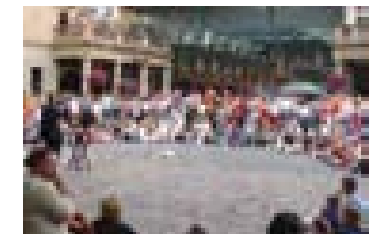
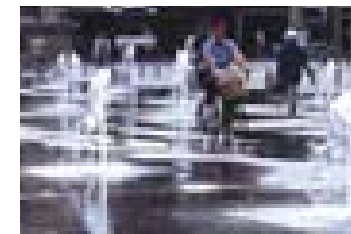
- This area requires the accommodation of large footprint buildings and will inevitably have a coarser grain than the residential areas to the west. It is important that this is recognised and the opportunity to express this area as a more fine grained solution by adding additional uses on upper floors must be taken if it is to achieve successful integration within the contextual language. Frontage development must be used to cloak the large formats and avoid long blank facades.
- The scale of this zone must relate to the city context, in this regard, this part of the site can accommodate the taller structures. (refer to plan 4 Scale Height and Mass for acceptable height range).
- The city extension must function as a lively mixed quarter, and must not become dead after the main trading has ceased. This can be ensured by the supporting mixed uses on upper floors.

Green Park Station

- 2.7.8 At the key point of transition between the city and the wider Western Riverside site, Green Park Station presents an opportunity to regenerate a building of great local significance and regional heritage significance (Grade II listed), and create a distinctive and visually powerful 'gateway', leading to the rejuvenated River Avon and new western neighbourhoods.
- 2.7.9 The Station area is identified on the diagrams as an activity point and is envisaged as a lively and colourful place supporting a weekly farmers market, permanent and temporary stalls selling organic foods and produce as well as stalls with high quality craft and design products.
- 2.7.10 The area to the front of Green Park Station needs to be designed to be inviting with a strong presence marking the threshold into a new city quarter. As the principal gateway into the new city quarter the design of the Green Park Station public space areas will need to ensure that a high quality, clutter free and legible public realm is created.

Civic Area

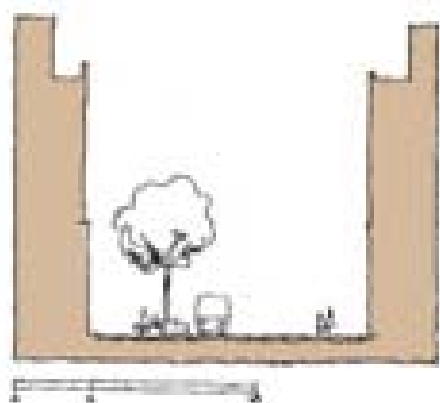
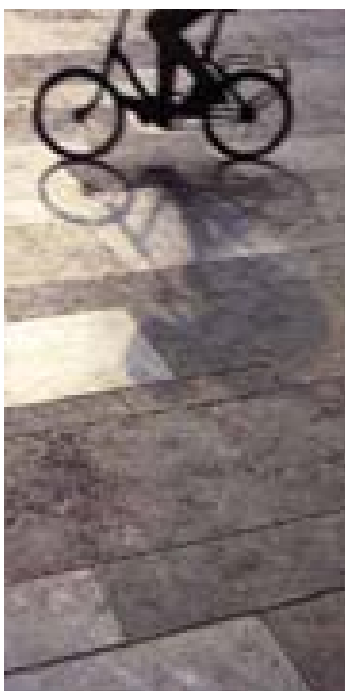
- 2.7.11 Closely related to Green Park Station the Civic Area will create a new focus for the performance arts and culture in the city, with both the public realm and built form providing venues to host live performance, accommodate cafes and other family leisure and social activities. It will also provide the first in a strong series of links that will reunite the city to its river, with the new river crossing (this needs further work to establish the reuse possibility of the existing bridge) becoming a powerful event in a series of public spaces and a new strong visual and physical relationship between the river and adjacent built form.
- 2.7.12 The key perception of this area will be through the civic spaces surrounding the buildings, which should be designed as one entity.
- 2.7.13 The Spatial Masterplan has identified this zone as potentially accommodating a landmark, this could be the cultural building, which would continue the tradition in the city of public buildings being of a higher architectural order and quality than the surrounding buildings.



Green Park Station

Commercial area

- 2.7.14 The line and powerful visual character of the city link provides an ordering element within the Masterplan, extending a powerful link between the west and east. This street adopts and translates into the western riverside area the hard urban character of Bath's most distinctive Georgian streets providing a grand address for the Western Riverside and delivering a high quality, sharply defined street that reconnects the City.
- 2.7.15 Strong emphasis has been placed on animating the waterfront with built form giving strong definition to the river corridor, and the proposed use and required detailing of the ground floors providing focuses for activity and an animated edge to the new riverside promenade.
- 2.7.16 Upper floors in this area are likely to contain some residential uses. The interface between commercial and residential uses needs careful design solutions to avoid potentially conflicting situations.
- 2.7.17 Servicing and access considerations must not interrupt the flow of the city links and should not be visible within the public realm areas.
- 2.7.18 The scale and massing of this part of the site must respect the grain of the city, and although it is acknowledged that this area may need to accommodate larger floorplates, their three-dimensional form and façade treatment must be carefully designed to disguise this.
- 2.7.19 It is important that the specific demands of commercial operators do not compete with the need to respect the Bath context, this area needs to feel like Bath and not like any other commercial street in the UK. The commercial success of Bath trades on its unique townscape, and this tradition must continue in the new commercial area.



Commercial area

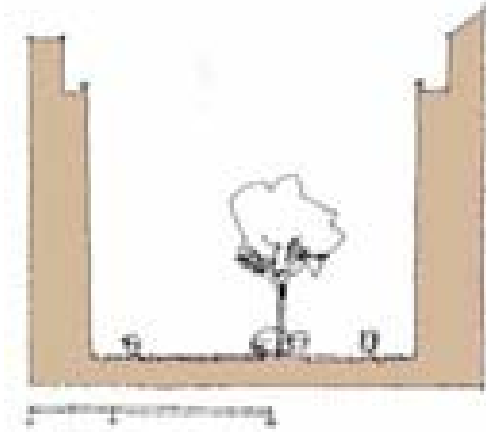
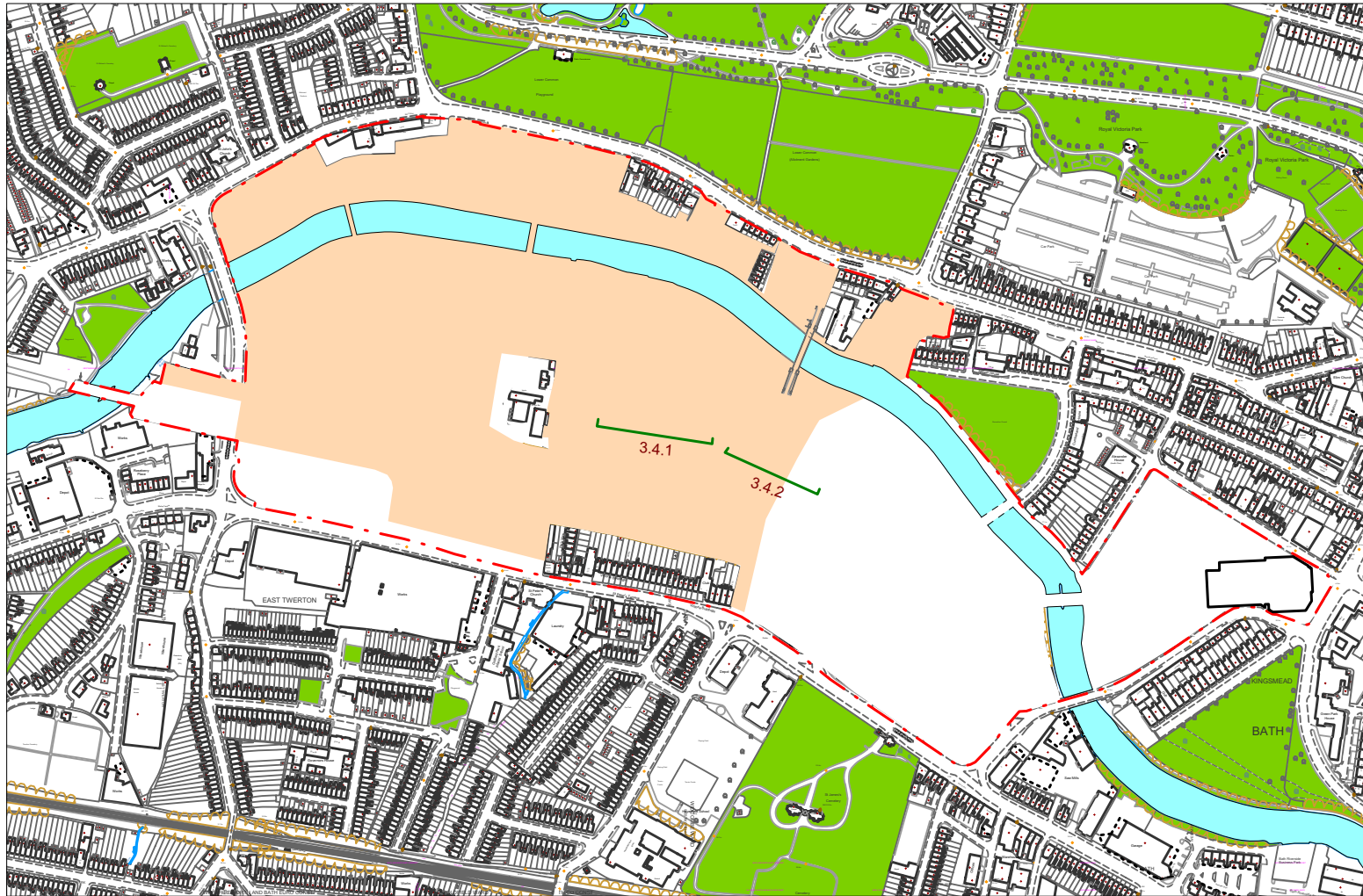
Part 2 Spatial Masterplan

Western Neighbourhood

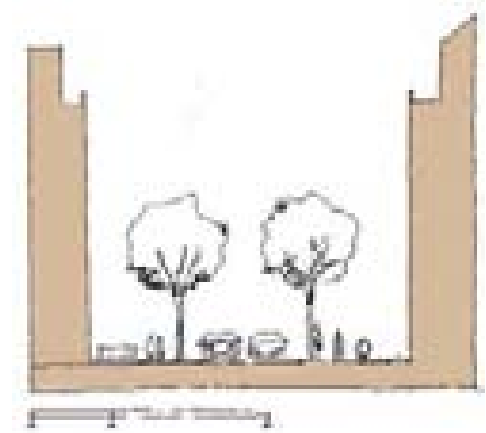
- 2.7.20 To the west of Victoria Bridge Road the prevailing character of the development area is that of an emerging residential quarter. This area needs to show respect for the immediate contextual framework, and should be animated by the key public realm areas and the incidental public spaces that will provide the opportunity for community interaction, with some providing opportunities for children's play.
- 2.7.21 BWR is expected to provide in the region of 3000 dwellings. Taken baldly this implies a density of 86 dwellings per hectare across the entire site. However, in reality, densities will need to be substantially higher than this in parts of the site to accommodate open space, and the other range of uses envisaged. Densities in excess of this figure will create challenging living conditions and present the possibility of much higher densities than that of the surrounding context. Care must be taken to ensure that living quality is maintained throughout.
- 2.7.22 The mix of dwelling types is likely to be predominantly small flats and apartments to achieve the densities required. Families generally require private gardens, and retired people also enjoy leisure gardening. Having a range of outdoor private space experience will help attract a wider variety of residents and support a balanced community.



Plan 2.7 The Western Neighbourhood



Indicative section (3.4.1) of Shared Space



Indicative section (3.4.2) of Victoria Bridge Road

Part 2 Spatial Masterplan

2.7.23 The Guiding Design Principles of the Western Neighbourhood are as follows:

- The western neighbourhood must include supporting mixed uses, including the community based use located south of the Rapid Transit Route close to the bus stop.
- Streets within this neighbourhood must be biased towards the pedestrian and provide shared space for vehicles. These streets need to be relatively quiet to ensure quality living conditions given the high densities proposed, this means they should be not allow through traffic. Refer to 3.4.1
- The high densities expected on the site can put excessive demands on the outdoor space, and some immediate access direct from each dwelling to a balcony, patio or roof terrace in addition to semi private communal space is desirable. However, it is acknowledged this will not be achieved for all units. (Refer to design codes for further details)

2.7.24 The western neighbourhood is to provide an exemplar of sustainable urban living. The requirement of this SPD is to create elegant living conditions echoing the traditional context, but expressed in a contemporary way. Refer to plan 2.7 to show the extent of this area.

2.7.26 The Design Criteria for the Western Neighbourhood are as follows:

- The transition between the more commercially focused City Extension, characterised by the larger grain of development will create a design challenge to ensure consistency across Victoria Bridge Road.
- The blocks facing the river must, in combination, present a street scene with a positive (ie active) river frontage.
- There are opportunities for this new Western Neighbourhood to strengthen the grain in this area.

2.7.27 Within the Western Neighbourhoods supporting community facilities will be provided. Further work is being undertaken to establish the range and extent of facilities required both on site and off site. Any new provision is expected to be provided close to the new civic space, within the Western Neighbourhood, near to the rapid transit and close to the bus stop.

Wessex Water

2.7.28 The retained Wessex Water Pumping Station creates a significant design challenge within the Western Neighbourhoods, which cannot necessarily be resolved by this SPD or the design codes. The solution must develop in tandem with the surrounding urban form. The main issues for the successful integration of Wessex Water Pumping Station are as follows:

- Mitigate any odour issues.
- Address the change in scale.
- Retention of the traditional buildings on site.
- Provide suitable, attractive secure boundaries.
- Prevent parking abuses.
- Retain operational access to the site through the residential zone.
- Provide high quality public realm around the area that is secured by the fencing.
- Create a positive public relations solution to the retention of the site.

Lower Bristol Road

2.7.29 This character area within the Western Neighbourhoods is distinct from the areas to the north as it requires a higher degree of integration with the existing built fabric, and must address the challenge of creating an attractive street scene along the Lower Bristol Road. It is envisaged that this area will contain a greater variety of mixed uses. The retention of the Bath Press building is central to this area, although not listed it is an important contributor to townscape quality.

2.7.30 The Design Criteria for Lower Bristol Road are as follows:

- Integration with the existing townscape will be the primary consideration.
- Creating a positive street scene along Lower Bristol Road.
- The scale of development needs to reflect the surrounding context in particular around Victoria Buildings.
- The area is likely to support a mixture of employment and residential uses, and the interface between these uses needs careful handling.

The North Bank

2.7.31 The whole of the north bank falls within the Bath Conservation Area. This is a much finer grained area than elsewhere on the site and care is needed to knit new development with the existing fabric where this should be retained. The development blocks are narrow, formed by the Upper Bristol Road to the north and the River to the south. Historically this area has had a poor relationship with the river, yet being south facing offers great opportunities for development to address the river. Part of the charm of this area is the diverse relationships to the river and this diversity needs to be continued in the redevelopment.

2.7.32 The Design Criteria for the North Bank are as follows:

- Respect for the character of the conservation area is the primary consideration in this zone
- The scale of development will be lower than that south of the river
- Diversity of experience along the river edge
- Reinforce the pedestrian and cycle route on the river bank, and provide links to it through the development area

More details are provided in the design codes