



Introduction and context



1 INTRODUCTION AND CONTEXT

Methodology

The Masterplan has been produced by working through a three stage process as follows:

- 1. Evidence Base** – information was collected to build up a picture of Milsom Quarter, its current strengths and weaknesses and future potential. This included a physical assessment of the area, consideration of heritage opportunities, a property market assessment and consideration of transport and sustainability issues
- 2. Spatial Framework**- option development and stakeholder engagement. Building on the evidence base, a Vision for the future of Milsom Quarter was developed together with options for site development and property repurposing. These ideas were tested with a range of stakeholder groups during July 2021.
- 3. Masterplan and Delivery Strategy** – taking account of the work in Stages 1 and 2, a detailed masterplan and delivery strategy was developed.





Project objectives

The Masterplan for Milsom Quarter needs to respond to the specific project ambition and objectives for area, alongside the context set by the recently published One Shared Vision. Further details on the project objectives are set out below.

Masterplan Objectives

The overarching ambition is to transform and re-imagine the future of Milsom Quarter, creating a more viable, vibrant & diverse part of the city with a greater balance in the mix of uses, activity and increased residential development, all combining to redefine the sense of community and increased local purpose. The Council wants to invest to improve the commercial offer, support increased footfall and usage of the Milsom Quarter area by both local people and visitors, promoting the area as an opportunity for regional scale investment.

More specifically, the Council have set the following ambitious objectives for Milsom Quarter to be delivered over a 20 year horizon.

Economic

- To increase footfall by both visitors and local people over an extended period
- To make a positive contribution to Bath's economy and housing delivery.
- To contribute positively to the Council's resources through better use of Council commercial assets
- To re-purpose the existing estate to create a secure and sustainable revenue stream for the Council.

Social & community

- To improve access to public services by seeking opportunities to accommodate key uses like the relocated Fashion Museum.
- To provide a greater local function for the area and sense of community.





1 INTRODUCTION AND CONTEXT

Project objectives

Character, Identity & Place

- To create a more distinctive, vibrant part of the city with a greater diversity and mix of uses, whilst retaining ground floor active uses.
- To redefine the identity (brand) of the quarter.
- To reduce the dominance of the private car whilst allowing for continued servicing for commercial uses.

Environmental

- To achieve carbon neutrality by 2030 through introducing retro-fit solutions to existing buildings and incorporating low carbon/renewable energy development.
- To improve connectivity, accessibility active travel by creating walkable, traffic free environments reducing vehicle use and the dominance of private vehicles.

- To increase biodiversity and climate change resilience by increasing the provision of green infrastructure and the re-introduction of nature and habitats, soft landscaping and use of roofscapes.

Whilst no prioritisation to the above objectives was made, decisions regarding alternative approaches to delivering the future ambition for Milsom Quarter will inevitably require tradeoffs to be made between the above objectives.

Above all, the key overriding objective is for promoting the future of the Milsom Quarter as a regional scale opportunity for investment, so that the area has a vibrant future.



1 INTRODUCTION AND CONTEXT

Project objectives

One Shared Vision

The Council has worked with stakeholders to create “One Shared Vision” published in June 2021.

As an ambitious and forward looking place, the Vision recognises the current global crises (COVID, Climate, Black Lives Matter) as an opportunity to diversify the economy and build resilience by creating pathways to a fairer and greener future for people and the planet. In so doing, also positioning the area for new investment and wide ranging returns to ensure sustained prosperity.



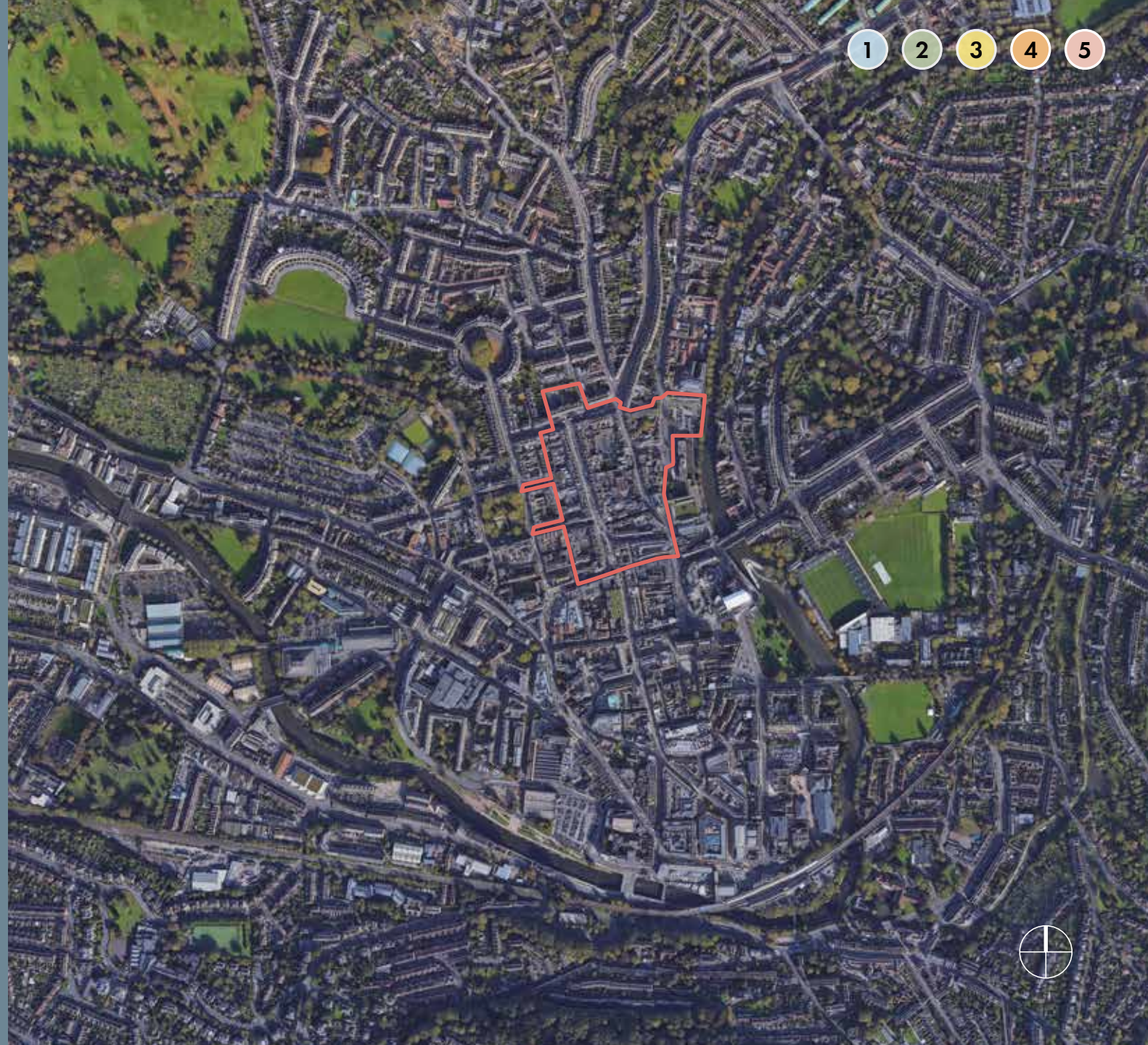
1 INTRODUCTION AND CONTEXT

The city of Bath

Locating the Milsom Quarter

The city of Bath is situated along the valley of the River Avon, on a prominent meander in the river's course. It is 18km east of Bristol and 155km west of London. Bath is located within the district of Bath and North East Somerset, surrounded by a number of small towns. In 1987 Bath was inscribed as a World Heritage Site and is the only entire city in Britain to be designated this status.

Milsom Quarter, located in the heart of Bath, links many of the city's key attributes - the Georgian planned streets to the north, Pulteney Bridge and the riverside to the east, the Medieval city with the Abbey and the Roman Baths to the south.





1 INTRODUCTION AND CONTEXT

The city of Bath

Area characters

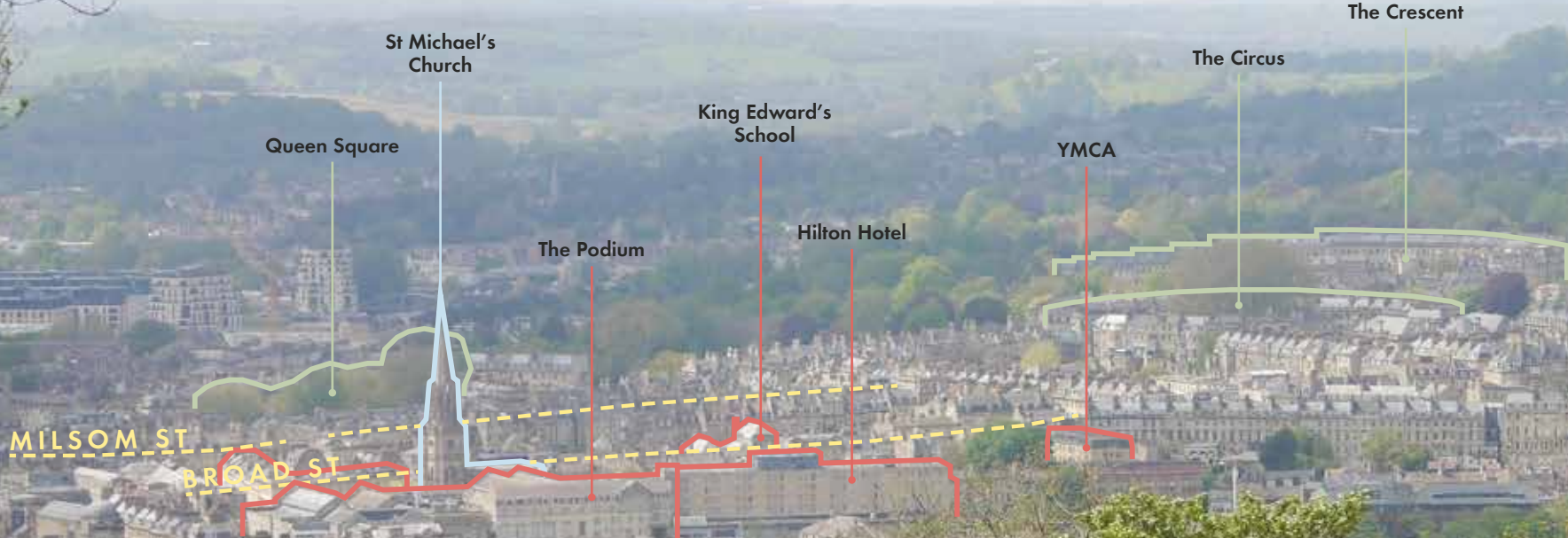
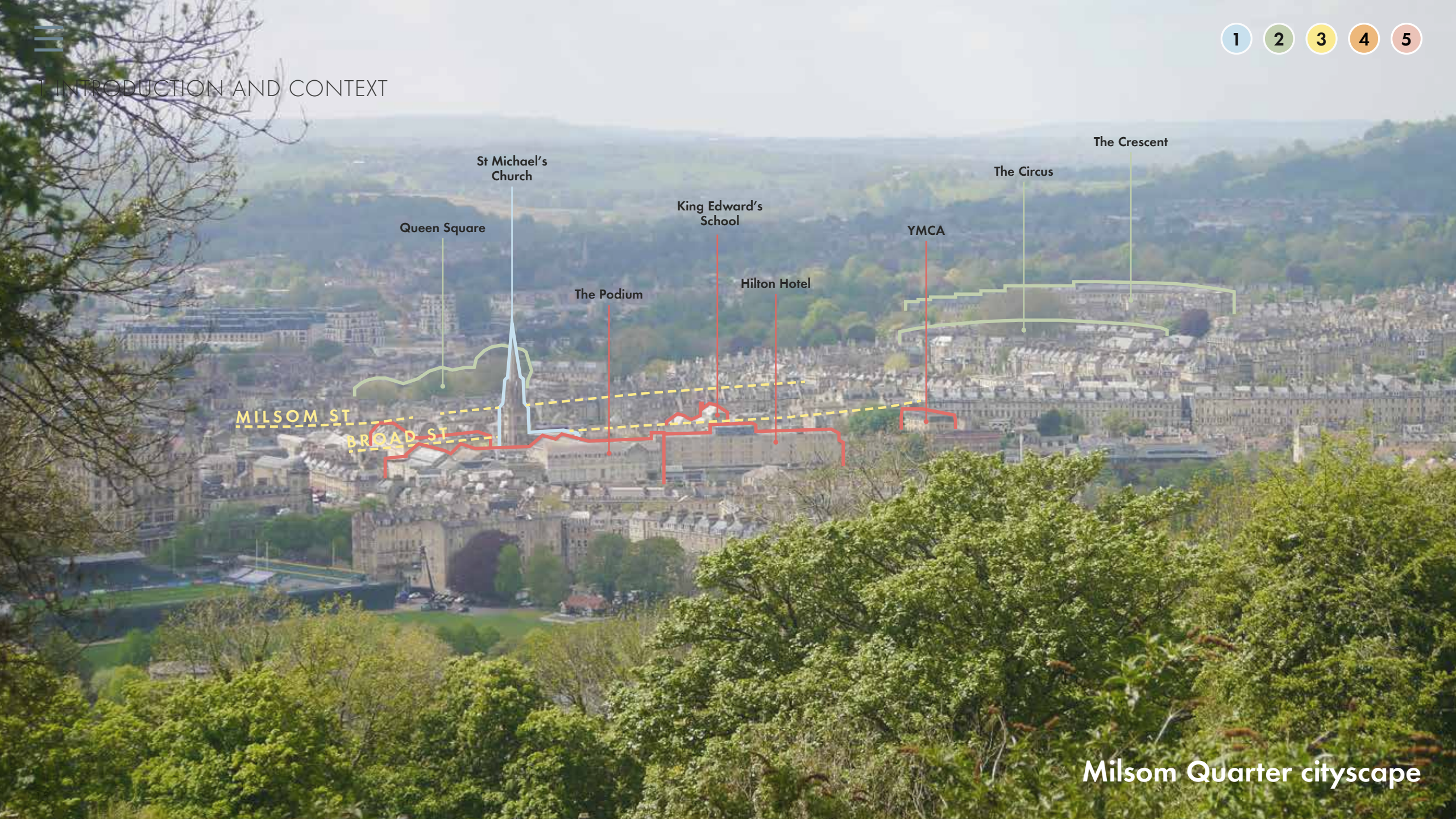
The Milsom Quarter has a long-established identity as a distinctive part of the city. It is located just outside the Medieval city core and established a new planned commercial and mercantile district with Milsom Street providing a major new shopping street for the city. It bears similarity with it's 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.





1 INTRODUCTION AND CONTEXT



Milsom Quarter cityscape



1 INTRODUCTION AND CONTEXT

Green and blue infrastructure

City centre observations

Milsom Quarter is notable for its relative lack of green space. However, it does have the benefit of being in close proximity to the riverside, and to a range of other green spaces, both formal and informal, as annotated on the aerial photo.

The Cattlemarket site, highlighted in red, connects the Milsom Quarter with the relatively undervalued stretch of the Avon riverside above Pulteney Bridge. Historically, the area has been a location for working spaces, including the cattle market itself, as well as slaughterhouses, malt houses, bakeries and workshops. These origins as the 'back' of the city are reflected in the design of Pulteney Bridge itself, which has a formal elevation to the south overlooking the weir, but a much more informal structure to the north, effectively regarded as out of sight.

The development of the car parking structure below the Waitrose and Hilton sites further cements this condition as the area being an undervalued and relatively inaccessible location.



Green and blue infrastructure



Pulteney Bridge (north)



View north from Pulteney Bridge



1 Royal Victoria Park



2 The Circus



3 Queen Square



4 Parade Gardens

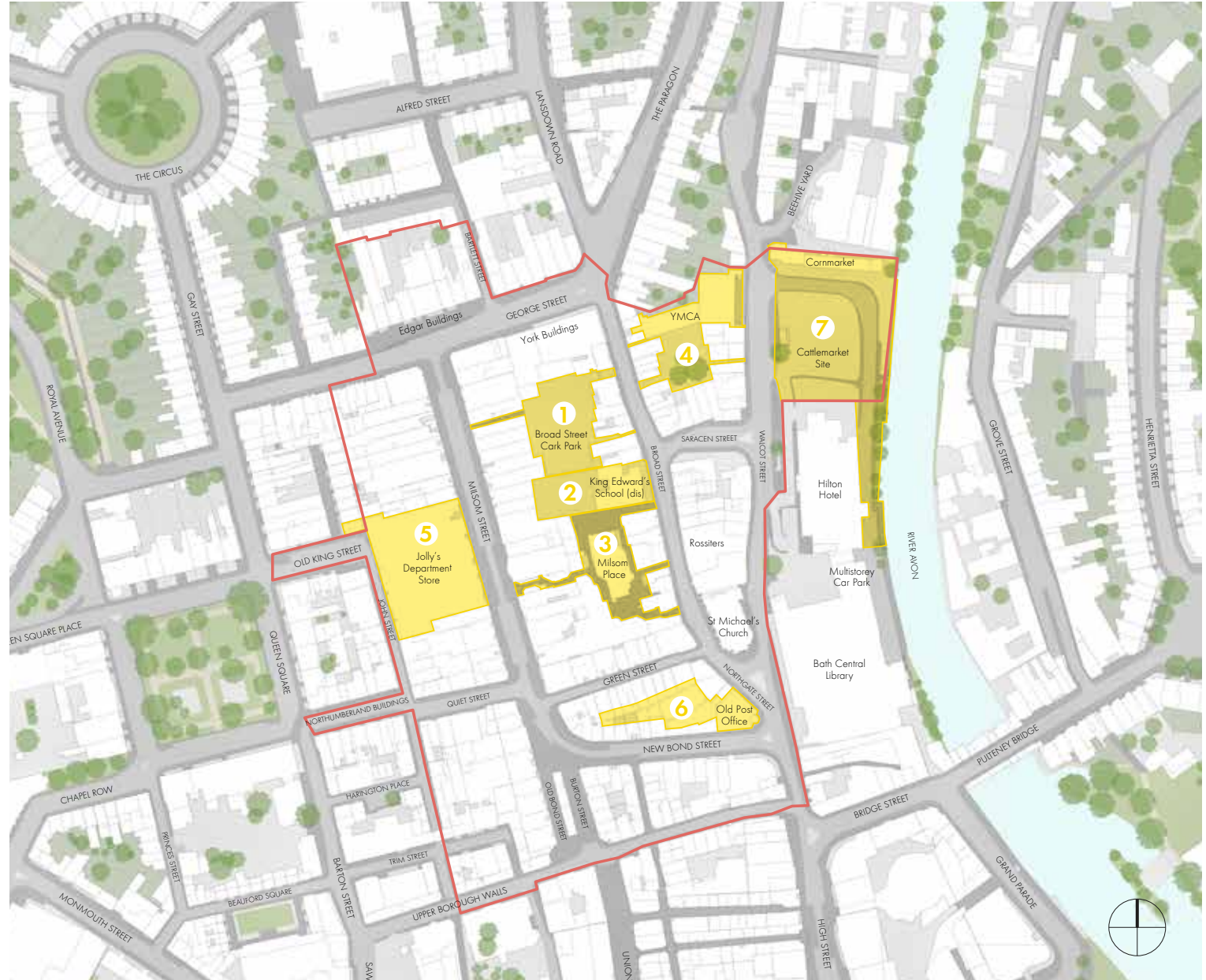


1 INTRODUCTION AND CONTEXT

Milsom Quarter

Priority sites

This plan highlights seven key sites, contained within the Milsom Quarter study area. Sites 1-4 are small urban spaces, in the centre of street blocks which have been carved out through the adaptation or clearance of historic infill buildings. Site 5 and 6 are key historic buildings currently underutilised. Site 7 is an undervalued riverside site.



- 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 Northgate Yard (Old Post office)
- 7 Cattlemarket/Cornmarket

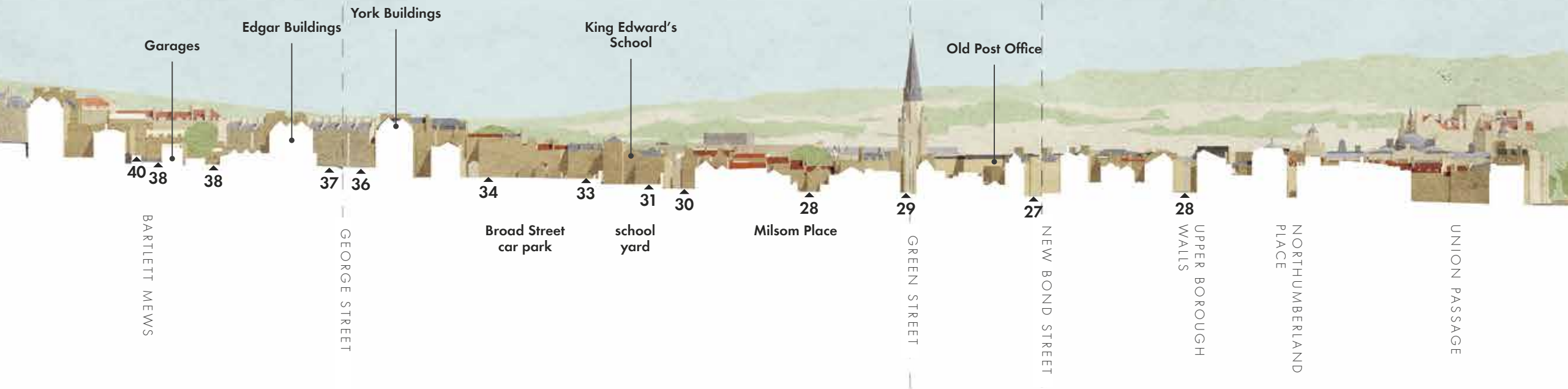


1 INTRODUCTION AND CONTEXT



- 1
- 2
- 3
- 4
- 5

This North to South section highlights the consistent scale of the quarter with the spire of St Michael's church forming a distinctive landmark. The formal Georgian street typology can be identified to the north, whilst the more irregular Medieval streets can be recognised from the varied building heights to the south. The multiplicity of east/west connections become apparent, in addition to the relatively large scale of the backland space of Broad Street car park and King Edward's school yard.

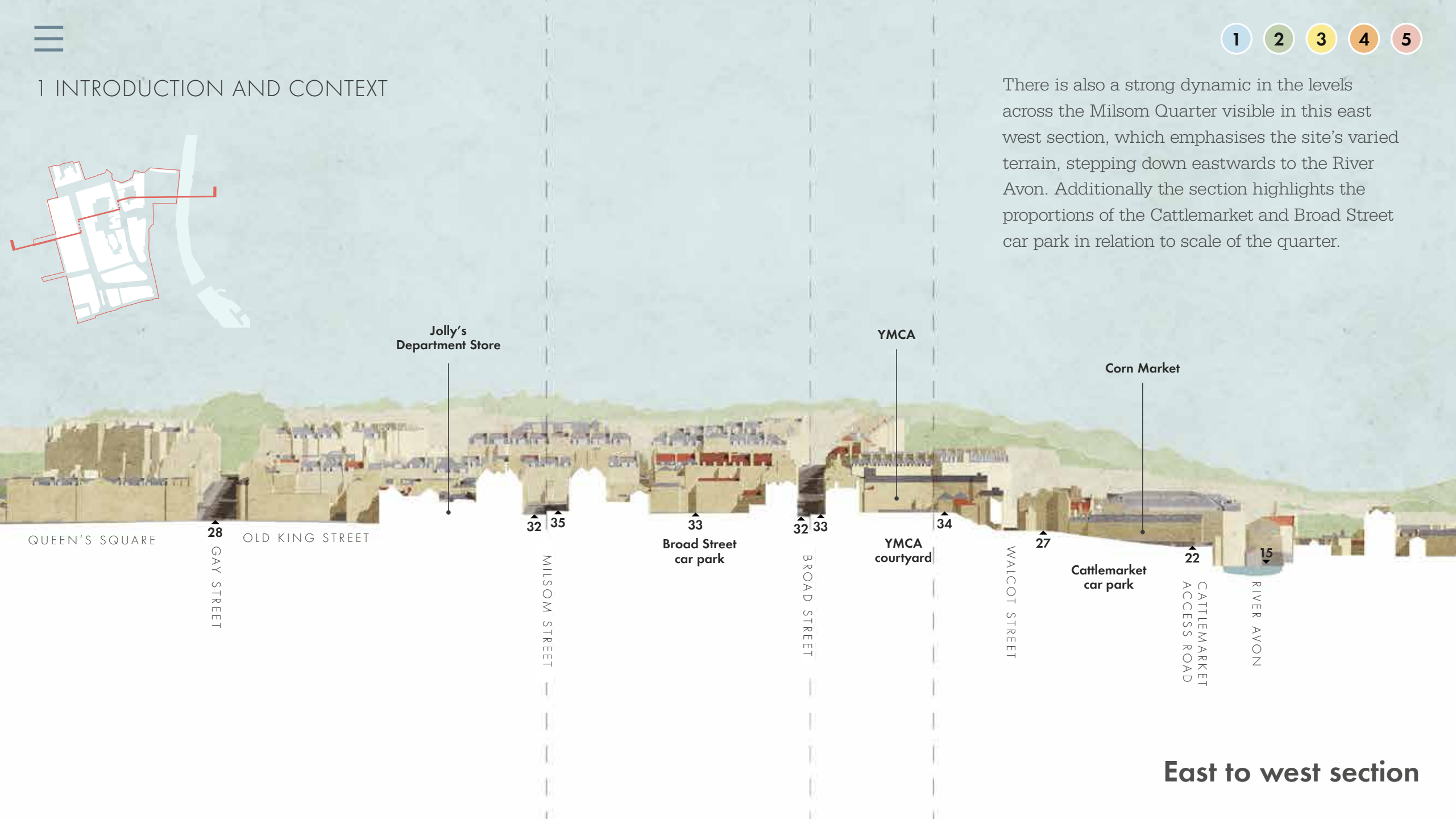


North to south section



1 INTRODUCTION AND CONTEXT

There is also a strong dynamic in the levels across the Milsom Quarter visible in this east west section, which emphasises the site's varied terrain, stepping down eastwards to the River Avon. Additionally the section highlights the proportions of the Cattlemarket and Broad Street car park in relation to scale of the quarter.



QUEEN'S SQUARE

28

GAY STREET

OLD KING STREET

Jolly's Department Store

32

35

MILSOM STREET

33

Broad Street car park

32

33

BROAD STREET

YMCA

YMCA courtyard

34

WALCOT STREET

27

Cattlemarket car park

CATTLEMARKET ACCESS ROAD

22

RIVER AVON

15

East to west section



1 INTRODUCTION AND CONTEXT

Evidence base summary

Current performance of Milsom Quarter

This section sets out the strategic forces and economic drivers that will influence the future of Milsom Quarter.

Significant forces are at play affecting the futures of city centres across the world. Their influence varies according to the characteristics of local places to be able to respond positively to them, but it is clear that the impact of global forces is being felt in Milsom Quarter and will continue to shape the dynamics of the area in the future. The key is how effectively Milsom Quarter can be positioned to enable it to embrace the positive aspects of the forces for change and cope with the competitive threats.

Understanding how a place works is fundamental to informing thinking about its future potential. The section that follows outlines the strengths, weaknesses, opportunities and threats facing the Milsom Quarter area that have been identified during the Masterplan process and evidence gathering work.





1 INTRODUCTION AND CONTEXT

Strengths

Quality of place

- Overall high quality of buildings in a strong heritage context, with significant presence of listed buildings.
- Milsom Quarter forms a significant connecting part of the city between Georgian Bath, the medieval city centre, the riverside and Walcott Street.
- Proximity to the riverside and open spaces in neighbouring areas (e.g. Queens Square, Royal Victoria Park).
- Strong north-south urban grain (Milsom Street, Broad Street).
- Attractive views to landscape beyond.





1 INTRODUCTION AND CONTEXT

Strengths

Economic performance

Retail

Milsom Quarter retains an important retail role within the city centre with several higher end retailers focused on Milsom Street alongside a number of independent shops and clusters of uses such as homeware and interiors retailers on Broad Street.

Leisure including food and beverage and hotels

Important presence in Milsom Quarter with foci such as Milsom Place and George Street.

Business space

Diverse economic base in Bath with key sectors including technology, media, telecoms, education (linked in particular to the Universities) and creative industries.

Residential

Strong levels of demand and capital values for market sale, private rented sector and student accommodation.

Culture and Events

Increasing culture and events programme including markets, festivals and street entertainment is animating Milsom Street and bringing footfall.





1 INTRODUCTION AND CONTEXT

Strengths

Access and movement

Walking

Established pedestrian network including some historic traffic free pedestrian links running between buildings.

Wheeling

Recent introduction of Voi dockless eScooter trial.

Public transport

The streets within Milsom Quarter form a key part of the strategic bus network.

Servicing

Loading bays exist to serve Milsom Street, New Bond Street, Broad Street and George Street.

Car parking

The area includes public car parks at Broad Street and Cattlemarket and lies within the Central Controlled Parking Zone with permit parking in marked bays only.





1 INTRODUCTION AND CONTEXT

Strengths

Energy and sustainability

- Multiple voltage ranges available for connection nearby, thorough HV and LV network already in situ.
- Jolly's achieves EPC ratings of C (Milsom Apartments above Jolly's - for example due to a communal heating system) and B for non-domestic space (for example through using efficient air conditioning) showing retrofit is possible in Milsom Quarter.

Strengths

Key sites

Land ownership

B&NES is a significant landowner giving a high degree of control and influence over the area.

Broad Street Car Park

Council-owned site adjacent to King Edward's School – impressive purpose built school and large yard.

Cattlemarket

Important riverside frontage, strategic opportunity site.

Jolly's/Old Post Office

Prominent heritage buildings with identity and established profile, unique character and history, significant scale of floorspace.





1 INTRODUCTION AND CONTEXT

Weaknesses

Quality of place

- “Negative buildings” of poorer quality (for example on Saracen Street) detract from overall character.
- Public realm is of variable quality.
- Hard, urban character dominated by traffic and a relative lack of green space, with a few exceptions such as Broad Street Place.
- Loss of historic connections over time has allowed the streets either side of Milsom Street to become disconnected from their surroundings, particularly in terms of East-West links including to the river.
- Undervalued, less accessible stretch of the Avon above Pulteney Bridge, cemented by the car parking structure below Waitrose and Hilton.
- Variable access to upper floors of buildings (street, alley, rear elevations).
- Broad Street: muddled area, lacking clear identity and with weak linkages to Milsom Street. Narrow walkways, limited space for outside activities and not attractive to pedestrians.





1 INTRODUCTION AND CONTEXT

Weaknesses

Economic performance

Market positioning of Milsom Quarter unclear

Too vanilla, not an area that excites either tourists or locals so misses out particularly as it is away from main footfall attractors and lacks anchor generators of activity.

Residential

Affordability is a challenge in creating balanced communities.

Retail

Rising vacancy levels, reduced footfall and downward pressure on retail rents.

Leisure including food & beverage and hotels

Significant recent challenges to the sector during Covid.

Business space

- Offices – constrained supply of immediately available, modern, open plan space. Milsom Quarter itself is not an established office location with no self-contained office buildings. Instead, office accommodation is largely above ground floor shops or in former houses towards Queen Square and comprises mainly small suites let to local companies
- Industrial and logistics – relatively small presence in the city centre.
- Affordability of space is a challenge





1 INTRODUCTION AND CONTEXT

Weaknesses

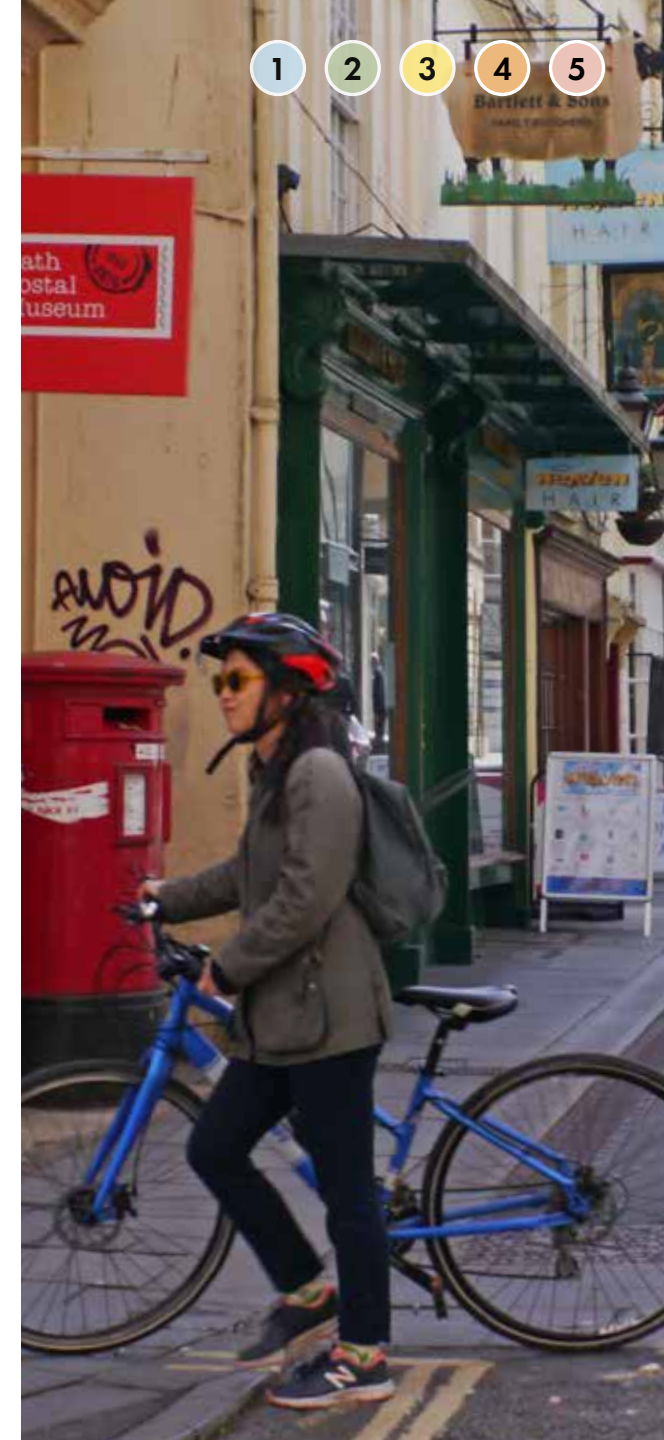
Access and movement

Walking

- Quality of pedestrian network is mixed (the worst example is the top of town area along George Street) and includes barriers for those with limited mobility.
- Pedestrian permeability is weakest along the western edge of the study area.
- Pavements are often too narrow for the numbers of pedestrians and for use for cafes and restaurants.
- Crossings focus on formal crossing points not natural desire lines.
- Uncoordinated signage and street furniture.
- Poor access to the river.

Wheeling

- No dedicated provision to support bikes or scooters within the study area.
- Limited cycle and scooter parking.
- Frequency of buses is relatively low and facilities such as shelters are limited
- Very limited cycle parking opportunities





1 INTRODUCTION AND CONTEXT

Weaknesses

Access and movement

Vehicles

- Significant amounts of vehicle movements on unsuitable streets due to high levels of vehicle permeability, impacting on quality of life and dominating the public realm.
- Congestion reduces reliability of public transport.
- No electric vehicle charging infrastructure in the area.

Servicing

- Most buildings serviced from the front relying on on-street space for vehicles to wait whilst loading/unloading. The Podium Shopping Centre is serviced from beneath with a service road running round the Cattlemarket site.
- Refuse collection is also primarily undertaken from building frontages, impacting on the quality of the public realm.

Weaknesses

Energy and sustainability

- A number of domestic and non-domestic properties (including some owned by B&NES) achieve an EPC of less than C and E respectively, meaning that under MEEES they cannot be let from 2023 (non-domestic) and 2030 (domestic) without exemptions.
- A minority of retail units appear to have cooling. Heating of properties assumed to be split between gas boilers, air conditioning and electric storage heaters.
- Little capacity available on current site substation.
- Current national policy using carbon emissions rather than energy can lead to less efficient buildings.





1 INTRODUCTION AND CONTEXT

Weaknesses

Key sites

Broad Street Car Park

The site suffers from its backland character, constrained access to/from Broad Street and relationship between parking and servicing functions.

Jolly's

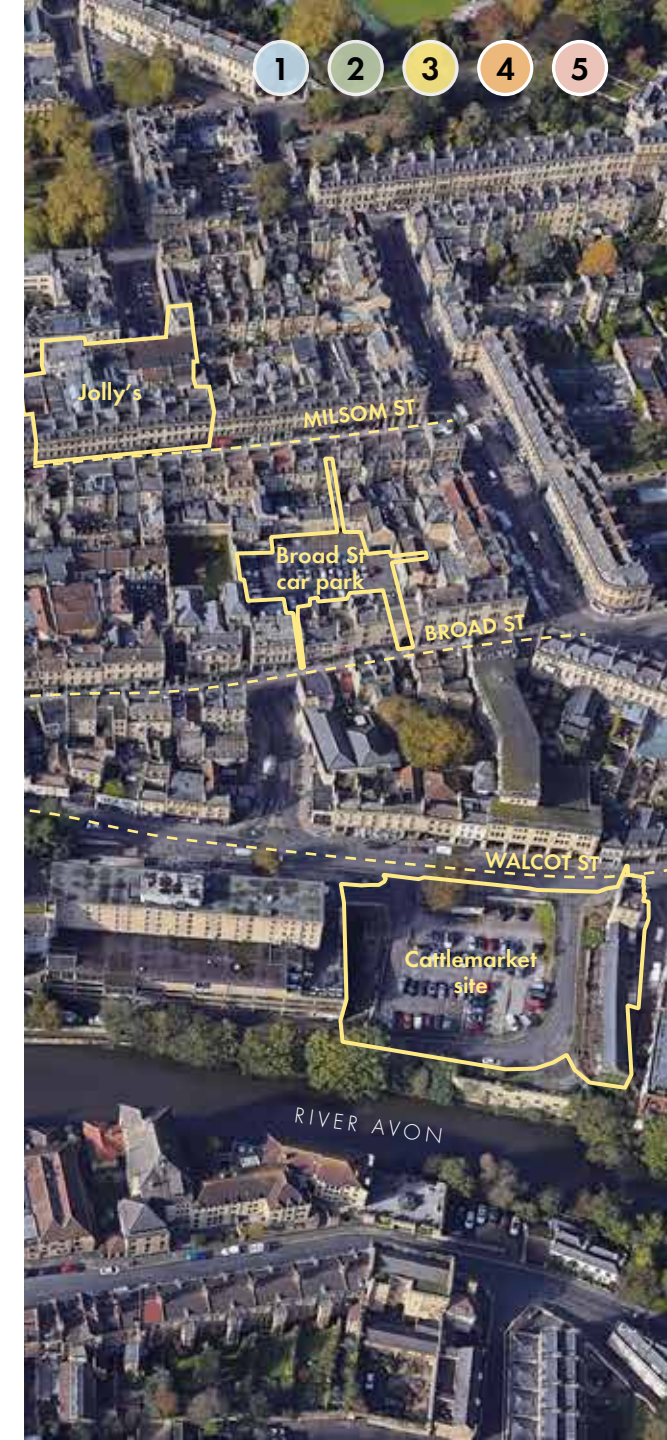
The site is “off pitch” in relation to the city centre’s main footfall drivers. It suffers from a poor-quality setting in terms of public realm and the adverse impact of traffic. Heritage features could constrain future repurposing options in terms of feasibility and viability

Cattlemarket

This is an undervalued, complex site with weaknesses including:

- movement and access constraints - the existing road layout is prohibitive and significantly impacts development potential and attractiveness of site

- the site cannot be considered in isolation from the Waitrose and Hilton sites, though these are outside the Council’s ownership and the study area. The multi-storey car park is unattractive and remains an eyesore – Hilton investing in parking and there is a live planning application to improve the asset. The Council previously explored a swap with the Hilton hotel, but that was not feasible.



1 INTRODUCTION AND CONTEXT

Overall themes

The remainder of this report sets out a Spatial Framework for Milsom Quarter that builds on these strengths and addresses weaknesses in order to meet the project objectives. In doing so, it reflects three key themes that we think will be key to delivering successful places in the future:



Authenticity

Successful places in the future will be those that offer a distinctive proposition rather than a bland identity. Working with local businesses and residents to understand and meet local needs will be key here to grow an independent offer rooted in the local community.



Environmental quality and wellbeing

People and businesses will choose to live and invest in places and buildings that offer a high-quality environment and contribute to their wellbeing.



Resilience

Given the challenges of the future for city centres, encouraging mixed use areas over monocultural ones and making as much agile use of floorplates to be able to rapidly respond to changing market dynamics will be key.



1.1

**Baseline
summary**



1.1 BASELINE SUMMARY

Land ownership

Freehold

Bath and North East Somerset Council is a significant land owner within the study area. It's ownership is divided between properties which are actively managed and maintained by the council and those which are on long leases to third parties.

The information presented here reflects that supplied by B&NES to the project team in August 2021

Key

- B&NES
- St John's Foundation
- Sam Smiths
- Other specified third party freehold
- Unspecified third party freehold



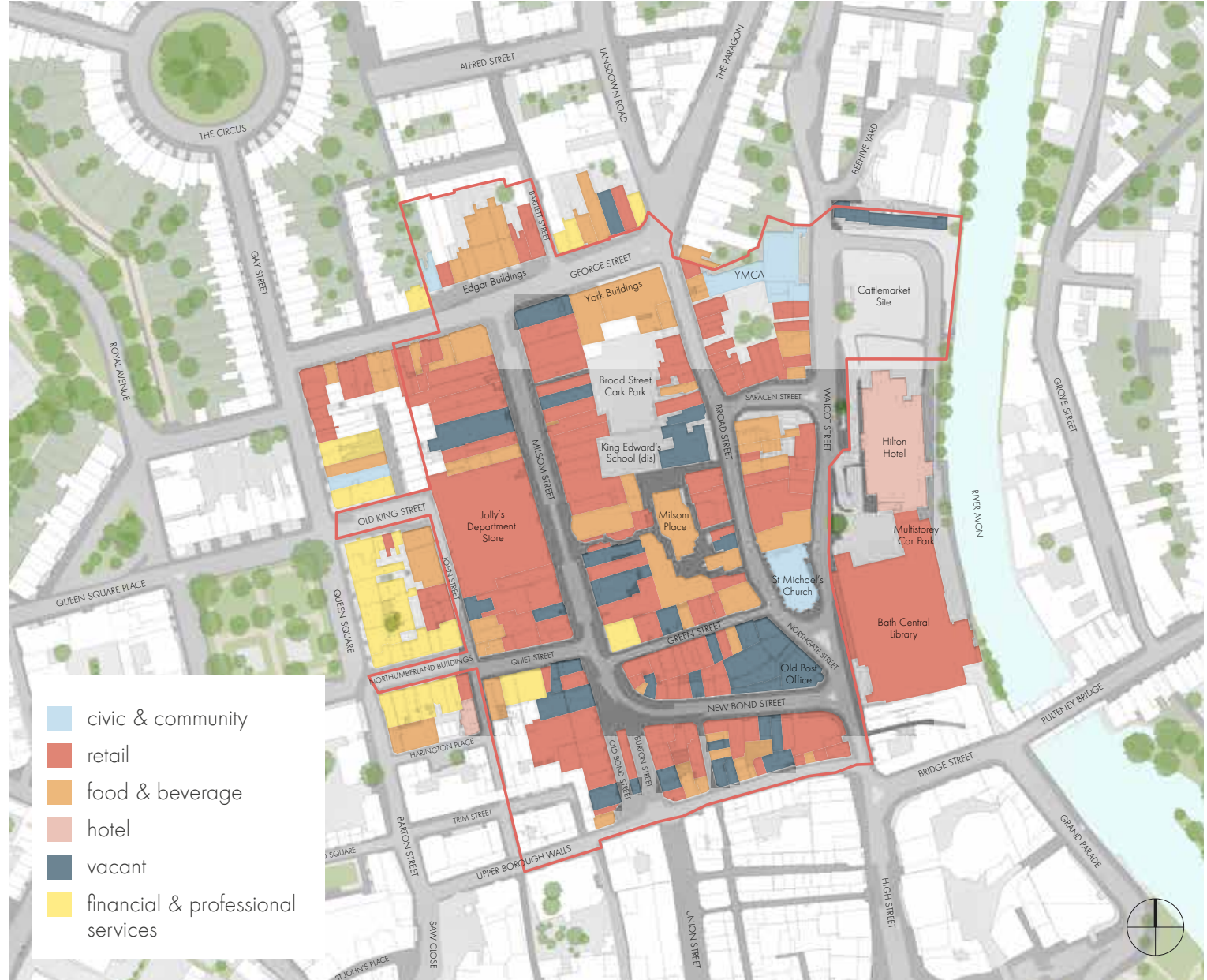
1.1 BASELINE SUMMARY

Ground floor uses

May 2021

Milsom Street has long been a focus for shopping and particularly for fashion and it retains a strong element of that character today. Alongside this, there are distinctive areas of retail and leisure uses, including a focus for bars and restaurants in the north along George Street, beauty and wellbeing focussed in the south along New Bond Street and interiors and homeware focussed along Broad Street linking into a continued character along Walcot Street. Alongside these street-facing uses, there are many associated complementary uses such as education, professional services and specialist tailoring.

A unifying feature for these varied uses is that they are generally high quality and well adapted to the historic environment in which they are located. They also provide a strong sense of continuity to the original historic character of the area as being a place focussed around fashion and the home.





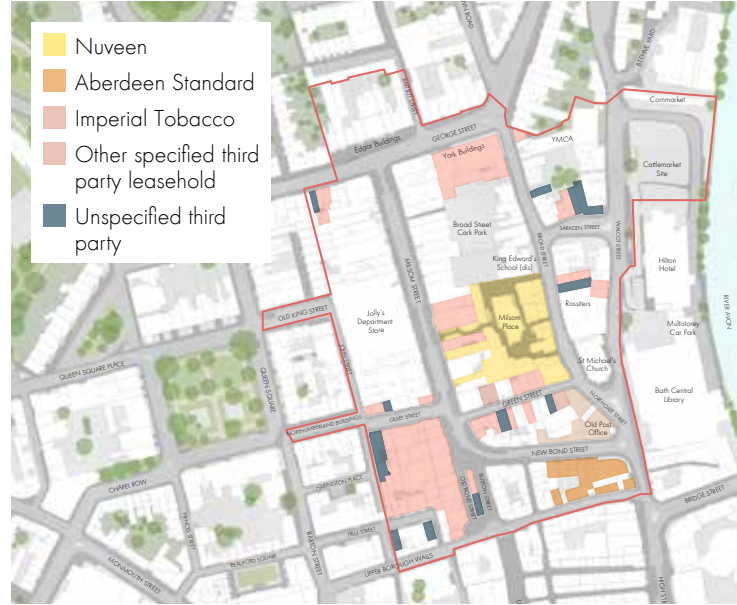
1.1 BASELINE SUMMARY

Site plans

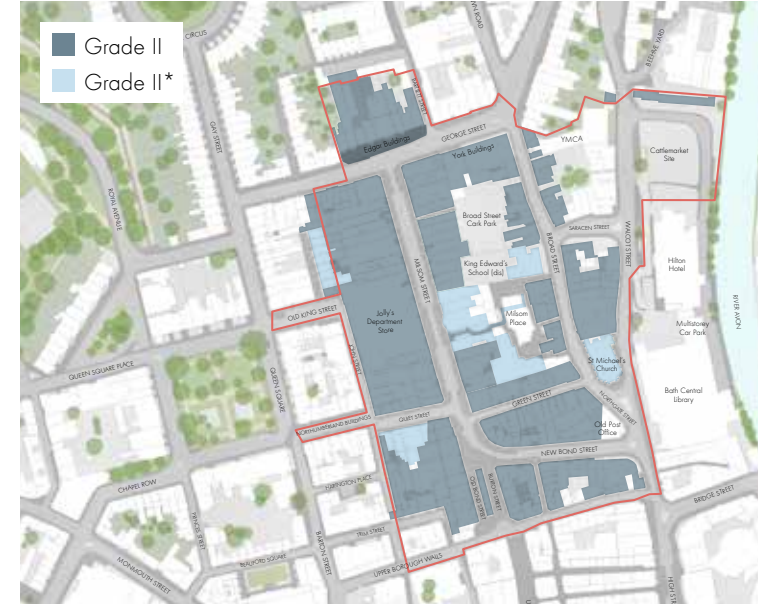
Further analysis studies

A number of other factors have been analysed to inform the development of an approach to the area, including physical, planning policy, leasehold and vacancies as illustrated here:

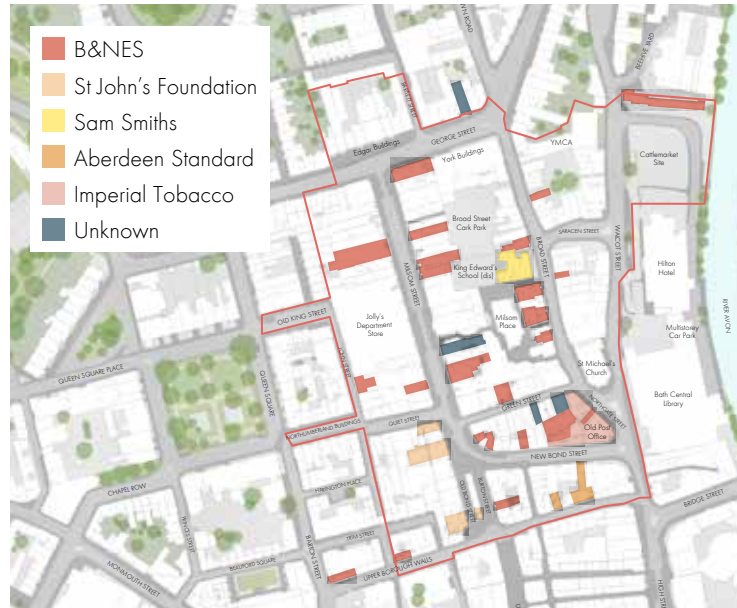
- Leaseholds: As previously noted, a number of the Council's properties are let on long leaseholds to third parties, limiting the Council's ability to directly change their use or fabric in the short term.
- Vacancies: A number of vacant properties have been identified, presenting early opportunities for intervention and improvement. This illustration shows the available data as of August 2021.
- Heritage designations: The whole area falls within both World Heritage Site and Conservation Area boundaries, but also contains a predominance of listed buildings
- Building heights: As previously noted, the area features a strong prevailing Georgian scale, particularly on planned streets such as Milsom Street, but more varied in areas such as Broad Street which have medieval origins.



Leasehold ownership



Grade II and II* listed



Vacant sites



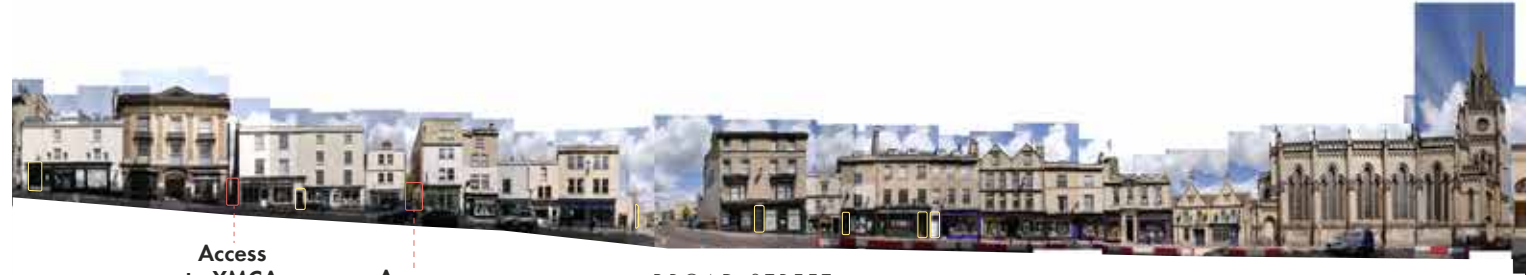
Building heights analysis

1.1 BASELINE SUMMARY

Street typologies

Character analysis

These photographic street elevations illustrate the consistency of the planned development along Milsom Street and New Bond Street in terms of the height and also the rhythm of the plot widths. This is in contrast with the variety found on Broad Street. Here despite many buildings having been refaced or redeveloped through the Georgian and Victorian period, a much older street character with Medieval origins can be seen.



Access to YMCA courtyard
Access to YMCA courtyard

BROAD STREET



OLD BOND STREET

NEW BOND STREET



BURTON STREET

UPPER BOROUGH WALLS

NEW BOND STREET



Access to Broad Street car park

MILSOM STREET

Access to Milsom Place

GREEN STREET

GEORGE STREET

- street access
- access via alley
- internal shop stairs
- access via back elevation

Milsom Street (east), Broad Street (east), Old Bond Street (east). Burton Street (west) elevations



1.1 BASELINE SUMMARY

Upper floor access

Broad Street elevations extract

To unlock the maximum potential of the existing space within the Milsom Quarter, it is important to understand the access provision and how this can support uses separate from those on the ground floor. These extracts from the baseline analysis demonstrate by plot the work that has been undertaken, both to the street frontages and also the rear elevations as well as understanding existing servicing for vehicles.



- street access
- access via alley
- internal shop stairs
- access via back elevation



A detail of Broad street (east) front and back elevation



1.2

**Heritage
baseline**

1.2 HERITAGE BASELINE

Heritage Strategy

Executive Summary

A number of studies were carried out during Stage 1 and 2 of this masterplan, which are set out below:

- Historic mapping to include; Historic development plans, Historic uses, designations, landmark buildings and key sites.
- Shopfront appraisal
- Character appraisals for each street, including a summary of significance and spatial analysis maps
- Historic building research and historic photography
- Stakeholder meetings
- Site visits to accessible buildings and additional research to understand opportunities for the reuse of existing buildings

The network of streets and roads which make up Milsom Quarter have a fascinating and intriguing history which cover key periods of development, particularly the Medieval routes to the former north gate through Walcot and Broad Street and the Georgian development of Bath within the 18thC, focusing on the wide promenade of Milsom Street. The architectural quality of the buildings and shopfronts is particularly high and there is a variety in building styles and detailing which is perhaps not fully acknowledged. However, almost universally there has been a decline in the public realm and the dominance of traffic, particularly on Broad Street, has removed some of the quality of character. Some of the key landmark buildings, including St Michael's Church, The Old Post Office and Jollys could be significantly enhanced through improvements to their setting.

The road network has also effectively cut off a number of streets from crossing between the opposite sides, further eroding their character. This is particularly the case at Broad Street, Walcot Street and George Street.



Milsom Street, early 20th Century



Interior sketch of Jollys, late 19th Century



Drawing of King Edwards School, mid 19th Century

1.2 HERITAGE BASELINE

Views to the landscape beyond are evident from most areas of Milsom Quarter as well as to the spires of St Michaels, Holy Trinity, Bluecoat House and Bath Abbey are distinctive characteristics which should be maintained. The topography of the area also means that the roofscapes, with tall chimneys and almost universally similar design, are particularly characterful elements of the streetscape.

A number of historic routes and connections have become lost over time and this has allowed the streets which lie either side of Milsom Street to become disconnected from their surroundings. The city plan previously had a strong east to west axis which was disrupted when Milsom Street was developed. Streets such as Broad Street and Quiet Street have become through routes and have lost their own sense of identity. Streets such as John Street have become service areas for Milsom Street which again erodes its individual character. Re-establishing connections either physically or visually would greatly aid in not only allowing otherwise positive streets to regain their original character, but will also re-establish the lost historic routes which previously stitched the street plan together.

Through undertaking a series of character appraisals, it is also recognised that there are a distinct number character areas within Milsom Quarter which could be enhanced to support different uses and patterns of development. The strengthening of these character areas would also support the reconnection of disparate areas of the city and strengthen the historic development of the city and the varied architectural styles which build unique and characterful places to visit.

Perhaps unsurprisingly, Bath has a high number of historic shopfronts, the majority of which date to the mid-late C19th and the early C20th. In particular there are a number of good shopfronts from the 1900s through to the 1920s/30s which are relative rare within a national context. An initial analysis of the shopfronts within the boundary have allowed us to begin to understand the capacity for change at ground floor level, with around 25% of existing shopfronts being capable of some degree of change when considering its significance.



1886 OS map



Shopfront proposal for 34 Milsom Street



Late 19th Century drawing of Milsom Street

1.2 HERITAGE BASELINE

The re-purposing of existing buildings presents a number of opportunities to support new and existing uses within Milsom Quarter as well as bringing redundant spaces back into use. However, there are also constraints to their re-use which have been explored in more detail through a number of studies of key opportunity buildings.

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.



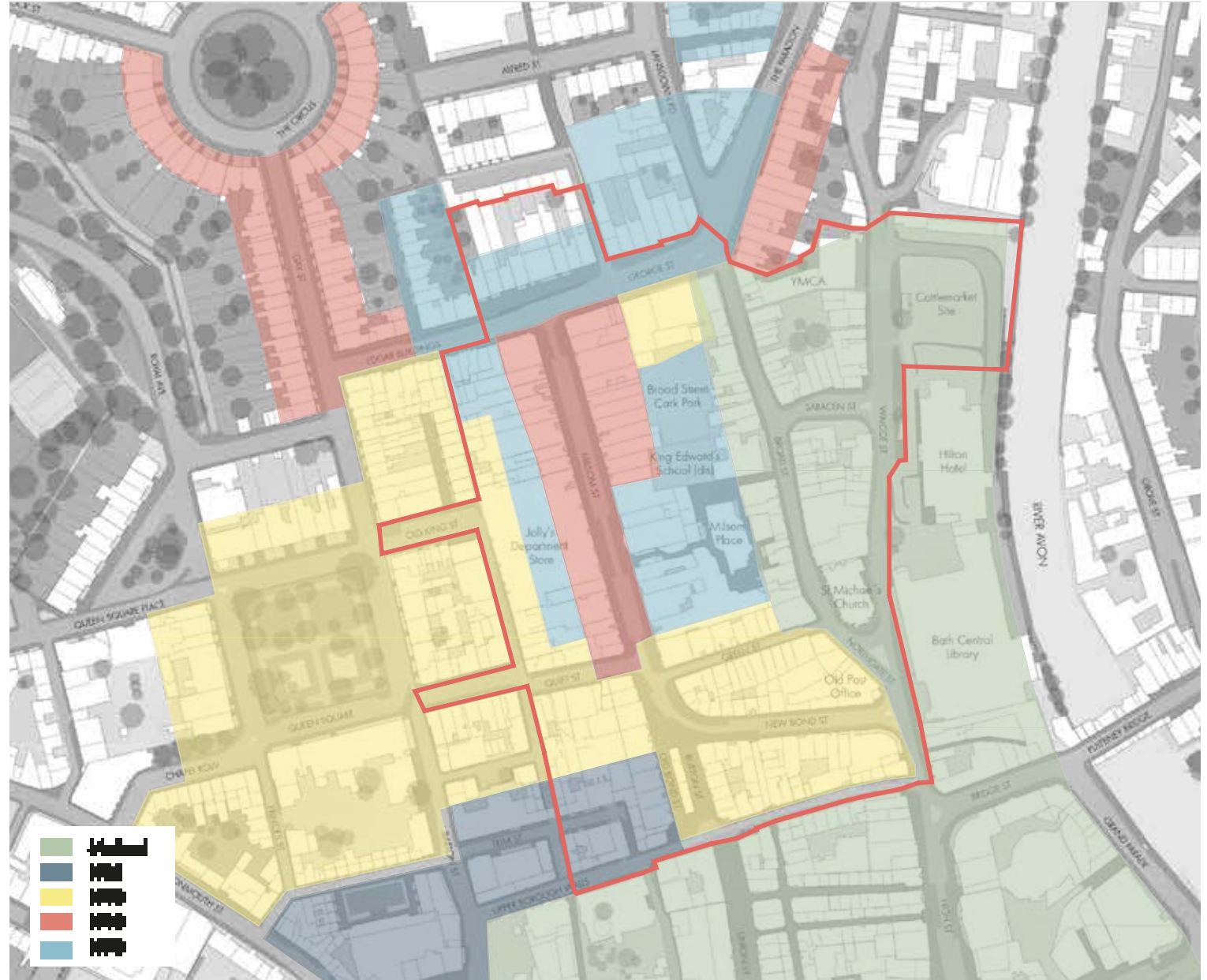
Mid 20th Century image of Broad Street

1.2 HERITAGE BASELINE

Historic development

Development phases

The historic development map opposite illustrates the key phases of development within Milsom Quarter. It is clear that the majority of Milsom Quarter was planned and executed within a considerably short period of time, between 1725-1770, leading to a general consistency in architectural style and detailing. This is bordered to the south by the original Northern boundary wall of the Medieval City. The eastern edge including Northgate Street, Broad Street and Walcot Street were part of the Medieval city plan which provided allotments and small burbage plots outside of the city walls. The differences between the Georgian core of Milsom Quarter and the Medieval areas to the east can still be seen through variations in architectural styles and plot sizes, and these differences should be acknowledged when considering any new interventions.



Historic phasing map

1.2 HERITAGE BASELINE

Historic development

Historic uses

The historic uses map opposite was prepared using information from the Goad Insurance Plans from 1887-1902, with the current uses map dating from May 2021.

The historic map shows a much more varied set of uses, including industrial, educational and maker spaces which no longer feature within the quarter. There is also a higher degree of civic space. However, retail remains the constant primary use within both. Historic uses, particularly those around making, stabling, industrial, as well as residential would have contributed to the historic character of the area which has perhaps diminished in recent years. Reintroducing some of these lost uses would create a more resilient area which would help ensure buildings remain in use, with a greater variety of uses helping to create character through encouraging different groups of people to visit at different times of the day, much as it would have been.



Historic uses (main image) and current uses map

1.2 HERITAGE BASELINE

Existing character areas

Historic Character

Character appraisals have been undertaken for all streets and roads within the Milsom Quarter area to understand the unique characteristics which define each area. These appraisals include an understanding of materiality, detailing, the public realm, roofscape, key views and areas of green space, as well as any buildings which impact negatively upon the character of the area. The map opposite was developed in response to this analysis and sets out areas which share architectural similarities as well as historic connections.

Each street has its own unique character but there are distinct character areas within Milsom Quarter which could be enhanced to support different uses and patterns of development. The strengthening of these character areas would also support the reconnection of disparate areas of the city and strengthen the varied historic styles and evidence of historic development which build characterful and unique places to visit.



Historic character areas map

1.2 HERITAGE BASELINE

Existing character areas

Summary of Significance

In response to the character area map, a summary of significance has been prepared for each character area. These briefly set out the historic significance of each area and those elements which contribute to this, be it of evidential value (the potential for learning about the past), historic value (how it supports a narrative of the past), aesthetic value (the physical quality of the area), or communal value (its historic and present contribution to the meaning of the place for the people who lived or visited it). These summaries are set out here.



- Milsom Quarter Boundary
- Milsom Street
- Broad Street
- The Cattlemarket
- Hilton / Podium
- Upper Borough Walls
- Old Bond Street / Burton Street
- Quiet Street
- New Bond Street Place



1.2 HERITAGE BASELINE

Existing character areas

Spatial analysis

To summarise the findings of the character area analysis, a spatial analysis map was prepared which sets out positive, neutral, negative and significant features of the area. Identified roofscapes, views, green areas and spires should be protected when considering development within or bordering Milsom Quarter as they make a valuable and significant contribution to the area. Low buildings, poor and neutral spaces represent areas which contribute negatively to the area and whose redevelopment would improve key areas. Neutral public spaces are those which have a number of positive aspects but could contribute further through targeted interventions. Poor public spaces are categorised as those which would need almost wholesale redevelopment in order to create positive and characterful spaces.

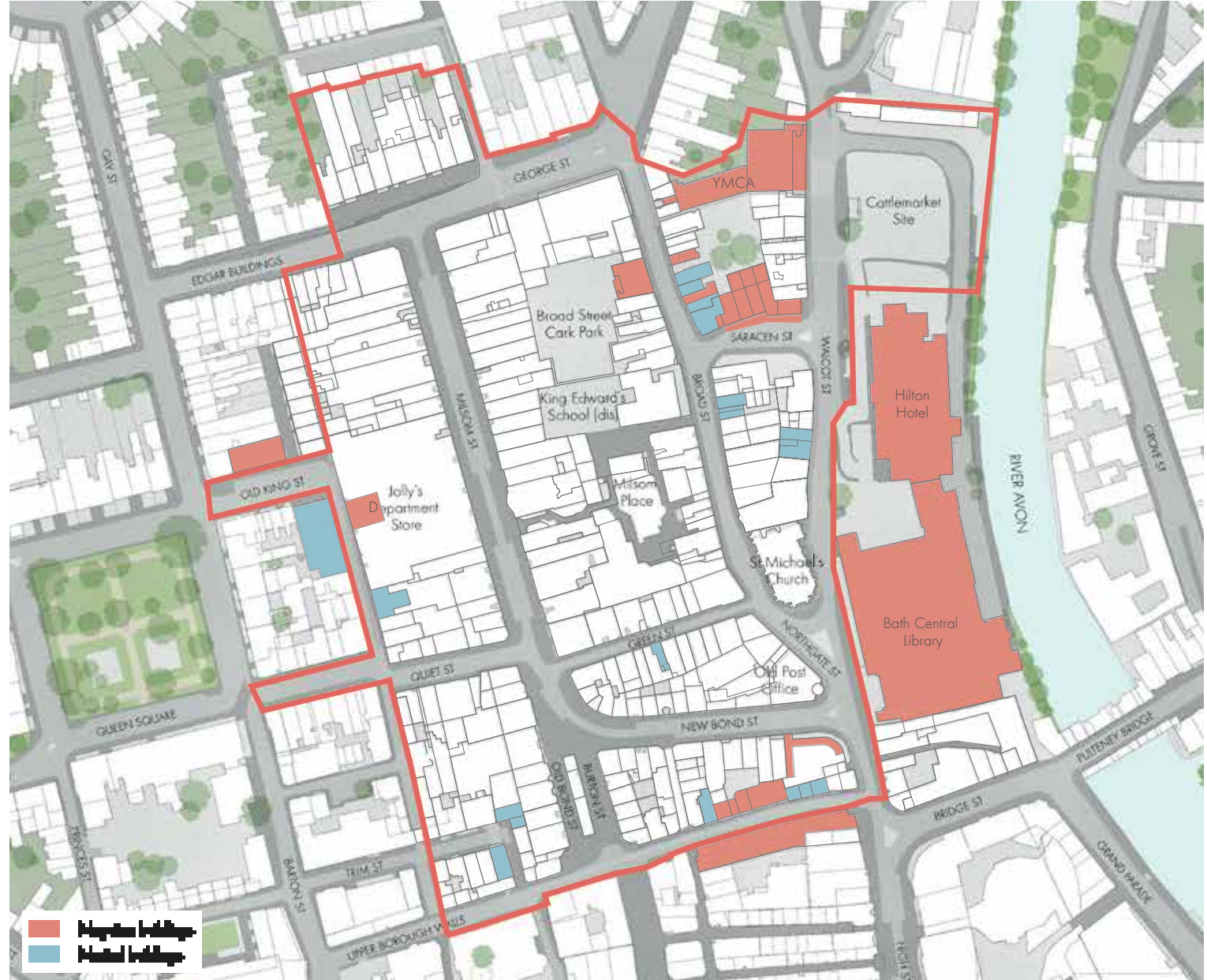


1.2 HERITAGE BASELINE

Existing character areas

Negative and neutral buildings

A list of neutral and negative buildings was also prepared to accompany the spatial analysis map. Negative buildings (coloured red on the map) are classified as those which it was felt could be considered for redevelopment. Neutral buildings (coloured blue on the map) are those which require repair or targeted interventions upon which the buildings may again contribute positively, or whose contribution could be strengthened in response to the character area.



1.2 HERITAGE BASELINE

Shopfront appraisal

An initial appraisal has been undertaken of the shopfronts within Milsom Quarter to understand where there may be opportunity for alteration to support the masterplanning phase. Alongside a brief description of the shopfront, we have also indicated whether the shopfronts should be categorised as either red, amber or green. These categorisations and a summary of our findings is set out below.

Unsurprisingly, Bath has a high number of historic shopfronts, the majority of which date to the mid-late C19th and the early C20th. In particular there are a number of good shopfronts from the 1900s through to the 1920s/30s. Due to their relative rarity and historic importance, and especially where they are located on a listed building, they have been categorised as red in the traffic light system.

There are also shops where the fabric is all demonstrably modern – later C20th – although often the designs are good, traditional ones, which follow Victorian patterns and details. Due to the lack of historic fabric these have been

categorised green, even where they are located in listed buildings. Whilst care would be needed in designing a new shopfront, there is not the potential loss of historic fabric.

There are some – although fewer than one may imagine – where the shopfront is a mix of historic and modern fabric (although this excludes ones where only the glazing has been replaced). Typically quoins or framing stone work survives, or pilasters, fascias or corbels. Often cornices and dentils survive and occasionally stall-risers. These have been categorised as amber on the basis that care would need to be taken to avoid the loss of surviving historic fabric.

Some buildings do not have shopfronts and in some cases introducing them would cause harm. These have been categorised red. In some cases, there may be scope to introduce them without causing harm and these have been categorised as amber or green.

Overall, about 75% of the shopfronts are red, 15% are amber and the remaining 10% are green.





1.2 HERITAGE BASELINE

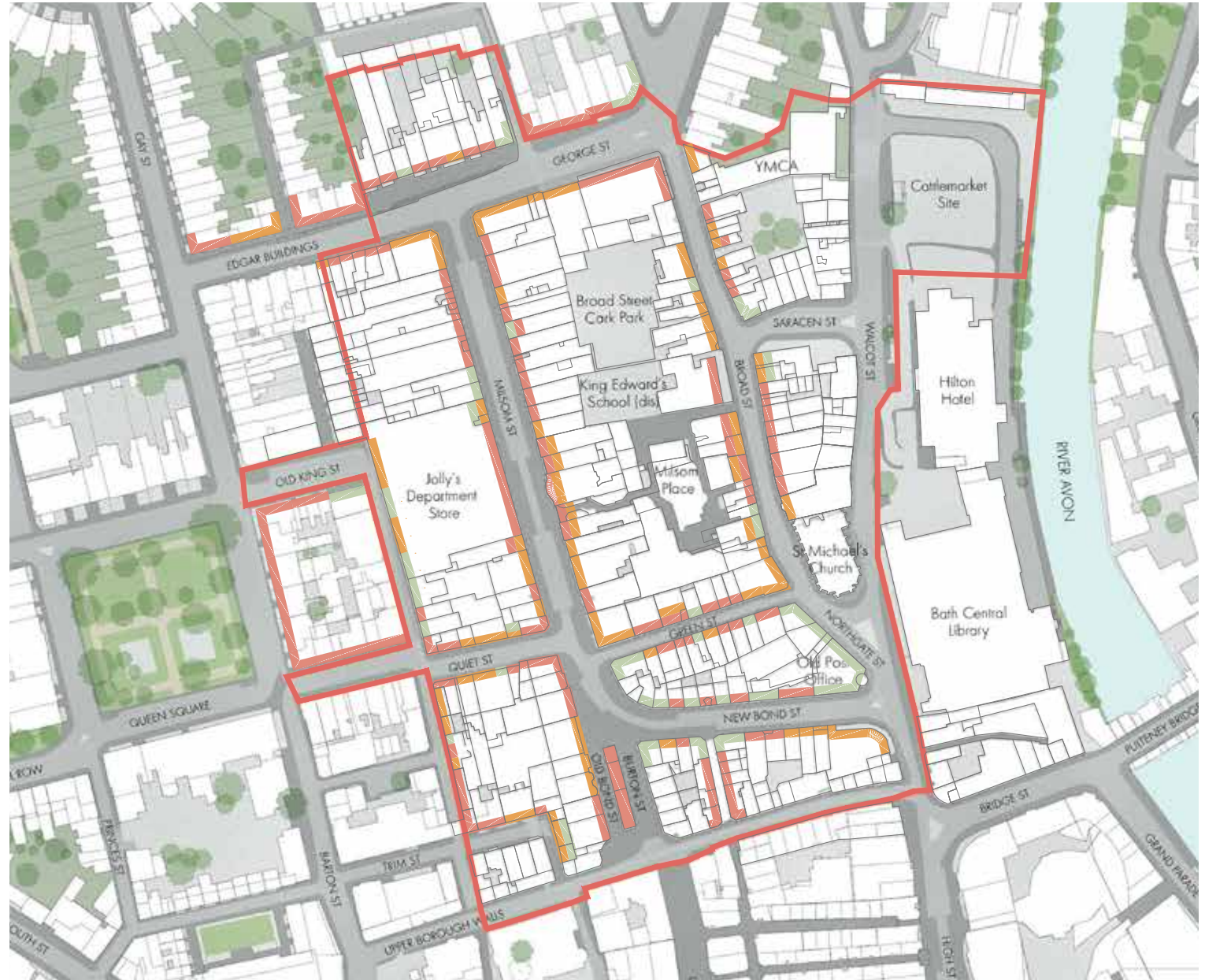
Shopfront analysis

Summary map

The map opposite, as well as the street elevations on the proceeding pages, set out visually the red, amber and green categorisation of shopfronts within Milsom Quarter. In summary, red relates to shopfronts of high significance or where the introduction of a shopfront where there currently is none would not be desirable. Amber refers to shopfronts which have some degree of surviving historic fabric and green refers to modern or late 20th Century shopfronts.

The full shopfront appraisal can be found in the Evidence Base report.

- Highest significance
- High significance
- Neutral significance



Shopfront appraisal map

1.2 HERITAGE BASELINE

Shopfront appraisal

Milsom Street elevations

- Highest significance
- High significance
- Neutral significance



1.2 HERITAGE BASELINE

Shopfront appraisal

New Bond Street elevations

- Highest significance
- High significance
- Neutral significance



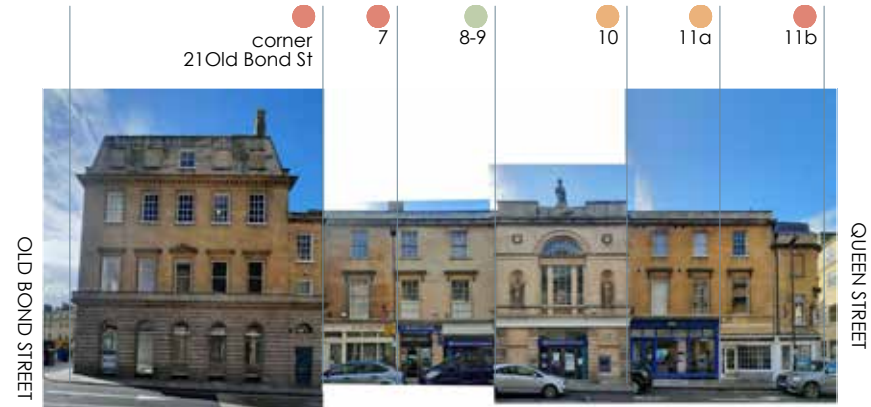


1.2 HERITAGE BASELINE

Shopfront appraisal

Old Bond Street elevations

- Highest significance
- High significance
- Neutral significance

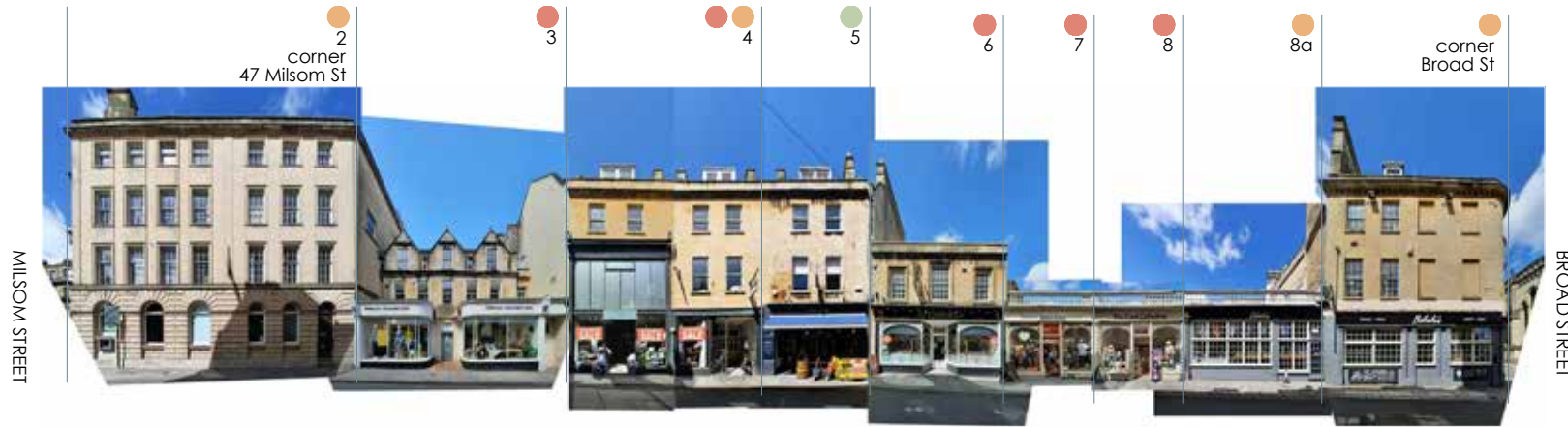


1.2 HERITAGE BASELINE

Shopfront appraisal

Green Street elevations

- Highest significance
- High significance
- Neutral significance





1.2 HERITAGE BASELINE

Shopfront appraisal

Broad Street - East elevation

- Highest significance
- High significance
- Neutral significance





1.2 HERITAGE BASELINE

Shopfront appraisal

Broad Street - West elevation

- Highest significance
- High significance
- Neutral significance



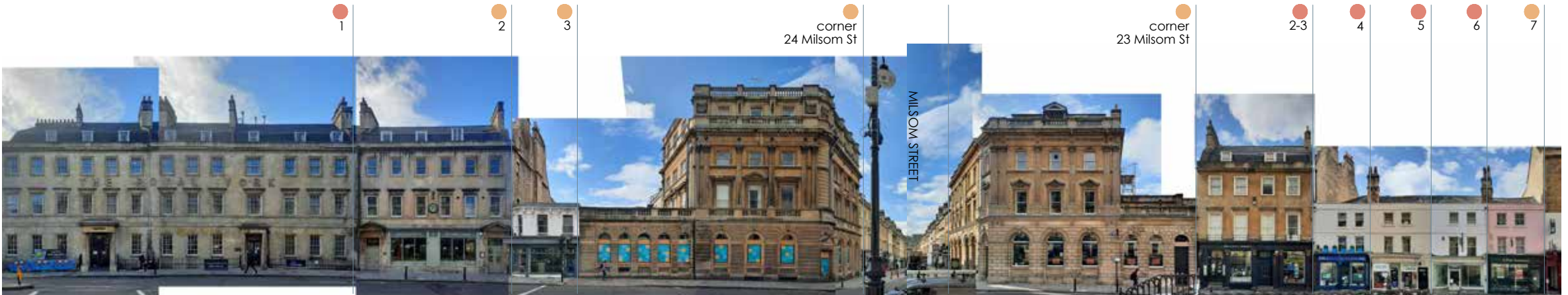
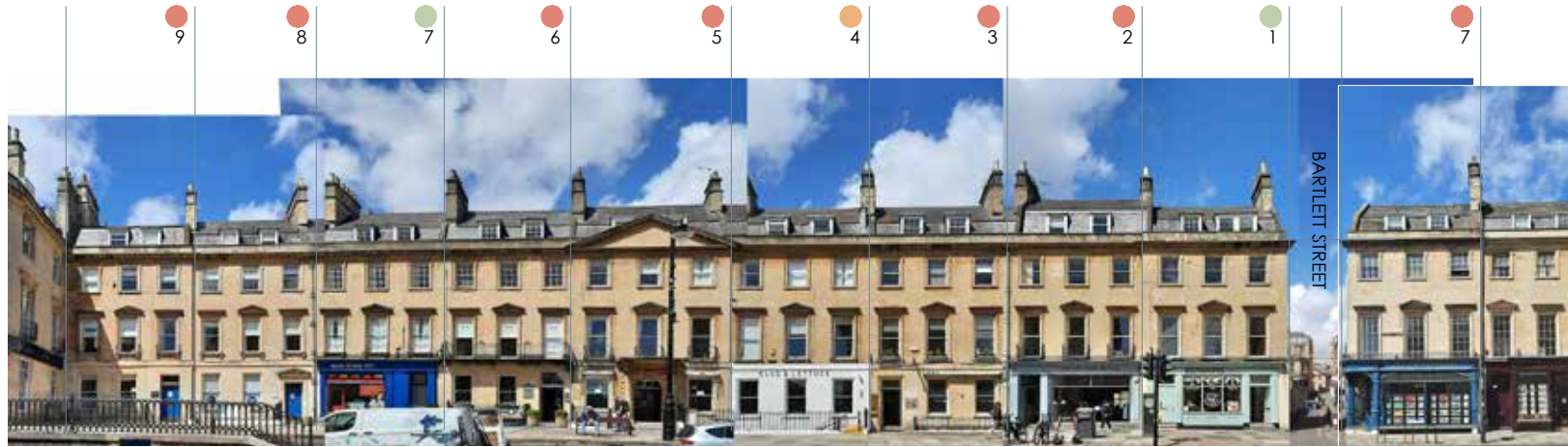


1.2 HERITAGE BASELINE

Shopfront appraisal

George Street elevations

- Highest significance
- High significance
- Neutral significance



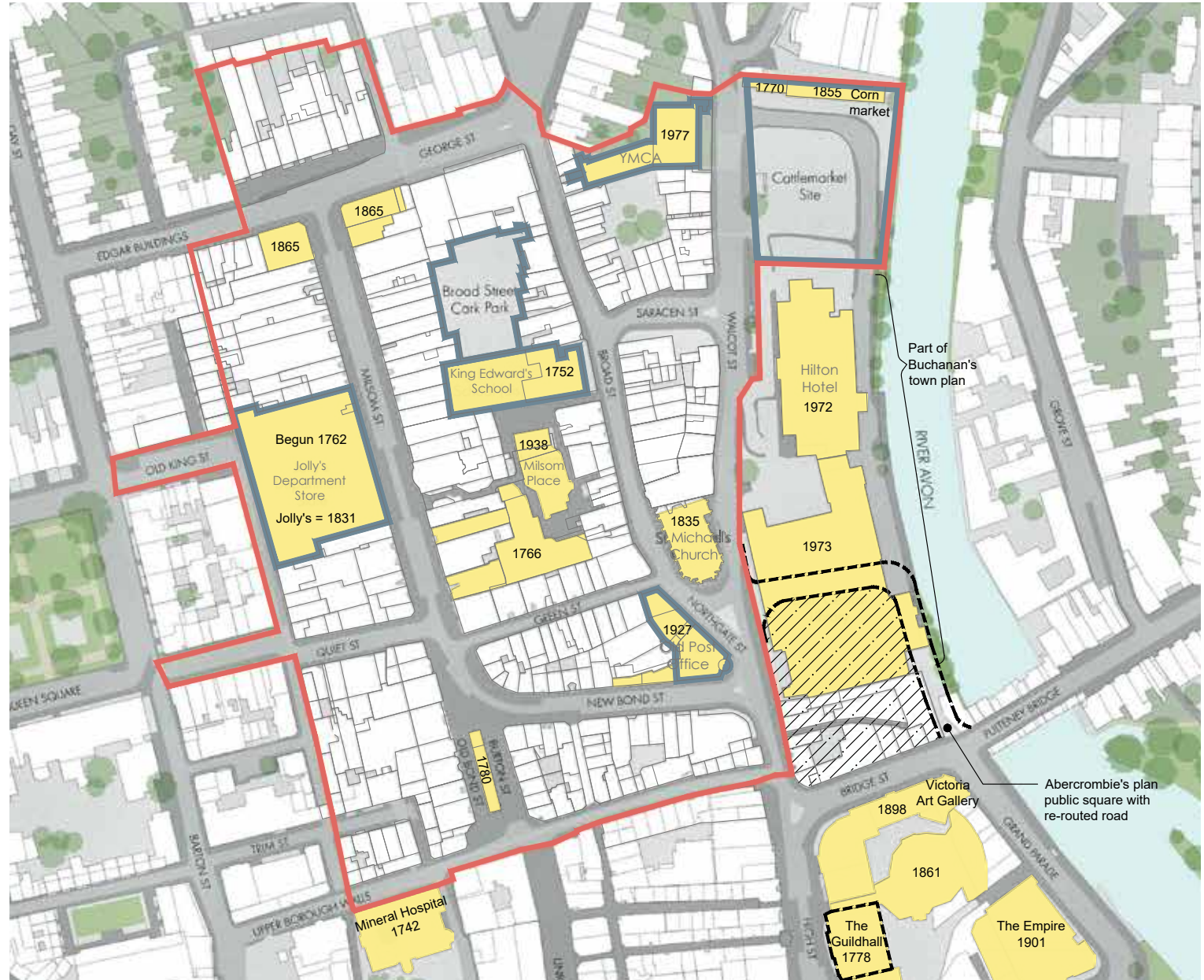
1.2 HERITAGE BASELINE

Heritage Evaluation

This plan highlights seven key sites, contained within the Milsom Quarter study area. Some initial historic research has been undertaken to summarise the key development periods for each of these and their origins within the city. The key sites include:

- 1. The Cattlemarket, Walcot Street
- 2. Jollys, Milsom Street
- 3. St Edwards School, Broad Street
- 4. Broad Street Car Park, Broad Street

The following pages set out the initial research which has been undertaken and subsequently used by the project team to form initial concepts for their redevelopment.



Intervention sites and landmark buildings

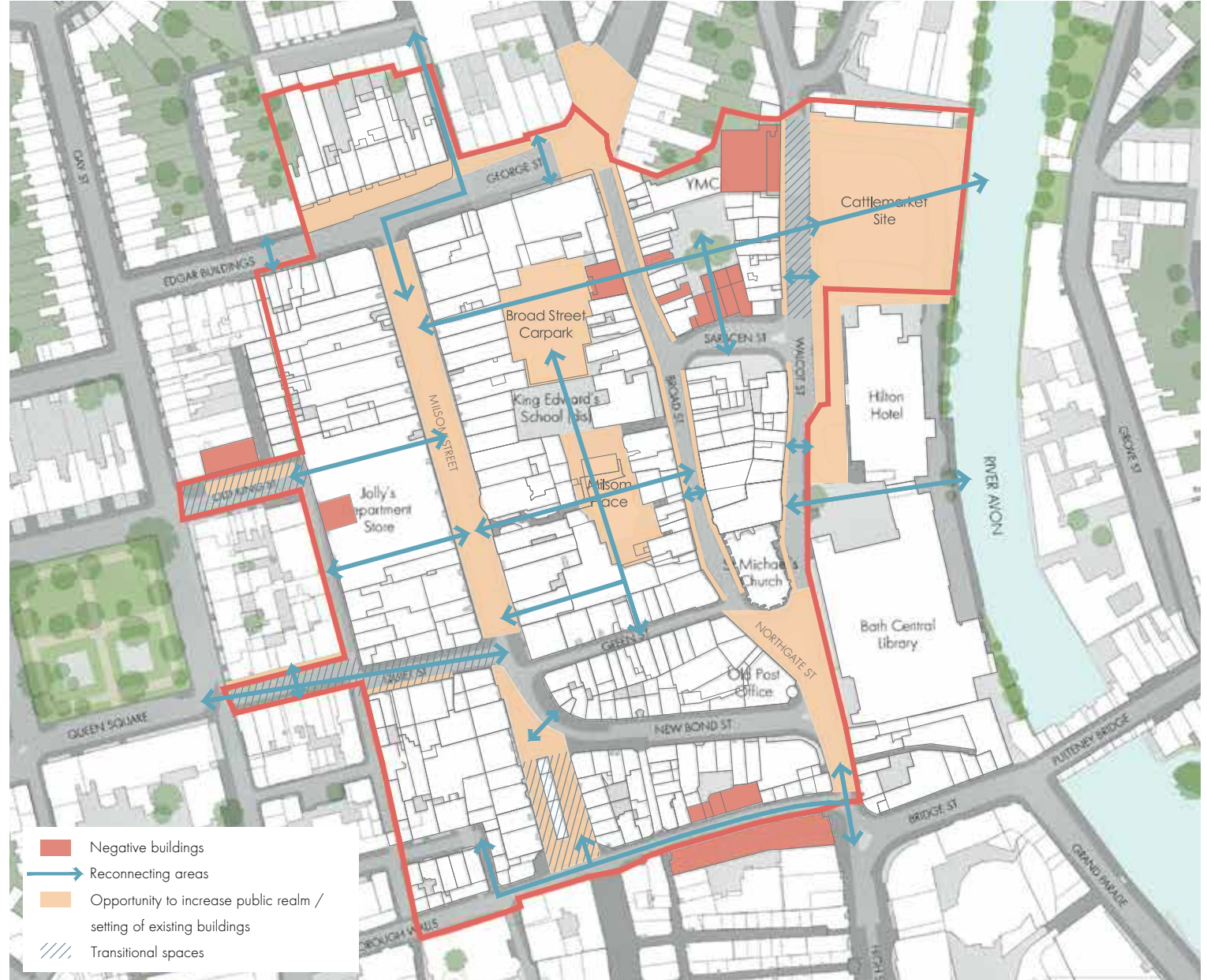
1.2 HERITAGE BASELINE

Heritage opportunities

The map opposite sets out some of what we believe are the key opportunities to enhance the existing character of Milsom Quarter and re-establish lost connections, whilst improving the setting of key sites and buildings. We believe that the key areas of opportunity relate to the following:

1. Negative buildings These are buildings which have a negative impact on the character of an area and offer opportunity for enhancement or redevelopment which supports the re-imagining of Milsom Quarter.

2. Reconnecting spaces A number of historic routes and connections have become lost over time and this has allowed the streets which lie either side of Milsom Street to become disconnected from their surroundings. The city plan previously had a strong east to west axis which was disrupted when Milsom Street was developed. Streets such as Broad Street and Quiet Street have become through routes and have lost their own sense of identity. Streets such as John Street have become service areas for Milsom Street which again erodes its individual character.



Heritage opportunity map

1.2 HERITAGE BASELINE

Heritage opportunities

Re-establishing connections either physically or visually would greatly aid in not only allowing otherwise positive streets to regain their original character, but will also re-establish the lost historic routes which previously stitched the street plan together.

3. Public Realm As perhaps could be expected and is evident by the relatively few buildings classified as either negative or neutral, the quality of buildings within Milsom Quarter is very high, but this is often disrupted by the quality of the public realm. There are surprisingly few examples of historic surfaces and the dominance of road traffic and poor maintenance has exacerbated this issue. Some of the key landmark buildings, including St Michael's Church, The Old Post Office and Jollys could be significantly enhanced through improvements to their setting. The road network has also effectively cut off a number of streets from crossing between the opposite sides, further emphasising the character of these streets as service or through routes. This is particularly the case at Broad Street, Walcot Street

and George Street. There is also a distinct lack of green space within Milsom Quarter, areas for people to congregate and public realm furniture which do not encourage people to stop and consider their surroundings. Views to the landscape beyond are evident from most areas of Milsom Quarter as well as to the spires of St Michaels, Holy Trinity, Bluecoat House and Bath Abbey are distinctive characteristics which should be maintained.

The opportunities and challenges which relate to the reuse of the vaults should be understood. This should include their condition, the likely works required to support new uses and their potential for adaptation in mind of heritage considerations. For example, trees along Milsom Street have historically been considered inappropriate due to the presence of vaults beneath. The retrofitting of basements to create habitable spaces has also been resisted due to the potential impact on neighbouring spaces and the loss of historic fabric.



1.2 HERITAGE BASELINE

Heritage opportunities

4. Transitional Spaces The streets which line the borders to the site act as transitional spaces which connect Milsom Quarter to the wider city and could be enhanced further. This includes Walcot Street as a transition between the city and the river, Burton Street/Old Bond Street as a transition to Union Street and Quiet Street/Northumberland Buildings/Old King Street to Queen Square and the more office based occupation to this side of Milsom Quarter.

5. Character Areas. Each street has its own unique character but there are distinct character areas within Milsom Quarter which could be enhanced to support different uses and patterns of development. The strengthening of these character areas would also support the reconnection of disparate areas of the city and strengthen the historic development of the city and the varied architectural styles which build unique and characterful places to visit.

6. The re-use of existing buildings There are a large number of buildings within the Quarter which are either completely or partially redundant. The introduction of new

uses or the expansion of existing uses, would allow these spaces to be brought back into use and in turn ensure the buildings remain cared for and inhabited. The buildings which have been accessed show that there is a great deal of variety in terms of the surviving historic fabric. Without accessing each property within the quarter and fully understanding the significance of the remaining fabric, it is not possible to draw definitive conclusions regarding re-use. It is suggested that each building will need to be assessed on its own merits, but that some flexibility with regard to use may be required in order to support buildings being bought back into active use without causing unacceptable levels of heritage impact.

7. Retrofitting The reuse of existing buildings offers the opportunity to retrofit existing properties in support of a net zero agenda. It is suggested that all opportunities for improving the performance of existing buildings be explored when development opportunities arise.





1.3

**Movement
baseline**



1.3 MOVEMENT BASELINE

Movement baseline

At the outset of the study a detailed baseline assessment of the access and movement characteristics of the study area was undertaken. This considered the operation of the study area and its surrounding movement network through a series of modal lenses, which first considered pedestrians and those wheeling, then public transport service and finally vehicle movement, servicing and parking. For each mode a summary of key points was produced, and is reproduced below.



1.3 MOVEMENT BASELINE

Movement baseline

Walking

Milsom Quarter Masterplan presents an opportunity to address a number of challenges for pedestrian movement in the centre of Bath which will also benefit cross town pedestrian movements. Within quiet and traffic free streets improvements are required to enable greater levels of informal crossing specifically taking account of the needs of people with limited mobility and visual impairments.

Around the periphery of the study area consideration should be giving to improvements to controlled and uncontrolled pedestrian crossings on George Street, and at the junctions of George Street with Gay Street, George Street with The Paragon, New Bond Street with Broad Street and at either end of Saracen Street.

The opportunity to extend the riverside path and to introduce a new pedestrian and cycle bridge across the river a should be considered as part of the Milsom Quarter masterplan or future strategies.



The Paragon junction presents a significant barrier to pedestrian movement



View looking south along Milsom Street



Pedestrian priority causeways over Quiet Street at Milsom Street junction



Broad Street with Covid footway widening in place



Signal controlled crossing on George Street

1.3 MOVEMENT BASELINE

Movement baseline

Wheeling

Milsom Quarter Masterplan presents an opportunity to address a number of challenges for cycle movements within the city. The provision of improved facilities along George Street and on to The Paragon should be the primary focus, as this is likely to benefit the most users. But the improvement of north-south routes via either/ both Milsom Street and Broad Street is also an important element.

The masterplan should consider improvements to cycle parking provision, particularly for residents and employees who are less likely to want to use open-air on street facilities for long term / overnight cycle parking.

Spaces should be located in well over-looked places and focused towards key destinations with ample space provided on Milsom Street and New Bond Street.

The provision of cycle parking spaces needs to cater for a variety of cycles including cargo bikes and trikes which are not well catered for by standard Sheffield Stands.

The masterplan should also consider the emerging needs of eScooter riders, including the identification of safe places for the devices to be parked.

The opportunity to introduce a new cycle bridge across the river should be considered as part of the Milsom Quarter masterplan or future strategies.



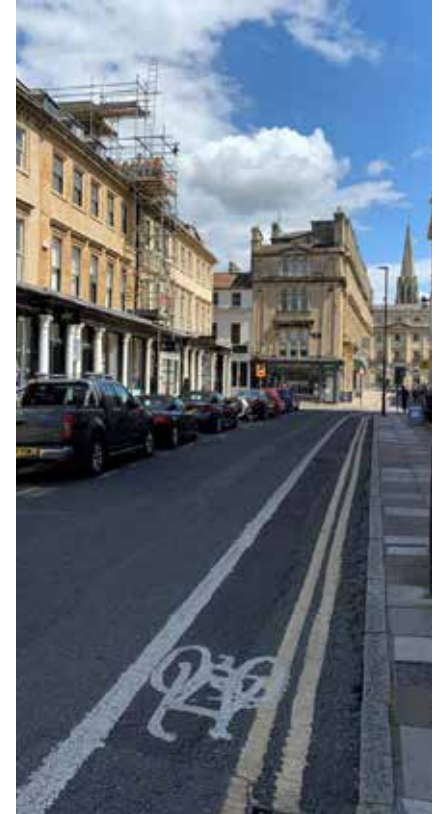
Northgate Street cycle parking on a traffic island, some of the most well used stands in the area



A cyclist heading north on Broad Street, past Green Street which does not allow cycling on



Local cycle infrastructure is limited at key junctions on the local network



Mandatory contra-flow cycle lane westbound on Northumberland Buildings



Dockless eScooters outnumber bikes at local cycle parking location

1.3 MOVEMENT BASELINE

Movement baseline

Public Transport

The streets within the study area form a key part of the bus network for Bath and for Bath and North East Somerset more widely.

In the short to medium term it is unlikely that this will change and therefore the masterplan should consider the movement and stopping requirements of these services. Changes to bus movements are being considered as part of a Top of Town study discussed later in this report.

The use of CCTV controlled bus gates on Northgate Street, and more recently at the top of Milsom Street sets a precedent for permitting bus access while excluding general traffic.

The Northgate Street bus gate is heavily engineered, and with the potential removal of general traffic from Milsom Street there might be an opportunity to remove traffic islands and improve the public realm in this area.

Despite being a key part of the bus network, the volume of buses on the key streets within the study area is relatively low, with around 1 bus every five minutes on average.

Bus stop facilities are limited, and most stops do not provide shelters which could discourage people from travelling by bus.



Bus turning - Lansdown to George St



Northbound bus passing temporary footway widening on Broad Street



Northgate Street bus gate approach



Northgate Street bus gate requires significant signing, lining and signalling



Bus stop provision on Milsom Street, unoccupied most of the time

1.3 MOVEMENT BASELINE

Movement baseline

Motor Vehicles

Vehicle movement dominates the public realm within the study area and across the adjacent road network, however the flows on many streets do not reflect the widths of carriageway provided. There are opportunities to rationalise carriageway widths along links and at junction within the area.

Across the study area and the adjacent road network vehicle permeability is almost as good as pedestrian permeability resulting in through vehicle movements on unsuitable streets.

Recent interventions such as the Clean Air Zone are forecast to see a small reduction in general traffic flows in the areas particularly on George Street and Gay Street.

Historic low traffic initiatives are in place on some streets to the south west of the study area including modal filters, one-way working and part time prohibition of motor vehicles, and these set a precedent for further restrictions on vehicle movement.

The recent introduction of restrictions to motor vehicles along Milsom Street has resulted in a significant reduction in traffic flows during restricted hours. However, a route for general traffic between Queen Square and Walcot Street via Old King Street, Quiet Street, Milsom Street, New Bond Street and Broad Street is still permitted at all times. This potential offers a rat-run through the city centre which conflicts with a key pedestrian desire line between Milsom Street and Southgate.



Heavy traffic flows on George Street



The Paragon junction



Two-way working on Quiet Street



Old King Street can be used as a rat run by eastbound traffic



Two-way working on Walcot Street north of Saracen Street

1.3 MOVEMENT BASELINE

Movement baseline

Servicing / Loading

Within the study area the vast majority of buildings are serviced from the front relying upon on-street space for vehicles to wait while they are loading/unloading.

No parking and/or loading is permitted along the majority of the lengths of streets within the study area and the adjacent road network. Broad Street, New Bond Street and Northgate Street have traffic regulations preventing vehicles from parking or loading along most of the length of each of the street, with some time limited loading permitted in places. On most of Walcot Street, Quiet Street, Gay Street, George Street, and Green Street loading is permitted but parking is not.

Across the study area refuse collection is also primarily undertaken from building frontages, with wheelie bins and larger commercial euro bins a common feature of the public realm on many streets.

As the Bath CAZ operates 24 hours per day it is unlikely to impact upon the times of servicing/loading.



Double yellow lines allow informal servicing to take place in many locations



Refuse storage and collection is a significant issue due to frontage servicing



Unused loading /parking provision on Milsom Street due to access restrictions



Arched access to Broad Street car park and rear servicing

Movement baseline

Parking

The study area incorporates two public car parks, Broad Street and Cattle Market. Broad Street provides 48 spaces plus four disabled spaces, while Cattle Market provides 40 spaces. Adjacent to the study area is the privately owned Podium multi-storey Car Park which provides 521 spaces.

The entire study area lies within the Central Controlled Parking Zone with permit parking permitted in marked bays only. Permit holders are permitted to park in all on street bays, but general traffic is not permitted to park in all on street bays as some as marked for use by permit holders.

In addition to a number of dedicated spaces, Blue Badge holders are able to park on yellow lines along George Street, Walcot Street, Quiet Street

and parts of Broad Street for up to three hours where there are no loading restrictions.

There is presently no electric vehicle charging infrastructure in any of the council owned car parks or associated with any of the on-street spaces. There is also no EV charging facilities within the Podium car park.



Podium multi-storey car park adjacent to the River Avon



Some blue badge parking on yellow lines already permitted



Broad Street short stay car park