

## Milsom Quarter Masterplan



## Consultation & Engagement Report Annex

September 2022

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**Annex 1:** Website content and YouTube animated video weblink

<https://beta.bathnes.gov.uk/milsom-quarter/masterplan-overview#:~:text=The%20Milsom%20Quarter%20will%20become,low%2Dcar%20neighbourhood%20with%20greener>

<https://www.youtube.com/watch?v=6FtYZGyiBTM>

# Give your views on how Bath city centre could be transformed for the future

**Date published:** 2022-05-04 | **Category:** [Environment](#), [Regeneration and Development](#), [Heritage](#), [Delivering for local residents](#)

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Ambitious plans to transform the north of Bath city centre by attracting creative industries, providing 180 new homes and relocating Bath's Fashion Museum have been revealed in a public consultation launched today (May 4).

The [Milsom Quarter Masterplan](#) is a vision for the next 20 years to revitalise the 'top of the town' the Milsom Quarter area is bounded by: George Street to the north, Upper Borough Walls to the south, Queens Square to the west, and the Cattlemarket car park and the river to the east.

The masterplan, being led by Bath & North East Somerset Council and funded by the West of England Combined Authority, details how Milsom Quarter could be transformed into a nationally renowned fashion destination centred around a new Fashion Museum, a range of high-end retailers and space for makers and creative industries.

Up to 180 new residential properties would be created in new development, alongside repurposing vacant spaces above shops to accommodate employment space, leisure and residential use, increasing the mix of uses and vibrancy in the area.

A move to make the Quarter a greener and pedestrian-friendly place to enjoy would be enabled by a new public square at St Michael's Church and restricting vehicle access at Green Street and Lower Broad Street, giving priority for walking and cycling. Access would be maintained for public transport, for servicing and deliveries and for other exemptions. Although in the long term the vision is to also remove bus movement from Milsom Street. The council is inviting people to have their say in the [consultation](#) which is open until July 15.

A short video explaining the masterplan can be viewed [here](#)

Councillor Richard Samuel, Deputy Leader and cabinet member for Economic Development and Resources, said: "The Milsom Quarter Masterplan is an ambitious vision for the next chapter for this part of our city centre to ensure it has a positive future. To redevelop the area effectively we need to create opportunities for change, attracting a diverse mix of industries and retailers to Bath and increasing footfall.

"The Combined Authority's Love our High Streets programme has shown that investing in the area increases footfall, through vibrant events such as the Great Bath Feast and the Christmas Light Trail, which brought more people into the city centre and led to new businesses opening their doors. We intend to secure a new home for the Fashion Museum in the Quarter so it can remain at the heart of the city and at the centre of what we hope will be a nationally renowned fashion destination, supporting local trade.

"To help make such a significant project a reality we'll need feedback from residents and businesses, so please have your say in the consultation. It's important you share your views on how you want to see areas including Broad St car park, the Cattlemarket and King Edward's School developed. Over the next few years while the masterplan is developed, we'll continue to invest in the public space with greening, on-street events and entertainment, providing a flavour of how the area will come to life in the future."

There will also be a number of drop-in sessions and online briefings about the masterplan at the council's Commercial Hub at 15 New Bond Street. Details can be found on the [project webpage](#)

The plans for each of the four areas of Milsom Street Quarter are:

- Milsom St. Core (Milsom St and New Bond St): will remain an important location for fashion-led retail and will be home to an enhanced Fashion Museum
- Broad Street Yards: will better connect Milsom St and Broad St and will accommodate new-build contemporary space for the creative industries, workspace and visitor accommodation
- St Michael's Neighbourhood: will become a growing residential neighbourhood for Bath with new development and conversions of upper floors of properties, supporting a range of local shopping and amenities at ground floor level. A new public square will also be created in front of St Michael's Church
- Walcot Gateway: Will provide an improved entrance to Walcot St, with a new frontage to the street and the redevelopment of the Cattlemarket site for housing

The masterplan is funded by the West of England Combined Authority's Investment Fund.  
ENDS



# Drop in to find out more about the Milsom Quarter Masterplan

🕒 **Date published:** 2022-05-25 | 📁 **Category:** [Environment](#), [Regeneration and Development](#), [Delivering for local residents](#), [Heritage](#), [Improving people's lives](#)



## Drop in to find out more about the Milsom Quarter Masterplan

Residents and businesses wanting to learn more about an ambitious 20-year vision to transform the Milsom Quarter area of Bath into a fashion destination for the South West are invited to drop into an in-person information session in June.

The [Milsom Quarter Masterplan](#) is a proposal being led Bath & North East Somerset Council to attract creative industries to the area, relocate the Fashion Museum and provide 180 new homes.

A public consultation on the plans which launched on May 4 asks people to give their views on topics including the proposed development sites at Cattlemarket and Broad Street Yards, whether they support converting upper floors of existing buildings into new housing and if the Fashion Museum should be sited in Milsom Quarter.

The proposals also include attracting a range of high-end fashion retailers and hosting more events to make the area less dependent on shopping.

The council is holding a series of drop-in sessions during June to give residents the opportunity to find out more about the plans. All sessions take place at the council's Commercial Hub at 15 New Bond St in Bath on the following dates:

- 17<sup>th</sup> June, 2pm-4pm
- 20<sup>th</sup> June, 4.30pm-6.30pm
- 22<sup>nd</sup> June, 9.30am-11.30am
- 24<sup>th</sup> June, 2pm-4pm
- 27<sup>th</sup> June, 4.30pm-6.30pm
- 29<sup>th</sup> June, 9.30am -11.30am

A short video explaining the masterplan can be viewed [here](#)

Councillor Richard Samuel, Deputy Leader and cabinet member for Economic Development and Resources, said: "The Masterplan takes inspiration from Milsom Quarter's past strength as a leading fashionable location and complements the rest of the city centre. It aims to make this part of the city more vibrant and bring in more creative industry. However, the wide-ranging plans are a work in progress and we want residents to have their say.

"What do you think about the future of the vacant King Edwards School site? What's your view on the public space proposals in the Masterplan? Do you support the creation of 180 new city centre homes? We're keen to hear from you. Please drop into one of our face-to-face sessions to find out more and respond to our consultation."

The plans for each of the four areas of Milsom Street Quarter are:

- Milsom St. Core (Milsom St and New Bond St): will remain an important location for fashion-led retail and will be home to an enhanced Fashion Museum
- Broad Street Yards: will better connect Milsom St and Broad St and will accommodate new-build contemporary space for the creative industries, workspace and visitor accommodation
- St Michael's Neighbourhood: will become a growing residential neighbourhood for Bath with new development and conversions of upper floors of properties, supporting a range of local shopping and amenities at ground floor level. A new public square will also be created in front of St Michael's Church
- Walcot Gateway: Will provide an improved entrance to Walcot St, with a new frontage to the street and the redevelopment of the Cattlemarket site for housing


The [consultation](#) runs until July 15.

The masterplan is funded by the West of England Combined Authority's Investment Fund.

ENDS

## Annex 3: Examples of newsletters

### Bath BID Newsletter 03/05/22: Milsom Quarter Masterplan announcement



A MASTERPLAN FOR  
**MILSOM QUARTER**  
BATH

Bath & North East  
Somerset Council  
Improving People's Lives

**Milsom Quarter Masterplan to be Announced this Week**

Deputy Leader of the Council, Richard Samuel, announced that the Milsom Quarter Masterplan will be revealed this week. You can watch the introductory Youtube video [here](#).

Cleo Newcombe-Jones from the Council's team will be presenting some of the ideas behind the new Milsom Quarter 20 year plan to our [Spring meeting](#) on 12 May.

[Find out more](#)

(Source: <https://mailchi.mp/bathbid/bath-bid-levy-payers-update-13386681>)

### Bath BID: annual spring meeting poster



*You are cordially invited to*

**The Bath BID Annual Spring Meeting**

Thursday 12th May 6.00pm - 7.30pm at The Doubletree by Hilton, Walcot Street

5.45pm - 6.00pm  
ARRIVAL DRINKS AND NETWORKING

6.00pm - 6.45pm  
UPDATE FROM THE BATH BID - CURRENT PROJECTS AND PROGRESS  
David Hobdey (Chair) and Allison Herbert

6.45pm - 7.05pm  
BUSINESS CRIME REPORT  
Avon and Somerset Police

7.05pm - 7.30pm  
CITY DEVELOPMENTS UPDATE: INCLUDING MILSOM QUARTER AND BATH QUAYS  
Cleo Newcombe-Jones (Regeneration Manager, B&NES Council)

There will be an opportunity for questions after each update. If you wish to send over your questions in advance, please email [nick.bishop@bathbid.co.uk](mailto:nick.bishop@bathbid.co.uk).

**CLICK HERE TO BOOK**



## VisitWest Newsletter

Milsom Quarter Masterplan features in VisitWest Newsletter which is circulated to around 1300 contacts in the visitor economy each Friday.





[INDUSTRY WEBSITE](#) | [ABOUT US](#)

### Your Weekly Visitor Economy Newsletter

The team at Visit West would like to wish all our members a very happy Easter.

This week's update includes:

- Latest industry news
- Latest news from Bristol
- Latest news from Bath
- April media coverage for Bath
- April media coverage for Bristol



### The Latest News In Bath

Here are a selection of industry news stories from Bath from the last week.

- Give your views on how Bath city centre could be transformed
- Have your say on proposals to develop the Somer Valley Enterprise Zone
- Sheila's Island visits Bath's Theatre Royal with an all-star cast
- 'My City, My Shirt' – Bath City FC's portraits project to celebrate diversity



(Source: <https://us16.campaign-archive.com/?u=c5a841d3422ee6a5d739724e5&id=3b6ec601b5>)



You are here: Latest News > Give your views on how Bath city centre could be transformed for the future

on May 05 2022

## Give your views on how Bath city centre could be transformed for the future

In Bath, News

Ambitious plans to transform the north of Bath city centre by attracting creative industries, providing 180 new homes and relocating Bath's Fashion Museum have been revealed in a public consultation launched today (May 4).



(Source: <https://www.visitwest.co.uk/news/read/2022/05/give-your-views-on-how-bath-city-centre-could-be-transformed-for-the-future-b2457>)

# BATH Business Improvement District

BATH Business Improvement District 24th April to 30th April BATH CITY CENTRE DAILY FOOTFALL			
	vs Previous Week	vs Week 17 of 2019	Benchmarks
Sunday 24th April	↑ +4%	↑ +1%	UK -15% vs Week 17 of 2019  UK High Streets -18% vs Week 17 of 2019
Monday 25th April	↓ -12%	↓ -12%	
Tuesday 26th April	↓ -11%	↓ -14%	
Wednesday 27th April	↓ -24%	↓ -15%	
Thursday 28th April	↓ -17%	↓ -7%	
Friday 29th April	↓ -1%	↓ -4%	
Saturday 30th April	↑ +13%	↑ 4%	
Whole Week =	↓ -7%	↓ -6%	

## Update from the BID team

Footfall was down by -7% from the week before and -6% compared to the same week in 2019. The UK average was -15%. [Download the report](#).

The drop in footfall last week was to be expected, with the Easter holidays coming to an end and many returning back to work. It is good to see an increase in footfall on the Saturday of the Bank Holiday weekend which saw high street footfall rates rise throughout the country. Interestingly, the data from Springboard also suggests that there was a spike in the number of workers returning to the office last week, which is positive news for the

office sector in Bath.

The Rangers have been busy supporting businesses with a number of jobs, but also helping with place management by keeping empty premises looking clean and tidy.

As always, if there is any way the Bath BID can support you, please contact us by calling 01225 430640, or emailing [info@bathbid.co.uk](mailto:info@bathbid.co.uk).

In today's update:

- [Bags, Bags, Bags!](#)
- [Milsom Quarter Masterplan to be Announced this Week](#)
- [Safe and Secure Bath Survey](#)
- [Bath Hotels Shortlisted in VisitEngland's Awards for Excellence](#)
- [Park and Ride Contract to go before Cabinet this Week](#)
- [Spring Meeting](#)
- [Party in the City](#)

Sent to approx. 1000 business email addresses.



### **Drop in to find out more about the Milsom Quarter Plan**

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Residents and businesses wanting to learn more about an ambitious 20-year vision to transform the Milsom Quarter area of Bath into a fashion destination for the South West are invited to drop into an in-person information session this June.

The [Milsom Quarter Masterplan](#) is a proposal being led Bath & North East Somerset Council to attract creative industries to the area, relocate the Fashion Museum and provide 180 new homes. Find out more [here](#).



## Annex 4: Example of posters

Milsom Quarter Masterplan Consultation Poster (shared on social media and displayed in the window in 15 New Bond St and St Michael's Church.

# HAVE YOUR SAY ON THE MILSOM QUARTER MASTERPLAN

**We are holding a public consultation on the proposals which runs until 15th July 2022.**



**To find out more visit our website:**

**[www.bathnes.gov.uk/milsomquarter](http://www.bathnes.gov.uk/milsomquarter)**

**Or visit our drop-in sessions here at The Commercial Hub, 15 New Bond Street, Bath BA1 1BA:**

- Friday 17 June 2022, 2pm to 4pm
- Monday 20 June 2022, 4.30pm to 6.30pm
- Wednesday 22 June 2022, 9.30am to 11.30am
- Friday 24 June 2022, 2pm to 4pm
- Monday 27 June 2022, 4.30pm to 6.30pm
- Wednesday 29 June 2022, 9.30am to 11.30pm

**Watch our Short Video About the Masterplan**



## Annex 5: Examples of social media

Milsom Quarter Masterplan consultation posters – to be release on social channels twice a week



### Suggested wording to release with posters

Have your say in our consultation on the Milsom Quarter Masterplan, a 20-year vision to transform the area into a fashion destination including a new location for the Fashion Museum and 180 new homes

<https://beta.bathnes.gov.uk/milsom-quarter>



Watch our video <https://www.youtube.com/watch?v=6FtYZGyiBTM>

Come and speak to us at one of our Milsom Quarter Masterplan drop-in sessions at the Commercial Hub in Bath in June.

Find out more about the plans and have your say in the consultation

<https://beta.bathnes.gov.uk/milsom-quarter/introduction-and-policy-background>



Watch our video <https://www.youtube.com/watch?v=6FtYZGyiBTM>

The Milsom Quarter Masterplan is a proposal to make the area the region's fashion destination with a new home for the Fashion Museum & more housing.

Find out about our drop-in sessions, online Q&As and respond to the consultation


<https://beta.bathnes.gov.uk/milsom-quarter/have-your-say>



<https://www.youtube.com/watch?v=6FtYZGyiBTM>

Don't forget to have your say in the Milsom Quarter Masterplan consultation

<https://beta.bathnes.gov.uk/milsom-quarter>


Watch the video 

<https://www.youtube.com/watch?v=6FtYZGyiBTM>

The consultation closes on July 15.

In week leading up to July 15:

There's still time to have your say in the Milsom Quarter Masterplan consultation. It closes on July 15/tomorrow at 5pm/today at 5pm <https://beta.bathnes.gov.uk/milsom-quarter>

Watch the video 

<https://www.youtube.com/watch?v=6FtYZGyiBTM>

## Annex 6: Email correspondence

Good afternoon all,

I hope you are doing well. I hope you like the improvements to Broad Street Place following the Phase 1 works. There are some issues with weeds at the moment, please be assured that these are being managed. I am now proactively looking for additional public funding to support the next phase of improvements, which will bring us closer to the 'vision' I shared with you last winter. If any of your businesses wish to offer support to the project – this can come in many forms (e.g. YMCA very kindly stepped in to water the plants when our contractor was not able to) – please do let me know and we can discuss. The aim is to make it a place you would choose to spend time, perhaps somewhere to have your lunch on a sunny day!

**I wanted to draw your attention to the Milsom Quarter Masterplan Consultation, which has gone live today.** The proposals directly affect Broad Street Place, Broad Street and Walcot Street so your input would be greatly appreciated.

There is a link below to a short summary video below, as well as a link to the full consultation. The consultation closes at 5pm on 15<sup>th</sup> July so there is plenty of time to respond. A number of in-person drop-in events are being held throughout June which you are very welcome to attend (details about these can be found via the link).

<https://www.youtube.com/watch?v=6FtYZGviBTM>

<https://beta.bathnes.gov.uk/milsom-quarter/milsom-quarter>

Please share this with colleagues, friends and anyone you think would like to contribute!

Kind regards,

The following have been contacted and invited to respond to the Milsom Quarter Masterplan through the above email. This includes the Chair of the Walcot Street Trader's Association.

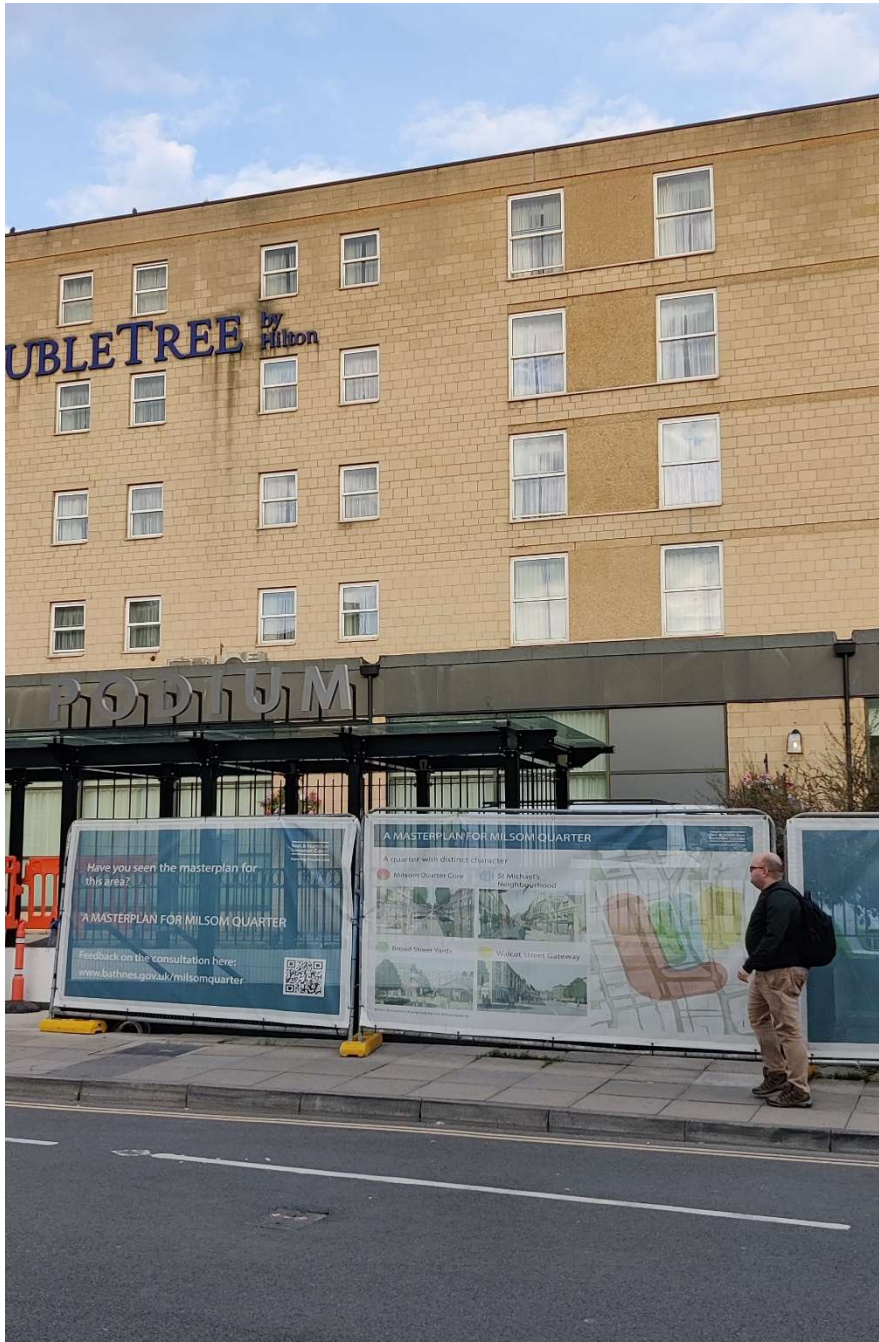
Adrian Dolan
Ainar Tailor Shop
Alex Bugden
American Dream Comics
Anokhi
Aspect Window Styling
Avenida Home
Backstage Hair & Beauty
Bath City Lets
Best One Convenience Store
Broad Street Studio
CLlr Sue Craig
Enlighten Bath
Fine Cheese Company
Gym Marine Yachts & Interiors
Harvest
Harvey Jones Kitchens
Kutchenhaus



Landrace Bakery
Languages United
Little Lab Lifestyle & Beauty
Maggie King – YMCA
Mantra Progressive Indian
Material Hair Salon
Melanie Giles Bath
Minuteman Press
Neptune
Osteopathy & Pilates Studio – general
Picnic Coffee
Simone Lucas – YMCA
Skin Stories
Susanne Lecomber – O&P Studio
The Duchess
The Framing Workshop
The Yellow Shop
Total Fitness
Trish Fairbeard

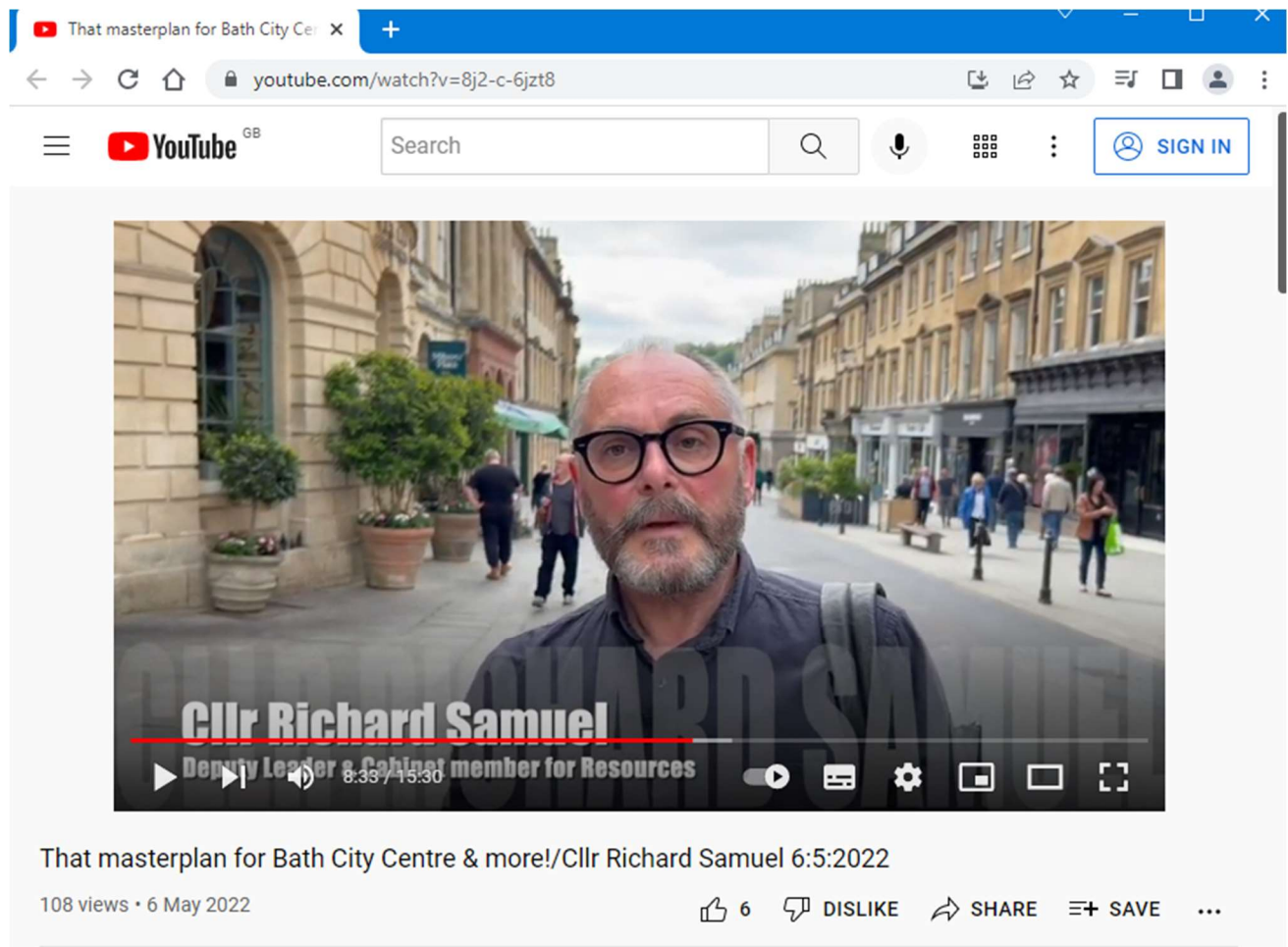
## Annex 7: Large Scale hoardings

In situ outside the Doubletree by Hilton, Walcot Street, bath BA1 5BJ for over 3 months.



## Annex 8: Examples of engagement undertaken by the Cabinet Member

### Cllr Richard Samuel discusses the Milsom Quarter Masterplan on YouTube



The screenshot shows a web browser window with a YouTube video player. The browser's address bar displays the URL [youtube.com/watch?v=8j2-c-6jzt8](https://www.youtube.com/watch?v=8j2-c-6jzt8). The YouTube interface includes a search bar, a 'SIGN IN' button, and a video player. The video features Cllr Richard Samuel, a man with a beard and glasses, standing on a street in Bath City Centre. The video title is 'That masterplan for Bath City Centre & more!/Cllr Richard Samuel 6:5:2022'. Below the title, it shows '108 views • 6 May 2022' and interaction buttons for '6' likes, 'DISLIKE', 'SHARE', 'SAVE', and a menu icon. The video player controls show a progress bar at 8:33 / 15:30.

(Source: <https://www.youtube.com/watch?v=8j2-c-6jzt8>)

Milsom Quarter Masterplan interview on Somer Valley FM – live Friday 3<sup>rd</sup> of June, 2022 at 12pm.





## Annex 9: Full schedule of online and in-person events

Date & time	Stakeholder	Format
Weds 4th May 15:30-16:30	Heritage, tourism & business	Zoom
Weds 4 <sup>th</sup> May	1-1 Landowners Walcot House	
Weds 4th May 18:00-19:00	All Councillor briefing	Zoom
Mon 9th May 10:00-11:00	Transport stakeholders	Zoom
Mon 9th May 14:30-15-30	Officer briefing	Teams
Weds 11th May 14:00-15:00	Residents Associations	Zoom
Thurs 12th May 17:30-19:00	Bath BID meeting with businesses (MQMP an agenda item)	BID
Tue 17 <sup>th</sup> May 14:00	WHS Advisory Board	Tony Crouch Brunswick Room, Guildhall, Bath.
Weds 18 <sup>th</sup> May 10:00-11:00	Landowners & landlords	Zoom
Mon 23 <sup>rd</sup> May 11:00-11:30	1-1 Landowners Realm / Milsom Place	Teams
Mon 23 <sup>rd</sup> May 14:00-14:30	1-1 Landowner St Johns	Teams
Fri 27 <sup>th</sup> May 11:30-12:00	1-1 Landowners Sam Smith	Teams
Mon 30 <sup>th</sup> May 11:00-11:30	1-1 Landowners Carter Jonas	Teams
Fri 17th June 14:00-16:00  Mon 20th June 16:30-18:30  Weds 22nd June 9:30-11:30  Fri 24th June 14:00-16:00  Mon 27th June 16:30-18:30  Weds 29th June 9:30-11:30	Public drop-in sessions	Commercial Hub, 15 New Bond Street, Bath
Fri 8th July 10:45	Member of Parliament Wera Hobhouse	Zoom
30 <sup>th</sup> June 2022	City Centre Management Team	Teams

## **Annex 10:** Consultation feedback from Stakeholder meetings

### **Milsom Quarter Landlord & Agent Meeting**

**Monday 11<sup>th</sup> of April 2022 – 3pm-4**

- 1. Welcome from Chair (Cllr Richard Samuel)**
- 2. Apologies**
- 3. Actions from the last meeting:**
- 4. Brief Project Updates:**

**a. Love our High Streets/Recovery Fund (Wendy Maden)**

CNJ updated the results of the consultation for TRO for Milsom Street. There have been 250 responses so far and the results are 50/50 in terms of those who support and those who do not support the scheme. Those who do not support the scheme stated they were more likely to support the scheme if more greening was included. There have been no responses from key landowners in the area.

David (representing Milsom Place) assured that he will provide feedback from his side and apologised for the lack of feedback so far.

Additional street furniture will be installed on Milsom Street in June at the bottom of MS where it meets New Bond Street.

**b. Milsom Quarter Masterplan Update and next steps (Cleo Newcombe-Jones)**

WM shared the draft animation of Milsom Quarter. Animated visualisation piece created by Suited and Booted who are based in Milsom Place.

CNJ shared details of the consultation process which will include a mixed-method approach.

Consultation process includes:

1. Targeted stakeholder group sessions. Online and in-person sessions.
2. Drop-in consultation. 3 month period. Targeted start date 27<sup>th</sup> of April (pending information is uploaded onto the website in time). End date TBC (likely end of June – beginning of July).
3. Social media.

A short brochure is being finalised in the next couple of weeks and will be circulated in due course. This will comprise of a pack of information to be distributed in coming weeks regarding the Milsom Quarter Masterplan.

**c. Footfall/Smart City Data – January - March trends (Allison Herbert)**

AH gave an update on latest footfall data. Bath's footfall has recovered to near 2019 levels (only 6% under 2019 levels) which is a significant improvement compared with January 2022.

9pm – 3am is significantly busier than daytime compared to 2019. This reflects national highstreets trends as retailers shut their doors and businesses characteristic of the night-time economy such as restaurants and bars move into the area.

Bath's food and drink industry recovered by Q2 2021 which was faster than comparative cities such as Edinburgh.

Interest in Bath is reflected in recent lettings. CNJ stated that vacancy rates are fewer than this time last year.

**d. Any other business**

Businesses in the city will continue to face challenges due to increased utility bills, inflation and the current economic situation.

Cllr Richard Samuel suggested that the meetings have served their purpose and that any future meetings should be targeted consultation feedback sessions instead

**Milsom Quarter Masterplan Consultation**

**Date and time: 3:30-4:30pm, 4<sup>th</sup> of May 2022**

**Title: Heritage, tourism & business focus**

**Attendees:**

- Cleo Newcombe-Jones
- Wendy Maden
- Mick Heath
- Bath BID
- Visit Bath
- Tony Couch
- Helen Jeffery
- Historic England
- Megan Usher
- Rob Campbell
- Bath Preservation Trust
- Bath Spa University
- National Trust

**Q&A Discussion: Waste management for ground floor businesses**

Q – For businesses on the ground floor please include how people will take deliveries and deal with waste, or part of the scheme invest in waste management and waste collection points etc?. And it's all very curated all the ground floor uses and it would be interesting to see how you think it would be different?

A – We are conscious it needs to remain an operational city and keen to explore dealing with different waste management strategies, as there are existing issues to be resolved E.g. food waste pilot for Kingsmead Square has been successful and has reduced mess on the streets.

As the council is the major landowner, we do have the opportunity to deal with the curational role and maintain the vibrancy of the area and for it to remain competitive as well.

#### **Q&A Discussion: Greening**

Q – From HE point of view we are happy to take a hands-on role to help ensure appropriate historic and environmental considerations are in place, are there any issues which have been identified or outstanding in moving the masterplan forward?

A – A key area of debate is surrounding greening and street trees, height etc, we are mainly looking at above ground planting due to the conditions and restrictions, so we are keen to get people's views on that also. I'd be interested to hear Tony's thoughts on this.

Q: The question surrounds if greening is a natural departure from the historic character of the area and they are not a natural fit e.g in Milsom Street. Concerns around 'clutter' where previously we have tried to keep these areas really clean.

#### **Q&A Discussion: Cattle market and river**

Q - The increased use for upper floors is really good, there is an aspiration to connect to the river frontage at Walcot and this could be a golden opportunity to do it?

A – Yes, there are aspirations for a connecting bridge towards the Cattle Market site and the Park area, but the land holdings are on an awkward angle and challenge to design around access lane – feasibility work suggests its very challenging to deliver. Yes, a really good idea to connect with the river line project to see what can be done to combat some of the design challenges.

Q – That highlights how much of the conceptual detail we have seen is fluid and flexible and how much you are seeking to fix at this point in time. From a consultation perspective it's interesting to see how much is fluid and flexible?

A: We have had a lot of those discussions internally and externally; with some areas we are keen to test the waters with wider stakeholders and the public. For example, for the Cattle market through master plan we have moved to a more residential led development with ground floor mixed use, where originally it was a more mix of uses site we've sought the wider mix of uses to be in the wider area to give a better chance of this site being viable.

#### **Q&A Discussion: Red line boundary**

Q – Firstly, this is a great piece of work and really aspirational! Firstly, are there considerations to what sits outside the red line and how the master plan relates to that and the relationships outside the red line too?

Secondly, is there opportunity to be bold and contemporary with the yards? Provided its respectful of the heritage.

A – There was lots of debate around red line boundary discussion and I agree it isn't a fixed line. We have mainly tried following landship ownership and historical growth phases too, to make it logical if taking in



parts of streets if another part is a different phase. Agree there are opportunities for contemporary development especially Broad St.

#### **Q&A Discussion: Net Zero ambitions**

Q – In terms of net zero ambitions, how do you intend to do this?

A – Working with consultant's Hydrock we have looked at a package of interventions including energy efficiency measures, renewable energy generation, options around energy storage, renewable energy generation – on and off site etc. Quite radical and multiple approaches will be needed to achieve the goal and is a big challenge for the area. From the £70 million estimated to produce this plan almost 50% of that is around energy, so it's the largest cost of any interventions.

#### **Q&A Discussion: Walcot Street Businesses**

Q – Have you discussed this or shown this to any businesses in Walcot Street, as they rely on the destination just as much as Jolly's does? Just concerns around whether you're creating a firebreak around it by having all housing in Cattle market and how will this help people discover joys of Walcot Street?

A – We have had quite a bit of discussion with Walcot businesses and we have more planned, and they had some good ideas around the Corn Market building. My team has been working on some phase 1 of Broad Street Place green space improvements and the businesses there. So, there's huge potential to implement more phases there and that's been helpful getting their views on future plans also. Although, the Cattle Market site is mainly residential there is proposal for ground floor active uses, to help bring people into Walcot Street, to connect it together.

#### **Q&A Discussion: Boutique Hotel and Apartments**

Q – Firstly, how do you ensure the area remains residential and not holiday rentals? Secondly, the King Edwards school building looks like a boutique operate at 12 rooms which is fine have you got operators in mind for that or private investors? But think its great and interesting to see river access too.

A – We have been working with landlords and business representatives as you know Sam Smith's do have this existing planning consent of this small boutique hotel, currently no confirmed timetable for delivery. Regarding apartment bookings and Air bnbs are quite difficult to contain so we will be relying on higher level national initiatives to help manage that, but the council is a main landowner so we may have more influence over that.

## **Milsom Quarter Masterplan Consultation – transport and accessibility focus**

**Date and time: 10-11am, 9<sup>th</sup> of May 2022**

### **Attendees:**

- Cleo Newcombe-Jones
- Wendy Maden
- Angharad Jones
- Claire Parker
- Lynda Deane
- Nick Simons
- RNIB
- Bath Walk Ride
- National Trust
- Achieve Together

*Intro: the Milsom Quarter Masterplan is proposed in response to a decline in retail demand ie changing consumer habits and a move to online shopping which has caused a reduction in footfall and increased vacant shop units in and around Milsom Quarter. This decline has been accelerated by Covid. The Council is a major landowner in the area and can use its assets to create opportunities for change and lead the redevelopment of the area. The masterplan will provide strategy for future development. Main purpose of the meeting is to receive feedback on the Milsom Quarter Masterplan.*

*Video of Milsom Quarter Masterplan.*

*Presentation detailing the proposed Milsom Quarter Masterplan.*

### **Q&A Discussion: Groups with Disabilities**

Q – The Council has made a whole Masterplan and video with no consideration for groups with disability in my view. There are limited disabled people represented in the video.

A – Stakeholders representing disability groups were consulted during the masterplan process, this is still in draft and we are looking to hear people's views. The team has considered accessibility and equalities as part of our remit.

Q – Which disability groups were consulted?

A – Stakeholders consulted early in the process included RNIB and Age UK, further information forms part of the evidence base to the Masterplan which will be published.

Q – Confirms that the meetings with disability groups did take place. He raised concerns that the Masterplan and the city centre security measures 'have taken the city away from us'. Keen to better understand how the feedback was taken onboard.

A – The purpose of the current consultation process is to receive feedback on the draft proposals. The initial stakeholder engagement was around understanding what people wanted from Milsom Quarter and to test emerging ideas.

Q – I, a blue badge holder, have received hundreds of parking tickets/PCN notices for going through the busgate since the beginning of the pandemic – currently stay at home because I can't afford another ticket. The Masterplan is all about cyclists. Inclusivity, accessibility, and equality should be considered from the beginning of the process – not in the middle of the process.

A - access for blue badge holders has been considered as part of the masterplan, but we don't have all the answers of how this will work for the next 20 years. Further monitoring of blue badge parking is ongoing to better understand need in the Milsom Quarter. No decision has yet been reached as this is part of the ongoing consultation process.

#### **Q&A Discussion: Traffic Circulation Plan**

Q - the MQ Masterplan includes 'lots of good stuff' and that the project is very exciting. He believes that the proposed removal of the Cattlemarket car park and the Broad Street car park alike is excellent and will improve the area greatly. The traffic circulation plan is overdue. When will this be available for viewing?

A – The 'Journey to Net Zero' strategy for transport was approved last week. The circulation plan is certainly something that needs to be well understood, especially as the Milsom Quarter Masterplan proposes to introduce more cycling and bus lanes into the city centre. There is no definite date for when the circulation plan will be available however Nick suggested that the matter will be of priority moving forward and will be concluded fairly quickly.

Q – What measures will be in place to ensure that traffic does not accumulate in areas surrounding the city centre, if traffic can only circulate the perimeter. Feels like the Council is trying to exclude cars from the centre via all the various schemes and plans which is impacting on BB holders negatively.

A – Bath does not have a ring road. The circulation plan will first establish whether the closure of streets to vehicular traffic in Bath will be possible.

#### **Q&A Discussion: Public Toilets**

Q – Has there been consideration for the introduction of accessible public toilets?

A – Public toilets are not part of the Masterplan. Lynda do you have knowledge of this?

A – Unfortunately, this matter sits outside of my work however as far as I am aware of there are no plans to reintroduce public toilets.

#### **Q&A Discussion: Further Street Closures to Traffic**

Q – I don't know if Queen's Square sits as part of the Masterplan however it would be a good idea to close at least two sides of that square to further reduce traffic.

A – It is not part of the MQ Masterplan however there should be opportunity to comment in the future as part of other schemes. The Top of Town Access and Movement study being finalised includes Queen Square.

#### **Q&A Discussion: Accessibility**

Q – The flats proposed as part of the MQ Masterplan have nothing to do with accessibility. Will the proposed flats be carbon neutral?

A – The new build flats on the Cattlemarket will be zero carbon however there are challenges associated with retrofitting existing listed buildings due to national legislation therefore those flats will be as close to

carbon neutral as possible but there is no guarantee that they will be fully carbon neutral. The new build flats will be fully accessible, but the conversion of upper floors of listed buildings to flats is more challenging to make fully accessible.

Q – There is little understanding of accessibility in relation to groups with disability. There is disappointment of the lack of understanding. There could be a subsidy for groups with disability to purchase adapted electric bikes or electric cars in order to support them in making sustainable choices. Transport uses such as walking, cycling and taking the bus is not possible for groups with disability.

A – The suggestion of providing subsidies for groups with disabilities to purchase electrical vehicles is a good idea and is something that should be looked into.

Q – Is there an alternative formats of the Masterplan document to read?

A – There is an accessible version in which all images have been tagged to view with an accessibility reader. There is also a summary document which is a simplified summary of the full Masterplan. The video is also accessibility in various formats supported by You Tube.

Q – Has the security issue been addressed within Milsom Quarter. If it is not safe around Bath Abbey is it a good idea to encourage crowds to gather in Milsom Quarter?

A – This issue will be worked on with the security team.

Q – When will the experimental TRO run out?

A – The ETRO is still out for consultation.

A – The initial 6 months will run out in mid-late May (26 May). ETRO's can run for a total of 18 months depending on the outcomes of initial consultation, and if further amendments need to be tested.

Q – And that is the experimental TRO related to MQ?

A – Correct.

**Any further comments/discussions** (please copy/screenshot comments from zoom/teams feed):

### **Milsom Quarter Masterplan update – Residents Associations**

**Date and time: 2-3pm, 11<sup>th</sup> of May 2022**

#### **Attendees:**

- Wendy Maden
- Cleo Newcombe-Jones
- Angharad Jones
- The Abbey Residents Association x2
- Pulteney Estates Residents Association
- St Michaels Church

#### **Q&A Discussion:**

Q – There is a huge amount of material in the Masterplan and I would like to congratulate the team for their thoroughness and effort in putting the plan together. Firstly, I'd like to touch upon the fact that there are no

vehicles included in any of the drawings of the proposed vision therefore I'd like to understand if that's realistic or intentional and in fact there are many examples across the world where people and traffic can co-exist well. Secondly, it's great to see Broad Street Yards proposed as a single area for pedestrians and retail space. Thirdly, it would be a good idea to finally bring the old Kind Edward School site into good use. The building has been vacant for far too long and has been deteriorating over last 20 years or so. The Council should consider a Compulsory Purchase. Finally, a vertical path for pedestrians across the Cattlemarket site should be considered to connect the public to the riverfront.

A – On your first point, a major aspect of this consultation is to understand the right balance between people and vehicles with regards to the streets, and how local people view this going forward to the future. It's great that you believe the Broad Streets Yards are a good idea. On the Kind Edward School point, as detailed in the Queen's speech, there is proposals to bring forward new laws for Councils to use on underutilised buildings therefore it would be interesting to see what kind of changes that will bring about, in addition to CPO powers. In the meantime, we continue to work with the landlord to bring this forward. I agree, it's a great idea for the public to reconnect with the riverfront. The design team looked at the potential for a pedestrian bridge across the river here however it was concluded that there was not enough land/area for the bridge landing to make this feasible at present. Landing space for a bridge should be considered when making the designs for the Cattlemarket site in preparation of the possibility of a bridge to be constructed in the future (if and when landownership changes making this possible).

Q – I look forward to going through the Masterplan in more detail and sharing more detailed views later. From a high-level perspective I would be interested in how people will travel to the city centre, and how the city centre will interact with the rest of the city. It would be good to understand if the intention is to reduce carbon emitting vehicles, or all vehicles all together. Secondly, I think it is a good idea to zone the city so that people have a way to navigate it easily, as you have shown in the Masterplan. Thirdly, I would be interested in how businesses can receive support. A lot of businesses are struggling to find minimum wage staff as those groups cannot afford rent in the centre of Bath so they live further afield, making it unviable for them to travel into the city for work. Have you heard of Slippery Lane? That lane should surely be utilised as a 'tourist' site and used by locals and visitors to explore the cit. Finally, I personally fully support the idea of a square in front of St Michaels. It would be great to see some sort of artwork and seating area so that it can be used as a meeting point for the people of Bath.

A – In terms of transport, the first step would be for a circulation plan to be tested so that we can understand the impact on the city as a whole. I am glad that you like the idea of the square. It currently does not work well, as the cycle rank is difficult to access and there are a lot of steps/barriers making it difficult to move around the area. The idea of zoning conceptually is important as a concept as it will give areas of the city centre distinct identities and is something we are trying to communicate through the Masterplan.

Q – I am impressed with the presentation and the effort that has gone into it. As part of a Resident Association, I believe that communities should have a bigger say in their views regarding such sensitive schemes and therefore I look forward to collecting those views. The main question I would like to ask is what will happen to vehicles? Business are already struggling, how will the High Street evolve. What are the displacement issues and how can these be addressed?

A – That is something that we will need to better understand as part of the circulation plan. In response to the decline of retail services, people are looking for more culture and experience in their city centres. That is something we are trying to show in the Masterplan.



Q – I'd like to echo previous comments and say that this is an impressive document. It's a very long and detailed document, so like Peter, I will need to collect feedback from residents and communicate those views later. It would help if we could possibly receive a printed version?

A – We can arrange for hard copies to be printed – I will follow that up in an email.

Q – That's great thank you. The plan includes a lot of new homes. I'd be interested to know the split between new built homes and repurposed homes. I would also be interested in receiving additional information regarding the analysis of each building and its current status if it is available? Councillor Samuel indicated that the location of the new Fashion Museum is close to being concluded therefore its location will hopefully be announced soon which will give a better understanding of the Masterplan. Again, on the old School site, I agree with previous comments that it is important that this site is brought back to public use. I hope to provide additional feedback after close inspection of the Masterplan however overall, I am very much in favour of the plan. Some staging and timescale will also be useful to understand which parts of schemes are likely to be brought forward in the next 5, 10 years and so on.

Q – The intention is out of 180 homes; 60-70 homes will be built on the Cattlemarket site. The remaining homes will be repurposed from current buildings. Details are included in the Masterplan. I am happy to share details of the building-by-building analysis. The energy strategy is also detailed in the Masterplan, total energy investment is projected to arrive at £30 million alone. The final staging and timeline are yet to be disclosed as there is still work to be done to identify which schemes will need unlocking, and which schemes will require public subsidy and so on. We are currently in the process of identifying different funding avenues for the project. The timeline will also need to tie in with wider city transport plans etc. To reiterate, if you would like printed copies of the Masterplan, that can be arranged. We have a 3 tier of Masterplan information: a video, summary document and 230 page Masterplan for you and residents to view and share, which will be detailed in an email.

Q – Some hard copied would be good. Just wanted to mention that St Michael's is a large space if you want to hold your meetings there. Static information boards can also be put up if that's helpful.

A – That would be great we will be in contact regarding that.

Q – We also have tv screen on during the day which we could use to share information.

A – That would also be useful thanks.

Q – A final point – as demonstrated in a previous scheme in Liverpool, what seems to be missing is the communication is that this development will create a city for people to live, enjoy and meet and to improve people's relationship with the city. You need to remember that these kinds of schemes go beyond that of a political cycle and ensure that the bigger vision shines through.

A – I agree, and that's what makes cities so great. Thank you all for your time and input today.

### **Milsom Quarter Masterplan Consultation – Bath BID Spring Meeting**

**Date and time: 12/05/2022**

74 attendees across the BID team, Board and businesses.

### **Q&A Discussion: Transport into the city**

Q – To support the low car neighbourhood approach in the Masterplan, transport into the city should be well considered. The option to leave the car at home should be facilitated by public transport and Park & Ride in the east of the city.

A – Agreed that the city needs to be considered as a whole through a circulation plan. The Journey to Net Zero strategy is beginning to do this alongside new approaches to movement including scooters alongside public transport.

#### **Q&A Discussion: Timescales**

Q – What is the timescale for this project?

A – This is a 20 year plan however work has already started through the 5 year Love Our High Streets Programme of public realm improvements, animation and events. We are currently developing a phasing plan within the Delivery Strategy which will look at which sites are viable and can be brought forward immediately and which will need support through public subsidy.

#### **Q&A Discussion: Energy Efficiency**

Q – Is the upgrade of listed buildings to be more energy efficient being supported? Inclusion of solar panels, for example, have previously not been supported by the Conservation Team so joined up thinking will be needed.

A – The upgrade of existing building stock to meet new energy standards is included in the energy strategy in a number of ways. Our testing suggests it is possible for listed buildings in this area to achieve Government standards of energy efficiency and so this is a key part of the Masterplan. Conservation Policy is currently being updated to respond to this need including installation of solar panels.

#### **Q&A Discussion: Urgency of regeneration**

Q – As a Welcome Ambassador in the city I get a good sense of which part of the cities work and which do not. My experience of Milsom Street is that it is currently ‘below par’ and needs urgent intervention. The Fashion Museum should be relocated here as quickly as possible to change the function of the area.

A – We have seen a promising change in the past year or so as vacancies during the pandemic were at 30% and this is now much lower with plenty of new, exciting businesses moving into the area. We are progressing the Fashion Museum project at pace and have recently received funding to acquire the site however due to negotiation on Heads of Terms we cannot yet announce the specific site.

### **Milsom Quarter Masterplan Consultation – Landlords and agents Briefing Session**

**Date and Time: 10-11am, Wednesday 18<sup>th</sup> of May**

#### **Attendees:**

- Richard Long
- Lynda Deane
- Carter Jonas

- **St Johns Foundation**
- **Realm**
- **Cleo Newcombe-Jones**
- **Nick Simons**
- **Richard Samuel**
- **Wendy Maden**
- **Andrea Frow**
- **Anna Garner**
- **Angharad Jones**

#### **Q&A Discussion:**

Q –Can you disclose any information on the location of the Fashion Museum?

A –I can confirm that the announcement will take place soon, once we have completed on the purchase.

A –The Fashion Museum lease expires next year therefore we are also looking into relocating the collection, which will continue to be accessible to the public in an out of city location for the next 2 years or so.

A - We have also been working with the National Trust who are interested in people’s views on the future of the Assembly Rooms. Suggestions such as Augmented Reality technologies have been discussed and I am happy to share information on that dialogue with those interested.

A –We are also looking at a joint development project with Bath Spa University in Locksbrook. The site will be joint development site which will be funded by a levelling up fund.

Q – As a charity representative it’s my duty to get an understanding of the process and to question what’s in it for us?

A – In terms of energy and retrofitting it can be challenging as public subsidies will be used to retrofit publicly accessible buildings however there’s an opportunity here to work together as we will share common challenges in which will involve a number of the same solutions. We are currently preparing an outline case for WECA for funding.

Q – So you envisage a joint venture on aspects of the development that are not in the public sector. In terms of shop frontage, are you looking at non-BANES buildings?

A – We can share all the information with you as we have surveyed the whole area and the information will be shared in the public domain. The Local Plan Review will also provide an opportunity to get a more holistic look on things.

Q – Any more questions?

Q – The feedback has been positive. My only questions relate to timings, how soon do we see the development happening? And has there been consideration for car charging? I assume people will continue to use vehicles in the future.

A – We will need to make sure we have a raft of transport modes to ensure movement across the city. This will need to be discussed in more depth.

A – Electric car charging points are due to be installed in Kings Mead car park. Installing car charging points will be a big part of the solution in relation to reaching carbon neutrality by 2030 and is something the Council needs to move forward with at pace. We will need to consider road space and to not compromise bus and cycles lanes with EV charging points. A balanced approach will be needed.

Q – [taken from chat] Has any work been done on the current provision within Bath of the type of businesses you are trying to attract – tailors/dressmakers etc – will you be diverting existing makers or trying to attract new businesses – do you have a feel for the mix of new versus migration?

A – We are hoping that this will be a growth area in the economy. We are trying to achieve a mix and blend of retaining current businesses and attracting new ones. The city currently lacks maker space which we are hoping to change. The idea is to give Milsom Quarter a distinct identity as a fashion destination.

A – [to elaborate on comment in chat] The creative square at Bath Spa University in Locksbrook draws on the idea of retaining Bath's fashion identity and creating pathways for economically inactive populations, attracting new skill to the city. Currently only 5% of Fashion Graduates remain in the fashion industry and even less stay in Bath.

A - We are looking to set out a program for action over the next 5 years to address this issue.

A – These meetings have been very useful. I believe moving forward, a quarterly or 6-month session between stakeholders will be beneficial.

A – I agree it is useful to keep the dialogue.

A – I suggest that the next meeting should take place after the consultation has concluded to relay feedback before an official decision is made.

A – I can get a meeting set up for August / September. We appreciate all who have shared information regarding the consultation. Please remember we have drop-in sessions in New Bond Street throughout June and information will be displayed in St Michael's Church end of June / July as well as online. Overall, we have had a high response rate to the consultation so far and we have slightly more support than objections.

A - Thanks all, we will see you later in the summer.

**Any further comments/discussions** (please copy/screenshot comments from zoom/teams feed):

**World Heritage Site Advisory Meeting**

**Date: 17<sup>th</sup> May 2022**



**City of Bath**  
**World Heritage Site**  
**Advisory Board**



**Meeting held on 17 May 2022**

**Brunswick Room, Guildhall, Bath**

**Minutes**

Attendees			
Prof Barry Gilbertson (Chair)	BG	Wendy Maden WM	Robert Campbell RC
Polly Andrews	PA	Paul Simons PS	Nick Tobin NT
Prof David Goode	DG	Andy Gilson AGil	Rohan Torkildsen RT
Tom Boden	TB	Cllr Robert Law RL	Dr Kristin Doern KD
Helen Daniels	HD	Chris Pound CP	Cllr Ruth Malloy RM
John Richards	JR	Ainslie Ensom AE	Paul Saynor PSa
Allison Herbert	AH	Nas Alvi NA	Vicky Young (minutes)
Tony Crouch	TC		TOTAL 22 attendees
Apologies			
Kathryn Davis		Sarah Simmonds	Dr Marion Harney
Alex Sherman		Canon Guy Bridgewater	Paula Freeland
Cllr Dine Romero		Cllr Kevin Guy	Sophie Broadfield



Andrew Grant	Mark Evans	
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<b>9</b>	<b>Presentation on proposals for the Milsom Quarter – Wendy Maden, Senior Urban Designer, B&amp;NES Council</b>	
9.1	This presentation can be found here <a href="https://www.youtube.com/watch?v=6FtYZGyiBTM">https://www.youtube.com/watch?v=6FtYZGyiBTM</a>	
9.2	Street furniture and seating at Milsom Street and Kingsmead Square: a preference was expressed for benches to have arm rests at both ends and this change might be made to the existing benches. (Compare with the new bench in Hedgemoor Park)	
9.3	RL observed that the designs were not particularly locally distinct. The Pattern Book was discussed, a link to which can be found here:  <a href="https://www.bathnes.gov.uk/services/planning-and-building-control/major-projects/public-realm-and-movement/preparatory-projects">https://www.bathnes.gov.uk/services/planning-and-building-control/major-projects/public-realm-and-movement/preparatory-projects</a>	
9.4	Street furniture should be situated with a purpose in mind eg taking advantage of a patch of afternoon sunshine and there are also safety considerations ie the 's' shaped benches are felt to give a greater sense of personal security as you can sit back to back with 'strangers'.	
9.5	AE observed that the Milsom Street benches with stone plinths and wooden slats are being removed (the slats are not in a good state of repair) – they have no back rests and have accessibility issues.	
9.6	Delivery of the Milsom Quarter proposals will be phased over the next 20 years. The proposals and consultation opportunities can be seen here: <a href="http://www.bathnes.gov.uk/milsomquarter">www.bathnes.gov.uk/milsomquarter</a>	
9.7	History of the Milsom Quarter – it was questioned why each property was marked on the street elevation montages. Wendy explained that it was necessary to ascertain whether each property had separate access to higher floors, thus indicating whether upper levels could be used as accommodation separate to the ground floor retail units.	
9.8	Resident's associations have been involved and it was observed that converting upper floors into new residential spaces was a positive suggestion. There was a call to retain open spaces and resist the temptation to over-fill with new builds.	
9.9	Master Plan – the owners of King Edward's School have the necessary permissions to redevelop it (as an hotel) and it is hoped they will do so. Wendy Maden will speak to CP offline about this	<b>WM /CP</b>
9.10	Hilton Hotel – there are no known plans to re-fenestrate the hotel but WM will check	<b>WM</b>
9.11	First part of consultation – RL is in favour of what the Council is trying to do and, whilst this is a work in progress, he wonders if things are moving in the	

	right direction	
9.12	RT commended Wendy and team on this approach. He said that his work takes him to many areas and that this comprehensive work stands out and should be applauded.	
9.13	DG noted that this kind of development needs to incorporate solutions to the gull issue. It should not be an after-thought.	
9.14	WM was thanked warmly by BG for her presentation	



## **Bath Preservation Trust Urges Council to be More Ambitious in its Vision for Bath**

### **Charity Bath Preservation Trust is calling on BathNES Council to look beyond its plans for Milsom Street and develop a “city-wide masterplan”**

Bath Preservation Trust (BPT) says it welcomes the Milsom Street Masterplan – the Public Consultation for which is just closing (15 July 2022) – but is calling on Bath and North East Somerset Council to come up with a long-term Masterplan strategy for the whole city.

CEO of Bath Preservation Trust, Alex Sherman, says: *“We think the plan in isolation is good, but has the potential to be excellent. Developing a vision for one part of the city highlights the more pressing requirement for a strategy for the whole of Bath so that this masterplan, and others, are not considered in isolation. We need much more integration with a vision for the future of Bath as a whole – this masterplan should sit alongside a comprehensive overarching strategy or strategic plan for the development of the city, which includes city-wide public realm, transport and movement, commercial vision and sustainability. That vision does not currently exist, and it really needs to.”*

The current condition of the wider public realm is one area which requires urgent attention. BPT strongly encourages that this masterplan should be accompanied by a robust and compliant streetscape maintenance strategy that sets out the approach and timetables for essential and overdue repairs to hard landscaping and guideline complaint materials. This must be implemented and enforced by the Council, with a consistent city-wide approach.

Another of the observations BPT makes about the Milsom Quarter plan is its disproportionate emphasis on fashion-led renewal. The retail industry is fragile with little evidence that consumers are returning to the High Street in the numbers necessary to facilitate significant growth, hence the currently highly variable occupancy rates in Bath. Alex Sherman again: *“The ‘build it and they will come’ approach needs a solid understanding of the market and the potential for private investment, which is not there right now. Also, Milsom Street represents the communal heart of Bath in the present day for major events and civic functions, and more should be made of this in the vision for the area.”*

BPT is also concerned that the long-term vision for Bath City Centre fails to protect the character of historic Walcot Street. The Cattlemarket site is the gateway to Walcot Street and deserves

development that responds to the character of Walcot and protects views to Bathampton Down. The visualisations in the masterplan fail to illustrate a locally distinctive or heritage-sensitive response, nor do they show a form of development harmonious with Walcot Street.

BPT also suggests that Bath and North East Somerset Council is missing a huge opportunity to lead on sustainability. Given that a high percentage of property within the masterplan area is within the Council's ownership this is a significant opportunity for B&NES to lead by example to facilitate and undertake sustainability retrofits, switch from gas to electric, and introduce micro-renewables on an impressive scale. This longer term, city wide approach is required if Bath is to reach net zero by 2030. Targets won't be met unless B&NES take direct climate action for its own buildings and land.

[You can view the Masterplan documents here.](#)

#### **NOTES FOR EDITORS**

Bath Preservation Trust was set up in 1934 to safeguard the historic city of Bath. Bath is a UNESCO World Heritage Site, and the only complete city in the UK afforded World Heritage Status. The purposes of the Trust are: to encourage and support the conservation, evolution and enhancement of Bath and its environs within a framework appropriate both to its historic setting and its sustainable future, and to provide educational resources, including museums, which focus on the architectural and historic importance of the city. The Trust receives no statutory funding and is supported by visitor income, grants, legacies, donations and around 1400 members who share a passion for the city and its environs. The Trust runs four accredited museums in Bath - No. 1 Royal Crescent, the Museum of Bath Architecture (currently closed), the Herschel Museum of Astronomy, and Beckford's Tower. For more information visit [www.bath-preservation-trust.org.uk](http://www.bath-preservation-trust.org.uk) / Twitter @BathPresTrust / Facebook /@bathprestrust / Instagram @bath\_preservation\_trust

HIGH RESOLUTION IMAGES FOR MEDIA USE CAN BE DOWNLOADED HERE

#### **FOR MORE INFORMATION, INTERVIEWS AND IMAGES**

Tracy Jones, Brera PR – [tracy@brera-london.com](mailto:tracy@brera-london.com) / 01702 216658 / 07887 514984 / [www.brera-london.com](http://www.brera-london.com)

## **BPT Full Consultation Response**

**July 2022**

### **Summary**

BPT's Architecture Planning and Place Committee has undertaken an in-depth review of the masterplan documents (<https://beta.bathnes.gov.uk/milsom-quarter/view-masterplandocuments>) and site visits of the area. The Committee felt that the vision for the Milsom Quarter, and emphasis on the seven priority sites identified is good and the well-defined and thorough approach was warmly welcomed. The Committee undertook a detailed appraisal of the vision and related documents and a full response has been compiled. Overall BPT welcomes a master plan for Milsom Quarter Plan, however it needs much more integration with a vision for the future of the City of Bath as a whole – this master plan should sit alongside a comprehensive overarching strategy or strategic plan for the spatial development of the city, which includes city-centre public realm, transport and movement, accessibility, commercial vision and sustainability. A strategic planning and development framework and decision-making approach which has awareness of the interconnectivity of multiple locations and wider sphere of influence is required in order to deliver the step change necessary for the wider city environment to address climate change, place quality,

and liveability, ensure ongoing economic success and address prevailing social inequalities. The response provided should not diminish the view that the masterplan and related detailed proposals are good. The intention of providing a detailed response is to make the masterplan excellent and to challenge B&NES Council to achieve the maximum possible potential for the quarter and for Bath. The plan must also be sufficiently flexible to accommodate and respond to more stringent targets in the future as national policy adapts to the realities of the Climate Emergency.

Our primary response to the long-term development of this area as defined in the masterplan and related supporting documents has raised a number of questions and some need for clarification and consistency as follows and set out in further detail in this document.

1. There is a pressing requirement for a strategy for the spatial development of the City so that this masterplan, and others are not considered in isolation.
2. Masterplan area boundaries exclude interconnected sites and should be amended.
- 2
3. Milsom Street represents the communal heart of Bath in the present day for major events and civic functions and more should be made of this in the vision for the area.
4. Milsom Street must remain uncluttered so that its authentic character remains legible.
5. A robust and compliant streetscape maintenance strategy, which sets out the approach and timetables for essential and overdue repairs to hard landscaping and guideline complaint materials, must be implemented and enforced by the Council, with a consistent city-wide approach.
6. More evidence needs to be provided to support the commercial concept and need for development on Broad Street car park – is there local demand for SME's and where is the business case?
7. Infill development at Broad Street carpark must be more subservient to the existing townscape.
8. Walcot Gate deserves development that responds to the character of Walcot Street and protects views to Bathampton Down – the visualisations in the masterplan fail to illustrate a locally distinctive or heritage sensitive response that is harmonious with the rhythmic pattern of Walcot Street.
9. Public realm improvements on Johns Street must be included to facilitate the success of the proposed arcade through Jolly's.
10. The masterplan must be supported with detailed location specific guidance for commercial signage.
11. Wayfinding will be critical to the success of the plan, particularly the new eastwest routes. Also integrating with adjacent areas to ensure visitor expectations are not limited to the quarter and maintain the viability of businesses and attractions to the north.
12. Some of the points made about Sustainability are not in line with other national guidance or local policies. Much better knowledge and understanding about this important part of the scheme should be applied.
13. Whilst it is wholly understandable and necessary to secure a long-term home for the important Fashion Museum by taking on a large new building, we feel the Council should also commit to providing a convincing plan to bring its significant existing portfolio up to standard.



## **General comments**

Overall BPT welcomes a master plan for Milsom Quarter Plan, however it needs much more integration with a vision for the future of Bath as a whole – this master plan should sit alongside a comprehensive overarching strategy or strategic plan for the spatial development of the city, which includes city-wide public realm, transport and movement, accessibility, commercial vision and sustainability.

BPT advocates a heritage led approach to the renewal and revitalisation of retail and housing in the Milsom Street Quarter, that gives priority to creating affordable housing to rent and buy and repurposing and retrofitting existing residential and retail buildings to improve energy efficiency and reduce carbon emissions. ‘Fashion-led’ regeneration places far too much emphasis on the fashion museum and fashion retail as the main driver for renewal. While many historic uses of building were fashion retail on Milsom Street, there are many other residential, commercial, retail, trading and manufacturing uses in the masterplan area. For example, the retail of crafted items for the home was as abundant as fashion. The area of fashion focus stated in the masterplan is far less than the other range of ‘complimentary’ uses, and communal function in the present day, so it doesn’t justify this selective badging. We support a more flexible approach to retail, not exclusive to fashion, in the whole area

The masterplan site is within the City Centre area of the City-Wide Conservation Area and at the heart of the World Heritage Site. Much of the historic townscape is intact and in a good state of repair, aside from the Old King Edwards School and the Cornmarket. These are significant ‘anchor’ heritage buildings at risk and priority should be given to securing their occupation, repair and continued use. The quality, scale and setting of significant heritage buildings presents some real opportunities for inward investment. Preserving and enhancing the character and appearance of this part of the conservation area must be a principle objective in the management of change as set out in primary planning legislation. BPT strongly encourages that this masterplan should be accompanied by a robust (and Pattern Book/Streetscape Manual SPD compliant) streetscape maintenance strategy that sets out the approach and timetables for essential and overdue repairs to hard landscaping and guideline complaint materials. Which must be implemented and enforced by the Council. We emphasise the need for consistency and coherence with the Bath Pattern Book for street furniture and landscaping across the masterplan area.

We emphasise the need for early inclusion and consideration for accessibility in proposals for the public realm and strategic repurposing.

We also feel that this masterplan has missed an opportunity to evaluate and plan for the night time economy.

## **Masterplan boundaries**

The northern boundary remains arbitrary with no clear rationale for the exclusion of parts of the northern side of George Street, yet the inclusion of Edgar Buildings and the exclusion of commercial frontages on the Paragon at Bladud’s Buildings. While we recognise that the Hilton is outside of the scope of the masterplan, the podium and library, and property between Northgate Street and the river are within B&NES ownership and should be brought within the scope of the masterplan and long-term vision for the area, given their impact on the connected public realm. Historic (abandoned) public realm at Northgate (Slippery) Lane

and future access to the Colonnades should be included in the vision for the area. This would be a wonderful opportunity to better reveal the medieval narrative of the city, and link it to other medieval features, e.g. at Milsom Place.

## **Commercial Concept & Residential Uplift**

The business case needs to be more explicitly made for all quarters and priority sites in the area. Need/demand must be demonstrated for workspace, new forms of leisure and new forms of food and drink.

It would be useful to understand the rationale and research which underpins the assertion that the redevelopment would act as a magnet to attract new fashion-oriented retail or micro-enterprises. The retail industry is fragile at best and consumers have not returned to the High Street in the numbers necessary to facilitate significant growth, hence highly variable occupancy rates.

The 'build it and they will come' approach needs a solid understanding of the market and the potential for private investment. Evidence based projections must consider the short, medium and long-term implications for this area relating to occupancy, maintenance and the changing nature of retail space requirements.

The primary basis of this concern is the difficulty achieving full occupancy for Milsom Place and the failed purpose-built Colonnades Shopping Centre. These are not a reason not to pursue the Milsom Quarter Plan, but demonstrate the problems in achieving full occupancy in a purpose-built shopping area.

Conversion of the floors above the shops for housing/creative space/work space is commendable, but shouldn't be allowed to be an excuse for loss of floor plan and historic fabric. Long-term leases involving the care and maintenance of the buildings by responsible tenants would obviously be preferable to Airbnbs and temporary commercial occupation. Provision must be made for genuinely affordable housing.

## **Movement Strategy**

Backstreets, pedestrian through routes are established and well used. We welcome new east west routes and doubled sided access where possible. Comments on access and movement are made in response to the key areas below.

Pedestrianisation of part of Broad Street is in line with similar approaches elsewhere in the city. This is welcomed, subject to the following.

It is evident that some residents and businesses maintain concerns about the impact to movement, access and the provision of services to their properties. Increasing the number of residential units in the area will potentially exacerbate access issues. B&NES Council should commit to open consultation with local residents about how this will be managed effectively and respond appropriately to those concerns. BPT are concerned that the consideration of the Milsom Quarter in isolation has significant risks and implications to adjacent areas, particularly to the north. This will affect businesses in Lansdown unless a similar Masterplan is prepared for that area. An effective, comprehensive and holistic Wayfinding Plan is essential to ensure that the movement strategy is realised to its fullest potential. We are supportive of the proposals to increase greater east-west through movement but this will only work if supported by effective and clear signage.

We note the limitations to the current street map installations, and maps are out of date due to the challenge and cost of replacement or renewal. The Pattern Book street furniture

would benefit from a review to ensure maps are more straight-forward to update. We welcome the potential for the pedestrianisation of Broad Street and the removal of traffic from part of the street.

## **Sustainability Strategy**

Given that a high percentage of property within the masterplan area is within the Council's ownership this is a significant opportunity for B&NES to lead by example to facilitate and undertake suitability retrofits, switch from gas to electric, and introduce micro renewables on an exemplary and impressive scale in order to reach net zero by 2030. Targets won't be met unless B&NES take direct climate action for its own buildings and land. The masterplan needs to go further to show which buildings and sites there is a firm and binding commitment to retrofit.

For existing housing, overheating must also be seriously considered and mitigated (especially if insulation and draughtproofing is improved) for the homes above shops. Especially the flats above shops on Milsom Street.

Some of the assertions made in the Sustainability Strategy need to be better understood and do not appear to correlate with other evidence. For example:

- Double glazed secondary glazing installed in historic properties should have a much greater impact on the thermal performance of buildings than the 3% cited. The secondary glazing installed at the new World Heritage Centre demonstrate that these units can be installed in historic properties.
- There is no mention of suspended floor insulation, which is within scope of the retrofitting SPD and according to EPC guidance can reduce heat loss by 7%.
- ASHP figures do not appear to consider the increased cost of electricity to supply, although they are potentially a positive alternative to gas heating.
- Internal wall insulation is within scope of the retrofit SPD, but is cited as out of scope of current policy.
- Other non-planning related interventions should be listed, such as insulating lime plaster, heat reflecting paint, window filming, and draught-proofing.

As the Milsom Quarter proposals will require significant groundworks, has any consideration been given to the installation of GSHP technology as a longer term and less visually intrusive option?

Is the Transition Fund investment transparent and available to view online? Will the investment provide the carbon savings required? Perhaps the council should invest in land acquisition to extend the Green Belt as a local carbon asset.

It is worth clearly stating that some of the principles stated in the Sustainability Strategy are not achievable or supported by other B&NES Council policies. In the Introduction, it states, "All new buildings to be zero carbon." This implies a zero-carbon build, and zero emissions in end use. This is applauded as an aspiration but is not supported by other policy statements. We would like to see zero carbon build and zero carbon emissions in end use. We are unsure of why retrofit would be 'constrained', as stated.

Page 124: "Currently, the Sustainable Construction and Retrofitting SPD alongside the planning process is significantly reducing the ability to retrofit heritage buildings within the area." This is not a true statement but more could be done by the Council to make the process more straight-forward. The process to retrofit historic listed buildings may require more administration and detail but as has been shown by B&NES Council at the new World Heritage Centre, it is wholly achievable within current policy.

## **Milsom Street Core**

Authentic character should be at the heart of the vision for the Milsom Street. Originally built as a residential street, Milsom Street has been at the heart of Bath's shopping area since not long after the street was built. It is the pre-eminent shopping destination in Bath and therefore has many illustrative and evidential stories to tell about the city's history and its cultural, social and economic cycles. In the 19th century the street became the hub for civic functions and street celebrations for major events. It continues to represent the communal heart of Bath.

Milsom Street retains much of its original unifying Georgian character above the attractive layering of historic and modern shop fronts. The high quality and significance of the street is reflected in the fact that all of the buildings are listed Grade II (with 1-22 designated as a group) or II\* (Somersetshire Buildings) and the street as a whole is a highly significant heritage asset with multiple heritage values.

With a continued emphasis on retail in this highly sensitive townscape we urge the Council to create a Milsom Quarter specific advertisement and signage design guide, in consultation with stakeholders.

## **Public Realm**

While we would like to see provision for some greening and enhanced biodiversity in the public realm generally, planting trees in Milsom Street, is directly at odds with the intended urban design and architectural concept of the Street and could have potential to block the vista from George Street towards Beechen Cliff. Furthermore, the roots could be damaging to all the vaults which run under the street.

Green infrastructure could perhaps be in the form of shrubs, climbing and trailing plants on low level structures, or espalier (usually fruit) trees trained horizontally at a low level. Indigenous plants which have coherence with the surrounding area / other city greening initiatives will have a better benefit for biodiversity. The use of peat-based composts and imported annuals should be avoided at all costs.

Milsom street has strong linear architecturally framed views up to Edgar Buildings and down to the Old Bond Street Island; these views form part of its special character. The consultation video shows the adverse impact that trees and their canopies can have on obscuring the present open views of buildings in the street and views along it to the north and onto the listed Edgar buildings on the listed raised pavements. It is the built street scene that is an attractive part of its character, and the contrast between historic streets unlined with trees, such as Milsom Street, and those spaces planned for trees or landscape that form the special character of Bath.

Temporary food, and other, stalls have potential to harm the public experience of the Street – we doubt that they could really work in Milsom Street, as we've seen in the past, because there is no "back" available, so the behind-the-scenes can't be concealed.

Filling the street with clutter, stalls, and installations of a casual and tawdry nature would be entirely at odds with the original design of the Street.

Pennant paving still in good condition, including the matching stone plinths to the benches, and the carved inscriptions at the southern end. It already has the effect of narrowing the carriageway and providing wide areas of pedestrian paving, so surely it could and should be retained, in the interests of both aesthetics and environment.

We advocate for the use of pattern book street furniture and materials on Milsom Street. The historic line of the pavement edge appears to have been lost in visualisations. The

pavement is substantially wider in the CGI's (proposals?) illustrating a very narrow road running down the centre of Milson Street. Also, the paving illustrated is inappropriate - the horizontal bands of pavements, some a different colour to others, is alien to traditional stone paving and patterns found in Bath. The cumulative impact of all the proposals on this important street should not be underestimated. BPT therefore would prefer Option 4.

### **Broad Street Car Park/Yards (priority site 1)**

Former land uses at Broad Street carpark include stables and coach houses – providing some historic precedent for built infill.

The concept for Broad Street carpark requires further evidence base for the requirement for workspaces, micro-shops and food and drink, that could not be provided in existing buildings. The primary objective should be to lower rates and occupy vacant premises before carbon intensive construction.

More detailed presentation of the concept is needed to better understand the design development behind the Broad Street Yards visual, as there is much to respond to in terms of scale, typology and architecture etc. The removal of parking and cars is supported and this site could potentially be a very exciting and animated space. Some success will depend on how the site is accessed, views framed through the site and if any of the rears of the historic buildings can become active frontages.

We have some concerns about the scale, and height of buildings and the impact on the setting of surrounding listed buildings and emphasise the need for subservience. We highlight the need to maintain views towards the Octagon roof.

Any development should have active links, permeable routes and access, to any future development at King Edwards School.

BPT supports Option 2 which brings in land and building outside B&NES ownership as this would be critical to the success of any redevelopment.

### **King Edwards School (priority site 2)**

As stated above any future development of the KES site needs to be integrated with Broad Street car park yards.

The Council should be doing everything within its power to CPO the vacant 'Building at Risk' site and bring it within the long-term vision of this masterplan. Once in public ownership opportunities for funding will follow.

### **Milsom Place (priority site 3)**

For the retail and food and drink offer at Milsom Place to change rates need to come down. A business rates incentive is critical to improving the vitality of Milsom Place. Milsom Place would potentially benefit from a mix of food and drink uses to suit all pockets, and for people living and working in the area. Perhaps small food and drink units, such as the restaurants and cafes at Brixton Village, and St Nicholas Market in Bristol could work here to enliven the space and create a destination.

### **Broad Street Place/YMCA courtyard (priority site 4)**

This intimate urban space is better known and used by local people using the services offered by the YMCA and Osteopaths, for example. We would encourage the reopening the rear access to the retail units to improve use and surveillance. The space would benefit from becoming more inviting to passers-by and we encourage more compelling public art. The general approach to enhancing this area is supported.



## **Jolly's Department Store (priority site 5)**

BPT supports the retention of Jolly's as an anchor department store. We would not oppose the creation of a ground floor arcade and through route in principle in the position shown (no.22?), provided the need and public benefits are justified. The obvious heritage impact would need to be presented along with the case for evidence-based need/justification, and the public benefit of increased pedestrian access and permeability. We recognise the potential footfall benefit of improving west-east access from the Charlotte Street car park, however success would be heavily dependent on improvements to the public realm on the John Street side. Old King Street would require parking to be removed and landscaping to increase visibility of access to the arcade on this side.

The interior of Jolly's has been heavily altered. In any further rearrangement of the internal layout the public visibility of the cornice frieze, and access to Queen Mary's dressing room should be retained.

## **St Michaels Neighbourhood**

In principle we support the pedestrianisation and remodelling of the public realm of Broad Street. This characterful street has the potential to become the USP of the Milsom Quarter. Again, we emphasise the need for consistency and coherence with the Bath Pattern Book for street furniture, bollards, materials and landscaping. And approaches that minimise clutter, in particular pavement planters.

## **Northgate Yard/Old Post Office (priority site 6)**

Rehousing the fashion museum at the Old Post Office brings this building back into a longterm secure use and is strongly supported. This use raises the ability of Bath to have a world class museum in the centre of the city and associated economic benefit.

## **Walcot Gate/Cattlemarket /Corn Market (priority site 7)**

Protecting and enhancing the unique, informal and artisan character of Walcot Street must be a principle objective of the masterplan. We strongly believe that in order to sustain the character of Walcot Street and support sustainable communities redevelopment should be mixed use rather than 100% residential as shown in option 2.

The Cattle Market site is a golden opportunity for a really exciting development, which provides an enhanced context to this entrance site. Development must be contextual, and relate to the height, scale and bulk of the historic townscape. The Hilton is not a good contextual reference.

The massing and orientation of proposed buildings in the visuals for the Castle Market site in particular do not work. The undistinguished deep plan, blocky development shown in the visualisation for the "improved entrance" is at odds with the charming character of Walcot Street and risks harming the setting of the Cattle Market and surrounding heritage assets. The flat roof shown in the masterplan illustration would do nothing to enhance local distinctiveness and some articulation is encouraged.

Any development on the Cattle Market site should respond to the Walcot Street elevation, the river frontage and take the opportunity to create a strong corner to the south west of the site, next to the Hilton, to repair a fragmented street scene and enhance the quality of townscape. If anything, the proposed site layouts would do the opposite. If development concept here is intended to indicate a 'Gateway' it should have visual distinction that strengthens local character and identity. The type of deep plan block shown risks being

overly bulky, over dominant, bland and uninspired. And may completely block important views of the World Heritage Site landscape setting, to Bathampton Down currently experienced and appreciated from Walcot Street.

We have strong concerns about the deliverability of the Cornmarket for housing. This is perhaps the last chance for this semi-derelict building and it must be got right. The planform, amount of window and glass and space would make the building difficult and expensive to heat. We would like to see a feasibility study for this building included in the masterplan or its next steps.

#### Public realm

The Cattle Market/Corn Market buildings as shown on plan have a cramped building to plot ratio – not enough space is given to public realm or landscape setting for their proposed residential uses. While noting the private roof terraces, these buildings require some landscaping, even if that means moving the car park exit road a few metres southwards. Landscaping and natural daylight for lower levels of housing needs far greater design consideration. Otherwise the space surrounding the buildings will likely be unwelcoming, hard and hostile.

There may be the opportunity for considering a public space behind development on the Cattle Market Site fronting onto Walcot Street which also related to the Corn Market listed building, relating to the river and a river walk to Pulteney Bridge.

Access is shown as a road remaining through the Cattle Market site. We wonder if there may be an opportunity for the development to bring the access to the south of the Cattle Market site, where there is already an access point into the existing car park. This could be extended to the east serve the rear of the Hilton, Waitrose etc linking to the existing road. This would allow the Cornmarket to form a more active frontage to the development and public space, without cars cutting through the site to the north and east. If the Hilton site is not going to change, it seems preferable to push all the cars / access to this side and free up the rest of the site where there is the river frontage and historic buildings to respond to, and integrate into the development.

The lower ground level and arched vaults to the Corn Market could be a great attribute to the development and could accommodate a variety of uses. It is also a key component in demonstrating heritage led regeneration and the historic use of the site, which looks to be lost in the proposals currently.

More must be made of the opportunity to provide a riverside walkway through to The Podium.

It is very important that the public experience of views towards Bathwick is retained.

### **Strategic Repurposing**

We are broadly supportive of the priorities for strategic repurposing. These case study/potential repurposing sites need to be supported by feasibility studies and retrofitting strategies.

We would like to see a convincing strategy which may take the form of a completed Conservation Area Character Appraisal and Management Plan, for how the Council will bring all of its historic properties back to full use and appropriate condition.

### **Delivery and Implementation**

B&NES now has a statutory duty to develop 'Design Codes' to shape future development and

we would expect these to be in place, along with a Conservation Area Management Plan to support the implementation of the vision. We would specifically encourage design guides for advertising on Milsom Street, and for active frontages.

# town planning

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Dear Ms Jones

## **MILSOM QUARTER MASTERPLAN**

I refer to the above project and our Teams meeting on May 27th last.

Cunnane Town Planning LLP represent Samuel Smiths Old Brewery who own King Edwards School.

First of all, I must say this matter came to our client's attention somewhat "out of the blue". It is not trailed in any emerging plan and is not listed in the Core Strategy list of city centre sites. All we can find giving rise to it is a note of a decision to fund a masterplan study of the area. That said, our client has a number of concerns which we communicated to you at the Teams meeting. We now set these out formally as a response to your consultation exercise.

1) This project is substantial in area and complexity and should be promoted through the formal development plan process.

2) The project (Option 1) would involve a land take of the rear yard of King Edwards School owned by our client who are not willing to dispose of it as it forms an integral component of the planning and listed buildings permissions which we secured: Refs. 21/00695/LBA (June 2021) and 21/00692/VAR (July 2021). The scheme is only viable if it has the benefit of 110 dining covers in the rear yard. Our client intends to implement this permission within its time limit, they would not contemplate doing this and shortly after rip it all up to facilitate the masterplan.

3) The rear yard relies on disabled access being provided in the car park; this would have to be provided in the scheme. Our client has right of access through the length of use going back to the 1930s.

4) Our client also requires access through the yard for fire escape.

5) There does not appear to be any heritage study done on the impact of the proposals on King Edwards School - and its setting - which is a Grade 2\* listed building. Such a study must be carried out before any further work is done on the Masterplan.

6) Our client's hotel proposal relies on the car park for customer parking. The loss of this facility would do serious damage to trading conditions for the hotel.

## **Milsom Quarter Masterplan comments from Historic England**

### **Introduction**

We commend the design team for a thorough and sensitive study. The thinking strikes a good balance between respecting the historic fabric the City of Bath, while looking forward to opportunities that will reinvigorate this important central neighbourhood.

We would like to offer our comments on the basis of improving an already strong proposal. Therefore, we would like to make two specific observations that may be useful in honing particular elements of the scheme; namely: The Edges and the Old Cattle Market Site.

Our suggestions focus on revealing opportunities to restore the enjoyment of historic townscape by reconsidering movement hierarchies at the edges of the sites. We also draw attention to opportunities for mending a fractured historic fabric and restoring a townscape more appropriate to this central, historic city quarter.

### **The Edges**

We think that the current proposal rightly suggests an improved hierarchy of movement within the site. Some thought has also been given to the ongoing connections out into the broader city. However, we think that focusing more attention around the edges of the site might bring a significant improvement to the integration of the emerging Milsom Quarter with the directly adjacent neighbourhoods.

Arriving from the South, one benefits from an already safe and integrated hierarchy of streets. There are delightful elements of historic townscape, including the containment of Milsom Street, by the narrowing of the pedestrianised Old Bond Street and Burton Street. This historic narrowing may give clues for containing leaky urban space elsewhere.

The eastern edge of the site is currently a little more challenging. Here, the historic townscape has become fragmented by less sensitive Twentieth Century demolition and interventions. The emerging masterplan might give some thought to the potential relationship between whatever is proposed for this edge of the site and the edge of the facing historic Bathwick neighbourhood, across the River Avon. The development of the Old Cattle Market site will be a pivotal opportunity for mending the historic townscape fabric and re-establishing appropriate sectional relationships across a reinvented Walcot Street and across the river Avon.

The western boundary of the site is formed by the charming, well-appointed Queen Street. However, Old King Street and Northumberland Buildings reach out towards Queen Square. Where these two streets finally meet Queen Square, the calm, pedestrian-friendly desire-lines, towards the green space, is severed by a noisy and threatening dual-lane, one-way traffic flow around the square. What was once a peaceful, domestic neighbourhood is now dominated by a late Twentieth-Century-style, highway-engineering aesthetic. In our view, there is an opportunity to restore a more gentle and welcoming relationship between the new Milsom Quarter and the square. We recommend looking at possibilities for reinforcing the desire lines into the park to encourage full enjoyment of the heritage townscape by the local community and visitors. The design team might explore relocating entrances into the park at the north-east and south-east corners, where the flows of pedestrians more naturally arrive.

Furthermore, the shopping experience along the small parade of retail on Gay Street is also negatively impacted by vehicular traffic moving too quickly. The experience for both the pedestrian and motorist could be significantly improved. Repairing the historic streetscape of this edge would also encourage safe and enjoyable East-West pedestrian movement.

Finally, the northern edge of the site seems to be the most blighted by over-dominant highway engineering. The fast-moving traffic along George Street and Edgar Buildings actually runs directly through the northern part of the new Milsom Quarter. The speed of the traffic, that rarely stops, effectively severs the connection to the North. This unbalanced hierarchy between vehicles and other road users undermines and diminishes the enjoyment of the historic townscape by all road users: pedestrians, cyclists and even the motorists themselves. We recommend the design team to find ways of re-establishing a more appropriate hierarchy between road users. This would include providing opportunities for pedestrians to follow the strong desire-lines attracting them towards the delightful Miles's Buildings passage and Bartlett Street. This might require an additional crossing towards the west of George Street.

Finding concrete proposals to rehabilitate George Street will offer a significant opportunity to mend the compromised historic townscape. Slowing the vehicular traffic may, or may not, add a fraction of a second onto a motorist's total journey time. However, slowing the flow here would greatly improve the motorist's enjoyment of passing through the city. Requiring both vehicles and pedestrians to move more slowly and safely allows a calmer experience of the townscape for everybody and restores an appropriate civic setting for the heritage buildings.

### **The Old Cattle Market Site**

The post-war Twentieth Century development around the Old Cattle Market site has fragmented the historic townscape of Walcot Street. The Milsom Masterplan offers an opportunity to begin to mend the urban fabric.

The eastern range of Walcot Street once had a continuous building line, similar to the range of buildings on the opposite side of the street. The Twentieth Century urban layout of this part of Walcot Street pushes the building line considerably back from the road. The current proposal for the Old Cattle Market site seeks to place an L-shaped residential block. This sets the building line even further back than the neighbouring Hilton Hotel; and, although this results in a generous new plaza it does not take the opportunity to mend the urban fabric, by restoring the historic building line.

The masterplan and surrounding area already provide for a significant number of opportunities for generous new urban spaces. So, we feel that Walcot Street may benefit more from being contained, as it once was. The resulting protection may promote a similar level of active uses found on the parallel Broad Street that already benefits from a strong sense of enclosure.

Furthermore, the current proposal does not seem to take full advantage of the depth of the site and risks delivering a sub-optimal development. Denser development here might reinforce and mend the historic urban fabric, while freeing-up pressure for development elsewhere. This would require rethinking the footprint of the proposed residential buildings, or even suggesting an alternative use that takes advantage of the unique depth of plan available on this site.

We hope that our comments have been helpful. We wish the design team well in their next stage of work.

# **A Masterplan for Milsom Quarter – Bath**

## **A consultation response from CARA (Circus Area Residents Association)**

The Circus Area Residents Association (CARA) is, in a general sense, supportive of the initiative by Bath and North East Somerset Council to create a purposeful vision for long-term structural / commercial improvements and public realm enhancements to that area of our city currently designated as the “Milsom Quarter” (MQ).

Essential to the success of the council’s masterplan, CARA would wish to highlight four key aspects which it believes are worthy of particular or additional attention to ensure that real and significant value is delivered to our city within the parameters of B&NES’s stated vision.

These particular, but no means exclusive, aspects are;

- a) That the heritage assets of our city are in no way diminished but rather enhanced by any latent proposals within the MQ Masterplan.
- b) That as far as it is possible, the MQ Masterplan retains an ongoing dynamic element providing the opportunity for adaptation should significant socio-economic changes become evident.
- c) That the optimum density mix of retail, hospitality and residential sectors and their respective intended locations are given greater scrutiny.
- d) That the impact of greater pedestrianization facilities, within a relatively compact geographical zone, is most carefully considered in terms of its impact on both the most immediate neighbouring areas and the wider more general areas of our city... potential traffic displacement being of particular concern.

To consider the above in more detail:

- a) It is noted that the current Masterplan confirms a vision of the retention of the character of the “Milsom Street Core” (Milsom Street and New Bond Street).

The above being the case, it is felt essential that the architectural topography of Milsom Street itself continues to present to pedestrians an uninterrupted view of its multi-leveled facades... an essential ingredient of its historic and current character.

Within the context of the above, aesthetically sensitive and appropriate street furniture for pedestrian use will need careful consideration, in terms of its design and indeed its quantity, so as not to mitigate against the heritage character of this important central thoroughfare.

Hence, the nature and quality of individual businesses allowed to locate in Milsom Street and New Bond Street, in particular, should be carefully kept under close scrutiny. (It should be remembered that Milsom Street, for example, once had within its environs one of the best quality food halls outside Knightsbridge.) Whilst it is recognised that the character of main shopping streets have inevitably changed over the years, if the Milsom Quarter and Milsom Street itself is to be successfully regenerated then it must differentiate itself significantly from other cities and retail propositions.

The ratio of retail to hospitality businesses should be continually encouraged towards a high density of quality retail outlets, albeit with closely located hospitality outlets for easy pedestrian access.... and those currently exist in both George Street and Milsom Place.

The quality of retail brands (not necessarily expensive brands!) such as Zara, Mango, Sephora and others should be pro-actively encouraged into particularly Milsom Street / New Bond Street / Old Bond Street.

At the same time as increasing retail 'foot-fall', with the introduction of key additional brands, improving and subsequently maintaining the design and aesthetics of this heritage retail thoroughfare of Milsom Street – Old Bond Street – New Bond Street is essential. (For example, one initiative worth consideration might be to introduce a far more restrictive colour palette for facades of businesses located in key heritage locations.)

In summary, in streets / locations intrinsic to the heritage character of Bath we need to 'raise the quality bar' and by so doing create real differentiation within the Milsom Quarter.

The relocation of the Fashion Museum, an extremely important heritage asset, within the Milsom Quarter is worthy of particular comment.

Whilst its now determined re-location into the Old Post Office site might be regarded as not the most imaginative solution available (a new contemporary-designed structure located on the Cattle Market and over-looking the river being perhaps a more adventuresome option), CARA recognises the commercial necessity of maximizing financial benefits from alternative uses of the Corn Exchange / Cattle Market site.

CARA would, however, urge that any possible alternative use for the Cattle Market / Corn Market site does not restrict use of the riverbank access at that point for the general public. Indeed, it is hoped that, linked to the Milsom Quarter project, a regeneration of the pedestrian access from the south side of Pulteney Bridge to the riverbank area of the Cattle Market be viewed as an ancillary project to the main Milsom Quarter scheme. It is not inconceivable that, at some time in the future, a river-taxi service could be introduced from the eastern perimeters of Bath (Batheaston and beyond) with a possible embarkation / disembarkation point at the Cattle Market embankment.

In order, however, to maximise the attraction for visitors of the relocation of the Fashion Museum to the Old Post Office, serious consideration should be given to the nature of the design of both internally located exhibition and public facility areas, but also to the current external 'carcass' of the building.

Options should perhaps be considered, under expert design advice, to 'open-up' the current building to internal views from passing pedestrian footfall. One option perhaps being to adapt the current space between the main entrance (left of the building) and the currently located Postal Museum (right of the building) into a glass-fronted atrium facing out onto the proposed new St. Michael's public square.

As a key part of Bath's heritage the Fashion Museum imaginatively and appropriately re-launched and renamed ("Fashion Institute -Bath" perhaps?) and not just dropped into a 'closed box' of the current Old Post Office building could become an exciting centerpiece of the Milsom Quarter project. To paraphrase Coco Chanel: Fashion that never reaches the street, is not fashion. 'Opening up' a number of the internal exhibition vistas to the passing street 'footfall' from a newly formatted St. Michael's Square would significantly enhance visitor interest.



b) It is assumed by CARA, that as all currently released Milsom Quarter project documentation is for public consultation purposes, that the current regeneration scheme, as presented, is not indicative of any as yet prescriptive solutions.

With high-levels of uncertainty in the nature of future socio-economic trends, particularly within both the retail and hospitality sectors caution is urged to ensure flexibility at all stages leading to eventual implementation. This is viewed as important to allow wherever possible the ability to maximise potential further retraction within either the retail or hospitality sectors... or indeed in perhaps both simultaneously.

In a number of respects, it is not felt that the residential development is prone to such potentially serious adjustments. As such, as a general observation, a larger element of new residential development targeted at a more appropriate and diverse demographic profile to that currently reflected in the Milsom Quarter masterplan might well be judged appropriate. Simply put, extending more the hospitality and retail sectors activities without a more significant increase in localised and immediate mixed residential development will represent a challenge for the long-term success of the Masterplan.

c) Further to the comments in the previous section b) of this note, it is felt that additional scrutiny of the overall optimum mix of retail, hospitality and residential development within the Milsom Quarter Masterplan should be considered.

As a concept and to support greater on-going transparency the separation of retail and hospitality as elements within what our Council often refers to collectively as “retail” would be helpful to better understand both current and future ‘high street’ trends within the city... particularly when publishing general data.

The density mix of retail / hospitality / residential has potentially significant implications for the quality and nature of the condition of the public realm for both existing and future residents based within the Milsom Quarter. The need for the correct quality and level of support, for particularly less mobile residents, within the future developing Milsom Quarter should be a continual focus of attention as the dynamics and nature of this important area develops.

Relative to the current Milsom Quarter Masterplan, possible opportunities to increase the residential mix compared to that of retail / hospitality should be encouraged, perhaps in locations such as the Broad Street car park location. Tiered residential apartments, around a central courtyard environment might be an option to be considered, rather than creating another unsuccessful trading pattern similar to that of the existing Milsom Place... where most retail and hospitality businesses have always struggled, not least as a result of the three limited access points inhibiting rather than attracting significant ‘footfall’. (The current access points to the Broad Street car park site, particularly from Milsom Street being hardly better than those of Milsom Place to attract retail or hospitality ‘footfall’.)

In the sector of hospitality , rather than retail per se, a more precise vision needs to be established in terms of the size and nature of the hospitality activity required within the re-generated Milsom Quarter.

George Street, for example, has become a ‘hospitality hub’ with already planned hospitality additions in George Street itself and Bartlett Street.

The impact of high concentrations of hospitality businesses on local residents is already creating considerable concerns and this must be a recognised consideration when offering even more additional trading premises to this already over-represented sector.

It might also be argued that more hospitality businesses impact, beyond a certain mass, on the business / financial credibility of existing hospitality outlets. Creating a development / regeneration environment which supports existing businesses within the Milsom Quarter Masterplan is key rather than creating too much additional competition which leads to ongoing 'churn' of closure of failed hospitality outlets, or at the very least lack of capital to support the re-investment to maintain the quality ethos of existing 'players'.

The danger of 'hospitality saturation' within the Milson Quarter area, CARA would suggest, should be better recognised and hence addressed by providing improved support to elements of our existing hospitality sector.

We should avoid at all costs the risk of existing 'hospitality hubs', as a result of unlimited and excessive competition becoming a financially distressed sector of our local economy. We would therefore recommend a re-assessment of the mix of retail, hospitality and residential developments within the current Milsom Quarter Masterplan with less emphasis to be given to the hospitality sector to the benefit of more residential and retail development.

d) Within the Milsom Quarter Masterplan a high level of importance is given to greater pedestrianisation throughout the zone.

Whilst it is fully appreciated that the Masterplan in its totality should be viewed as a long-term aspiration, certain aspects of the Transport and Movement Strategy contained within the current edition do give cause for some concern.

Recognising that the current Milsom Quarter Masterplan document is an initial stage in what is likely to be a multi-stage consultation process, CARA would however recommend that the following key points are addressed, or at least 'recognised', in the next documentation release on this subject.

- The definitions of streets, within the Transport and Movement Strategy summary plan is inaccurate and consequently misleading in a number of instances.  
Using the CARA catchment area as merely an example:
  - The definition of the Circus, 'upper' Gay Street, Queen's Parade Place and the Royal Avenue as being "Primary two-way street[s]" is incorrect and we would recommend that these are amended to "Secondary two-way street[s]" and in the case of the Circus to "Secondary one-way street".
  - The additional definition of 'upper' Gay Street (between George Street and the Circus) as a bus route is incorrect as buses do not utilise this section of Gay Street.
  - The additional definition of the Circus, Queen's Parade Place and the Royal Avenue as a bus route is only accurate in terms of the open-top bus service and perhaps this distinction should be made compared to services provided by more general bus operators.

On the basis that we understand that the "Transport and Movement Strategy Summary Plan" is meant to reflect the current status of the streets included and not any future aspirations, we would recommend that the above amendments are included in any future publicly released documentation.

- With the Milsom Quarter Masterplan being presented as a longer term initiative, it will obviously co-exist alongside other more immediate Council initiatives such as for example the "Liveable Neighbourhoods Strategy" and indeed others with varying maturity timescales.

We believe that it would be helpful to at least include a caveat in future publicly released documentation which indicates the need for flexibility within the Milsom Quarter Masterplan that would take into account any current or indeed future ‘influencing’ initiatives, that are concluded within an earlier ‘gestation’ period.

- The impact of greater pedestrianisation, already an important element together with greater active travel with the Council’s “Liveable Neighbourhoods Strategy” raises additional implications within the Milsom Quarter Masterplan.

Whilst aspirations for public realm improvements, and more effective use of the St. Michael’s neighbourhood by pedestrians is welcomed, a more detailed understanding of how the inevitable displacement of traffic from this specific area will be managed is certainly appropriate.

Without wishing to re-rehearse, at this stage of the Milsom Quarter Masterplan consultation, all the arguments for effective management of potential displaced traffic into close and not so close neighbouring areas... we would hope that such potential issues would begin to be addressed in any next edition of the Milsom Quarter Masterplan.

Malcolm Baldwin

Chair – Circus Area Residents Association

## **Milsom Quarter Masterplan (MQ Masterplan) – Consultation Response – Federation of Bath Residents' Associations**

### Summary of Key Points

- The MQ Masterplan includes a wide range of proposals made up of (1) regeneration proposals within the MQ Area having potential to improve the area itself and (2) traffic planning modifications which are not necessary or related to the regeneration of MQ, but which have potential to have far-reaching impacts across significant parts of Bath outside MQ.
- We share many broad aspirations of the regeneration, but we believe it is a fundamental flaw to conflate the regeneration proposals with the envisaged traffic planning modifications.
- The Council have committed as part of the Journey to Net Zero strategy to the production of a Traffic Circulation Plan for Bath and recognise that changes in one place will always have knockon consequences elsewhere. Consideration of traffic planning proposals of the kind envisaged within the MQ Masterplan (including a 24 hour closure of Northgate Street and Milsom Street to traffic other than buses) should form part of the development of the Traffic Circulation Plan, not part of a consultation about MQ regeneration. Their inclusion within the MQ Masterplan threatens to jeopardise or at least hamper implementation of regeneration aspects, and to generate far-reaching unintended consequences across Bath.
- Whilst we are told the MQ masterplan is a long-term piece of work which would likely be delivered over the next decade as funding becomes available, with each change within it requiring its own detailed business case and assessment of impacts, such piecemeal consultation will not allow for necessary coherent and transparent consideration of traffic circulation more widely and the potential need for mitigations elsewhere in the city. Existing residents must not be asked to pay the price of failure to integrate a regenerated MQ properly into the wider transport planning framework.
- Given the need for transparency it is essential there is a clearer statement that any reclassifications of roads, or closing of main roads to private vehicles (Milsom Street and Northgate Street/Lower Broad Street) are only considered once the Traffic Circulation Plan has been created and adopted as policy, and further that this would all be consistent with already adopted Liveable Neighbourhood policy.
- More widely than the above, we think the success of the project will be endangered by the current failure to take account of, and allow for effective integration with, other key adopted policies and the wider framework of policies being developed to work towards Net Zero. Essential Context Adopted Liveable Neighbourhoods Policies: In 2020 B&NES developed the Liveable Neighbourhoods (LN) policies (LTN Strategy, Residents' Parking Scheme Strategy, and On-Street electric vehicle charging strategy). After consultation in 2020 these policies were approved by Cabinet for adoption (subject to minor amendments) in December 2020. Individual areas are currently being considered for suitable LN interventions. Climate Emergency and Net Zero objectives: B&NES has declared a Climate Emergency and an Ecological Emergency.

The Council Corporate Strategy 2020-2024 sets out one priority area for transport: “A major shift to mass transport, walking and cycling to reduce transport emissions”. The Council has set a goal of B&NES becoming carbon neutral by 2030. 2 Journey to Net Zero (JtNZ): In February 2022 B&NES consulted on its JtNZ Plan, contemplating many plans and policies across a wide range of transport-related matters with core objectives of reducing carbon. Events since JtNZ publication: Many of JtNZ concepts were presented as medium-term (3 to 6 years) or long-term (7 to 10 years), and a significant number of these concepts are inextricably linked to plans for the MQ. Very relevant developments since closure of the JtNZ consultation concern the JtNZ Current Project 03 “Better Public Transport Options”, defined more specifically as “Delivering a range of public transport options to improve connectivity for all”. In particular:

- o With the Park & ride services contract running out in August 2022, a new tender for Park & Ride services is under consideration, with an apparent term of 8 years (to 2030). Full details were not yet public at time of writing, but from Cabinet papers it appears previous aspirations of increased operating hours and more favourable cost structure are unlikely to be met.
- o Funding of bus services from WECA/central government is currently under serious threat, and there have been cuts to many Bath services, rather than improvements. Currently the MQ Masterplan can only reasonably be considered in the above context.

Transparency and Coherent Planning/Traffic Management JtNZ referred to both the MQ Masterplan and the Top of Town in connection with ideas set out in JtNZ itself. In January 2022 FoBRA commented in relation to JtNZ as follows: “Top of Town/Milsom Quarter Plans and Transparency: The proposals appear to involve substantial changes in the City Centre that are not adequately explained and that would clearly interact with a Top of Town Plan and a Milsom Quarter plan, although neither of those plans is disclosed either. This must not result in reduced opportunity for public scrutiny of those two plans, the Journey to Net Zero plan, and the interaction between all three of those.”

The MQ Masterplan similarly (a) does not disclose the Top of Town Plan and (b) does not address how the MQ plan would interact with many other significant features of JtNZ. This means there is still no coherent picture of what is actually planned. In our opinion, this undermines the effectiveness of the current consultation. Against the above background and limitations, we make the following more detailed comments: Movement Strategy The Masterplan envisages far-reaching changes to transport-arrangements within the MQ. Overall, these changes appear contrary to B&NES adopted policy and have not been adequately considered in relation to the core aims and objectives of JtNZ. This is a direct result of conflating the MQ regeneration proposals with highways proposals that should be considered outside the scope of the MQ proposals and within the wider framework of traffic movement across Bath. A central proposal of the Movement Strategy is 24 hour closure to all traffic, except buses/taxis, on main roads that (especially before 10am and after 6pm) are busy traffic routes carrying thousands 3 cross-city vehicles/day, including much school run traffic and commuter traffic.

Relevant points here are: (i) FoBRA supports improvements in Bus and Park & Ride services, and urges B&NES to continue to lobby for better funding from WECA. However, the recent developments mentioned above in relation to bus services imply the significant improvements in bus services needed to reduce both destination traffic and cross-city traffic are unlikely in the near future. This will severely limit the potential to reduce commuter traffic and school run traffic on any comparable timescale.

(ii) No consideration is given in the plan to the cross-city traffic that would no longer be able to use the main roads it currently uses before 10am and after 6pm. With a 24 hour bus gate at Northgate Street and on Milsom Street effectively closing two river crossings to North-South crossBath traffic at busy commuter times, it is an inescapable conclusion that cross-river traffic will seek alternative routes far to East and West, with traffic seeking routes through the densely residential areas across large parts of Bath in order to get to alternative crossings at Cleveland Bridge and Windsor Bridge. In contrast, since most businesses in the city

do most of their business between 10am and 5pm, the asserted benefits outside those hours are small by comparison. Without prior implementation of effective Liveable Neighbourhood protection preventing the residential areas surrounding the City Centre becoming alternative routes for this traffic, the extension of Northgate Street and Milsom Street bus gate hours is disproportionate. It will also likely be counter-productive in terms of carbon, given the circuitous alternative routes.

(iii) In fact, the closure of the main early morning and evening routes through the City Centre by 24 hour closure of Northgate Street (except for buses/taxis) appears to be in direct contradiction to B&NES's LTN Strategy (see Fig. 4.2 of that Strategy), according to which Walcot Street, Broad Street, Northgate Street, connecting with Bridge Street and High Street through to North Parade Bridge and Churchill Bridge, are seen as A roads envisaged as potential boundary roads for Liveable Neighbourhood areas. In contrast, it appears the MQ Masterplan would result in traffic from those main roads seeking alternative routes in residential areas across Bath, as they seek routes to Windsor Bridge and Cleveland Bridge.

(iv) Many of the proposals are unclear, and B&NES has acknowledged certain maps showing traffic flows are incorrect. Notably we have been told the plan on page 27 of the Masterplan Summary is intended to represent current movement patterns for areas outside MQ "because there has been no attempt in the movement strategy to pick up all the interactions and new policy proposals outside of the MQ, as they are still under development". The plan on page 96 of the Movement Strategy similarly is apparently intended to show "current" arrangements outside MQ. In fact, the two plans do not appear consistent and both are incorrect (eg Queen Square is an essential primary route – the A4 - but is not shown as such on either), whilst contrary to the plan on page 27 Gay Street is not a bus route and neither Circus nor Royal Avenue are currently primary routes. This serves to confirm the importance of considering any potential highways changes separately, rather than developing piecemeal changes that will hamper the JtNZ project to develop a Traffic Circulation Plan. Whilst this disconnect is most visible on page 27 for areas North and West of the MQ, it is clear other areas around the periphery of the MQ not covered by the plan will similarly raise issues of unintended consequences.

(v) The lack of detail and errors such as those in (iv) above currently prevent properly-informed comment on many aspects. There is a particular lack of explanation about what is envisaged in George Street, of which a portion appears to be included within plans. George Street is part of the A4, as is Queen Square. These form the main route for large amounts of cross-city traffic from North 4 East Bath and villages to the RUH and other locations within the city. Without overall reduction in cross-Bath traffic, reduction of traffic on the A4 will result in displacement into neighbouring residential areas (contrary to the Liveable Neighbourhoods policies and LTN Strategy) and onto roads past schools (counter to the objectives of the CAZ which was carefully designed and modelled to ensure protection for residential areas and for schools on busy roads such as St Andrews and Widcombe). Not only was exactly this impact clearly predicted by the CAZ modelling that was done for the Queen Square traffic management scheme, which showed substantial displacement into nearby residential areas would result, but experience of adoption of the scheme confirmed this modelling prediction to be completely justified. These consequences are not justifiable.

(v) The Masterplan appears considerably more weighted towards cycling than it does towards public transport, and does not appear to recognise the key role of mass transport, as specified in B&NES's stated policy priority "A major shift to mass transport, walking and cycling to reduce transport emissions". We are particularly concerned about the long-term aspiration to remove Park & Ride services from Milsom Street, which will be a significant reduction in accessibility to this key shopping area for many bus users, in particular the relatively high proportion of bus users who are dependent on bus use due to health or mobility problems. Traffic Circulation Plan Whilst JtNZ explicitly proposed development of a Traffic Circulation Plan, it suggested the delivery timescale would be "long-term" (7 to 10 years). It does not make sense to be

deferring the development of a Traffic Circulation Plan for up to 10 years, whilst significant decisions are made in the meantime that have the potential to be an obstacle to a future effective Traffic Circulation Plan. The Traffic Circulation Plan needs to be drawn up first, in order to prevent the conflicts that are already arising between different strands of B&NES policy development.

#### Other

- Certain aspects of the plans will serve to increase destination traffic into the City Centre. For example, increasing density of residential properties and businesses will generate more traffic in the form of deliveries, services, visitors etc. This will only add to the adverse impacts of the transport changes proposed, if they are not properly considered and integrated into a Traffic Circulation Plan for the whole city.
- We are disappointed by the emphasis in the plans on retail and hospitality businesses, with little or no consideration for the provision of other business sectors, such as the professional services sector for which the supply of small to medium-sized state-of-the-art office space is poor in central Bath. A wider spectrum of commercial businesses would improve the prospects of attracting higher paid jobs and offer greater opportunities for graduate employment and career development. In contrast, prevalence of hospitality businesses risks creating short-term-let ghettos, where the regeneration of upper floor listed properties creates housing that is unliveable for ordinary residents due to night-time noise and nuisance.
- It is not clear that the current plans have seriously considered access for those with limited mobility or other conditions that make navigating the city challenging, and we urge B&NES to provide much greater transparency on this in the next iteration of these plans.



**Annex 12:** Online Consultation presentation material

[https://beta.bathnes.gov.uk/sites/default/files/masterplan\\_summary\\_doc.pdf](https://beta.bathnes.gov.uk/sites/default/files/masterplan_summary_doc.pdf)

## **Annex 13:** Notes of feedback at in person drop-in sessions

### **MQMP Drop-in event**

Commercial Hub, 15 New Bond Street

Friday 17<sup>th</sup> June 2022 2-4pm

Total number of attendees: 5

### **Notes**

#### ***Rep from The Bath Royal Literary and Scientific Institution***

Q: How will Walcot Street be included

A: Gateway to Walcot Street knitted back into the street scene with development of the Cattlemarket to better lead visitors into the Walcot area as a destination

Q: Consider noise pollution when adding residential properties into the city centre

A: Retrofitting buildings for environmental sustainability will in turn help prevent noise pollution with better insulated properties

Q: Will retail rents be increased as a result of this and businesses out-priced?

A: By separating the buildings into retail ground floor and residential/office upper floors, the rent will become more cost effective in that retailers will be able to acquire the amount of property they actually need, rather than take on rent and business rates for 4 floors whilst only using 1.

### **Other comments**

When increasing the amount of city centre residential, consider how to protect music venues in the area. It would be harmful to the creativity of the city if music venues are closed due to noise pollution complaints by new residents. Preventative measures have been used in Cardiff city centre and Bristol.

Understanding access and movement is really important and incremental approach to allow time to adjust will be critical.

Supportive overall we need to be ambitious – suggest targeting public realm and pedestrianisation of the area first also Broad Street yards as a quicker win.

Very exciting to hear the plans for the new Fashion Museum – this will be an asset to the area, will be interesting to hear what the Assembly Rooms will become – need to find ways for this to be part of a city centre circuit.

Role of fashion and architecture and ambition in the vision will set the area apart

### **MQMP Drop-in event**

Commercial Hub, 15 New Bond Street

Monday 20<sup>th</sup> June 2022 4:30-6:30pm

Total number of attendees: 6

### **Notes on comments made**

Heritage – Felt ‘World Heritage’ not mentioned in any of the Masterplan documents.

Implementation of trees and the widening of pavements should be considered in balance with heritage considerations – use of trees in planters and ways to demarcate original footways discussed.

The quality of the public realm maintenance and cleansing needs to match the aspirations and the visions put forward in the Masterplan. Currently focus/investment needed to maintain street cleanliness.

Christmas markets / street markets on Milsom Street were not welcomed by one attendee, who felt damage the streets and bring too many tourists. Felt Milsom Quarter should be a location for high-end retail only.

One attendee wasn't sure on the idea of dividing Bath into different quarters.

Query as to why a Masterplan was needed – benefits discussed in terms of engaging stakeholders, landowners and the community, securing grant funding, prioritising/galvanising action/setting policy etc.

Query about Cornmarket building – felt residential conversion unsympathetic and would break up open hall interior key part of interior design – felt this should be a community space. Acknowledged major grant and investment needed.

One felt progress on KES school was slow in terms of conversion to a Hotel and felt it was better suited to a museum use.

One attendee asked where the Fashion Museum would go (confirmed this would be announced soon as acquisition underway). Another felt this was the wrong strategy as Bath would never be Milan.

One attendee felt there was too much café culture and outdoor dining in Bath now.

### **MQMP Drop-in event**

Commercial Hub, 15 New Bond Street

Wednesday 22<sup>nd</sup> June 2022 9:30-11:30am

Total number of attendees: 7

### **Other comments**

Very positive comment on the Milsom Quarter Masterplan.

A need for inclusivity and diversity – where everyone feels welcomed. Current issues on accessibility and affordability in terms of business and residents. There are segregated pockets within the city – those groups need to be included in the plans e.g., affordable housing.

Suggestions – work closely with Bath College.

‘Spring’ ref to Elephant Springs, London. Inclusion of water should be integrated into the city centre as water is at the forefront of the city.

Examples to draw from: Andros, Greece as an example of movement / car free area. Glasgow, worker /maker space side by side with student / learning spaces.

Movement plan. Labelling of ‘primary roads’ inaccurate as well as movement of traffic on certain streets. See email for further detail.

Neighbouring residents from the Tramshed concerned about the proposed plans for Cornmarket and new development in terms of building height. Views to the river and to St Michael’s Church spire should be protected in the new building, however it will be an improvement to hide Hilton building from the view.

### **MQMP Drop-in event**

Commercial Hub, 15 New Bond Street

Friday 24<sup>th</sup> June 2022 2-4pm

Total number of attendees: 6

### **Notes**

Concern over removing vehicle access to Milsom Street – with regards to those with mobility issues and disabled groups.

Residents of the Tramshed at the start of Walcot Street suggest that the new building should be more sensitive to heritage than the Hilton building, which is considered an eye sore.

Movement across the street at the gateway to Walcot Street should be improved – there is a blind corner around to Walcot Street and it is difficult to cross on foot.

### **MQMP Drop-in event**

Commercial Hub, 15 New Bond Street

Monday 27<sup>th</sup> June 2022 4:30-6:30pm

Total number of attendees: 2

### **Notes**

Better links to the universities, including accommodation for students and newly qualified young people.

Can technology be considered alongside fashion as a focus for workshops and studios, linking again with the university.

Accessibility of Bath should be improved and a diverse range of people welcomed in to enjoy the city.

### **MQMP Drop-in event**

Commercial Hub, 15 New Bond Street

Wednesday 29<sup>th</sup> June 2022 9:30-11:30am

Total number of attendees: 1

### **Comments**

- Expectation for streets to be cleaned regularly in a 'high-end tourist' destination.
- Street quality - wear and tear is starting to show.

Generally positive of the approach and wants to see improvement in the area. Has submitted full comments online whilst in the Hub

## **Annex 14:** Online questionnaire responses

171 responses received, please see following pages for comments. Note that some responses included support or objection without comment and these are not included in this Appendix. Please see overall numbers and proportions of support/objection in part 4 of the Consultation Report.