

These sites are allocated in the Placemaking Plan, and are subject to site specific development requirements and design principles.

For other development opportunities in the Newbridge Riverside area the following Development Requirements and Design Principles will apply:

Newbridge Riverside:

Development Requirement and Design Principles

1. Redevelopment opportunities must improve the relationship of the built environment to the riverside, improve pedestrian and cyclist permeability and provide a net increase in business space.
2. The existing varied context of the area provides for a range of building typologies that can more flexibly respond to occupier and/or market demand. Provided these buildings respond positively to the public realm, respect important views through and over the sites, and respond to other issues of acknowledged importance, there is scope for architectural freedom.
3. The provision of lower cost workspace will be encouraged to support a broader economic offer to the central area.
4. Opportunities to improve accessibility to surrounding communities, in particular connections to local centres of Chelsea Road and Twerton High Street must be achieved.

LPPU Policy

## **SB9 - THE BATH PRESS**

### **Context**

159. The former Bath Press site presents a dominant and landmark frontage to the Lower Bristol Road. It is in very close proximity to the residential community of Oldfield Park, the emerging community at Bath Riverside and is located just to the north of Oldfield Park train station.
160. The site is predominantly within Flood Zone 1. But the Lower Bristol Road is within Flood Zone 2. The sequential approach should be taken within the site and avoid locating more vulnerable uses on the area affected by flood risk.

### **Vision**

161. The site will deliver a mixed use development that creates a positive identity for this area, and optimises its close proximity to Oldfield Park Train Station, and to nearby pedestrian and cycle routes.
162. The building's historic significance will be retained in any redevelopment proposals, and will be imaginatively integrated with contemporary, zero carbon development that integrates and connects to existing and new green infrastructure.

## **POLICY SB9: THE BATH PRESS - DEVELOPMENT REQUIREMENTS AND DESIGN PRINCIPLES**

1. Mixed use redevelopment comprised of employment (minimum of 1,500 sq m (GIA) of office floorspace) and residential development (at least 200 flats), potentially complemented by opportunities within the leisure sectors. Purpose built student accommodation in this area is not acceptable as this would impede the delivery other Council objectives.
2. Retention of the 1920s factory façade and the historically important elements of the building in recognition of their value as a local asset. They should be considered as an integral part of an urban design response which will enhance the Lower Bristol Road, the surrounding area and the development itself.
3. Protect northerly views across the site through the identification and retention of key view corridors.
4. Development should not detract from important views over the site and should respond appropriately to the general characteristics of buildings heights within the city. An analysis is required to enable an appropriate response, and to influence the height, massing and design of buildings. The Bath Building Heights Strategy should be used as part of the evidence base and the starting point for this analysis. This identifies this site as being within zone 3 – the Valley Floor, and recommends that for new development ‘building shoulder height should be 4 storeys. One additional setback storey within the roofscape is likely to be acceptable’. Note that this is a recommendation for the general height only and is subject to modifiers.
5. Consider the provision of larger scale building typologies that can offer a different format of business space compared with the more centrally located sites. The intention is for the city to offer a broad range of employment spaces throughout the city.
6. Ensure that the built form creates a more engaging and pedestrian friendly response to the key streets surrounding the site, including an active edge to Lower Bristol Road and Brook Road. The development should help to redefine the identity of the junction of Windsor Bridge Road and Lower Bristol Road.
7. Provide new streets and spaces through the site that improve pedestrian and cycling connections to Oldfield Park Railway Station, Moorland Road District Centre, and Victoria Park for neighbouring residential communities.
8. Implement improvements to the pedestrian and cycling experience along the Lower Bristol Road and at the junction with Windsor Bridge Road
9. Provide a new green infrastructure link that connects to the green link within the approved scheme of phase two of the BWR development. This will provide a green corridor from Royal Victoria Park, the river, through Western Riverside, via the Bath Press Site and associated streets, into the Oldfield Park area. It will link strategic and existing pocket green spaces to create a green corridor for the benefit of people and wildlife. This could include the potential for green roofs on some elements of the Bath Press site.
10. The development must provide cycle parking and storage that is covered, secure, convenient, easy to access and well designed.
11. Undertake a detailed historic environment assessment, and where necessary evaluation, in order to identify and implement appropriate mitigation.

Placemaking Plan Policy

