

Frome Gateway Spatial Regeneration Framework

January 2024



Working with





Mayor's Foreword

Statement of Intent

The Frome Gateway area in St Jude's, is in need of investment so that it can better meet the needs of the local community and the city. We've named it Frome Gateway to acknowledge it as a city entrance from the M32 and to celebrate its primary natural asset - the River Frome. As we plan to address our city challenges of the housing crisis, social and economic inequality, and the climate and ecological emergencies, we've been working with the community to shape a vision for the future of this area.

Bristol is a thriving city with world class universities, a high graduate retention rate attracting businesses, and the highest employment rate of the UK core cities. However not all residents share equally in the city's success, and growth presents challenges for using land within its limited 42-square-mile area sustainably to prevent the sprawl of the city. Regeneration must bring about vibrant, successful places at higher densities, balancing the need for homes, workspaces, green spaces and infrastructure while directing investment to existing areas most in need.

The Frome Gateway area has seen huge changes over the centuries. My grandmother lived in a terraced house that is now an embankment of the M32. It reminds me of how sweeping changes can be and the importance of preserving heritage wherever possible to tell an area's story through time.

This Regeneration Framework outlines a vision for Frome Gateway to steer the change coming for the benefit of the local community and the city. It aims to support the delivery of around 1,000 new homes, including new affordable housing, alongside new workspaces, community services and upgraded infrastructure. Central to this vision is creating new opportunities for local people, enhancing quality of life and public health, and proactively responding to climate change. I used to walk my dog along the River Frome when it was a fetid stretch of water. Through this project the river will become a thriving ecological corridor for all to enjoy.

Integral to the vision is the provision of employment space for businesses to thrive and bring about quality training and employment opportunities for local people. We'll work in collaboration with businesses and community organisations to explore how they could be part of change at Frome Gateway and grow their reach into the community.

I want to thank everyone who joined sessions and contributed to the thinking behind this document. The voice of this community is so important to highlighting the ambitions, opportunities, and challenges in the area. We'll continue to work with them, partners, and the city to deliver this shared vision for them.



Marvin Rees,
Mayor of Bristol.





Frome Gateway Regeneration Framework

Executive Summary

The Story of Frome Gateway

Cities are always changing as the needs of the city and its residents evolve. Historical records tell us that the Frome Gateway area in St Jude's was once undeveloped farmland, before becoming a dense residential and industrial community during the industrial revolution, with no green space at all. 'Slum' clearance begun in the 1930s, and by 1970 the area had dramatically changed again, with many buildings and 23 streets demolished to create new housing and places of work. This included new roads such as Newfoundland Way, which contributed to the disconnection between Easton and St Paul's. The Frome Gateway area today is the legacy of post-World War 2 re-planning of the central area of Bristol which saw a change from predominantly residential streets and a mixed-use area to an employment area characterised by industrial and warehousing uses.

Today, while industrial space accounts for most of the employment space and dominates the area's character, Frome Gateway is home to a diverse mix of businesses located here – from storage companies to dance studios, car show rooms to night-time music venues, and stage and set designers to coffee roasters. There's also a surprising amount of community and cultural organisations such as youth and faith groups providing important community services and support for the local community and the city's more vulnerable residents. Amongst this, Riverside Park and the River Frome offer quieter and natural spaces for the community.

However, there's a huge demand for new development in Bristol, and Frome Gateway has been identified as an Area of Growth and Regeneration in Bristol City Council's emerging Local Plan, to provide new opportunities for existing communities and meet the needs of Bristol's growing population. The Lawrence Hill Ward, where Frome Gateway is located, is one of the most deprived wards in Bristol, and is within the 10% most deprived areas nationally. It's critical that regeneration and investment

meets the needs of its community and is complemented by places to work and for the community to come together. New and improved infrastructure must be provided to support growth, improve quality of life, and respond to the challenges and opportunities of the climate and ecological emergencies.

This Regeneration Framework has been prepared to ensure that new development and investment in the Frome Gateway area is grounded in the needs of the community and delivers holistic, high-quality and co-ordinated change. It sets out a vision and principles for development for Frome Gateway as the area is set to embark on its next great transformation.

Vision

The vision for Frome Gateway is to create a vibrant residential neighbourhood that brings together a greater mix of uses which better meet the needs of the local community and the city. Celebrating and strengthening community, re-connecting to the natural environment, and safeguarding against the impacts of climate change are at the heart of this aspiration.

The regeneration of Frome Gateway aims to deliver:

- At least 1,000 new homes, including affordable homes.
- Reduced inequality through the provision of a mix of employment spaces to increase employment and skills opportunities.
- Improved green and public spaces such as Riverside Park including play facilities for children.
- A restored and celebrated River Frome as a thriving ecological corridor.
- Spaces for community and cultural organisations to grow and expand their reach into the community.
- Safer, greener, and more vibrant streets and improved active travel routes to better connect Frome Gateway to the City Centre, St Paul's, Easton and Old Market.
- Improved public health outcomes for the community.

Regeneration Framework

Regeneration Frameworks integrate city planning, transport and design thinking to establish a long-term vision and principles for areas where significant change is anticipated. This helps to ensure that planning applications within the regeneration area are better informed and able to respond positively to the needs of the area and the community.

The Framework will be a 'material consideration' for assessing planning applications, meaning that Bristol City Council (BCC) will take account of how well-aligned planning applications are with the vision and principles of the Framework during their assessment, alongside planning policy.

Community engagement

This Framework has been produced with extensive input from the local community and wider stakeholders, for which we are very grateful. The priorities of the community are clear – quality, affordable housing which meets local needs, inclusive skills and employment opportunities for all, community spaces and facilities (particularly for young people), and safer, better-quality streets and public spaces. These priorities have been captured in their Community Place Principles which are included on page 30 and which have greatly enriched the vision and aspiration set out in the Framework. BCC calls upon all who will be involved in delivering the vision set out in this Framework to do so with these priorities in mind.

01 Framework Role & Purpose 6

Reader Overview
What is a Regeneration Framework?
Who is it for? 7
Developing the Framework
Timeline..... 9

02 Defining Need & Aspiration 10

Regeneration in Context
Site Context
Introduction to Frome Gateway 11
Bristol Growth & Regeneration
A Citywide Approach..... 12
Planning Context
Existing and Emerging Policy..... 13
Issues Affecting the Area
Summary..... 15
Study Area
Constraints..... 22
Opportunities..... 23
Sustainability & Public Health: Existing Condition 24
Wider Connections..... 25
Regeneration Area Overview
Existing Land Ownership Plan..... 26
Public Engagement
Introduction & Approach..... 27
Summary & Timeline..... 28
Community Place Principles 30

03 Vision & Placemaking 31

Site Specific Approach
Vision & Placemaking Approach
Introduction 32
The Aspiration 33

Strategic Moves

Making Frome Gateway a Place 34
Urban Design Framework
Spatial Concept..... 36
Employment and Skills..... 37
Employment: Typologies..... 38
Housing..... 39
Community Cultural Assets 42
Pedestrian Routes 43
Cycle Routes..... 44
Vehicular Routes..... 45
Physical Accessibility 46
Height, Massing & Liveability..... 47
Active Frontage & Community Connections..... 48
Green & Blue Infrastructure..... 49
Concept for Exploration: Green Space 'Big Move' 50
Sustainability & Climate Change 51
Health & Wellbeing 59
Public Art Principles..... 62
Testing the Approach
Defining Character..... 64

04 Character Areas & Strategic Routes 65

A Vision for Neighbourhoods
Character Areas ●●●●
Introduction 66
Strategic Routes
Pennywell Rd. & Riverside Walk..... 67
Newfoundland Way & East/West 68
Pennywell Road..... 69
Riverside Walk 72
Newfoundland Way 76

Elton Street Character Area ●

A Marker of Urban Regeneration..... 80
Defining the Urban Block..... 81
Strategic Maps..... 82

Eugene Street Character Area ●

Stitching into Old Market 86
Defining the Urban Block..... 87
Strategic Maps..... 88

Peel Street Character Area ●

Live, Work, Make & Play 92
Defining the Urban Block..... 93
Strategic Maps..... 94

Tanneries Character Area ●

Making Resilient Communities 98
Defining the Urban Block..... 99
Strategic Maps..... 100

05 Implementation & Delivery 104

Strategic Overview
Implementation & Delivery
Strategy Overview 105
Early Interventions & Initiatives 107
Statement of Intentions..... 108
References
List of Figures..... 109
A Poem for the People and this Place..... 110

Framework Role & Purpose

Reader Overview

01



What is a Regeneration Framework?

Who is it for?

Purpose of a Regeneration Framework

This document provides a framework for the future development of Frome Gateway, a 15-hectare area in St Jude's in central Bristol.

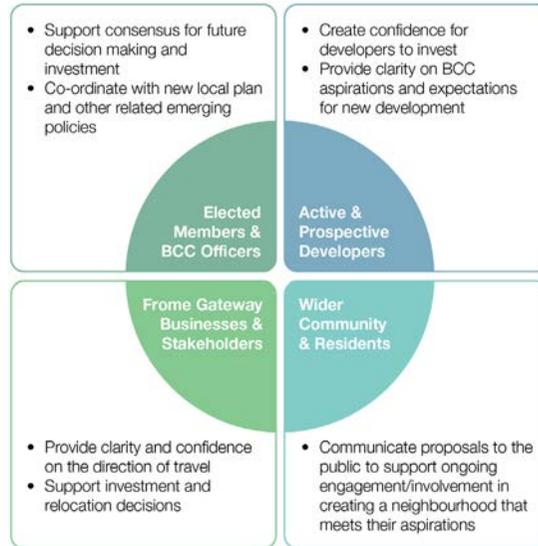
A Regeneration Framework is a non-statutory document that outlines the vision, priorities and overall spatial strategy for an area.

The purpose of this framework is to:

- Articulate the Local Authority's priorities for a place and guide development in an area where change is anticipated
- Represent community needs and aspirations alongside technical considerations and other stakeholder interests to create a holistic vision for the future
- Set coherent development principles, such as movement routes, public realm spaces and urban form, underpinned by a definition of the identity of the place and its emerging character
- Drive coherent coordination in areas of multiple ownership
- Raise the profile of this area for prospective investors
- Help focus inward investment from BCC departments and support potential future business cases

Who is this document for?

This document is intended for a wide audience base, including developers, BCC officers, businesses and residents. It is expected to be used for different purposes by different parties and represents a present day 'statement of intent' to inform future decision-making. Further engagement with stakeholders, technical studies and financial investment will be needed to realise its ambition.



Status of a Regeneration Framework

This framework is one of several planning-led regeneration documents produced in Bristol in recent years. Others include Bristol Temple Quarter, the City Centre, and Whitehouse Street area in Southville.

While the plan is not formal planning policy, it will be a 'material consideration' for assessing future planning applications, as well as BCC investment decisions in the area. Planning decisions will be made based on evidence and policy at the time of application.

This document is not described as a 'masterplan' due to the size of the study area and the presence of multiple landowners. However, the strategic principles set out in this document should be used to inform future masterplans for smaller portions of the area.

Key

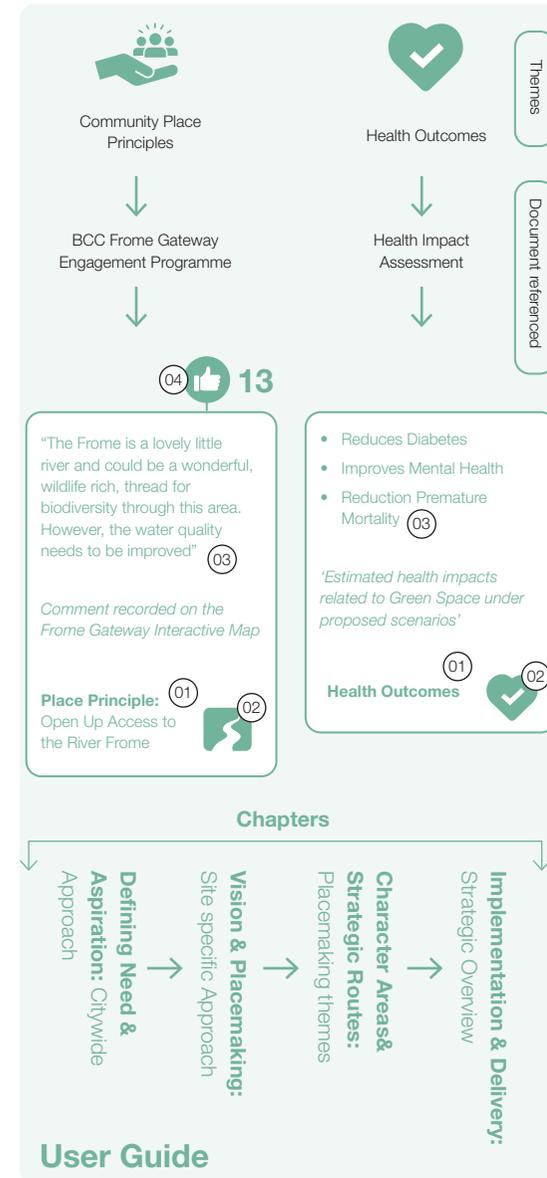
Community Place Principles & Health Outcomes Flow Diagram (Left)

Community place principles represent the aspiration of the community as an output of the engagement process.

Health outcomes aim to promote health and well-being for residents impacted by development and are guided by academic research.

These two themes will be leaved throughout the document in chapters 2-5. The themes will appear in 'speech bubble' graphics with relevant tags. See key:

1. Theme
2. Theme Icon
3. Design Principle(s)/Quote from engagement process
4. Number of likes the quote received on the Frome Gateway interactive online map.





**“The ebb and the flow, a
kingfisher flash,
the people, the breeze
through the trees
as they all come and go”**

A Poem for the People and
this Place' by Scott Farlow
Artist Poet, wishing Penny
well Project Report 2022

Developing the Framework

Timeline

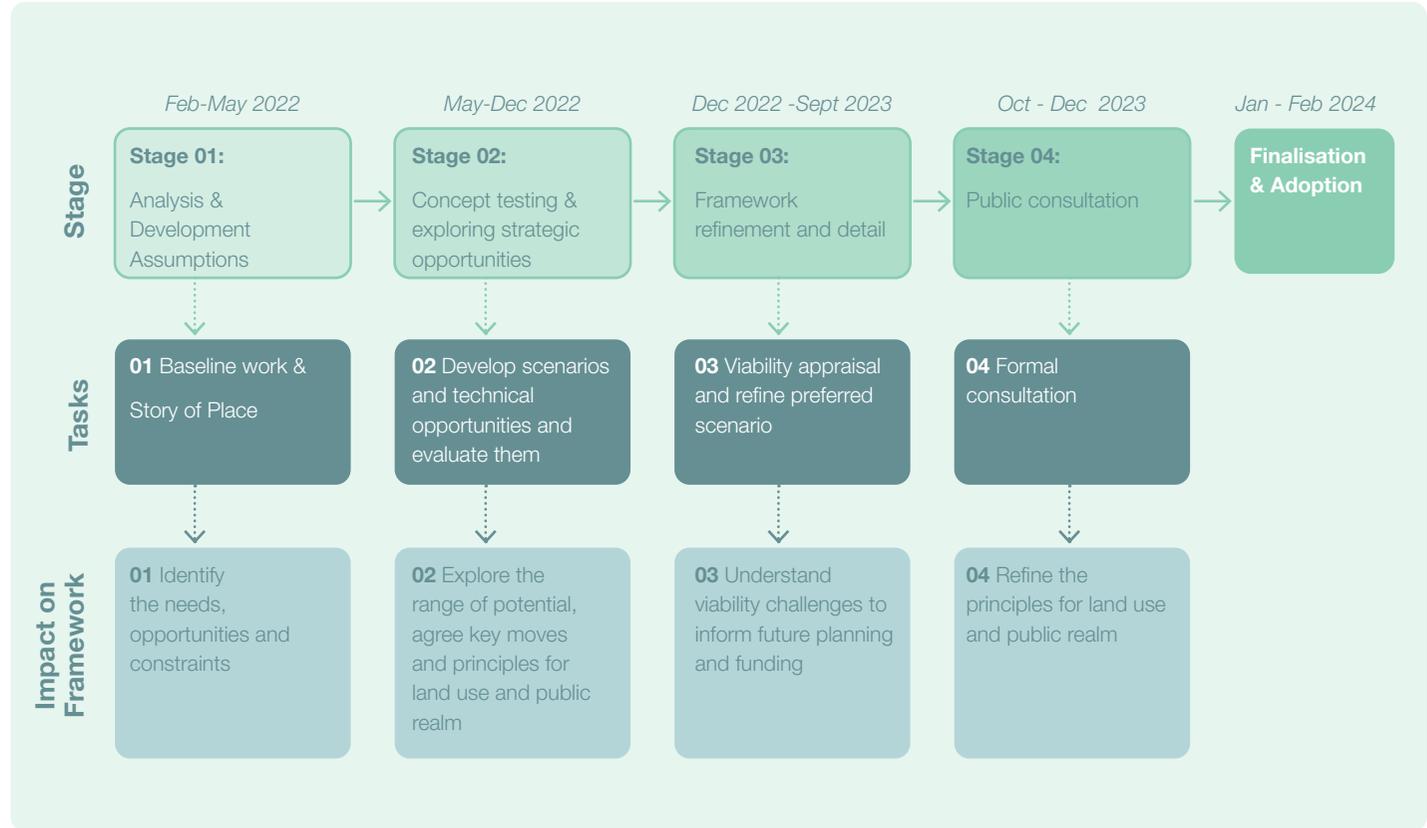
How the Framework was prepared

Work on the framework first began with early community engagement in 2019 to define local priorities for change as a set of Community Place Principles (see page 30).

This Framework was commissioned in early 2022 by BCC with support from the West of England Combined Authority. The consultant team was led and managed by Mott MacDonald as part of the Strategic Partnership (Arcadis, working with Mott MacDonald and Arup).

The urban design, place-making and overall technical coordination was led by Allford Hall Monaghan Morris (AHMM). Technical support, such as for transport, flooding and planning, was provided by the Strategic Partner (Mott MacDonald). Market, viability and delivery advice was provided by JLL in addition to creating the 'Frome Gateway Housing Strategy' report. Health economic data was provided by the TRUUD research project ('Tackling the Root causes Upstream of Unhealthy Urban Development'). PRD in-putted employment land analysis and recommendations.

The study is underpinned by a robust evidence base, including technical studies, delivery advice and internal and external stakeholder engagement. This document represents a present-day 'statement of intent', and will inform future decision-making, technical studies and financial investment to realise its ambition.



Client	Project Partner	Consultant Team	Technical Lead	Architect	Economic Development	Viability Assessment & Frome Gateway Housing Strategy	Health Impact Assessment
Community & Stakeholder Engagement Lead; Design Quality Assurance; Heritage & Character Assessment		The Strategic Partner	Project Management, Planning, Landscape and Technical Input	Spatial Concept Design and Design Team Lead	Frome Gateway Inclusive Economy Strategy		
		 Working with  					

Defining Need & Aspiration

Regeneration in Context

02



Site Context

Introduction to Frome Gateway

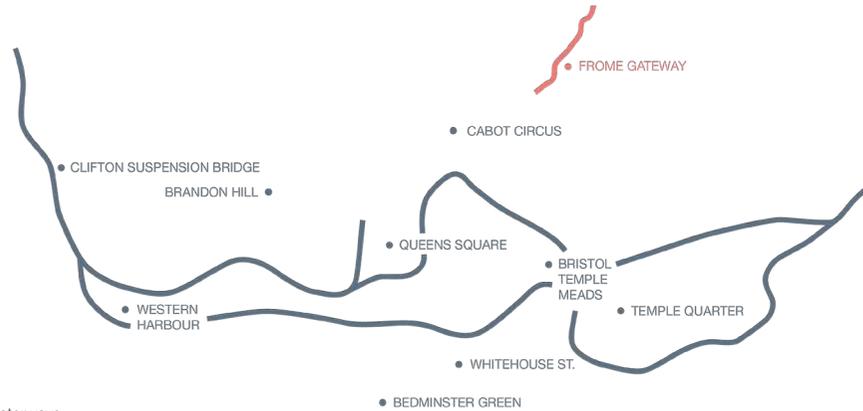
Frome Gateway is the name BCC has given to the Growth and Regeneration Area between Newfoundland Way, Easton Way, Pennywell Road and Wade Street. The area is the first point of arrival for many visitors to Bristol City Centre arriving from Newfoundland Way. It lies directly to the north-east of Bristol City Centre and covers an area of approximately 14.5 hectares.

Land in this area is generally underused for a central city location and includes vacant sites. Most space is used for industrial and service buildings however there is a surprising diversity of businesses including a number of community and cultural organisations located here.

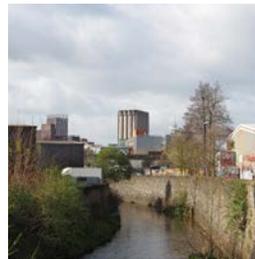
The area is bounded on all sides by roads, including Newfoundland Way to the west and A4320 Easton Way to the north. Its eastern and southern boundaries are the more local routes of Pennywell Road and Houlton Street/Wade Street. Frome Gateway is also dissected by the River Frome, which is exposed along most of this stretch before entering a culvert at the south-west

The mixed-use redevelopment of this area could provide a considerable additional supply of new homes with new forms of workspace while enhancing the accessibility, nature conservation value and recreational potential of Riverside Park and the wider River Frome corridor.

In this context, BCC has been working with the local community and stakeholders to prepare a Regeneration Framework for the area, with the purpose of establishing a clear vision and principles to guide future development. The aspiration is to ensure that regeneration delivers a resilient and future facing economy which provides tangible and meaningful benefit for local communities. There is an opportunity to set the benchmark for how regeneration in Bristol can deliver better outcomes for people and planet.



Map of Bristol Waterways



01



02



03



04



05



06

Image Key

1. River Frome - view to city centre from Peel Street bridge
2. St Agnes Church - view north over Newfoundland Way
3. River Frome - view towards city centre from above Newfoundland Way/Junction 3 Culvert
4. Riverside Park - view East to River Frome
5. Globe House and The Vestry building - view east from Little George Street
6. Pennywell Road - view north east towards Easton Way

Bristol Growth & Regeneration

A Citywide Approach

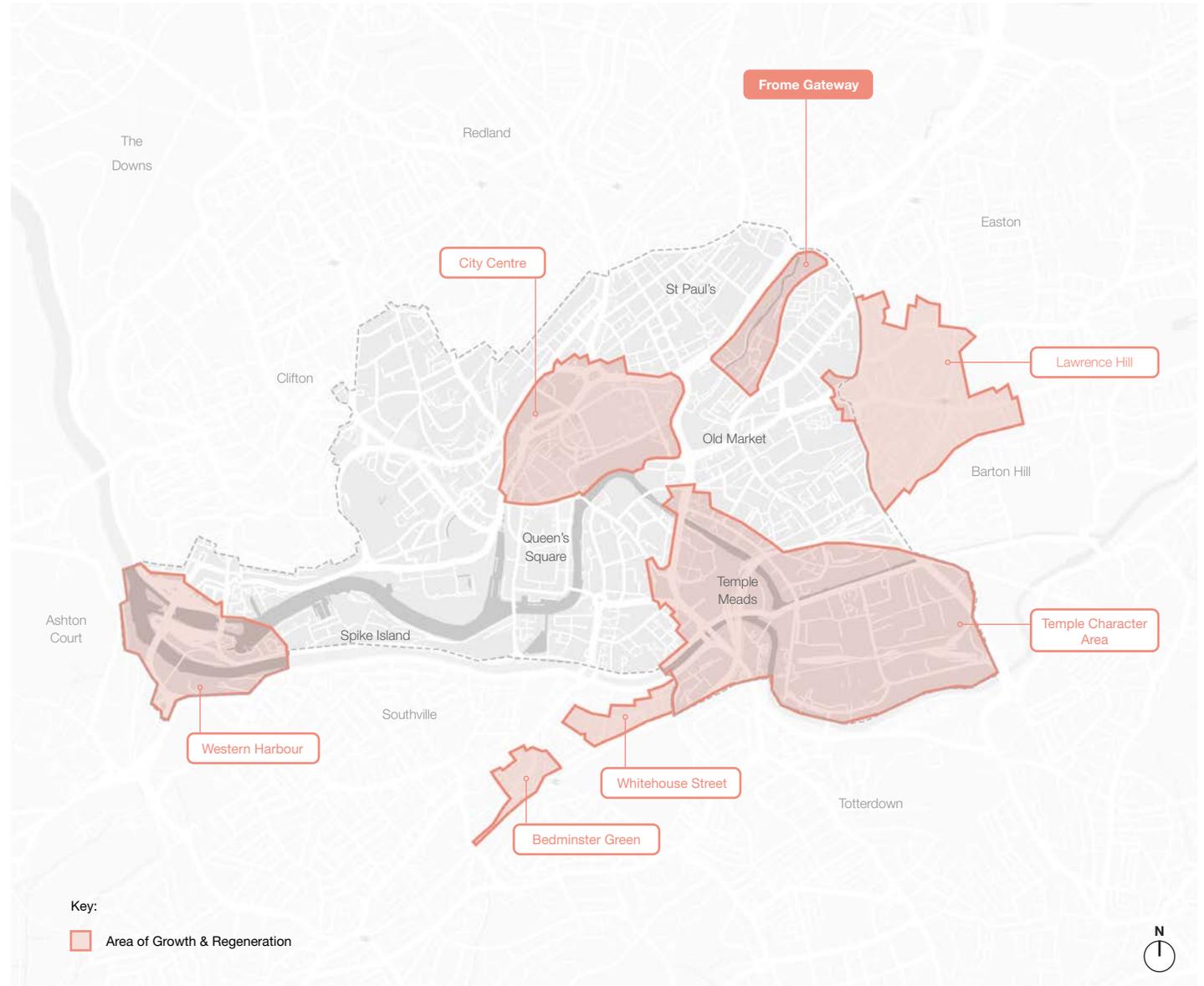
Frome Gateway is one of several areas in Central Bristol designated for Growth and Regeneration in the city's Draft Local Plan, including:

- Bristol Temple Quarter and St Philip's Marsh
- The City Centre
- Whitehouse Street
- Bedminster Green
- Western Harbour

While the context of each area is different, these areas respond to some common themes in Bristol:

- An acute need for housing, particularly affordable housing
- Continued need for employment space, including light industrial space
- Deprivation and inequality, and a need for economic opportunities and social cohesion
- The need to reduce health inequalities and improve health and wellbeing
- The climate emergency, creating an ethical imperative for actions towards a sustainable future
- The ecological emergency, emphasising the essential role of habitats and green spaces
- The potential impact and likelihood of flooding and need for resilience
- Challenges of moving around the city by foot, bicycle, public transport or car

By addressing these themes through a placemaking approach, the regeneration of Frome Gateway can contribute to a healthier and sustainable city.



Planning Context

Existing and Emerging Policy

BCC is currently preparing a new draft of the Local Plan to guide future development decisions. The emerging Local Plan identifies Frome Gateway as an area of growth and regeneration which could support significant new development as a new, mixed-use neighbourhood. The proposed changes would bring the area more in keeping with surrounding residential areas in St Paul's, St Jude's and Easton. This is a change from the adopted Local Plan (2011), in which:

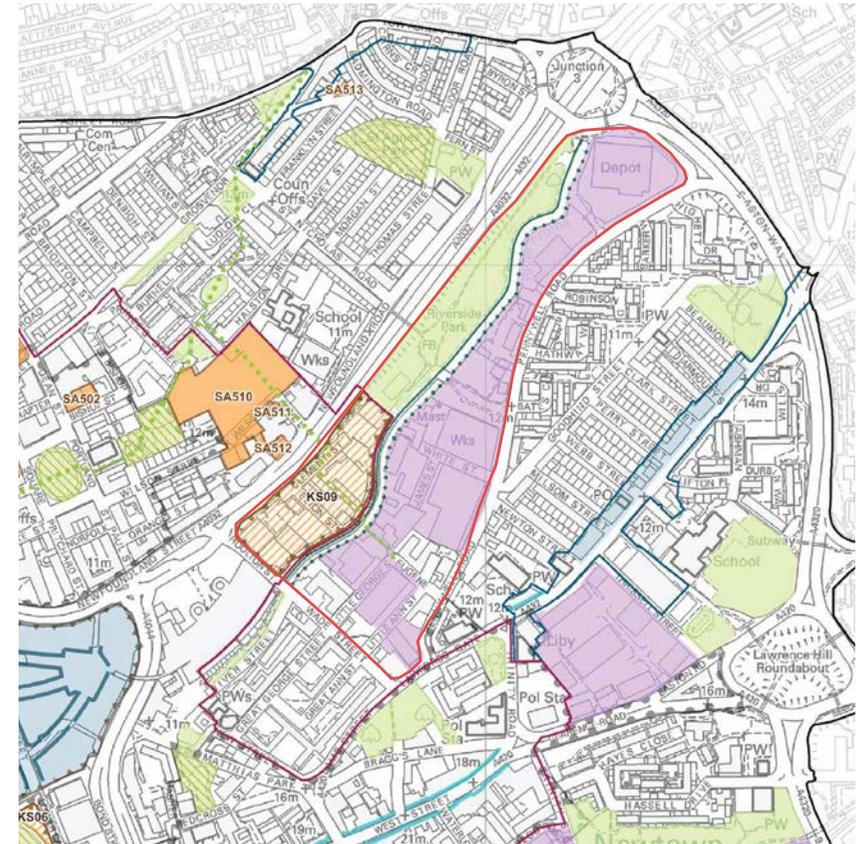
- Most of the area on the south side of the River Frome was designated as a Principal Industrial and Warehousing Area (PIWA)
- Riverside Park was designated as an Important Open Space
- Some individual sites around the Pennywell Road/Wade Street intersection were allocated for residential uses, such as the Salvation Army and Globe House
- A south-west portion of the area was allocated as a Key Site (Newfoundland Way), to be 'developed for a mix of high-density city centre uses incorporating employment, new homes and leisure or other supporting city centre uses'

The key points from draft Policy DS5 Frome Gateway are set out on page 14. It states that the 'layout, form and mix of uses should have regard to the proposed Regeneration Framework for Frome Gateway' (this document).

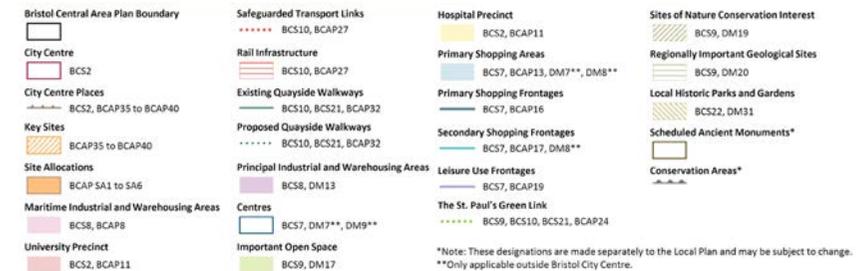
It is expected that the replacement Local Plan will be adopted in Autumn 2024.

A core element of the Local Plan is to enhance urban living. Urban living seeks to balance the efficient and effective use of land with aspirations for quality homes, successful placemaking and a positive response to context. BCC has prepared a Supplementary Planning Document (SPD) that provides further guidance on making successful places and at higher densities (Urban Living SPD, 2018).

This document and any future iterations should be used as an important guide for new development at Frome Gateway.



Bristol Central Area Plan, Policies Map, Adopted March 2015. Shows existing condition and policies applied to Frome Gateway



Frome Gateway Site Boundary

Planning Context

Existing and Emerging Policy

Draft Policy DS5: Frome Gateway

Frome Gateway will be developed as a new mixed use neighbourhood. Development will create a mixed and inclusive community with a diversity of land uses providing opportunities to live, work, take leisure and access services.

Development will include:

- At least 1,000 new homes with a mix of types, sizes and tenures at densities and forms appropriate to achieving this figure;
- Provision of workspace, including affordable workspace for a range of employment uses as part of mixed-use development. This would include logistics provision adjacent to M32 Junction 3;
- Up to 500 student bedspaces in addition to the new homes in accordance with Policy H7 'Managing the development of purpose-built student accommodation';
- Retail and leisure development to meet local needs;
- Infrastructure, services and community facilities required to support the new development;
- Provision of community facilities required to support the residential and student development;
- New and improved walking and cycling routes, including new road and river crossings, to reduce severance and connect the development to the city centre, surrounding neighbourhoods and the wider cycle network;
- Green infrastructure and public realm enhancements; and new open space to be provided in accordance with local plan policy GI A 'Open space for recreation' and secured from new development.

Old Market Neighbourhood Development Plan

A south-east portion of the study area is within the Old Market Neighbourhood Development Plan area, which was made in 2016.

This framework supports the principles set out in the Neighbourhood Development Plan. However, it represents and anticipates a greater degree of change than was envisaged in 2016, before Frome Gateway was identified as an area of growth and regeneration. Areas of alignment between the two documents include:

- Movement routes and connectivity, especially pedestrian routes
- The merit of historic buildings at the south end of the site
- The value of the River Frome and emphasis on the importance of green spaces
- Safer streets and play areas for children
- The promotion of mixed-use development that integrates employment and residential uses
- Phased change of land uses to include more residential housing and community facilities, as well as continued business uses

This Regeneration Framework departs from the Neighbourhood Development Plan in some areas where the context and wider Local Plan policies have evolved since 2016. For example:

- The number of available plots for redevelopment has increased as the local market has changed
- The subsequent publishing of the Urban Living SPD in 2018 sets different standards and criteria to the Neighbourhood Development Plan for high quality buildings. For example, the Neighbourhood Development Plan includes a design code for scale and architecture, and a schedule of accommodation. This Regeneration Framework does not provide an equivalent level of detail or prescription for design

- The Neighbourhood Development Plan specifies minimum levels of residential car parking. This Regeneration Framework does not specify levels, but does promote more recent local transport policy that emphasises active travel and public transport as the primary means of travel for this sustainable, central location

Wider Strategic Context

This framework for Frome Gateway presents a local application of wider strategic place-making principles to respond to the specific context and identity of the place.

In particular, this framework has been informed by:

- The National Planning Policy Framework – which makes clear that creating high quality buildings and places is fundamental to what the planning and development process should achieve.
- The National Design Guide – which illustrates how well-designed places that are beautiful, healthy, greener, enduring and successful can be achieved in practice.
- The West of England Placemaking Charter – which provides a framework for developers, communities and public sector partners to create better places that are: future-ready, connected, biodiverse, characterful, healthy and inclusive.
- Bristol Urban Living SPD – which gives guidance on optimal density to balance the efficient and effective use of land, with aspirations for a positive response to context, successful placemaking and liveability.
- The One City Plan – which sets out an ambitious vision for the future of Bristol, decade by decade up to 2050
- The adopted Bristol Local Plan and emerging Local Plan policies
- National Flooding Policy

Issues Affecting the Area

Summary

Introduction

There are numerous physical, social, environmental and economic issues which affect the Frome Gateway area and have informed this Regeneration Framework. This section summarises these issues to convey the context of the site today and some of the challenges for its redevelopment. The resulting constraints and opportunities have been summarised and presented on spatial plans (see pages 22-23)

Socio Economic Context & Health

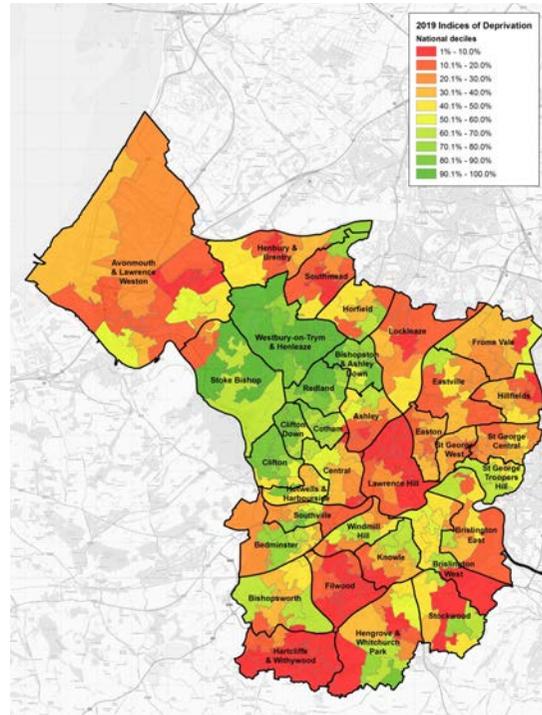
The Frome Gateway area, part of the Lawrence Hill ward, is highly diverse, with large African (specifically Somali), Caribbean and Pakistani communities. 63.5% of local school pupils have a first language other than English, and the main language is not English for 23.4% of residents. The Lawrence Hill ward is also young, with a higher proportion of children (0-15 years) than the city average and significantly lower proportion of people older than 65. The area is home to multiple community initiatives, many of which focus on specific groups (e.g. women, migrant populations, young people).

Income levels in the area are relatively low. The Lawrence Hill ward is one of the three most deprived wards in Bristol. Some neighbourhoods within the area are within the worst 10% nationally for overall deprivation. Almost half of children in the ward live in low-income households and many homes are overcrowded. Most homes are rented, the majority being flats. Crime levels are relatively high.

There are health inequalities: premature mortality is 60% higher, and life expectancy around 5 years less for males, than overall in Bristol. Mental health and wellbeing issues are also significant. For example, only 46.3% of people in the Lawrence Hill ward reported being satisfied with life compared to a Bristol average of 62.4%.

The lived experience and health and wellbeing of people in the area presents a compelling case for inclusive regeneration, to unlock fundamental and transformational

benefits. This should include supporting people into better quality and more secure work and actively working with diverse communities to shape the future of the area.



01

Employment Land & Businesses

The Frome Gateway area is currently designated as a Principal Industrial & Warehousing Area (PIWA), and is home to around 43,000m² of employment floorspace. The area includes around 70 tenants and around 1,000 jobs. The current mix of activities is diverse, but industrial focused activities account for around 75% of current employment space.

Local residents are currently employed across a range of occupations and sectors across the city. Access to and quality of work are significant contributors to deprivation. The proportion of working age people claiming unemployment-related benefits is 9%, compared to 4% for Bristol. For those in work, it can be insecure, with higher-than-average number of residents on zero-hours contracts.

Natural business churn (businesses looking to move elsewhere or wind down activities) and low employment density use of the site means that there are opportunities to consolidate the amount of employment space at Frome Gateway whilst still replacing or even growing employment (i.e. by moving to more intensive uses of land in the area). However, it is equally important to recognise that the supply of industrial space in central, north and east Bristol is extremely limited, and decreased to the lowest level for 3 years in 2020. Uptake in first half of 2021 was 125% higher than the same period in 2020 – driven by demand from e-commerce and logistics.

The context and ambition for Frome Gateway means that there is a need to arrive at the best balance between housing delivery, economic need and wider placemaking. A breadth of employment onsite will help create new opportunities for local residents. In addition to ensuring supply of the 'right' types of spaces and uses, wider interventions will be needed to respond to the training, skills and employment needs of the local community – providing pathways and support to link residents to opportunities.

Key

1. Map from 'Deprivation in Bristol 2019, summary findings of the 2019 English indices of deprivation within Bristol Local Authority Area', October 2019.

The key issues explored in this section have been used to inform, develop and refine this Regeneration Framework

Issues Affecting the Area

Summary

Housing

Currently, housing makes up a reasonably small proportion of the overall floorspace within Frome Gateway which is a predominantly light industrial location. The houses within the study area are typically 1-bedroom or 2-bedroom units, with low occupation per unit. The site also includes a supported housing facility, owned by the Salvation Army, with approximately 91 units.



01

There is an acute need for affordable housing in the area, despite a steady increase in affordable housing delivery in the city over the past few years. In March 2022, the lower quartile price paid for a home in the Inner East Area of Bristol was £258,879 which is substantially higher than the lower quartile price paid for England and Wales at £175,000. This is also reflected in the demand for social housing, with new build social housing properties in the Inner East Area receiving 100+ bids when advertised in 2021-22.

There are also high levels of overcrowded homes in Lawrence Hill ward – 17%, compared to 5% overall in Bristol. Due to far lower availability of larger affordable homes (both in terms of existing supply and new development), people requiring larger accommodation are likely to wait for longer than other groups to be re-homed. As such, there is a need for a mix of types, sizes and tenures to satisfy needs.

There are also significant needs for adaptable and

accessible homes to meet the needs of residents, including wheelchair users. Currently, 12% of households on the housing register have a need for accessible and adaptable housing.

Finally, housing intersects with other social, environmental and economic issues outlined in this chapter. There is a need for well-designed homes that are climate resilient, create a healthy environment and support sustainable travel choices. These complex and interrelated issues combine to create a compelling case for change and regeneration.

Transport & Movement

Frome Gateway is in a highly accessible location close to Cabot Circus on the edge of the city centre. It is well served by public transport, with a range of bus services running along the nearby Stapleton Road. The site has direct access to Newfoundland Way and adjoins the Clean Air Zone at the junction of Houlton Street and Newfoundland Street. There is a strategic cycle route that runs through Riverside Park, called the Frome Valley Greenway. This greenway connects Stoke Gifford, Stapleton and Easton with the city centre. It also adjoins National Cycle Network Route 4 further to the south. The closest railway station is Lawrence Hill station, located 1.1km away from the centre of the site.

However, there are significant accessibility and safety



02

issues for people moving in and through the site, especially for pedestrians. From engagement with the community and Healthy Street analysis, the following issues have been identified:

- Pennywell Road experiences a high volume of traffic, including heavy and fast-moving vehicles, some using this to access Newfoundland Way. Pedestrian crossings are poor and do not feel safe.
- The footways are poor, with obstacles and narrow ‘pinch points’ encountered in several areas. This creates particular concerns for parents and children accessing St Nicholas of Tolentine Primary School.
- Pavement parking on streets such as Pennywell Road, Wade Street and Houlton Street exacerbates the difficulties of travelling on foot.
- There are personal security concerns, with inadequate street lighting and passive surveillance, which discourages walking and cycling after dark.
- There are concerns about residential development increasing the number of vehicles and parking in the wider area.

Considering the relationship with surrounding areas, the area is characterised by poor wayfinding and severance. The River Frome provides a valuable navigational aid, but also acts as a barrier to east-west movement. The boundary of the Frome Gateway site has two notable severance barriers: Newfoundland Way to the west and Junction 3/Easton Road to the north. Crossings over these are infrequent, and those that are provided are not suitable for all users due to a mix of physical issues (width and gradient) as well as presenting a hostile environment.

The area requires a strategic reconsideration of movement and streets as part of its redevelopment. This holistic approach can promote active and sustainable travel, improve links with the surrounding areas and create a better relationship between its movement and place functions.

Key

1. Salvation Army Logos House. Providing accommodation for homeless people with a local Bristol connection.
2. Stapleton Road, high street offering retail, food & beverage and community ground floor uses. The street is highly successful with good levels of activity throughout the day. Stapleton road is 3 minutes walk from Peel Street open space

Prolonged exposure to housing costs above 30% of income can have a negative impact on mental health, increasing risk of mental disorders

Health Outcomes



Poor perceptions of the neighbourhood at Frome Gateway may prevent some people from leaving the house – potentially leading to problems with mental health and weight gain. Improvements planned for the site could be worth £0.5 million just for these two conditions alone.

Health Outcomes



The key issues explored in this section have been used to inform, develop and refine this Regeneration Framework

Issues Affecting the Area

Summary

Flood Risk

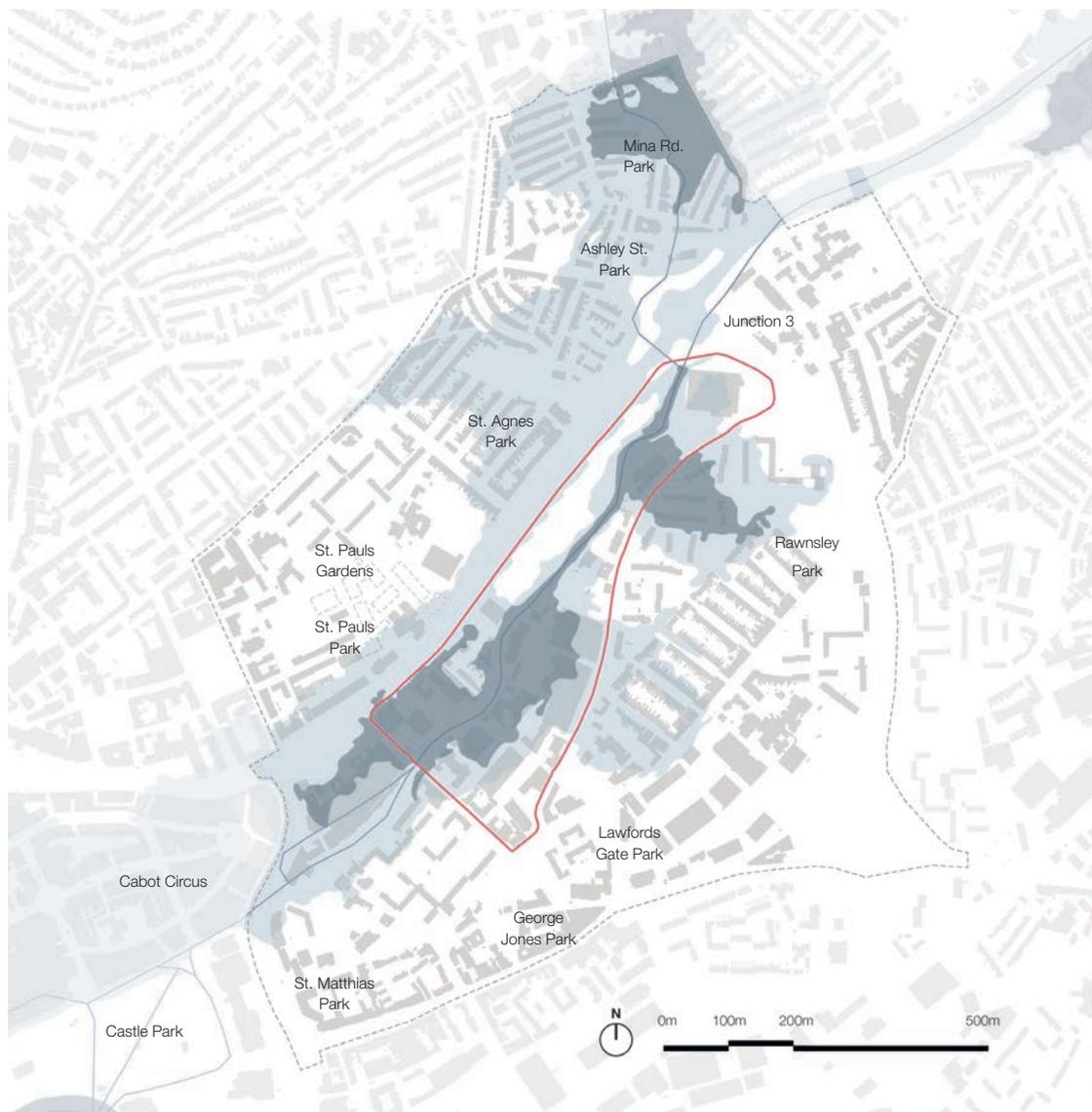
The River Frome is the most valuable natural asset of the site - there is huge potential to make the river a major piece of blue/green infrastructure that can contribute to public enjoyment, wildlife habitat and climate resilience. The River Frome is heavily modified in the Frome Gateway area. It emerges from the M32 culvert at the northern end and flows south through a high stone walled channel until it enters the Wade Street culvert at the southern end of the site and continues underground to flow into Bristol Harbour and the River Avon.

Despite the benefits that the river can provide, 72% of the site sits within either Flood Zone 2 or Flood Zone 3, as shown in the adjacent flood map.

In a review of the flood risk in 2020 it was noted that:

- Flood risk is largely driven by limited capacity of the culvert under Wade Street and the operation of the upstream Northern Stormwater Interceptor (NSWI). Site flood storage will have limited impact as a mitigation measure on the predicted river levels. Measures to contain/convey flood flows could increase downstream flood risk
- Flood hazard maps shows that much of the site is at significant risk due to the predicted depth and speed of flood waters

This fluvial flood risk limits the land use potential across much of the site. An approach to flood risk management has been explored and set out on pages 53-58.



Key

- Waterway
- Floodzone 2
- Floodzone 3

Experiencing flooding can increase risk of mental and physical health problems even 3 years after a flooding event.

Health Outcomes



Not in Flood Zones 2/3 **28%**

Flood Zone 3 **37%**

Land having a 1 in 100 or greater annual probability of river flooding

Flood Zone 2 **35%**

Land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding

Site Area **14.70 Ha**

The key issues explored in this section have been used to inform, develop and refine this Regeneration Framework

Issues Affecting the Area

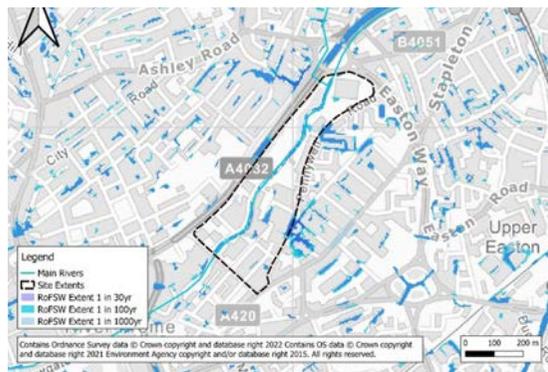
Summary

Surface Water Drainage

The Frome Gateway area is characterised by large portions of impermeable surfacing, such as roads and hard standing. With varied local topography, most rainwater discharges into the main sewers or the River Frome. Surface water discharge to the foul network will not be accepted, surface water should be discharged to the River Frome with the focus being on improving water quality, amenity and biodiversity with Sustainable Drainage features. There is the potential for limited surface water flooding in Frome Gateway, as shown below, but this is not as significant as fluvial flooding.

Heat Stress

The Frome Gateway area is vulnerable to climate change impacts including extreme high temperatures, cold events, drought and water stress. These will impact both the health and wellbeing of people and the performance of physical infrastructure. For example, the Keep Bristol Cool mapping tool has identified Frome Gateway area as being 'Very high risk for Bristol' for heat vulnerability. This risk considers factors such as age, deprivation, indoor and outdoor exposure, and emphasises the importance of mitigating heat effects in this area.



Surface water flooding map, source Mott MacDonald

Climate Change Resilience

The flood risk context for the site is described on the previous page. It is worth noting that with progressing climate change the risk of extreme flood events increases. As well as physical and financial effects, experiencing flooding can increase risk of mental and physical health problems even 3 years after a flooding event.

To limit the negative impacts of climate change, climate resilient design is imperative for the future of the area. While some measures will be implemented within individual plots, such as environmentally responsive design and building operation strategies, the Regeneration Framework presents an opportunity for a site-wide strategic response. Mitigation measures such as biodiverse green spaces implementing sustainable drainage systems within neighbourhoods; energy generation coupled with infrastructure (e.g. PV covered parking); and designing in community climate resilience (e.g. heat shelter provision) should be considered.

Zero Carbon

New development must achieve exemplary environmental performance and should aim to align with existing and emerging guidance such as:

- RIBA 2030 climate challenge
- Passivhaus requirements
- UK Green Building Council: Net Zero Carbon standard

Where possible, development should align with the principles of Climate Positive Design. Defined as providing net positive climate outcomes alongside environmental, social, cultural, and economic co-benefits



Operational carbon reduction strategy. Extract from Delivering Net Zero Guide

Key

1. On-site renewable energy production
2. Facade reducing energy demand through:
 - high performing thermal envelope
 - optimal orientation
 - appropriate glazing ratios
 - solar shading
3. Smart servicing and user control
4. Utilising local and national energy networks

Climate change is resulting in more extreme weather events, including higher summer temperatures. This increases risks of overheating and increased premature mortality for older adults. People with the poorest health, and from poorer socio-economic groups, are likely to be hit hardest by the impacts of climate change. New buildings should be adequately insulated, to avoid fuel poverty in winter and overheating in summer (both of which can contribute to excess winter and summer deaths), without excessive glazing. Greater shading and planting can reduce heat island effects.

Health Outcomes



Integrated on-site energy production and biodiverse roofs



On-plot urban greening reduces heat vulnerability

Issues Affecting the Area

Summary

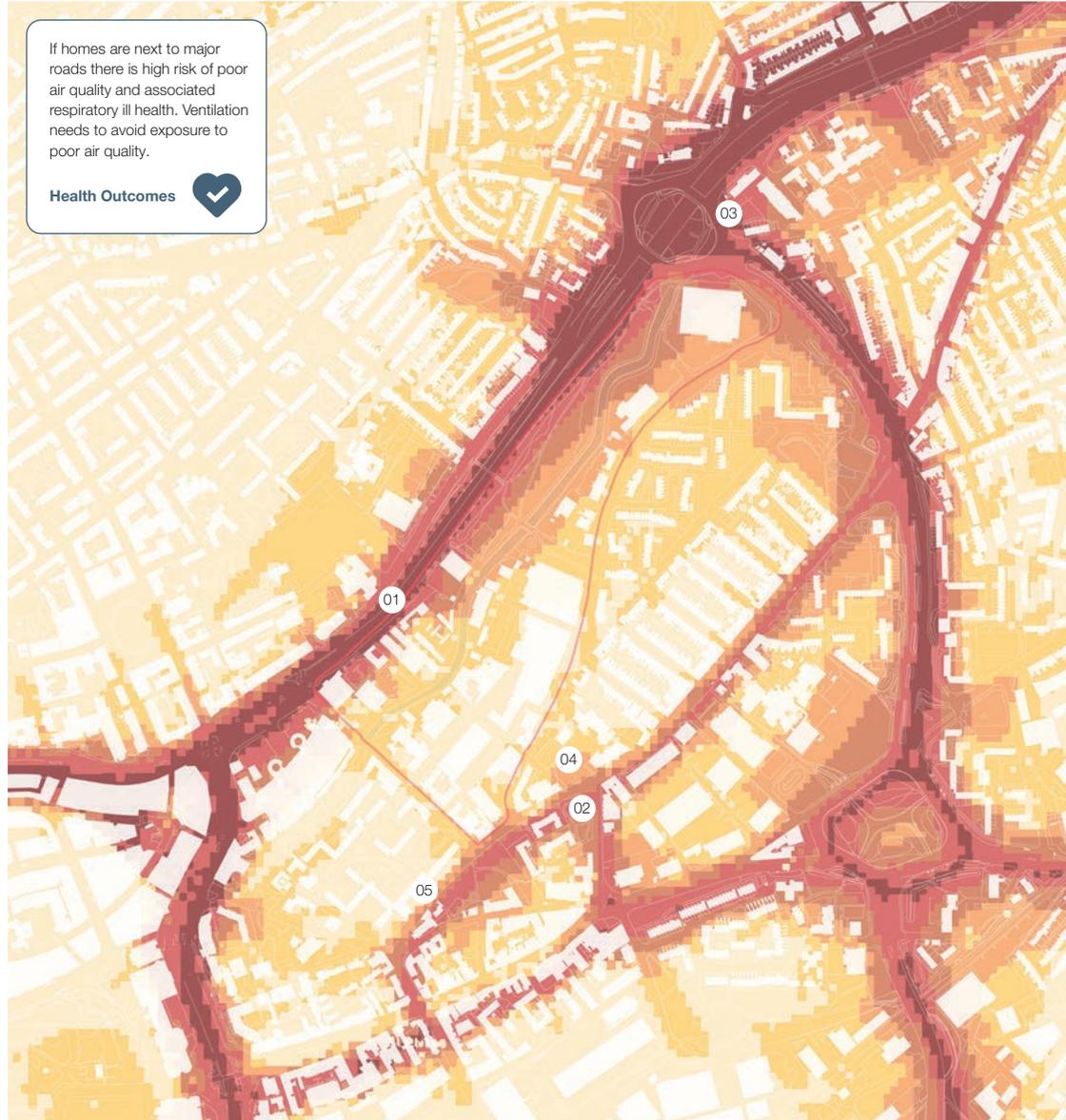
Air Quality

The Frome Gateway regeneration area is located within the Bristol Air Quality Management Area (AQMA) which covers the city centre and parts of the main radial roads, including Newfoundland Way. This AQMA was declared in 2001 for exceeding of Nitrogen Dioxide (NO₂), and Particulate Matter (PM₁₀) pollutants. A major source of air pollution is road traffic, for which a Clean Air Zone was introduced in November 2022. The south end of Frome Gateway is located on the boundary of the Clean Air Zone, where Houlton Street meets Newfoundland Way.

The impact of this context is that air pollution has the largest health impact of any factor at Frome Gateway. Current levels potentially increase the risk of premature mortality by around 6%. This could result in 1,700 premature life years lost, and result in health costs of £175 million. Development adjacent to areas of poor air quality must be sensitive to high exposure and seek to mitigate through design.

Noise Pollution

Being located within an urban environment, Frome Gateway also experiences a high level of noise associated with road traffic. There are two noise Important Areas (IAs) designated nearby for the A4032 (Newfoundland Way) and A420 (Lawfords Gate). IAs are designated based on the strategic noise map results and highlight hotspot locations where the highest 1% of noise levels at residential locations can be found. Noise has a relatively localised effect, but high levels of traffic related noise can almost double risk of depression in men and increase the risk of mental health problems for children. In addition, there are two sensitive receptors nearby: St Nicholas of Tolentine Primary School and Rosemary Nursery School and Children's Centre. Development adjacent to areas of noise pollution must be sensitive to exposure and seek to mitigate through design.



If homes are next to major roads there is high risk of poor air quality and associated respiratory ill health. Ventilation needs to avoid exposure to poor air quality.

Health Outcomes ✓

Key

Frome Gateway road noise map (left) - information source DEFRA

1. A4032 (Newfoundland Way)
2. A420 (Lawfords Gate Park)
3. Junction 3
4. St Nicholas of Totentine Primate School
5. Rosemary Nursery School

- 75+ dB(A)
- 70 - 74.9 dB(A)
- 65 - 69.9 dB(A)
- 60 - 64.9 dB(A)
- 55 - 59.9 dB(A)
- 00 - 54.9 dB(A)

External noise can negatively impact on physical and mental health. Location, layout and internal sound insulation can help protect residents.

Health Outcomes ✓

Air pollution has the largest health impact of any factor at Frome Gateway, with current levels potentially increasing risk of premature mortality by around 6%. This could result in 1,700 premature life years lost, and result in health costs of £175 million. It is unlikely to reduce significantly without reduced traffic on Newfoundland Way.

Health Outcomes ✓

The key issues explored in this section have been used to inform, develop and refine this Regeneration Framework

Issues Affecting the Area

Summary

Heritage & Character Assessment

The area has a rich history that tracks the evolution of the City of Bristol. Once an area of undeveloped farmland, Frome Gateway transitioned into a more residential area by the mid to late 1700s. By the end of the first Industrial Revolution the area was comprised of a dense blend of workers terraced housing and industrial works including a resin works, Pennywell Colliery, Tanneries, Public Houses and Churches. The original street pattern from this period is largely in place today particularly around the southern end of Pennywell Road and Wade Street.

Much of the original workers housing in the area was demolished as part of the City's 'slum' clearance beginning in the 1930s. This also saw a number of streets being lost. The current location of Riverside Park was previously a tight knit network of housing and streets which were cleared and left in place – the undulation of the park is a result of it being built on the much of the rubble of the original houses.

Of the buildings and streets that remain a number are of local significance and should form part of a coherent and considered placemaking and regeneration response. These buildings offer clues with regards to material selection, scale and massing and composition.

There are examples of adaptive reuse of heritage buildings such as Vestry Hall, and more utilitarian examples of extension as can be seen with the former Malthouse on Little Anne Street. The Corporation Depot on Wellington Road is a newer development from around 1900. The Depot itself is in poor condition but includes some heritage buildings which provide the opportunity to retain and enhance local character. Globe House on Eugene Street holds a prominent corner site and should be repurposed to catalyse regeneration and help meet the needs of the existing and future communities while also being true to the heritage character of the area.



1.



2.



3.



4.



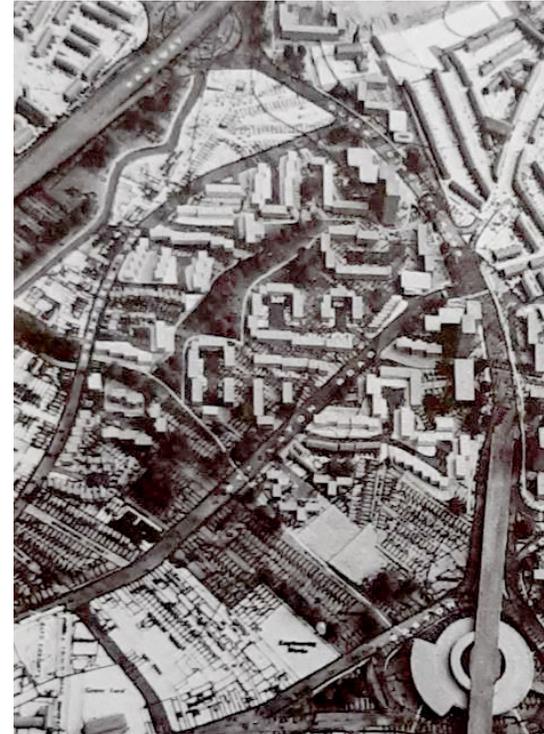
5.



6.



7.



8.

Key

1. A watercolour by Hugh O'Neill showing the Frome Bridge at Wade Street in 1821, Bristol Museum and Art Gallery, M2909.
2. St. Agnes Church facing onto Newfoundland Way
3. Model of proposed housing scheme at Pennywell Road and Easton Way in the 1960s, Bristol Archives, 40826/PLA/12/2
4. Red brick buildings on BCC Depot site, Wellington Road
5. The Swan with Two Necks Pub, Little Ann Street
6. Vestry Hall, Pennywell Road
7. Globe House, Eugene St
8. Extract from the Bristol City Centre Policy Report 1966, page 71

The key issues explored in this section have been used to inform, develop and refine this Regeneration Framework

Issues Affecting the Area

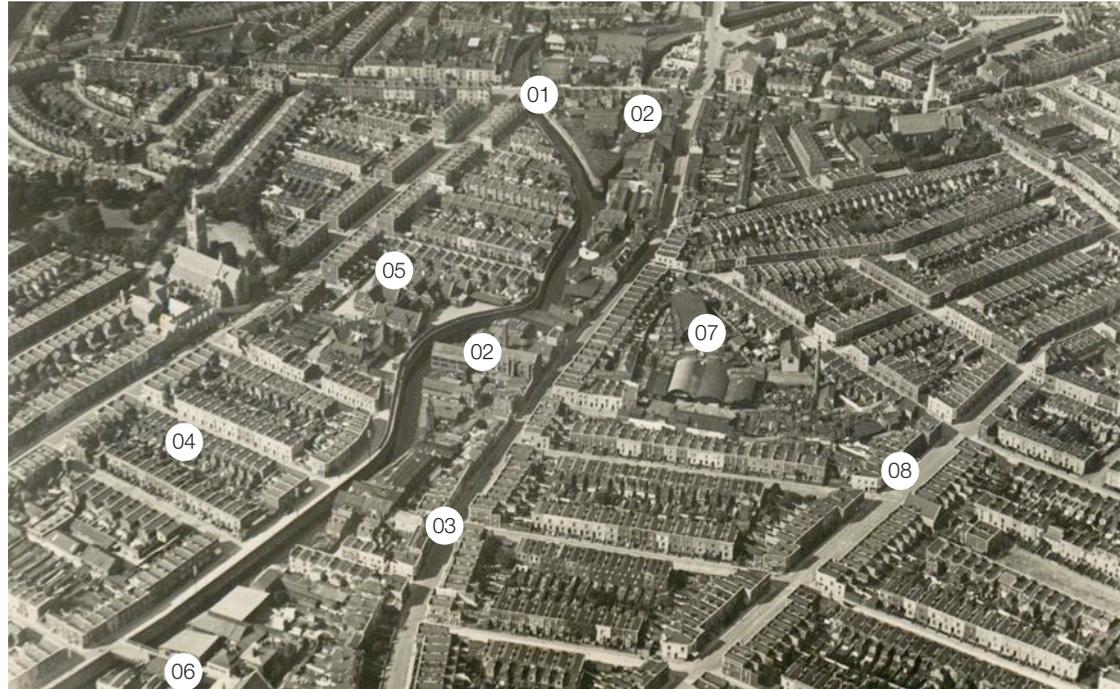
Summary

Ground Conditions

The Frome Gateway area is expected to be underlain by superficial Tidal Flat Deposits overlain by extensive areas of man-made fill ("made ground"). Beneath these soils, muds and silts, the bedrock geology comprises Redcliffe Sandstone Member, which is also a locally important aquifer.

Much of the present-day land uses were established between 1946 and 1970. Before this, Frome Gateway included areas of intensive industrial use, such as tanneries and a resin works (right), and dense residential housing. There are no known ground remediation works prior to redevelopment in this period. It is anecdotally understood that when Riverside Park was created ground levels were artificially raised using demolition material from nearby sites.

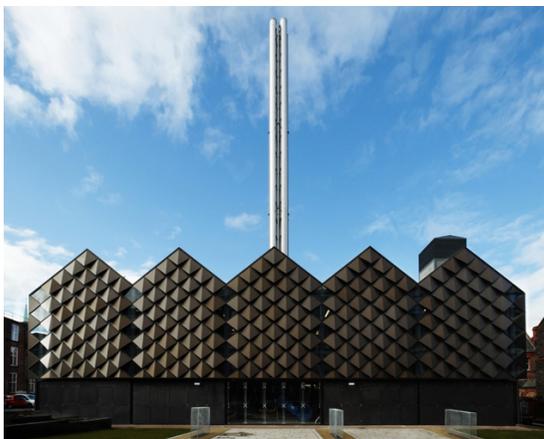
From the history of the site, contaminated ground conditions are expected to be prevalent, which will influence the cost and complexity of future development.



Key

1. The River Frome
2. Former tanneries
3. Pennywell Road
4. Terraced housing
5. School
6. Peel Street Bridge (existing)
7. Timber yard
8. Goodhind Street

Frome Gateway aerial photo (left), former industrial and residential uses create ground contamination issues - circa 1920's



Heating Infrastructure Energy Centre, University of Liverpool

Utilities

The site is well-served by existing utilities, including gas, telecoms, water, drainage and electricity. It is expected that Pennywell Road and Stapleton Road will remain as the primary distribution routes for these, although some may require localised diversions to accommodate new buildings or highway alterations. In addition, network upgrades may be required to accommodate additional demand. For example, there are two electricity sub-stations nearby which may require upgrades to increase their capacity.

A new district heating network is proposed as part of the Bristol City Leap programme, with distribution routes along Pennywell Road, Wade Street and Newfoundland Way.

New developments would be expected to connect to this network to minimise new gas connections. A new energy centre is planned within the Frome Gateway area. This will potentially be at the south-west end of the site, adjacent to Newfoundland Way, but its exact location is to be determined.

A major constraint to the proposed development is the strategic foul sewer operated by Wessex Water. This is located just south of Peel Street footbridge and intersects the site from east to west. Easement and protection will be required for construction works nearby.

The key issues explored in this section have been used to inform, develop and refine this Regeneration Framework

Study Area

Constraints

The Frome Gateway area presents some significant constraints that will impact future development, including:

- Climate vulnerability and resilience issues – in particular, its vulnerability to flooding and heat stress. This creates challenges for new development that is healthy, sustainable and resilient
- Severance and movement barriers:
 1. The Junction 3/Easton Way area has poor pedestrian and cycle connections and a narrow underpass which creates safety concerns
 2. Peel Street Bridge is the only crossing over the River Frome in this area
 3. Newfoundland Way is a major cause of severance between St. Agnes and St. Paul's and St. Jude's and Old Market. The single pedestrian footbridge is narrow and uninviting
- Noise and air quality issues – largely associated with road traffic, which have significant impacts on health

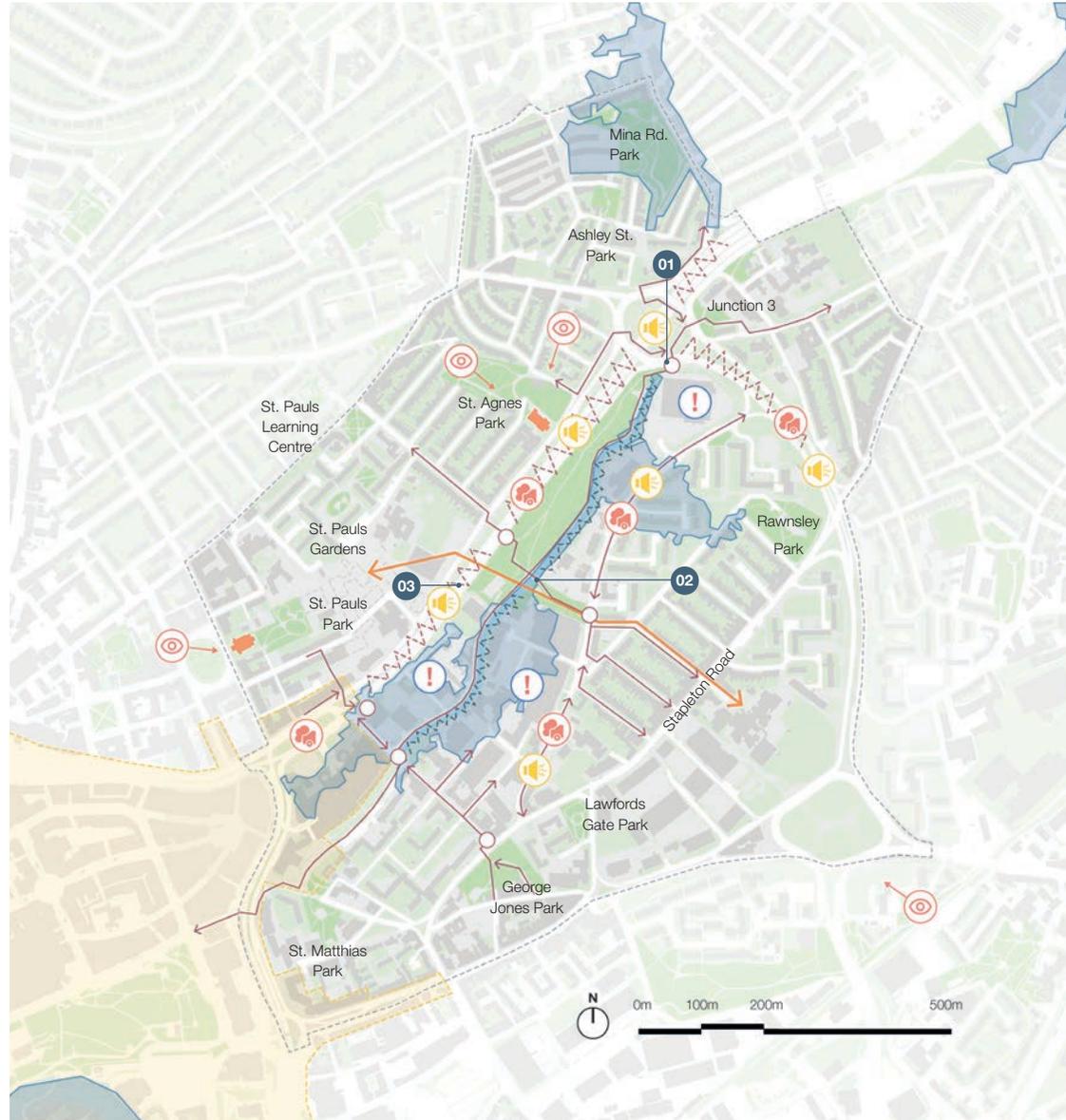
Key spatial constraints are shown in the adjacent plan.



1.



2.



Key Points

- New and existing viewing corridors must be considered when locating taller buildings
- Noise pollution
- Air Pollution
- Ground contamination from former industrial uses (extent tbc.)
- Barrier to movement
- Existing primary ped. & cycle routes
- Historic building in existing viewing corridor
- Clean Air Zone
- Strategic Foul Sewer Main
- Existing gateways to regeneration area
- River Frome: Barrier to movement
- Flood zone 3
High flood risk requires no homes at ground floor



3.

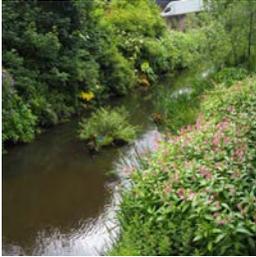
High levels of traffic related noise can almost double risk of depression in men, as well as increasing the risk of mental health problems for children.

Health Outcomes

Study Area

Opportunities

The Frome Gateway area presents some significant opportunities for regeneration, including:



The River Frome

The river provides a rich and diverse habitat for numerous species creating a valuable ecological corridor in an otherwise urban setting. This natural resource helps with biodiversity, helps manage the urban heat island effect and provides much needed visual amenity to the public. The flowing water and wildlife have a positive effect on the mental health and wellbeing of residents and visitors.



Riverside Park

This large, public green space could serve the local community more successfully with improved access, passive surveillance and activity throughout the day and night. The riverside path is a well-used attractive route for commuters and residents. Mature trees and vegetation provide a natural buffer to the noise and air pollution generated by the traffic on Newfoundland Way.

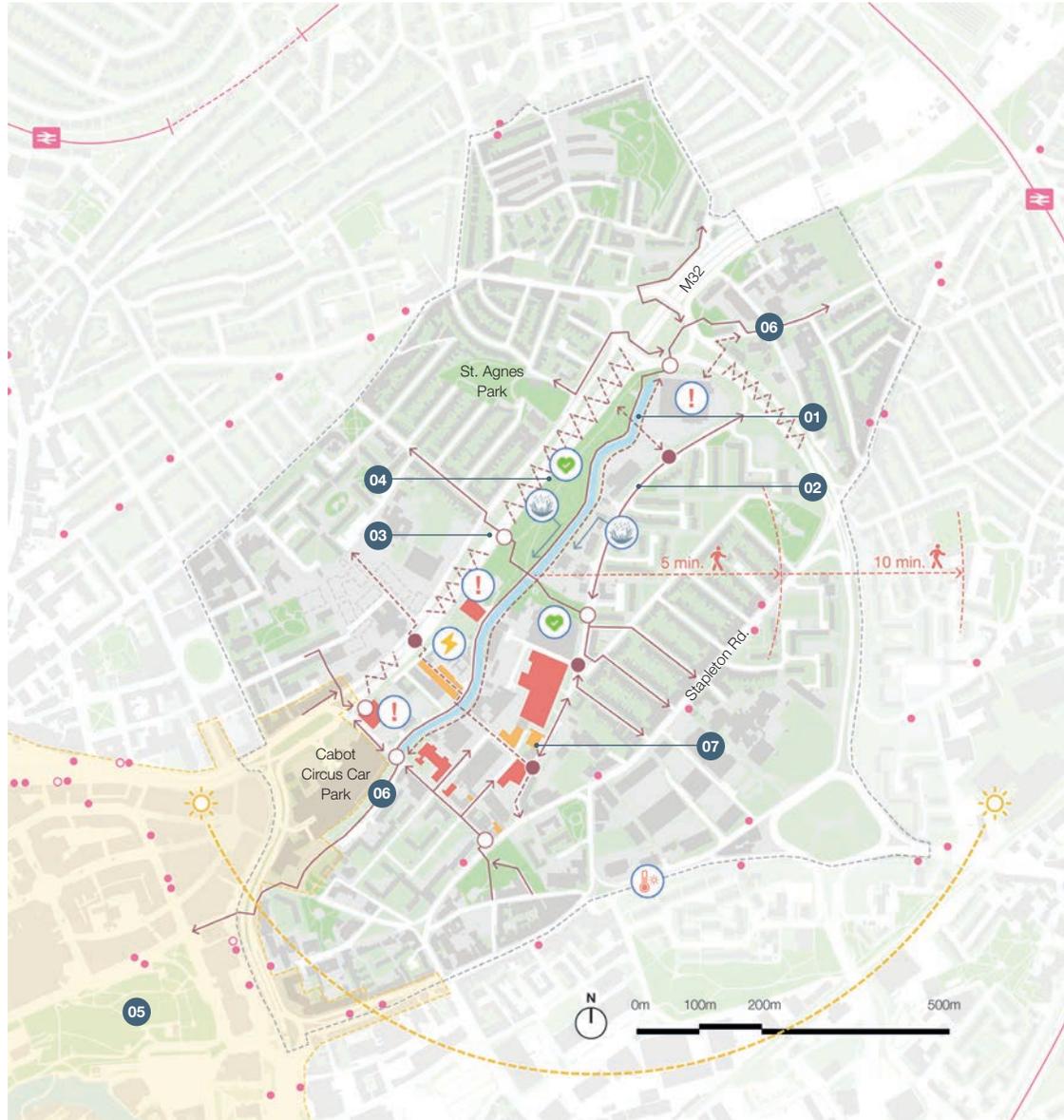


Locally Listed Buildings

There are a number of locally listed buildings within the study area. These help provide heritage and identity to the area and use a rich pallet of materials. These buildings should be considered as important structures that help define a fine urban grain. Future development must respond to these structures sensitively and celebrate them as key community assets that contribute to wider placemaking moves.

In addition, many of the constraints described on the previous page 22 can also be viewed as opportunities. For example, reducing severance and movement barriers and improving noise and air quality for the benefit of all.

Key spatial opportunities are shown in the adjacent plan.



Key Points

1. River Frome - key water source, opportunity to enhance ecology & create attractive riverside setting
2. Pennywell Rd. - opportunity to widen public realm, reduce speed, size and volume of motorised vehicles
3. Newfoundland Way pedestrian bridge - potential to enhance primary connection between St Jude's and St Paul's
4. Riverside Park - home to well established trees with potential to be further enhanced as a 'green lung' for the city
5. Proximity to the city centre reduces need for private car ownership and promotes sustainable active travel.
6. Strengthen cycle & pedestrian routes to bus station, bus routes and major employers (e.g. UOB/Hospital/North Bristol & BCAP32 via Gloucester Road etc.).
7. Enhance and conserve heritage

- ⚠ Potential for 'gateway' contextually tall buildings
- ↔ Existing primary ped. & cycle routes
- ↔ New pedestrian & cycle routes (as per BCAP24 'The St. Paul's Green Link' & BCAP32 'Quayside Walkways' policy requirements)
- ⚡ Energy centre (location to be determined)
- Enhance existing gateways to regeneration area
- Proposed new site gateways
- Locally Listed Buildings
- Buildings or uses of local/social/cultural importance
- Existing Bus Stop
- Existing Metro Bus Stop
- 🌿 Sustainable Drainage
- 🍃 Enhancing public green space improves health outcomes for local population
- ⚡ Barrier to movement
- ☀ Clean Air Zone

Study Area

Sustainability & Public Health: Existing Condition

The design of our built environment directly influences the health and wellbeing of local people and wildlife. Well-designed homes, workplaces, streets and public spaces that integrate nature enhance the health and wellbeing of both local people and wildlife. Creating space for biodiversity to flourish is essential to delivering placemaking outcomes. There are valuable aspects of the area that future development should further strengthen and enhance, as well as help to protect against harm.

Flood risk, heat stress, air and noise pollution are key environmental challenges which development at Frome Gateway will be expected to respond to in order to safeguard and enhance the health and wellbeing of existing and future residents.

Key Observations

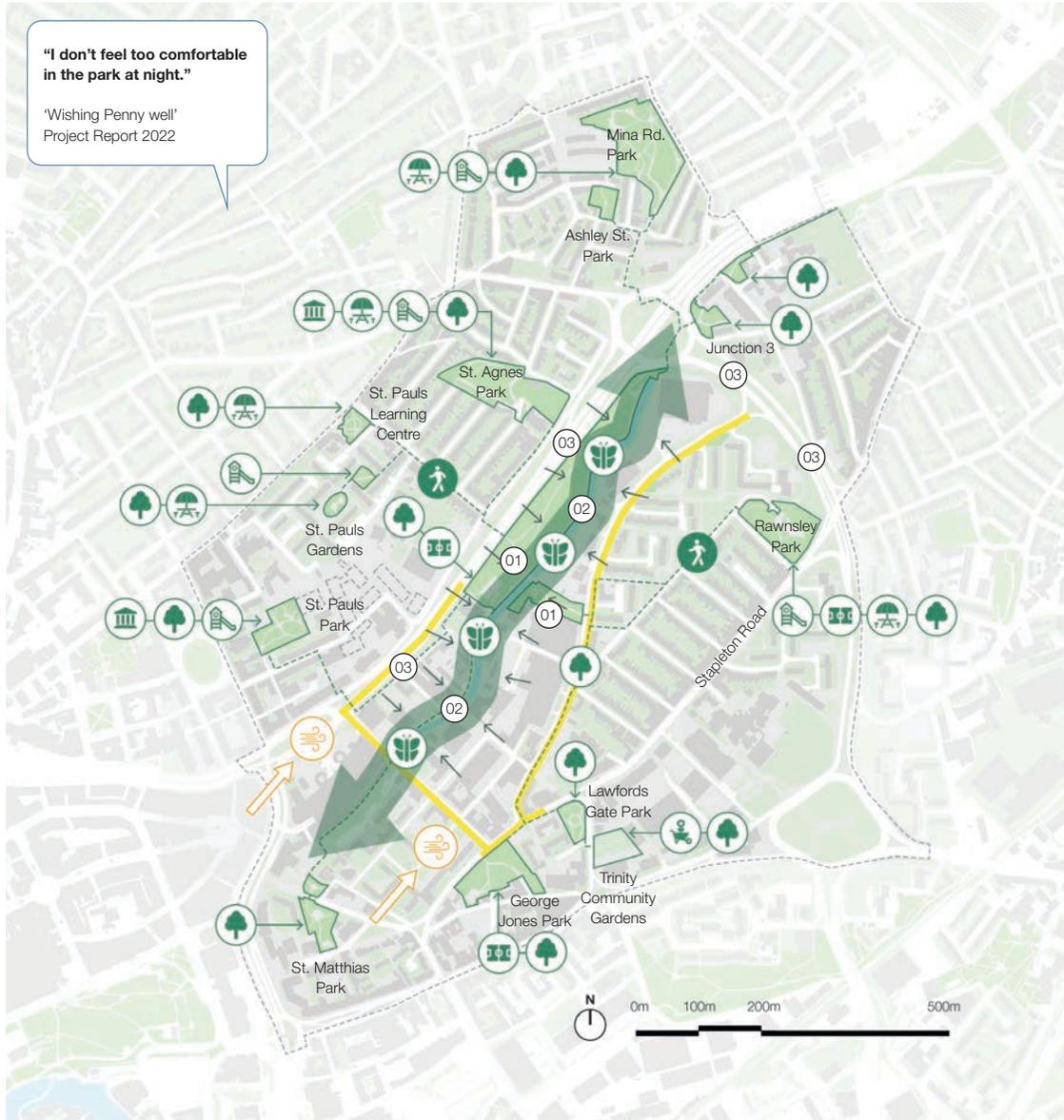
1. Public green spaces

The existing green spaces bring health and wellbeing benefits to local people. Enhancing their accessibility and quality is a key ambition of the Regeneration Framework. Green and natural spaces help to protect against heat stress. The area would benefit from expansion of green spaces and street greening to further protect against extreme heat, reduce risk of flooding, and create a more pleasant and enjoyable environment for a growing population. The River Frome is a rich and diverse biodiversity corridor that supports a broad mix of fauna and flora. This vital piece of habitat is also a key piece of public amenity that acts as an orienting spine to the regeneration area. All future development must work to enhance and provide access and views to this vital asset while enhancing the natural setting.

2. Active travel

There are popular walking and cycling routes through the area, particularly through Riverside Park and across Newfoundland Way and Easton Way. The active travel network around the site could be improved to enable more people to feel safe to walk and cycle. This would support health and well-being through increased physical activity, reduction in car use, and better connected communities.

The existing character of Pennywell Road is defined by narrow pavements, a wide, busy carriageway dominated by goods vehicles and parked cars. This environment does not create a safe, attractive street-scape that serve the adjacent local school and houses that overlook it. There is an opportunity to improve this vital movement corridor as a community street that is safe, healthy and vibrant.



Key Points

- Waterway
- Inaccessible Open Spaces
- Private Open Spaces
- Public Open Spaces
- 🌿 **Wildlife Corridor** to be preserved, enhanced and extended to provide safe movement through the city
- 🌀 **Prevailing wind** - sensitive approach to tall buildings mitigating draught effect
- 🚶 **Access to downland open/green space** is limited when considering wider context. To cater for new residents an extension or enhancement of green space must be considered
- **Motorised vehicle activity to be reduced** for new greening, pedestrian and cycle activity, tree planting and Sustainable Drainage

Play & Park Amenity

- 🌳 Mature Trees
- 🏊 Sport/exercise space
- 🎡 Playground
- 🏡 Social Space
- 🌱 Community Grow Space
- 🏛️ Heritage setting

3. Air and noise pollution

The major traffic routes along the edges of the site, particularly Newfoundland Way and Easton Way, result in poor air quality and noise. These can have significant impacts on health and wellbeing and are particularly harmful to residents, people using open spaces and school children. Future development should seek ways to reduce exposure to air pollution and noise.

Existing green space on site means that adult residents are more than twice as likely to be active, lowering their risk of conditions such as diabetes, weight gain and premature mortality.

Health Outcomes ✔️

Study Area

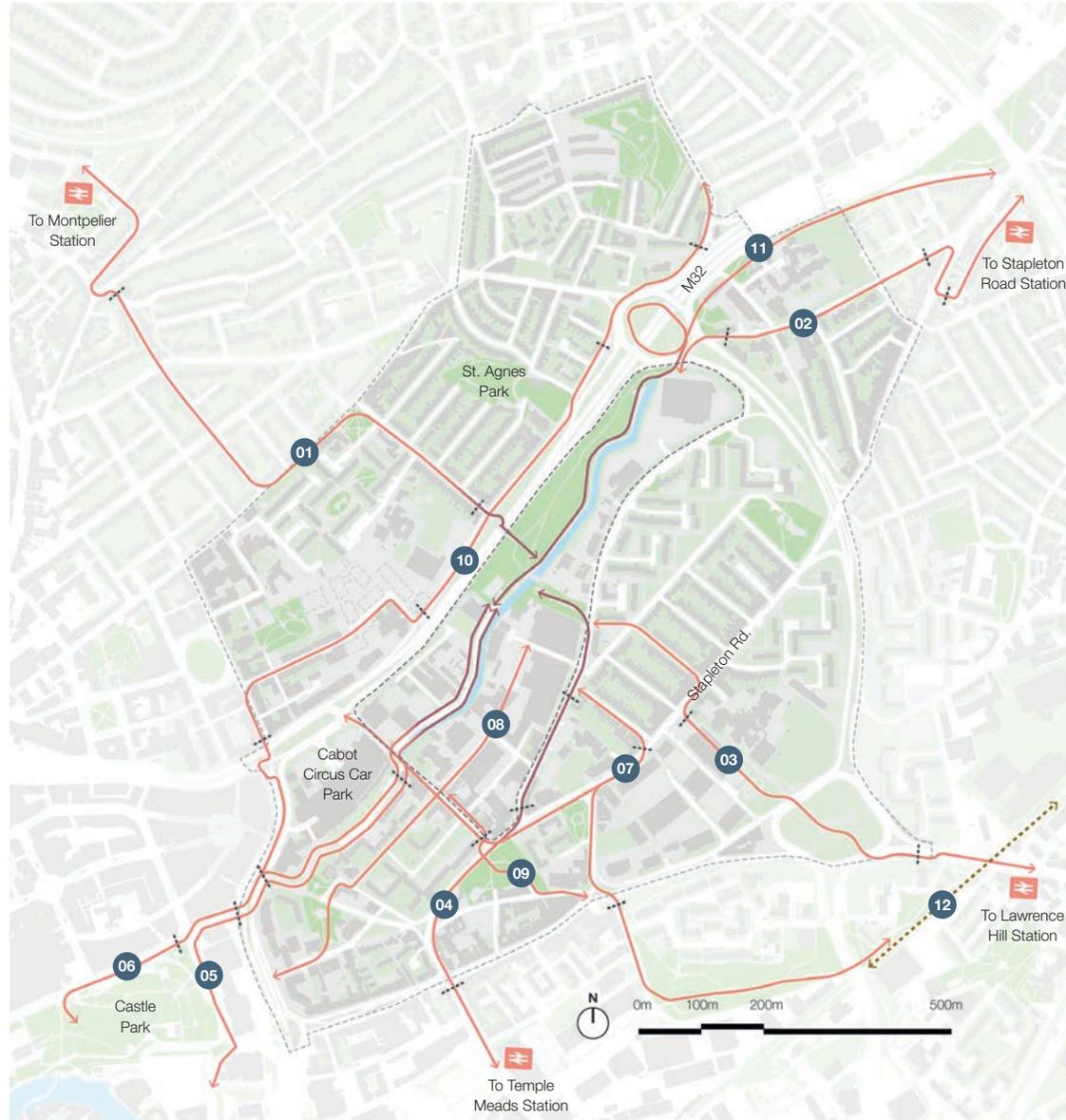
Wider Connections

Frome Gateway is highly trafficked by pedestrians and cyclist. Located between the city centre and outlying residential areas the site provides a desirable route along Riverside Park and the River Frome which is largely unaffected by vehicular movements. A number of vital citywide connections travel through the study area and connect other key transport hubs, high streets and economic centres.

This map highlights the existing network of key streets that connect these essential pieces of infrastructure. These existing movements routes have informed the wider Regeneration Framework and support the decisions to enhance and extend key movement corridors on the perimeter and through the site.

Currently routes running through Frome Gateway benefit from lower trafficked streets and enjoy a relationship with Riverside Park and the River Frome. Onward routes from the site, in most cases, are impacted by the extensive and busy road network that create less desirable, safe streets.

A Healthy Streets review has been undertaken for the key routes shown on the adjacent plan. The Healthy Streets approach was developed by Transport for London to assess the quality of a journey and 'make health and personal experience a priority'. This assessment has helped to understand existing issues, such as security, safety and severance, and has informed the proposed improvements.



Key Points

- Waterway
- Inaccessible Open Spaces
- Private Open Spaces
- Public Open Spaces
- - - Study Area
- Key Routes
- Key Site Intersections
- Break in Route

Routes Key

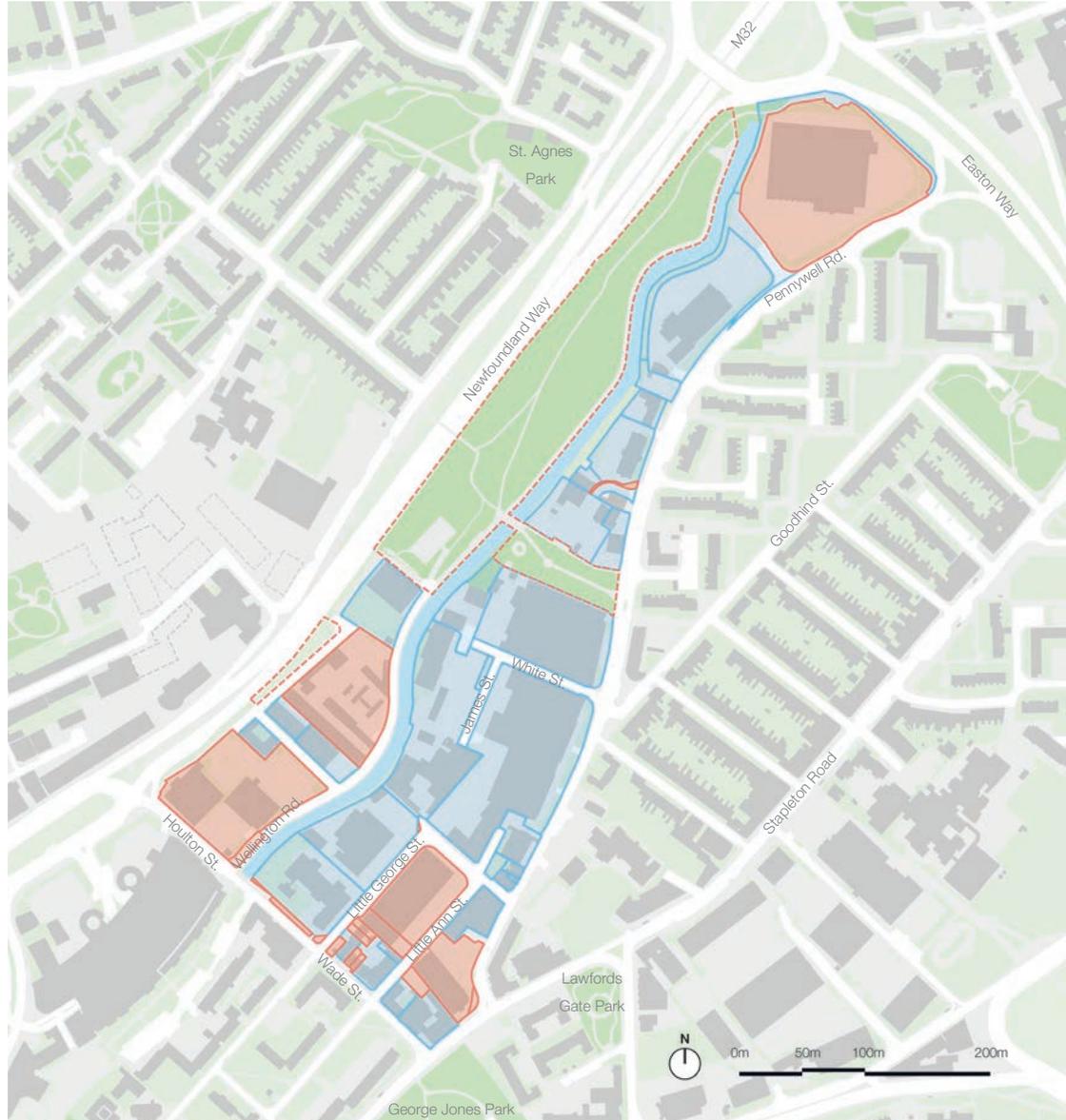
- 01.** Montpellier railway station - A4032 over bridge - Frome Valley Cycle Route
- 02.** Stapleton Road railway station - M32 Junction 3
- 03.** Lawrence Hill railway station - Easton Leisure Centre - Pennywell Road
- 04.** A4044 - Newtown - Pennywell Road - River Frome
- 05.** B4053 and Castle Park - Frome Valley Cycle Route
- 06.** B4053 and Castle Park - Frome Valley Cycle Route
- 07.** Bristol and Bath Railway Path - A420 - A4044
- 08.** A4044 - White Street
- 09.** A420 Trinity Road - Wade Street
- 10.** A 4044 - M32 Junction 3
- 11.** Wellington Road - River Frome - Fox Road
- 12.** Bristol and Bath Railway Path

Regeneration Area Overview

Existing Land Ownership Plan

There are approximately thirty landowners in the Frome Gateway area. BCC is landowner for several sites, as well as the public highways and parks.

As freehold owner, BCC has some influence over the development of these sites. However, it is worth noting that freehold ownership does not give BCC full control. For example, there are existing tenants and lease arrangements on some sites. In addition, redevelopment would typically be delivered by a private developer, not BCC itself, and the planning process still applies.



Key Points

- 100%** Total site area
14.7 Ha
- 22%** BCC Ownership:
Developable Land (+%)
3.3 Ha
BCC Ownerships are subject to leasehold agreements
- 20%** BCC Ownership:
Green Space (+%)
3.0 Ha
- 40%** Land in private ownership (+%)
6 Ha
- 18%** Highways & other infrastructure (+%)
2.4 Ha

Public Engagement

Introduction & Approach

Ensuring the community and other stakeholders were involved in the development of the framework has been a key focus from the outset. There were three key elements to the engagement approach:

1. Building upon community strengths and identity:

Emphasis was placed on identifying and understanding the strengths and needs of the existing community so that these can be built upon as a foundation for change. This is a key aspect of developing and building community and celebrating and growing local character and identity.

2. Understanding the area's history and listening to those who know the area best:

A 'Story of Place' was developed to capture the story, history and character of Frome Gateway. This has been used as a tool to initiate and frame conversations about the area's heritage and identity as attention has turned to establish a vision for the next step in its continual change and evolution.

3. A focus on community influence:

A Scope of Community influence was created early in the process to build transparency and understanding about the various influencing factors on large scale, long-term regeneration projects like Frome Gateway. This has been used to focus engagement activity and engagement resource.

A summary of the community and stakeholder engagement activity which has informed and guided the development of the Frome Gateway Regeneration Framework is set out on pages 28-29.

Community Place Principles

A set of Community Place Principles were established prior to project inception to set out local priorities for growth, and these have been guiding principles throughout the development of the Regeneration Framework. The Community Place Principles are set out on page 30 and Chapter 3 (Vision & Placemaking) includes a series of plans and proposals in response to these.

Due to the strategic and long-term nature of Regeneration Frameworks, they do not typically include a lot of detail on very specific matters. Therefore, while the Regeneration Framework has integrated as much of the Community Place Principles as is possible at this strategic level (such as design and development principles), work towards delivering against the Community Place Principles will continue throughout the delivery phases of the regeneration project and doesn't end with the Regeneration Framework.

As detailed design and development proposals are prepared for Frome Gateway, all stakeholders working in the Frome Gateway area will be expected to

demonstrate how they are responding to the Community Place Principles in their proposals and projects. The local community are best placed to advise on how the Community Place Principles can be delivered in practice and it is expected that they will be given meaningful opportunities to shape detailed design and development proposals from an early stage and throughout the development process

Co-designing public and community spaces with local communities will ensure they meet local needs. Greater involvement by communities in designing neighbourhoods can improve sense of belonging.

Health Outcomes



Public Engagement

Summary & Timeline

Purpose

- Establish a baseline understanding of the area, including identification of opportunities and constraints
- Raise awareness of the project and invite views and feedback on people's lived experience of the area
- Identification of local community connectors to engage with and champion opportunities to get involved with the project
- Working together to establish priorities for future development
- Collation of key contact information

Early

- Develop project scope, aims and objectives
- Secure project funding and commission project team
- Gather intelligence to inform project delivery and engagement approach
- Develop Scope of Community Influence to increase transparency, manage expectations and focus resources

Stage 00

- Formal launch & communication of scope, aims and objectives
- Re-establish contact with stakeholders from early engagement
- Re-test Community Place Principles
- Discover together the history of the place, memories, stories and experiences of the community
- Identification of local strengths, passions and skills.
- Communicating the Community Scope of Influence & various influencing factors on the project to manage expectations and focus resource
- Data gathering from businesses, landowners and developers to understand their aspirations

Stage 01

Activities

- 2 community walkabouts and 4 co-design workshops with residents, businesses, community organisations, landowners and developers, and local politicians
- Area-wide door-to-door resident visits culminating in 90 community building conversations
- 1 site walkabout with St Nicholas of Tolentine School
- 1-1 engagement sessions with 13 local organisations and institutions

- Development of project design and development brief (in accordance with Community Place Principles)
- Development of Frome Gateway Communications and Engagement Strategy
- Appointment of consultant team
- Equalities Impact Assessment
- Health Impact Assessment
- Stakeholder mapping
- Development of Scope of Community Influence
- Launch of project website

- Distribution of letters & flyers, area-wide door knocking & social media campaign to raise awareness of the project and opportunities to engage.
- 1 launch event and community workshop
- 1 engagement webinar
- 'Story of Place' mapping to develop a place narrative and context of change including site walkabouts
- Online interactive mapping
- 1-1 conversations with local community organisations
- Local business survey & 1-1 follow up conversations to understand need and aspiration.
- Local landowner & developer survey & 1-1 follow up conversations to understand need and aspiration.
- Live Local Study to gather info on lived experience of local residents
- Design West Design Review Panel

Outcomes & Learning

- Key themes and priorities distilled by the community into a set of Community Place Principles to guide change. These became guiding principles for the project and were used to shape the project design brief from the outset
- Identification of around 100 key influencers, 10 community connectors and a network of 50 active residents
- St Nicholas of Tolentine School Route Audit commission

- Agreed resources and project briefs to enable project commencement
- Clearer understanding of communication and engagement priorities and approach
- Scope of Community Influence
- Consolidated stakeholder contact information
- Project website to enable information sharing

- Identification of local community assets and a clearer understanding of local strengths, weaknesses, and priorities for change (including through 94 interactive map comments).
- A refined and prioritised set of Community Place Principles based on community feedback. These can be found of page 30
- Identification of project opportunities and constraints



Community engagement meeting at Stage 01

Public Engagement

Summary & Timeline

Purpose



Community engagement meeting at Stage 03

- Stage 02**
- Share findings from Stage 1 work to build a common understanding of work to date and direction of travel
 - Provide opportunities to feedback on and shape emerging design and development proposals
 - Test emerging proposals against the Community Place Principles
 - Bring strategic city partners and organisations into the project

- Stage 03**
- Testing the Frome Gateway vision and initial design and development concept
 - Building a common understanding of the proposals and communicating how engagement to date has influenced them

- Stage 04**
- 6-week formal city-wide consultation on the full draft Framework to determine public support for the vision and objectives set out in the Spatial Regeneration Framework
 - The results of the consultation were used to make final changes to the document

Activities

- Stage 2 launch event in Riverside Park to communicate findings to date with all stakeholders
- Thematic community workshops to test emerging design and development proposals
- Engagement with Old Market Neighbourhood Forum to ensure alignment with Old Market Neighbourhood Plan
- Accessibility Audit undertaken by West of England Centre for Independent Living (WECIL)
- Artist-in-Residence commission to undertake creative community engagement and further develop the Story of Place
- Cultural Infrastructure session with local creative and cultural organisations
- Design West Design Review Panel
- Establishment of a Landowner & Developer Forum
- Ongoing 1-1 business, landowner & developer sessions
- Email notification to statutory stakeholders and strategic city partners to invite them to engage in the process
- Targeted engagement with the Environment Agency on the proposed flood resilience strategy

- Streets & spaces workshop
- Frome Gateway vision and development concept webinar
- Online survey to gather feedback on Frome Gateway vision and initial design and development proposals
- Bespoke engagement sessions with:
 - West of England Centre for Independent Living (WECIL)
 - Al-Baseera Mosque
 - Local Women's Group
 - Local youth organisations
 - Ongoing 1-1 business, landowner & developer sessions

- 2 project exhibitions at Al-Baseera Mosque and Lost Horizon
- Targeted outreach with local youth groups, St Nicholas of Tolentine School, Women's Group and Old Market Neighbourhood Forum
- 3 Public Regeneration Area walking tours
- Public, business and special interest webinars
- Business West presentation
- Landowner and Developer Forum presentation
- BCC political briefings
- Riverside Park 'pop-up' exhibition

Outcomes & Learning

- Engagement in this stage reinforced key themes of importance and relevance of the Community Place Principles
- WECIL Accessibility Audit developed to inform framework and future detailed detail briefs
- Greater understanding of creative and cultural potential and appetite from local organisations to increase their capacity and reach in the area.
- Refinement of flood resilience strategy
- Outputs and learning from this stage were used to shape and inform the initial Frome Gateway Vision and Development Concept

- The results of the online survey demonstrated majority support for the regeneration vision and overall development concept for Frome Gateway
- Community feedback reinforced the importance of ensuring the regeneration benefits existing community and cultural organisations, allowing them to remain and grow in the area. The importance of key themes was once again highlighted such as identity and place, safety, connectivity, greenery and nature, health and wellbeing, and community and culture
- Feedback from youth organisations highlighted the importance of safety, antisocial behaviour, and a need for improved and new indoor and outdoor multi-functional spaces for all young people (not just boys).
- Learning from this and all other stages was used to develop the full draft framework

- 327 consultation surveys complete and 11 formal representations provided, demonstrating wide-spread support for the Regeneration Framework
- Consultation findings were used to make final changes to the document it was presented to BCC Cabinet for formal endorsement

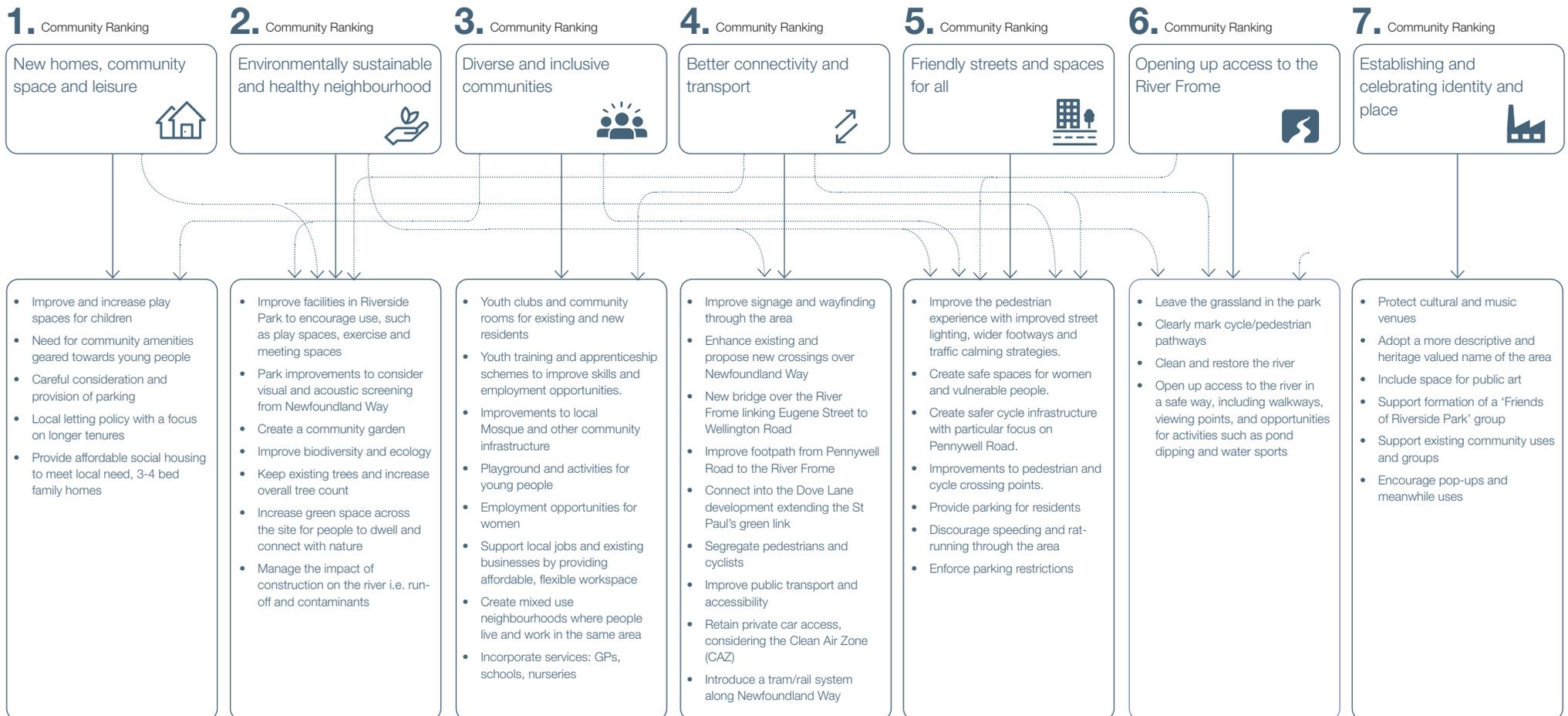
Public Engagement

Community Place Principles

Summary

There has been extensive conversations with local residents via walkabouts, co-design workshops and door knocking. Through these conversations, a strong picture of what is important to the community has emerged.

These have been distilled into a series of Community Place Principles, which set out the aspiration for change in this area. These have formed the guiding principles for the framework strategies and will follow through to future design.



Vision & Placemaking

Site Specific Approach

03

**“Beating
to the tune
of the rhythm of
life,
a part
of the bigger
picture,
beautiful in itself,”**

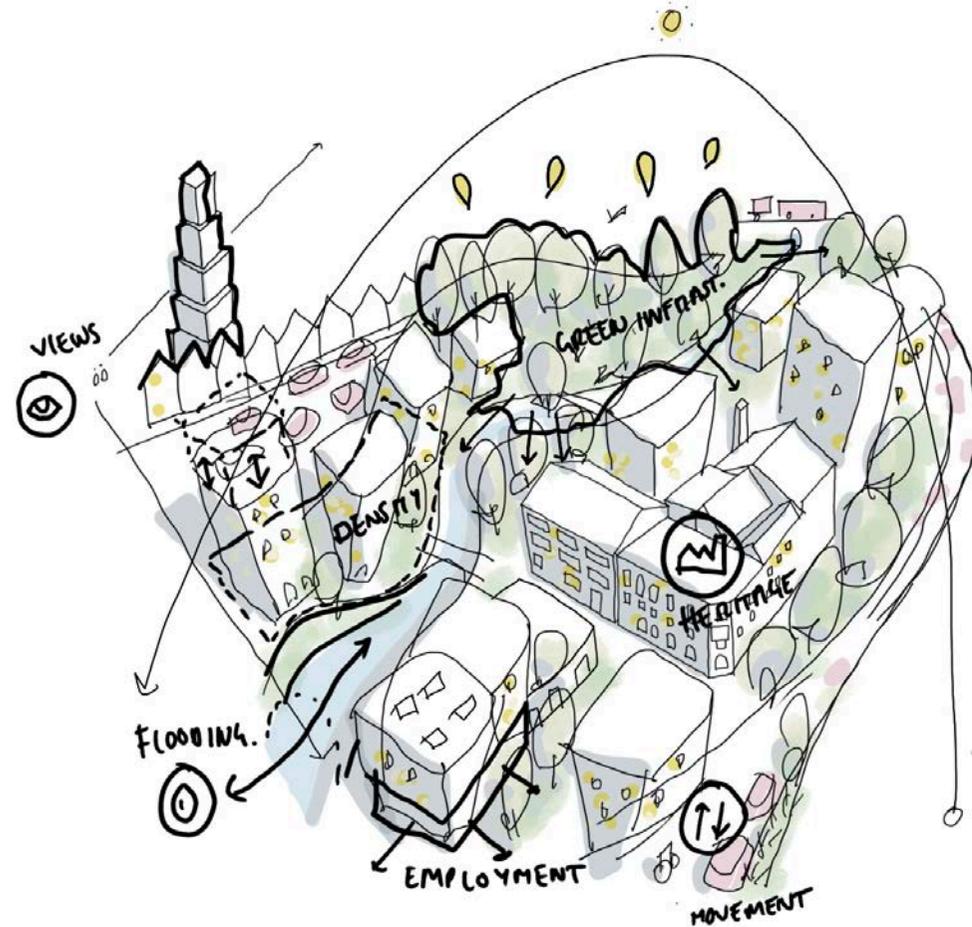
A Poem for the People and
this Place' by Scott Farlow
Artist Poet, wishing Penny
well Project Report 2022

Vision & Placemaking Approach

Introduction

The first part of this section sets out the **Regeneration Objectives** and high-level **Strategic Moves** for the Regeneration Framework. The Strategic Moves set out the level of ambition and ‘bigger picture’ for future interventions and initiatives, to which all new development and infrastructure at Frome Gateway should positively respond to as appropriate. The strategic moves are the common basis for all the subsequent topics and plans in the Framework, such as employment, housing, community assets and different modes of transport. A combination of projects will be needed over several years to realise each strategic move.

The second part of this section sets out the **Urban Design Framework** for Frome Gateway. The framework uses plans, graphics and precedents to convey the ambition for the area. It also sets out the strategic requirements for key topic areas such as housing, employment, public health, flood risk and sustainability. These have been developed through extensive community engagement, technical design review and independent peer review.



Note: In the following chapters all plans showing routes through Riverside Park and Peel St Park are indicative until a detailed design of the park is developed.

Regeneration Objectives

The Aspiration

Regeneration Objectives are an overarching, shared idea of what the Frome Gateway area will be like as a result of change. They describe the future character and identity of the area and operate as a touchstone for decisions throughout the process. They have been informed by the Community Place Principles as well as city objectives, planning policy and design and technical and design analysis.

The eleven Regeneration Objectives shown below should inform all future proposals within Frome Gateway Regeneration Area. All objectives are of strategic importance to achieve the vision for Frome Gateway.

Key Points

- Enhancing the existing green spaces and habitats. Creating new, vibrant pockets of biodiversity, tree planting and play space. This intensive urban greening approach will help to address the climate and ecological emergencies while also creating a healthier, safer city
 - + 1ha of new public green space
 - Protect and enhance existing ecology
 - Safer, greener streets
 - New children's play spaces
- Enhance movement links between existing communities by creating strategic active travel corridors and secondary links.
- The Frome Gateway Regeneration Framework will facilitate the delivery of a truly diverse development. This mixed-use approach will help build resilient neighbourhoods that can adapt to meet the needs of the existing and future community first
 - 1,000+ new homes (including affordable, as per planning policy)
 - No net-loss of jobs
- Economic diversification
- New community infrastructure and facilities
- Re-engage with the River Frome introducing active uses, enhanced visibility and access. Celebrate the existing wildlife and ecology.
- High quality and inclusive public spaces should be well located to enhance existing and new movement routes and appropriately scaled in response to context and use. Public realm should reinforce the local character and help to represent the identity of the communities.
- Enhancing public space will encourage local communities to become more active and re connect to nature - improving health outcomes
- Promote sustainable strategies: healthy diet, on site energy creation, biodiversity net gain on all plots, increased street greening, sustainable drainage strategies, reuse of existing buildings, site appropriate development densities



- ### Examples
- Mayfield Park, Mayfield Depot Development, Manchester
 - Active travel route, Bellamybuurt, Amsterdam
 - Hawley Wharf, Camden
 - The river Spree, Berlin
 - Concert Square, Liverpool
 - Superkilen Park, Copenhagen

The estimated overall societal value of health benefits from the framework approach is around £80-£100 million, compared to an unmanaged approach

Health Outcomes

Strategic Moves

Making Frome Gateway a Place

01

Reconnect to and Celebrate the River



01

Existing Condition

The River Frome is an underutilised asset which has greater potential as an ecological corridor and community amenity space. High channel walls and areas of inaccessible riverside significantly reduces the visibility of the river channel and opportunities to dwell and enjoy the riverside. Only one crossing point means the river channel acts as a barrier to movement.

Strategic Move

Open and enhance both sides of the riverside to provide new opportunities to see, move along, and enjoy the riverside.

Clean-up the river channel to create new spaces for wildlife to thrive.

Ambitions & Outcomes

- Improved visibility and accessibility of the riverside
- The riverside becomes the core placemaking and ecological 'spine' which helps to knit new development and public spaces together
- Enhanced wildlife and biodiversity
- Improved riverside active travel routes

02

Support & Nurture Community Groups



02

Existing Condition

Existing community and cultural organisations play an important role in building community capacity and contribute to local character and identity. However, changes in the security and affordability of space means that regeneration makes some community organisations vulnerable to change.

Strategic Move

Frome Gateway stakeholders work in collaboration from an early stage to support the retention of community and cultural organisations who wish to remain in the area. Community and cultural organisations are given the opportunity to build their

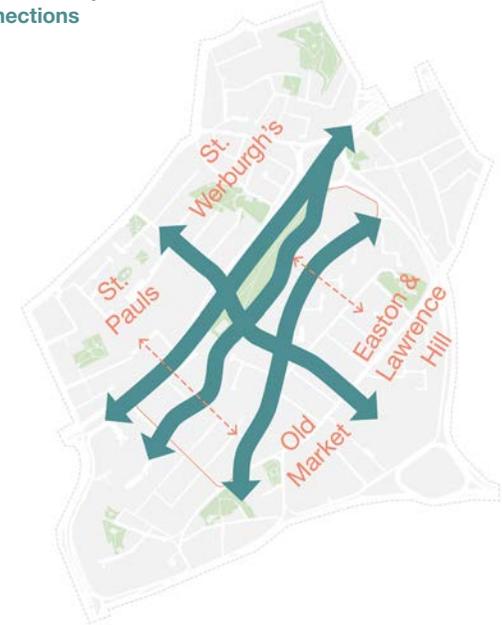
capacity and sustainability to grow their reach into the community.

Ambitions & Outcomes

- Greater community capacity and resilience
- Vibrant ground floor spaces delivering improved community services in fit-for-purpose spaces
- Improved community cohesion and social integration
- Improved public health outcomes

03

Enhance & Expand Connections



03

Existing Condition

Newfoundland Way, the River Frome, Pennywell Road and Easton Way act as significant physical and psychological barriers to movement. The existing industrial character of the area means the area is dominated by impermeable industrial sites and service yards. The movement network and public areas are primarily designed to accommodate vehicles over people.

Strategic Move

Upgrade streets and other movement routes within and to/from the Frome Gateway area to better connect existing and new residents to public spaces and

amenities such as Riverside Park, the River Frome and beyond.

Ambitions & Outcomes

- Enhanced accessibility and navigability of the area, making it easier to travel throughout the area
- Green, safe and pleasant streets which prioritise walking and cycling

Strategic Moves

Making Frome Gateway a Place

04

Diversify Uses



04

Existing Condition

Frome Gateway is characterised by a diverse but low-density economy. Industrial and warehousing uses make up 75% of employment space. However, a much more diverse business ecosystem exists including creative, cultural, community and amenity/service uses and an increasing number of small businesses.

Strategic Move

Maximise Frome Gateway's central location and proximity to existing infrastructure and services by introducing a greater mix of uses in a sustainable location. Alongside new residential uses, consolidate the overall amount of employment space and

build upon the area's economic diversity to maximise opportunities for jobs and training for local people.

Ambitions & Outcomes

- A greater mix of uses at Frome Gateway which better meets the needs of the community – new homes, jobs, community services, public spaces
- A consolidated, efficient, and diverse employment land mix, providing opportunities for training and jobs for local people

05

Activate Ground Floors



05

Existing Condition

The majority of buildings and sites are currently sealed industrial plots with limited access for servicing and general access. A number of plots have extensive surface parking or yards with little or no green space and no contribution to public realm. There is minimal passive surveillance that is limited to daytime activity. This combines to create streets and public spaces which feel unsafe after dark.

Strategic Move

Promote active and diverse ground floor uses that overlook streets and public spaces throughout the day and night

to help create a sense of vibrancy and neighbourliness.

Ambitions & Outcomes

- Animated, vibrant, and safer streets which better serve the needs of the community. Activity should be focused around key public spaces and movement corridors to help with legibility and wayfinding.
- Re-provided employment and community space across the ground floor as part of a joined up approach to flood risk mitigation and management
- Effective flood risk management (no residential uses at ground floor in Flood Zone 2 or 3).

06

Improve Parks & Wildlife



06

Existing Condition

Riverside Park and Peel Street Open Space offer valuable spaces for wildlife and community amenity. However, they are of general poor quality and suffer from antisocial behaviour and a lack of activity. Investment in these spaces is needed to improve their quality and community amenity value. A network of small green spaces in the wider area has the potential to be considered as a holistic network of green spaces to be improved for community amenity and wildlife.

Strategic Move

Enhance the quality, accessibility, and range of activities available in Riverside Park

and Peel Street Open Space to ensure they are better able to meet the needs of the existing and new communities. Additional public green amenity space should be sought throughout the site to enhance access to green space, provide space for wildlife, and adapt to the impacts of climate change.

Ambitions & Outcomes

- Improved green spaces which better meet community need
- New and improved children's play facilities
- Improved public health outcomes
- Enhanced resilience to climate change and extreme weather

Urban Design Framework

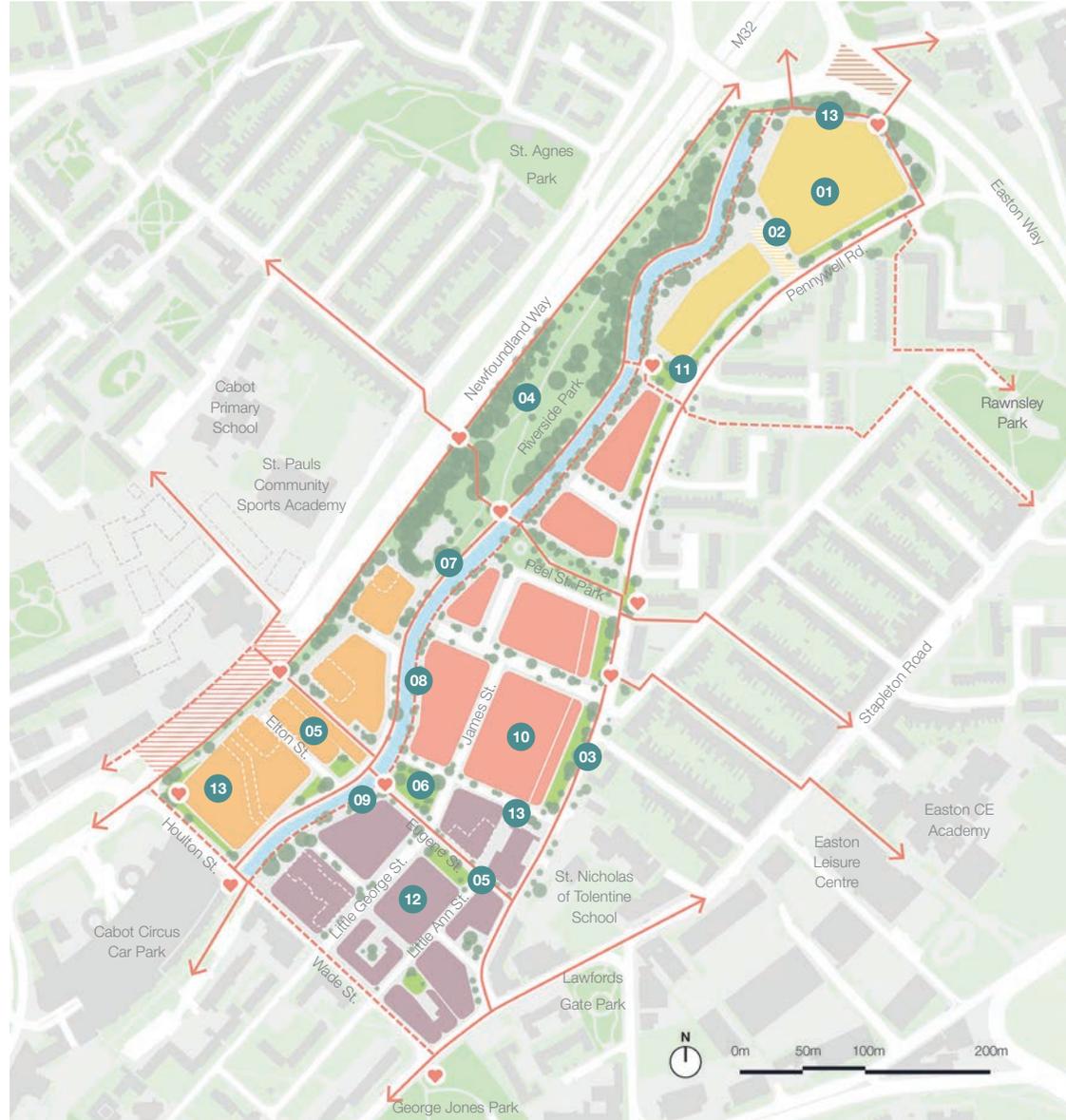
Spatial Concept

Frome Gateway is currently home to a diverse mix of residents, businesses and community groups. The Spatial Concept for the area is to build on the qualities of each specific area and enhance the existing character through considered, sustainable urban regeneration.

The study area has been broken down into four 'Character Areas' which are defined by historic street patterns, ownership boundaries and anticipated uses. Each Character Area has a particular regeneration focus that address site specific opportunities and constraints, community ambitions and citywide strategic need.

Key Outcomes

1. Larger, industrial led uses located in northern area to provide direct vehicular access to primary roads with minimal impact on residential accommodation
2. Opportunities to provide shared service yards between industrial plots to minimise area take and increase available area for landscaping and existing ecology
3. Re-establish Pennywell Road as a community focused street with significant landscaping, SuDS, existing and new street trees and play on the way provision. Promote low car usage and highways upgrades to give primacy to active travel
4. Use and enhance existing public spaces such as Peel Street Open Space and Riverside Park as placemaking catalysts that promote use throughout the day
5. Identify historic streets and buildings and promote their re-use to create special places for the community
6. Maximise greening throughout the public realm and development sites to help mitigate urban heat island effect, urban drainage and contribute to healthy, attractive streets, parks and play spaces.
7. Create a fully accessible Riverside Promenade on the north bank of the river enhancing north/south connectivity and improving visual accessibility to the River Frome ecology corridor
8. Encourage retention of south bank ecology while creating a public 'nature walk' facilitated by buildings being set back from the river edge
9. Enhance existing key routes and river crossing with placemaking moves and wayfinding. Existing streets should be extended to create new river crossing points to encourage site permeability and address issues of severance
10. Large development footprints defined by existing ownership boundaries and historic street patterns. Area suitable for more intensive regeneration with larger building footprints accommodating potential industrial/maker uses as well as servicing provision for residential accommodation



Key

- Tanneries Character Area**
Modern and consolidated light industrial employment spaces. Uses of strategic importance for city logistics and distribution diversifying and intensifying use
- Peel St. Character Area**
Workshop and maker spaces at ground floor with residential above. A place for living and making
- Eugene St. Character Area**
Community and cultural uses and workspaces at ground floor with residential above. Area of heritage interest and intimate street pattern
- Elton St. Character Area**
Commercial and community uses at ground floor with residential above. A vibrant entry point to Frome Gateway

- River Frome
- Proposed public space
- Existing enhanced public space
- Green Space (Other)
- Existing Buildings
- Shared Service Yard
- Proposed at grade crossing
- Primary Route
- Secondary Route
- Placemaking opportunity

Key Outcomes (Continued)

11. New areas of public green amenity space used to signpost potential new river crossing points
12. Finer grain of development that responds to local heritage context with potential for more intimate pedestrian focused streets and community uses
13. Area to create inviting, accessible and safe front door to Frome Gateway with appropriate ground floor uses and generous public realm provision

Urban Design Framework

Employment and Skills

Area of Focus →



A Diverse & Resilient Business Ecosystem



Evolving a Green Economy



Connecting Residents to Opportunity



Celebrating Culture & Community



Building Local Capacity

Purpose →

To establish Frome Gateway as a more diverse and resilient business ecosystem, which provides good quality employment opportunities for local residents

Frome Gateway evolves as a green economy, embedding and piloting new approaches which can support the city's green transition

Ensuring the future Frome Gateway economy is inclusive, creating good quality employment and training opportunities and providing clear pathways for local residents to access them

Supporting the evolution of Frome Gateway as a place which celebrates culture and diversity; a place where people from different backgrounds naturally come together

Building the capacity of the community to shape change at Frome Gateway and to take long term ownership of the areas' spaces, places and projects

Precedents →



1.



2.



3.



4.



5.

Economic Ambition

The economic ambition for Frome Gateway forms an important part of the wider regeneration aspiration for the area. This ambition is for regeneration at Frome Gateway to evolve a green and inclusive economy which reflects local culture and diversity, enhance the prosperity and wellbeing of the Lawrence Hill community, and positively influence the evolution of a fairer and greener Bristol.

As with other regeneration areas in the city, the focus is on establishing a resilient and future facing economy which delivers tangible and meaningful benefit for local communities. An inclusive economy approach aims to extract stronger and longer term social, economic and environmental benefit from development.

Consolidated Diversification

The overall amount of employment space will be consolidated to enable a greater mix of uses and more efficient use of employment land. This will be achieved through the consolidation of:

- Standalone light industrial space in the Tanneries Character Area
- Smaller industrial businesses in 'maker space' typologies
- Disparate office spaces in more space efficient 'stackable workspace typology'

The amount of community, cultural, leisure, and retail space should be broadly maintained/re-provided to meet the needs of the existing and new population. Except for the Tanneries Character Area which prioritises standalone

light industrial uses, new employment space must be provided across the ground floor of all new development and successfully co-located with residential uses above.

The aspiration is to replace the current 1,000 jobs as a minimum and go beyond this if achievable. Employment space should be provided from the earliest stages of regeneration to build a strong and resilient business ecosystem and ensure opportunities for residents are built in from the outset. A degree of flexibility will be required to ensure that provision meets the needs of evolving market demand and workspace operators should be utilised as appropriate to ensure workspace contributes to the skills and employment objectives of the Frome Gateway area.

Key Points

- 1. Islington Affordable Workspace Approach** Proactive approach to securing and managing affordable workspace to maximise impact
- 2. Ålskade Stad (Beloved City)** developed a collective distribution centre that combines goods deliveries and waste collection using electrical vehicles
- 3. Volunteer it Yourself** community interest company that combines DIY with volunteering. Working with young people to repair and refurbish youth and community facilities while gaining trade skills and qualifications.
- 4. Margate Creative Land Trust** new trust to purchase space and secure it for culture sector in perpetuity; provision of affordable rents; and delivery of community programmes
- 5. London Prosperity Board** Deeper, community led engagement; residents supported to take the lead on understanding and articulating local need

Existing Businesses

Existing businesses should be retained and accommodated where this is appropriate to do so when considered alongside wider strategic and placemaking objectives. This council will be producing a Frome Gateway Business Retention and Relocation Strategy (including community and cultural organisations) to inform the approach to this.

Place Principle:

Diverse & Inclusive Communities



Accessible employment, diversity of local jobs and training opportunities can support health and mental wellbeing.

Health Outcomes



Urban Design Framework

Employment: Typologies

Table 01 shows the mix of employment space types required at Frome Gateway. This has been informed by analysis of existing businesses and their possible space needs in the future, as well as consideration of the types of workspaces required to grow the diversity of the local economy and attract growth sectors. The figures in Table 01 are the minimum employment space requirements to meet the 1,000 jobs target, however there is additional capacity across the ground floor and through industrial intensification the potential to exceed these minimums and go beyond the 1,000 jobs target, and this is very much encouraged.

Table 02 provides further information on the suitable and required employment typologies for Frome Gateway. Successful co-location of residential and employment uses will be critical to creating diverse and thriving neighbourhoods - developers should ensure this is integrated from the outset of the design process. The Council will be producing a Frome Gateway Workspace Design Code to provide more guidance on this.



1. Paintworks, Bristol

Successful development where maker spaces have been successfully mixed with residential development.

Developer strategy in early phases limited leaseholders and buyers to creative sectors to try and create an early stage ecosystem.



2. 'Industria', London

Located in Barking this scheme exemplifies industrial intensification that accommodates a range of light industrial units and workspaces across multiple storeys. The spaces are highly flexible and can be adapted to meet the evolving needs of businesses.

Table 01: Employment Space Mix

	Min. Space Requirements		Character Areas	Notes
Amenity & Infrastructure	1,500m ²	<i>Retail, F&B, High Street</i>	Elton Street Character Area, Eugene Street Character Area, Peel Street Character Area	Potential to deliver additional space within unallocated ground floor space to be explored to accommodate enhanced community provision – e.g. employment and skills
	2,000m ²	<i>Leisure and Culture</i>		
	1,500m ²	<i>Community</i>		
	5,000m²	Total		
Office/Workspace	9,000m²		Elton Street Character Area, Eugene Street Character Area, Peel Street Character Area	Potential to deliver additional space within unallocated ground floor space to be explored – ideally focus on 'affordable' provision
Industrial: Maker	2,000m²		Elton Street Character Area, Eugene Street Character Area, Peel Street Character Area	Potential to deliver additional space within unallocated ground floor space to be explored – ideally focus on 'affordable' provision
Industrial: Light	6,000m²		Tanneries Character Area	Clear demand exists – aspiration to deliver additional space in the northern part of Frome Gateway
Total	22,000m²			

Table 02: Typology

	Industrial Space: Large	Industrial Space: Small	Industrial Space: Maker	Workspace: Creative Studio (Large & Small)	Workspace: Incubator/ Co-Working/ Managed	Office: Small
Description	Larger scale industrial uses with large spatial requirements and are likely to require servicing by large goods vehicles	Small scale industrial uses with large spatial requirements and are likely to require servicing by large goods vehicles	Collaborative workspace for small scale industrial use.	Workspace for creative uses that may have additional spatial requirements above and beyond those of office-type work places	Space shared by several companies with flexible lease terms, either with shared working space or small individual units, and often with business support.	Desk based workspace found within existing buildings rather than purpose built (affordability)
Co location or Standalone?	Standalone commercial spaces reflecting more specific space and servicing requirements	Standalone commercial spaces reflecting more specific space and servicing requirements	Both - could be situated in stand alone commercial spaces or within co-located spaces (examples at Paintworks and Caxton Works in London).	Could be standalone (as part of a bigger commercial building) but also suited to co-location with residential at lower floors	Could be standalone (as part of a bigger commercial building) but also suited to co-location with residential at lower floors.	Could be standalone (as part of a bigger commercial building) but also suited to co-location with residential at lower floors.
Frome Gateway Suitability	High suitability (with mitigation) – identified as a focus for the Tanneries Character Area	High suitability (with mitigation) – identified as a focus for the Tanneries Character Area	High suitability potential to play an important role delivering co-located employment space such as in the Peel St. Character Area	High suitability ideally located employment space as part of residential schemes in the Peel St. and Eugene St. Character Areas	High suitability ideally located employment space as part of residential schemes in the Peel St. and Eugene St. Character Areas	Moderate suitability potential to play a role in delivering co-located employment space on residential scheme in the Elton, Peel and Eugene St. Character Areas

Key Points



"I like being able to see some industry working in the inner city. Gentrifying areas and pushing industrial jobs out of town makes ghettos. It would be great to see a range of jobs available in any redevelopment"

Place Principle:
Diverse & Inclusive Communities



Local employment reduces need to travel which reduces emissions from transport. Employers should support active travel by providing secure cycle parking and workplace showers and clothes drying areas.

Health Outcomes



3. Caxton Works, London

Mixed use development provides 336 new homes and 13 commercial units at ground and mezzanine levels.

All commercial units are now occupied with range of creative and making focused tenants.

Urban Design Framework

Housing

In response to evidenced localised housing need, the delivery of affordable, larger, and well-designed homes which enhance the health and wellbeing of residents is a strategic priority of this Framework.

The delivery of a minimum of 1,000 new homes at Frome Gateway will create a high-quality residential neighbourhood with a mix of employment and community uses to create a diverse and vibrant community. Homes should be well-designed to enhance health and wellbeing, support family and intergenerational living, and be resilient to a changing climate.

It is recognised that there are market conditions and other requirements of this Framework which may challenge the delivery of this strategic priority, including fragmented land ownership and plot sizes, infrastructure requirements, the need to re-provide and co-locate with employment space, and financial viability issues. Bristol City Council wish to work positively and collaboratively with all landowners and developers in the Frome Gateway area to deliver against this strategic priority.

Affordable Housing

Affordable Housing is expected in accordance with planning policy requirements and the council's Affordable Housing Practice Note. Developers are expected to meet minimum requirements for affordable housing provision and are invited to work collaboratively with the council to explore ways to further increase the amount and pace of delivery of affordable housing above the minimum provision.

Local Lettings Policy

It is important that the existing community can access new housing choices and opportunities that are delivered at Frome Gateway. By enabling families living in overcrowded homes to move to larger family properties, smaller homes can be freed up to meet wider housing needs in the area and across the city.

Strategic Priority	Context	Development Responses
Accelerating the pace of housing delivery	An acute need for housing across Bristol	Identify appropriate sites for housing development and engage with BCC to remove barriers
Increasing the overall housing quantum	Policy DS5 Frome Gateway target of 1,000 new homes	Apply the Urban Living SPD to optimise (not maximise) density
Providing affordable housing	An acute need for affordable housing	Apply planning policy and seek bespoke partnerships with BCC to remove barriers and increase delivery
Delivering an appropriate housing mix	Lawrence Hill ward has the highest number of overcrowded homes in Bristol	Engage early with BCC Housing to understand and respond to the local need. See required housing mix for Frome Gateway below
Providing accessible homes	Demand for accessible and adaptable homes	Provide a proportion of homes that are accessible, greater than minimum policy requirements where possible

Local Letting Policies can be implemented in areas which have localised issues. Local Lettings Policies place additional criteria or restrictions on certain properties that applicants on the housing register must meet to apply to rent them. For example, a Local Lettings Policy can ensure that a proportion of the local community are given priority in developments in a particular area.

Drawing on localised housing needs, the council will explore the potential to implement a Frome Gateway Local Lettings Policy, which will be produced in consultation with the local community.

Frome Gateway Policy (DS5)

Affordable Homes:
30% 3 Bed & 10% 4 Bed ← **A local lettings policy will be applied**

All other New Homes:
25% should be 3 Bed or larger

Accessible Homes:
Should be provided in line with policy H9 at 10% for all new developments

Key Points

Homes should be highly energy efficient to reduce risk of fuel poverty and reduce climate impacts, this includes using renewable energy.

Health Outcomes

Prolonged exposure to housing costs above 30% of income could have a negative impact on mental health scores, leading to increased risk of common mental disorders. This could be worsened if the ratio of affordable homes goes down.

Health Outcomes

Accessible and adaptable homes are needed to meet the needs of people with disabilities. This enables people to remain within their community.

Health Outcomes

Urban Design Framework

Housing

Liveability & Wellbeing

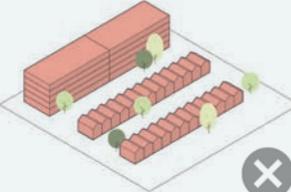
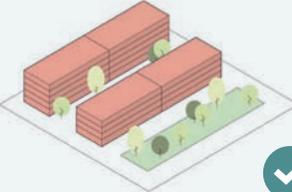
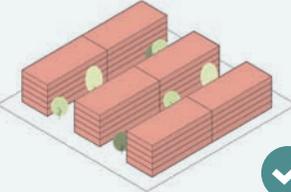
Medium to high density apartment typologies is expected for most new development given Frome Gateway's inner-city location. The Urban Living SPD sets out guidance on the successful creation of compact, characterful and healthy urban areas at higher densities. Developers are expected to proactively use this guidance from the outset to deliver new homes which meet local needs and enhances the health and wellbeing of residents. Further guidance can also be found in the Frome Gateway Health Impact Assessment. A higher proportion of larger family homes are expected at Frome Gateway, so development proposals must demonstrate how homes will support family living at higher densities. The council will be producing an Urban Family Living Design Guide to provide further guidance on this.

Student Accommodation

Frome Gateway is recognised as a desirable location for some student accommodation as part of a mix of residential types, and Bristol's emerging Local Plan includes the provision of up to 500 student bed spaces at Frome Gateway.

As per draft policy H7 (managing the development of purpose-built student accommodation), the total number of bed spaces should be only exceeded where development is directly supported through area specific guidance. This Framework re-confirms the upper cap of 500 bed spaces at Frome Gateway and student bed spaces above this limit will not be supported. Development counting towards the bed space limits for defined areas includes all development completed, started or that has gained planning permission since March 2019.

The justification for this is ensuring the provision of purpose-built student accommodation is balanced with the needs of the wider community. These include a choice of housing including affordable housing, new employment workspace, a range of services and facilities to serve the

Lower	Suggested Densities - Bristol		Higher
Outer Urban Area 100DpH	Inner Urban 120DpH	City Centre 200DpH	
			
			
<p>Low density outer urban living:</p> <p>Unlikely to achieve target of 1,000 dwellings Inclusion of apartment living adds diversity to housing mix</p> <p>This level of housing provision may be suitable on some localised plots within the Regeneration Area</p> <p>Flood extent dictates limited area of regeneration area is suitable for residential development at ground floor.</p> <p>To meet residential requirements at low density employment space would need to be reduced.</p>	<p>Medium density inner urban living:</p> <p>Unlikely to achieve target of 1,000 dwellings due to other essential uses to be accommodated within the Regeneration Area</p> <p>Apartment led housing typologies</p> <p>This level of housing provision may be suitable on some localised plots within the Regeneration Area</p> <p>Opportunity to release key parcels of green space and other infrastructure</p> <p>Local example: Paintworks</p>	<p>High density city centre living:</p> <p>Viable density to achieve housing delivery target</p> <p>Apartment led housing typologies</p> <p>Medium-rise high density accommodation is an efficient way to deliver an appropriate housing quantum</p> <p>Opportunity to release key parcels of green space and other infrastructure</p> <p>Local example: Wapping Wharf</p>	

needs of the whole community and appropriate standards of residential amenity. These needs may not be met where an imbalance in the provision of purpose-built student accommodation occurs.

The most appropriate location for student housing is the south of the site, where a greater mix of uses and higher

density is proposed (to mitigate the reduction of activity caused by university holiday periods).

Key Points

Good design can reduce risks of overheating in hot weather, avoiding excessive glazing and being dual aspect to allow for through breezes. Homes need adequate and efficient heating (avoiding risks of fuel poverty) and ventilation to ensure good internal air quality, avoiding mould and damp which harms health. Homes with balconies and private open spaces may help protect against depression and may support higher levels of physical activity. They can also ensure adequate access to daylight.

Health Outcomes 

Urban Design Framework

Community Cultural Assets



1. Lost Horizon



2. Al-Baseera Bristol Centre



3. The Swan with Two Necks



4. Riverside Youth Project

Community and cultural spaces play a crucial role in building community capacity and shaping local character and identity. Providing spaces and opportunities for people from different backgrounds to come together for shared experiences, can help to build strong relationships and feelings of trust between different people, fostering community cohesion and social integration. This will be fundamental to successful regeneration as existing and new communities come together to call Frome Gateway their collective home.

The regeneration of Frome Gateway aims to support the area's evolution as a place which celebrates culture and diversity; a place where people from different backgrounds naturally come together.

The value of community organisations in the locality has been clearly demonstrated through public engagement, and the importance of and

need for safe indoor and outdoor spaces for young people has come through particularly strongly. Engagement with local organisations has demonstrated an eagerness to remain in the area, build their capacity and resilience, and be part of the Frome Gateway regeneration journey. Some of these aspirations have been set out on the map on page 42. Enabling these organisations to grow their reach into the community and play a bigger role in public life will help to build community capacity and resilience, improve local choice and quality of life, and shape local character and identity.

However, while regeneration presents opportunities to such organisations, they can also be vulnerable to changes in the security and affordability of space, or the impact of a growing residential community on their operations. BCC strongly supports and encourages the retention of these organisations within the area and commits to working with them and other stakeholders to help

them realise their ambitions through regeneration.

The provision of indoor and outdoor community and cultural space will be expected as part of new development. Spaces must be designed to meet the needs of the end users, and work towards increasing opportunities for people to be able to come together and participate in public life, with Frome Gateway acting as a new focal point for the community via its spaces and support initiatives. Where necessary, priority focus will be placed on working with landowners and developers from an early stage to support the retention of existing cultural and community organisations, should they wish to remain in the area.

As Frome Gateway's residential community and mix of uses grows, the design and location of new development should take account of the 'agent of the change' principle. This places the responsibility for addressing the impact of noise from existing

noise-generating uses such as music venues and industrial businesses, on the new development. This ensures that new development is designed in a way which protects the new occupiers from noise impacts so that the existing use is not threatened.



Urban Design Framework

Community Cultural Assets

The areas around Frome Gateway are home to diverse communities rich with numerous community groups and organisations providing important community services.

However, high levels of deprivation currently limit participation and integration between existing communities and their respective groups and organisations.

This map shows existing community groups and organisations in the Frome Gateway Regeneration Area.

Key Outcomes

- 1. Lost Horizon Arts centre and event space.** Lost Horizon is part of Shangri-la, an arts organisation hosting music and creative events since 2007. They wish to remain a key contributor to Frome Gateway's creative identity and have ambitious plans to grow their organisation and cultural offer, developing their strong community of artists, producers and makers in the process.
- 2. Trojan Free Fighters.** Martial arts centre and community organisation. Trojan Free Fighters is a Community Interest Company offering martial arts and self-defence classes for adults and young people. However, their space is not fit-for-purpose and they do not have security of tenure. They hope regeneration can enable them to diversify their offer and grow their reach into the community by providing a safe space for young people to grow in confidence, learn, and be active.
- 3. Personal Combat Training** Martial arts centre and gym
- 4. Pink Kitten Dance School** Dance school and fitness
- 5. Jam Jar Collective** Community arts and event space. The Jam Jar Collective offer a community

- arts and events programme. As Frome Gateway changes, they hope to grow their capacity to do more, helping to shape the area's cultural offer and local creative identity, both indoor and outdoor.
- 6. Riverside Youth Project.** Youth and community organisation
 - 7. Al-Baseera Bristol Centre.** Place of worship and community hub. Al-Baseera Bristol Centre has been located at Frome Gateway for 20 years and has become one of the most frequently visited mosques and community hubs in Bristol, providing a range of community services. However, they have outgrown their premises and they wish to do more. They hope to find new, more fit-for-purpose premises at Frome Gateway to enable them to expand their reach and community services.
 - 8. Document.** Coworking space, artists studios and large live events venue
 - 9. The Swan with Two Necks.** Traditional pub hosting music events
 - 10. The Crown Tavern** Traditional pub



Key

- River Frome
- Proposed public space
- Existing enhanced public space
- Green Space (Other)
- Development Footprints
- Community Asset Boundary

"It is important for communities to be connected"
 'Wishing Penny well'
 Project Report 2022

Community organisations can play a role in social cohesion to support health and wellbeing. Spaces will be needed for community groups to ensure their continuation during and after urban development.

Health Outcomes

Inclusive indoor and outdoor spaces can support communities to come together. Increasing inclusivity can ensure open and natural spaces are welcoming for everyone in the local community, maximising health benefits.

Health Outcomes

Urban Design Framework

Pedestrian Routes

All streets will put pedestrian and active travel movements first to improve the walkability of streets. Streets will be made more inviting and accessible through landscaping and urban greening, increasing of pavement widths, a managed reduction in vehicle movements and the provision of active and residential frontages on key routes to bring vibrancy and safety to the streetscape.

These strategies address Bristol's climate emergency response and key regeneration objectives such as improved connectivity, improvements to public health and wellbeing, carbon reduction and climate resilience and enhancements to green infrastructure and community facilities. Improvements to pedestrian infrastructure will benefit the existing and future residents of Frome Gateway and will make the area more inviting to the wider community.

Key Outcomes

1. Significant enhancements to Pennywell Road improving pedestrian safety, generous public realm and urban greening and reduction in speed and volume of vehicles
2. Key public pedestrian route with increased visibility of the river and more opportunities to dwell and enjoy the riverside
3. New at grade pedestrian crossings addressing issues of severance
4. Enhanced connections through improved public realm and traffic infrastructure at key entry/exit points including Junction 3 subway to improve safety and legibility
5. New active travel bridge linking Frome Gateway to St Agnes and St Paul's with segregated pedestrian and cycling space
6. Potential elevated boardwalk with landscape and play provision (flood evacuation route)
7. Encourage walkability of local street network through active street frontages, public space and amenity
8. New river crossings will improve connectivity across the river
9. Potential site for bus stop/transport interchange
10. Pedestrian focused area: no vehicular access (exemption for delivery and emergency vehicle access)
11. 'River Frome Wildlife Walk'. The east bank of the Frome is home to diverse and established habitats that contribute to the sense of tranquility along the river corridor. A new publicly accessible pedestrian walkway must be opened up here through development offsets by between 5-10m subject to site specific conditions and constraints
12. The environment around Lawford's Gate will be enhanced for all users



Key

- Development Footprint
- River Frome
- Proposed Public Space
- Existing enhanced public space
- Primary Route
- Secondary Route
- Potential Elevated Boardwalk (Flood Evacuation Route)
- Shared Service Yard
- Proposed at grade pedestrian crossing on Newfoundland Way And Easton Way (Medium/Long term intervention). Improved crossings are subject to technical feasibility work given strategic nature of roads.
- Development offset required for riverside walk
- Bus Stop

Compared to low walkability areas, **high walkability areas are associated with a reduction in risk of depression by around 68%** for men over 65. Walkability improvements for the site could **improve health valued at £23 million** by increasing activity and reducing risk of conditions such as diabetes and weight gain.

Health Outcomes

Urban Design Framework

Cycle Routes

Creating generous, well-located routes for cyclists will encourage more people to use bikes, scooters and other active travel means to get around the city. This should reduce the reliance on private car ownership helping to improve air quality, public safety and overall public health.

Cycle routes should follow best practice for directness, ease of use and reduction of conflict between cycle movements and pedestrians. Current primary cycle routes are identified as running parallel to the River Frome and from Peel Street Open Space to Newfoundland Way bridge – these are currently well used routes which will be enhanced. Subject to the scale and speed of regeneration in the area the hierarchy of cycle routes may alter to best serve the needs of future development

Key Outcomes

1. Primary commuter link connecting city centre to Easton and St Agnes. Well considered cycle route that reduce pedestrian and cyclist conflict subject to site constraints - this will be explored fully during detailed design
2. Subject to site constraints, future re-design of this cycle route must be sensitive to the aspiration to create more opportunities for pedestrians to stop and dwell at the riverside, avoiding conflict with pedestrians and cyclists
3. The southern end of Pennywell Road is narrower and will be made safer and calmer as a result of the modal filter. Potential for one-way working to reallocate road space to pedestrians and cyclists and reduce conflict
4. Infrastructure for cycle parking and other active travel parking such as scooters and e-cargo bikes will be included across the regeneration area as part of a coordinated public realm and urban greening strategy (specific locations to be determined)
5. Junction 3 and Easton Way subway to undergo enhancements to improve usability, public safety and placemaking
6. Northern portion of Pennywell Road cycle lane to be segregated from carriageway to mitigate conflict with industrial vehicles
7. New active travel bridge linking Frome Gateway to St Agnes and St Paul's with segregated pedestrian and cycling space
8. The environment around Lawford's Gate will be enhanced for all users



Cycle route to Broadmead.
Potential strategic route for future logistics hub.

Key

- Development Footprint
- River Frome
- Proposed Public Space
- Existing enhanced public space
- ➔ Primary Route
- ➔ Secondary Route
- ⚡ Shared Service Yard
- ⚡ Proposed at grade crossing

Improving active travel infrastructure can increase the number of people using active modes. This has physical and mental health benefits.

Health Outcomes

“Riverside feels like a functional space with functional greenery. It should be more than a connecting space and one that also **deals with the tension between cyclists and pedestrians**”

‘Wishing Penny well’
Project Report 2022

Place Principle:
Friendly streets and spaces for all

Urban Design Framework

Vehicular Routes

Creating friendly streets that encourage social interaction, promote active travel and support cultural and economic infrastructure is a key aim. In order to achieve this vehicular movement will be managed to ensure residents and businesses can thrive without the urban environment being dominated by vehicular movements and car parking.

A hierarchy of vehicular routes has been developed. These show how different streets will function to best serve the immediate residential, commercial and cultural needs. Residentially focused areas will incorporate low speed vehicular movements providing access only. More employment and light industrial areas will accommodate wider streets capable of safely managing larger vehicular movements. Other traffic management measures will be used to limit the amount of commercial vehicle movements in residential areas. Servicing and emergency vehicle access is to be supported across the regeneration area.

Key Outcomes

1. Modal filter to prevent through-traffic travelling north/south beyond this point significantly reducing the number of vehicle movements, allowing for narrower carriageway and turning Pennywell Road into a community-focussed street with generous pavements and urban greening. Further testing of the proposed modal filter (including exact location) is required to better understand the impact of this on neighbouring residents, businesses and the wider road network including Stapleton Road.
2. Development offset along Wellington Road required to create generous space for pedestrian, cycle and vehicular route. Space should accommodate existing and new street trees, soft landscaping and SuDS
3. No general vehicle access to public spaces with key community functions (except servicing and emergency access)
4. Promote walkable legible routes to access public transport in the vicinity
5. The environment around Lawford's Gate will be enhanced for all users
6. Potential locations for new at grade pedestrian crossing - Newfoundland Way & Easton Way
7. Potential site for bus stop/transport interchange
8. All developers must ensure servicing/loading requirements do not conflict with public realm and placemaking vision



Key

- Development Footprint
- River Frome
- Proposed Public Space
- Existing enhanced public space
- **Road** a mix of local strategic roads which are 40mph+ designed to the DMRB standard
- **Primary Street** local street with mixed traffic suitable for walking, cycling, servicing and vehicular access, 20mph area, may or may not be 'access only' route. The Design Standards Manual for Streets and BCC's Transport Development Management Guidance apply
- **Secondary Street** 20mph area Access-only, no HGVs (less than <2000 Vehicles per day). Manual for Streets applies
- **Shared Service Yard**
- **Modal Filter**
- **Bus Stop**
- Area for transport study associated with point closure. Wider feasibility study required to investigate road network impact on surrounding residential streets, Stapleton Road and Lawrence Hill Roundabout, including it's interactivity with the Clean Air Zone
- Development Offset
- Clean Air Zone

Definitions

- Road:** Local and strategic roads 40mph+
- Primary Street:** Local street with mixed traffic suitable for walking, cycling, servicing and vehicular access. 20mph zone, may or may not be 'access only' route.
- Secondary Street:** 20mph zone, access-only, no HGVs

Urban Design Framework

Physical Accessibility

As Frome Gateway changes over time from an industrial and warehousing area to a residential neighbourhood, the physical accessibility of the area must be enhanced to ensure it is navigable and usable for all. The ambition to enhance the accessibility and inclusivity of the Frome Gateway area has underpinned the design response in this Framework.

The existing Frome Gateway area presents many challenges to physical accessibility including the overall quality and cohesiveness of the public realm and movement routes. There are also significant level differences across the area and many barriers to movement. This page brings together physical accessibility considerations and opportunities to inform future detailed design proposals. Engagement and collaboration with affected user groups is strongly encouraged throughout the design process.

Key Outcomes

1. All streets, public spaces and development proposals should be informed by accessibility audits
2. Well located on-street and off-street blue badge parking spaces
3. Consider well located taxi collections/drop-off areas
4. Strategic movement routes must be exemplars of inclusive and accessible design
5. Accessible movement routes between Frome Gateway and local services and public transport connections (such as Stapleton Road).
6. Potential bus stop/transport interchange on Newfoundland Way should ensure suitable access for those with limited mobility
7. Benches and seating along key movement routes and public spaces to provide safe, convenient and enjoyable areas to rest, dwell and socialise
8. Cycle and e-scooter parking must not impede footways
9. New river crossing and enhanced at grade connections on Newfoundland Way and Easton Way to reduce barriers to movement and improve legibility
10. Enhancements to Riverside Park and Rive Frome should aim to successfully manage level changes to ensure accessibility and enjoyment of green and blue spaces for all users
11. Improved lighting to improve visibility and public safety
12. Ensure provision of accessible and adaptable homes as per planning policy
13. Car parking, servicing and deliveries should not impede the accessibility of the public realm



Key

- Development Footprint
- River Frome
- Proposed Public Space
- Existing enhanced public space
- ➔ Key Movement Corridor
- ➔ Primary Step Free Routes
- ➔ Taxi Pick-Up / Drop-Off
- Bus Route
- Bus Stop
- Steep Pavement Section
- ▨ Proposed at Grade Crossing
- ▨ Cycle and E-scooter Parking
note: Indicative locations - quantum and placement to be determined by detailed design study

Urban Design Framework

Height, Massing & Liveability

National and local design guidance, including The Urban Living SPD, set out principles on the creation of successful compact, characterful and healthy urban areas at higher densities. This guidance must be used pro-actively from an early stage to support a design-led approach to optimising density at Frome Gateway. High quality, well-designed homes which meet local needs are a primary regeneration aim. An optimal density is one that balances the efficient use of land, with aspirations for positive response to context, successful placemaking and liveability.

The proposed scale of buildings has been developed to inform applicants of site specific constraints and opportunities when undertaking preliminary design studies.

New developments would be expected to demonstrate:

- Detailed contextual analysis to establish a design narrative including approach to height and response to local opportunities and constraints
- Qualitative and quantitative micro-climate analysis to ensure maximum public benefit and minimise negative impact on neighbouring site e.g. overshadowing
- Analysis of local and strategic views with a sensitivity towards heritage assets

Key Outcomes

1. Potential contextually taller gateway buildings at the northern and southern extents of the site to signpost arrival to Bristol when approached from Newfoundland Way and Easton Way. These sites will have minimal impact on existing neighbouring homes
2. Potential contextually tall building to highlight the pedestrian crossing over Newfoundland Way and to provide passive surveillance over Riverside Park
3. Buildings of amplified height to overlook Riverside Park aiding with passive surveillance and maximising views of the river Frome
4. Buildings of amplified height located towards the centre of Frome Gateway to minimise impact on neighbouring homes on Pennywell Road
5. Pennywell Road to be lined with buildings of prevailing height that respond to existing buildings and help create a community focussed street
6. Areas of higher heritage significance will require new buildings to be sensitive in terms of scale, massing and views
7. Strategic views into the site – consideration must be given to wider historic views and site lines from elevated positions around the city centre



Key

- Area of prevailing height (The most commonly occurring height of buildings within an area of common character)
- Area of amplified height (Buildings that are modestly higher than the prevailing building height)
- Potential for contextual tall buildings (Buildings that are significantly taller than the prevailing height)
- River Frome
- Proposed public space
- Existing enhanced public space
- Green Space (Other)
- Existing Buildings
- Shared Service Yard
- ⊙ Natural surveillance
- ⊙ Key Local Views
- ⊙ New Placemaking Views: development must protect and enhance views to the River Frome promoting wayfinding and connectivity

Increasing densities in locations with good access to services and amenities reduces the need to travel, supports public transport and/or enables active travel, with associated health and wellbeing benefits.

Health Outcomes

Urban Design Framework

Active Frontage & Community Connections

All streets in the regeneration area should be vibrant, safe and facilitate connectivity. To achieve this, active frontage must be promoted.

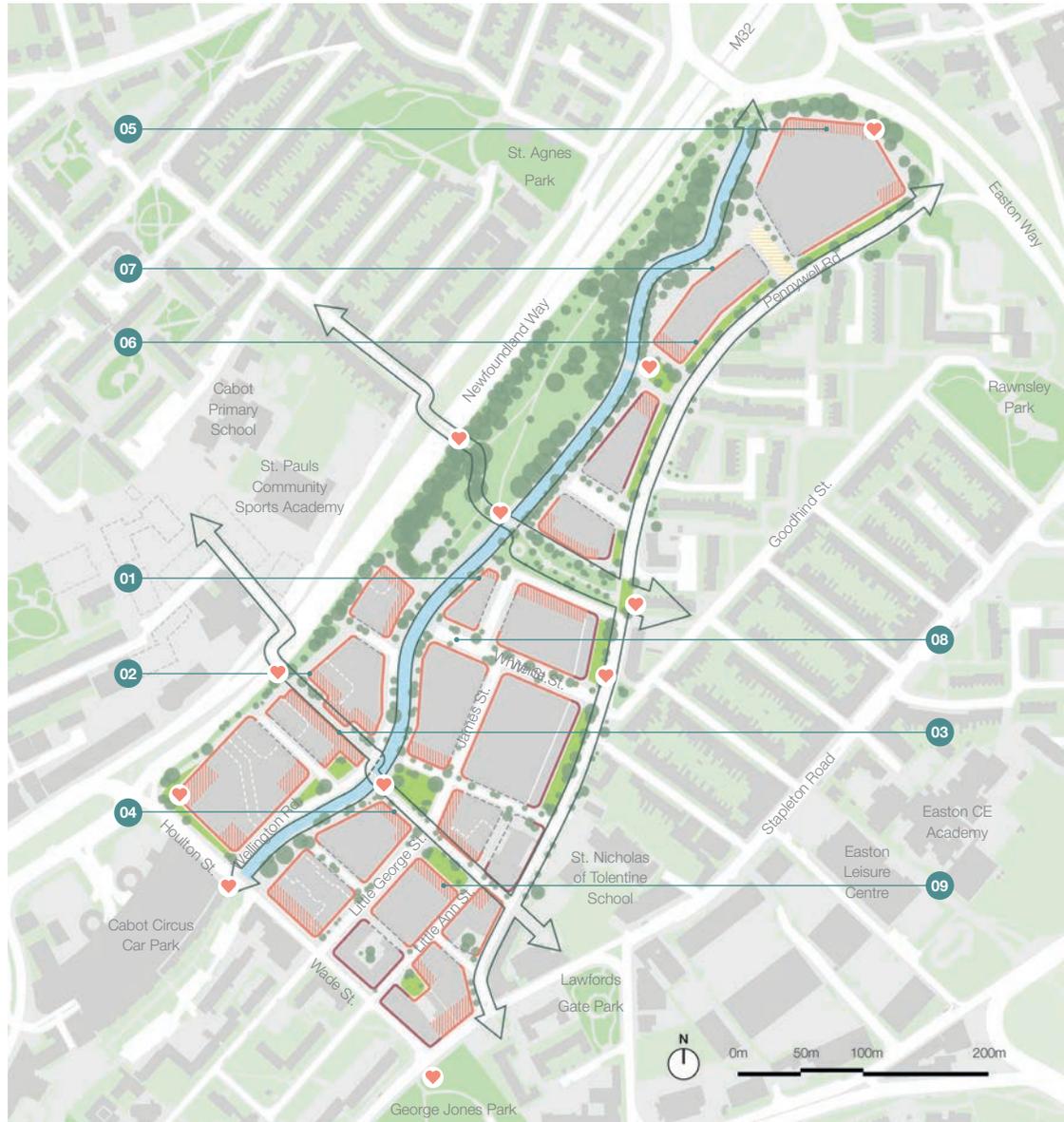
Strategic routes with higher levels of pedestrian and cycle traffic must be activated by ground floor uses. Less heavily trafficked streets may provide areas of secondary active frontage. These streets may also be used for servicing. However, streets that require servicing must also be safe and provide natural surveillance from secondary active uses.

New developments would be expected to:

- Look beyond the red line to positively enhance public realm and create generous streets and public spaces
- Focus major activation along primary movement corridors and public spaces to reinforce key routes, aid with legibility and wayfinding and contribute to placemaking
- Contribute to a walkable neighbourhood that promotes safe and equitable spaces and increased permeability
- Find opportunities to deliver lower risk, active uses in ground floor areas prone to flooding to help mitigate flood risk

Key Outcomes

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Active frontage promoted on east & west banks of the River Frome to create a vibrant route at the heart of the regeneration area and connect local communities to the wildlife corridor 2. Active frontage and landscaping promoted along Newfoundland Way to create new animated street environment 3. Active frontage promoted along historic street to connect local communities to industrial heritage 4. Active frontage should enclose public spaces. Creating safe, friendly and animated spaces for local communities 5. The northern gateway (Junction 3 / Easton Way arrival) engages with one north facing frontage. Activity in this area should be | <p>intensified to create safe and friendly streets</p> <ol style="list-style-type: none"> 6. Active frontages along Pennywell Road contributes to street vibrancy and overlooking 7. In the Tanneries Character Area the river route engages with active frontage along the East Bank. Active and night time uses are encourage to create safer streets and public spaces and to enhance evening activity 8. Key 'Maker Streets' should ensure primary active frontage is promoted alongside servicing requirements for Industrial ground floor uses 9. Active frontage lining Eugene Street should promote daytime and evening activity to support existing night-time economy |
|--|---|



Key

- Development Footprint
- River Frome
- Proposed public space
- Existing enhanced public space
- Key Active Edges:**
Areas of maximum activity interacting with a strategic route or public space
- Primary Active Frontage:**
Maximum activity including building entrances, business frontages, glazed areas and associated provision for external seating, etc. (Activities that increase natural surveillance)
- Residential Frontage:**
Homes and front doors at ground floor with associated porches, seating, planting (defensible space), non habitable rooms. Subject to Flood Zone extents
- Secondary Active Frontage:**
Activities including service areas, delivery bays, entrances, parking, glazed areas, etc.
- Shared Service Yard
- Movement Corridors**
- Placemaking opportunities

Improved overlooking, natural surveillance and lighting can improve safety, and perceptions of safety, which encourages active travel. This can benefit physical and mental health.

Health Outcomes ✔

Urban Design Framework

Green & Blue Infrastructure

A fundamental and effective approach to mitigating the effects of the climate and ecological crises is to dramatically increase the quantity, quality and resilience of our natural habitats. Preservation and enhancement of green and blue infrastructure in our built environment have myriad benefits to the health of our environment and our population.

New development will be expected to implement principles that make a positive contribution to placemaking and green/blue infrastructure. Given the significant sustainability and health benefits, enhancements beyond minimum planning policy are highly encouraged. Developers should:

- Design and plan for a future climate that is far hotter and more changeable than current regulations suggest
- Early ecological assessments of all development site must be undertaken to establish an ecological baseline
- Achieve as a minimum the Natural England Urban Green Factor standard
- Integration of sustainable drainage systems within the landscape to achieve greenfield levels of run-off
- Implement significant tree planting on-plot to contribute to placemaking, ecological enhancement and to manage urban heat island effect
- Connect to and extend existing green corridors
- Contribute to the design and delivery of ecological and placemaking enhancements to the river channel including providing space for wildlife.

Key Outcomes

1. Maximum greening will occur on streets with south facing aspect and minimal overshadowing. Greening will reduce urban heat island effect and positively influence both sustainability and health outcomes
2. Maximum greening provides a barrier between Easton Way/ Newfoundland Way to reduce noise and air pollution for residential development
3. Development offsets are required to create new pocket parks throughout the regeneration area
4. Pennywell Road development offsets required to soften edge of the residential street using landscape, SuDS and mature trees
5. Mixed Use Games Area (MUGA) in Riverside Park and all other existing play spaces in the regeneration area to be enhanced.
6. Enhance ecological recovery in the River Frome by nurturing and diversifying habitats. Improving connectivity to the river positively influences health outcomes



Key

- Development Footprint
 - River Frome
 - Proposed public space
 - Existing enhanced public space
 - Maximum greening: Green infrastructure priority over parking, service bays etc.
 - Base level greening: Planting Corridors, Rain Gardens, SuDS, Street Trees
 - Development Offset
 - Key River Junction: placemaking/ecological/public amenity opportunities. Further info p72-75
 - St Pauls Green Link
 - Pedestrian connection to off site spaces
7. Ensure access to river channel for Environment Agency river channel maintenance
 8. Developers should undertake structural surveys of river walls to understand condition and constraints
 9. Retain existing and develop new areas of tree planting along the river bank to ensure good balance of shaded and unshaded reaches for the rivers' mixed fish population
 10. As a sensitive wildlife corridor with nocturnal species new lighting along the river must balance improvements to access and safety with wider ecological goals

The green and blue spaces should be retained and enhanced, with increases in quantity and quality of greenspace since the area has an open space deficiency, particularly of informal and natural spaces. Developments that maximise natural sunlight and include tree planting and accessible green roofs can also contribute towards the mental wellbeing of residents.

Health Outcomes ✓

Urban Design Framework

Concept for Exploration: Green Space 'Big Move'

Creating an area-wide, once in a generation vision for Frome Gateway has presented an opportunity to consider possible 'big moves' in response to some of the areas more complex challenges such as flood risk, community access to green space and public health inequalities.

The idea of BCC exchanging land parcels with private landowners within the regeneration area has been conceptually explored (as set out in the plan opposite). Doing so would enable BCC to deliver a new publicly accessible park in an area which is at higher risk of flooding (Flood Zone 3).

It is anticipated that the benefits of this would include:

- An overall increase of at least 0.8ha of green space (in addition to the new network of pocket parks) for community enjoyment and wildlife.
- Significant placemaking and quality of life benefits.
- Increased resilience to climate change (flooding and rising temperatures).
- Positive public health and wellbeing outcomes for local residents.
- Enabling development to come forward in areas less constrained by flood risk (from a flood risk perspective, this has strong support from the Environment Agency).

However, this would be very practically and technically difficult to deliver and would require feasibility, technical and viability studies, as well as engagement with private landowners and developers to be undertaken to determine whether this is achievable. Delivering this would likely require significant public sector funding and leadership. It would also require a portion of Riverside Park to be developed on where the Multi-Use Games Area is currently located, however this would be re-provided elsewhere within the regeneration area. BCC will engage with the landowners of the identified sites to further explore the feasibility of this.



Key

- Development Footprint
- River Frome
- Proposed public space
- Existing enhanced public space
- Land exchange Concept
- BCC Ownership
- Private Ownership
- Flood Zone 3 Extent

1. Central land parcels with higher flood risk used to create a new public park, providing a significant uplift in public green space (c.0.8ha). This would deliver health and wellbeing, ecological and placemaking benefits while building climate resilience through low intervention strategies
2. Neighbouring development plots will benefit from improved outlook and proximity to new green space
3. New green space would help to reconnect to and celebrate the riverside
4. Land parcel with low risk of flooding developed to deliver new homes with prominent views across Riverside Park (Multi-Use Game Area would be re-provided elsewhere within the regeneration area).
5. Land parcel with lower flood risk in desirable area with good access used to deliver new homes

Provision of additional green space through a single unit, rather than dispersed across the site, may bring further reductions of risk of diabetes, to a value of **£21 million.**

Health Outcomes

Urban Design Framework

Sustainability & Climate Change

BCC has declared climate and ecological emergencies. BCC has worked with partners to develop the One City Climate and Ecological Emergency Strategies. These set out a vision for how Bristol can become a carbon neutral, climate resilient, wildlife rich and ecologically resilient city by 2030.

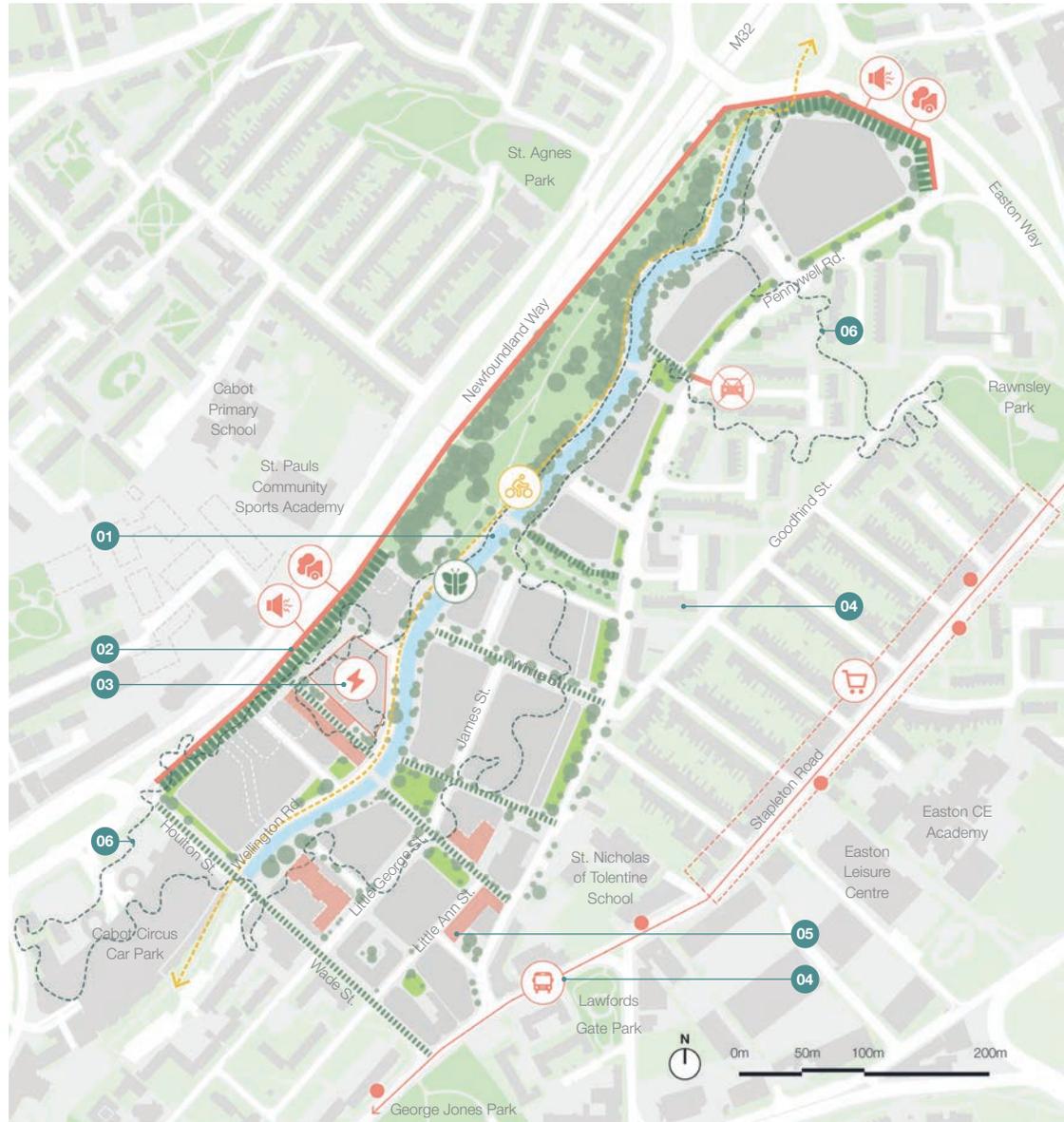
Key outcomes relating to sustainability that we want the transformation to deliver. New development should:

- Achieve exemplar environmental targets such as the RIBA 2030 Climate Challenge
 - Demonstrate innovation in design and construction that significantly reduces embodied and operation carbon
 - Design for future climatic conditions of extreme weather and go beyond current building regulation requirements
- Key outcomes relating to sustainability that we want the transformation to deliver.

Key Outcomes

- 1. Deliver enhanced blue and green infrastructure to increase biodiversity and climate resilience.**
Regeneration must promote street greening, new pocket parks and enhanced wildlife ecology corridor. Developers must adhere to Natural England Urban Greening Factor. Street greening can help mitigate urban heat island effect by shading buildings in the summer.
- 2. Support lower pollution levels, both on and off site.** Green infrastructure creates a barrier to both noise & air pollution from both Newfoundland Way and Easton Way.
- 3. Enable the delivery of the Frome Gateway District Heating Network** and associated strategic energy infrastructure.
- 4. Reduce the need to travel, and maximise the use of sustainable forms of transport.** Pedestrian and cycle routes on-site and connections

- to surrounding areas must be enhanced. Existing streetscapes must be improved and adjustments to Pennywell Road through traffic should be explored
- 5. Minimise waste and maximise adaptability, reuse and recycling.** Developers must explore reuse of appropriate existing buildings. Developers must target embodied carbon requirements of planning policy NZC2 (Net zero carbon development – operational carbon)
 - 6. Ensure new development and infrastructure is designed with our changing climate in mind.** Where applicable developers must plan Flood Escape Routes and appropriate zoning of uses at GF. Developments should include multi-functional SuDS to attenuate water. Developers must promote a sustainable approach to overheating risk. Additionally, development must promote low water consumption targets.



Key

- Development Footprint
- River Frome
- Proposed green public space/ pocket parks
- Existing enhanced public space
- South facing street greening to minimise urban heat island effect
- Enhance wildlife corridor promotes ecology and diversity of habitats in the area
- Green infrastructure creates a barrier to both noise & air pollution from both Newfoundland Way and Easton Way. Development impacted by pollution must seek to mitigate effects through design
- Developers should explore refurbishment of existing buildings
- Cycle route
- Nearby bus route located on Stapleton Road (3 minute walk from Peel St. Park to Stapleton Road)
- Flood Zone 3 Extents
- Local High Street
- Noise Pollution
- Air Pollution
- Modal filter - No through traffic
- Proposed Energy Centre Location on BCC owned site
- Heavily trafficked vehicular route (noise & air pollution)

Urban Design Framework

Sustainability & Climate Change

Embedding Sustainability

People and planet are central to the vision for Bristol and the Frome Gateway area. This Regeneration Framework advocates for a more sustainable future in its broadest sense, including environmental conditions, social health and wellbeing, and economic resilience.

This plan includes numerous core embedded aspects of sustainability in the preceding urban design framework plans. These include enhancing the river corridor, improving active travel links and diversifying land uses.

When adopted, the revised Local Plan's climate change, sustainability and nature recovery policies will be key to ensure the environmental performance of new development within Bristol. In addition, BCC will continue to develop and deliver parallel strategies, initiatives and investment to support sustainability.

Sustainability Priorities

The table adjacent identifies Bristol City Council's key priorities relating to sustainability in this area. It summarises example ways in which these priorities can be implemented to respond to the challenge, including measures for individual development sites, which could seek to go beyond planning policy.

Key Priorities	Requirements for development	Strategic Considerations
Deliver enhanced blue and green infrastructure to increase biodiversity and climate resilience	<ul style="list-style-type: none"> Incorporate green and blue infrastructure on plots such as sustainable drainage features and use of Natural England's Urban Greening Factor and Biodiversity Net Gain Contribute to the design and delivery of ecological and placemaking enhancements to the river channel including providing space for wildlife and other features such as viewing platforms and river crossings 	<ul style="list-style-type: none"> Incorporate and enhance multi-functional green and blue infrastructure across the regeneration area to build resilience to the impacts of climate change and provide space for wildlife and public enjoyment.
Support lower pollution levels both on and off site	<ul style="list-style-type: none"> Adhere to BCC planning policy to support active and sustainable travel. Integrate noise and air quality mitigation through building design and ventilation strategies. Use green infrastructure such as sustainable drainage systems to filter and reduce exposure to water, air and noise pollution. 	<ul style="list-style-type: none"> Prioritise active and sustainable travel across the regeneration and enhance public transport options and accessibility. Maximise greening between Newfoundland Way and development plots to act as air/noise pollution barrier
Enable the delivery of the Frome Gateway District Heating network and associated strategic energy infrastructure	<ul style="list-style-type: none"> Ensure connection to the Frome Gateway District Heating Network 	<ul style="list-style-type: none"> Enable the delivery of the Frome Gateway District Heating Network
Ensure new development is carbon neutral in operation	<ul style="list-style-type: none"> Deliver net zero development as per BCC Planning Policy NZC2 (Net zero carbon development – operational carbon). Ensure connection to the Frome Gateway District Heating Network Use passive systems to minimise operational energy consumption (optimised through micro-climate analysis, thermal modelling and high performance manufacturing and construction techniques etc.) 	<ul style="list-style-type: none"> Enable the delivery of the Frome Gateway District Heating Network
Minimise embodied carbon across the lifecycle of development	<ul style="list-style-type: none"> Adapt and reuse existing buildings where feasible. Where not feasible, ensure new development is designed to be flexible and adaptable and maximise re-use of materials after its lifetime. Utilising low embodied carbon construction materials and methods Ensure new development is in accordance with BCC Planning Policy (NZC3 Embodied carbon, materials and waste) 	<ul style="list-style-type: none"> Ensure new infrastructure minimises embodied carbon
Reduce the need to travel, and maximise the use of sustainable forms of transport	<ul style="list-style-type: none"> Integrate active travel infrastructure and initiatives to support modal shift such as cycle storage and travel plans. Deliver ground floor uses which enhance local amenities and services to meet local needs. 	<ul style="list-style-type: none"> Enhance active travel routes and infrastructure to support modal shift. Deliver a mix of uses and across the regeneration area and integrate local amenities and services to meet local needs.
Minimise waste and maximise adaptability, reuse and recycling	<ul style="list-style-type: none"> Retain and retrofit existing buildings where appropriate and possible Reuse existing building materials from site where feasible / reuse existing materials sourced from third parties where possible Minimise ground level changes and maximise material recovery during demolition and construction in accordance with BCC Planning Policy (NZC3 Embodied carbon, materials and waste). 	
Ensure new development and infrastructure is designed with our changing climate in mind	<ul style="list-style-type: none"> Ensure new development is resilient to a 2-degree global climate change scenario and identify adaptive pathways for resilience to a 4-degree scenario. This should take account of flood risk, heat stress and space for wildlife. Implement multi-functional SuDS within development sites Use orientation, massing, shading, facade design and effective ventilation to minimise overheating risk over the lifetime of the developments. Design buildings and landscaping to conserve water supplies 	<ul style="list-style-type: none"> Ensure new infrastructure and public spaces are designed to a 2-degree global climate change scenario including through the integration of multi-functional green infrastructure.

Urban Design Framework

Managing Flood Risk

Flood Risk Context

The primary purpose of this Regeneration Framework is to account for multiple objectives and set out the most balanced and deliverable vision for the Frome Gateway area. Creating a sustainable and healthy place to live and work is central to the Frome Gateway vision.

72% of the Frome Gateway area is within Flood Zones 2 and 3, presenting significant constraints on development resulting in flood risk management being the most strategic technical consideration informing the design process from the outset.

Despite the risk of flooding, this area is considered, in-principle, an appropriate location for new development. The National Planning Policy Framework (NPPF) allows residential development in Flood Zones 2 and 3, subject to the sequential test and additional safety and quality criteria being met and demonstrated through the planning application process to ensure public safety.

The approach to flood risk management in this Framework has been informed by the following understanding and context:

1. Ensuring public safety is the first and foremost priority
2. The reality that most new development will be brought forward by the private sector, which has demonstrated interest in the delivery of residential-led development at Frome Gateway. Grounded in this reality of limited public sector control of land, this framework seeks to respond positively and constructively by setting out a range of ways which could be explored to safely enable development at Frome Gateway
3. Ensuring that appropriate flood risk is fully considered alongside wider sustainability and placemaking objectives

Sequential Approach

Paragraph 162 of the NPPF states that *“The aim of the sequential test is to steer new development to areas with the lowest risk of flooding”* and *“Development should not be allocated or permitted if there are reasonably available sites appropriate for the proposed development in areas with a lower risk of flooding”*.

It is recognised that residential-led mixed-use development is proposed in areas of Flood Zone 2 / 3, and that the Universal House site (numbered 33 on the map on page 58) as well as Riverside Park, are proposed for less vulnerable uses despite them being in areas of lower flood risk.

In the Frome Gateway area, some of the sites with a lower risk of flooding are not appropriate for residential development for the reasons set out in this framework. Namely:

Riverside Park: Despite being the least flood prone area within the regeneration area, Riverside Park is protected as ‘open space’ in planning policy. Even if this fundamental factor was overlooked, locating new development here and re-providing open space in Flood Zone 3 areas would be extremely complex, challenging and costly due to the need to secure buy-in from multiple third parties, including landowners, policy makers and the local community. Furthermore, it would mean concentrating residential accommodation adjacent to Newfoundland Way, increasing the exposure of residents to air and noise pollution, and reducing the benefits of clustering homes around the river Frome setting.

This option has therefore been discounted, particularly as consultation and engagement highlighted that there is strong support for the retention and improvement of Riverside Park.

However, an option to enable some development in areas of lower flood risk, while creating a higher quality setting for homes has been explored. This is set out in the ‘Green Space Big Move’ on page 50, and this proposes a strategic response to enabling development in areas of lower flood risk while turning areas of higher flood risk into new green space.



Riverside Park



Riverside Park - location

Urban Design Framework

Managing Flood Risk

Universal House: The northernmost end of the regeneration area is the focus of a strategic employment and business strategy, with an aim to consolidate light-industrial businesses in this area. This is a key commitment of the Frome Gateway framework, with an aim to maintain this employment type in the area. This key site sits on Junction 3 of the M32, providing access for the delivery of goods and services (including through HGVs). It is also large enough to accommodate light industrial activities and vehicles and has the potential for co-location of multiple businesses to create diverse employment opportunities for the local community. Furthermore, its location is separate from the community-focused ‘heart’ of the central Frome Gateway area, ensuring larger vehicles and noisier industrial activities don’t disrupt the neighbourhood.

More specifically, it is the preferred location for a Bristol low carbon last-mile logistics hub. This particular use has the potential to be a strategic facility for servicing the city centre and east Bristol neighbourhoods and would create significant employment opportunities for local communities. Locating homes here would also have the potential for detrimental health outcomes due to traffic on Easton Way, which has air and noise quality issues.

Paragraph 163 of the NPPF goes on to state that *“If it is not possible for development to be located in areas with a lower risk of flooding (taking into account wider sustainable development objectives), the exception test may have to be applied”*. Again, the emphasis is that the framework must take in to account the wider sustainable development objectives of the framework, which has led to the spatial concept presented.

There is no guarantee that the Sequential Test will be passed by the Local Planning Authority for individual planning applications that come forward in areas within Flood Zone 2 or 3. However BCC believe that the framework sets out a robust evidence base to guide those decisions.

Safe Development

For any sites coming forward that do pass the Sequential Test, there will also be the need to pass the Exception Test, and there is a risk that the Exception Test will not be passed. As such, through the production of this Framework, a range of strategic flood resilience measures were explored to understand how the public sector could help to manage flood risk in this area to safely enable new development. More information of these measures is explored on page 56-58. While there are several potential solutions, there are also significant complexities for funding, delivery, and phasing, especially where sites are in different ownerships. At present, there are no short/medium term prospects of these significantly reducing flood extents in the Frome Gateway area.

As a result this Framework promotes a site-by-site approach to flood risk management. Individual sites will be expected to demonstrate through the planning process (supported by site-specific flood risk assessments) that they have successfully integrated a range of appropriate measures to safely manage flood risk. This Framework does not provide any guarantee that planning permission for the land uses it proposes can be approved, and planning applications will need to adhere to usual due diligence and process. To support this, several ‘Development Assumptions’ are set out on page 55 which have been informed by the flood risk context in this area and which developers should accord with, which complement and strengthen national flood risk planning practice guidance.



Universal House & Easton Way underpass



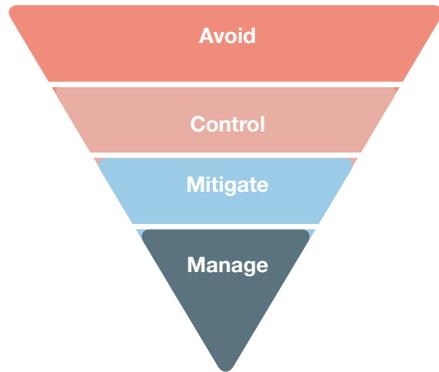
Universal House - location

Urban Design Framework

Managing Flood Risk

Regulations, Guidance and Policy

There are numerous policy and guidance documents which have informed the flood resilience strategy in this Regeneration Framework, including the National Planning Policy Framework and guidance on flood risk assessment. Proposals for new development on sites within the study area should use the latest national and local policy to assess the risk (including site-specific flood risk assessments) and design appropriate mitigation.



Development Assumptions

The introduction of more vulnerable land uses to this area, such as residential use, requires coherent flood risk management. In this Regeneration Framework, a number of general principles are proposed across the whole study area as an appropriate response to the overall flood risk. These should be considered and implemented for all new development in the Frome Gateway area.

- To comply with the NPPF, development will need to demonstrate no increase in flood risk. If floodplain compensation is not suitable, there should be no net loss of floodplain to prevent an increase in flood risk to others
- A sequential approach should be followed for allocation of land uses within the whole Frome Gateway area and within individual plots, sitting more vulnerable uses away from the river and flood risk areas. Where possible,

opportunities for land exchanges should be explored. If individual sites are to be developed, the sequential test and exception test must be passed.

- Safe access and egress should be provided for new development, developed in liaison with the Local Authority Emergency Planner and emergency services
- No ground floor residential accommodation should be developed within Flood Zone 2 or 3
- The residential floor level in buildings should be set at a minimum of the design flood level in a 1 in 100-year scenario plus upper end climate change allowance and freeboard
- Less vulnerable ground floor uses should be designed for a 1 in 75-year flood, plus higher central climate change allowance
- Basements below ground level in the Flood Zone are highly discouraged. If unavoidable, in order to meet other policy requirements, a flood resistance strategy and internal means of escape should be employed to mitigate risk to life
- Development should be safe from flooding for its lifetime taking account of the vulnerability of its users
- Sustainable Drainage systems (SuDS) should be integrated throughout all development plots and public realm where possible to reduce surface water flooding
- Other site-specific measures should be considered and incorporated into designs without increasing flood risk elsewhere, such as:
 - Flood resistant and flood resilience building construction features
 - Refuge areas within buildings to provide temporary protection
 - Pedestrian barriers to demarcate areas of hazardous flow
 - Flood gauge boards to help people make safe decisions
 - A flood response plan for individual or multiple developments, which could include evacuation procedures

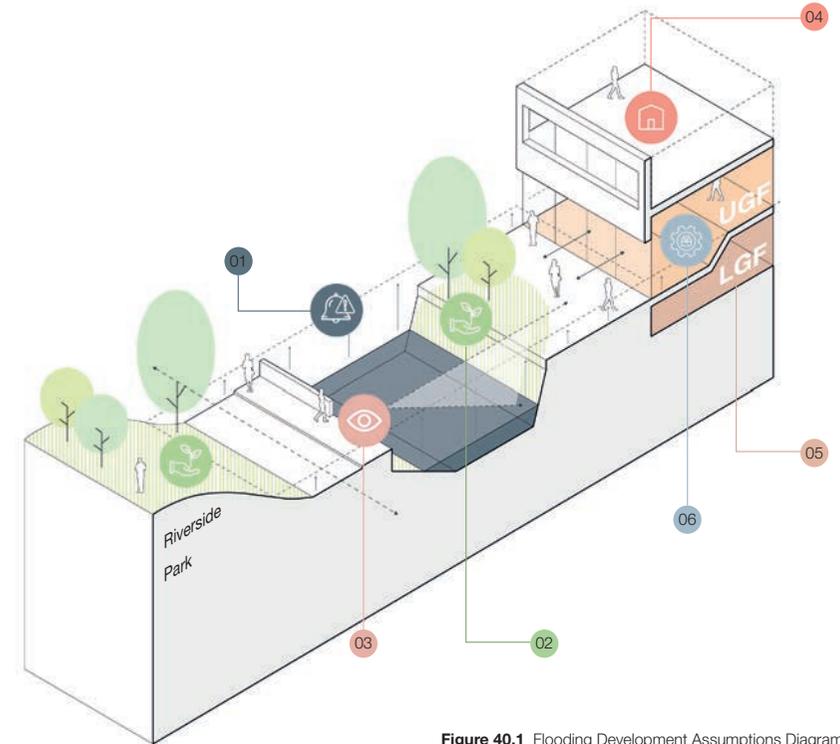


Figure 40.1 Flooding Development Assumptions Diagram

Key

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Site-wide pre-emptive flood risk warning & evacuation strategy 2. River restoration to provide placemaking & habitat enhancement 3. Improved visual connection to river 4. No residential use below dry foot level 5. Discourage lower ground floor and basements accommodation | <p>in Flood Zones 2 & 3</p> <ol style="list-style-type: none"> 6. Flood risk profile to help determine land use & appropriate mitigation measures |
|--|--|

Urban Design Framework

Managing Flood Risk

Strategic Flood Resilience Measures

In the creation of this Regeneration Framework, numerous strategic flood resilience measures have been explored to understand how the public sector could help reduce flood risk and enable private development. While there are many potential solutions, there are also significant complexities for funding, delivery and phasing, especially where sites are in different ownerships.

This section summarises strategic flood risk management measures which have been considered and would likely require public sector intervention. It includes the current understanding of their effectiveness and practicality to inform future use by BCC and developers. At present, there are no short/medium term prospects of these significantly reducing flood extents in the Frome Gateway area. This places even greater emphasis on the development assumptions listed previously and continued collaboration between the public and private sector to reduce flood risk together.

Type	Potential Measure	Description	Effectiveness	Practicality
Control	Compensatory on site storage	Creation of areas that can store floodwater	Effective in reducing flood risk if the 'level for level' and 'volume for volume' principles are followed. However, excavating holes within the flood plain is ineffective.	There are limited opportunities to provide storage areas at the level of predicted flood water. Riverside Park is the only main elevated area, but the required volume of storage would be large. The ground is expected to be highly contaminated, which would be expensive to remediate or dispose.
Control	Flood defence walls	New flood defence walls adjacent to the River Frome channel	The constraints of Wade Street culvert downstream means that flood defence walls would probably increase flooding in other areas	There are no feasible plans to install flood defence walls if these would be ineffective in reducing overall flood risk
Control	Upstream natural flood management	Installation of flood storage, SuDS and natural flood management measures upstream	This has the potential to reduce flood risk in the Frome Gateway area	The flows in the Frome are significant, so traditional engineered storage schemes would be large and expensive. This is being explored through separate work by BCC and the Environment Agency (the Resilient Frome programme). This project is unlikely to have any significant impact in reducing the flood hazard posed by a design flood event in this area.
Control	River restoration	Channel modifications to restore the natural state and functioning of the river	River restoration is unlikely to significantly reduce flood risk given the site constraints. It's primary benefit will be habitat improvement and amenity	This has been included as part of the Resilient Frome programme, but there are residual challenges associated with potential contaminated land and interface with land boundaries
Control	Bristol Avon Flood Strategy (BAFS)	Flood measures and defences for the River Avon, part of Bristol's river system	While the Bristol Avon Flood Strategy (BAFS) will reduce the frequency of flooding in the city, it will not reduce the extents of Flood Zones in the Frome Gateway area	This is being progressed by BCC and the Environment Agency, seeking major investment for the city
Control	River Frome Flood Strategy	Flood measures and defences for the River Frome, which could include a combination of strategic measures in this table	This is unlikely to propose and any solution that would reduce the flood hazard posed by a design flood event in this area	There are no committed works by BCC or the Environment Agency to develop this in the short-term. The practicalities (physical, financial and environmental) could be similar in nature to the BAFS complexities, but these are unknown
Control	Northern Stormwater Interceptor enhancements	Modification of the Northern Stormwater Interceptor to increase its capacity and reduce flow along this portion of the River Frome	This could have an effect in reducing flood risk in the Frome Gateway area	This would be expensive and there are no planned/committed works. This could be part of a River Frome Flood Strategy, if progressed.
Mitigate	Elevated access/egress infrastructure	Raised roads, boardwalks or landscaping (above design flood levels) to provide escape from the Flood Zone. This would need to be permeable to avoid increasing flood risk elsewhere	Effective in reducing flood risk to people by providing a means of escape for people and access for emergency services. This is a passive solution which could require relatively low maintenance.	Infrastructure measures would introduce significant complexity for design, delivery and phasing, especially where adjacent sites are in different ownerships. Creating permanent structures that are permeable to water flow would be substantial challenges for engineering and public realm design. Public sector intervention would be required to overcome financial viability challenges and coordinate the interface with multiple development sites
Manage	Flood Warning	Enhancement of the existing flood monitoring system and roll out of flood warning to residents	The River Frome hydraulic model shows that the onset of initial flooding in Frome Gateway occurs approximately 30 hours into the design flood event and there is a further 12 hours between the onset of initial flooding and peak flood. However, the Environment Agency aim to provide a warning time for fluvial flooding of around 2 hours and there is no guarantee that a flood warning will be issued within this time NOTE: Flood warning/evacuation should not be relied upon to make a site safe	River level monitoring of the catchment is already in place. This monitoring and associated flood warning systems could be improved with investment and collaboration with the Environment Agency
Manage	Road/path closure gates	Gates could be operated during a flood event to prevent accidental entry into deep water	This could be effective if the operating procedure is clearly defined and adhered to, and gates are maintained. However, it is an active solution (reliant on systems and people) and would only be appropriate in conjunction with other mitigation measures	This can be difficult to design/locate within a network of streets and paths. A robust procedure would require coordination between multiple authorities and legal authority would be needed to permit its operation.

Urban Design Framework

Managing Flood Risk

On Site Flood Resilience Measures

This section summarises on site measures which have the potential to be implemented by individual or collective developers. These give more detail on the development assumptions, and should be considered by any developer in their future plans for the area.

Type	Potential Measure	Description	Effectiveness	Practicality
Control	Sustainable Drainage Systems (SuDS)	SuDs help address flood risk by managing surface water runoff by mimicking natural processes to slow water ingress into sewer systems	This is an important measure for controlling surface water flooding, but is unlikely to have a significant effect on fluvial flooding	This is generally considered practical for new development and should be applied by developers, even if it has limited effect on fluvial flood risk
Mitigate	Vertical sequential land use	Locating the most vulnerable uses on upper storeys and raising internal finished floor levels	Effective in reducing flood risk to people within buildings. However, a flood could take several hours to subside, with risks of electricity loss, heating loss and security concerns for occupants. The relatively slow onset of flooding makes safe escape more preferable.	This is generally considered practical for new development and should be applied by developers
Mitigate	Resistant (water exclusion) and resilient (water entry) building construction	Design features including flood doors, upstands, barriers, non-return valves and flood-resistant air bricks	While these are proven to reduce damage and costs, they should not be relied upon to reduce safety risks to people. They are only appropriate in conjunction with other mitigation measures	This is generally considered practical for new development and should be applied by developers
Mitigate	Exclusion of basements	Basements can increase the safety hazard in a flood event	Excluding basements will avoid worsening the flood risk, but not reduce it	This is generally considered practical for new development. If unavoidable, basements will need to be defended with a flood resistance strategy and internal means of escape
Mitigate	Refuge areas	Areas of the building designed to protect residents in a flood event	Effective in reducing flood risk to people within buildings. However, a flood could take several hours to subside, with risks of electricity loss, heating loss and security concerns for occupants. The relatively slow onset of flooding makes safe escape more preferable.	This is generally considered practical for new development, but recognising that the number of occupants will create spatial and cost implications
Mitigate	Pedestrian barriers	Permanent pedestrian barriers installed to demarcate areas of deep, fast, hazardous flow	This could be effective to prevent accidental straying into hazardous areas of flood water	This can be difficult to design/locate within a network of streets and paths without affecting normal use of an area. Barriers can also attract debris during a flood.
Mitigate	Flood gauge boards	Visible flood gauge boards to allow residents to assess flood depths	This would help people to make safe decisions, but is an active solution (reliant on systems and people) and would only be appropriate in conjunction with other mitigation measures	These are simple and relatively cost effective and should be considered by developers
Mitigate	Flood response plan	A tailored plan for individual or multiple developments, which could include evacuation procedures	This would help people to make safe decisions, but is an active solution (reliant on systems and people) and would only be appropriate in conjunction with other mitigation measures	The practicality of this measure depends upon anticipated numbers of people on site, their mobility, and how the building is managed (e.g. residential or workplace management)

Urban Design Framework

Managing Flood Risk

Local Flood Resilience Measures

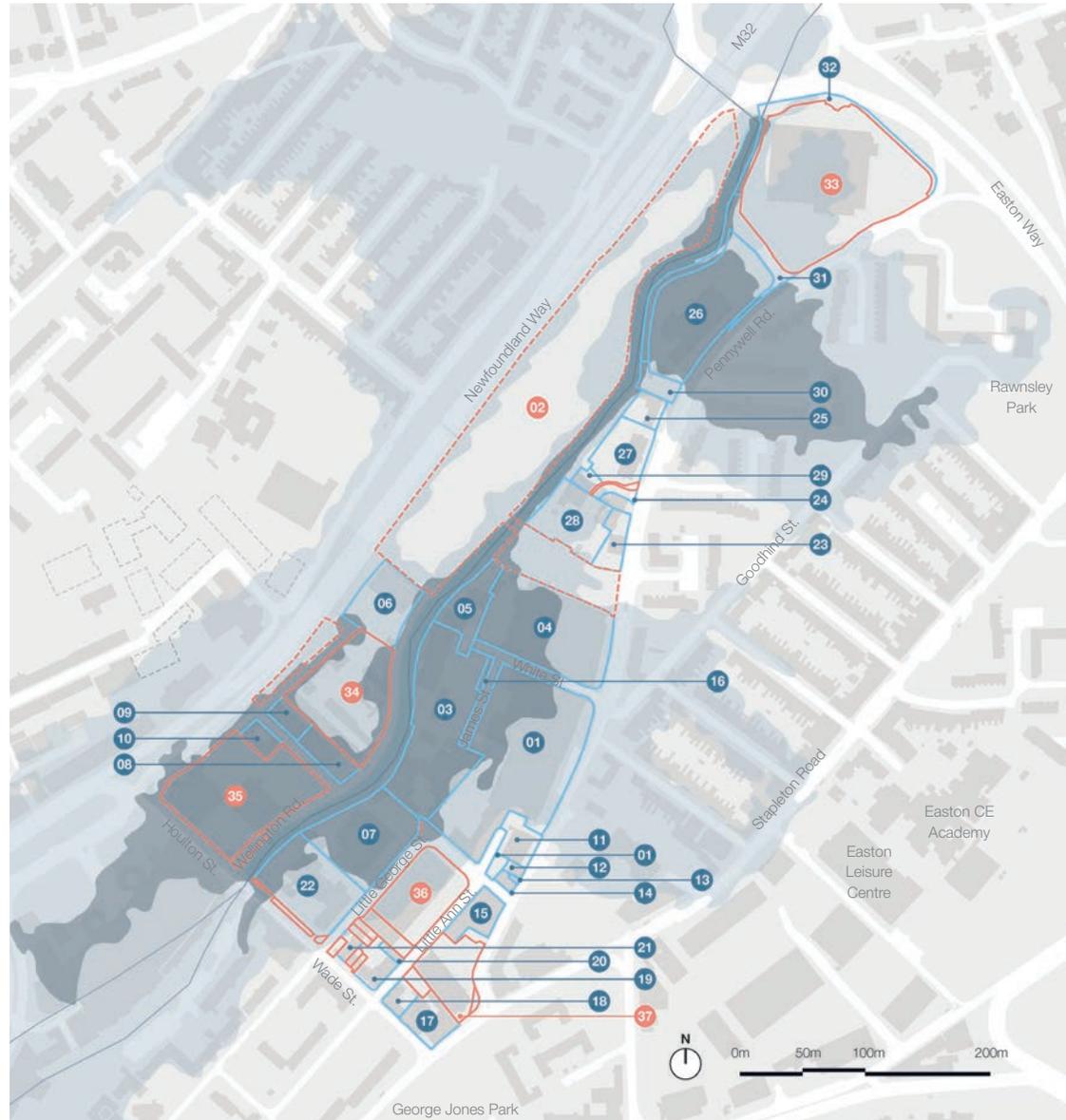
There are three areas of greatest flood risk in Frome Gateway. This section provides a localised summary of the flood risk and potential flood risk management measures for each of these.

Houlton Street Area

- Flood Risk:** This area includes several development sites in Flood Zone 3. At the peak of the design flood event (1% Annual Exceedance Probability + 39% Climate Change), much of the area would be over 1m floodwater depth and pose a Significant hazard (Dangerous for most). Most affecting sites 35 and 10.
- Land Use Options:** A land exchange of equivalent size could be considered, but there are few plots of equivalent size. Due to its location next to Newfoundland Way, large open space would not be ideally located. Alternatively, the sites could be developed for less vulnerable uses than residential development.
- Strategic Infrastructure Measures:** Access/egress could be via an elevated structure along Newfoundland Way, serving as a permanent route for pedestrians and cyclists. This could link to an improved bridge over Newfoundland Way or a connection to Easton Way. This would be expensive and other infrastructure solutions could be explored through future feasibility. New river crossings should be designed to ensure minimal impact to flows during a flood event, such as open-type parapets.
- On Site Measures:** The development assumptions listed above to mitigate and manage flood risk should be considered by any developer.

James Street Area

- Flood Risk:** This area includes several development sites in Flood Zone 3. At the peak of the design flood event (1% Annual Exceedance Probability + 39% Climate Change), much of the area would be over 1m floodwater depth and pose a Significant hazard (Dangerous for most). Most affecting sites 03, 05 and 07.
- Land Use Options:** A land exchange of equivalent size could be considered, such as a portion of Riverside Park. Due to its location along the River Frome, new green space in this area could have substantial place-making and health benefits for new and surrounding communities. Alternatively, the sites could be developed for less vulnerable uses than residential development.
- Strategic Infrastructure Measures:** Access/egress could be via an elevated structure connecting James Street and Little George Street to Eugene Street. The space available means that design for vehicles is difficult to avoid. This would create enormous complexity and likely require strategic land assembly. Other infrastructure solutions could be explored through future feasibility.
- On Site Measures:** The development assumptions listed above to mitigate and manage flood risk should be considered by any developer.



Key

Not in Flood Zones 2/3

28% 4.10 Ha

Flood Zone 3

37% 5.45 Ha

Land having a 1 in 100 or greater annual probability of river flooding

Flood Zone 2

35% 5.15 Ha

Land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding

Site Area

14.70 Ha

North Pennywell Road Area

- Flood Risk:** This area includes several development sites in Flood Zone 3. At the peak of the design flood event (1% Annual Exceedance Probability + 39% Climate Change), much of the area would be over 1m floodwater depth and pose a Significant hazard (Dangerous for most). Most affecting site 26.
- Land Use Options:** A land exchange of equivalent size could be considered, such as a portion of Riverside Park. Land assembly of adjacent plots could provide an access route out of the Flood Zone to the south. Given the industrial character of the area, the site could be developed for less vulnerable uses than residential development.
- Strategic Infrastructure Measures:** Access/egress could be via an elevated structure along the River Frome, serving as a permanent route for pedestrians and cyclists and connecting to Easton Way. This would be expensive and other infrastructure solutions could be explored through future feasibility.
- On Site Measures:** The development assumptions listed above to mitigate and manage flood risk should be considered by any developer.

Urban Design Framework

Health & Wellbeing

The health and wellbeing of local people is a high priority and this framework seeks to maximise benefits for both new and existing communities. This framework has been developed alongside a Health Impact Assessment which outlines expectations to create a healthy neighbourhood by considering the wider determinants of health. These are summarised below.

Key Outcomes

- Accessible and affordable family homes to meet local need
- Good layout, orientation and insulation to protect from overheating in summer and fuel poverty in winter, as well as ventilation design that avoids exposure to air pollution and noise from major roads
- Increase provision of affordable, healthy food and limited concentrations of hot food takeaways
- Support a diverse range of local employment and training opportunities for sustainable employment which can have mental health benefits
- Support social cohesion, inclusivity and sense of belonging by engaging early with different communities to inform development design.
- Sufficient local healthcare services capacity to meet the needs of a larger population
- Local social infrastructure such as community and leisure centres and places of worship to be supported and provided with opportunities to be accommodated within development plans
- Improve access to existing and new open and green spaces and nature to support physical activity and wellbeing in the area
- Enhance wildlife corridor along the River Frome to aid serenity in the area and bring ecological and mental health benefits
- Noise and air pollution must be minimised by promoting a green threshold between residential development and major roads (Newfoundland Way and Easton Way)
- Modal filter on Pennywell Road stops through traffic, increasing safety for pedestrians (including primary school children) and reduces air and noise pollution in the area
- Improved walking and cycling infrastructure encourages physical activity and potentially reduces premature mortality by around 10%
- Increase natural surveillance to reduce crime and change public perception of the area. Encouraging people to leave their homes and use green open spaces for physical activity will improve health and wellbeing
- Promote community food growing spaces in public green spaces. Access to healthy and affordable food can support healthy eating
- Reuse materials and refurbish buildings to reduce the environmental impact of construction and benefit health and well-being through reducing climate impact
- Safe escape is needed for flooding. Experiencing flooding can increase risk of mental and physical health problems



- ### Key
- Development Footprint
 - River Frome
 - Proposed green public space/pocket parks
 - Existing enhanced public space
 - ▬ South facing street greening to minimise urban heat island effect
 - Enhance wildlife corridor
 - ▬ Green infrastructure creates a barrier to both noise & air pollution from both Newfoundland Way and Easton Way.
 - Developers must explore refurbishment of existing buildings
 - 🚲 Cycle route
 - 🚌 Nearby bus route located on Stapleton Road (3 minute walk from Peel St. Park to Stapleton Road)
 - - - Flood Zone 3 Extents
 - 🛒 Local High Street
 - 🌿 Community Grow Space
 - 🔊 Noise Pollution
 - 🏠 Air Pollution
 - 🚫 Modal Filter - No through traffic
 - ⚡ Proposed Energy Centre Location on BCC owned site
 - 🕌 Religious Centre
 - 🏠 Existing & enhanced Mixed Use Games Area (MUGA)
 - 🎓 Educational Institution
 - 👁️ Natural Surveillance
 - 🚶 Pedestrian Route to high street (3 min walk)
 - 🏥 Local Medical Centre
 - ➡️ Heavily trafficked vehicular route (noise & air pollution)

Urban Design Framework

Health & Wellbeing

Health and wellbeing issues were considered throughout the development of this Regeneration Framework as an iterative part of its refinement. This involved development of a Health Impact Assessment. The proposals within this framework would bring significant health potential to the area and mitigate existing risks.

The private sector has an important role to play in improving health outcomes. Potential opportunities and the benefits of implementing these are embedded within the urban design framework and strategic requirements in Chapter 3. Much of this can be achieved through good design, such as building layout and orientation, incorporation of green spaces and proactive engagement with the community.

A summary of important requirements that are needed to support and improve health and wellbeing are shown in the table, right.

Health & Wellbeing Related Issue

Requirements for developers

Other Strategic Recommendations

Housing design and affordability

- Include a range of housing types, including accessible and adaptable homes, affordable homes and larger family homes
- Good design and layout that avoids overheating, is energy efficient, and with private outdoor space.

- Continue to promote and apply national and local policy and guidance, including the Urban Living SPD, to embed high quality design
- Explore Local Lettings policies to support the local community to access new housing options at Frome Gateway

Access to health and social care services and other social infrastructure

- Provide opportunities for local community groups to be accommodated in development plans
- Design for community spaces to be developed in collaboration with communities to ensure they meet local needs

- Support local community groups based in the Frome Gateway area with re-location and/or remaining in the area
- Engage with the Integrated Care Board to help them plan for future health service provision

Access to open space and nature

- Contribute to improving the quality and quantity of open and natural spaces, including through development offsets.
- Sites adjacent to green spaces must integrate ways to maximise safety and inclusivity
- Integrate play spaces, with designs developed in collaboration with BCC and communities to meet local needs
- Ensure sustainable management and maintenance of new green spaces
- Protect and enhance biodiversity
- Contribute to the design and delivery of ecological and placemaking enhancements to the river channel to increase access and enjoyment of the riverside including providing space for wildlife and other features such as viewing platforms and new river crossings

- Pursue funding to improve green/open spaces
- Involve the community to help shape designs
- Ensure that the findings and recommendations of the WECIL Accessibility Audit are taken through into detailed design and delivery briefs and commissions.
- Support the community in management, maintenance and ownership of local green spaces, as appropriate. This may involve establishing a Friends of Riverside Park group
- Use strategic funding to deliver a river restoration project

Air quality, noise and neighbourhood amenity

- Use good design and appropriate location of residential units to lessen noise and air pollution impacts.
- Integrate green infrastructure to improve air quality and attenuate noise
- Ensure ventilation is designed to avoid the need to open windows onto noisy and polluting areas
- Adhere to the 'Agents of Change' principle and ensure that new development does not adversely impact on viability of existing noise-generating uses, such as night-time venues

- Pursue funding and undertake designs to reduce traffic along Pennywell Road
- Continue to promote and invest in city-wide policies and initiatives to reduce emissions from transport
- Ensure adequate provision is made to minimise air pollution and noise from the proposed new Energy Centre

Accessibility and active travel

- Residential and commercial developments to provide secure cycle storage and other support to encourage active travel
- Active travel schemes to prioritise safety and inclusively, including adequate lighting
- Ensure the opening up of the riverside 'Nature Walk' through development offsets

- Continue to promote and invest in public transport connectivity and services, such as a potential new mass transit stop on Newfoundland Way
- Pursue funding and undertake designs for public realm and highways schemes that promote active travel

Urban Design Framework

Health & Wellbeing

Health & Wellbeing Related Issue	Requirements for developers	Other Strategic Recommendations
<p>Crime reduction and community safety</p>	<ul style="list-style-type: none"> • Ensure natural surveillance of streets and public spaces is integrated into development proposals, including sensitive lighting • Comply with 'Secured By Design and design out opportunities for antisocial behaviour 	<ul style="list-style-type: none"> • Continue to engage with the community during the implementation of this framework
<p>Access to healthy food</p>	<ul style="list-style-type: none"> • Integrate local food growing spaces • Provide opportunity for different types of food stores, particularly low cost healthy options 	<ul style="list-style-type: none"> • Continue to promote city-wide food policies and strategies, such as Bristol Good Food 2030 Framework. • Support community parks, gardening groups and other local initiatives
<p>Access to work and training</p>	<ul style="list-style-type: none"> • Ensure the re-provision of employment space in development proposals • Collaborate with BCC to maximise opportunities for local employment and training, as well as opportunities for affordable workspaces 	<ul style="list-style-type: none"> • Continue to engage with the community during the implementation of this framework, such as with local women's groups. • Ensure opportunities for training and apprenticeships are secured through the planning application process as per the Building Bristol programme
<p>Social cohesion and inclusive design</p>	<ul style="list-style-type: none"> • Engage early with local communities to ensure their meaningful involvement in development proposals to meet local needs • Actively promote integration between new and existing communities • Support community groups to be accommodated in development proposals 	<ul style="list-style-type: none"> • Promote best practice for community engagement, collaboration and inclusivity through relationships with all stakeholders and the planning process • Pursue funding for initiatives that provide opportunities to bring people together for shared experiences
<p>Minimising the use of resources</p>	<ul style="list-style-type: none"> • Positively plan for the sustainable and safe re-use and/or disposal of construction material and waste 	<ul style="list-style-type: none"> • Continue to develop and promote policies for sustainable design
<p>Climate change</p>	<ul style="list-style-type: none"> • Maximise energy efficiency of buildings • Ensure connection to the Frome Gateway district heating network is factored into design and development proposals • Maximise the provision of renewable energy, with residents advised on operation for effective use • Design buildings and public spaces for climate resilience • Include SuDS within street greening and open spaces 	<ul style="list-style-type: none"> • Deliver the Frome Gateway District Heating Network and associated Energy Centre. • Continue to develop and promote policies for climate resilience and adaptation, such as the emerging Local Plan

Urban Design Framework

Public Art Principles

BCC recognises the importance of culture, creativity, and public art in contributing to the vision and sense of place for the Frome Gateway Regeneration Area. These aspects are seen as integral to supporting Frome Gateway's evolution as a place which celebrates community and diversity; a place where people from different backgrounds naturally come together.

Public art is a specific condition of planning approval for developments in the Frome Gateway Regeneration Area to 'achieve good quality urban design' and to contribute to the character of the neighbourhood. The Council's expectation is that this should be thoughtfully integrated into scheme planning from the outset, and planning applicants are encouraged to creatively engage with the local community and other stakeholders through the process to allow them to help shape the character of the neighbourhood.

Any plans should, 'Ensure that the neighbourhood really feels like home for everyone here such that it engenders a true sense of belonging, growth, equality and long-term connection'. (Scott Farlow Artist Poet, wishing Penny well report)

Frome Gateway place-shaping themes

Artist-led engagement with the local community in Frome Gateway has identified three place-shaping themes that should be used to help guide and shape cultural provision and public art in the area. These are:

1. **Navigability:** a place that is safe, easy, engaging and enriching for all users, residents, businesses and people moving and passing through.
2. **Legibility:** a place that is the clear and imaginative expression of an inspiring local identity, growing cultural diversity, community connectedness and local distinctiveness.
3. **Conviviality:** a place of genuine human interaction, warmth and kindness, creativity, understanding,



Image to the left shows Scott Farlow Artist Poet engaging with local residents on site near the River Frome and Riverside Park.

Image to the right is referenced from Scott Farlow's 'Wishing Penny well Report' procured by BCC

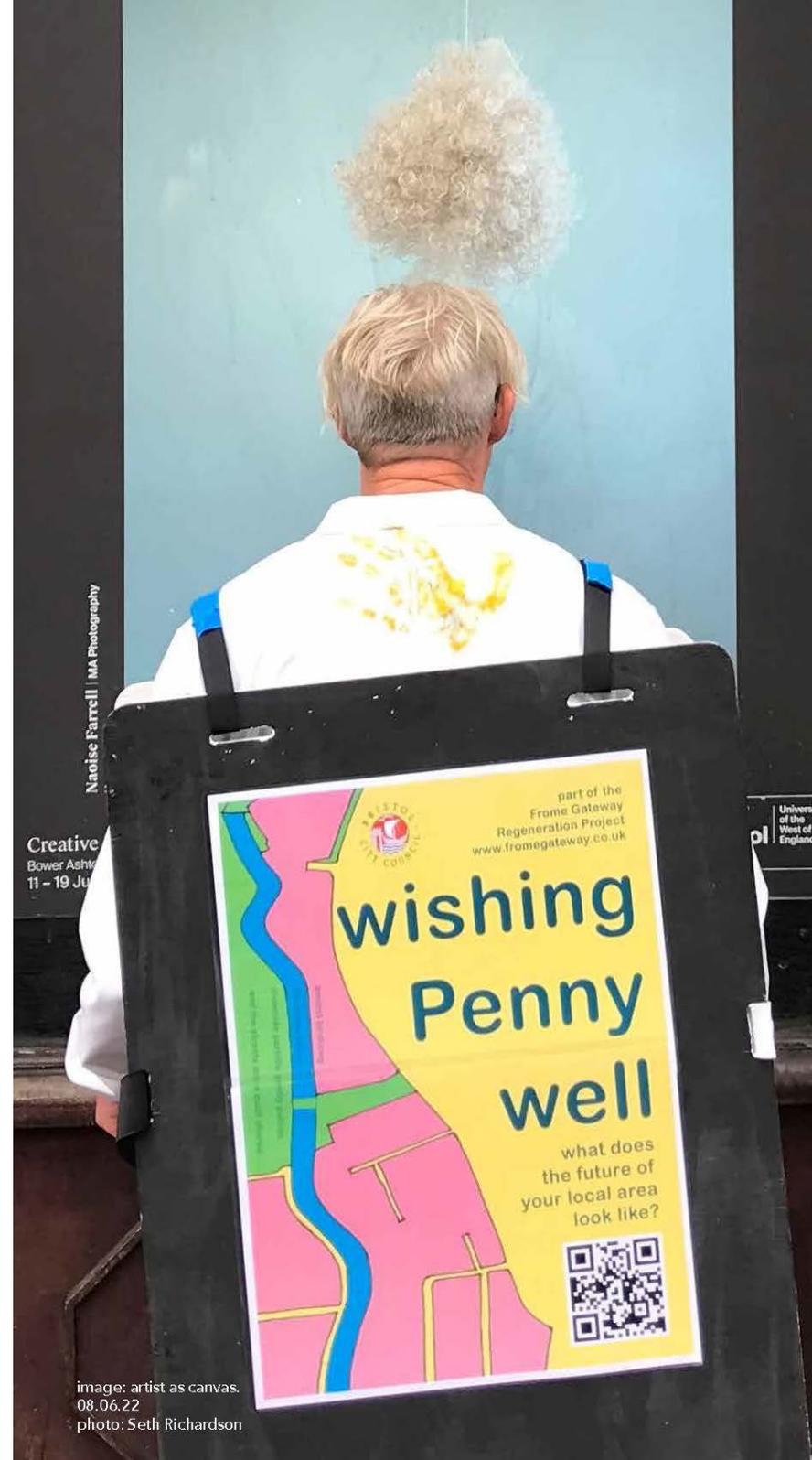
nature connection, shared learning, celebration and neighbourliness. A place for well-being.

(Scott Farlow Artist Poet, wishing Penny well report)

Bristol's Public Art Definition and Principles

The term public art refers to art in the public realm, both on private and public property, irrespective of how it is funded. Public art does not just include static, permanent sculptures and artworks, but a breadth of artist-led creative practice and cultural experiences that can take place in the public realm. Bristol's approach to public art is underpinned by five principles:

- **Social engagement:** Creatively engaging, informing and empowering Bristol's citizens, communities and multi-agency stakeholders.
- **Vibrant place making:** Imagining and contributing to liveable, loved, unique places to live, work and move through.
- **Sustainability:** Supporting a programme of work that contributes to an environmentally and socially sustainable city.
- **Quality urban design:** Embedding public art and culture into schemes as early as possible to maximise economic and social value for developers, residents and users.
- **Cultural ecology:** Nurturing Bristol's creative ecology (the city's 'brand') by commissioning artists and producers and providing space to allow their vision and ideas to thrive.



Urban Design Framework

Public Art Principles

In the context of Frome Gateway, public art initiatives should aim to use these themes and principles to strengthen existing cultural assets and infrastructure, celebrate natural resources such as Riverside Park and the River Frome, and support residents (new and old) to come together. Initiatives might include:

- Providing permanent space (as part of the ground floor strategy), assets or infrastructure to enable ongoing cultural and community activity and experiences.
- Commissioning cultural 'happenings', socially engaged practice and public realm animation e.g. performance, street art, creative interventions and installations, that support placemaking and celebrate local assets.
- Artist-led design to support functional requirements such as lighting, wayfinding, colour schemes, landscaping and green space that encourage community cohesion.
- Commissioning temporary or permanent artworks that activate the public realm.

The process

Bristol City Council's Core Strategy (BCS) 21 is a condition for planning. It ensures that public art and culture are key ingredients for 'successful good quality urban design'. Public art planning is generally approached on an individual scheme by scheme basis. However, Frome Gateway is one of the priority regeneration areas where BCC is encouraging more cohesive, joined-up approaches to public art and culture to maximise value, benefit and impact for all. Our aspiration is to achieve this through a Frome Gateway Cultural Strategy. Led by BCC, the strategy will be developed in partnership with developers, cultural stakeholders and the community, and will inform all public art plans submitted as part of planning applications within the Frome Gateway Regeneration Area. This will enable a staged public art approach as follows:

Stage 1 Supporting the development of the Frome Gateway Cultural Strategy will be the first step in addressing the BCS 21 public art planning condition for developers. The production of the strategy will be undertaken at the earliest opportunity to ensure that the vision for culture and public art at Frome Gateway can be meaningfully integrated across the entire regeneration area and to ensure individual developer's timelines are not negatively affected. BCC Public Art, Culture and Regeneration Teams will be involved in the production of the Frome Gateway Cultural Strategy. A public art consultant will likely input into this work.

Stage 2 Once the Frome Gateway Cultural Strategy is finalised developers can then produce their public art plans which will need to demonstrate how they respond to the strategy. Developers can produce public art plans individually or work with other developers to create collective plans. Submitting a public art plan for approval furthers the process of discharging the public art planning condition.

Stage 3 Once public art plans are approved by the Public Art Team, delivery of the proposed plan can begin. The process of discharging against the planning condition generally concludes once public art proposals are physically delivered.



Image to the left shows Scott Farlow Artist Poet sweeping leaves in the temporary pocket park set up on Pennywell Road near Document (formerly Pennywell Studios).

Image to the right shows the temporary pocket park set up near the River Frome on Wellington Road.



Image: artist and participant in the Wellington Road (car) park 20.07.22. Photo: Seth Richardson

Testing the Approach

Defining Character

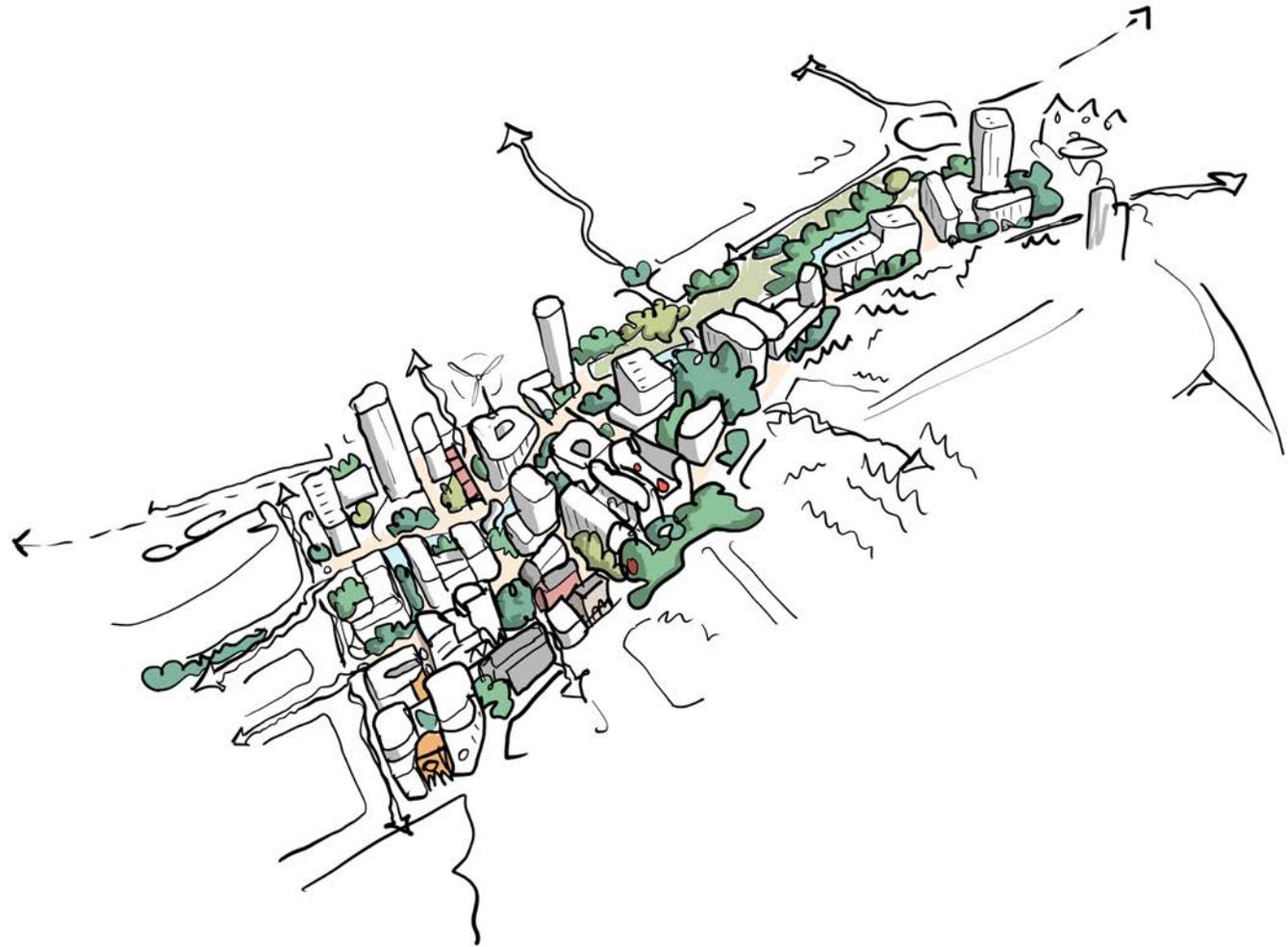
The strategic moves and urban design framework outlined in the previous section have been tested on a more local scale.

This section focuses on the placemaking vision with a particular emphasis on **Character Areas** and **Strategic Routes**. These illustrate an approach that could be deployed to meet the regeneration ambitions of stakeholders and BCC.

The Regeneration Area has been broken down into four distinct **Character Areas**. These are defined by existing street patterns and ownership boundaries, surrounding context and existing building types and uses. These areas all have a unique role to play in the larger regeneration area.

The identified **Strategic Routes** run through one or more **Character Areas** and provide a significant opportunity for achieving maximum public benefit. They are identified as major movement routes that link active frontages, public spaces, pedestrian zones, existing and proposed bridge crossings etc. **Strategic Routes** run North to South and East to West and are described in detail at the beginning of this chapter.

This chapter describes a regeneration approach that intentionally blurs the line between being conceptually aspirational and technically viable and gives clues as to the shape and nature of future development and regeneration moves.



Character Areas & Strategic Routes

A Vision for Neighbourhoods

04



Character Areas

Introduction

The Frome Gateway regeneration area has been separated into four Character Areas. These areas have been defined and developed in response to their site specific geography, existing legal and physical boundaries and their unique character.

Each Character Area responds to the physical and social context of their settings and play a distinct role in the wider regeneration approach.

This section will:

- Give a high level overview of regeneration aims specific to each Character Area e.g. approximate density/employment type/green infrastructure
- Demonstrate strategies that could be deployed to respond to site specific opportunities and constraints
- Suggest a strategic approach to land use and building arrangement
- Outline key spatial ambitions for areas of public realm, building frontages and strategic movement routes
- Highlight how relevant Community Place Principles could be incorporated in a design response
- Identify key placemaking opportunities
- Allow for sufficient flexibility to accommodate minor deviation from the framework were proposals demonstrate design excellence with clear public and environmental benefit

This section does not intend to:

- Give definitive instruction on building height, form or footprint
- Define minimum or maximum plot densities
- Demonstrate plot specific flood mitigation strategies
- Be too rigid to ignore innovative proposals that demonstrate clear public and environmental benefit



Riverside Park & Peel Street Open Space

Large green spaces with huge potential to form a safe, inviting green lung to benefit local communities. Home to established trees, diverse wildlife and hemmed by the River Frome running into the heart of the city.



Tanneries Character Area See pages 98-103

The northern spur of Frome Gateway currently accommodates large light industrial uses and extensive surface car parking. This area is well connected to more strategic infrastructure and should provide valued light industrial and logistics type employment space into the future. Significant enhancements to both the public realm and river Frome will be fundamental to the regeneration of the area.



Elton Street Character Area

See pages 80-85
A prominent corner of Frome Gateway that should become a vibrant entry point to the site. Now dominated by large areas of parking and servicing yards this area has the capacity for significant enhancement to welcome people in and set the tone for the future of the area.

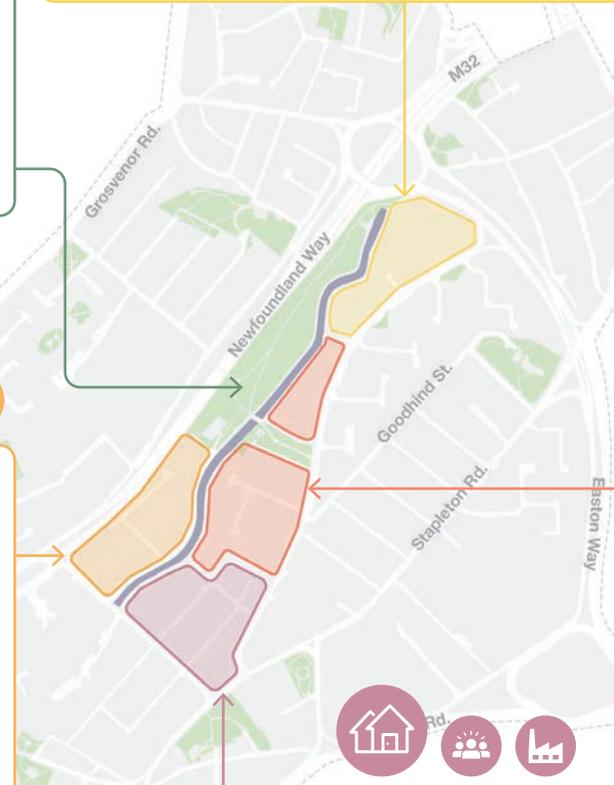
Eugene Street Character Area See Pages 86-91

Much of the Victorian streets and building fabric remain lending a unique character to this important corner site. Bridging between Old Market and Frome Gateway the regeneration of this area needs sensitivity in determining both use and scale of new buildings and innovation in the reuse and reinvention of existing structures.



Peel Street Character Area

See pages 92-97
The historic street pattern of the Victorian residential and industrial buildings still remains only now the area is home to large footprint light industrial sheds and yards. These larger plots have the potential for holistic regeneration that accommodates a mix of business and workspace at ground level that animates the streets and public realm.



Key Points

- **Tanneries Character Area**
Modern and consolidated light industrial employment spaces. Uses of strategic importance for city logistics and distribution diversifying and intensifying use
- **Peel St. Character Area**
Workshop and maker spaces at ground floor with residential above. A place for living and making
- **Eugene St. Character Area**
Community and cultural uses and workspaces at ground floor with residential above. Area of heritage interest and intimate street pattern
- **Elton St. Character Area**
Commercial and community uses at ground floor with residential above. A vibrant entry point to Frome Gateway

- River Frome
- Existing public space

Feelings of neighbourhood belonging can reduce isolation and improve mental wellbeing. This can help overcome mental health inequalities associated with socio-economic deprivation, particularly in older people.

Health Outcomes

Strategic Routes

Pennywell Rd. & Riverside Walk



Key Points

- Tanneries Character Area**
Modern and consolidated light industrial employment spaces. Uses of strategic importance for city logistics and distribution diversifying and intensifying use
 - Peel St. Character Area**
Workshop and maker spaces at ground floor with residential above. A place for living and making
 - Eugene St. Character Area**
Community and cultural uses and workspaces at ground floor with residential above. Area of heritage interest and intimate street pattern
 - Elton St. Character Area**
Commercial and community uses at ground floor with residential above. A vibrant entry point to Frome Gateway
- River Frome
■ Existing public space

Pennywell Road Pages 69-71

Pennywell Road links Easton Way to Old Market. The road is predominantly used by vehicular traffic as a through route to the M32 and as the main servicing and access route for industrial businesses at Frome Gateway. This results in the road feeling unsafe for pedestrians, particularly for children travelling to/from local schools. As a result, Pennywell Road feels very functional with little places of interest or opportunities to stop and dwell. There is a significant difference in width throughout Pennywell Road,

which generally is narrower to the south and wider to the north.

Strategic Moves & Outcomes

As the primary character of Frome Gateway transitions from an industrial to a mixed-use residential area, the role and function of Pennywell Road must also be adapted to ensure it continues to serve the needs of the community.

- Space will be re-prioritised to create a safer environment which supports walking, cycling and community activities. A modal

filter will be used to stop through-traffic

- Development plots should positively engage with and contribute to street life
- Street greening will create a more pleasant and comfortable space and help adapt to the impacts of climate change
- Outdoor public and community spaces will be integrated to support street life and community use

Riverside Walk Pages 72-75

Riverside Walk connects St Werburgh's to Castle Park. The route passes through Riverside Park along the River Frome, although there are very few opportunities to dwell and enjoy the riverside. Channel walls along the River Frome significantly limit the visibility of the river and local wildlife. This is a strategic cycle route in/out of the city centre which shares space with pedestrians and this can cause conflict among different route users. Along Wellington Road vehicular access is provided for businesses.

Strategic Moves & Outcomes

Riverside Walk will be enhanced to create a high-quality movement route which integrates opportunities to enjoy the riverside and wildlife.

- Upgrades to the walking and cycle route will be delivered to make it easier and safer to walk and cycle while maintain servicing and access for businesses in the Elton Street Character Area

- Opportunities will be explored to enhance the ecological value of the river corridor, make the river more visible and create opportunities to stop, dwell and relax at the riverside

Strategic Routes

Newfoundland Way & East/West



Key Points

- **Tanneries Character Area**
Modern and consolidated light industrial employment spaces. Uses of strategic importance for city logistics and distribution diversifying and intensifying use
 - **Peel St. Character Area**
Workshop and maker spaces at ground floor with residential above. A place for living and making
 - **Eugene St. Character Area**
Community and cultural uses and workspaces at ground floor with residential above. Area of heritage interest and intimate street pattern
 - **Elton St. Character Area**
Commercial and community uses at ground floor with residential above. A vibrant entry point to Frome Gateway
- River Frome
 - Existing public space
 - ➔ Primary existing and enhanced East West Route
 - - - ➔ Secondary proposed east/west routes facilitated by new bridge crossings

Newfoundland Way Pages 76-79

Newfoundland Way is very wide, strategic vehicular route connecting the M32 to the city centre. There are few opportunities to cross at street level, and a pedestrian and cycle bridge connecting Riverside Park to St Nicholas Street in St Paul's. Development plots tend to turn to face away from Newfoundland Way, adding to its very functional role which prioritises the needs of vehicles entering the city centre. This creates a harsh and noisy environment which offers an underwhelming entry point into

the city and acts as a physical and psychological barrier between St Jude's and St Paul's.

Strategic Moves & Outcomes

Regeneration at Frome Gateway will create both a larger population in the area as well as more reasons to cross Newfoundland Way. As this transition happens it's important that opportunities to enhance connectivity across Newfoundland Way are delivered to make this easier, safer and more pleasant. Enhanced crossing points will be explored both at street level and via

an upgraded pedestrian and cycle bridge.

Development plots in the Elton Street Character Area should:

- Visually enhance this gateway entrance into the city through innovative design responses.
- Positively engage with and contribute to street life along Newfoundland Way through ground-level active uses to help transition the nature of this road to more of a city street.
- Minimise exposure of residents to air and noise pollution.

East West Connection

Users travelling east-west from St Paul's to Easton or Old Market are required to cross Newfoundland Way either at street level or via the pedestrian footbridge. Only one crossing point over the River Frome means movement is generally funnelled over Peel Street Bridge and over Pennywell Road. The route is hostile and difficult to navigate, with significant differences in levels which present accessibility challenges.

Strategic Moves & Outcomes

Enhanced east-west connections are critical for better connectivity between St Jude's and St Paul's communities, which were historically severed when Newfoundland Way was constructed.

- Enhanced crossing points over Newfoundland Way will be explored both at street level and via an upgraded pedestrian and cycle bridge.
- New crossings over the River Frome will be delivered to increase permeability and

movement options. This will be done in conjunction with enhanced east-west streets such as Eugene Street to enhance navigability and ease of use.

- Pennywell Road will be upgraded to create a more pleasant and safer environment for onwards travel through to Old Market and Easton.
- Upgrades will be required to effectively deal with level changes to maximise the accessibility of this route.

Strategic Routes

Pennywell Road



Illustrative sketch showing a potential response to placemaking principles and concept building arrangement

Peel St. Green Space

This sketch looks West through Peel Street Open Space to Riverside Park. The public space forms a key east/west pedestrian and cycle movement corridor linking St. Paul's to St. Jude's. Acting as a branch to the River Forne's Wildlife corridor the park extends nature and ecology East into St. Jude's. The 'Green branch' draws people into the regeneration area to re-engage with the river.

The park's intimate relationship to the residential Pennywell Road makes it an exciting potential location for community growing spaces.

Access to healthy and affordable food, community food growing and availability of supermarkets is shown to have associated health benefits, such as increased fruit and vegetable intake.

Health Outcomes 

Location Plan



Strategic Routes

Pennywell Road Plan



1. Residential active frontage must engage with the Pennywell Rd. To create a vibrant and animated streetscape

2. New development must successfully stitch into existing residential community

New homes, community space and leisure

3. Potential for affordable workspace for local businesses and community organisations

4. Enhance Peel St Park as a space for play, community growing and socialising

Diverse and inclusive communities

5. Opportunity for active frontage enclosing public space

6. Wayfinding: Green Gateway

7. Whenever feasible Industrial uses must be lined with active frontage

Friendly streets and spaces for all

8. Locally listed & historic buildings should be retained and celebrated

9. Industrial identity reflected in employment uses

10. Industrial urban landscape creates opportunities for night-time economy and creative uses

11. Park for urban sport and art celebrates industrial identity.

Establishing and celebrating identity and place

12. Modal filter no vehicular through traffic

13. Pedestrian focused area

14. Cycle routes in northern end of Pennywell Road should be segregated in order to separate cyclists from heavy vehicles associated with light industrial uses

Better Connectivity and Transport

15. Urban street greening mitigates air and noise pollution from busy vehicular routes

16. New Pocket parks proposed

17. Must retain mature trees

18. Street greening reduces urban heat island effect

19. Sustainable drainage proposed for key routes

Environmentally sustainable and healthy neighbourhood

Key

Active Frontage

- Primary Active Frontage
- Secondary Active Frontage
- Residential Active Frontage
- Key Active Edges

Green Public Space

- Existing Private Green Space
- Enhanced existing public space
- Proposed pocket parks

Movement

- Newfoundland Way + Easton Way Vehicular Route
- Primary movement Routes (Wider arrows indicate heavily trafficked route)
- Secondary Movement Routes
- Segregated Cycle Corridor
- Modal filter to restrict HGV/Service vehicle access to Pennywell Road

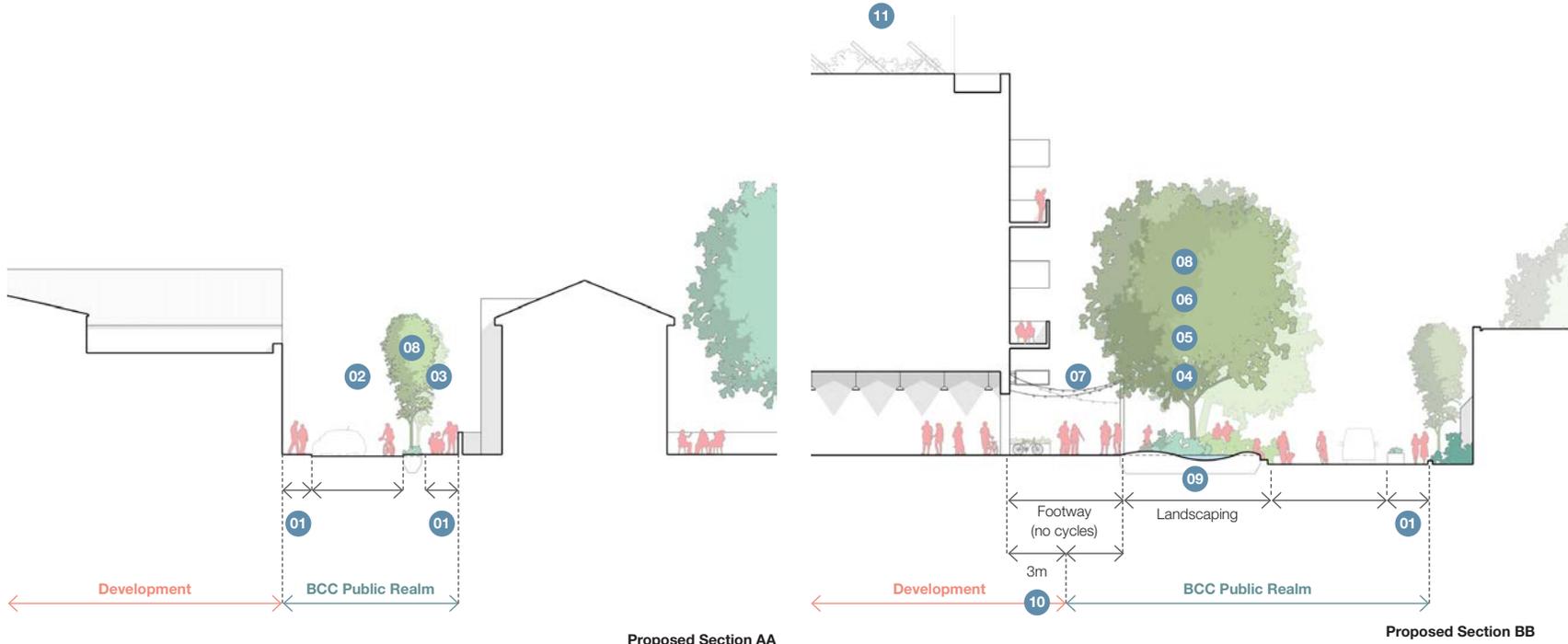
Pennywell road is not considered safe and pleasant to walk along by many local people. Improving the quality of the walking environment can encourage people to walk, reducing car use and increasing physical activity

Health Outcomes



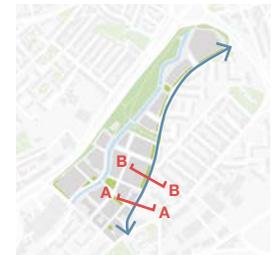
Strategic Routes

Pennywell Road Sections



Design Principles

- 1. Constrained Footways** Some constrained areas adjacent to existing buildings or walls will be unable to accommodate additional greening however a minimum width of 2m must be provided in these areas
- 2. Carriageway** Domestic traffic and limited servicing and delivery access. In areas of constrained street widths cyclist and vehicles may share a carriageway (20mph area). Potential for one-way working to reallocate road space to pedestrians and cyclists and reduce conflict
- 3. Enhanced Footway**, street trees, SuDs, landscaped sections and short stay cycle/scooter parking to be integrated as a buffer between carriageway and footway. 2m minimum clear footway
- 4. New linear park** along Pennywell Road will incorporate existing mature street trees and new landscaping and ecological features to soften the urban environment and create a more welcoming, human orientated environment
- 5. Mature Street Trees** must be preserved wherever possible throughout the regeneration area
- 6. Play on the Way** integrated areas for formal and informal play should be integrated into the linear park in appropriate locations that benefit from good solar orientation and passive surveillance by neighbouring residents and businesses
- 7. Linear Park Footway** Parallel to the linear park footways should be generous and provide clear access to green amenity and active frontages that will line this green space a minimum footway width of 3m clear should be provided
- 8. Urban Street Greening** Incidental spaces such as street edges and cycle parking areas should seek to maximise street greening in addition to more meaningful interventions. This will help create a variety of biophilic interventions that help build diversity and resilience in the local ecosystem. Tree planting will provide clear legibility and way finding for all users with a variety of tree types and sizes used to achieve simple understanding of the public realm
- 9. Sustainable Drainage** Climate resilient interventions through a series of SuDS such as rain gardens, connected tree pits for storm water storage and attenuation features will form an integral part of the function and aesthetics of the public realm
- 10. Development Set-Back Area** A 3m minimum set-back from ownership boundary to building line must be provided to allow for outboard balconies, ground floor breakout and defensible spaces and additional urban greening. This space will contribute to a more generous public realm enhance the wider appeal of Pennywell Road
- 11. Biodiverse Roofs** Maximise biodiversity across development plots and wider site area. Biodiverse roofs can create important unique habits for birds and insects and contribute to the wider ecosystem. Roofscape composition and the integration on on-site energy generation should factored into develop proposals from an early design stage



Strategic Routes

Riverside Walk



Illustrative sketch showing a potential response to placemaking principles and concept building arrangement

Riverside Walk

This sketch looks south along the main strategic pedestrian and cycle route that leads to the heart of the city centre. Riverside walk is a key arterial route for commuters in the city. The park will now be transformed into a much loved destination.

Providing new spaces where the public can enjoy the river and wildlife corridor. South facing aspect on the river should be celebrated with barriers removed and the river opened up for everyone to enjoy.

Pedestrian and cycle routes will be enhanced with more opportunities to stop and enjoy both the river and the park. New thresholds will be created separating cyclists and pedestrians increasing safety for all.

Park edges should be activated by cafés, restaurants, community uses and leisure offerings at ground floor to provide a destination for all the surrounding communities to enjoy.

Location Plan



Strategic Routes

Riverside Walk: Plan



Key

Active Frontage

- Primary Active Frontage
- Secondary Active Frontage
- Residential Active Frontage
- Key Active Edges

Green Public Space

- Existing Private Green Space
- Enhanced existing public space
- Proposed pocket parks

Movement

- Newfoundland Way + Easton Way Vehicular Route
- Primary movement Routes (Wider arrows indicate heavily trafficked route)
- Secondary Movement Routes
- Segregated Cycle Corridor
- Modal filter to restrict HGV/Service vehicle access to Pennywell Road

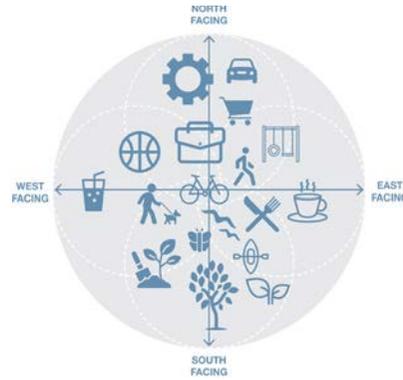
Location Plan



Strategic Routes

Riverside Walk: Solar Study

As the central ecological and movement corridor of the Regeneration area the River Frome offers great potential for future development. This section looks at the varying daylighting conditions of the river and suggest potential uses that could enhance areas of public realm. Ground floor uses are a guide for developers only and must first align with the employment strategy set out in this document.



Key

- **North Facing:** Shaded Riverbank
- **South:** Maximum Sunlight
- **East:** Morning Sunlight
- **West:** Afternoon/Evening Sunlight

Note:
The uses described are explored as a guide for developers, a variety of Ground floor activities may be explored in all Character Areas

River Frome Key Section:



Condition 01 Section AA



Condition 02 Section BB

■ **North Facing Banks:** Shaded

Peel Street & Eugene Street Character Areas

encourage night time activity and positively engage with the River Frome. Restaurants, cafés and community uses. Wildlife corridor should be preserved with emphasis on appropriate lighting and noise levels to support ecology

- **Tanneries Character Area** opportunity to encourage evening & night time activity potential for music venues/bars/restaurants in the industrial heart of the regeneration area
- **Peel St. Open Space** the park space may offer north facing habitats for ecology including darker spaces for bats, nesting birds and small mammals

■ **East facing banks:** Morning Sunlight

- **Elton St. Character Area** cafés, restaurants and spaces to dwell that engage with the river. Pocket parks with green open space for dog walkers and playgrounds for children
- **Riverside Park** may provide sport amenity, green and blue infrastructure for dog walkers, playgrounds and places to rest while actively engaging with the river

■ **South facing banks:** Maximum Sunlight

- **Elton St. Character Area** opportunity for pocket parks and green/blue amenity promoting the River Frome wildlife corridor. Significant opportunity for substantial landscaping and habitat creation for a variety of species.

- **Riverside Park** opportunity to deliver significant green and blue infrastructure. Potential to step down to the river and create spaces to dwell for long periods of time that engage with the wildlife corridor and River Frome. May also provide community grow spaces, sport amenity, playgrounds, wildlife conservation habitats and green open space for play/rest/socialising.

■ **West facing banks:** Afternoon Sunlight

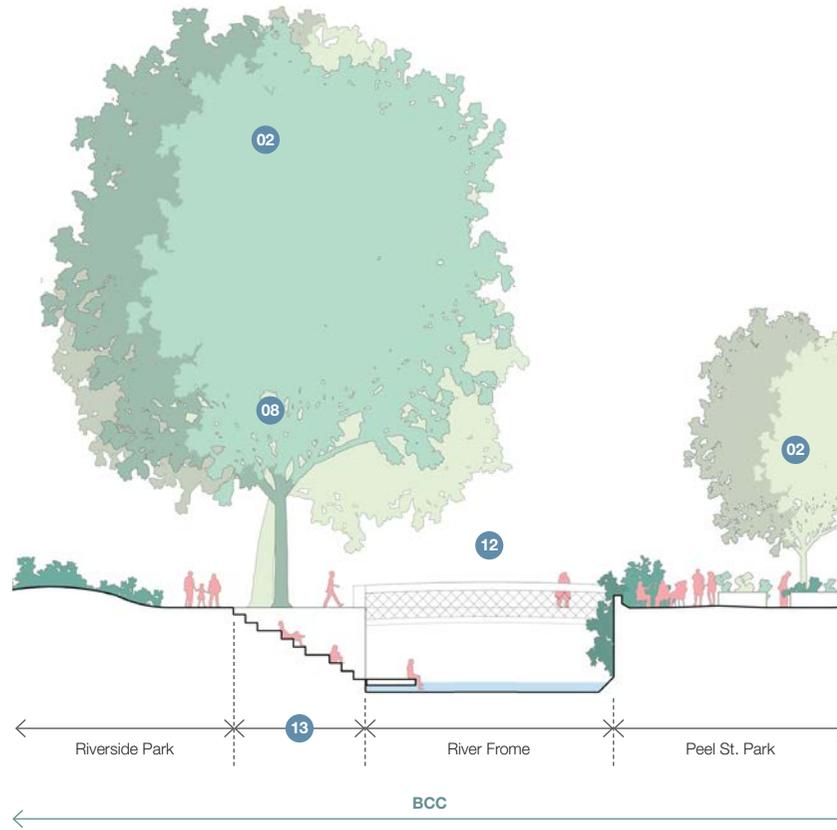
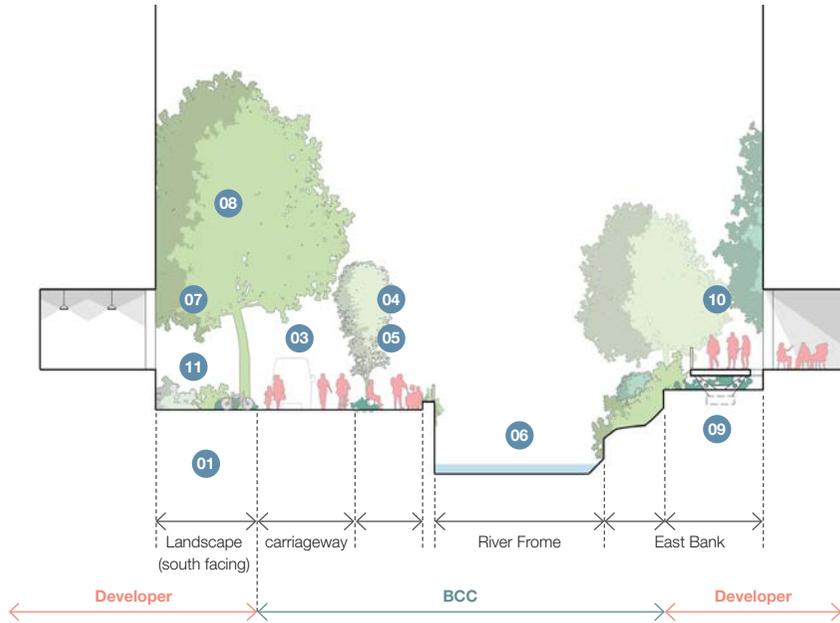
- **Peel St. & Tanneries Character Areas** opportunity for pocket parks, green infrastructure for dog walkers, sports amenity, playgrounds, restaurants, cafés, bars.

Location Plan



Strategic Routes

Riverside Walk: Sections



Design Principles

- 1. Wellington Road Development Set-Back Area** The southern portion of Wellington Road must be a generous and accessible piece of public realm that invites people into Frome Gateway. New buildings should set back from their boundary to accommodate defensible space, balcony overhang areas and landscape contributions to the public realm including SuDS, tree planting and highways infrastructure such as taxi drop-off areas
- 2. A Green Gateway** Use public realm, green and blue infrastructure interventions to aid way finding

- 3. Shared Route** A combined shared vehicular and active travel route with materials and details that promote slower speed vehicle movements such as cobbles, stone or brick
- 4. Pedestrian Route** Footway buffer will integrate trees, SuDS, landscaped sections and short stay cycle/scooter parking to be integrated as a buffer between shared route and footway. 2m minimum clear footway. This surface should be smooth to provide minimal disruption to push-chairs, wheelchairs and other mobility aids
- 5. River Promenade** The edge will be recalibrated to enhance the

visual and physical connection to the water while enhancing and protecting the wildlife corridor

- 6. River Frome** Enhance ecological recovery in the River Frome by nurturing and diversifying habitats.
- 7. Urban Street Greening** Incidental spaces should seek to maximise street greening in addition to more meaningful interventions. This will help create a variety of biophilic interventions that help build diversity and resilience in the local ecosystem. Tree planting will provide clear legibility and way finding for all users with a variety of tree types and sizes used to

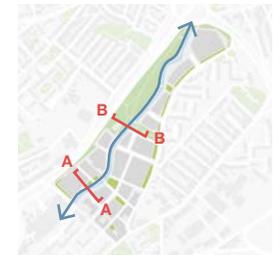
- achieve simple understanding of the public realm
- 8. Mature Street Trees** Must be preserved wherever possible throughout the regeneration area
- 9. Riverside Boardwalk** Promotes public engagement with river. If elevated may provide flood evacuation routes for several development plots. However, developers are not limited to a boardwalk solution and should explore a range of flood mitigation strategies (see pages 55-58)
- 10. River Frome Wildlife Walk** The southern bank of the Frome is home to diverse and established

habitats that contribute to the sense of tranquillity along the river corridor. This must be preserved and should be made publicly accessible with development being set back from the bank by between 5-10m subject to site specific conditions and constraints

- 11. Sustainable Drainage** Climate resilient interventions through a series of SuDS such as rain gardens, connected tree pits for storm water storage and possible attenuation features will form an integral part of the function and aesthetics of the public realm and green infrastructure strategies

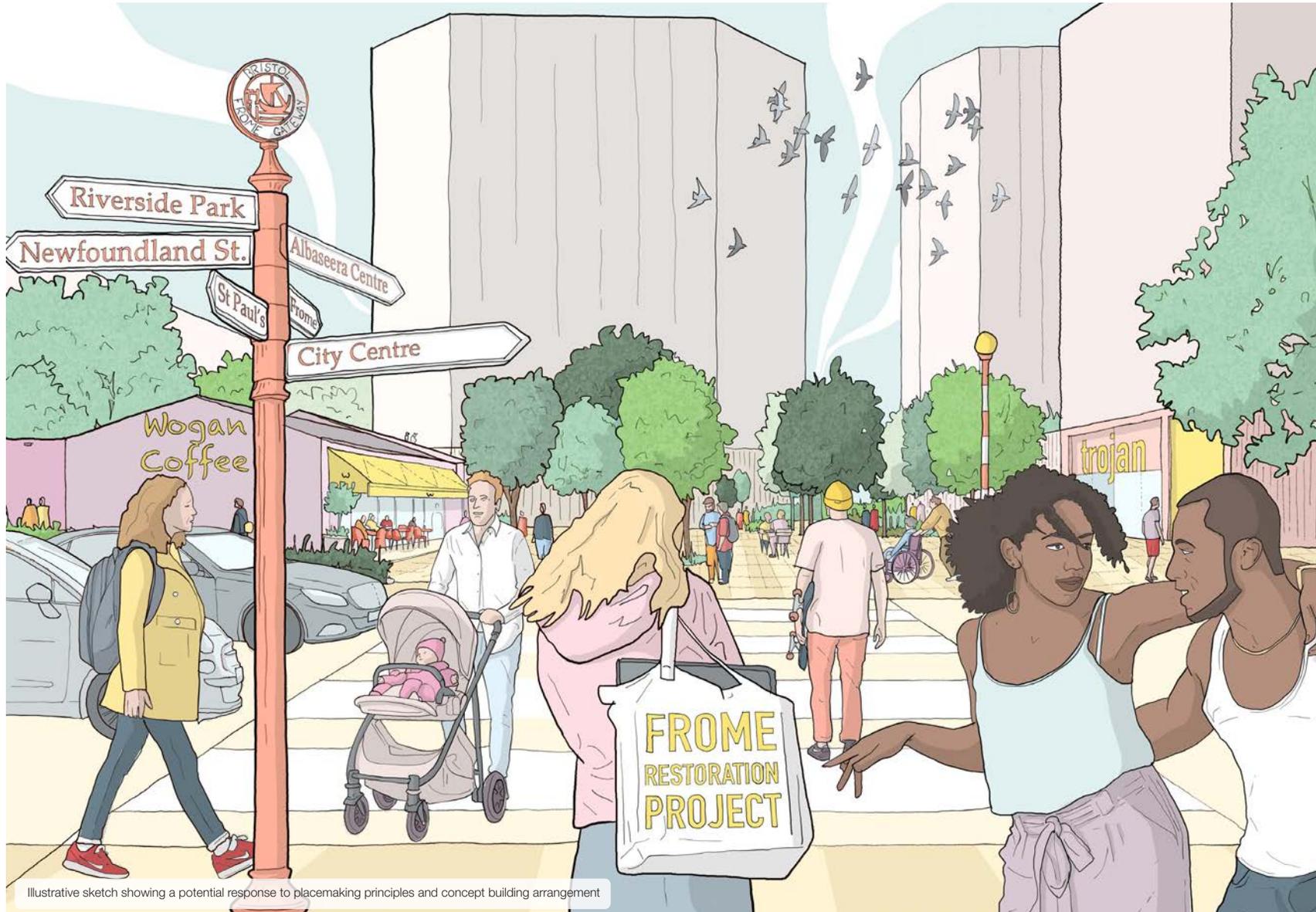
- 12. Peel Street Bridge** Footbridge to be retained and enhanced as a key destination and way finding marker at the confluence to two primary movement routes
- 13. Engaging with the River Frome** Potential for street furniture / placemaking features to increase accessibility to water. South facing aspect creates an attractive destination to engage with and observe the wildlife corridor for longer periods of time. Offers potential for water activities subject to separate studies

Location Plan



Strategic Routes

Newfoundland Way



Illustrative sketch showing a potential response to placemaking principles and concept building arrangement

Newfoundland Way Crossing

This sketch looks east across the re-imagined Newfoundland Way towards a new arrival point overlooked by the existing Wogan Coffee Roastery and Café. This new pedestrian and cycle crossing for Newfoundland Way will provide much needed east/west permeability and connections to St. Paul's and St Jude's. Newfoundland Way is now considered a street to be activated with ground floor uses and reanimated by landscape and planting.

As a green gateway to the regeneration area this space provides the public with places to rest, eat, work and play. Hard landscaping will create a more formal public square but will also be softened by tree coverage and planting to reduce urban heat island effect. The green amenity will act as a branch to the wildlife corridor of the River Frome bringing people into the heart of the regeneration area to re-engage or discover the river for the first time.

Location Plan



Strategic Routes

Newfoundland Way: Plan



Key

Active Frontage

- Primary Active Frontage
- - Secondary Active Frontage
- Residential Active Frontage
- /// Key Active Edges

Green Public Space

- Existing Private Green Space
- Enhanced existing public space
- Proposed pocket parks

Movement

- Newfoundland Way + Easton Way Vehicular Route
- Primary movement Routes (Wider arrows indicate heavily trafficked route)
- Secondary Movement Routes
- Segregated Cycle Corridor
- Modal filter to restrict HGV/Service vehicle access to Pennywell Road

Public Space

- 01 Newfoundland Linear Park
- 02 Riverside Park
- 03 Junction 3 Subway Landscape
- 04 Clement St. Pedestrian Area

1. Potential relocation of local community assets

2. Existing Mixed Use Games Area (MUGA) must be enhanced to support health benefits for local communities. Participating in sport aids social cohesion for local population

3. Community uses at ground floor

4. Affordable workspace in existing buildings

Diverse and inclusive communities

5. No residential development at ground floor

6. High density residential development close to city centre increases active travel and positively impacts sustainability goals

New homes, community space and leisure

7. Placemaking opportunity: Locally listed & historic buildings should be retained and celebrated

8. Historic river wall should be maintained and repaired

Establishing and celebrating identity and place

9. Natural surveillance from active frontage and residential development reduces risk of crime and anti-social behaviour in public spaces

10. Enhanced lighting along key routes increases footfall and therefore safety. More residents using green spaces will positively impact health outcomes

Friendly streets and spaces for all

11. Green infrastructure creates barrier to noise and air pollution from major vehicular routes

12. Enhance Riverside Park to encourage landscape for play, socialising, growing and exercise

13. Must retain mature trees in Riverside Park

14. Street greening reduces urban heat island effect

15. Sustainable drainage proposed for key routes

16. Potential Location for new DHN Energy Centre

Environmentally sustainable and healthy neighbourhood

17. Existing at grade crossing enhanced

18. Pedestrian focused area

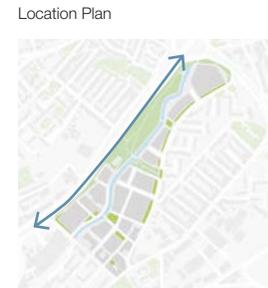
19. Enhanced at grade Pedestrian & Cycle crossing

20. New active bridge to improve pedestrian and cycle movement

21. Enhanced Subway Crossing

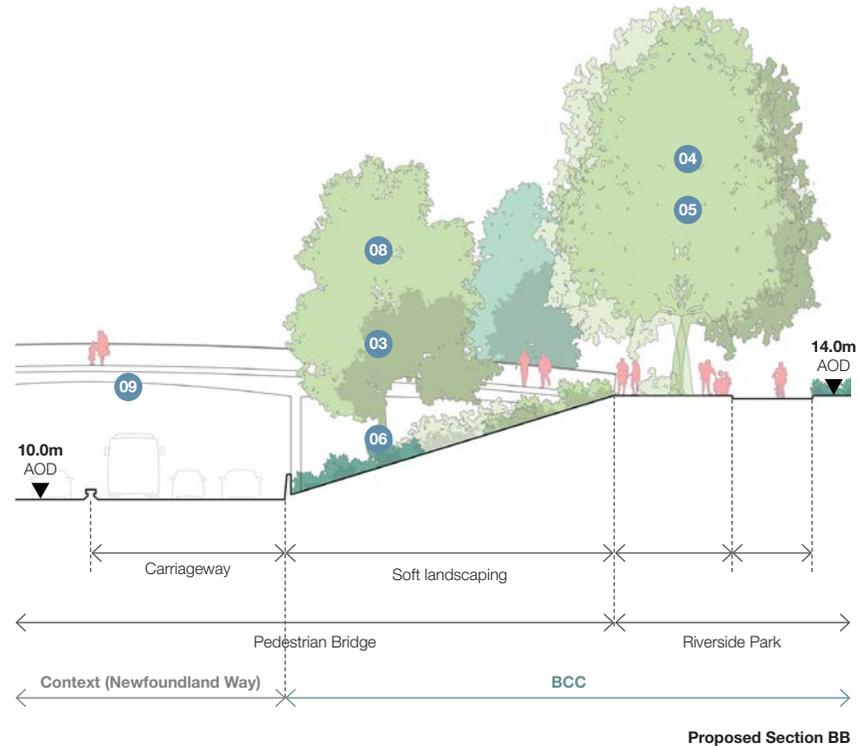
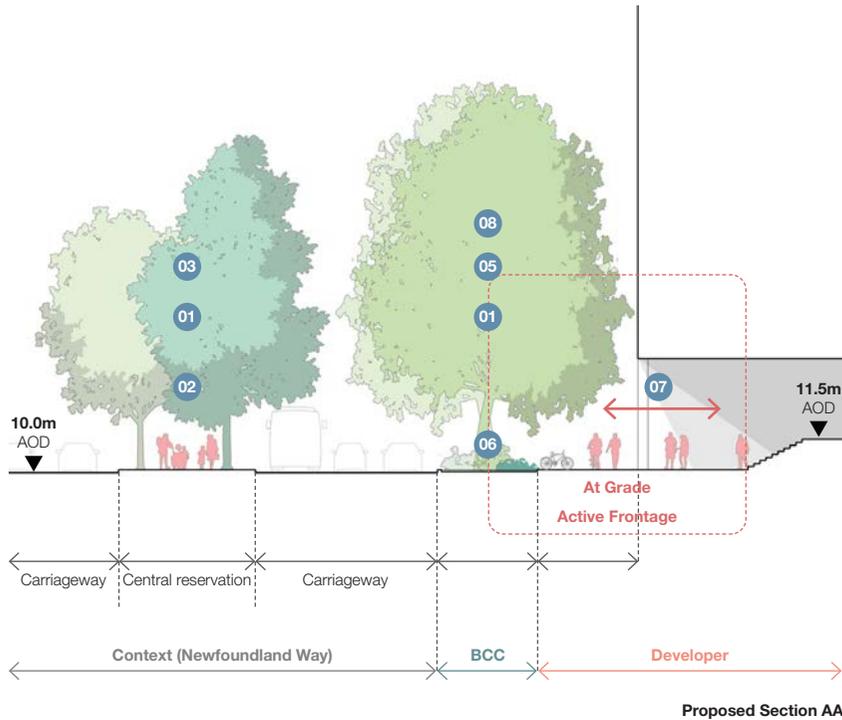
22. Threshold between pedestrian and cycle routes must be carefully considered to reduce conflict

Better Connectivity and Transport



Strategic Routes

Newfoundland Way: Sections



Design Principles

1. Re-Greening of the Highways

While technically outside of the Frome Gateway study area the future ambition for Newfoundland Way is to reduce vehicle numbers, reduce the carriageway widths and introduce street greening to create a more inviting route into the city

2. Enhanced Pedestrian Crossing

A new at grade crossing across a reduced Newfoundland Way linking to St Paul's would dramatically improve connectivity to Frome Gateway linking it more closely to neighbouring communities and amenities

3. Urban Street Greening

Incidental spaces should seek to maximise street greening in addition to more meaningful interventions. This will help create a variety of biophilic interventions that help build diversity and resilience in the local ecosystem. Tree planting will provide clear legibility and way finding for all users with a variety of tree types and sizes used to achieve simple understanding of the public realm

4. Mature Street Trees

Must be preserved wherever possible throughout the regeneration area

5. A Tree Lined Promenade

Existing and new trees run Parallel to Newfoundland Way creating a natural buffer between the carriageway and development plots. This creates a set back, attractive corridor that should be animated with active frontages and public amenity

6. Sustainable Drainage

Climate resilient interventions through a series of SuDS such as rain gardens, connected tree pits for storm water storage and possible attenuation features will form an integral part of the function and aesthetics of the public realm and green infrastructure strategies

7. Active Edges

Buildings in this location sit in Flood Zone 3. Flood mitigation measures will be required in accordance with building use, Local Authority and Environment Agency review. However active street edges are desirable to create dynamic, attractive and accessible buildings that contribute to the public realm. Where possible buildings should provide at grade access from the street

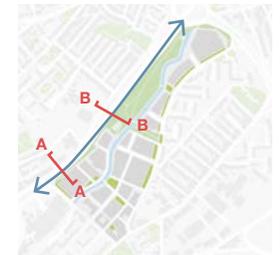
8. Newfoundland Way Ecological Buffer

The interface between Riverside Park and Newfoundland Way is defined by a dense and well established ecological area comprised of mature trees and well established shrubs and grasses. This area provides vital habitat for numerous species and helps protect Riverside Park from noise and air pollution generated on Newfoundland Way. This area should be made more inviting and accessible with better maintained foot and cycle paths and improved wayfinding

9. Newfoundland Way Active Travel Bridge

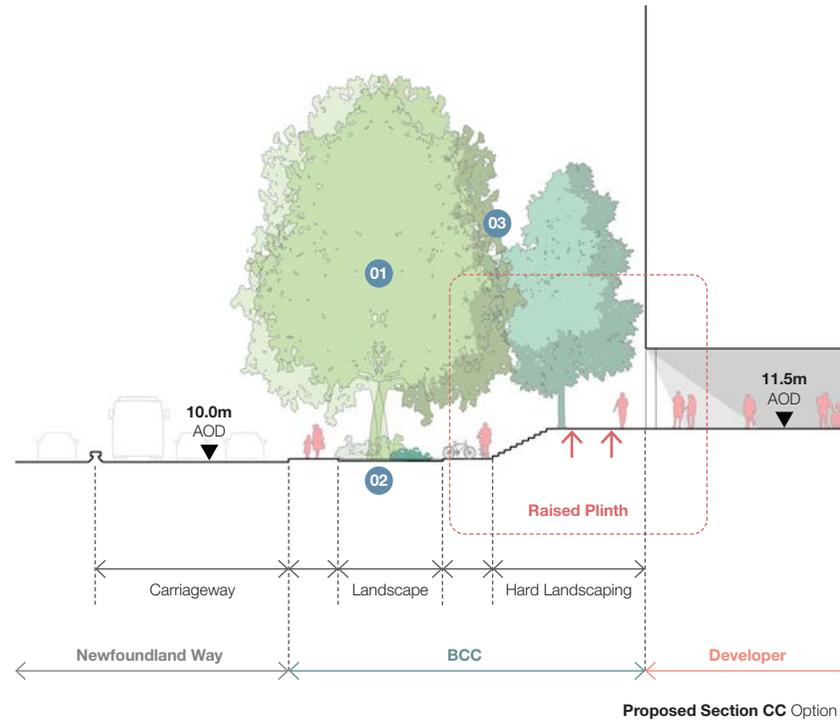
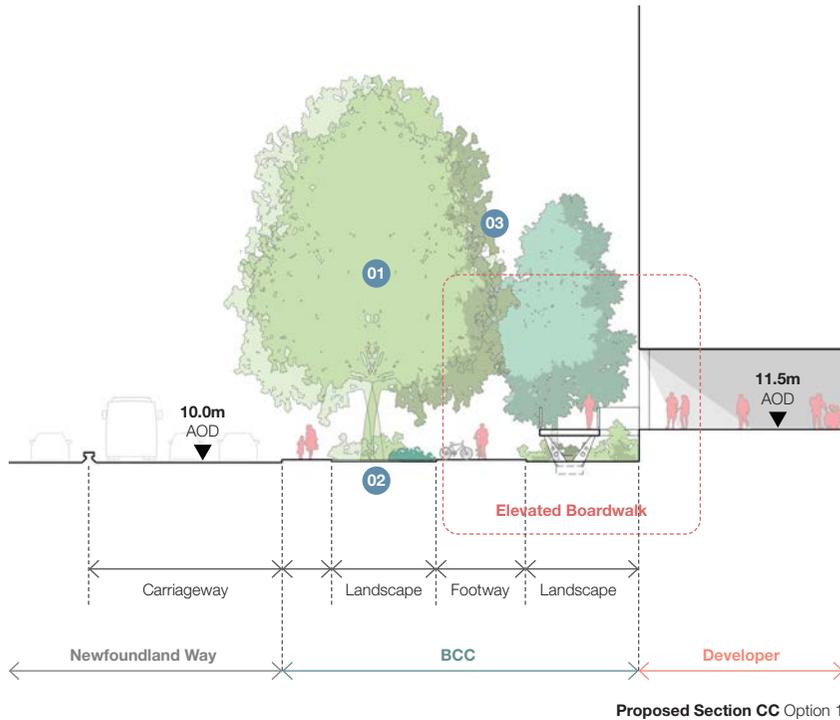
New active travel bridge to make it easier for pedestrians and cyclists to cross Newfoundland Way and better connect Frome Gateway to St Paul's and St Agnes. This should include segregated space for pedestrians and cyclists. A new bridge provides the opportunity to redefine the experience of people arriving into the city via Newfoundland Way

Location Plan



Strategic Routes

Newfoundland Way: Sections



Design Principles

The section drawings above show two approaches to flood infrastructure that may be applied to Frome Gateway.

Option 01 shows an approach that proposes a lightweight designed elevated boardwalk solution.

Pros:

- Placemaking opportunities to incorporate play
- Provides safe egress in a flood event (smaller footfall capacity than opt. 02)
- Lightweight solution - less intervention required

- Cheaper solution compared to option 2

Cons:

- Less active frontage for development limits placemaking opportunities and reduces natural surveillance over public space
- Creates a barrier to movement
- Perceived as a more significant level change in the landscape



Option 02 shows an approach that would raise the landscape surrounding development above flood level.

Pros:

- More active frontage
- Fewer barriers to movement
- Perceived as a smoother transition across level changes
- Placemaking opportunities in raised landscape (planting, stepped seating etc.)
- Provides safe egress in a flood event (significantly more footfall capacity than opt. 01)

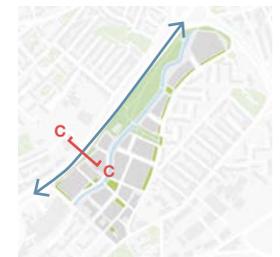
Cons:

- More expensive solution
- Greater intervention required
- Potential to disturb more polluted ground

Landscape Design Principles

- 1. Urban Street Greening** To comprise a variety of biophilic interventions within the highway boundary. Tree planting will provide clear eligibility and way-finding for all users using a variety of tree types and sizes to achieve simple understanding of the public realm.
- 2. Sustainable Drainage** Climate resilient interventions through a series of SuDs such as rain gardens, connected tree pits for storm water storage and possible attenuation features will form an integral part of the function and aesthetics of the public realm and green infrastructure strategies
- 3. Newfoundland Linear Park** Urban greening, informal planting, rewilding and tree planting must be considered to create a barrier to noise and air pollution from major vehicular routes

Location Plan



Elton Street Character Area

A Marker of Urban Regeneration

This prominent corner of the Frome Gateway area has a direct connection to the City Centre and signposts the regeneration area.

There is significant opportunity to create a new ‘front door’ to Bristol that demonstrates how higher density residential buildings can contribute to a dynamic, inclusive public realm.

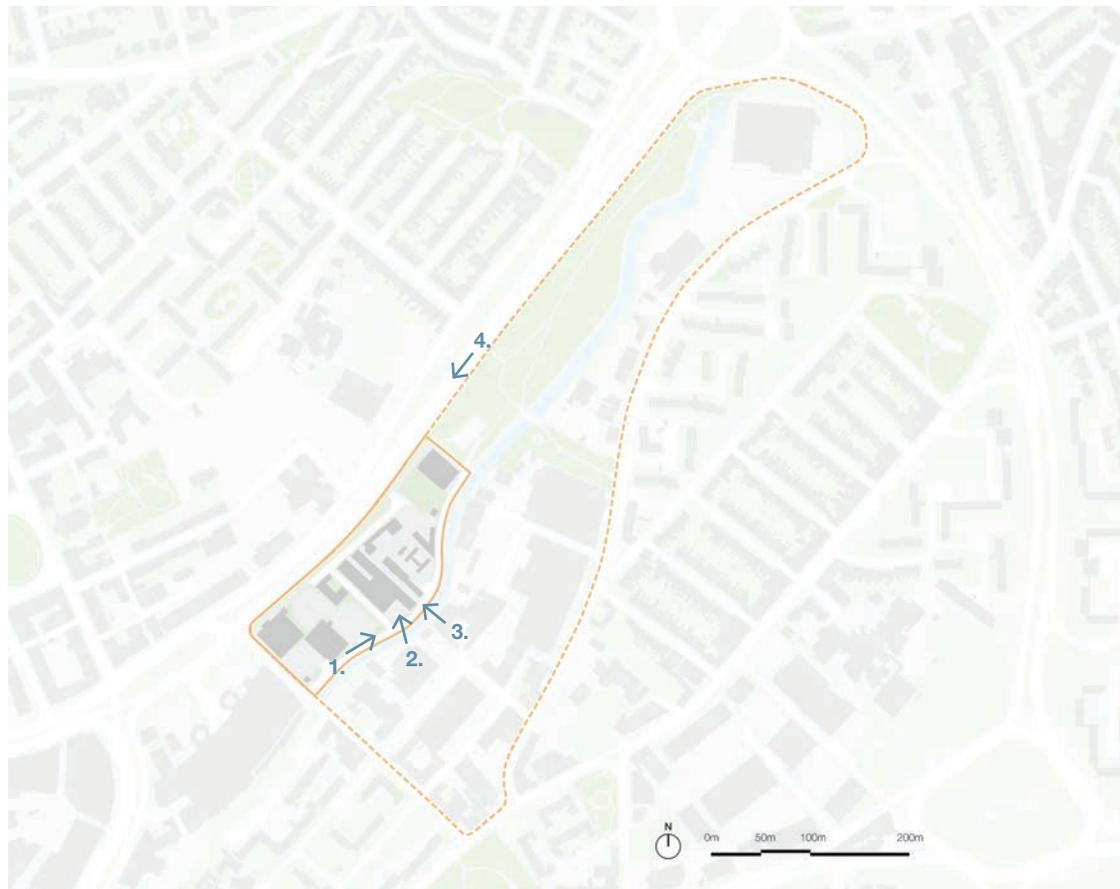
The Depot site provides an important development opportunity for BCC to deliver against the regeneration objectives, but there are locally listed buildings on a small portion of the site which provide the opportunity to retain and enhance local character and identity.



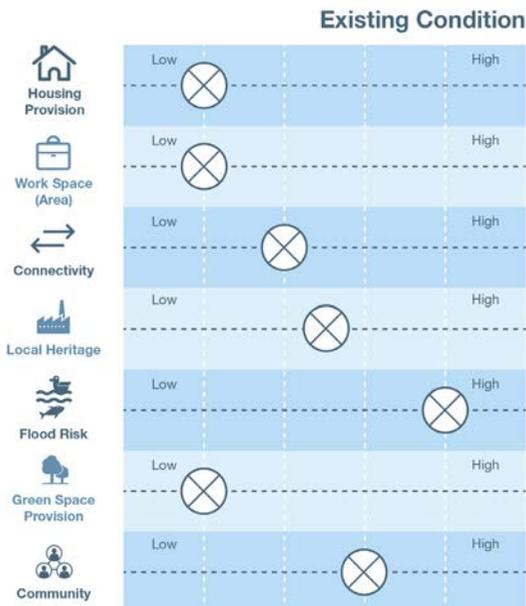
Key Points

- River Frome
- Existing enhanced public space
- Green Space (Other)
- Existing Buildings
- Character Area
- - - Regeneration Area

1. The River Frome - improve access to the river as a key piece of public amenity
2. Wogan Coffee - retain & enhance local businesses and community assets
3. Heritage & Identity - retention and refurbishment is encouraged on Depot site
4. Newfoundland Way - an opportunity to redefine a gateway to the city



Elton St. Character Area, 'Sliding Scale Diagram'



02

"This is a lovely addition to the space - I like to walk past the Frome smelling the coffee roasting here"

Place Principle:
Diverse and inclusive communities



Note:

The sliding scale diagram represents the existing condition of the character area. The topics focus on important themes for future development to consider. The sliding scales should be used to compare the existing condition across the character areas.

Elton Street Character Area

Defining the Urban Block

This page sets out the key features of the Elton Street Character Area. All design proposals are linked to one or more Community Place Principles (more info p.30). The sketch is not true to scale and should be considered an artist impression of the regeneration vision.

1. Community Use at Ground Floor

Community amenities should be appropriately sized and well located in prominent positions with good outlook and aspect.

2. Higher Density Living The Elton St. Character Area area is suitable for higher density living. Key considerations should include:

- Dual aspect living
- Architectural design response to mitigate impact of air/noise pollution from Newfoundland Way
- Views to Riverside Park and the River Frome
- Inset balconies on all buildings over 30m
- Maximum public and community benefit at ground floor
- Sensitivity to overshadowing and heritage views
- Significant biodiversity and building performance targets

3. Improve Site Accessibility

- Enhance all routes into and across the site to address issues of severance. These improvements should include:
- New at grade crossing on Newfoundland Way.
 - New pedestrian/cycle bridges at appropriate locations over River Frome.
 - Upgrade/replacement of Newfoundland Way footbridge

4. Engage with Heritage & Identity

Work with existing characterful buildings to create a sense of place and identity.

- Existing buildings in this location are well suited to being retained and/or re-purposed as community and employment spaces

- No listed buildings in the regeneration - opportunity to innovatively extend and reinvent existing structures

5. River Frome Promenade

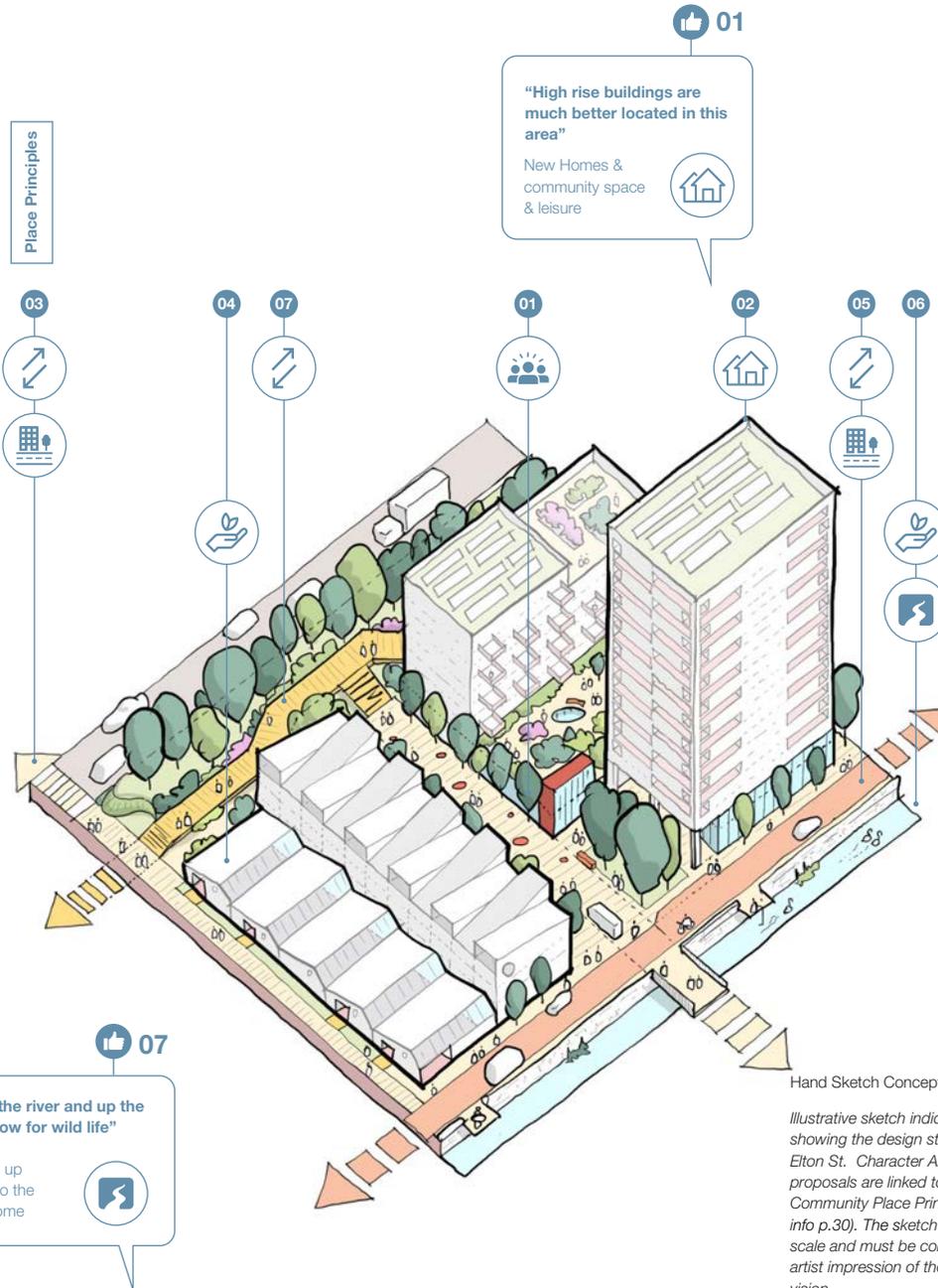
Wellington Road to be opened up as a key public promenade that contributes to wayfinding, pedestrian and cycle movement, servicing and access to the River Frome.

- Wellington Rd. to support higher volumes of pedestrian and cycle traffic while also accommodating vehicular movements and servicing

- Public spaces should be well located, appropriately sized and take into consideration aspect, outlook and emerging developments

6. River Restoration All schemes should contribute positively to the wider improvement of the waterway as a vital ecological corridor and major piece of public amenity.

7. The Boardwalk This potential elevated pedestrian route would provide a generous walkway with pockets of landscaping, play space and habitat areas in the existing 'green buffer' between the site and Newfoundland Way. The Boardwalk would provide a strategic flood evacuation route connecting to Riverside Park. Residential developments would provide a direct access to this potential piece of infrastructure.



Key Points

Community Place Principles:

- New homes, community space and leisure
- Diverse and inclusive communities
- Friendly streets and spaces for all
- Establishing and celebrating identity and place
- Environmentally sustainable and healthy neighbourhood
- Opening up access to the River Frome
- Better connectivity and transport

"The M32 is like a tunnel - please connect the communities across it better. I don't want to lose the green space and I actually like the industrial structures close-by - they are part of the fabric, identity and character of the place"

'wishing Penny well'
Project Report 2022

Location Plan



Hand Sketch Concept Tile

Illustrative sketch indicatively showing the design strategy for the Elton St. Character Area. All design proposals are linked to one or more Community Place Principle (more info p.30). The sketch is not true to scale and must be considered an artist impression of the regeneration vision.

Elton Street Character Area

Strategic Maps



Animated, fully accessible riverside



Inviting public realm and street



Accommodate community assets



Green Space

As an area with the potential for a higher density greater emphasis should be given to maximising the enhancement to green space. This should be done in the wider urban realm to increase public benefit as well as within individual development plots.

A minimum biodiversity net gain of 10% on all development plots will be required to address key community and environmental targets.

Particular enhancements to the Elton St. Character Area should address the River Frome and Newfoundland Way frontages primarily. The opportunity to redefine the relationship with Riverside Park will also be of vital importance

Development will be expected to contribute additional public, communal and private external amenity



Wellington Rd. - Existing Trees



Engage with and improve the river



Re-greening of post industrial sites

6. Redefine edge condition along Houlton Street working with existing trees to establish a more generous footway
7. Create offset from River Frome working with existing trees to create new south facing public space overlooking the river
8. Enhance green buffer along Newfoundland Way to mitigate noise and air pollution
9. Integrate high quality potential raised boardwalk as key piece of public amenity and potential strategic flood evacuation infrastructure
10. Enhance overlooking and interface with play space

Key

- **Elton Street Character Area** Residentially led mixed use with commercial and community accommodation
- River Frome
- New public green space
- Existing enhanced public space
- Development Footprint
- Maximum greening: Green infrastructure priority over parking, service bays etc.
- - - Base level greening: Planting Corridors, Rain Gardens, SuDS, Street Trees
- ▨ Development Offset
- ▨ Key River Junction
- ➔ Primary Route
- ➔ Secondary Route
- ♥ Placemaking Opportunity



"I like the trees that were planted in the carriageway of the dead-end part of Wellington Road - they tell a story of road use changing and improving with time"

Place Principle:
Establishing and celebrating identity and place



Location Plan



Elton Street Character Area

Strategic Maps



Active uses that enliven the streets



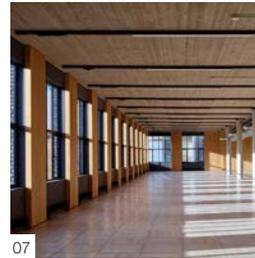
Building entrances meet the ground



Level changes in landscape



05



07



08



06

- Key**
- Development Footprint
 - River Frome
 - Proposed public space
 - Existing enhanced public space
 - Active Frontage
 - Servicing Area
 - Key Active Frontage Area

Active Frontage

The Elton Street Character Area should accommodate a high proportion of residents and will be an important destination within the regeneration area and the wider city.

Active building edges should engage with primary and secondary streets to contribute to a vibrant public realm that is well used throughout the day and evenings.

Level access to buildings should be provided with level changes required by flooding to be accommodated as part of the landscaping approach where possible.

Servicing should be considered with neighbouring developments in mind to minimise impact on public realm.

1. At grade access to buildings to be provided where possible to maximise activity and access
2. Sacrificial ground floor uses should be considered in some areas to manage flood risk
3. Active building edges should address areas and aspect with the greatest placemaking potential
4. Building servicing areas should be logically located to serve numerous developments to limit impact on wider public realm and infrastructure

Employment

With a direct connection to Bristol's commercial centre the Elton St. Character Area has the potential to extend this economic area.

The residential accommodation that is suggested here could be complemented by a range of employment spaces ranging from lightly refurbished, lower cost creative workspaces, businesses incubator space and typical office space for smaller local companies to grow into as their business evolves.

The new residents will also need new community infrastructure and should include an amount of hospitality and amenity uses with their associated employment needs.

5. Wiper & True Brewery, Adaptive re-use of heritage buildings in St. Wherburgh's, Bristol
6. Cafe Kino. Stokes Croft, Bristol - F&B active frontage at Ground floor of office building
7. Typical office accommodation
8. Bristol Loaf, Bedminster Cafe

Location Plan



Elton Street Character Area

Strategic Maps



Movement: Vehicular

Wellington Road will be the main vehicular and servicing route in this Character Area, however this will be shared with pedestrians and cyclists as part of an upgrade to enhance this route as a gateway entrance into the site which more positively engaging with the riverside.

Existing vehicular movement routes along Clement Street will be reduced to create a pedestrian focused environment.



Integrated modes of travel

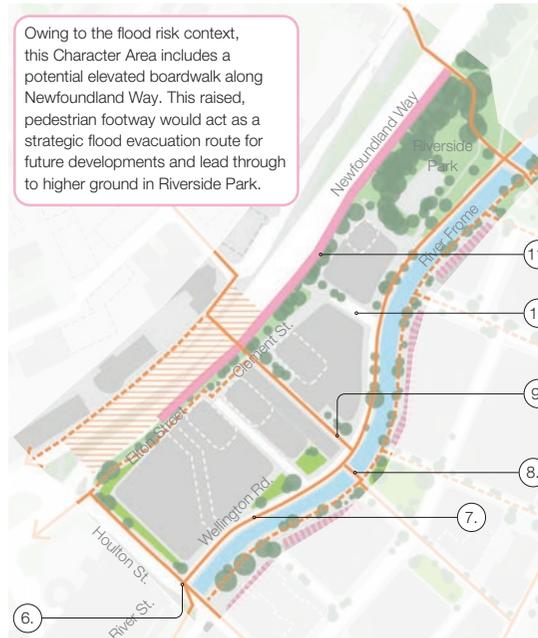


Responds to street hierarchy



Innovative new road crossing

1. Proposed location for at-grade crossing over Newfoundland Way
2. River Street to Wellington Rd. - important pedestrian and vehicular threshold leading to the Riverside Promenade
3. Wellington Rd. provides service access to development plots
4. Generous public space with integrated taxi drop-off and other active travel facilities
5. Active travel route - no public vehicular access



Movement: Pedestrian & Cyclist

Wellington Road will become a shared pedestrian promenade that encourages engagement with the River Frome as a vital piece of public amenity and biodiversity corridor. Primacy will be given to pedestrian and cycle movement along this route. This routes forms part of the strategic cycle route running from Easton & St. Werburgh's to the City Centre.

The at-grade crossing on Newfoundland Way will be enhanced along with a new active travel bridge over Newfoundland Way (to replace the existing pedestrian bridge) to improve links between Frome Gateway and St. Paul's. A new pedestrian and cycle bridge over the River Frome here would increase east-west permeability however care must be taken to minimise conflict between pedestrians and cyclists at this junction.



Elevated pedestrian boardwalk



Potential new bridge links



Waterside cycle & pedestrian route

6. River Street to Wellington Rd. - important pedestrian and cycle threshold leading to the Riverside Promenade
7. Southern portion of Riverside Promenade (Elton St. section) to combine vehicular, cycle and pedestrian movement with low speeds and shared carriageway measures
8. Potential new pedestrian bridge location
9. Secondary pedestrian/cycle route through active public area
10. Tertiary link
11. Potential elevated boardwalk through green landscaped buffer

Key

- Development Footprint
 - River Frome
 - Proposed Public Space
 - Existing enhanced public space
 - Road**
 - Primary Street**
 - Secondary Street**
- For full road/street definitions see vehicular movement map p.45*
- Primary Ped. Route
 - Secondary Ped. Route
 - Potential Elevated Boardwalk (Flood Evacuation Route)
 - Proposed at grade crossing
 - Development Offset

Location Plan



Elton Street Character Area

Riverside Walk Looking North



Illustrative sketch showing a potential response to placemaking principles and concept building arrangement

Wellington Road

This sketch looks North along Wellington Road to the Riverside Promenade. The central corridor of ecology, movement, and amenity runs through the whole site linking Easton to the City Centre.

This area is a true gateway into the regeneration area and could offer a fantastic array of active ground floor uses with a south facing aspect over the River Frome.

New buildings could be arranged to maximise views and sunlight onto the river corridor with opportunities to increase site access by creating new crossing points at key locations.

Sections of the river wall could be strategically removed to improve visual access to the water and wildlife.

Location Plan



Eugene Street Character Area

Stitching into Old Market

The Eugene Street Character Area, more than any other areas, retains a strong sense of the Georgian industrial and residential street pattern. A number of characterful heritage buildings such as Globe House and the former Malthouse contribute to the identity and heritage of the area.

This area is proposed as a residentially led, mixed-use area with an emphasis on ground floor community and cultural uses and smaller scale employment and workshop spaces.

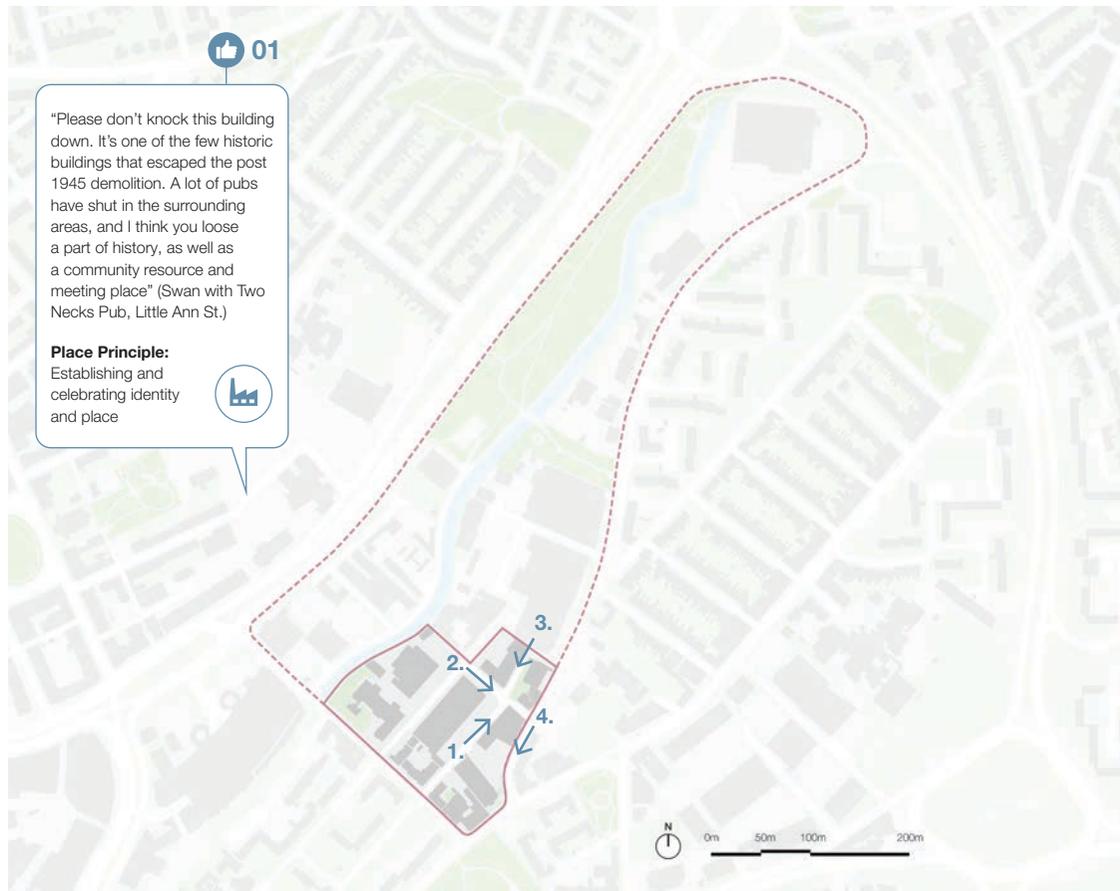
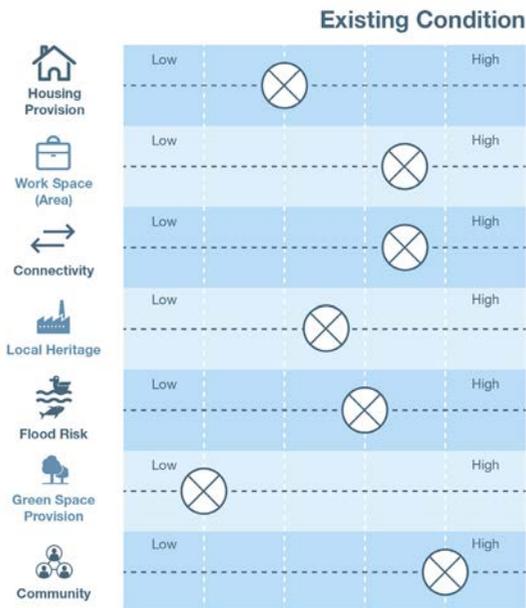


Key Points

- River Frome
- Existing enhanced public space
- Green Space (Other)
- Existing Buildings
- Character Area
- Regeneration Area

1. Globe House & The Vestry - characterful buildings on Eugene Street
2. Eugene St. - Jam Jar Independent Music and Arts Space & former Malthouse
3. Vestry Lane. - view to Little Anne St.
4. Pennywell Rd. - view south

Eugene Street Character Area, 'Sliding Scale Diagram'



Note:

The sliding scale diagram represents the existing condition of the character area. The topics focus on important themes for future development to consider. The sliding scales should be used to compare the existing condition across the character areas.

Eugene Street Character Area

Defining the Urban Block

1. Community, Cultural & Employment Spaces

Generous ground floor volumes could accommodate a range of community, cultural and employment spaces to address and animate the streets.

Key routes are identified to provide flexible servicing to a range of building uses while also contributing to the public realm and green infrastructure. At ground floor key aims include:

- Creating active frontage to key routes that positively impact the public realm and contribute to passive surveillance
- Provide logical service routes that are integrated into the wider public realm and blue/green infrastructure without negatively affecting the pedestrian experience
- Integrate significant street trees and SuDS to help manage microclimate effect and promote biodiversity

2. Engage with Heritage & Identity

Work with existing characterful buildings to create a sense of place and identity.

- Existing buildings and street pattern establish a more intimate urban grain - opportunity to tighten building facing distances where buildings mass does not negatively impact public realm and daylighting
- Some existing buildings in this location are well suited to being retained and/or re-purposed
- No listed buildings in the regeneration area - opportunity to innovatively extend and reinvent existing structures

3. Friendly Streets & Improved Site Permeability

Enhance all existing pedestrian routes into and across the site to address issues of severance. Create

pedestrian focused edge to the site by softening Pennywell Rd. Improvements should include:

- Widening of footways
- Use existing building lines redefine local street pattern
- Traffic calming measures and improved integration of mixed modes of transport
- Improve frequency and quality of pedestrian crossings
- Encourage through routes to enhance access to the River Frome and beyond

4. A Variety of Accommodation

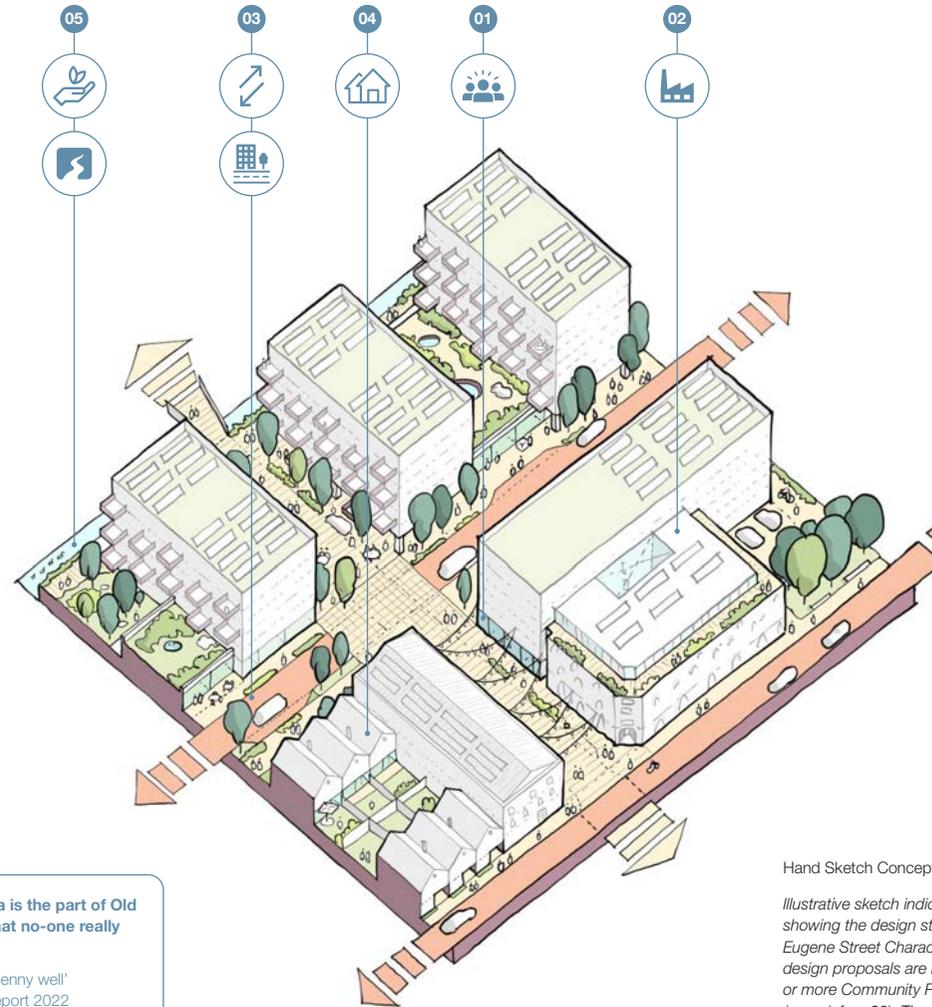
This area is suitable for lower rise, medium density accommodation types that complement the existing character and scale of existing buildings. Less affected by flood risk, there is opportunity for accommodation to meet the ground and contribute to street activity.

- Dual aspect living
- Maximum public and community benefit at ground floor
- Sensitivity to overshadowing and heritage views
- Significant biodiversity and building performance targets
- Accommodation must be designed to mitigate the acoustic effects of existing cultural and music venues

5. River Frome Nature Walk

Integrate more intimate, publicly accessible riverside walk on southern bank of River Frome. This route should:

- Provide unbroken public access to the river linking building plots
- Accommodate new pedestrian river crossing at appropriate locations
- Establish a minimum 5m building offset from the river bank
- Work with existing established trees to reinforce ecology corridor



"This area is the part of Old Market that no-one really knows..."
 'wishing Penny well'
 Project Report 2022

Key Points

Community Place Principles

- New homes, community space and leisure
- Diverse and inclusive communities
- Friendly streets and spaces for all
- Establishing and celebrating identity and place
- Environmentally sustainable and healthy neighbourhood
- Opening up access to the River Frome
- Better connectivity and transport

"More places to eat and to drink and to grab a cup of coffee would be really good."
 'wishing Penny well'
 Project Report 2022

"I treasure the corrugated industrial buildings over there."
 'wishing Penny well'
 Project Report 2022



Location Plan



Hand Sketch Concept Tile

Illustrative sketch indicatively showing the design strategy for the Eugene Street Character Area. All design proposals are linked to one or more Community Place Principle (more info p.30). The sketch is not true to scale and must be considered an artist impression of the regeneration vision.

Eugene Street Character Area

Strategic Maps



Mid-rise, high density housing



Adapt and reuse heritage buildings



Well proportioned public spaces



Green Space

There is potential to recalibrate the current hard, utilitarian streets that serve the local businesses and small number of residents by introducing pockets of green space, play space and street planting. This approach will help to soften the urban environment bringing much need biodiversity to the area and contributing to health and well being

The positive impacts of these moves would be significant and will help with managing the urban heat island effect, surface water run-off and improve air quality.

Development proposals adjacent to the riverside should preserve and enhance this setting for ecological and placemaking value including increasing visibility of the river, creating space for wildlife and opportunities to stop and dwell.

Key Points

- Eugene St. Character Area**
Residential and community focused mixed use in area of heritage interest
- River Frome
- Proposed public space
- Existing enhanced public space
- Development Footprint
- Maximum greening: Green infrastructure priority over parking, service bays etc.
- Base level greening: Planting Corridors, Rain Gardens, SuDS, Street Trees
- Development Offset
- Key River Junction
- Primary Route
- Secondary Route
- Key Placemaking Opportunity



River ecology corridor



Integrated community play space



Regreening of urban space

Land Use

The Eugene Street Character Area is proposed as a residentially led mixed use area with a community and cultural emphasis.

Acting as an extension of the existing Old Market neighbourhood this area must respond to the character of the existing Georgian street pattern and the scale of prevailing buildings.

There are no listed buildings in the Eugene Street Character Area however characterful heritage buildings are encouraged to be retained, adapted and enhanced. These existing buildings and streets would support a more intimate street scape that is animated by community uses, workspace and residential accommodation at ground floor.

1. Buildings on Little Anne Street contribute to more intimate street atmosphere with active community uses
2. Corner plots to engage with wider neighbourhoods and accommodate active uses and building frontages
3. Buildings overlooking River Frome to offset from river to allow for active uses and pedestrian access
4. Residential accommodation to meet the ground floor in areas outside of Flood Zone 2 & 3
5. Promote adaptive reuse of heritage buildings

6. Preserve and enhance existing riverside ecology corridor
7. Little George Street integrate street trees and SuDS - represents 'base level' greening approach
8. Opportunities for residual sites and land parcels to provide significant uplift of biodiversity and amenity in small areas
9. Maximise green corridors in strategic locations to improve residential outlook
10. Focused community green space with integrated play facilities in well overlooked residential area

Location Plan

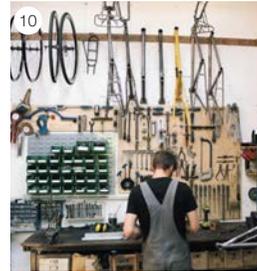


Eugene Street Character Area

Strategic Maps



Intimate, active streets



- Key Points**
- Development Footprint
 - River Frome
 - Proposed public space
 - Existing enhanced public space
 - Residential Frontage
 - Active Frontage
 - Servicing Area
 - Key Active Frontage Area

Active Frontage

The more intimate urban grain of the Eugene Street Character Area should allow for an intense, vibrant array of streets with a diverse range of uses and frontages.

Little George is a broader street which could focus activity on the south facing units. Little Anne Street could be more reflective of the original Georgian street pattern and promote a tighter street pattern with focus on pedestrian movement and smaller, active uses that can spill out into the street.

The perimeter of the Character Area should respond to the immediate context such as the accessible river corridor, the residential Wade Street and Pennywell Rd. south.

1. Publicly accessible ecology corridor to be overlooked and animated by active frontages
2. Little George Street, broader, active street leading north
3. Existing residential frontages could be continued along Houlton Street to the junction A420
4. Little Anne street should be vibrant throughout the day and evening and support various community amenities, work spaces and workshops
5. Pennywell Road is narrow at this point, focus on improving footways and public realm
6. Active, animated green space

Employment

A broad range of existing business, cultural and community assets are located in the Eugene Street Character Area. These users would be encouraged to stay in the area with opportunities to relocate or enhance their premises.

The scale of the proposed streets and developments support smaller, workshop/retail type units with a reduced vehicular servicing load - this will help support a more pedestrian focused public realm and streetscape.

The area is already rich with existing community and cultural infrastructure. Proposed community assets may also be accommodated in historic existing buildings with cheaper rents.

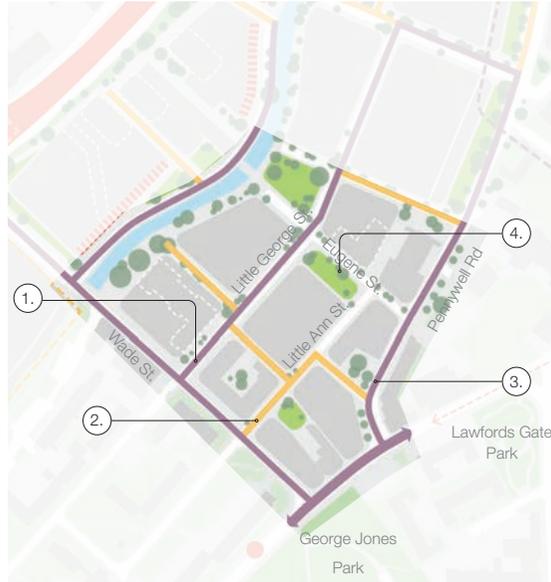
7. Affordable office spaces for SMEs
8. Jam Jar Independent Music and Arts Space - culture focused employment opportunities
9. Swan with Two Necks - existing pub that contributes to the character of the area
10. Smaller maker/workshop spaces with lower servicing requirements
11. Potential for community infrastructure
12. Watershed Cafe, Co Working & Theatre Space, Bristol.

Location Plan



Eugene Street Character Area

Strategic Maps



Movement: Pedestrian & Cycle

This area is a pedestrian and cycle dominated area with main transport movements being kept primarily to the perimeter. This is suggested to help retain the more intimate urban grain and support an active streetscape and ground floor uses.

A key pedestrian and cycle route is Eugene Street which will be extended with a new bridge link to the north bank of the river and the Elton St. Character Area via the river ecology corridor.

Higher speed cycle movements should be focused on Pennywell Road and Wade Street.

Movement: Vehicular

This area will work with the existing grain of the tighter Georgian Streets. This is to foster a more intimate, pedestrian focused environment with vehicle movements being kept to a minimum. Low speed servicing routes linking to the northern Character Areas are provided along Pennywell Road and Little George Street.

Secondary streets in this area should be low car/access only routes with generous pedestrian provision and opportunities for shops and small businesses to occupy the streets. The whole regeneration area must be accessible to emergency vehicles and servicing. However, servicing must comply with placemaking ambition and pedestrian focused areas (Eugene Street etc.).

1. Primary street provides service access to central development plots. Opportunities to integrate an amount of on street parking and other ancillary uses as part of a coherent landscape approach
2. Little Anne Street - principle pedestrian and cycle focused street. Slow speed movement vehicle movements for servicing
3. Pennywell Road south, primary street and vehicular movement corridor - allows for servicing of perimeter development plots
4. 'Car-free' central community space - Eugene Street Square
5. New pedestrian/cycle bridge linking to Elton St. Character Area

Key Points

- Development Footprint
- River Frome
- Proposed Public Space
- Existing enhanced public space

Primary Street

Secondary Street

For full road/street definitions see vehicular movement map p.45

- Primary Ped. & Cycle Route
- Secondary Ped. & Cycle Route
note: river ecology corridor is not intended as a cycle route
- Development Offset



Inhabited, shared surface public realm

6. Publicly accessible river ecology corridor
7. Little Anne Street - intimate pedestrian priority street to support inhabitation of the street
8. Higher speed cycle movements to use perimeter roads
9. Eugene Street creates a key strategic link connecting north and south sides of the river (with new link bridge)
10. Enhancements to the movement network in the Eugene St Character Area should take into account the onward connections via the Lawford's Gate area and recognise opportunities to enhance the setting for all users

Location Plan



Eugene Street Character Area

Eugene Street Looking West



Illustrative sketch showing a potential response to placemaking principles and concept building arrangement

Eugene Street Square

This sketch shows how Eugene Street could become a key active travel link connecting the Elton St. Character Area to the Eugene Street Character Area across the River Frome. This vibrant movement corridor could be highly animated with small businesses and community spaces arranged around the new Eugene Street Square.

Heritage buildings such as Globe House could be reinvented to contribute to the local character and define an appropriate scale of new development.

The network of original Georgian streets and newer strategic links give priority to pedestrians and promotes low speed vehicular movements. This should help to make the public realm feel safe and inviting - a place where the community feel they belong.

Location Plan

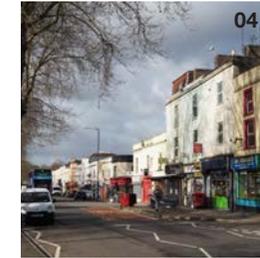


Peel Street Character Area

Live, Work, Make & Play

Located in the heart of the regeneration area the **Peel Street Character Area** is proposed as a high density, mixed use area with an emphasis on ground floor employment space and activity.

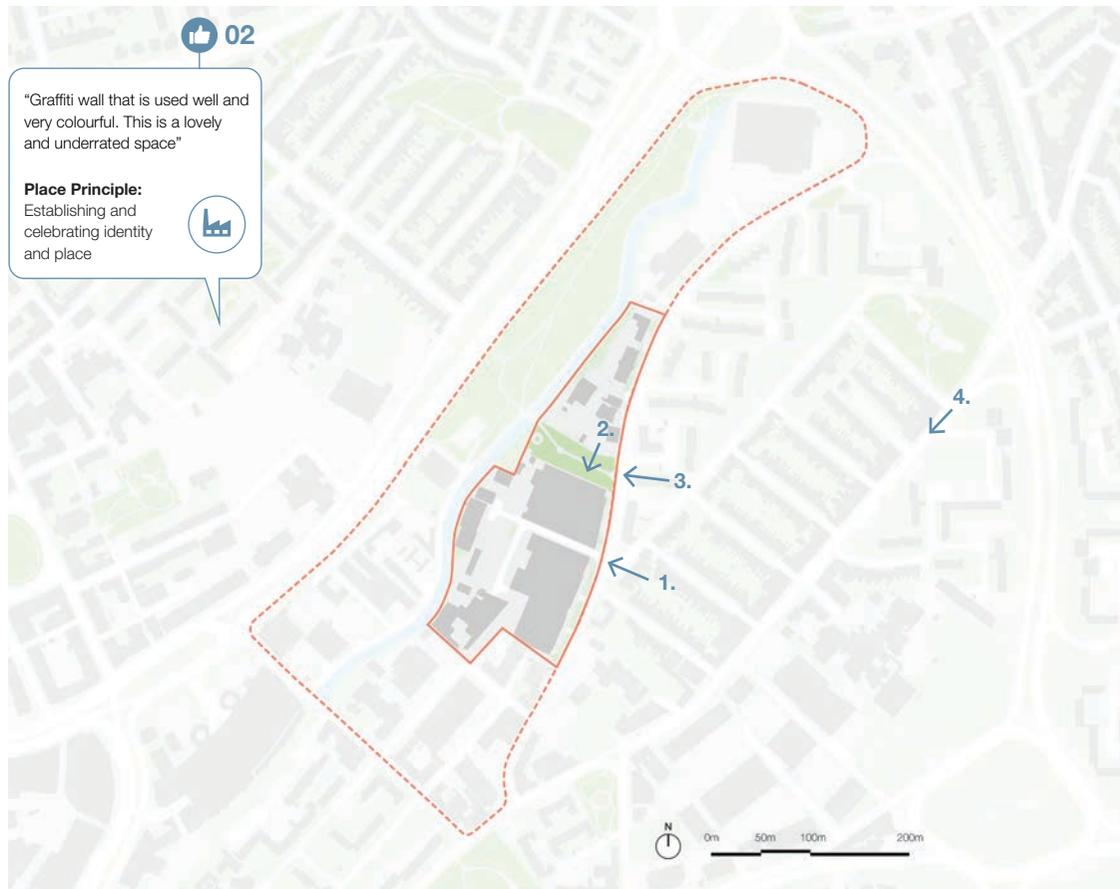
This area is intended to house an array of small to medium sized businesses with a focus on creative and light industrial processes that serve to animate the streets and enhance the economic productivity of the wider area. This will be co-located with residential accommodation above ground floor to provide a dynamic mix of uses that brings vibrancy to the area.



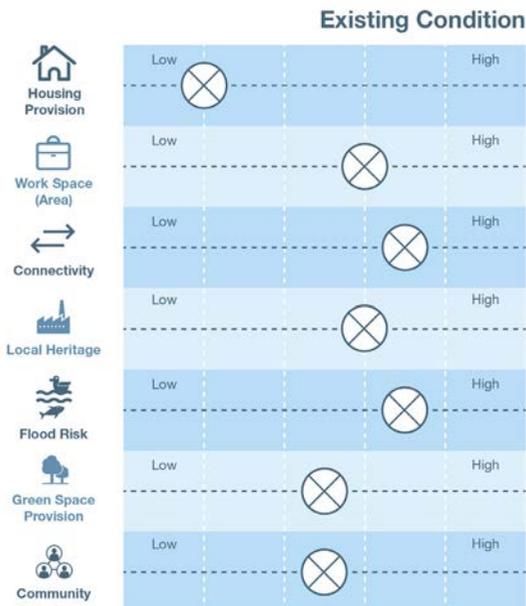
Key Points

- River Frome
- Existing enhanced public space
- Green Space (Other)
- Existing Buildings
- Character Area
- - - Regeneration Area

1. Document (formerly Pennywell Studios) & Safestore - Principal Industrial Warehouse Area
2. Industrial warehouse frontage onto Peel St. open space
3. Peel St. open space
4. Stapleton Rd. - successful existing high street 2 min. walk from site



Peel Street Character Area, 'Sliding Scale Diagram'



Note:

The sliding scale diagram represents the existing condition of the character area. The topics focus on important themes for future development to consider. The sliding scales should be used to compare the existing condition across the character areas.

Peel Street Character Area

Defining the Urban Block

1. Maker Spaces, Employment and Active Streets

This area should accommodate a dynamic mix of uses that promote active frontages, maker spaces and employment uses at ground floor with a range of accommodation above.

Residential blocks should be orientated to maximise views and access to the River Frome and provide naturally well day lit living spaces. Key considerations should include:

- Right sizing flexible, generous employment spaces that are suitable for small start-up, creative businesses to help stimulate and sustain the local economy
- Help to up-skill local people
- Positively effect the public realm by promoting active, safe streets that encourage use throughout the day and evenings
- Improve physical and visual links to the River Frome

2. Pennywell Road - a Community Street

Pennywell Road should be reverted back to a community focused, residential street. There is sufficient space to accommodate a significant linear green park that runs parallel to the road with a set-back building line that maximises available public realm and green infrastructure.

There is additional scope to create a public gateway into the site via Peel Street Open Space and enhance green amenity beyond the site. Key aims include:

- Enhanced pedestrian and cycle experience - friendly streets
- Pennywell linear park to integrate existing mature trees
- Provision of community play spaces

- Integrated SuDS
- Residential frontages to overlook Pennywell Rd.
- Traffic modal filter to significantly reduce vehicular moments

3. Community Amenity Space

External amenity spaces for the immediate and surrounding community should be well sized and appropriately located on key desire lines and overlooked by animated building frontages. These community spaces should:

- Be well overlooked and located in areas that benefit from good sun lighting with access to the River Frome
- Encourage access and engagement with the water
- Be sensitive to the existing ecological corridor and promote habitat retention and creation

4. Smart Servicing & Ancillary Spaces

Employment and maker spaces may require deeper plan ground floor space. These should be well designed and:

- Provide servicing for multi tenanted employment and residential accommodation
- Reduce the need for on street servicing
- Maximise potential active frontages on key routes

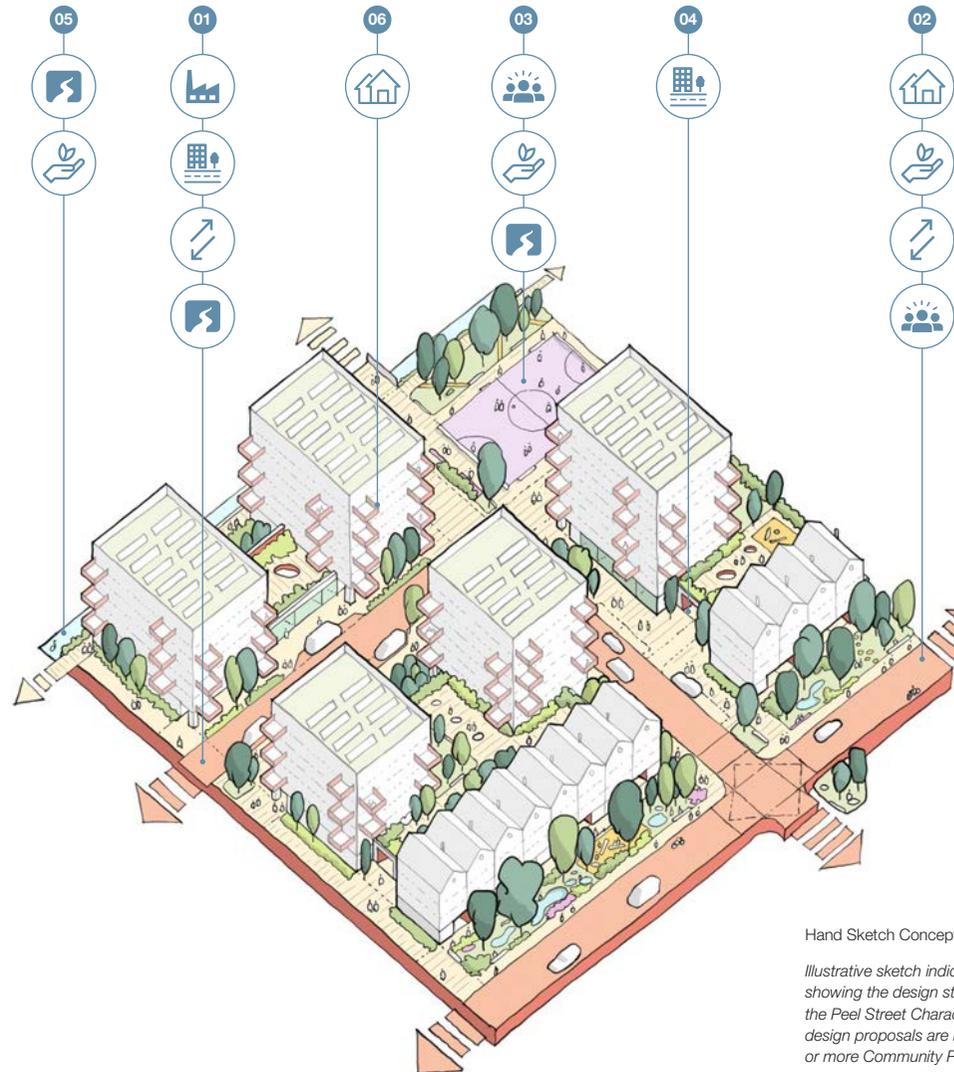
5. River Frome Nature Walk

Integrate publicly accessible riverside walk on southern bank of River Frome as promoted in neighbouring Character Areas.

6. A Variety of Accommodation

This area is suitable for low/mid rise, medium density accommodation.

- Dual aspect living
- Sensitivity to overshadowing
- Significant biodiversity and building performance targets



Hand Sketch Concept Tile

Illustrative sketch indicatively showing the design strategy for the Peel Street Character Area. All design proposals are linked to one or more Community Place Principle (more info p.30). The sketch is not true to scale and must be considered an artist impression of the regeneration vision.

Key Points

Community Place Principles

- New homes, community space and leisure
- Diverse and inclusive communities
- Friendly streets and spaces for all
- Establishing and celebrating identity and place
- Environmentally sustainable and healthy neighbourhood
- Opening up access to the River Frome
- Better connectivity and transport

"I hope that the air quality gets better and nature is allowed to run wild. I want to see a clean river that the children can play in and a city without cars. The space should be given back to children and taken away from adults"

'wishing Penny well'
Project Report 2022



Location Plan



Peel Street Character Area

Strategic Maps



Large ground floors - homes above



Workshops and businesses at street



Green Space

Public green space is focused along Pennywell Road as a means of softening the urban environment and recalibrating this edge of the site as a community focus street. This linear park should use the existing, established trees and enhance the frontage with additional planting, SuDS, play-on-the-way children's amenity and other valuable ecological assets.

Peel Street Open Space should be upgraded and has the potential to provide early phase local amenity, play space additional tree planting and community growing opportunities.

New public amenity should also be provided adjacent to the River Frome in a well overlooked, prominent area on a key movement route. Development expected to contribute additional public, communal and private external amenity.

Land Use

Co-location of residential accommodation above commercial ground floor uses is suggested as an innovative way of supplying much needed employment space and addressing the housing supply shortage. This approach helps to mitigate flooding issues in areas of high risk.

Larger building footprints in this area could be used to house larger ground floor spaces required for commercial spaces, servicing and associated back of house functions.

1. Smaller footprint development plots could be more suited to smaller maker/co-working space or more community focused use where there is a direct relationship with green space
2. Large ground floor footprints could provide residential accommodation above with podium gardens
3. Plots fronting onto Pennywell Road would be encouraged to have residential and retail/community uses at ground floor (subject to flood risk)
4. Regular efficient footprints can be effectively subdivided



Public space connecting to river



Opportunity for community growing



Intensive urban greening

5. Engage with the river ecology corridor providing connections and view points
6. Functional 'Maker Streets' should include tree planting and SuDS
7. New public green spaces should be located in prominent positions overlooking the river
8. Potential to create Pennywell Road linear park using existing trees and new landscaping to improve the public realm and build resilient green infrastructure
9. Enhancements to Peels Street Park could turn this into a major community asset with scope for food growing and play-space

Key Points

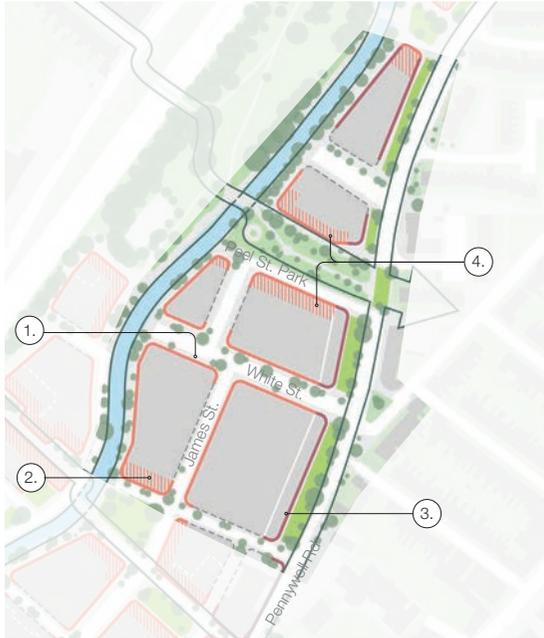
- **Peel St. Character Area**
Residentially led mixed use with maker space and community focus
- River Frome
- Proposed public space
- Existing enhanced public space
- Development Footprint
- Maximum greening: Green infrastructure priority over parking, service bays etc.
- - Base level greening: Planting Corridors, Rain Gardens, SuDS, Street Trees
- ▨ Development Offset
- ▨ Key River Junction
- ➔ Primary Route
- ➔ Secondary Route
- ♥ Key Placemaking Opportunity

Location Plan



Peel Street Character Area

Strategic Maps



Shop fronts and workshops



Residential frontage on key streets



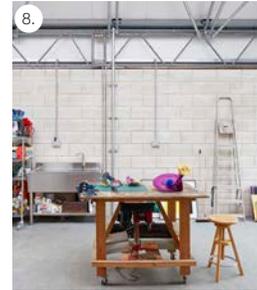
Active uses inhabit the street



5.



6.



8.



9.



7.

Key Points

- Development Footprint
- River Frome
- Proposed public space
- Existing enhanced public space
- Residential Frontage
- Active Frontage
- Servicing Area
- Key Active Frontage Area

Active Frontage

Key commercial frontages should line the streets that run perpendicular to Pennywell Road. These should draw people into the site and lead on to new connections. Peel Street Open Space should accommodate active uses at ground floor to help animate the park and offer passive surveillance over the green space.

Visually active uses should overlook the riverside pedestrian walkway with opportunities for access to green spaces providing relief to the building edges. Where possible residential frontages should overlook Pennywell Road to contribute to a more community, residential focused public realm that sits naturally with the existing residences on the street.

1. Active frontages running perpendicular to the river to encourage views and movement to the River Frome
2. Primary active frontages to engage with public realm and green spaces
3. Residential frontages are encouraged to overlook Pennywell Road and to meet the ground where possible - this could contribute to creating a more community focused street and piece of public realm
4. Key active frontage to overlook Peel Street Open Space

Employment

This Character Area is envisioned as the creative commercial heart of Frome Gateway. Larger, more flexible ground floor spaces could be provided to attract a diverse range of occupiers to the area. Existing local businesses could be accommodated as well as any number of newer start up business who need robust commercial premises close to the city centre.

More generous commercial volumes could be provided to allow for maximum flexibility such as the introduction of mezzanine accommodation for more co-working type industries. More industrial/maker type occupiers would benefit from an increased servicing area.

5. Bristol Hackspace, creative workshop. Electronics bays, laser cutters, CNC router, 3D printers, tools etc.
6. Temple Cycles hand build bikes in Bristol
7. Maker Workshops at ground floor of mixed use development, Caxton Works, London
8. Larger maker/workshop spaces with higher servicing requirements
9. Left Handed Giant Brewery Industrial Unit, Newtown Park, Bristol

Location Plan



Peel Street Character Area

Strategic Maps



Controls to limit HGV movements



Servicing/parking and landscape



Primary street



Movement: Pedestrian & Cycle

The south portion of Pennywell Road could accommodate in-lane cycle routes that provide a higher speed strategic route connecting the northeast of Bristol to the city centre. A reduction in the quantity of larger service vehicles using this road should make this movement corridor more inviting to cyclists and pedestrians.

The centre of the Peel Street Character Area would create an attractive, safe public realm that is welcoming to cyclists and pedestrians with generous footways lining active building edges. Low speed walking and cycling routes intersect the development plots connecting to the river and various pieces of public amenity.



Generous and flexible streets



Friendly streets encourage activity



Cycle, walking and vehicle routes

Key Points

- Development Footprint
- River Frome
- Proposed Public Space
- Existing enhanced public space
- Primary Street**
- Secondary Street**
- For full road/street definitions see vehicular movement map p.45*
- Primary Ped. & Cycle Route
- Secondary Ped. & Cycle Route *note: river ecology corridor is not intended as a cycle route*
- Development Offset

Movement: Vehicular

Increased street widths are suggested to accommodate a higher volume of vehicle movements associated with the more commercial ground floor uses and increased residential densities. James Street is proposed to link through to Little George Street to create a consistent service spine with access to all development plots. Secondary streets connect to key movement corridors and allow for limited servicing and building access.

A modal filter is proposed on Pennywell Road. This would prevent the through movement of vehicles to the northern extents of Frome Gateway. This should create a safer street condition that is less dominated by vehicles and more focused on community requirements.

1. Service spine allowing for low speed, two way traffic to access all development plots - creates service loop with Pennywell Rd.
2. Linking secondary streets allow controlled, low speed vehicular access
3. Pennywell Road could be made one-way vehicular traffic to accommodate sufficient provision for pedestrians and cyclist
4. Modal filter proposed at the northern extent of Peel Street Character Area to prevent vehicles using Pennywell Road as a through route - ambition to create a slower speed, low traffic community street

5. Pedestrian and cycle links connecting to river. Animating streets and public realm
6. Linking routes with ample footway provision, in carriageway cycle movement - servicing focus
7. Pennywell Road is a primary movement route with extensive landscaping, tree planting and public space to enhance the pedestrian experience. Strategic cycle route accommodated
8. Key pedestrian and cycle movement corridor through Peel Street Open Space leading to Riverside Park and beyond

Location Plan



Peel Street Character Area

White Street Looking West



Illustrative sketch showing a potential response to placemaking principles and concept building arrangement

Pennywell Linear Park

This sketch shows how the view from Pennywell Road to White Street could feel. White Street runs perpendicular to the River Frome and Pennywell Road and could be one of the vibrant 'Maker Streets' lined with small creative business, workshops and amenity spaces.

Sit above this employment focused ground floor area could be residential apartments that have great views of the newly greened and landscaped Pennywell Road Linear Park. Working with existing established trees and enhancing them with additional tree planting, rain gardens, play spaces and areas for sitting and relaxing. This new public space could completely redefine how people engage with Frome Gateway and the wider area of St Jude's.

Location Plan



Tanneries Character Area

Making Resilient Communities

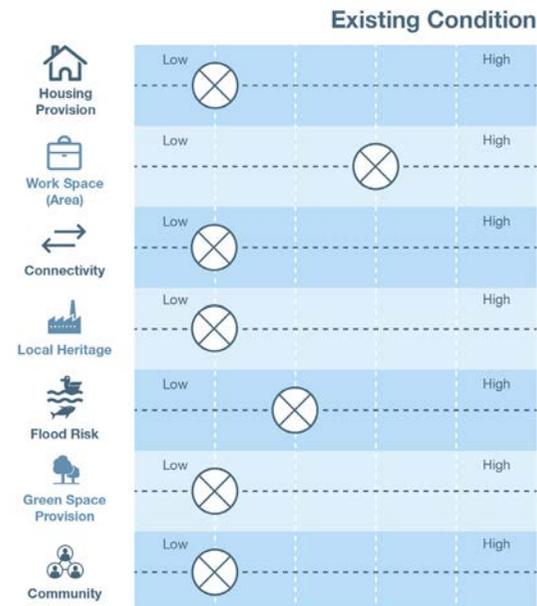
The Tanneries Character Area is the northernmost part of the regeneration area this area has potential to provide a high level of consolidated light industrial space in an accessible part of the inner city.

The Tanneries Character Area has the benefit of direct access to the primary road network (Newfoundland Way & M32) making it well suited for industrial intensification and logistics uses. The area has capacity for significant change and to make a strategic contribution to Bristol's evolving economic and industrial needs.

More isolated from the existing and future residential zones this area is well suited to accommodate a range of uses that compliment employment with activity and possibly contribute to the night-time economy of the area.



Tanneries Character Area, 'Sliding Scale Diagram'



Key Points

- River Frome
- Existing enhanced public space
- Green Space (Other)
- Existing Buildings
- Character Area
- Regeneration Area

1. Existing, low density housing set back from street. Low levels of streets greening and wide carriageway
2. Northern Site Boundary showing Cycle & Pedestrian Subway entrance
3. Car dealerships and a car dominated streets with narrow footways

"Let's have more space for play, more biodiversity - a proper green ribbon - and better access to the river. Make Riverside less of a thoroughfare and more of a destination"

'wishing Penny well'
Project Report 2022

Note:

The sliding scale diagram represents the existing condition of the character area. The topics focus on important themes for future development to consider. The sliding scales should be used to compare the existing condition across the character areas.

Tanneries Character Area

Defining the Urban Block

1. Industrial Spaces & Logistic Hubs

The types of uses proposed in this Character Area could require large internal spaces with high floor to ceiling heights to accommodate diverse range of light industrial and logistics functions. Development plots in this area are generous and have the potential to be broken into a series of buildings or single volume.

To maximise the efficiency of land in this inner-city location service yards could be shared between development plots. This would reduce the amount of service vehicles crossing footways and increase the overall productivity of the site.

Key considerations include:

- Optimal floor to ceiling heights – can additional mezzanine storage/office accommodation be provided in the future
- Well located front doors
- How can the buildings help to animate the streetscape
- How waste heat from industrial processes be used in neighbouring commercial or residential accommodation

2. Industrial Intensification

This area is well suited to innovative models of industrial intensification that seek to maximise plot efficiencies. This can be done through the stacking of traditionally large footprint industrial units and providing shared servicing and access provisions. This model can support a diverse blend of light industrial, workshop and maker spaces.

Other light industrial and commercial workspaces can be supported in this area to create a flexible and complimentary user group who add vibrancy and animation to the area.

Greater intensity of use would also support a range of other

amenity uses that contribute to the streetscape and bring activity to the ground floors.

This approach would:

- Increase the productivity of the area by providing a higher density of employment opportunities
- Locate light industrial spaces close to primary vehicular infrastructure with minimal impact on the existing and new residents
- Contribute to wider placemaking objectives such as creating active, ground floor uses and natural surveillance of Pennywell Road and Riverside Park.

3. Pennywell Road - Increase Urban Greening

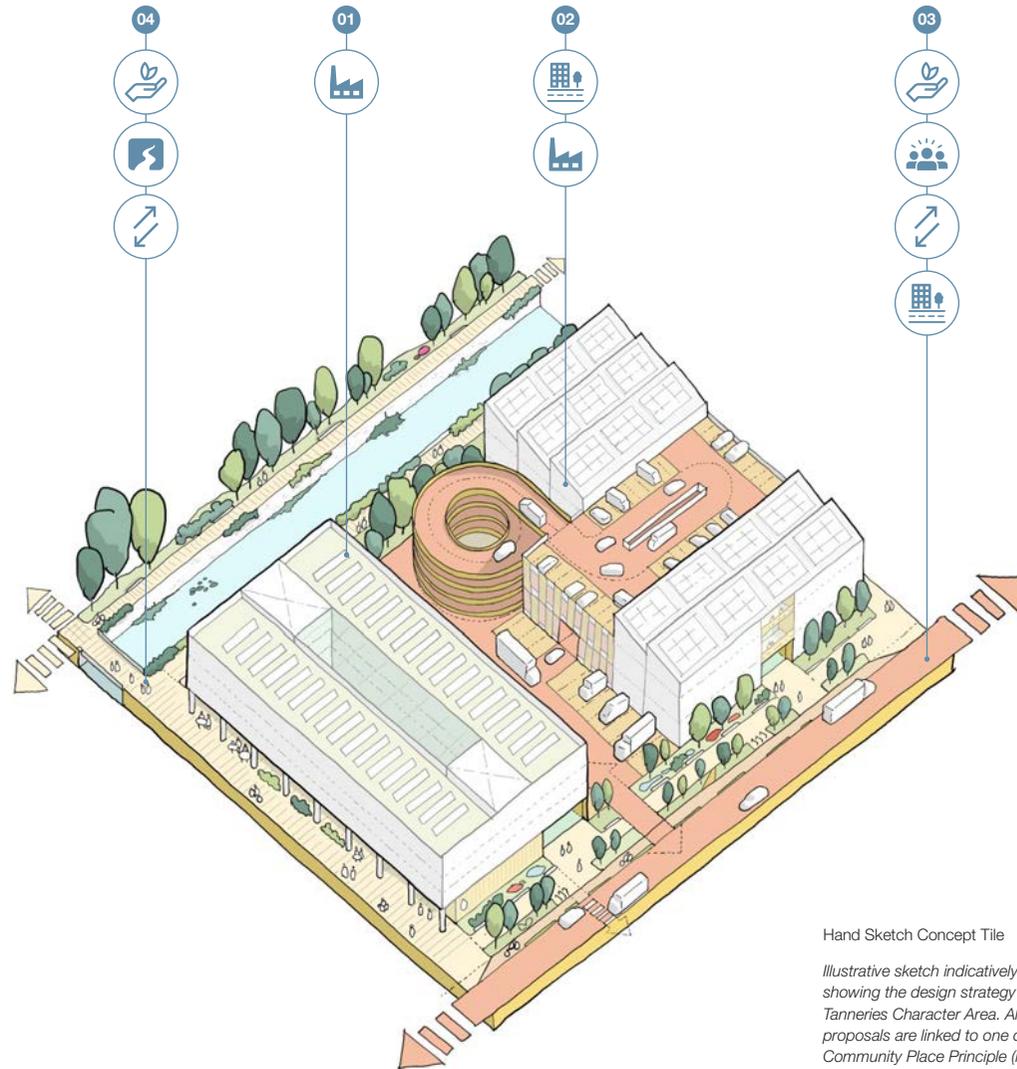
Key considerations should include:

- Enhanced pedestrian and cycle experience - potential to segregate cycle routes at northern end of Pennywell Road to minimise conflict between service vehicles and cyclists
- Integrated SuDS into public and private green space
- Meaningful building offsets from Pennywell Road to allow for increased street greening and defensible space for building frontages
- Consider providing green spaces in areas of high flood risk as a passive, low intervention means of mitigation

4. River Frome Nature Walk & Better Connections

Integrate publicly accessible riverside walk on southern bank of River Frome as promoted in neighbouring Character Areas. Opportunity to improve connectivity with new bridge link to Riverside Park

Active frontages that engage with the river edge will contribute to passive surveillance and safety through the day and night.



Key Points

Community Place Principles

- Diverse and inclusive communities
- Friendly streets and spaces for all
- Establishing and celebrating identity and place
- Environmentally sustainable and healthy neighbourhood
- Opening up access to the River Frome
- Better connectivity and transport

“Make Pennywell Road more welcoming and safer and more pedestrian-friendly”
 ‘wishing Penny well’
 Project Report 2022

Location Plan

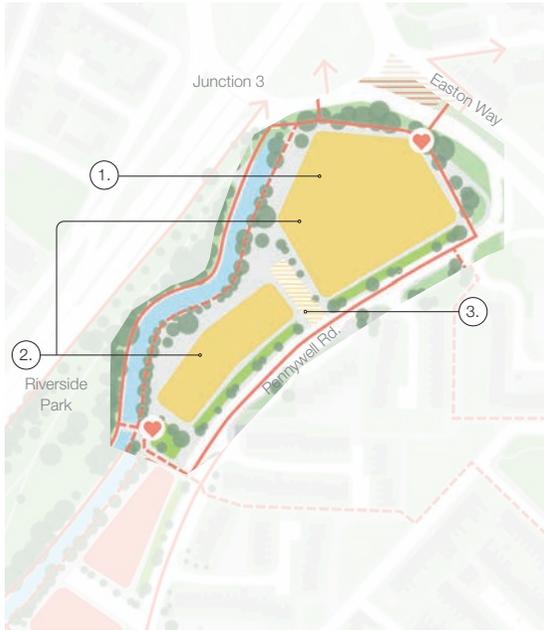


Hand Sketch Concept Title

Illustrative sketch indicatively showing the design strategy for the Tanneries Character Area. All design proposals are linked to one or more Community Place Principle (more info p.30). The sketch is not true to scale and must be considered an artist impression of the regeneration vision.

Tanneries Character Area

Strategic Maps



High quality industrial buildings



Flexible, adaptable spaces



High quality green space



Green Space

The re-greening of Pennywell road as an extension of the Pennywell Road linear park is required to soften the urban environment and create safer, friendlier streets. The river corridor should be safeguarded with further enhancements made to increase the visibility of the riverside.

Meeting the Natural England Urban Greening Factor standard is the baseline requirement for all development. Proposals will provide enhanced on-plot tree planting, biodiverse roofs and contributions to SuDs.

New public green space on Pennywell Road should be located adjacent key frontages or links and should contribute to the targeted 1ha uplift in green space across the area. Development will be expected to contribute additional public, communal and private external amenity.

Key Points

- **Tanneries Character Area**
Light Industrially led mixed use in strategic location with good access to road network. Co-location of smaller industrial/commercial units at ground floor
- River Frome
- Proposed public space
- Existing enhanced public space
- Development Footprint
- Maximum greening: Green infrastructure priority over parking, service bays etc.
- - - Base level greening: Planting Corridors, Rain Gardens, SuDS, Street Trees
- - - Development Offset
- Key River Junction
- Service Yard
- Proposed at grade crossing
- ➔ Primary Route
- - ➔ Secondary Route
- ♥ Key Placemaking Opportunity



Softening the street edge



Retain and enhance river corridor



Pocket park linking green spaces

Land Use

The re-provision of modern and fit-for-purpose light industrial employment spaces and low carbon logistics will be prioritised in the Tanneries Character Area in order to:

1. Safeguard and enhance the stock of industrial, warehousing and logistics space across the city;
2. Take advantage of its location at the end of the M32 and on the edge of the City Centre and Clean Air Zone which lends itself to providing an important economic role and function of strategic city importance, such as last mile logistics; and
3. Provide opportunities for existing businesses to be retained in the area where appropriate.

Industrial intensification would be supported to optimise the provision and efficiency of industrial space in this location.

1. Large industrial plots have the potential to be developed as a single footprint industrial space with co-located employment space above, or to be broken into separate buildings. Co-located buildings could be used to pursue enhanced densities in well located areas
2. Buildings should overlook Riverside Park and Pennywell Road while minimising overshadowing
3. Service areas could be shared between ownerships to improve plot efficiencies

4. Protect and enhance existing river biodiversity corridor during construction and use - no further contamination of the river through industrial processes
5. New Pennywell Road pocket park to provide additional public green amenity space. This could link to Riverside Park enhancing the current level of connectivity and access to green space
6. Improvements to Pennywell Road could include widened footways, integrated SuDS and street trees

Location Plan



Tanneries Character Area

Strategic Maps



Key Points

- Development Footprint
- River Frome
- Proposed public space
- Existing enhanced public space
- Active Frontage
- Servicing Area
- Key Active Frontage Area
- Service Yard



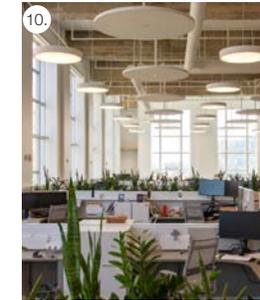
Well located and designed entrances



Visually active industrial frontages



Activity around industrial spaces



Active Frontage

Active frontages are required across the regeneration area to contribute to wider placemaking objectives.

New development in the Tanneries Character Area should seek to integrate smaller industrial, commercial and community spaces at the ground floor which maximise engagement with and natural surveillance over Pennywell Road, the riverside walkway, and Easton Way. Co-locating night-time venues here could help to bring vibrancy and activity during the evening, helping to increase safety.

Active edges on the river edge should be focused on community/night-time frontages, with industrial and employment on the Pennywell Road side.

1. Areas of prominent frontage should create activity, engagement and visual connection to key routes and spaces.
2. Frontages facing the River Frome should provide visual connection and overlooking of the riverside walkway.
3. Active uses which facilitate direct engagement with key routes and spaces should be provided in these locations.
4. Active frontages and visual connection create natural surveillance of key routes such as Pennywell Road, enhancing feelings of safety.
5. Creative production workshops, large flexible volumes

Employment

The employment offer of the Tanneries Character Area will focus on light manufacturing and logistics. This area lends itself to larger footprint employment uses which require a central city location and/or easy access to the road network for servicing and distribution. Smaller industrial spaces could sit alongside larger space as part of co-located schemes.

The quantum of potential employment that could be provided has the potential to generate a high level of new employment opportunities for local residents which should seek to maximise opportunities for apprenticeships and training.

Bristol City Council will be exploring the delivery of a Low Carbon Logistics Hub in this area as part of a wider sustainable last mile logistics and distribution network.

6. Filwood Green, Bristol: 'Green Keratin' Business Tenant
7. Wiper & True, Industrial Tap Room, Old Market, Bristol
8. Industrial Storage Unit/Last mile delivery logistics hub
9. Propyard: Industrial Event Space in Bristol
10. Office space could also be accommodated in this area to diversify the overall employment mix as part of co-located schemes.

Location Plan



Tanneries Character Area

Strategic Maps



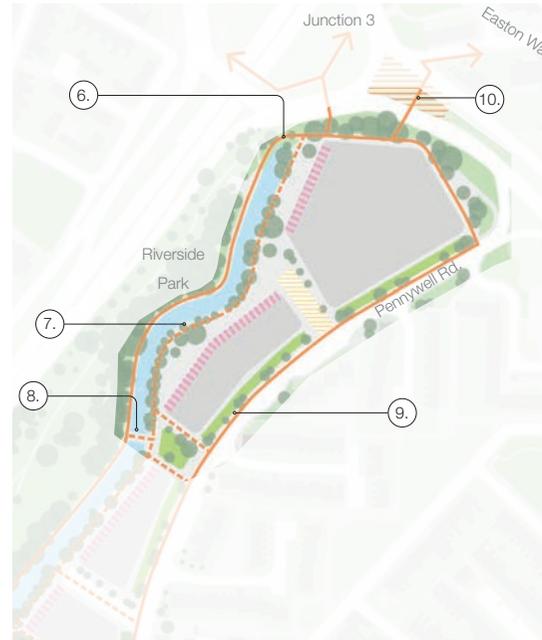
Two way primary street for servicing



Shared service areas



Secondary streets for service access



Generous in-carriageway cycle route



Low car public realm off main street



Wide footways with a green buffer

Key Points

- Development Footprint
- River Frome
- Proposed Public Space
- Existing enhanced public space
- Road**
- Primary Street**
- Secondary Street**
- For full road/street definitions see vehicular movement map p.45*
- Service Yard**
- Primary Ped. & Cycle Route
- Secondary Ped. & Cycle Route
note: river ecology corridor is not intended as a cycle route
- Proposed at grade crossing
- Development Offset

Movement: Vehicular

Light industrial uses tend to have high servicing demands which necessitates larger highways capacity capable of dealing with heavy goods vehicle traffic. The northern end of Pennywell Road lends itself to this purpose and provides good access to Easton Way and the M32.

A modal filter will be introduced along Pennywell Road, meaning vehicular access will only be possible from Easton Way. This will significantly reduce vehicular traffic along Pennywell Road and create a calmer, safer street for local residents.

Shared service yards are proposed between industrial plots to make efficient use of land and help reduce the number of turning points across footways.

1. Vehicular access to the Industrial Character Area from Easton Way only (junction upgrades required)
2. Public green space activates building edges and leads to new pedestrian river crossing
3. Modal filter will prevent through-traffic along Pennywell Road, reducing vehicle movements and improving safety
4. Shared service areas reduce instances of service vehicles crossing footways
5. Primary street for two-way traffic to include SuDS, tree planting and parking as appropriate

Movement: Pedestrian & Cycle

Improvements to Pennywell Road include footway widening and reduced service vehicular traffic. Pennywell Road is a key cycle route leading to the city centre from Easton and segregated cycle provision should be accommodated to separate cyclists from heavy traffic.

Primary pedestrian movement corridors are Pennywell Road and the Riverside Promenade on the north bank of the river. Additionally the ecology corridor on the south bank of the river will provide a slower speed nature walk.

A new bridge link could help to improve site permeability and access to Riverside Park.

6. Strategic active travel route parallel with the river linking Easton to the City Centre
7. Ecology walkway will provide continuous pedestrian access to the river
8. Potential new link bridge to enhance connectivity between green spaces
9. Key active travel route with provision for cyclists, generous footways and a planted green buffer to soften the urban environment
10. Potential new at grade pedestrian crossing over Easton Way to improve accessibility to the north

Location Plan



Tanneries Character Area

Pennywell Road Looking West



Illustrative sketch showing a potential response to placemaking principles and concept building arrangement

Tanneries Character Area

This sketch shows how the Tanneries Character Area could include moments of relief in the buildings by creating a public green space that signposts a new bridge link to Riverside Park.

This shows how the busy employment and light industrial area could still function as a dynamic and attractive community focused street. This could be achieved through smart building servicing tactics, generous landscaping and public realm enhancements and new crossing places that would help to manage traffic speeds.

Exciting industrial processes could be on show in the public realm to demonstrate what is being made in this part of the city. Other amenities could also be located around key public spaces to cater for the new and existing residents, workers and visitors.

Location Plan



Implementation & Delivery

Strategic Overview

05



Implementation & Delivery

Strategy Overview

Introduction

Frome Gateway has been identified in the emerging Local Plan as one of Bristol's core areas for growth and regeneration, recognising the area's potential, space for growth, need for investment to reduce inequality, and sustainable central location. The principle of a change in land use and regeneration in this area is supported by BCC. While this framework is not formal planning policy, it will be endorsed by BCC Cabinet to become a 'material consideration' for assessing future planning applications and BCC investment decisions in the area.

The Role of the Public Sector

Regeneration projects are long-term and complex. At Frome Gateway, the challenges of fragmented land ownership, financial viability and need for coordinated infrastructure means that the outcomes in this framework are unlikely to be realised through the market alone. As such, BCC has a leading role to play in promoting and facilitating the vision set out in this framework and coordinating the delivery of site-wide infrastructure (such as enhancements to the streets and movement network).

To realise this vision, BCC will:

- Promote widely the aspirations and strategic narrative for sustainable, inclusive transformation
- Work collaboratively with all stakeholders in the Frome Gateway area to champion new development that aligns with this framework
- Involve communities in the development of more detailed proposals in the area
- Work with other public sector bodies to identify and secure funding opportunities to deliver the aspirations for Frome Gateway
- Use its role as landowner to influence the type of development and sustainability performance on specific sites within BCC ownership

The Role of the Private Sector

Effective collaboration and active engagement between the private sector, public sector and communities is pivotal to the future success of Frome Gateway. While much of the land is within private ownership, this framework represents a 'call to action' for prospective developers to embed high-quality place principles and a broader mix of uses that will benefit existing and new residents and users of the area. To maximise their chances of planning success, developers should pursue early and ongoing engagement with the BCC and local communities to incorporate the vision and Community Place Principles at all stages of the design and planning process.

Affordable Housing

Housing is a multi-faceted issue and there is significant and locally specific need in the Frome Gateway area. Developers are highly encouraged to engage with the council at an early stage to maximise opportunities for alignment with local needs and deliver the right mix at pace.

The council will work with a range of partners to deliver new affordable homes including direct delivery of new council homes, housing delivery through council-owned housing companies, and working with Registered Providers to secure funding for affordable housing delivery. To ensure local community benefit from regeneration at Frome Gateway, the council will explore a Local Lettings Policy, as described on page 39.

Developers are expected to meet minimum requirements for affordable housing provision and are invited to work positively and collaboratively with the council to explore ways to further increase the delivery of affordable housing above the minimum provision.



Implementation & Delivery

Strategy Overview

Infrastructure delivery

This framework outlines principles and opportunities for coordinated physical and social infrastructure to achieve benefits for new and existing communities. This has been informed by extensive engagement, the Community Place Principles and technical evidence.

Each development will be required to contribute financially to local infrastructure improvements, such as through Section 106 and Section 278 agreements and Community Infrastructure Levy (CIL), in accordance with planning policy. The total cost of infrastructure proposed in this framework is substantial and will require a degree of public sector funding to implement in full.

It is recognised that coordinated infrastructure introduces complexities for funding, delivery and phasing, especially where adjacent sites are in different ownerships. Early engagement and collaboration with Bristol City Council is highly encouraged to find shared opportunities and realise this vision together

Phasing

Phasing and timescales for delivery will depend on individual landowners, businesses, leases, and the wider residential and workplace property market. However, there are key infrastructure moves that would be logical and desirable for early phasing to set a precedent for quality and drive early place-making outcomes.

Priority projects and interventions to kickstart regeneration at Frome Gateway have been set out in the following pages.

Social Infrastructure

Increased population resulting from new development in the Frome Gateway Regeneration Area may put pressure on the local services and facilities such schools and healthcare. A Health Impact Assessment has been undertaken to inform our understanding of local public health priorities including the potential impact of the

regeneration project on local services, and what additional steps and mitigations may be needed to successfully accommodate growth in this area. Bristol City Council will be liaising with the local NHS Integrated Care Board and education providers and organisations to inform them of planned growth in Bristol, to assist in planning future healthcare and educational provision across the city.

Health Impact Assessment

A Health Impact Assessment has been undertaken to inform our understanding of local public health priorities including the potential impact of the regeneration project on local services, and what additional steps and mitigations may be needed to successfully accommodate growth in this area. This has been used to directly inform the development of this framework and will be published alongside it to help inform site-specific development proposals. It is expected that new development positively embraces this as a tool to maximise positive health outcomes through regeneration and minimise negative ones. Early engagement with BCC is encouraged to maximise this.

Temporary & 'Meanwhile' Uses

Potentially effective means of testing new forms of employment spaces and uses while providing opportunities for community and cultural development (e.g. night-time economy spaces and community arts spaces). Temporary uses help manage and co-ordinate change in the area as various sites come forward over a long time period. Developers should engage with BCC about any possible temporary uses which could be made of vacant sites.

Open Space Maintenance

The council will work with the local community to ensure the effective management and maintenance of green and open spaces so that they meet the needs of the community and deliver their intended placemaking, public health and ecological benefits. This will include bespoke partnerships to integrate opportunities for social value generation such as education, skills and training. Developers will be expected to contribute to the long-term management and maintenance of local green and open spaces within the regeneration area.



Implementation & Delivery

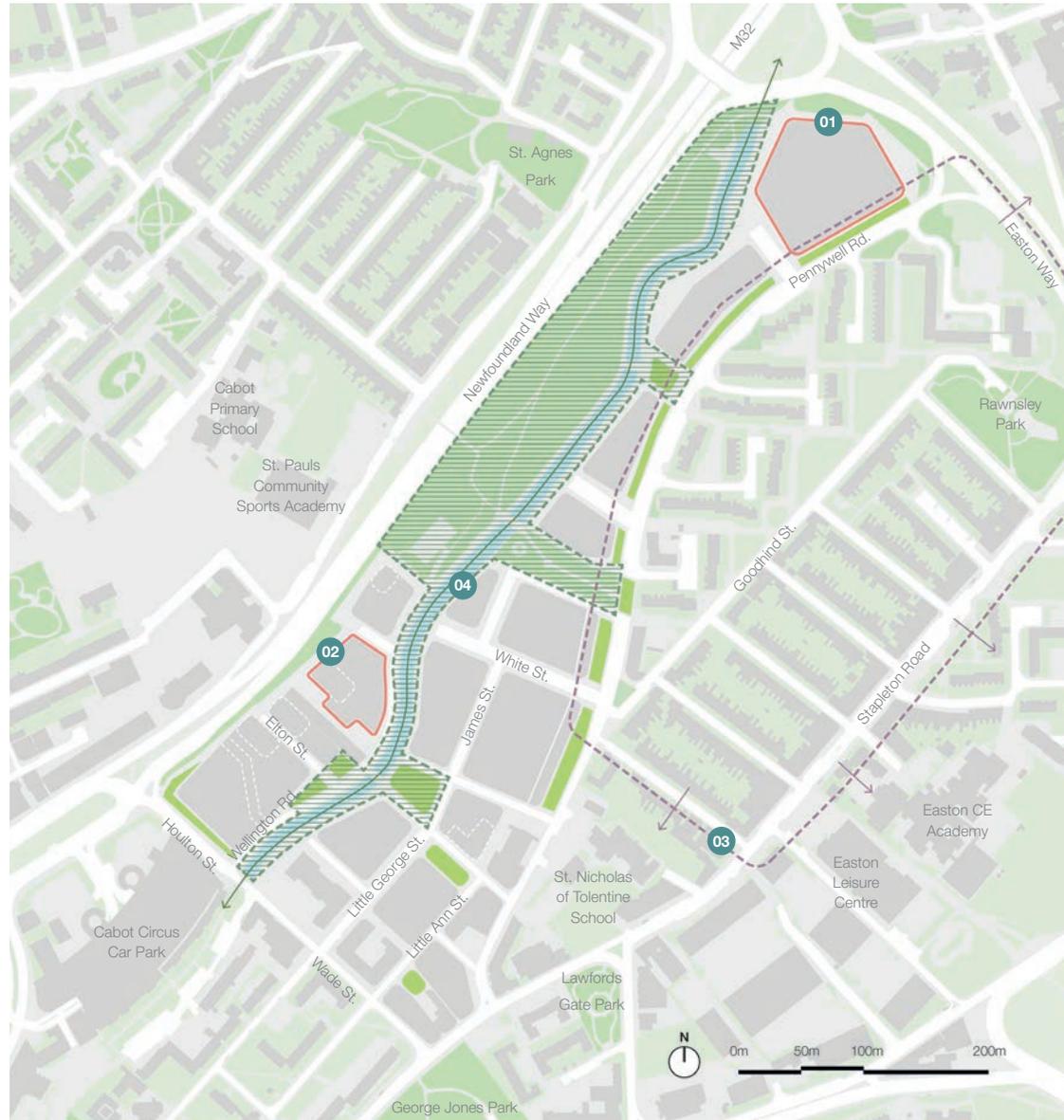
Early Interventions & Initiatives

Early physical interventions and infrastructure would give early benefits to the community and provide the market with sufficient confidence to deliver on the Community Place Principles and wider placemaking ambition in this framework. To enhance and accompany these, non-physical processes and initiatives will also help to prepare for and pave the way for regeneration.

At the time of writing, the council intend to pursue the following key interventions and initiatives to kick-start regeneration and demonstrate their ongoing commitment to the future of the area.

Non-Spatial Interventions/ Initiatives

- **Continued community engagement**, working with existing community groups to support them in their objectives and embed them in the future proposals
- **Undertake community co-design** for the open spaces, public realm, landscape and river restoration
- **Produce a Social value Strategy for Frome Gateway**, aligned to Bristol Council's Social Value Policy and Framework for reducing poverty and inequality, enhancing community economic and social wellbeing and increase resilience and environmental sustainability
- **Work with existing businesses to better understand their needs and aspirations** and best manage change in the area to support business continuity.
- **Work collaboratively with landowners and developers** to ensure development proposals are aligned with the vision and principles set out in this framework
- **Continue work to embed health and wellbeing**, such as incorporating these principles into more detailed project briefs and processes
- **Explore a Frome Gateway Local Lettings Policy** to maximise opportunities for local people to access new affordable housing options.
- **Produce a Frome Gateway Cultural Strategy** in collaboration with the community, cultural stakeholders and developers. Positive social impact would be at the core, as well as economic and environmental impact.
- **Explore a ground floor affordable lettings / workspace strategy** and approach for Frome Gateway to help ensure inclusivity of employment and community spaces.
- **Produce a Business Retention & Relocation Strategy** (including community organisations) to better understand how existing businesses can be retained within the area or relocated where necessary



Key

- River Frome
- Proposed Public Space
- Existing enhanced public space
- Development Plot/Building Footprint

Spatial Interventions/Initiatives

- 1. Redevelop Universal House as a Low Carbon Logistics Hub.** This site, at the north end of Frome Gateway, is Bristol City Council owned and has great potential to support 'last mile logistics' into the Broadmead/City Centre area via cargo bike or smaller electric vehicles. The associated infrastructure will include an upgrade to the strategic cycle route running through Frome Gateway
- 2. Redevelop Wellington Road Depot as a District Heating Network Energy Centre.** This is a Bristol City Council owned site and has great potential to act as a 'proof of concept' for innovative design that co-locates with other uses, such as residential. The early delivery of this energy centre and an associated district heat network of pipes will reduce the carbon impact of new development in the area
- 3. Carry out a detailed movement study** to better understand the implications of introducing a modal filter on Pennywell Road to improve safety and create a more community-focussed street. This take account of the impact on local residents, businesses and the wider transport network such as Stapleton Road and will be undertaken with engagement with the local community, emergency services and disability groups.
- 4. Deliver a river restoration project** as part of the Resilient Frome programme to enhance wildlife and deliver early placemaking benefits.

Statement of Intentions

Compiled in recognition of the community's aspirations, this co-created 'Statement of Intentions' is presented here as a work in progress. The thoughtful and thought-provoking words articulated here are meant to be aspirational for ALL parties (including BCC, developers, local residents, businesses, community organisations, and others. They should not be used as a list of absolutes or demands.

It is hereby declared that

the area known as the Frome Gateway, in St Jude's, in Bristol,

will now,

and

into the future,

aspire to become

a neighbourhood

that always:

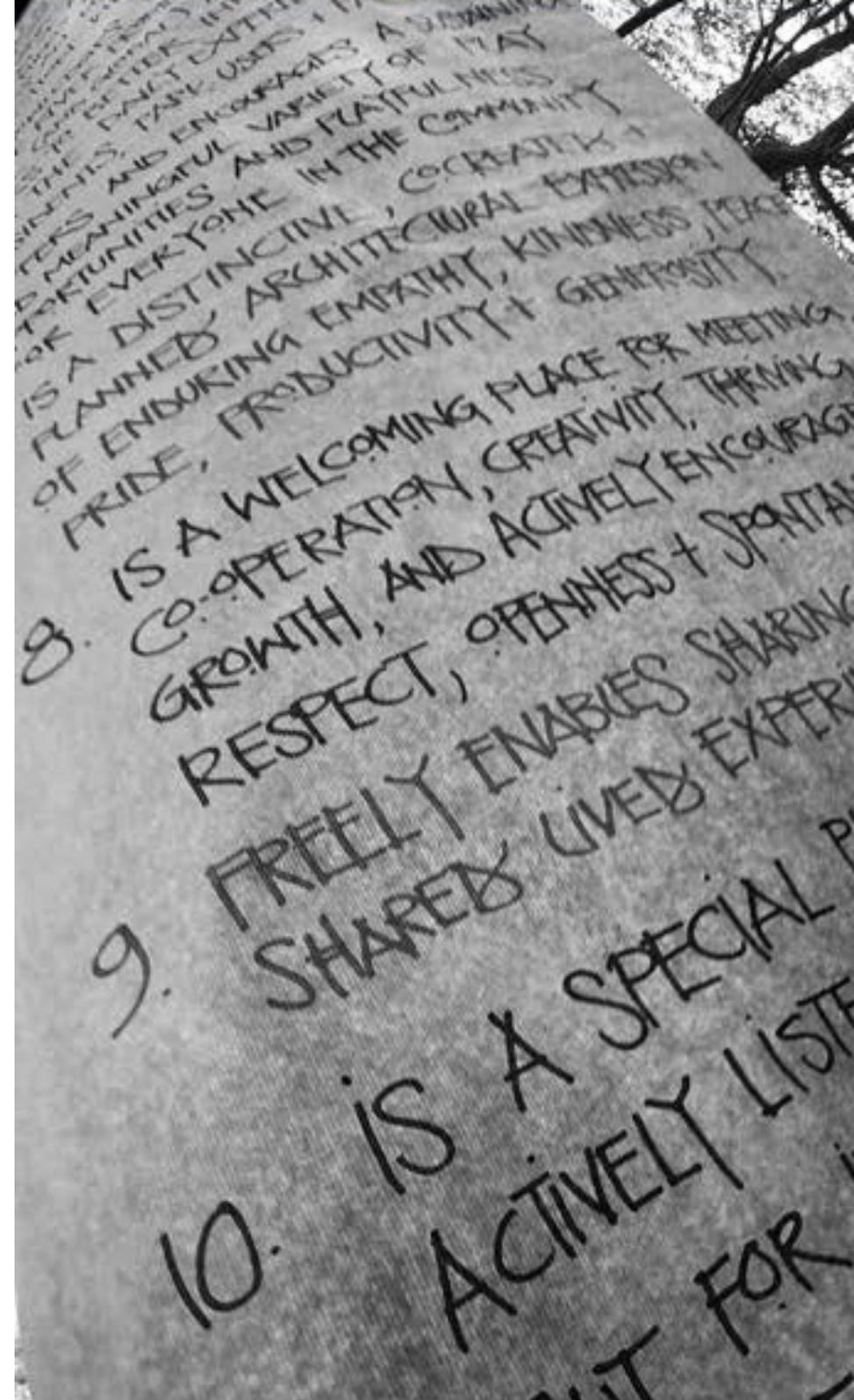
1. Is authentically and continuously co-created on common ground.
2. Recognises the necessity for positive change and allows for growth, dwelling, flourishing and flow of all individuals, the community and visitors.
3. Nurtures diversity, creativity, human connection, resilience, learning together and the exchange of ideas and aspirations.
4. Values and celebrates the flourishing of all life and living things and continuously enhances an enriching (human) connection with nature.
5. Acknowledges the presence of the River Frome as a key local (and global) asset and seeks to better integrate it into the daily experiences of residents, park users and passers-by.
6. Offers and encourages a sustaining and meaningful variety of play opportunities and playfulness for everyone in the community.

7. Is a distinctive, well planned and co-produced architectural expression of enduring empathy, kindness, peace, pride, productivity and generosity.
8. Is a welcoming place for meeting, co-operation, creativity, thriving and growth and actively encourages respect, openness and spontaneity.
9. Freely enables positive sharing and shared lived experiences.
10. Is a special place that actively listens to, and speaks out for itself, its citizens, nature and the wider world.

In wishing Penny well

We trust that this will be so. Good growth is profoundly important here.

16th August 2022.



References

List of Figures

Images not referenced in this list have been created by the author.

- p.13** Bristol Central Area Plan, Policies Map. Source: Bristol City Council
- p.15** Deprivation in Bristol 2019 Map. Source: Bristol City Council
- p.18** Surface Water flooding map. Source: Mott MacDonald
- p.18** rooftop photovoltaics. Source: Allford Hall Monaghan Morris
- p.18** Courtyard Kindergarten. Source: Yuecheng Group
- p.20** Images 1-8. The Frome Gateway Story Source: Bristol City Council
- p.21** Image. The Frome Gateway Story Source: Bristol City Council
- p.21** Heating Infrastructure Energy Centre, University of Liverpool. Source: University of Liverpool Energy Company
- p.33** Mayfield Park. Source: U+I
- p.33** Bellamybuurt. Source: Mobycon
- p.33** Hawley Wharf Masterplan. Source: Allford Hall Monaghan Morris
- p.33** Monbijou Park. Source: Berlin.de
- p.33** Concert Square Liverpool. Source: Urban Splash
- p.33** Superkilen. Source: Topotek 1
- p.33** Solar panels. Source: Bristol City Council
- p.37** White Collar Factory. Source: Allford Hall Monaghan Morris
- p.37** Delivery service and garbage collection Source: Ålskade stad
- p.37** Volunteer it Yourself Flo Skatepark. Source: Travis Perkins
- p.37** Image Source: Margate Creative Land Trust
- p.37** discussion group. Source: UCL
- p.38** Paintworks Bristol. Source: Rengen Developments
- p.38** Industria . Source: Haworth Tompkins
- p.38** Caxton Works London. Source: U + I
- p.40** William Street Character Area. Source: Allford Hall Monaghan Morris
- p.40** Paintworks Bristol. Source: Rengen Developments
- p.40** Wapping Wharf Phase 1 Bristol. Source: Umberslade and Muse Developments
- p.41** Boxing Clever. Source: thebristolmayor
- p.62** Images 1-2 Scott Farlow. Source: wishing Penny well, Project Report 2022
- p.63** Images 1-2 Scott Farlow. Source: wishing Penny well, Project Report 2022
- p.79** Scandiagade. Source: 1 : 1 Landskab
- p.82** Monbijou Park. Source: Berlin.de
- p.82** Park Central West London. Source: Allford Hall Monaghan Morris
- p.82** Bristol's Trojan Free Fighters club. Source: BBC
- p.82** Chicago Riverwalk Phase 3 Source: Sasaki
- p.82** Lemonade Building London. Source: Allford Hall Monaghan Morris
- p.83** Pancras Square. Source: Kings Cross
- p.83** Two New Bailey. Source: Allford Hall Monaghan Morris
- p.83** Wiper & True Brewery. Source: Visit Bristol
- p.83** Châtenay-Malabry, France, New town entrance. Source: Ateliers 2/3/4/
- p.83** Café Kino. Source: Allford Hall Monaghan Morris
- p.83** 100 Union Street. Source: Café Kino
- p.83** The Bristol Loaf's Bedminster café Source: Bristol Loaf
- p.84** New Road Landscape Project. Source: Brighton & Hove City Council
- p.84** Park Central East. Source: Allford Hall Monaghan Morris
- p.84** Tokyo. Source: Unsplash
- p.84** Scandiagade. Source: 1 : 1 Landskab
- p.84** Mayfield Park. Source: U+I
- p.84** Transport. Source: University of Bristol
- p.88** The Officers' House. Source: Allford Hall Monaghan Morris
- p.88** Central Saint Martins College of Art and Design, London. Source: University of the Arts London
- p.88** Concert Square Liverpool. Source: Urban Splash
- p.88** Mayfield Park. Source: U+I
- p.88** Mayfield Park. Source: U+I
- p.88** Industry City Courtyard 5-6. Source: Industry City Associates
- p.89** Wapping Wharf and Harbourside. Source: Visit Bristol
- p.89** 100/150 Hooper Street. Source: sdlsf
- p.89** kentish-town-health-centre. Source: Allford Hall Monaghan Morris
- p.89** Old Truman Brewery. Source: Truman brewery
- p.89** Clandstine Workshop. Source: bikepacking
- p.89** Mother London. Source: Mother London
- p.89** The Jam Jar. Source: Headfirst
- p.89** The Swan With Two Necks. Source: BristolLive
- p.89** Watershed. Source: ARUP
- p.90** Bream Street. Source: Allford Hall Monaghan Morris
- p.90** St Andrews, Bromley-by-Bow. Source: Barratt London
- p.90** Private Glasgow West End Walking Tour. Source: VisitScotland
- p.90** The Bower. Source: Allford Hall Monaghan Morris
- p.90** University of Amsterdam. Source: Allford Hall Monaghan Morris
- p.90** Material Store. Source: HUB
- p.90** Caxton Works London. Source: U + I
- p.90** Port Loop. Source: Urban Splash
- p.90** Community Gardens. Source: Unidosus
- p.90** South Gardens, London. Source: Lendlease
- p.94** The Hawley Wharf Masterplan. Source: Allford Hall Monaghan Morris
- p.94** St Andrews, Bromley-by-Bow. Source: Barratt London
- p.94** Cleveland County Wellness Square. Source: Allford Hall Monaghan Morris
- p.94** Faculty of Engineering. Source: University of Bristol
- p.94** Temple Cycles workshop. Source: Temple Cycles
- p.94** Caxton Works London. Source: U + I
- p.94** Lomax Studio. Source: CAN
- p.94** LHG Brewery. Source: Left Handed Giant
- p.95** Low Traffic Neighbourhoods. Source: TFL
- p.95** Marylebone Lane. Source: Westminster City Council
- p.95** Street Trees Help Make Our Roads Safer. Source: Trees For Streets
- p.95** Sonder Boulevard Copenhagen. Source: LoveCopenhagen
- p.95** Wapping Wharf, Bristol. Source: GreenBlue
- p.95** Low Traffic Neighbourhoods. Source: TFL
- p.100** day-lit factory for Jaguar Land Rover in England. Source: ARUP
- p.100** Battersea design and innovation campus. Source: Royal College of Art
- p.100** Magna Square. Source: Allford Hall Monaghan Morris
- p.100** Chiswick Park. Source: Stanhope
- p.100** Mayfield Park. Source: U+I
- p.100** South Park in San Fransisco. Source: The South Park Improvement Association
- p.101** Battersea design and innovation campus. Source: Royal College of Art
- p.101** day-lit factory for Jaguar Land Rover in England. Source: ARUP
- p.101** Old Truman Brewery. Source: Truman brewery
- p.101** Bob and Tamar Manoukian Production Workshop. Source: Royal Opera House
- p.101** Inhabitant Filwood Green Business Park. Source: Stride Treglown
- p.101** Wiper and True Taproom & Brewery. Source: Archdaily
- p.101** Amazon India Operation's sustainability efforts .Source: Amazon
- p.101** Propyard, Bristol. Source: Propyard
- p.101** Flywheel. Source: Allford Hall Monaghan Morris
- p.102** successful urban tree planting matter to engineers. Source: ICE
- p.102** Riverside. Source: Allford Hall Monaghan Morris
- p.102** The Old Vinyl Factory. Source: HUB
- p.102** Chiswick Park. Source: Stanhope
- p.102** Two New Bailey. Source: Allford Hall Monaghan Morris
- p.102** South Gardens, London. Source: Lendlease
- p.105** Peabody's Whitechapel Estate. Source: Peabody
- p.105** Goldsmith Street. Source: Norwich City Council
- p.108** Image. Source: wishing Penny well, Project Report 2022
- p.110** Image. Source: wishing Penny well, Project Report 2022

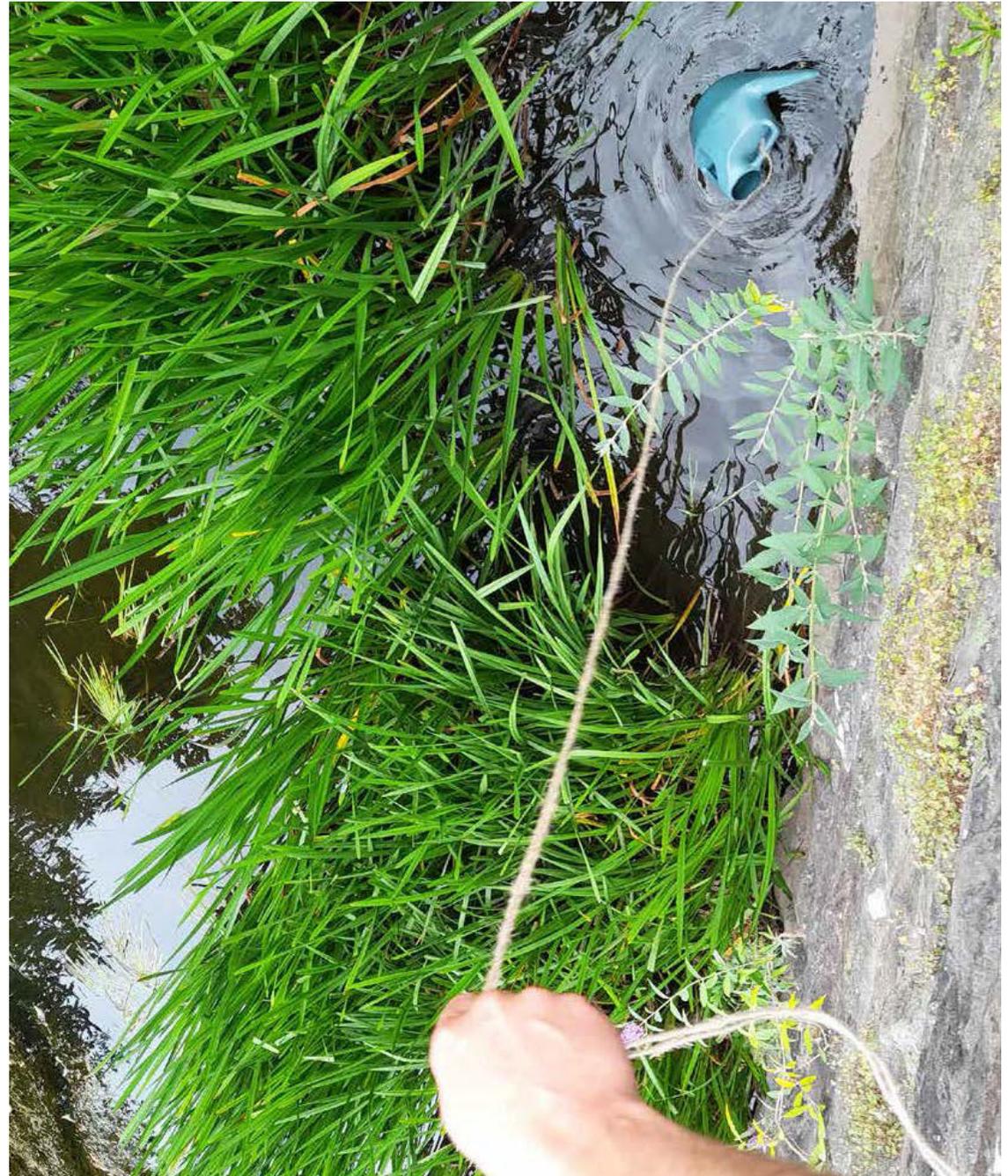
References

A Poem for the People and this Place

A Poem for the People and this Place

A
resonant song
in our city.
Beating
to the tune
of the rhythm of life,
a part
of the bigger picture,
beautiful in itself,
with floating ghosts, gentle spirits,
and the river,
humming in
its own gentle time,
murmuring for
and against
the traffic,
the motion and the movement then
a pause
in the pulse
for a moment,
the ebb and the flow, a kingfisher flash,
the people, the breeze
through the trees
as they all come and go
Passing through,
pausing
and forever breathing in
new voices
calling out
for a new
interweaving
imagining
illuminating
the
rich
forever
future
flow
.....

*Scott Farlow artist poet an evolving, ever-changing work summer 2022.
Source: wishing Penny well, Project Report 2022*





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