

This public exhibition has been prepared on behalf of the developer, Deeley Freed (Penhalt) Ltd. It supports their outline planning application seeking permission for the development of up to 200 flats, up to 6,000m² of flexible business employment space and local needs shopping (approximately 1,000m² net) on a partially vacant, previously used, riverside site adjoining Lower Bristol Road and Windsor Bridge Road about 1 km west of Bath city centre.

The proposal has been designed carefully to accord with relevant policies for the area in Bath & North East Somerset Core Strategy and national policies in the National Planning Policy Framework (NPPF).

Twerton, particularly the eastern part in which Roseberry Place is located, is a part of Bath which is changing rapidly in the light of major urban renewal in the city nearby, most notably Western Riverside (which adjoins Roseberry Place to

the east). New paths, cycle routes and highway enhancements are improving accessibility to Bath city centre greatly from the area.

The gradual redevelopment of sites along the River Avon in Bath, which have for a long time been closed to public access, is changing public perceptions and reconnecting the northern and southern sides of the river valley. The River Avon, adjoining the application site, provides the opportunity for a new focus of identity and a much enhanced living and working environment. As a result of these changes, more people are seeking to live in the area and the potential for new forms of employment is emerging. The pace of change is expected to gather in conjunction with this renewed focus on the river and associated initiatives by both Bath & North East Somerset Council and the West of England Local Enterprise Partnership.



Recent projects by the team:
Kingston Mills, Bradford-on-Avon



Bluecoat House, Bath



Kingsmead Leisure Complex, Bath

deeleyfreed

Deeley Freed (Penhalt) Ltd is a wholly owned subsidiary company of Deeley Freed Estates Ltd, a well-established property company with a strong track-record of delivering complex regeneration schemes which are commercially successful and which make a valuable contribution to the community. Recent projects in Bath include Kingsmead Leisure Centre; Bluecoat House; Saw Close; Kennet House serviced apartments; and Argos retail store. Commissions currently in progress in the city in addition to the present proposals include a further scheme on land at Saw Close (for a casino, hotel and Class A3 land uses); and a small residential scheme within Bath Western Riverside.

Martin Bailey is an independent consultant town planner working with Deeley Freed.

nash partnership

Nash Partnership is a multi-disciplinary built environment consultancy, including architecture and urban design. We have offices in Bath and Bristol, employing over 30 people all of whom have a real commitment to delivering the best possible design, planning and regeneration solutions, advice and client experience.

clarkebond

Clarkebond is an ambitious, multi-disciplinary engineering and management consultancy with 3 offices in the UK. We are focused on the challenges of today's construction projects and the delivery of solutions tailored to client requirements and take pride in our ability to provide a personalised service with all commissions headed up by senior management.

NICHOLAS PEARSON ASSOCIATES

ENVIRONMENTAL PLANNERS • LANDSCAPE ARCHITECTS • ECOLOGISTS

Nicholas Pearson Associates is a leading multi-disciplinary Company providing integrated, professional consultancy services in Environmental Planning, Landscape Architecture and Ecology. The Company was established in 1982 and is based in the City of Bath. We employ over 30 professional staff.



TRANSPORT PLANNING

IMA Transport Planning Ltd is based in the centre of Bath, established in 2001 and providing a high quality, personalised transport planning and infrastructure design service

Have Your Say

Avril Baker Consultancy (ABC) has been appointed as an independent facilitator to organise a programme of public consultation on behalf of Deeley Freed and their project team.

Having looked at the exhibition please let us know what you think by completing one of the comment forms which you can either post in the

box provided or return to the address shown on the form.

Deeley Freed will be aiming to gather the thoughts from the consultation with the intention to submit an outline application in the coming months.

Please post your completed form in the box provided at the exhibition or return it to the address below by **23 January 2015**.

Avril Baker Consultancy (ABC), 5 Lilymead Avenue, Bristol BS4 2BY.
email: info@abc-pr.co.uk

02 The Site

Roseberry Place



Roseberry Place is situated to the west of Bath city centre, at the junction of Lower Bristol Road and Windsor Bridge Road



Elevated view from former rail bridge. Site to left bordered by trees.



Looking south. Existing church hall and Unite student scheme to right.



Looking north existing site entrance road.



Within the site looking west. Unite scheme in background.



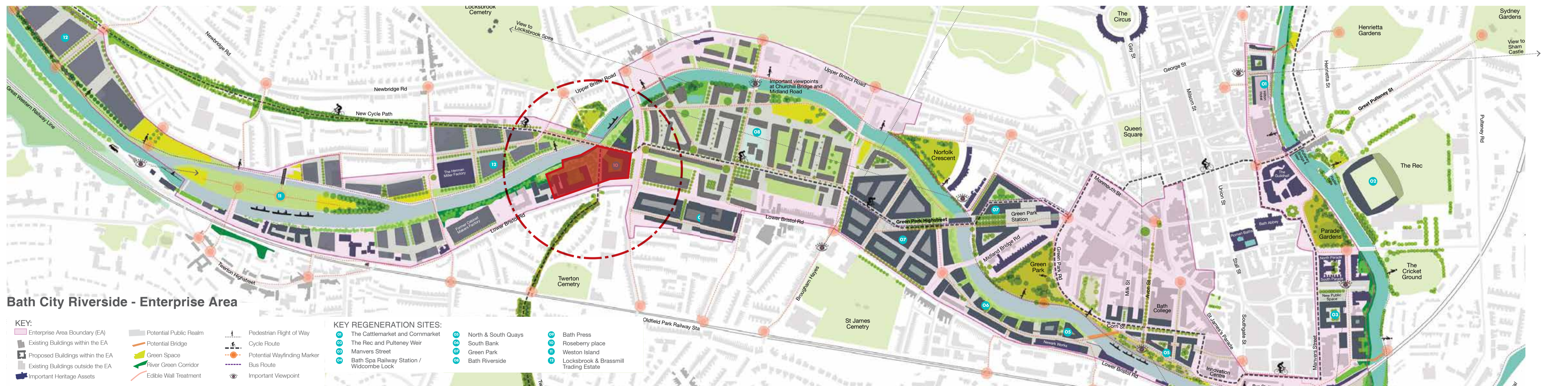
Looking north west. Existing commercial units to left, trees lined river beyond.



Bellotts road and Roseberry Place site entrance looking north.

03 Contextual Overview

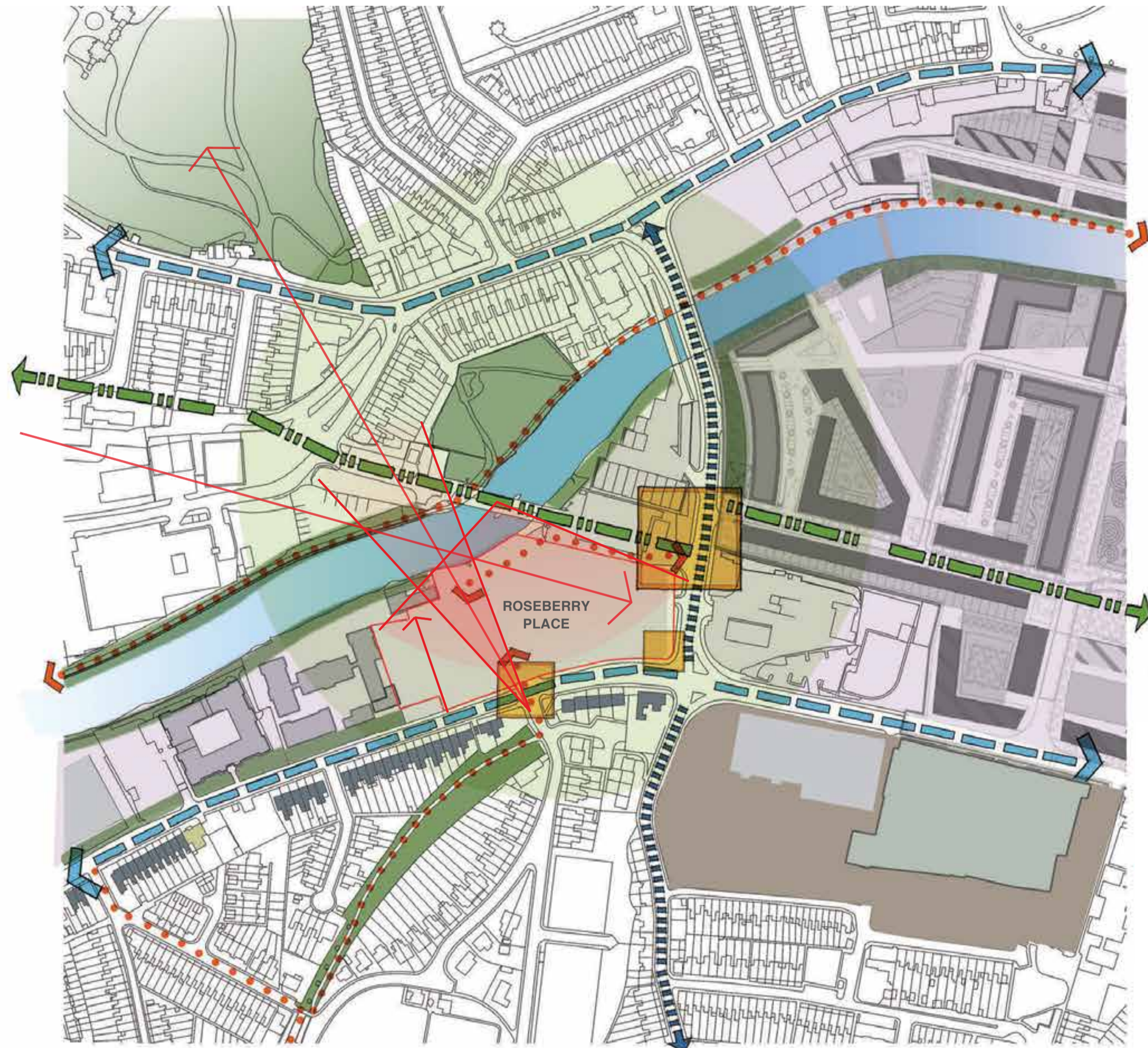
Roseberry Place














04 Immediate Context

Roseberry Place

Exploring the key aspects of the site



-  Green shaded circle Riverside Masterplan Nodal point: Identified in 'Spacial Strategy Review River Strategy'- March 2014.
-  Key urban junctions:Arrival, navigation, visual markers, way finding, Thresholds.
-  Area designated for general development B&NES local plan (Pink) adopted 2007. Enterprise area (Brown).
-  Site boundary.
-  Route of potential Rapid Transport System route. Connecting West & central Bath.
-  Cycle and pedestrian routes.
-  Public open space and planting. Rural corridor.
-  Key views and vistas.
-  Vehicular routes, North South.
-  Vehicular routes, East West.
-  Existing Victorian Terraces to Lower Bristol Road.



Existing disused bridge over river. Trees obscure site edge to the right.



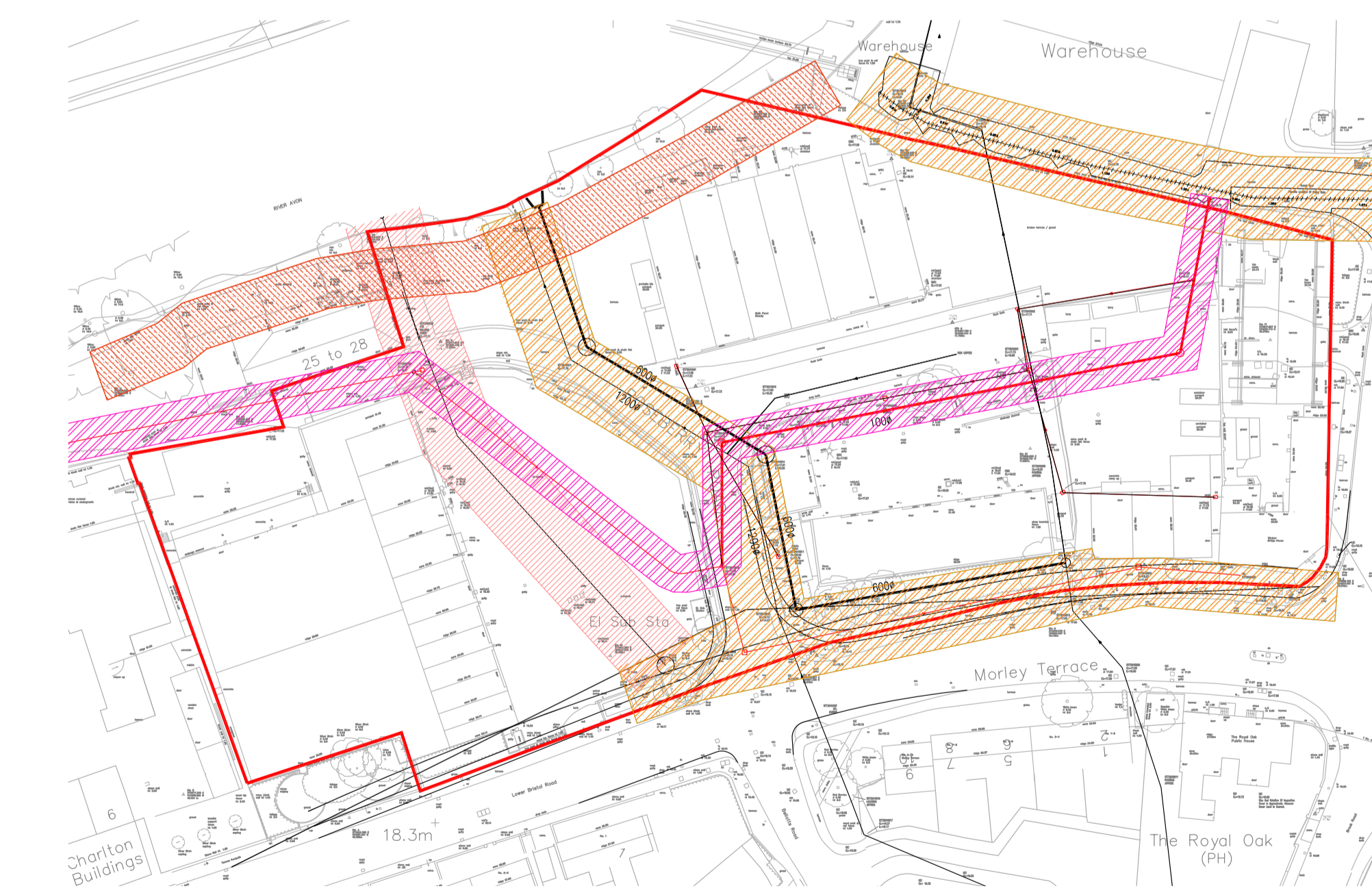
Windsor Bridge road looking south. Existing open roofed structure currently occupies site to right.



Looking south toward site entrance and Bellotts road junction with Lower Bristol road.



Looking west through gates surrounding existing church hall building. River edge to the right.








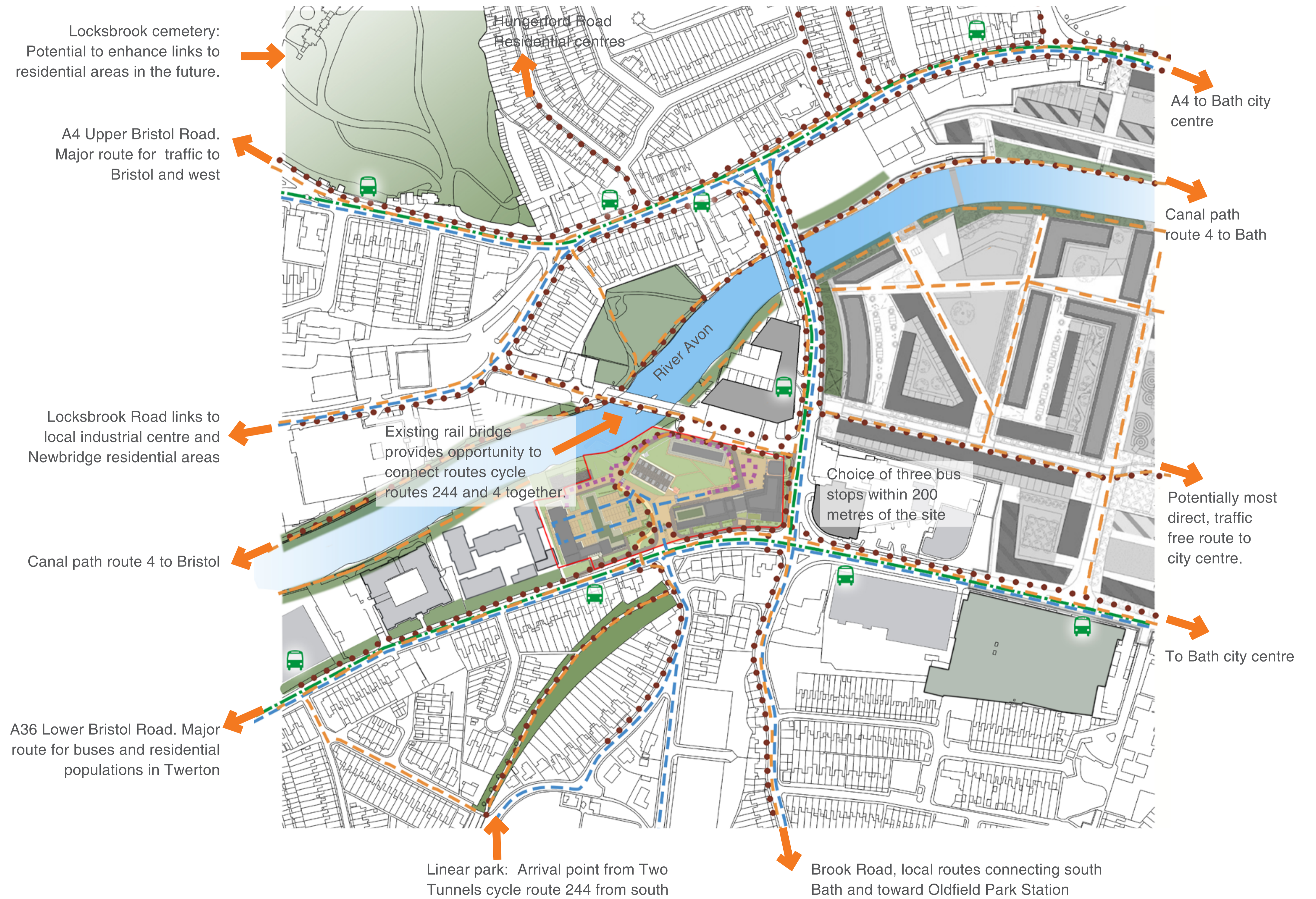
Constraints plan shows no build zone due to deep drainage and user access requirements

05 Movement

Roseberry Place

Diagram showing wider connective routes to, through and from the proposed Roseberry Place development site.

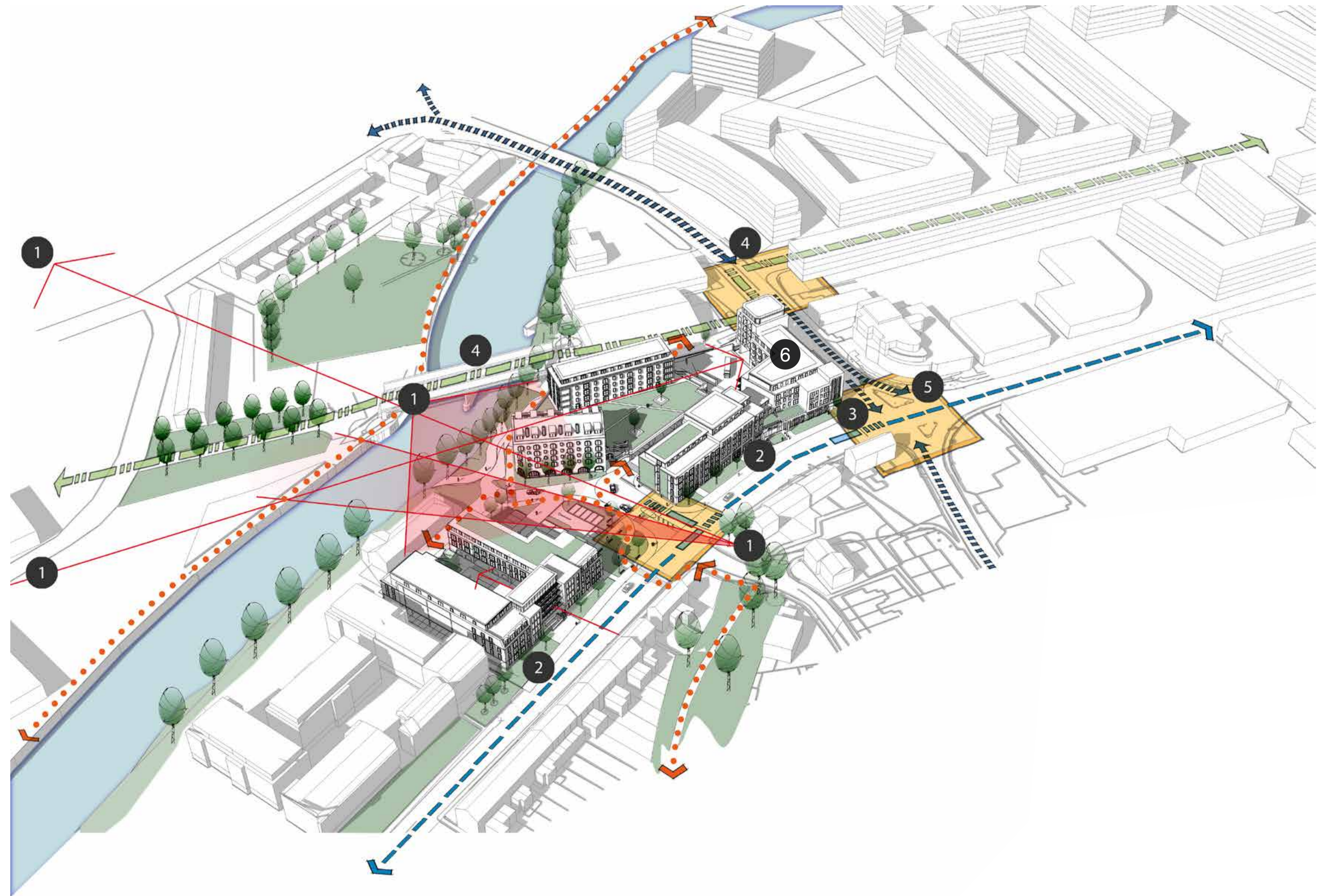
-  Pedestrian routes
-  Cycle routes
-  Vehicular routes
-  Emergency vehicle access
-  Bus stops



06 Design Concept

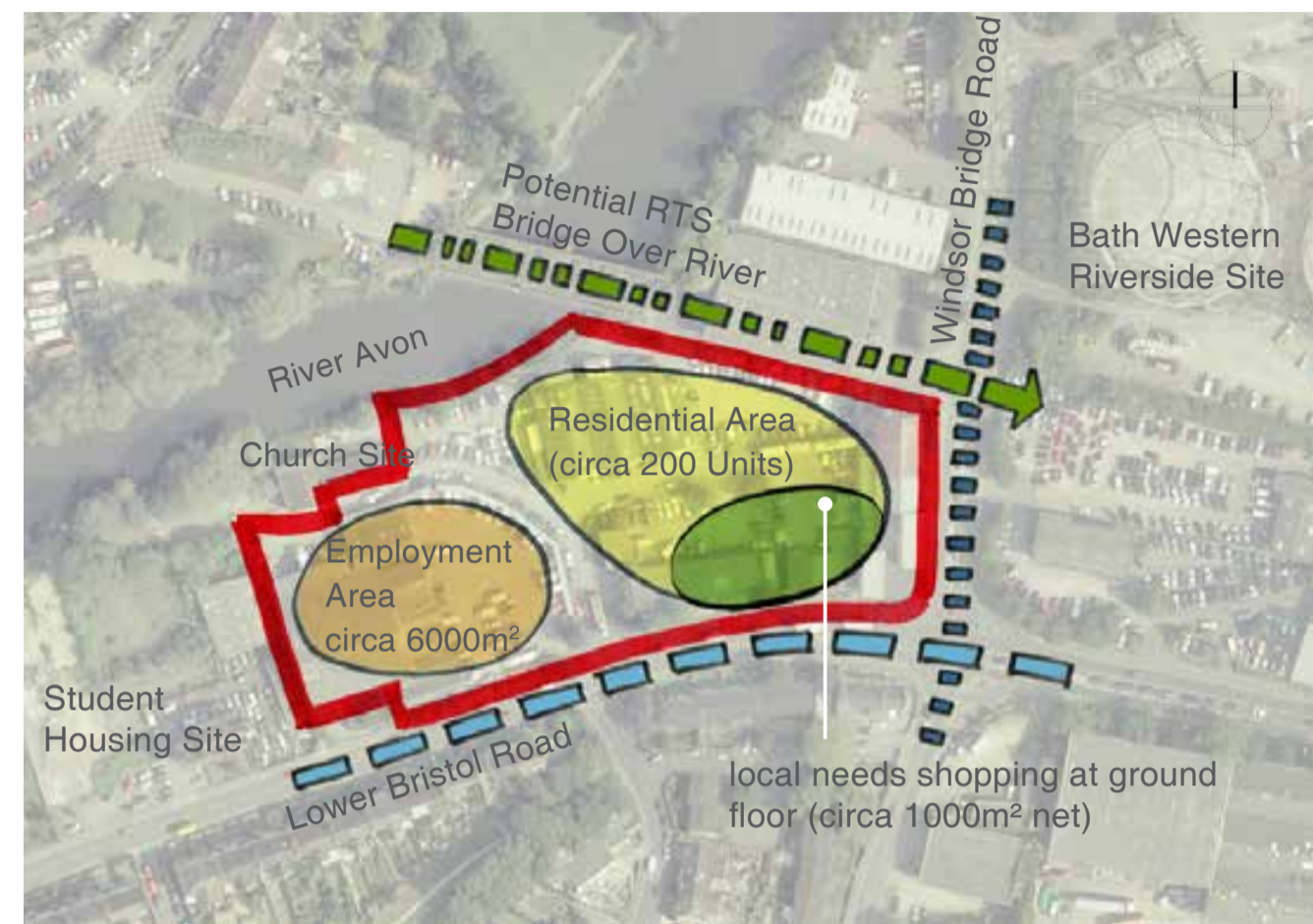
Roseberry Place

- 1 Open up views and perception of the river corridor to enhance the setting, and by connecting green space in and outside the site.
- 2 To recognise the status of the site and its relationship with the surrounding context of Lower Bristol Road. To ensure continuity of its growing status, as well as add interest and engagement opportunities to this principal route into the city.
- 3 Reinforce Lower Bristol Road and Windsor Bridge Road as a key threshold.
- 4 Present a strong reference and send a positive statement about the status of the protected east-west transport link, and Roseberry Place, at this point as a key 'node' on Windsor Bridge Road in the wider urban setting.
- 5 Bring a functional significance to the junction of Lower Bristol Road and Windsor Bridge Road and general movement.
- 6 Building heights set to respect World Heritage Site and setting as per Council guidelines



07 Proposals: Site Plans

Roseberry Place



Within the context of the overall urban design concepts previously outlined, the proposed layout reflects the following main factors:

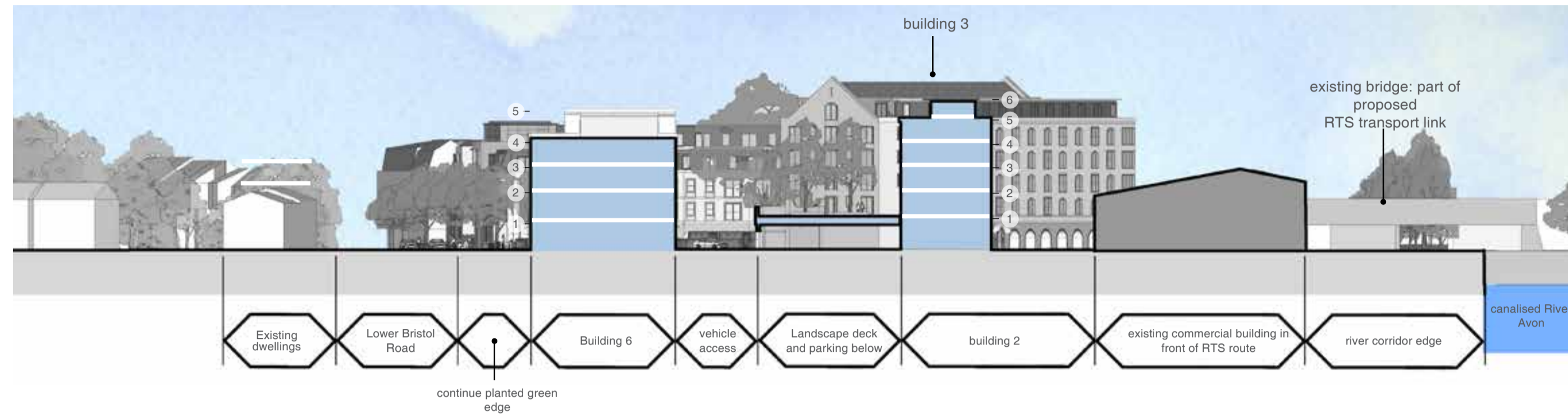
- Creating continuity of street frontage, visual awareness of and access to the river, its green banks and trees in a manner which can connect with and enhance existing biodiversity networks.
- Recognising the functional status of the former Bristol/Bath railway bridge.
- Keeping vehicle servicing and parking discreet from the public realm.
- Avoiding the need where possible to divert adopted highways serving premises off site, and large underground services.
- Creating inter-building spaces that connect well, and bring a sense of value and perspective to the river.
- Allowing hierarchies of character to be generated within the architecture of a large site.



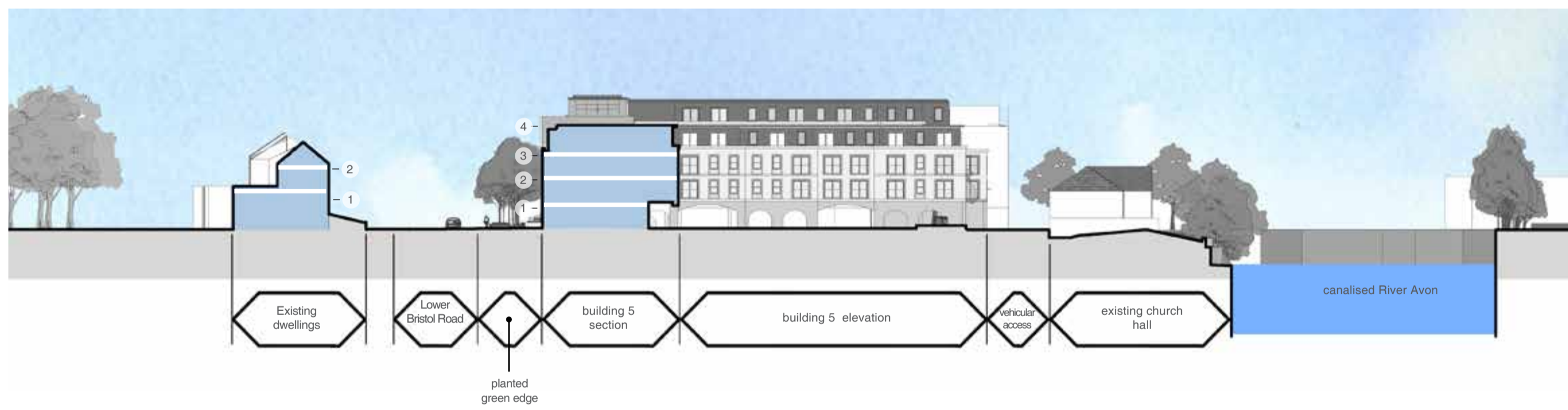
Proposed Site Plan

08 Street Elevation and Heights

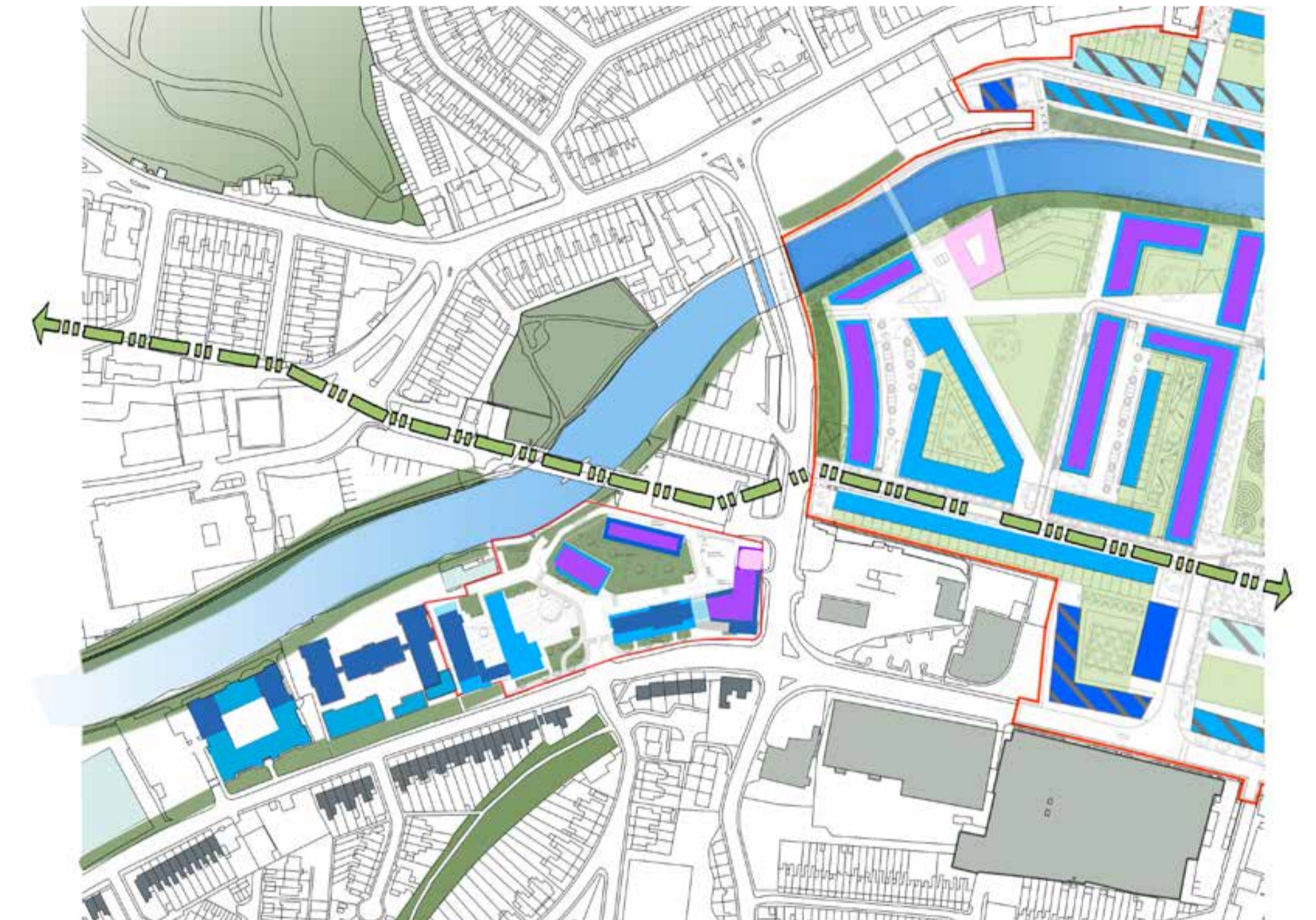
Roseberry Place



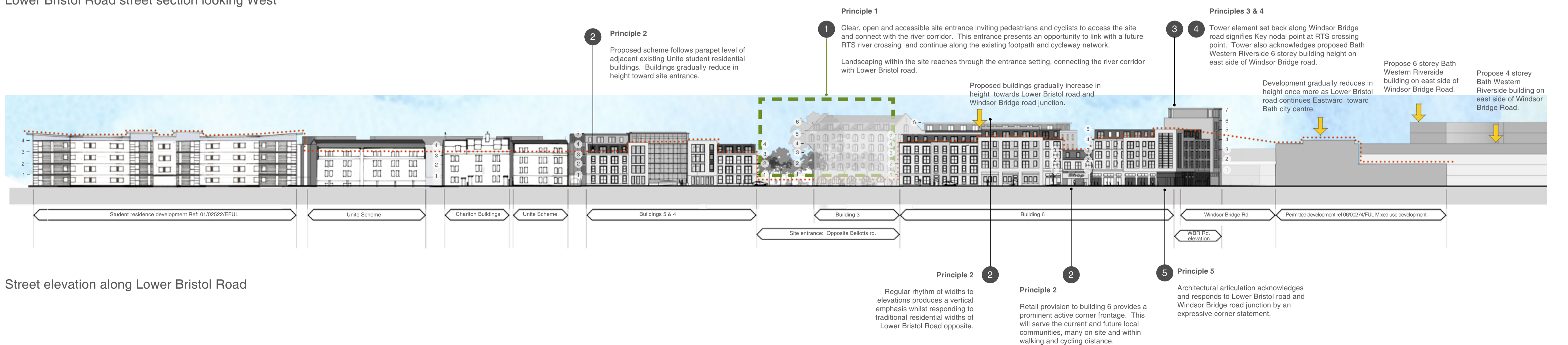
Lower Bristol Road street section looking West



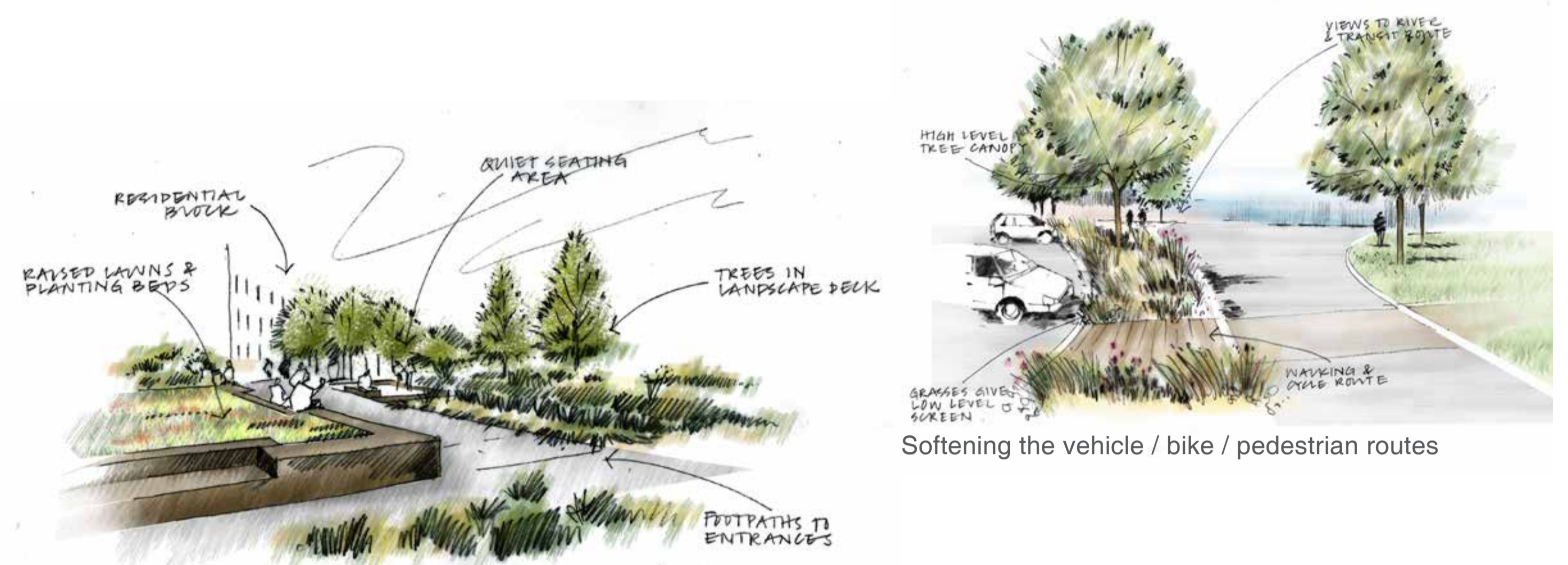
Lower Bristol Road street section looking West



Site plan showing heights in relation to the surrounding context, and that of the approved Bath Western Riverside. *Note Roadway Place B measure from the lower AOD of 18.00m



Street elevation along Lower Bristol Road



Landscape deck

Softening the vehicle / bike / pedestrian routes



Section through landscape deck

Greening the urban corridor

Revitalising the river edge

Roseberry Place lies in an important place in the Bath city riverside. In landscape terms it has been recognised as a marker point for connections and views, and a place where the river corridor changes from a hard to soft landscape edge. It has also been identified as ecological node and where the north-south open space corridor passes through, formed by Locksbrook/Linear Park, providing the potential to create an enhanced ecological node and river related leisure activities.

In summary:

- Part of Green infrastructure network within the city
- River corridor role
- Nodal location in Riverside enterprise area masterplan

- Important to maintain views of the river
- Create a defined edge to Lower Bristol Road and Windsor Bridge Road
- Pedestrian and cycle connection to Two Tunnels and Bristol and Bath cycle paths

The river corridor has considerable significance and presents an opportunity to enhance the existing wildlife diversity network. Although west of Windsor Bridge Road, the corridor already creates a major element of green infrastructure, regeneration at Roseberry Place provides the opportunity to enhance its contribution to the City and to connect to the green infrastructure in the locality.



Landscape precedent studies



10 Artist's Rendering

Roseberry Place



January 2015

11 Massing Studies

Roseberry Place



Sketch aerial view looking North West



Sketch aerial view looking South East



Sketch aerial view looking North East



Lower Bristol Road pedestrian crossing giving views of landscape link and into site.



View from landscape link toward river, framed by building 4 (left) and building 3 (right)



The heart of the site looking toward building 3 (foreground) and building 2 closing the view behind.

12 Long Range Views

Roseberry Place



View from Bath City Farm



View from Locksbrook Cemetery - Zoom View



View from Penn Hill - site obscured



View from Penn Hill - Zoom View