

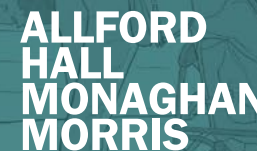
# Frome Gateway Spatial Regeneration Framework

Summary Document

September 2023



Working with



# Frome Gateway Spatial Regeneration Framework

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# Frome Gateway Spatial Regeneration Framework

## Executive Summary

**This Summary Document provides an overview of the draft Frome Gateway Spatial Regeneration Framework (the Framework for short). The full document is available via the Ask Bristol online consultation and engagement hub.**

### The Story of Frome Gateway

Cities are always changing as the needs of the city and its residents evolve. The Frome Gateway area changed from farmland to a dense residential/industrial area during the industrial revolution, and again in the 1970s to the business and warehousing environment we see today. The area is home to a diverse mix of businesses, community and cultural organisations, as well as Riverside Park and the River Frome.

However, there's huge demand for new development in Bristol. The adoption of Bristol's new Local Plan (anticipated in Autumn 2024) will re-allocate the area from an industrial and warehousing area to an area of growth and regeneration. This will see the area change to a mixed-use neighbourhood, to provide new homes and opportunities for existing communities and meet the needs of Bristol's growing population. This Framework provides additional guidance to help ensure regeneration is co-ordinated.

### Regeneration Framework

This Framework has been produced with extensive input from the local community and wider stakeholders and sets out a long-term vision and principles for the redevelopment

of Frome Gateway. It integrates the area and community's needs with city planning, transport and design thinking to inform future planning applications and projects.

Following full consultation, an updated version of the Framework will be considered by Bristol City Council's Cabinet. If the Framework is approved it will become a 'material consideration' for assessing planning applications, meaning that the Council will take account of how well-aligned proposals are with the vision and principles of the Framework during their assessment, alongside planning policy.

### How and when will change happen?

The Framework is a starting point for individual projects in the area. These will be led by different parties such as Bristol City Council, private landowners, businesses and community organisations. There is no set timeframe for physical changes to the area, but it is estimated to take around 15 years to deliver the objectives of this Framework.

The Council will provide opportunities for the community to get involved at all stages. For example, to help shape more detailed proposals for Riverside Park or Council owned sites. It will also support other stakeholders, such as private developers, in providing opportunities for community involvement, which is a key requirement for gaining planning permission.



## 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 for 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.



## Vision Statement

### The Aspiration and Objectives

The vision is an important part of the Framework. It aims to provide a clear message about what the Frome Gateway area should be like in the future. It reflects feedback from the community and stakeholders and has provided the overarching context for the development of the Framework.

**The vision for Frome Gateway is that by 2035, the delivery of new and improved homes, workspaces, and community and public spaces has transformed Frome Gateway to better meet the needs of the local community and the city.**

The diversity of Frome Gateway's community and mix of activities, and re-connection with the River Frome, are celebrated as the area's greatest strengths and represent the foundations of its unique character and identity.

The delivery of roughly 1,000 new homes has created a residential community within easy reach of St Paul's, Old Market, Easton and the City Centre. Improvements have been made to help reconnect St Jude's and St Paul's.

New buildings, public spaces and infrastructure have been designed with sustainability and a changing climate in mind, creating more attractive and comfortable streets and more space for wildlife to recover and thrive.

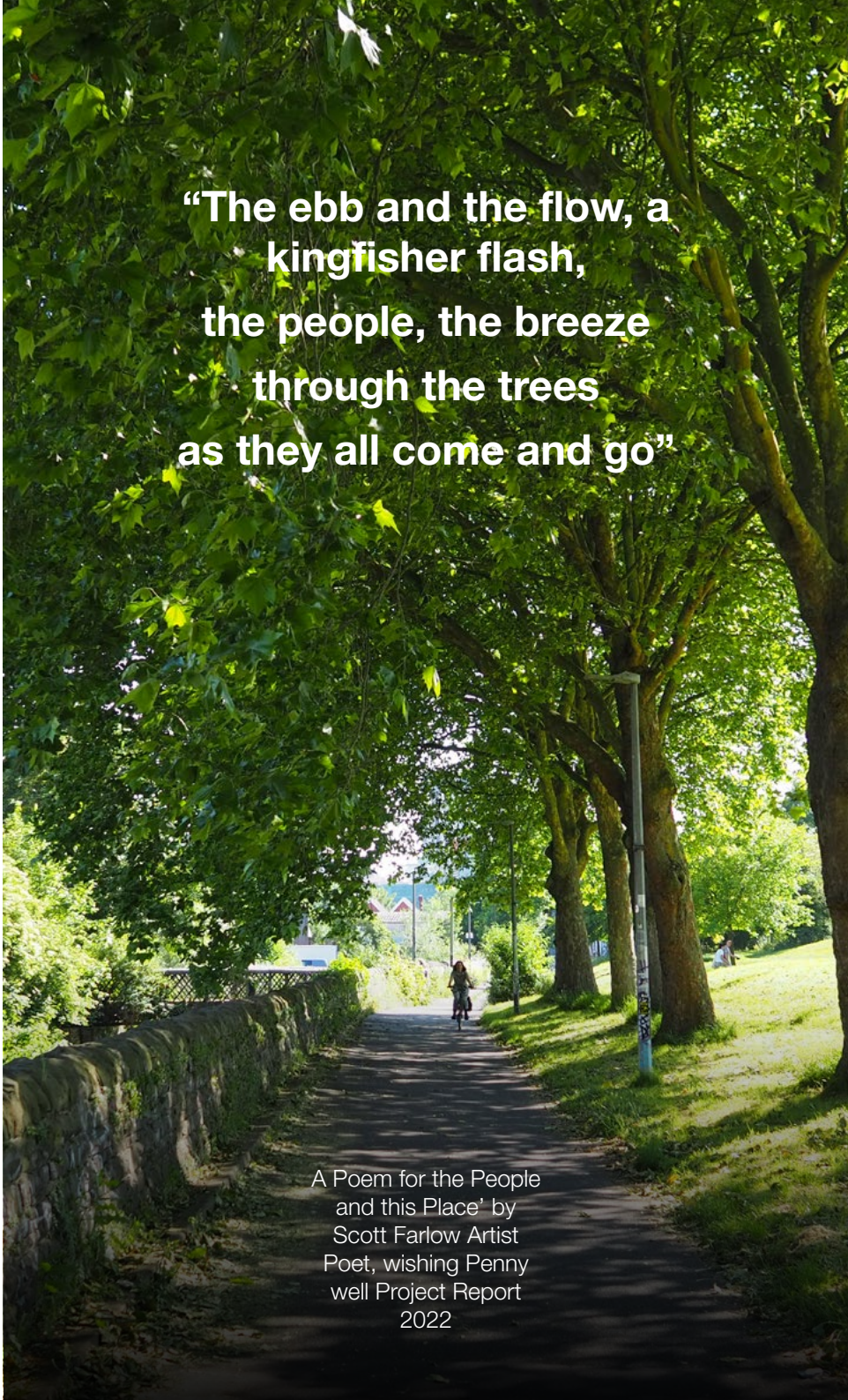
The quality of green spaces has been improved and the River Frome has been restored as a thriving wildlife corridor and opportunities for the community to enjoy the riverside have been integrated.

Health and well-being have been woven into design from the outset, making living more active, healthy, and sustainable lifestyles the natural choice and improving quality of life.

Frome Gateway is home to a green and inclusive economy. New workspaces accommodate a diverse range of jobs, and there are new pathways and services which help local residents to access training, skills and employment opportunities. It is a place which celebrates culture and diversity and where new and old communities come together.

Community and cultural organisations have been given the opportunity to grow in the area and help to define and enhance the shared sense of belonging. Activity throughout the daytime and evenings adds to the area's sense of vibrancy and safety.

Frome Gateway's local communities have been involved in the design and delivery of new and improved public spaces, creating a strong community spirit, more opportunities to participate in community life and build relationships and social networks. Existing and new communities have been supported to take more ownership and stewardship of the area, ensuring that the community grows cohesively and inclusively.

A photograph of a tree-lined path, likely in a park or residential area. The path is paved and runs through a dense canopy of green trees. A person is riding a bicycle on the path in the distance. The lighting is bright, suggesting a sunny day. The text is overlaid on the right side of the image.

“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

# Vision Statement

## Artist Impression, Frome Gateway in 2035

### Key

- Waterways
- Locally significant buildings
- Artist Impression of New Development
- Public Green Space



## Addressing Important Issues

### Summary

#### Housing

There are some specific housing needs in this part of the city, such as overcrowding and a lack of affordable homes. From our work with the community, it's been clear from the outset that the main local priority is the delivery of larger family, affordable homes.

The Framework sets out a vision for delivering approximately 1,000 new homes at Frome Gateway by about 2035, including affordable housing and a range of housing types and sizes. The specific amount and mix of housing will ultimately be determined through the planning application process, but this Framework highly encouraging the delivery of a higher proportion of larger family homes. Where the Council is delivering housing, it will seek to maximise affordable, family and accessible homes to meet local need. New emerging local policy also sets a requirement for more family homes in the area.

Bristol City Council will be exploring ways of maximising opportunities for the local community to access new social housing being brought forward at Frome Gateway.

#### Business, employment and skills

There's a diverse mix of existing businesses at Frome Gateway, from large industrial and logistics businesses to smaller creative organisations. This mix is a really important part of the local community and a real asset to the area, and the Framework aims to see this continue.

Much of the existing employment space is under-used so, over time and through working in partnership with landowners and businesses, the Framework envisages a consolidation of the amount of employment space in the area. Most new development will create new employment space on the ground floor. New employment space should enhance the diversity of businesses in the area to maximise opportunities for training and jobs for the local community. The Council will be exploring options for affordable workspace provision at Frome Gateway so that new opportunities are available to all.

In the north of the regeneration area, an industrial quarter is envisaged where traditional light industrial businesses can be located in more fit for purpose buildings with access to the M32.

#### Impact on existing businesses at Frome Gateway

The aspiration is to retain existing businesses as much as possible and the Council is committed to working closely and sensitively with landowners and businesses as the Framework progresses. However, some relocation of businesses may be necessary where these are not suitable for co-location with other uses such as residential.

If you are a current business occupier within the Frome Gateway area, and you are concerned about what impact this Framework will have on your business, it is advised that you speak

with your landlord to ask them whether they are preparing development plans for their site, and if so, what timescales they are moving on, so that you can plan ahead. You are also encouraged to contact the Council's Economic Development team, who may be able to help and advise you.

Bristol City Council has some landholdings in the Frome Gateway area and will begin considering how these might best be used to help meet the vision and objectives set out in this Framework.

#### Community and culture

There's an existing community in the Frome Gateway area already, and important facilities and qualities that should be retained, enhanced and grown. The community is very diverse, and there are numerous community and cultural organisations providing important services and cultural experiences.

As new development comes forward, the Council will work with existing community and cultural organisations and landowners to find opportunities for these local organisations to remain in the area and grow their reach into the community, with better quality and more fit-for-purposes spaces that they can invest in.

## Public Engagement

### Influence on the Framework

Ensuring the community and other stakeholders were involved in the development of the Framework has been a key focus from the outset. All engagement has been underpinned by the following approaches:

- Build on the strengths, needs and identity of the existing community
- Understand the area's history and listen to those who know it best
- Be transparent on the scope of community influence for this scale of project

Engagement began in 2019 (before the design process) to establish a set of Community Place Principles which summarise the local priorities and aspirations for change. These Community Place Principles have been refined throughout the process and have guided this Framework and the vision statement.

As the ideas, proposals and drawings in this document were developed, they were presented in work-in-progress format and then amended following feedback.

Engagement activities have included:

- Community walkabouts and workshops to define local priorities for change (Community Place Principles)
- Distribution of letters and flyers, area-wide door knocking and a social media campaign to raise awareness
- Bespoke engagement sessions with key local groups such as Al-Baseera Mosque, local youth organisations and women's groups

- An artist-in-residence commission and creation of a 'Story of Place' online map, to develop a place narrative and context of change
- Survey and targeted engagement with local businesses, landowners and developers, and creative and cultural organisations to understand their needs and aspirations
- Thematic community workshops and online webinars to present emerging proposals and receive feedback
- Accessibility Audit undertaken by West of England Centre for Independent Living (WECIL)
- Design West Review panels
- Engagement with statutory stakeholders, such as Bristol City Council departments and the Environment Agency

Formal consultation on the draft Framework is a critical part of the overall process. This gives everyone an opportunity to review and comment on the vision, objectives and plans for regeneration before it is presented to Bristol City Council's Cabinet for consideration of approval.



For more information, see the full Frome Gateway Regeneration Framework document pages 26-29

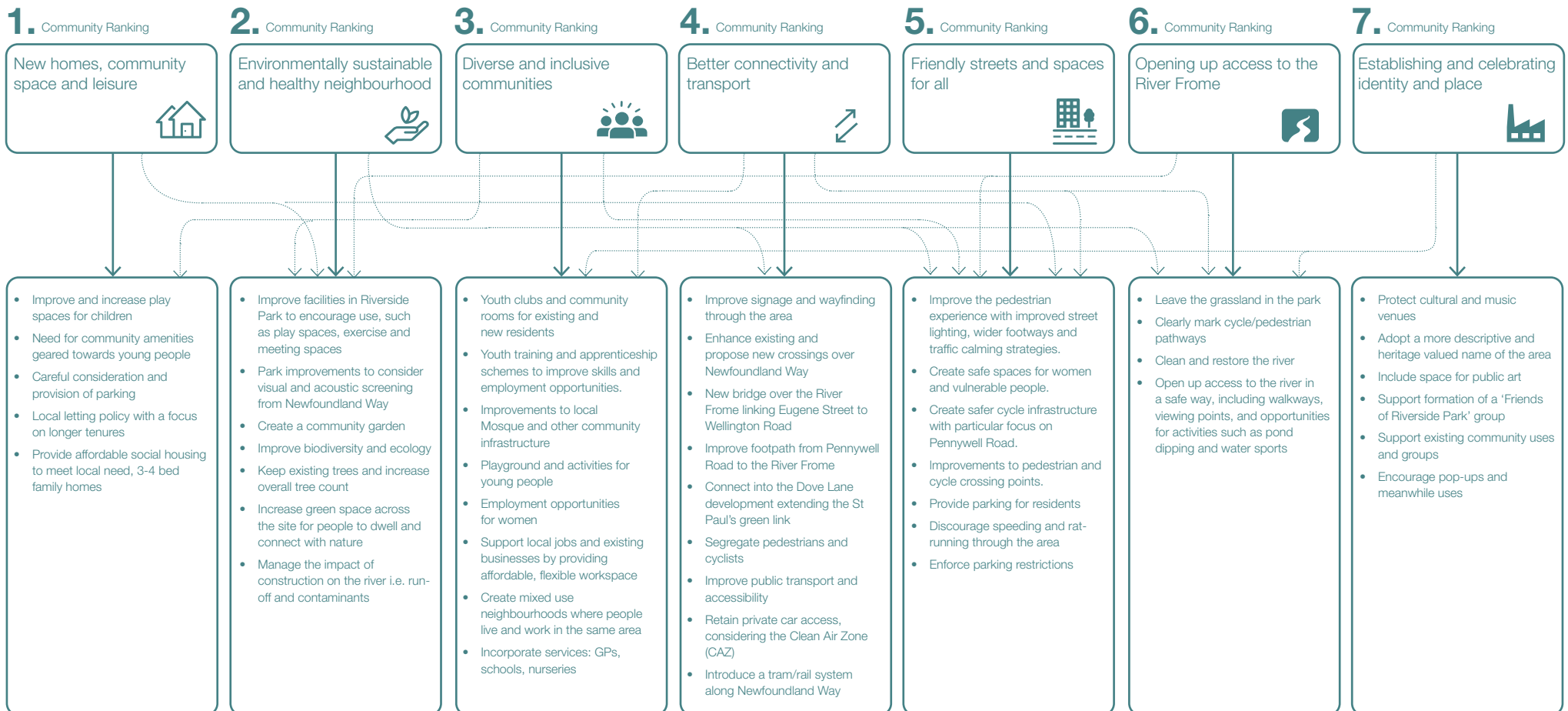


# Public Engagement

## Community Place Principles

For more information, see the full Frome Gateway Regeneration Framework document page 29

A set of Community Place Principles were established at project inception to set out the local priorities for growth. These are strategic and long-term principles which have guided the development of the Framework. The plans and ideas presented in this Framework are a response to the Community Place Principles and the principles should continue to be used to develop future designs and development proposals.



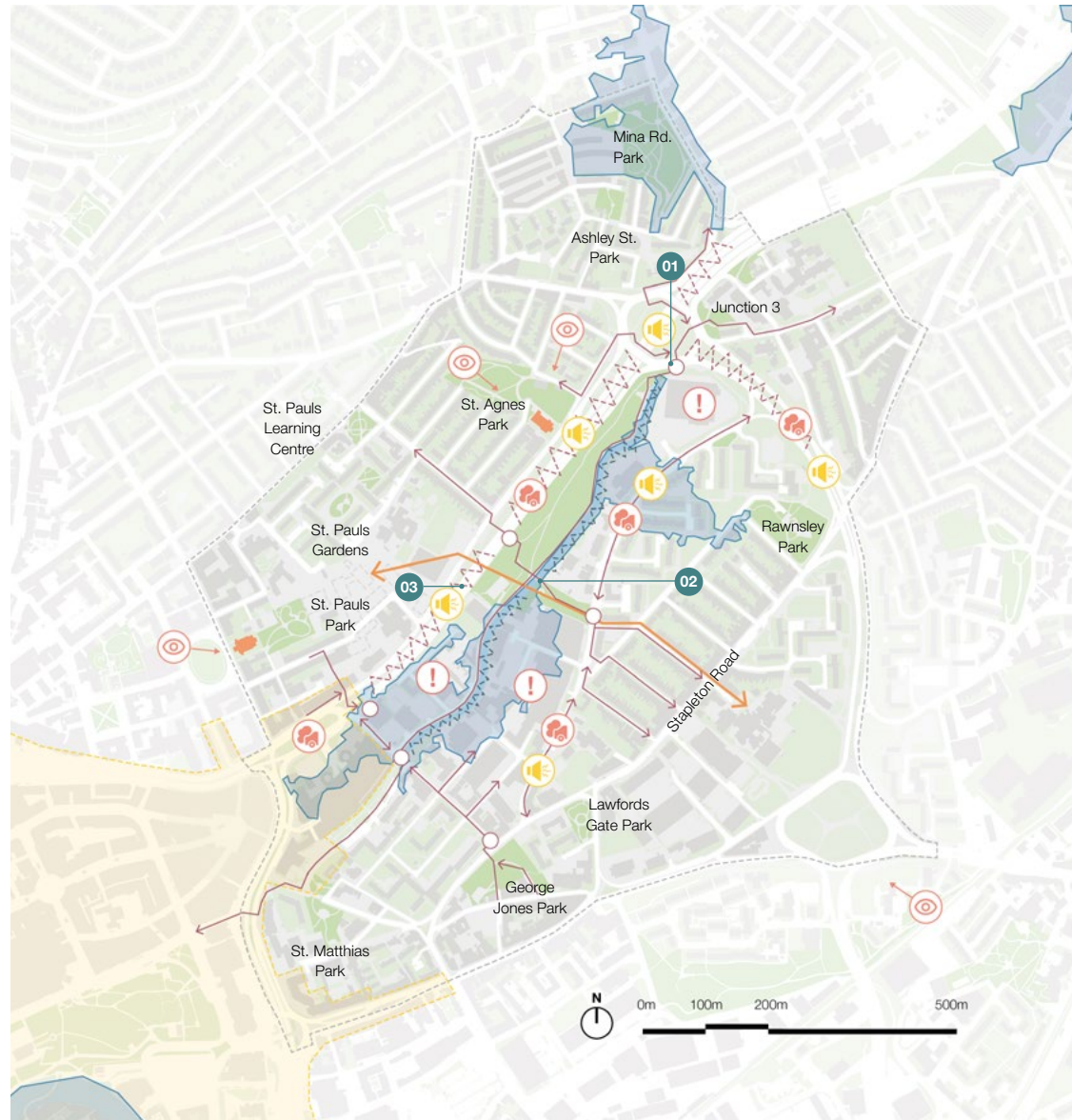
# Study Area

## Constraints

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

- Climate vulnerability and resilience issues – in particular, its vulnerability to flooding and heat stress. This creates challenges for creating new development that is healthy, sustainable and resilient.
- Community severance and barriers to movement
  - The Junction 3/Easton Way area has poor pedestrian and cycle connections and a narrow underpass which creates safety concerns.
  - Peel Street Bridge is the only crossing over the River Frome in this area.
  - 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.



### 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

1. Junction 3/Easton Way
2. Peel St. Bridge
3. Newfoundland Way

For more information, see the full Frome Gateway Regeneration Framework document pages 22-23

# Study Area

## Opportunities

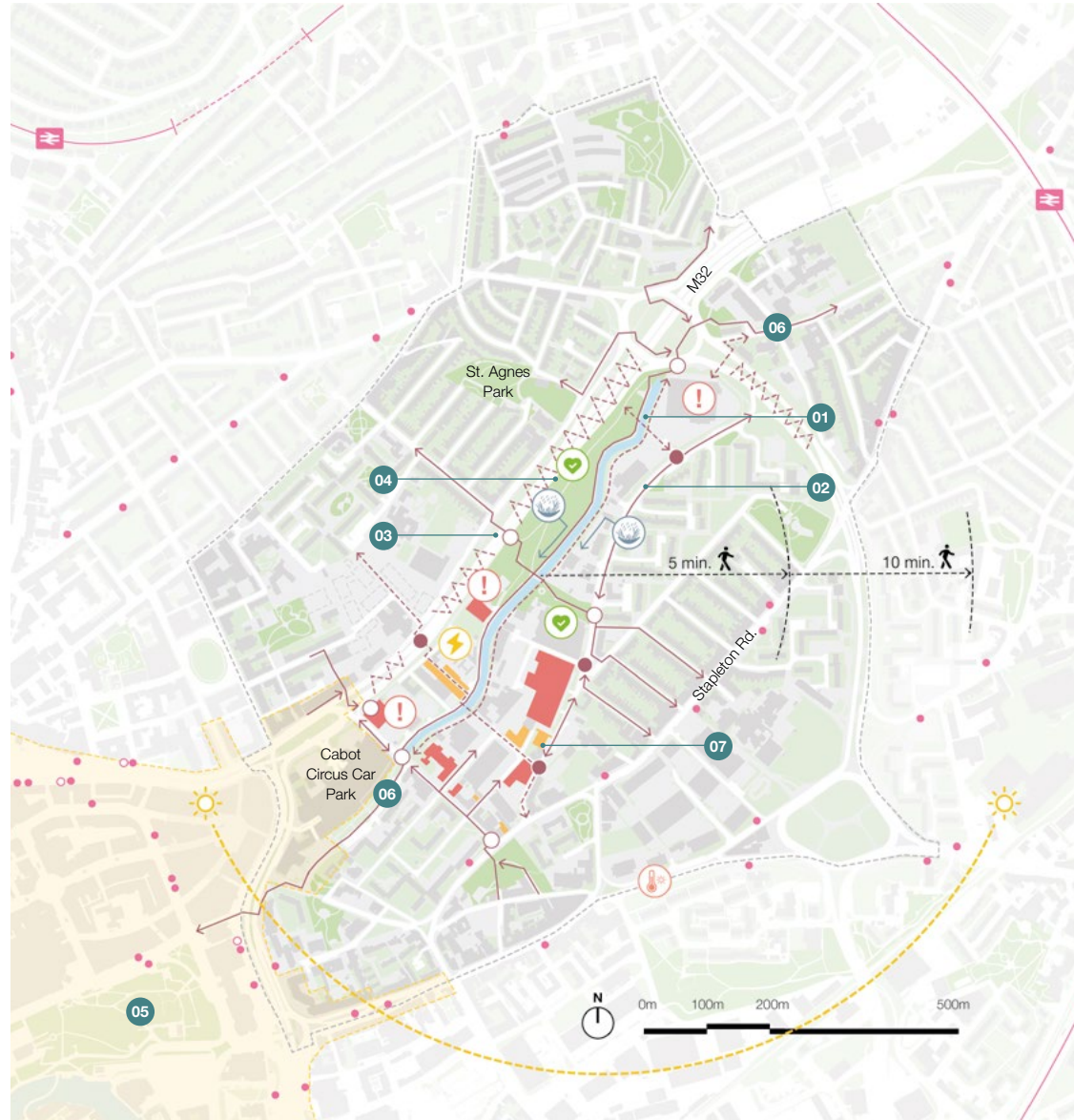
The Frome Gateway area presents some significant opportunities for regeneration, including:

- The River Frome – a rich and diverse habitat for numerous species, with potential to be enhanced for wildlife and the health and wellbeing of residents and visitors
- Riverside Park – a large green public space which could serve the local community more successfully with improved access, passive surveillance and activity throughout the day and night
- Locally listed buildings and buildings of social/community/cultural importance – these help provide heritage and identity to the area and can be used as key community assets

In addition, many of the constraints described on the previous page can also be viewed as opportunities. For example, opportunities to reduce community severance and barriers to movement, and improve noise and air quality would benefit both existing and new communities.

Key spatial opportunities are shown in the adjacent plan.

For more information, see the full Frome Gateway Regeneration Framework document pages 22-23



### 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 & UWE 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

# 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.

However, they will be weighted differently dependent on the location of different sites. For example, sites neighbouring the River Frome must consider river restoration strategies to a greater extent than sites located on Pennywell Road.



Total number regeneration objectives



Improved connectivity

Improve links to surrounding neighbourhoods



1,000+ New Homes

Mix of tenures to aid housing supply and meet local housing needs



Employment Space

Range of types and sizes to catalyse economic renewal



Neighbourhood Leisure & Retail

For existing and new community



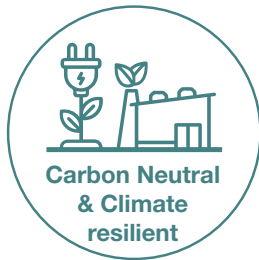
Community Facilities

New provisions and enhancement of existing



Mixed-use/Diverse & Inclusive Community

Successfully enabling a mix of uses and communities



Carbon Neutral & Climate resilient

Pioneering building energy performance & on site energy creation



Amenity Space

Enhance green amenity space & public realm



Green Infrastructure

Improve urban greening re-wilding and river restoration



River Frome restoration

Enhance townscape feature and recreational resource



Health & Wellbeing

Improve health outcomes for new & existing communities

For more information, see the full Frome Gateway Regeneration Framework document page 32

## Strategic Moves

### Making Frome Gateway a Place

To achieve the vision and objectives, six strategic moves are proposed. These 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.

For more information, see the full Frome Gateway Regeneration Framework document pages 33-34

01



#### Reconnect to and Celebrate the River

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.

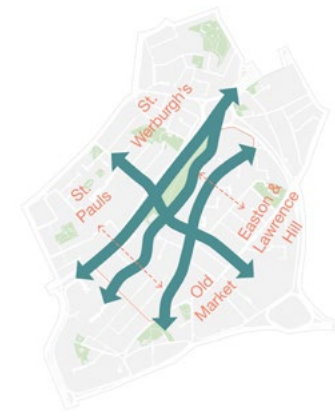
02



#### Support & Nurture Community Groups

Work with stakeholders from an early stage to support the retention of community organisations. Community organisations will be given the opportunity to build their capacity and sustainability to grow their reach.

03



#### Enhance & Expand Connections

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.

04



#### Diversify Uses

Introduce a greater mix of uses in this sustainable, central location. Alongside new residential uses, consolidate and diversify the overall amount of employment space to maximise opportunities for jobs and training for local people.

05



#### Activate Ground Floors

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.

06



#### Improve Parks & Wildlife

Enhance the quality, accessibility and range of activities available in Riverside Park and Peel Street Open Space to better meet the needs of the existing and new communities. Introduce new public green space to provide space for wildlife and adapt to the impacts of climate change.

# Urban Design Framework

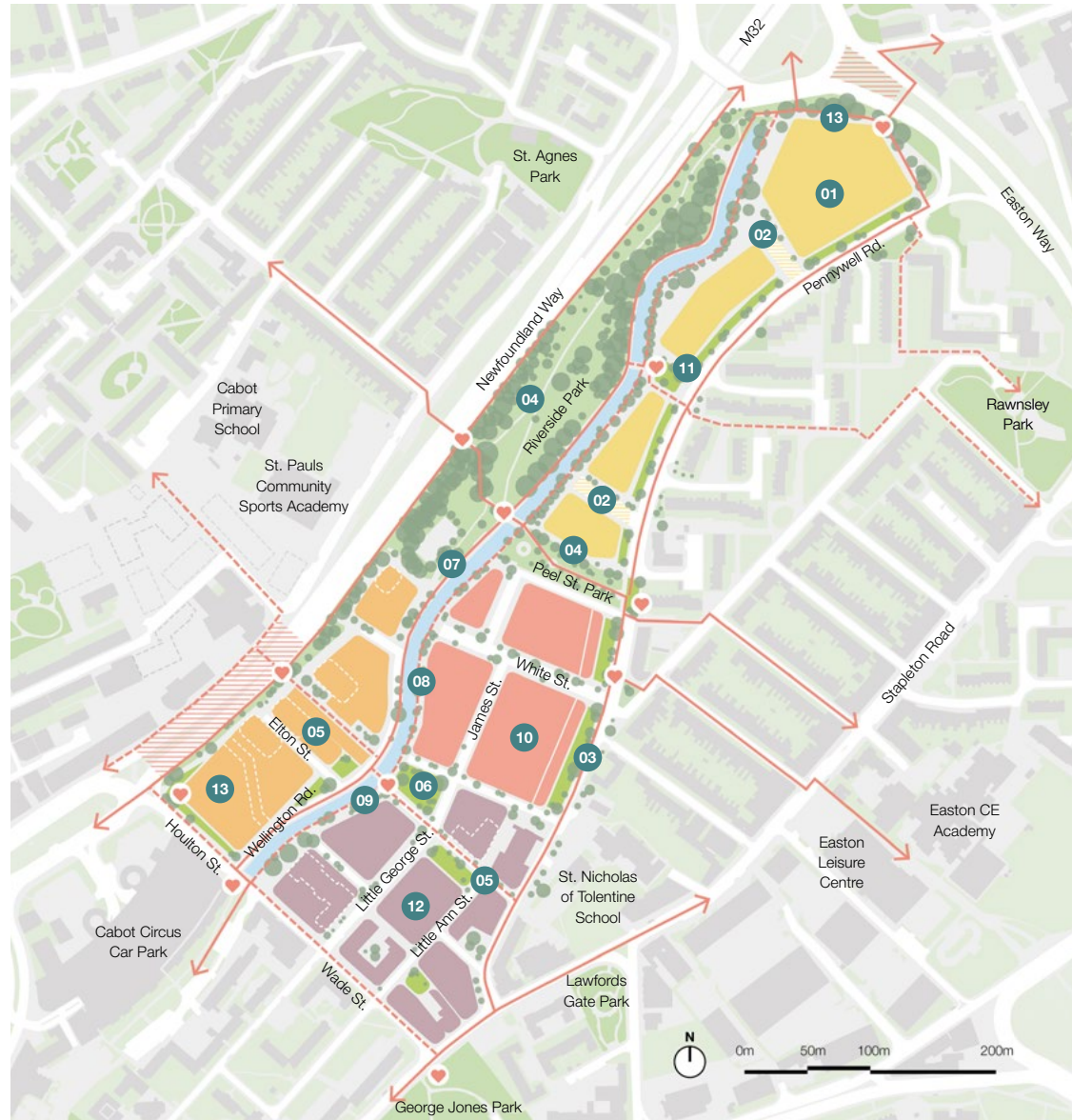
## Spatial Concept

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 and enhance its existing character through considered, sustainable regeneration. This Framework proposes the creation of four new Character Areas which are defined by historic street patterns, ownership boundaries and anticipated uses (see page 30-31 for a description). This Spatial Concept will be delivered through private development and public investment.

### Key Outcomes

1. Larger, industrial uses in the northern area, away from homes and with direct access to primary roads
2. Shared service yards to minimise land take and increase opportunity for landscaping and ecology
3. Pennywell Road re-established as a community focused street which prioritises walking and cycling with landscaping, trees, play and sustainable drainage.
4. Existing public spaces such as Peel Street Open Space and Riverside Park enhanced so they are used and active throughout the day. These green spaces have huge potential for community enjoyment and wellbeing, and to provide space for wildlife.
5. Historic streets and buildings re-used where possible
6. Greening maximised to help keep the area cool, assist with drainage and create healthy attractive spaces
7. Fully accessible Riverside Promenade on the north bank of the river to enhance connectivity and allow better views of the river
8. Public 'nature walk' on the south bank of the river and retain riverbank ecology by setting back buildings from the river edge.
9. Existing streets extended to create new river crossing points
10. Allow larger building footprints for industrial and maker uses which follow ownership boundaries and historic street patterns.
11. New areas of public green space
12. Smaller scale development that responds to local heritage with pedestrian focused streets and community uses
13. New inviting, accessible and safe gateway to Frome Gateway with active ground floor uses and generous public realm provision

For more information, see the full Frome Gateway Regeneration Framework document page 35



### Key

- Industrial Quarter** Light industrially led mixed use. Potential to deliver modern light industrial employment space in a strategic location with good access to road network. The co-location of smaller commercial uses across the ground floor will create activity at street level.
- Maker Quarter** Residentially led mixed use. Located in the heart of the regeneration area, this will become a high-density, mixed-use area. It will house small to medium sized creative and workshop/maker space at ground floor, with residential uses on upper floors.
- Cultural Quarter** Residential and community focused mixed use. This area is rich in heritage and new development should respond sensitively in terms of use and scale. A more intimate street scape will be supported by community and cultural uses and workspaces at ground floor, with residential uses on upper floors.
- City Gateway:** Residentially led mixed use. This area will become a vibrant entry point to Frome Gateway. Commercial and community uses at ground floor will animate the streets, with residential uses on upper floors.

**'Residentially led development'** suggests sites with residential accommodation above ground floor. Suitability for residential uses at ground floor is limited by flood risk.

- Blue line: River Frome
- Light green: Proposed public space
- Dark green: Existing enhanced public space
- Light grey: Green Space (Other)
- Dark grey: Existing Buildings
- Yellow hatched: Shared Service Yard
- Red hatched: Proposed at grade crossing
- Red arrow: Primary Strategic Route
- Red dashed line: Secondary Strategic Route
- Red heart: Placemaking opportunity

# Urban Design Framework

## Employment

**Providing modern, fit-for-purpose employment space is a core part of the Frome Gateway vision. The economic ambition is to evolve a green and inclusive economy which reflects local culture and diversity and provides tangible benefits for the local community. This should include attracting growth sectors and providing more employment pathways.**

To deliver a greater mix of uses at Frome Gateway (such as residential), the overall amount of employment space will be consolidated. As set out in the adjacent tables, this will include consolidation of larger industrial spaces in the Industrial Quarter and re-provision of employment spaces in new ground floors in other character areas.

There are an estimated 1,000 existing jobs at Frome Gateway. The aspiration is to re-provide the same number of jobs at a minimum and go beyond this if possible. This includes retaining existing businesses as much as possible, however, some relocation of businesses may be necessary where these are not suitable for co-location with other uses (such as residential). The Council is committed to working closely and sensitively with landowners and businesses as the Framework progresses.

Employment space should be provided from the earliest stages of regeneration to build a strong and resilient business ecosystem and ensure opportunities for communities are embedded.

Typology	Description
<b>Industrial Space:</b> Large	Larger scale industrial uses with large spatial requirements and are likely to require servicing by large goods vehicles
<b>Industrial Space:</b> Small	Small scale industrial uses with large spatial requirements and are likely to require servicing by large goods vehicles
<b>Industrial Space:</b> Maker	Collaborative workspace for small scale industrial use
<b>Workspace:</b> Creative Studio (Large & Small)	Workspace for creative uses that may have additional spatial requirements above and beyond those of office-type work places
<b>Workspace:</b> Incubator/ Co-Working/ Managed	Space shared by several companies with flexible lease terms, either with shared working space or small individual units, and often with business support
<b>Office:</b> Small	Desk based workspace often found within existing buildings rather than purpose built (affordability)

Employment Space Mix	Min. Space Requirements	Character Areas
<b>Amenity &amp; Infrastructure</b> (Retail, F&B, Culture, Community)	<b>5,000m<sup>2</sup></b>	City Gateway, Cultural Quarter, Maker Quarter
<b>Office/ Workspace</b>	<b>9,000m<sup>2</sup></b>	City Gateway, Cultural Quarter, Maker Quarter
<b>Industrial: Maker</b>	<b>2,000m<sup>2</sup></b>	City Gateway, Cultural Quarter, Maker Quarter
<b>Industrial: Light</b>	<b>6,000m<sup>2</sup></b>	Industrial Quarter
<b>Total</b>	<b>22,000m<sup>2</sup></b>	

*A mix of employment spaces will be required to deliver these aspirations, as set out in the tables above.*

For more information, see the full Frome Gateway Regeneration Framework document pages 36-37

### Precedents



#### 1. Paintworks, Bristol

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



#### 2. Caxton Works, London

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



#### 3. Uplands, London

Located in an area of Mayoral strategic industrial location land. Uplands is the latest parcel of land to come forward for both residential delivery and industrial intensification. The development enables existing businesses to be retained and stacked in a co location typology.

# Urban Design Framework

## Housing

### Strategic Priorities

Housing delivery is a complex issue with some acute challenges in this area of Bristol. Currently, there are few homes in Frome Gateway. The priorities for the area's regeneration as a mixed-used neighbourhood are increasing the amount and pace of housing delivery (particularly affordable housing), delivering an appropriate mix of housing sizes to meet local need, and providing accessible homes. In response to localised need, the Framework is strongly encouraging a larger proportion of larger homes.

**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

There are market conditions which challenge these priorities, including fragmented land ownership, plot sizes, infrastructure complexities, employment land needs and financial viability issues. Public-sector intervention may be required to realise these priorities.

### Local Lettings Policy

Bristol City Council will explore the potential to implement a Frome Gateway Local Lettings Policy, which will be produced in consultation with the local community.



This would place additional criteria or restrictions on certain properties that applicants on the housing register must meet to apply to rent. For example, giving priority to residents in local areas.

### Urban Living

Delivering high-quality, well-designed, new and affordable homes at higher densities is part of Bristol's vision to meet housing needs and create sustainable, connected communities. To meet this need, medium to high density apartment type buildings are expected for most new development.

### Student Accommodation

Frome Gateway is recognised as a desirable location for some student accommodation as part of a mix of residential types. The most appropriate location for student housing is the south of the site, which has a greater mix of uses to mitigate inactivity during university holidays. The draft Bristol Local Plan policy for this area includes the provision of up to 500 student bed spaces, which is supported by this Framework.

### Key Points

- 1. Low Density Outer Urban Living** This density would mean the delivery of traditional houses however this is unlikely to achieve target of 1,000 homes and would prohibit meeting other regeneration objectives (such as the re-provision of employment space and managing flood risk).
- 2. Medium Density Inner Urban Living** This density would mean the delivery of lower-rise residential apartments. This density is suitable in some parts of the regeneration area however this density alone is unlikely to achieve target of 1,000 homes.
- 3. High Density City Centre Living** This density would mean the delivery of medium-rise residential apartments with the potential for taller buildings. This density is considered most appropriate to Frome Gateway's location and will best enable the delivery of other regenerations.

For more information, see the full Frome Gateway Regeneration Framework document pages 38-39



# Urban Design Framework

## Community Cultural Assets

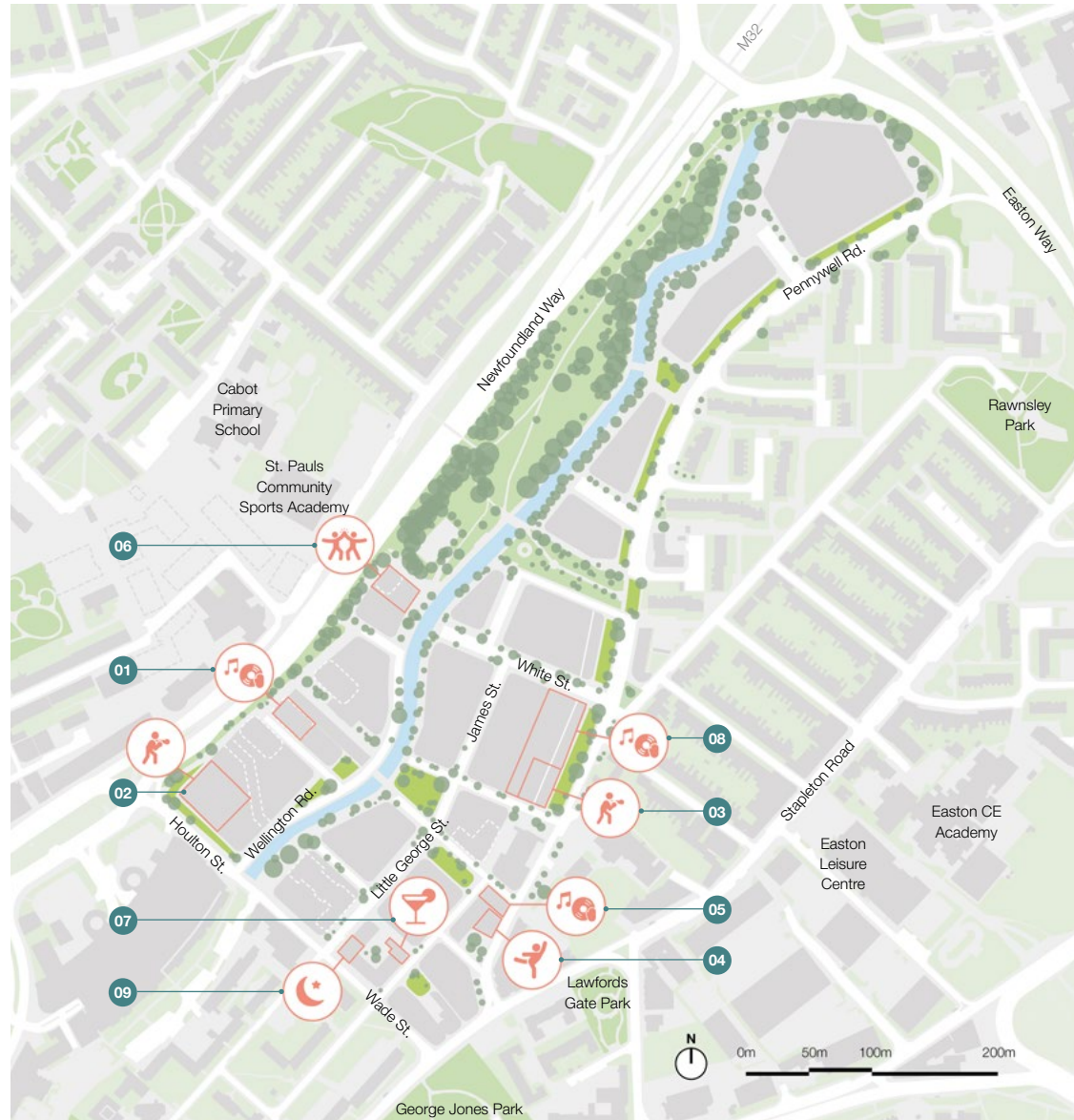
**The areas around Frome Gateway are home to diverse communities. Several groups and organisations which provide important community services are shown on the adjacent map. The value of community organisations has been clearly stressed in local public engagement, especially safe indoor and outdoor spaces for young people.**

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. Enabling these organisations to grow and play a bigger role will help to build community capacity and resilience, improve 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 and impacted by a growing residential development.

The Council 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. Priority focus will be placed on retention of existing cultural and community organisations.



- Key**
- River Frome
  - Proposed public space
  - Existing enhanced public space
  - Green Space (Other)
  - Development Footprints
  - Community Asset Boundary
1. Lost Horizon Arts centre and event space.
  2. Trojan Free Fighters. Martial arts centre and community organisation
  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
  6. Riverside Youth Project. Youth and community organisation
  7. The Swan with Two Necks Traditional pub hosting music events
  8. Document. Coworking space, artists studios and large live events venue
  9. Al-Baseera Bristol Centre. Place of worship and community hub

For more information, see the full Frome Gateway Regeneration Framework document pages 40-41

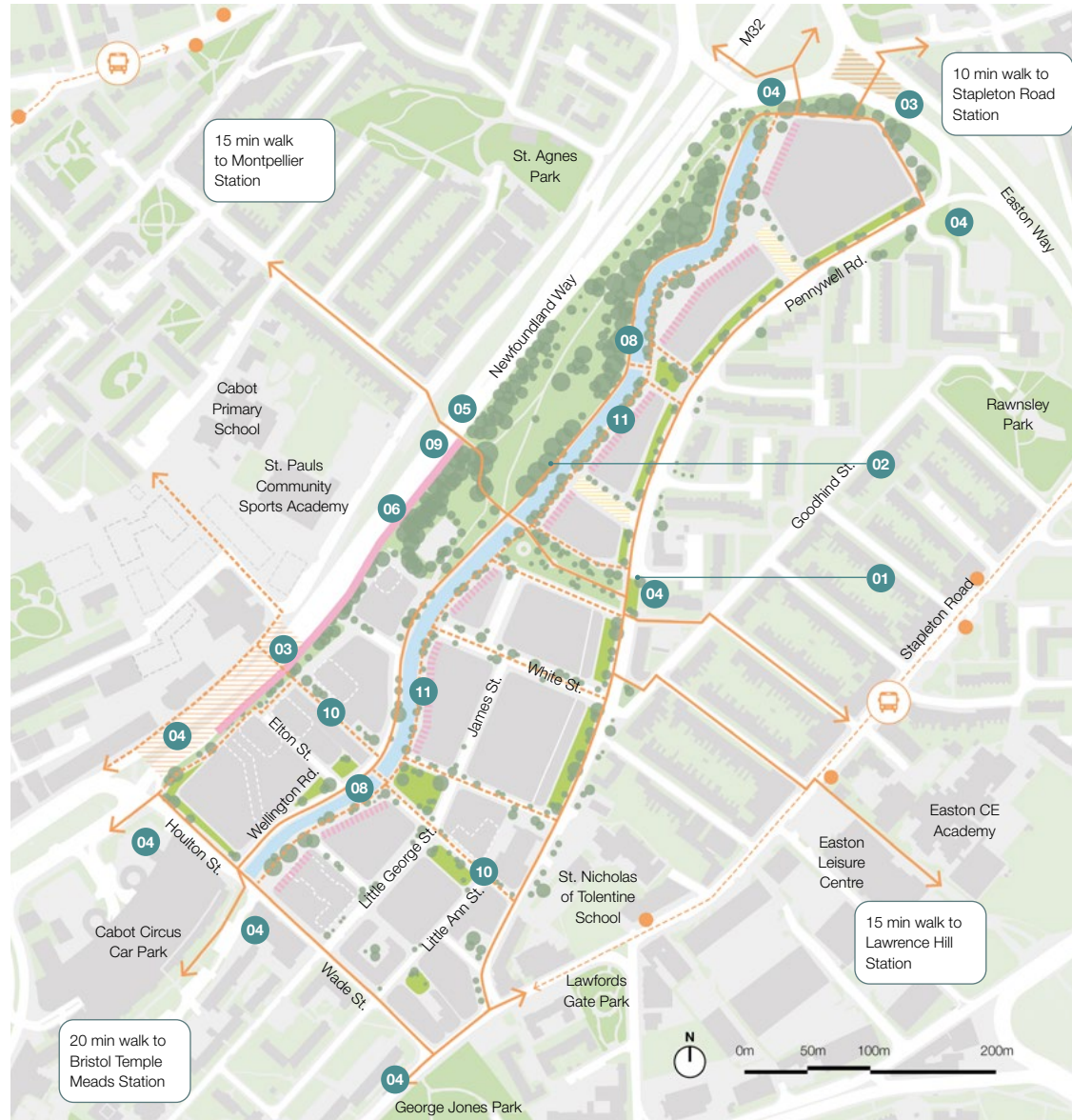
# Urban Design Framework

## Pedestrian Routes

All streets will prioritise pedestrian and active travel movement to improve their walkability. Streets will be made more inviting and accessible through landscaping, increasing pavement widths, a managed reduction in vehicle movements and the provision of active and residential frontages. This will improve public health and wellbeing of communities and contribute towards creating a low carbon and sustainable city. New crossings over Newfoundland Way and the River Frome will improve connectivity.

### Key Outcomes

1. Significant enhancements to Pennywell Road to improve pedestrian safety and create a more attractive, green street with less traffic and lower speeds
2. New public pedestrian route on north side of river lined with active uses, building frontages and views along Riverside Promenade
3. Improved at grade pedestrian crossings across busy main roads
4. Improved connections to existing residential neighbourhoods
5. Enhanced existing pedestrian and cycle bridge linking Frome Gateway to St. Agnes and St Paul's
6. Potential elevated boardwalk along Newfoundland Way with landscaping and play provision (this could also act as a flood evacuation route)
7. New/improved network of streets which are attractive and safe for walking with active frontages and improved public spaces
8. New river crossings will improve connectivity and make public spaces more inviting
9. Potential site for bus stop/transport interchange on Newfoundland Way
10. Pedestrian focused area with no vehicular access (except for deliveries and emergency vehicles)
11. New River Frome Wildlife Walk on the east side of the river preserving habitats and improving access to the river with development set back from the bank



### 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

For more information, see the full Frome Gateway Regeneration Framework document page 42

# 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 help create a low carbon, sustainable city. The strategy is to enhance current well used cycle routes, such as parallel to the River Frome and from Peel Street Open Space to Newfoundland Way pedestrian bridge.

### Key Outcomes

1. Primary riverside commuter link (s shared between pedestrians and cyclists) along the north bank connecting City Centre to Easton and St Agnes
2. Riverside commuter link designed to maintain pedestrian connection to River Frome and to reduce conflict between pedestrian and cycle traffic, for example using clear signage and contrasting surfacing
3. Secondary cycle routes along Pennywell Road, where cyclists would share the carriageway with vehicles. Cycle routes will link with the new river crossings
4. Within the park, an area for cycle, scooter and e-scooter parking
5. Existing subway at Junction 3 and Easton Way to undergo enhancement to improve safety. Opportunity to explore alternative methods of crossing Easton Way.
6. Northern part of Pennywell Road to have cycle lane segregated from carriageway to mitigate conflict with industrial vehicles



**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
- Tertiary Route
- ▨ Shared Service Yard
- ▨ Proposed at grade crossing

For more information, see the full Frome Gateway Regeneration Framework document page 43

# Urban Design Framework

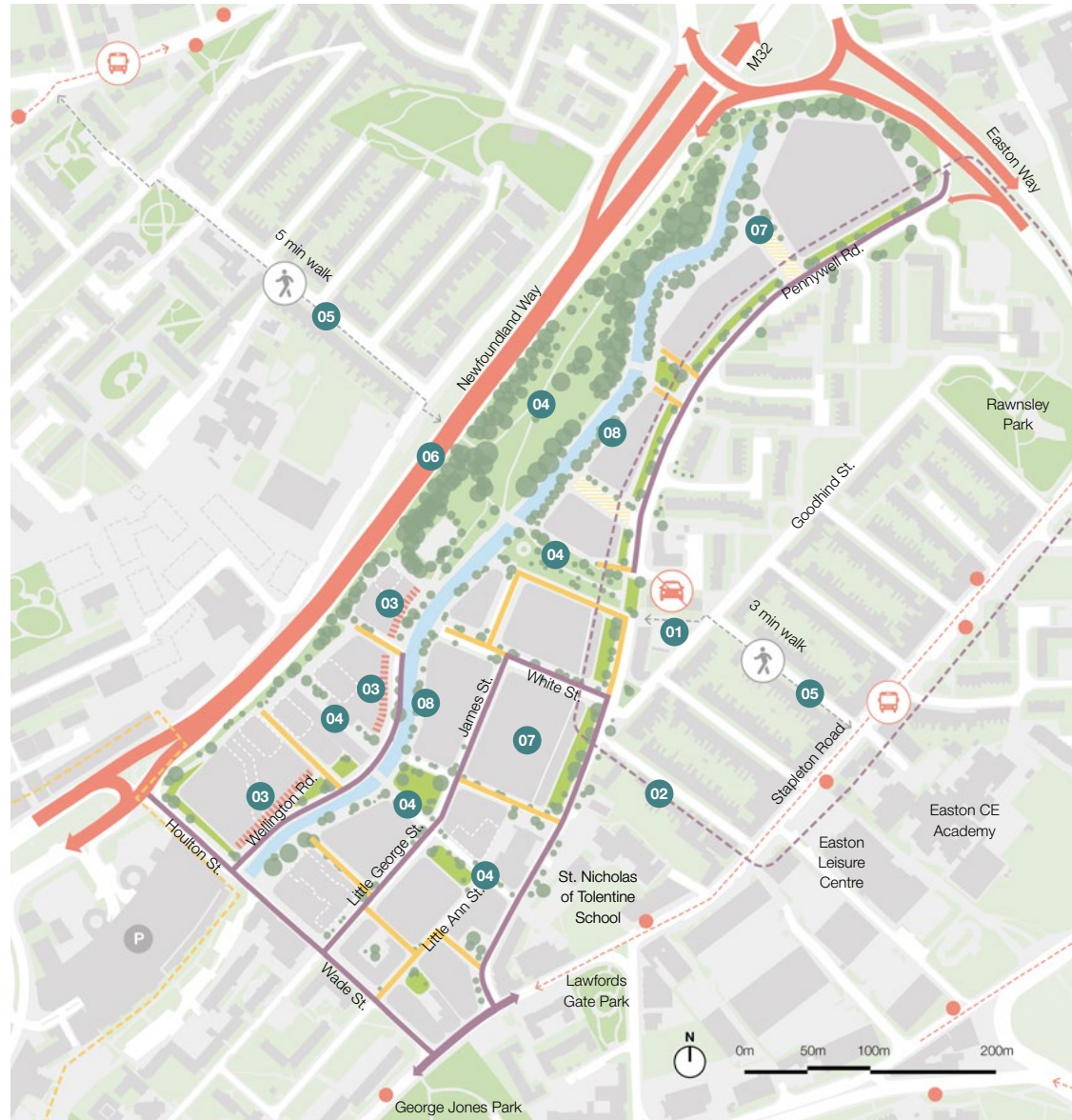
## Vehicular Routes

Creating friendly streets that are safe, inviting, encourage active travel and facilitate social interactions is a key aim of this Framework.

Vehicular movement will be managed to ensure residents and businesses can operate without the environment being dominated by vehicular movements and parking. This includes a modal filter in the middle of Pennywell Road which would prevent through-traffic and help to make this area more community focused. A hierarchy of vehicular routes has been developed to reduce speeds in residential areas and safely manage larger vehicles in employment areas.

### Key Outcomes

1. Modal filter on Pennywell Road, adjacent to Peel Street Open Space. This would prevent traffic traveling in either direction beyond this point and effectively make Pennywell Road a no-through road. It would help to create a safer, community focused street with generous pavements and more green space
2. Carry out a detailed movement study to better understand the feasibility of introducing a modal filter on Pennywell Road and consider impacts on surrounding streets such as Goodhind Street and Stapleton Road
3. Development set back from Wellington Road to create space for combined pedestrian, cycle and vehicular route, with landscaping, trees and sustainable drainage
4. No vehicle access to public spaces (except for servicing and emergency access)
5. Improved routes to nearby bus stops
6. Potential site for new bus stop/transport interchange
7. Integrated servicing/loading should align and support public realm and placemaking objectives.
8. Maintenance access required for Environment Agency to watercourse



### Key

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

For more information, see the full Frome Gateway Regeneration Framework document page 44

# Urban Design Framework

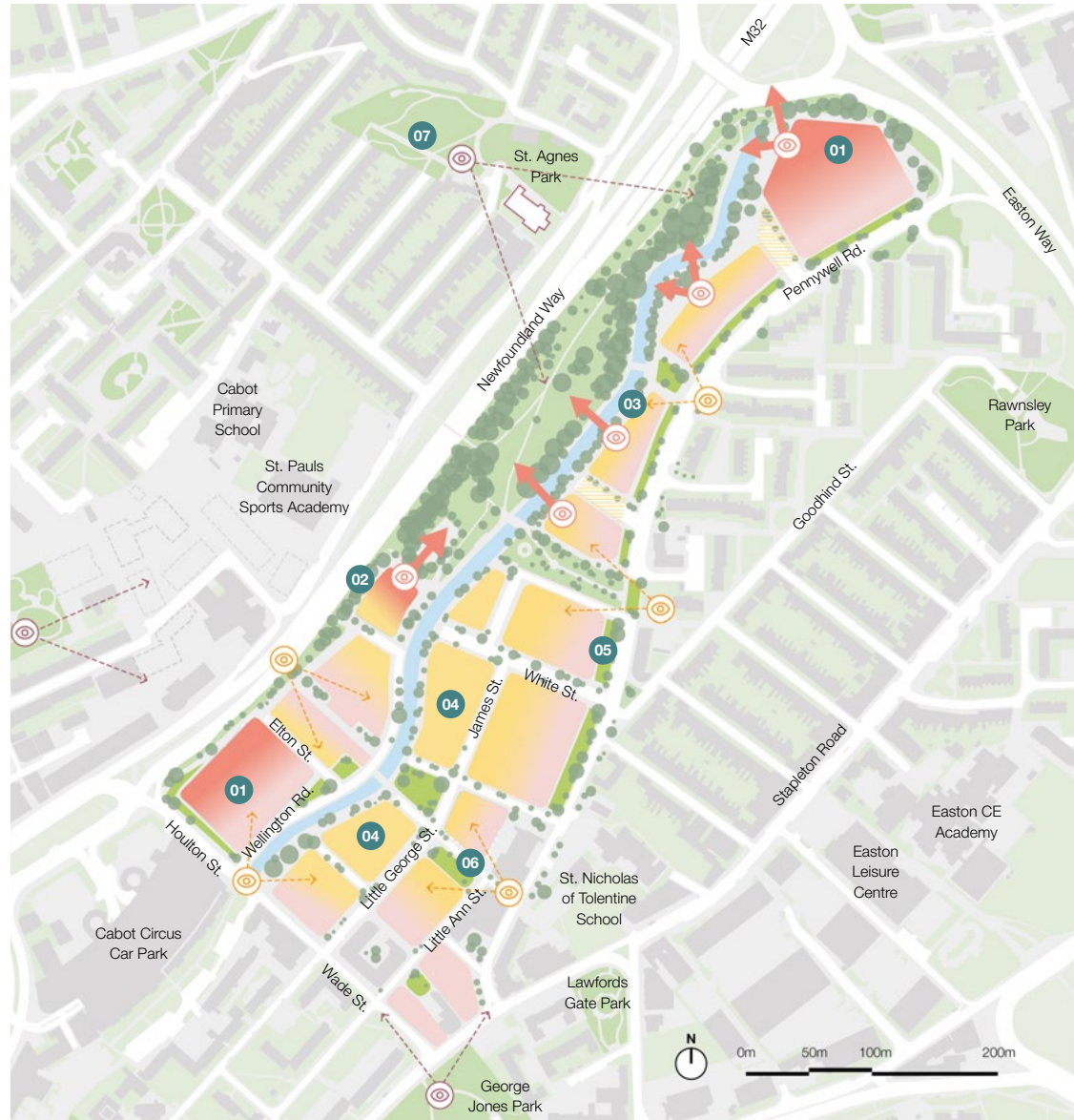
## Height and Massing

Appropriate building heights will be specified on a plot-by-plot basis through the planning and development management process when schemes come forward. Proposed schemes will need to demonstrate design excellence and significant community benefit to justify taller buildings.

A conceptual approach to the proposed scale of buildings has been developed to inform designs prepared by developers. This is based on site specific constraints and opportunities in the area, and the planning process still applies.

### 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 of public space and 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 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

For more information, see the full Frome Gateway Regeneration Framework document page 45

# Urban Design Framework

## Active Frontage and Streets

All streets in the regeneration area should be vibrant, safe and facilitate connectivity. To achieve this, active frontage is promoted. Active frontage refers to ground floor uses which make the street feel lively and vibrant, such as entrances, shop fronts, doors and windows.

Strategic routes with higher levels of pedestrian and cycle traffic must be activated by ground floor uses. Less heavily trafficked streets are more secondary and used for servicing but should still provide activity and natural surveillance

### Key Outcomes

1. Active frontage along the 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 along Newfoundland Way to create new animated street environment
3. Active frontage 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 intensified to create safe and friendly streets
6. Active frontage on Pennywell Road. Higher footfall, less commercial activity and landscaping helps to create a community feel
7. In the Industrial Quarter the river route engages with one active frontage along the east bank. Activity should be enhanced here to create safer streets and public spaces
8. Key streets within the Maker Quarter should ensure primary active frontage is promoted alongside servicing requirements for industrial ground floor uses
9. Active frontage lining Eugene Street should promote daytime as well as 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). Subject to flood zone extents
- ▬ **Secondary Active Frontage:**  
Activities including service zones, delivery bays, entrances, parking, glazed areas, etc.
- ▨ Shared Service Yard

For more information, see the full Frome Gateway Regeneration Framework document page 46

# Urban Design Framework

## Green and 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 spaces and blue infrastructure (natural and semi natural water features) in our built environment provide multiple benefits to the health of our environment and our population.

New development will be expected to provide and enhance green and blue infrastructure which should be designed for a hotter and more changeable climate. Development proposals should carefully assess the ecology of all sites, integrate sustainable drainage, include significant tree planting and connect with existing and planned green corridors. Overall, a minimum biodiversity net gain of 10% will be expected and an Urban Greening factor of 0.3. Across the area the Framework aims to deliver 1 hectare of new green public space.

### 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 sustainability and public health
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. Development offsets required on Pennywell Road to soften edge of the residential street using landscaping, sustainable drainage 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 as needed
6. Enhance ecological recovery in the River Frome by nurturing and diversifying habitats. Improving connectivity to the river positively influences public health



### 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
- St Pauls Green Link
- Pedestrian connection to off site spaces

**+1.0Ha** new public green spaces  
Sum of proposed 'Pocket Parks'

For more information, see the full Frome Gateway Regeneration Framework document page 47

# Urban Design Framework

## Concept for Exploration: Green Space ‘Big Move’

In response to the challenges of building resilience to the impacts of climate change (particularly heat stress and flood risk) as well as public health inequalities and a local deficit of green space, one possible response is for Bristol City Council as a landowner to exchange land parcels with private landowners.

This would enable delivery of a new publicly owned green space in the centre of the regeneration area. However, this would be practically and technically difficult and require significant public sector funding and leadership. It would also require a portion of Riverside Park to be developed (where the Multi-Use Games Area is currently located), although increasing the overall green space (and the Multi-Use Games Area would be relocated elsewhere). Bristol City Council will engage with the landowners to further explore the feasibility of this.

### Key Outcomes

1. Central land parcels at high risk of flooding are used to create a new public park providing a significant uplift in green space and ecology. This will help address key regeneration ambitions including building resilience to the impacts of climate change, improving health and wellbeing, and providing community facilities
2. Neighbouring development plots will benefit from improved outlook and proximity to new green space
3. Increased public access to River Frome and improved visual connectivity between communities
4. BCC owned development parcel outside of area of high flood risk with prominent views across Riverside Park and adjacent to key river crossing. Multi-Use Games Area re-provided in Riverside Park or proposed new park
5. BCC owned development parcel in desirable area with good access, reduced flood risk profile and in close proximity to existing community amenities



**Key**

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

For more information, see the full Frome Gateway Regeneration Framework document page 48



# Urban Design Framework

## Sustainability and Climate Resilience

Bristol City Council has declared climate and ecological emergencies. This Framework advocates for a more sustainable future in its broadest sense, including environmental conditions, public health and wellbeing, and economic resilience. Bristol City Council's key priorities for sustainability in this area are listed below.

### Key Outcomes

- Deliver enhanced blue and green infrastructure to increase biodiversity and climate resilience
- Support lower pollution levels both on and off site
- Enable the delivery of the Frome Gateway District Heating Network and associated strategic energy infrastructure to deliver low carbon energy
- Ensure new development is carbon neutral in operation
- Minimise embodied carbon across the lifecycle of development
- Reduce the need to travel, and maximise the use of sustainable forms of transport
- Minimise waste and maximise adaptability, reuse and recycling
- Ensure new development and infrastructure is designed with our changing climate in mind
- Explore strategic projects which can contribute to building a low carbon and sustainable city (such as a sustainable last mile logistics and delivery network)



### 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)

For more information, see the full Frome Gateway Regeneration Framework document pages 49-50

# Urban Design Framework

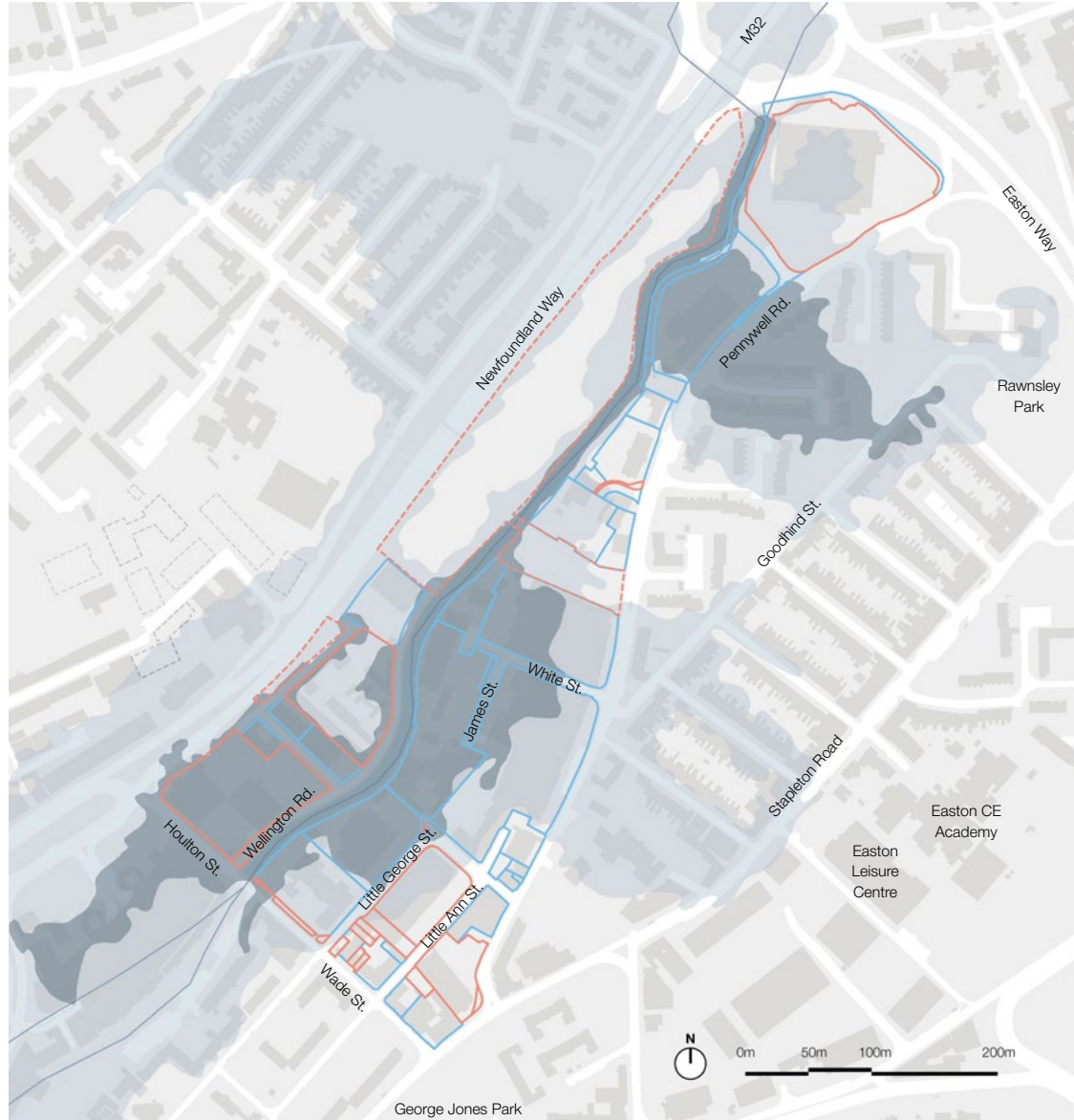
## Flood Risk

The River Frome is the most valuable natural asset within the regeneration area, but a large proportion of the area is within a flood zone. Introducing more vulnerable land uses to this area, such as residential use, requires coherent flood risk management. This Framework proposes a number of general principles for developers, including:

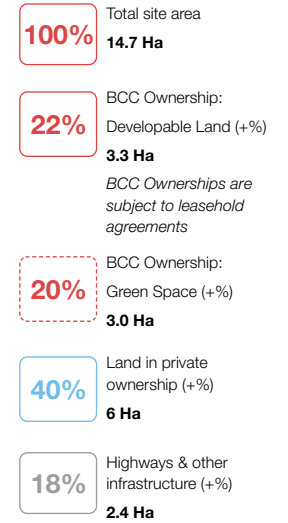
- Following a sequential approach (siting more vulnerable uses away from flood risk areas)
- Providing safe access and egress
- No ground floor residential accommodation in Flood Zones 2 and 3
- Design of buildings to avoid increasing the hazard and to be resistant and resilient in a flood event
- Basements below ground level in the flood zone are highly discouraged
- Sustainable Drainage Systems (SuDS) should be integrated throughout all development plots and public realm where possible to reduce surface water flooding

Measures to address flood risk will be particularly important in the Houlton Street, James Street and North Pennywell Road areas, which lay within Flood Zone 3.

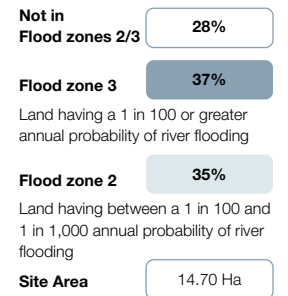
While there are many potential solutions, there are also significant complexities for funding, delivery and phasing flood infrastructure, especially where sites are in different ownership. Continued collaboration between the public and private sector will be needed to reduce flood risk together.



### Land Ownership Key:



### Flood Key:



For more information, see the full Frome Gateway Regeneration Framework document page 51-53

# Urban Design Framework

## Health and 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 homes
- Good layout, orientation and insulation to protect from overheating in summer and fuel poverty in winter
- Avoid new hot food takeaways
- Support a diverse range of local employment and training opportunities, including affordable workspaces
- Support social cohesion, inclusivity and sense of belonging by engaging early with communities
- Ensure sufficient local healthcare services
- Support local social infrastructure (community leisure centres, places of worship etc.)
- Improve access to existing and new open green spaces and nature to support physical activity and wellbeing in the area
- Enhance wildlife along the River Frome to aid serenity in the area and bring ecological and mental health benefits
- Adverse health impacts of noise and air pollution must be minimised through building design responses as well as by promoting a green buffer
- Modal filter on Pennywell Road to increase safety for pedestrians and reduces air and noise pollution
- Improve walking and cycling infrastructure to encourage physical activity. This could reduce premature mortality by 10%
- Increase natural surveillance and design out opportunities for antisocial behaviour to reduce crime and improve feelings of safety
- Promote community food growing spaces in green spaces. Access to healthy and affordable food can support healthy eating
- Reuse materials and refurbish buildings to reduce the environmental impact of construction. This benefits 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 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
- 🌿 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)

For more information, see the full Frome Gateway Regeneration Framework document pages 54-56

# Strategic Routes and Character Areas

## Strategic Routes



### 1. Pennywell Road

Pennywell Road links Easton Way to Old Market. It is mainly used by vehicles as a through route to the M32 and to access businesses. The road feels unsafe for pedestrians, particularly for children travelling to/from local schools. As a result, Pennywell Road feels very functional with few places of interest or opportunities to stop and dwell. The width of the road also varies, typically narrower at the south end.

#### Strategic moves and 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 adapt to ensure it best serves the needs of the community.

- Space will be re-prioritised to improve safety for walking, cycling and community activities. A new modal filter near Peel Street Open Space will stop through-traffic.

- Development plots should positively contribute to street life at ground level.
- Street greening will create a more pleasant space and help adapt to climate change.
- Outdoor public and community spaces will be integrated to support street life and community use.

### 2. Riverside Walk

Riverside Walk connects St Werburgh's to Castle Park. The route passes through Riverside Park along the River Frome, but there are few opportunities to dwell and enjoy the riverside. High walls along the river 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 users.

Wellington Road provides vehicular and servicing access for businesses.

#### Strategic moves and outcomes

- Riverside Walk will be enhanced to create a high-quality route which integrates opportunities to enjoy the riverside and wildlife.
- Upgrades to the walking and cycle route will make it easier and safer to walk and cycle and to minimise conflict between users while

maintain servicing and access for businesses in the City Gateway character area.

- Opportunities will be explored to enhance ecology and wildlife along the river corridor, make the river more visible and create opportunities to stop, dwell and relax at the riverside.

## Introduction

The quality of key movement routes has a significant impact on how people move around an area and experience its character. This project proposes enhancements to four strategic routes: Pennywell Road, Riverside Walk, Newfoundland Way and East/West Connections. The existing condition of some of these routes is poor. Improving them will enhance and link the different Character Areas, making them more accessible, safe, healthy and pleasant.

## Key Points

- Industrial Quarter** Light industrially led mixed use in strategic location with good access to road network. Co-location of smaller industrial/commercial units at ground floor
- Maker Quarter** Residentially led mixed use with maker space and community focus
- Cultural Quarter** Residential and community focused mixed use in area of heritage interest
- City Gateway** Residentially led mixed use with commercial and community accommodation

**'Residentially led development'** suggests sites with residential accommodation above ground floor. Suitability for residential uses at ground floor is limited by flood risk.

- River Frome
- Existing public space

For more information, see the full Frome Gateway Regeneration Framework document pages 62-74

# Strategic Routes and Character Areas

## Strategic Routes



### 3. Newfoundland Way

Newfoundland Way is a very wide, strategic road connecting the M32 to the City Centre. There are few street-level crossings, and one pedestrian and cycle bridge connecting Riverside Park to St Nicholas Street in St Paul's. Vehicles are prioritised, creating a harsh and noisy environment, and it acts as a physical and psychological barrier between St Jude's and St Paul's. Today's buildings also tend to face away from the road, making an underwhelming entry point into Bristol.

#### Strategic Moves and outcomes

Regeneration at Frome Gateway will create both a larger population in the area and more reasons to cross Newfoundland Way. Opportunities to make this safer, easier and more pleasant should be explored, such as street-level crossings and an upgraded pedestrian and cycle bridge. Development plots in the City Gateway 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 this road transition towards more of a city street.
- Minimise the exposure of residents to air and noise pollution.

### 4. East / west connections

Users travelling east-west from St Paul's to Easton or Old Market cross Newfoundland Way either at street level or via the pedestrian footbridge. A single crossing over the River Frome means movement is 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 and outcomes

Enhanced east-west connections are critical for better connectivity between St Jude's and St Paul's communities, which were 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 increase permeability and movement options. In parallel, enhancing east-west streets such as Eugene Street will improve navigability and ease of use.
- Pennywell Road will be enhanced to create a more pleasant and safer environment for onward travel through to Old Market and Easton.
- Accessibility upgrades will be required to reduce the impact of level changes.

#### Key Points

- **Industrial Quarter** Light industrially led mixed use in strategic location with good access to road network. Co-location of smaller industrial/commercial units at ground floor
- **Maker Quarter** Residentially led mixed use with maker space and community focus
- **Cultural Quarter** Residential and community focused mixed use in area of heritage interest
- **City Gateway** Residentially led mixed use with commercial and community accommodation

**'Residentially led development'** suggests sites with residential accommodation above ground floor. Suitability for residential uses at ground floor is limited by flood risk.

- River Frome
- Existing public space
- ➔ Primary existing and enhanced East West Route
- - - ➔ Secondary proposed East/West routes facilitated by new bridge crossings

For more information, see the full Frome Gateway Regeneration Framework document pages 62-74

## Strategic Routes and Character Areas

### Character Areas

For more information, see the full Frome Gateway Regeneration Framework document pages 75-98



#### **City Gateway:** Existing condition

This is a prominent corner which acts as an arrival point into both Frome Gateway and the Bristol City Centre area. Existing plots here are generally large and include significant amounts of parking.

#### **Ambitions and key principles**

- This area has the greatest potential for higher density development and a significant number of new homes above ground floor commercial and community uses.
- High-quality, exemplary taller buildings are considered appropriate here, to enhance the arrival experience via Newfoundland Way and create a new 'front door' to Bristol.

- New development and ground floor uses should positively engage with the River Frome and Riverside Park (where adjacent) and Newfoundland Way, to make this feel more like a city street (alongside enhanced crossing points and street greening).
- This area is particularly vulnerable to flood risk and air and noise pollution. New development must respond to ensure the safety and quality of life of residents.
- Where possible, locally listed buildings should be retained and restored to enhance local character and identity.

#### **Cultural Quarter:** Existing condition

Connecting Frome Gateway to Old Market, this area retains much of the Victorian street pattern and characterful buildings such as Globe House, Vestry Hall and the former Malt House. The existing mix of uses includes industrial units, community and creative organisations and supported housing provision for homeless people.

#### **Ambitions and key principles**

- New development will be residential led, with community, cultural and employment space at ground floor to create vibrant streets.
- Heritage and characterful buildings should be retained where possible to build upon its identity, complemented by more intimate streets.

- Movement routes should be enhanced, including a new River Frome crossing from Eugene Street.
- Lower rise, medium density development is considered most suitable to complement and enhance its existing character and heritage.
- A pedestrian-only 'River Frome Nature Walk' should be created to improve access to the river and enhance this ecological corridor.
- New pocket parks should be delivered to increase green space for community amenity, wildlife and to build resilience to climate change impacts.

## Strategic Routes and Character Areas

### Character Areas

For more information, see the full Frome Gateway Regeneration Framework document pages 75-98



#### **Maker Quarter:** Existing Condition

This area lies in the heart of the regeneration area and is almost entirely large industrial sites with service yards and warehouses.

#### **Ambitions and key principles**

- New development will be residential led with employment space across the ground floor, including small to medium sized, flexible space and creative maker/workshop uses.
- Residential frontages along Pennywell Road should create a more community-focussed street, with buildings set back for green space and generous public realm.
- Development frontages facing Peel Street Open Space should be active to create natural surveillance.

- Connectivity will be enhanced, such as extending James Street as a business servicing route.
- A new modal filter on Pennywell Road at Peel Street Open Space will calm traffic.
- A pedestrian-only 'River Frome Nature Walk' should be created to improve access to the river and enhance this ecological corridor.
- New pocket parks should be delivered to increase green space for community amenity, wildlife and to build resilience to climate change impacts.
- This area is particularly vulnerable to flooding. Mitigation must be integrated to ensure residents' safety.



#### **Industrial Quarter:** Existing Condition

This area is a mix of large and small industrial and warehousing plots, with extensive car parking. It is naturally separated from the other areas by Peel Street Open Space.

#### **Ambitions and key principles**

- To protect and enhance industrial space, development should prioritise modern, light industrial space with shared service yards and smaller units at ground floor to bring activity and natural surveillance.
- Sustainable last mile logistics and delivery uses are particularly suitable here, given its proximity to the M32, City Centre and Clean Air Zone.

- Residential is not generally considered appropriate, except potentially near Peel Street Open Space.
- Development should be set back from Pennywell Road to provide green space and generous public realm.
- While a modal filter near Peel Street Open Space will calm the road, direct access to the M32 will be retained at this end for business and residential access.
- A pedestrian-only 'River Frome Nature Walk' should be created to improve access to the river and enhance this ecological corridor.



## Delivery Strategy

### Overview

There are some complex challenges to implementing the vision for Frome Gateway, such as fragmented land ownership and financial viability. Redevelopment of individual sites will typically be delivered by private developers. As such, this Framework will primarily be realised by active engagement between Bristol City Council and developers through the planning process, to ensure proposals are in accordance with the vision and objectives set out in this document. Bristol City Council also has a leading role to promote the vision, coordinate site-wide infrastructure and work collaboratively with public bodies, private stakeholders and communities.

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.

Regeneration will happen in phases over approximately 15 years and require actions in the short, medium and long term. These stages are not all within Council control, but there are early interventions that would give early benefits to the community and provide the market with sufficient confidence to deliver on the Community Place Principles.

At the time of writing, the Council intend to pursue the following key interventions and initiatives to kick-start regeneration:

#### Overarching Interventions/Initiatives

- Continued community engagement
- Undertake community co-design for the open spaces, public realm, landscape and river restoration
- Produce a Social Value Strategy for Frome Gateway
- Work with existing businesses to better understand their needs and aspirations
- Work collaboratively with landowners and developers
- Continue work to embed health and wellbeing
- Explore a Frome Gateway Local Lettings Policy
- Produce a Frome Gateway Cultural Strategy
- Explore a ground floor affordable lettings/ workspace strategy

#### Site-specific Interventions/Initiatives

- Redevelop Universal House (at the north end of the site) as a Low Carbon Logistics Hub
- Redevelop Wellington Road Depot (at the southwest of the site) as a District Heating Network Energy Centre
- Carry out a detailed movement study to better understand the implications of movement proposals
- Deliver a river restoration project
- Explore the feasibility of the 'green space big move' (described on page 24 )



For more information, see the full Frome Gateway Regeneration Framework document pages 100-103

All image references can be found on page 104 in the full Spatial Framework document





Riverside Park

Newfoundland St.

Albaseera Centre

St Paul's

Frome

City Centre

Wogan Coffee

trojan

FROME  
RESTORATION  
PROJECT



ARCADIS

Working with

ARUP

MOTT MACDONALD M M



ALLFORD  
HALL  
MONAGHAN  
MORRIS