

Bristol City Centre

Development & Delivery Plan



PART A
DRAFT FOR CONSULTATION

July 2023



Foreword

Successful cities don't stand still. They grow and shift in response to internal and external influences, the expected and the unexpected. Our role is to anticipate, respond and adapt to meet these challenges and grasp opportunities as they develop, while keeping our values of sustainable, inclusive economic growth.

Bristol city centre, focused on the area around Broadmead and Castle Park, faces multiple challenges. Like all city centres in the post pandemic landscape, it needs to change and evolve so it can continue to be at the heart of our city. The redevelopment of our city must provide decent jobs and varied retail and contribute to tackling the challenge of Bristol's housing crisis, all against a background of climate and ecological emergency.

That is why Bristol City Council has worked with partners to put together this Bristol City Centre Development and Delivery Plan (the Plan). The Plan considers what needs to happen to ensure Bristol's city centre is an inclusive, sustainable and reconnected place for everybody. It looks at how we can ensure the city centre is a place of diverse retail, with vibrant cultural facilities and a thriving evening economy, whilst at the same time being somewhere that local people can call home. In doing so it builds on the City Centre Framework, adopted in July 2020, to provide further guidance on future regeneration and development in the city centre.

The document provides clarity to developers on what is expected from new development and focuses on how the spaces between buildings, where the council has control, can be enhanced to create green, clean, safe, accessible and inclusive spaces.

The Plan also includes some bold ambitions to work towards. For example, to make significant improvements to our public realm, to improve facilities for pedestrians and to make more space for trees and nature, we will need to make some changes to how traffic uses some city centre streets and better utilise logistics hubs. Making sure public transport has priority in central spaces will be important, whilst balancing this with an overall strategy to ensure everyone can access Bristol's city centre.

The Plan also sets out improvements that will ensure the city centre responds to Bristol's diverse communities and explains the steps we will take to help support, diversify and grow the local economy inclusively. We want to take the opportunity to look at how Bristol's diverse culture and unique identity can be better reflected in the city centre and how Broadmead can best evolve and improve so that it is an attractive setting for city centre businesses.

Crucially, we set out plans for an enhanced Castle Park as the premier green space in the city centre. This is a new and exciting chapter for this historic part of the city as we take the opportunity to secure investment to make it a welcoming, safe and green space for people and nature.

I would like to thank everyone that was involved and contributed to the engagement work which developed the principles. These will guide change in our city centre and begin to detail the projects that will need to be taken forward to make these happen.

However, there is still much work to be done – each of the projects outlined in the Plan will require more detailed study and more engagement and we hope to continue to work together on delivering the ambition. The Plan is an important step, providing strategies from which regeneration and redevelopment can be better co-ordinated so that we can drive positive change for our city centre.

Marvin Rees

Mayor of Bristol

Project Team

Client



Project Partner



Consultant Team

Strategic Partner



Technical Lead - Public Realm

Placemaking vision, open space and public realm coordination



Technical Lead - Land Use

Project management, built environment and land use coordination



Technical Support

Transport, Flooding, Sustainability



Technical Support

Public Engagement, Heritage, Costing, Funding and Delivery



Market Advice

Land use, asset review and delivery



Site Specific Principles

Design principles for key sites



Economic Strategy

Economic, skills and employment



Culture Strategy

Culture and public art



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Glossary

Active travel	Walking and cycling.	Gateways	Entrances or points of arrival. The Development Plan discusses the gateways to Castle Park - these are the main entrances to the park.	Public realm (or public spaces)	The spaces between the buildings, including the streets and squares. These areas are usually owned by the City Council.
Blue badge parking	Parking for users with a blue badge, which helps people who are disabled park, closer to their destination.	Green infrastructure	A network of multi-functional green and blue spaces and other natural features, urban and rural, that can deliver a wide range of environmental, economic, health and wellbeing benefits for people, nature, and climate	Servicing access	Access for delivery vehicles delivering to shops and businesses in the city centre
Blue infrastructure	A network of natural and semi natural water features to deal with urban water, to bring benefits to people and the environment. These natural water features include items such as ponds, rivers, swales and other sustainable urban drainage features (SuDS).	Last mile delivery	System which aims to reduce the number of larger vehicles accessing the city centre. Deliveries would be made to a location outside the city centre and then taken into the city centre via smaller vehicles or cargo bike.	Stakeholder engagement	Conversations with key organisations, interested parties and members of the public about their views of the city centre and their aspirations for the future.
City Centre	The term city centre means different things to different people, but for this plan the term refers to a specific study area which is shown on Fig. 01 on page 8. This represents an area around Broadmead, where there is particular opportunity for regeneration.	Legibility	How easy it is to understand and navigate the city centre. This is influenced by landmarks, views, information signs and lighting.	Vertical greening	Planting on walls to create vertical areas of greenery and habitat.
City Centre Framework	A document prepared by Bristol City Council in 2020 setting out proposals to improve movement, public realm and the approach to regeneration and development in Bristol City Centre. See “City Centre Framework” on page 13	Mass transit	An ambitious, fast new public transport system which is being developed for Bristol to move lots of people across the city and neighbouring regions. This could include different types of vehicle and runs separately to other traffic.	Wayfinding	Provision of signs and information that help people move around the city centre.
Climate resilient	Ability to cope with changing environment, including increasing temperatures and increasing flood risk.	Material consideration	A document becomes a material consideration in the planning process if it has been endorsed by Bristol City Council's Cabinet. It then has status within the planning system and has to be taken into account when deciding on a planning application or commenting on regeneration proposals.	Riparian habitat	Habitat at the interface of land and a river or stream.
Community	The diverse range of citizens who live in, work in, use or visit the city centre.	Mobility hub	A space providing blue badge parking, taxi rank, pick up/drop off spaces and e-scooter and cycle parking.	Phytoremediation	Use of plants to help clean up the environment and remove pollutants.
Culture	In a regeneration context, culture relates to how we move through, use and connect with places as individuals and communities. Culture helps to bring communities together – opening up new perspectives, encouraging participation in civic life. It covers music, art, history, heritage, and events (and experiences) where Bristol's diverse citizens can share, celebrate or learn.	Pedestrian priority spaces	Spaces where through traffic is removed through additional restrictions and the space is redesigned to be more attractive for pedestrians	Raingarden	An area that receives rain water/run off from roads, roofs or other surfaces which are planted with plants that like water. The plants help deal with heavy rain and also help filter and clean the water.
Frontages (or active frontages)	The ground floor space within buildings which fronts the street. Active frontages refers to ground floor users which make the street feel lively and vibrant, such as entrances, shop fronts, doors and windows.	Permeability	How easy it is for people to move around or through the city centre safely, conveniently and pleasantly.	Super Crossing	High quality, wide crossings, providing safe points for pedestrians to cross busy roads on key routes. These are sometimes shared with cyclists.
				Sustainable Drainage Systems (SuDS)	Physical features that produce benefits from rainfall, such as reducing flooding, cleaning the water and improving biodiversity. This can include green roofs, pervious pavements and trees.

PART A

VISION & STRATEGIES

Chapter 1

INTRODUCTION

Introduction

About the Document

Purpose of Document

This Development Plan sets the vision and principles for the regeneration of Bristol city centre. Its purpose is to guide redevelopment and improvement works in an area where change is anticipated. It builds on the City Centre Framework produced in 2020 to set out a direction of travel for the area. The plan is designed to stand the test of time and respond to changes in economic, property and funding environments.

These vision and principles are underpinned by an integrated approach to place-shaping, culture, inclusion, planning, transport, legibility and public spaces. This integrated approach is to ensure that future investment, development and activity undertaken by Bristol City Council (BCC) and other partners is planned and carried out in a coherent manner, such as provision of services, amenities, public realm and transport improvements.

The plan represents early stage concepts and ideas for potential interventions and initiatives, which will be developed in more detail over the lifespan of the plan.

Where possible, this document avoids using overly technical language and abbreviations, but there are some phrases and words that are used in the context of urban regeneration. A glossary of these has been included on page 5.

Study Area

The study area covers an area focused around Broadmead, Castle Park and the Old City (see Fig. 01) and reflects the boundary set out in the previously published Bristol City Centre Framework. For the purposes of this document, this area is referred to as 'the city centre',

The study area is perhaps better understood as a radius of influence around Broadmead, which represents the primary area of opportunity for regeneration. The main areas of focus within this boundary are described in "Areas of Focus" on page 21.

This boundary excludes some areas which are recognised as being part of the Bristol city centre in other policy documents and by citizens of the city. For the purposes of this document, these areas are referred to as the 'wider city centre'.



Fig. 01 Study Area

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Introduction

About the Document

Document Status

While this document is not statutory planning policy, it will be a ‘material consideration’ for assessing future planning applications, as well as Bristol City Council investment decisions in the area, subject to public engagement and endorsement by Cabinet. Planning decisions will be made based on evidence and policy at the time of applications.

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 may be used to inform future masterplans for smaller portions of the area.

Audience and Role

This document is intended for a wide audience base and is expected to be used for different purposes by different parties. It also has both a regional and local role within the context of Bristol and the wider West of England.

This document 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.

Potential audiences and their potential uses for the document are summarised in Fig. 02.

Document Structure

This document is set out in two distinct parts, with Part A focusing on the long term strategy and Part B focusing on more detailed design considerations for emerging short-to-medium term interventions.

PART A: DEVELOPMENT PLAN

Part A presents the overarching vision, objectives and strategies for change in this area. It is ordered into four chapters.

Chapter 1 provides an introduction to this report, how it was developed, and the context of the city centre.

Chapter 2 presents the vision and principles for change. This includes a description of the process to date and the Engagement Feedback.

Chapter 3 presents the six key strategies to deliver change.

Chapter 4 presents an integrated plan of potential interventions and initiatives.

PART B: BROADMEAD PLACEMAKING PLAN & CASTLE PARK MASTERPLAN

Part B presents the Broadmead Placemaking Plan and Castle Park Masterplan, setting out the proposals for the two areas of focus in more detail.

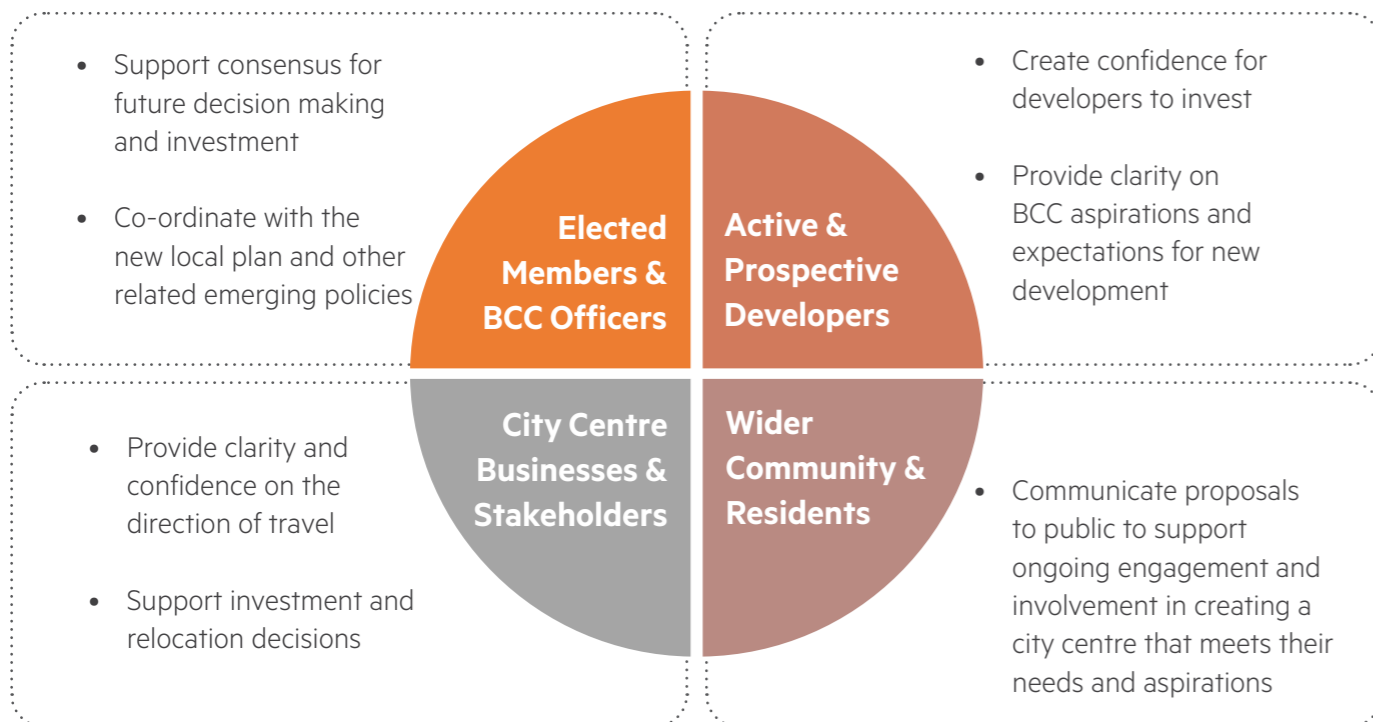


Fig. 02 Target Audiences and Expected Uses

Introduction

The City Centre Today

Bristol's Story

The city centre is at the heart of where Bristol began in the 9th century as 'Brygstow', meaning 'the place by the bridge' and has been a place of movement, trade, exchange and hospitality ever since.

Broadmead takes its name from the swathes of green meadows and market gardens that once covered this and other areas of central Bristol. It's hard to imagine these green origins as you walk through Broadmead today.

This area of the city has experienced a series of transformations over the centuries, from Norman castle and mediaeval suburb, to becoming part of the wealthy Georgian trading city and to the Victorian era when it began its most intensive use. During the Victorian time the Broadmead and Castle Park area was the core of a thriving city. The main shopping streets of Castle Street and Wine Street were bustling retail, commercial and manufacturing centres. The tight street grain and river front played host to a variety of shops and businesses with living accommodation above.

While the Old City was relatively spared during the Bristol Blitz, large portions of Broadmead were destroyed and later redeveloped in the post WWII era, including the creation of Castle Park and the large retail blocks which define the shopping quarter today.

The history of this place is a story of its people, rivers, industries and buildings. A place that has grown and evolved into a city that is independent, diverse, creative and green.

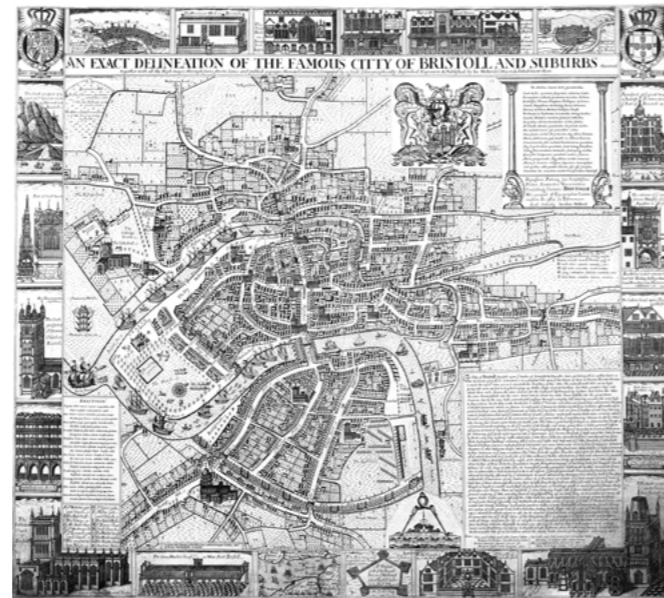


Fig. 03 Historic map of Bristol circa 1673



Fig. 04 Castle Street in 1930



Fig. 05 Study Area Street Names

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Introduction

The City Centre Today

Identity

Bristol is a special and distinctive city, giving it an identity, which sets it apart from other places. It has a great story to tell the outside world, but we know that not everyone shares in that success. These special qualities and contradictions help define Bristol and should inform decisions to make changes to its built fabric and public realm within the city centre.

Bristol's population is increasingly young, diverse and creative, forming a key part of the city's dynamic identity. The city has a strong presence in the arts, music and creative industries, is a UNESCO City of Film and is recognised as an 'exemplar creative economy'. The city is known for its independent and innovative spirit which is evident in the city's fabric and cultural scene, as well as for its distinctive and contested heritage and history.

However, there are also high levels of deprivation and social exclusion in the city, in particular, directly to the east and north of the city centre. There are also large areas of the city centre where the positive characteristics, set out above, are lost or hidden.

The special qualities of Bristol can be reinstated and revealed, to help transform the city centre to promote a cohesive sense of community, binding the people of Bristol and businesses of all sizes together, and delivering a cleaner and greener city.

£20.8m

generated through
film and TV production
in 2021/2022

1st

city to declare a
Climate Emergency
and Ecology
Emergency

22%

of residents non-white
British

32.4

The median age of residents,
8 years younger than the UK
average



Bristol is a cultural and creative powerhouse. This creative ecology is highly specialised, regionally integrated and contains a large number of significant 'anchor institutions'. It is well served by a dynamic, talented and agile population of micro and Small and Medium-sized Enterprises (SME) businesses and some of the most talented freelancers in the world.



Bristol has a reputation for innovative and creative thinking and a DIY ethos. This is not new: it has been hard wired into the city character for centuries, from Brunel to the Bristol Riots, to the Bristol Bus Boycott. This independent and alternative energy is visible in its many independent shops, bars, venues, food producers, designer makers and creative start-ups.



Bristol is an open, outward-looking city where more than 91 languages are spoken. It is increasingly diverse, and consequently culturally rich with even greater potential. It is globally connected and actively aspires to be a place of welcome, sanctuary and tolerance. However, it is also a city of economic, social and physical disparities.



The landscape setting and topography of Bristol and its relationship to the water physically and culturally are important aspects of the city's identity and character. It is also a pioneering environmental city, nurturing groups including Sustrans, The Soil Association, Centre for Sustainable Energy and Bristol Green Capital.

Introduction

The City Centre Today

Key Issues

City centres and high streets need to change and evolve as people's needs change. The way we shop, work, study, gather and play is changing now more than ever.

The climate and ecological emergencies mean that city centres need to evolve quickly to transition towards a more sustainable future. This is also set against a backdrop of challenging economic conditions, such as recovery from the COVID-19 pandemic and supply chain disruption.

Whilst many of these challenges are shared by other cities, some are specific to Bristol city centre and Broadmead area. Although there are many successes to be proud of, negative perceptions and common concerns have been raised by the public and other stakeholders.

The Broadmead city centre remains largely unchanged from the 1960s in places and is less representative of the character and feel of Bristol's distinctive identity than other parts of the wider city centre. These factors create a clear case for intervention and regeneration within the city centre, as well as opportunities to enhance the city centre's role within Bristol and the region.

Extensive analysis of the study area constraints and opportunities has been undertaken, including through stakeholder engagement, to inform the proposals presented in this Development Plan. More details and interpretation of this analysis are provided in relevant sections throughout this document.

Particular issues are:

- A perceived lack of heritage and identity within the Broadmead area
- Vacant shop units, recent loss of high-profile national retailers and poor-quality public realm contributing to a sense of city centre decline
- Lack of activity outside shopping hours and anti-social behaviour creating safety concerns
- Disconnected walking and cycling infrastructure, especially severance around St James Barton and Bond Street
- Lack of green spaces and access to the river, and the main space Castle Park does not perform as a high-quality city centre park or fully contribute to supporting climate and ecological resilience
- Active developer market which needs clearer direction while the Bristol Local Plan is in review
- A limited number of existing community and cultural facilities, and unrealised potential for those that are present
- High levels of deprivation and social exclusion in communities directly to the east and north of the city centre, forming part of an 'east-west' divide within the wider city
- Wider strategic needs to which the City Centre should contribute, such as providing affordable housing and a diverse cultural offer



Bristol's Future

The Bristol Local Plan Review 2022* sets out the following vision for the city:

The vision for Bristol is of a diverse and inclusive city where inequality and deprivation have been substantially narrowed. The delivery of new and affordable homes through urban living will enable housing needs to be met and help to secure the development of rapid transit systems which deliver sustainable, connected communities. A city with a high quality, healthy environment, with attractive open spaces, clean air, vibrant and inclusive sports and cultural facilities, cherished heritage and communities engaged in the development of their city.

The city centre must respond to this vision, playing a role which supports the success of the wider city and region.

* Bristol Local Plan Review: Draft Policies and Development Allocations - Further Consultation November 2022

Introduction

City Centre Framework

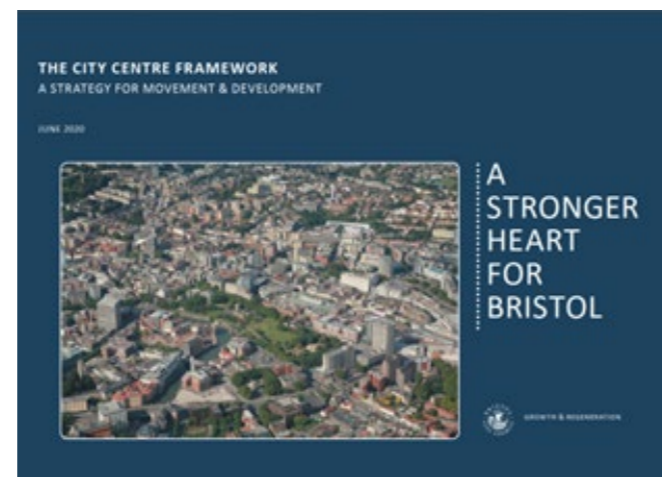
In July 2020, Bristol City Council Cabinet adopted the City Centre Framework which sets out proposals to improve movement, public realm and the approach to regeneration and development in Bristol City Centre.

This new Plan builds on the aims and aspirations established in the City Centre Framework, together with existing strategies, emerging planning policy/ planning applications and robust community and stakeholder engagement.

The key objectives of the City Centre Framework are:

- Creating a liveable, vibrant, safe and inclusive city centre for the benefit of people of all ages to live, work, learn and enjoy, both during the day and night
- Tackling traffic congestion and improving air quality; making the city centre better connected, accessible and healthier
- Supporting the city centre as the core retail, leisure and cultural heart of the region, by enabling regeneration, diversifying uses and promoting the offer
- Ensuring the sustainable development of new homes, employment space, enhancement of heritage assets, streets and public open spaces; contributing to a carbon neutral and climate resilient city

To realise these objectives, the City Centre Framework has four key themes, 23 aims and a series of plan drawings. These were the starting point for the vision, principles and interventions outlined in this new Development Plan.



City Context

- Recognising the value of the inherited environment and the contribution of historic assets
- Conserving and enhancing valuable historic buildings and their settings
- Promoting positive reuse of buildings and spaces that contribute to the character of the city centre
- Enhance the built environment through inward investment and the creation of high quality townscape

Improved Movement

- Improve and better connect walking and cycling routes and networks
- Invest in the quality and clarity of public transport systems to increase attractiveness to a wider group of users
- Maintain appropriate levels of access and parking to serve a vibrant and diverse mix of city centre uses

New Development

- Add to the rich and diverse legacy of the wider built environment by delivering positive urban design solutions, that embrace excellence in architecture, landscape design and public art
- Plan for a balanced mix of land-uses
- Promote the efficient use of urban land, increasing site densities where appropriate

Enhanced Public Realm

- Increase legibility, accessibility and safety within the streets and public spaces
- Enhance the attractiveness of the city through good public realm design
- Promote healthy places by improving air quality and green infrastructure
- Provide effective maintenance and management of public space

Fig. 06 Bristol City Centre Framework 'Key Themes'

Stakeholder Engagement

To help define the vision, strategies and interventions for the city centre, this project has undertaken a range of engagement activities, building on engagement work undertaken for the City Centre Framework. These have helped to ensure that the project is informed by an understanding of how people feel about the city at the moment and what they hope it could be like in the future.

Through structured and targeted engagement with a diverse range of groups, key topics and themes have included:

- What are the problems, issues and barriers in the city centre today?
- What are the opportunities and aspirations for change?
- What would you like to keep, or see more of?
- From your lived experience and needs, what kind of city centre would best support you?
- What are your views on emerging ideas and proposals for the future?

The timeline diagram summarises the engagement undertaken. Feedback from all of the activities has framed the way the project team has considered the issues and has been integral to the development of the vision, strategies and interventions. It is also important to note that, as each of the proposals are taken forward their further development will be underpinned by additional community engagement and stakeholder involvement.

The following pages provide an overview of some of the main themes raised in the engagement undertaken to date. This feedback has been used by the project team as one of the fundamental building blocks of the plan, alongside technical analysis and policy drivers.

Each section of the plan includes a topic-specific summary of the engagement feedback. Naturally these summaries can't capture all the views expressed but they aim to provide a flavour of the feedback and frame the development of the vision, strategies and associated regeneration approaches.

Key Engagement Feedback

Stakeholder workshops

At an early stage in the project online workshops were held with a variety of stakeholders including Historic England, Natural England, Environment Agency, business improvement district (BID) managers and shopping centre managers, hospital and university representatives, community groups, walking and cycling groups, volunteer groups and Councillors. The focus of the discussion was on understanding perceptions of the city centre today and aspirations for the future.

Current problems and issues noted by stakeholders included:

- The city centre is grey, tired, neglected and noisy
- The city centre does not feel safe and there are various issues with anti-social behaviour
- The Broadmead area is too retail focussed
- Many areas are dominated by through traffic

Stakeholders noted that they would like to see a city centre which:

- Is greener, cleaner, safer and more welcoming, with more green and open spaces
- Has facilities and activities for all ages, including children and families, both during the day and into the evening
- Is more mixed use, more active/vibrant and a place where people want to spend leisure time
- Provides the facilities needed to support city centre living
- Provides safe routes for walking and cycling.
- Enhances Castle Park as the city centre's main green space
- Continues to be an important tourist destination and business hub, as well as a focus for the local community

2021



Stakeholder Engagement

Public online survey

The spring 2022 online public engagement was a particularly rich source of feedback. A project website was created to provide an overview of the potential topics and interventions that the DDP was exploring. An online survey encouraged feedback on key topics.

470 surveys were completed and in addition over 300 ideas and suggestions were posted on an interactive map. The comments provided a wealth of information on people's perceptions of the city centre now and their hopes for the future. The key themes which respondents called for the DDP to address included:

- Overall improvements to the look and feel of the city centre and the creation of attractive, safe spaces (with frequent mention of anti-social behaviour and rough sleeping as particular challenges)
- Provide a wider range of facilities and activities which provide things to do other than shopping
- Provide more trees and greenery and more green and open spaces
- Reduce the dominance of traffic in key city centre spaces (this was a strong theme, but there were mixed views and a recognition that for some the car remains important)
- Improve routes for pedestrians, cyclists and public transport
- Enhance Castle Park as a much loved space, but where a number of issues currently discourage people from using it
- Ensure new development is of the highest quality in terms of design and sustainability
- Ensure new housing creates balanced communities, supported by good quality local facilities, and is affordable/accessible to local people. There was concern about too much student housing
- Celebrate Bristol's diverse culture, its rich history and its waterfront location

Involvement of Community Champions

Conversations facilitated by Bristol City Council's Community Champions representing diverse communities from across the city have helped understand what is needed to make the city centre work better for citizens from all backgrounds. In Spring 2022 Community Champions interviewed nearly 100 people on-street to build a picture of who is currently using the city centre and why and, importantly who is not. They then held targeted focus group discussions with representatives from South Asian, Eastern European, Somali and South Bristol communities and disabled people. These sessions helped to build a picture of what needs to be done to make the city centre more attractive to these varied communities.

These conversations noted that the city centre:

- Is not currently seen as relevant to some communities – shops are perceived as expensive and there is a feeling that the city centre doesn't offer anything for some communities
- Needs to be easier to access from surrounding areas, in particular by public transport (which some find expensive and indirect/difficult to use)
- Must provide more opportunities for social and cross-cultural activities. Family and children's activities, free events, sports and leisure activities, art and theatre and indoor spaces (including spaces for quiet activities and worship) and opportunities for women and girls were particularly mentioned
- Should provide more community facilities, including for health, wellbeing learning/skills and spaces community groups/ meetings
- Must offer a wider variety of everyday and affordable shops especially for food shopping (including culturally diverse options)
- Should provide more green spaces and open spaces

- Needs to include more play spaces (outdoor and indoor) for children within the shopping area (not just in Castle Park)
- Should encourage small businesses from all cultural backgrounds

Castle Park stakeholder workshops

Castle Park, as an important space that the City Council controls, is one area where there is clear scope to develop proposals which respond to local feedback hence stakeholder involvement has been particularly focussed around development of this masterplan. Two stakeholder workshops have been held including Historic England, Natural England, developers, BID managers and shopping centre managers, Sustrans and local walking and cycling groups, Bristol Civic Society and local interest/community/volunteer including Friends of Castle Park, West of England Centre for Inclusive Living (WECIL), Bristol Disability Equality Forum, Bristol Older People's Forum and Bristol Women's Voice. In addition, a volunteer group has been set up to give residents and park users an opportunity to contribute to the development of proposals.

Key themes and priorities highlighted by the Castle Park stakeholders include:

- Tackle personal security and anti-social behaviour to create a park where people feel safe and comfortable
- Enhance and extend the planting and greenery to increase biodiversity
- Celebrate the heritage and history of the park whilst ensuring that improvements need to be sensitive to historic assets and ensure ongoing engagement with Historic England
- Better connect the park to the waterfront
- Encourage and provide spaces for events, markets, activities and art which draw people to the park
- Provide spaces, equipment and facilities for children to play

- Ensure the park is fully accessible and inclusive
- Improve entrances and gateways to the park and extend the influence of the park into surrounding streets
- Improve routes through the park and reduce conflicts between pedestrians and cyclists
- Address other concerns including, lack of public toilets and need for more seating
- Ensure improvements can be maintained in the long term
- Ensure the park is resilient to climate change

Other feedback

Other engagement, including with businesses, cultural and community groups has highlighted the need for:

- An enhanced overall street setting / improved environment for shops, businesses and residents
- Activities that encourage increased footfall and draw people into the city centre
- The city centre to ensure it really welcomes and supports the city's diverse communities
- More spaces for a wide range of cultural, creative and community activities including meetings, art, music and performance

A range of other feedback was received and this will be used, where appropriate, to help inform future projects. For example, this included comments on the ways in which St James Barton Roundabout could be enhanced to create a more attractive public space and to improve routes for pedestrians and cyclists.

Stakeholder Engagement

The Visitor Experience

The council conducted interviews with a range of people to try to identify how people currently experience the city centre, what they like and dislike, and what they think could be better.



Rosie



Magda



Phil

What I think about
Broadmead now

Broadmead Shopping Centre and The Galleries are outdated. They lack colour and personality, and it feels tired. More shops are becoming empty or soon-to-be closed, and the choice of shops left isn't exciting to me personally. It feels to me like a smaller high street expanded to the whole city centre. It feels forgotten.

We live in BS2 so I come to Broadmead weekly for food shopping. I don't like Broadmead Shopping Centre and the Galleries. There's not much on offer for me and my children. It would be nice to see more brands selling children's clothing and also a garden shop with everything you need for your balcony or garden.

At the moment getting around the city centre can be difficult for those with a disability – there are a lot of narrow walkways and pavement furniture, badly placed and poorly maintained dropped kerbs, and surfaces that don't make movement easy for those with disabilities - to name but a few.

What I'd like to
see in the future

We need to fill the empty spaces with creative, cultural, green and fun things. I really like Sparks with its cross over between arts and climate action: we need more of that but there for the long term. Why not spread that ethos across the whole of Broadmead!

I'd like to see this combined with green planting and public art, and turn what used to be the shopping centre into a hive of activity and creativity. Make it accessible and cheap/free too. And whatever happens it should be designed collaboratively with residents from all backgrounds in mind, including young people like me.

I would like to see a lot more greenery/living walls and plants growing. In summer when the heat is overwhelming it would help to create temporary outdoor cooling areas with comfortable seats, plants and grass and maybe water spray misting machines to lower the temperature.

In the future I would like to see more green areas and rearranged seating. Better bicycle paths; it's not safe for cyclists and pedestrians currently. Play areas for families and kids. Free events and festivals like Light Festival, Festival of Nature and Circus, free Fitness/ Cardio/ Yoga sessions and more. Free play areas for little children too.

In the future it would be great to have these issues thoughtfully dealt with so that disabled people are able to come into and move around the City Centre far more easily than they can at present

Chapter 2

VISION FOR CHANGE

Our vision for the Broadmead area is the creation of an inclusive, sustainable and re-connected place for everybody.

A place of diverse retail with vibrant cultural facilities and a thriving evening economy, whilst at the same time somewhere to call home.



Vision

For Change

At the heart of the vision is the Engagement Feedback - the things which the people of Bristol told us they wanted to transform the Broadmead area. This includes:

- Reinforcing our city's identity
- Diversifying the land-use mix including creating homes, hospitality, and cultural facilities
- An improved Castle Park and new public open space;

All to create a green, safe, vibrant, and inclusive city centre – a place that is distinctive and complementary to surrounding parts of Bristol.

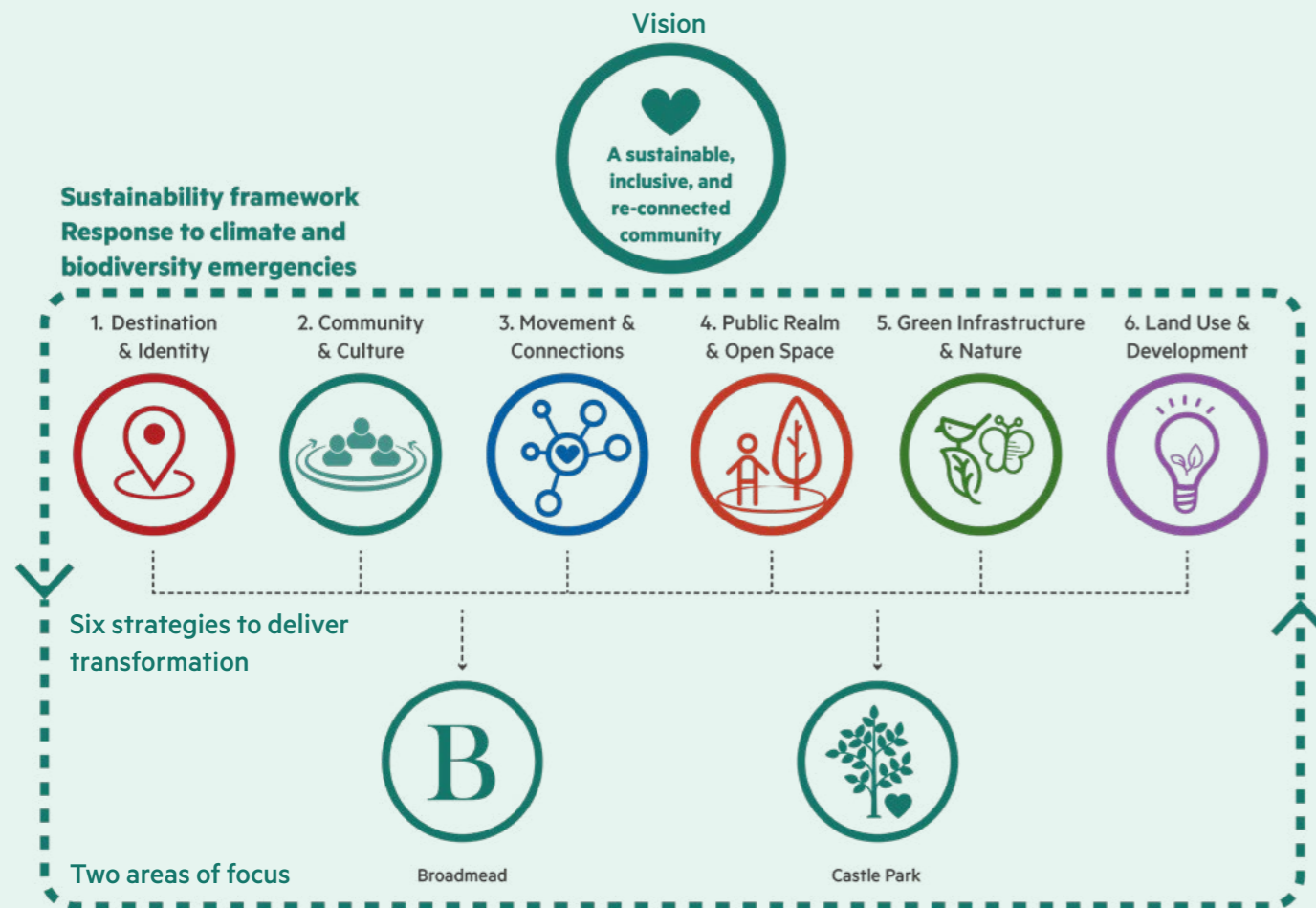
The Broadmead area is a key focus of the Plan to support Bristol's aspiration to become an inclusive and diverse city and a nationally significant destination for improving the lives and opportunities for all residents. The area will continue to be the South West's premier regional shopping destination, but also to evolve and bring more vibrant cultural and leisure uses for citizens and visitors. It will become a dense urban sustainable neighbourhood for the West of England, restoring old street patterns and re-connecting the adjacent communities to promote a cohesive city neighbourhood that binds the place together. Approximately 2,500 new homes will create a diverse and thriving urban community of families, students, and individuals. In partnership with institutions and businesses, communities will have places to learn creative skills and enterprise. Events and art will celebrate the independent and creative spirit of Bristol.

Bristol has a long history of being a pioneering green city and hub of environmental activity and innovation. The Plan supports the broader sustainability goals of the city council and Bristol, and forms the sustainability framework for central Bristol to improve resilience for climate and biodiversity. The Plan includes an ambitious city greening strategy that rethinks the design of our streets and public spaces around Broadmead, to prioritise walking and active travel and establish extensive new tree planting and urban biodiversity gain. The Plan extends the influence of Castle Park into Broadmead and to create a greener waterfront; new and connected habitats, accessible park gateways and new play spaces for families.

Six Strategies

To Deliver the Plan

The Plan sets out how the Vision can be realised through the consideration of six thematic strategies. These strategies set out the level of ambition and change under each of the themes across the study area. These strategies are then bound together into an overall integrated and deliverable Framework Plan for the city centre.



Destination & Identity



To reinforce a sense of place and experience within the city centre to help **promote Bristol** as an important **regional retail and leisure core** and a significant **green destination**.

Community & Culture



To embed **communities and culture** in a **vibrant and inclusive day** and evening economy by connecting with and building on **Bristol's reputation and creative energy**.

Movement & Connections



To promote public transport links, including a better-connected Bus and Coach Station and establish central Bristol as a natural choice for **walking and active travel** from surrounding communities.

Public Realm & Open Space



To transform the streets and public spaces of the Broadmead area, to help progress the city's **identity, inclusiveness, and sustainability ambitions**, and to help **reconnect the city** as a whole.

Green Infrastructure & Nature



To establish central Bristol as a **connected place of green infrastructure** with landscape streets, urban nature and improved links with Castle Park; St James' Park and the Floating Harbour.

Land Use & Development



To diversify the uses within Broadmead and create a **coherent and dynamic retail and leisure core** and a **neighbourhood for living**. A place for everyone which supports a sequence of streets and spaces to create a **richer canvas for public life**.

Vision for Change

Areas of Focus

Within the Plan area, two parts of the city centre have the greatest need for changes; these are Broadmead and Castle Park. These two areas have been considered in greater detail to reimagine what is possible and to inform planning applications being brought forward by developer partners.

1. Revitalise **Broadmead** as a thriving retail hub and cultural neighbourhood. Give people a reason to visit, work and live there.
2. Rejuvenate Bristol's historic **Castle Park** as a more accessible, inclusive space for all. It will be more connected with the city and the river, and more welcoming for wildlife and biodiversity.

Castle Park is a key area within the ownership and control of Bristol City Council where they can directly lead transformative change. The Broadmead area has more mixed ownership and control, and therefore the focus is on the streets and public realm, ground floor uses, and specific community needs such as social infrastructure.

For proposals for the three areas of focus, refer to Part B



Fig. 07 Key Areas of Focus



Castle Park



Broadmead

Key Changes

To achieve the vision, the following key changes have been identified:

1. Create pedestrian priority landscape streets that support urban nature and a vibrant public realm
2. Enhance existing public open spaces and create a connected network of new public open spaces to help progress the city's identity, inclusiveness, and sustainable ambitions, and to help reconnect the city as a whole
3. Restore the historic grain of the public realm by creating new connections through existing urban blocks to increase the diversity of street characters and to support wider range of open space uses
4. Rejuvenate Bristol's historic Castle Park as a more accessible, inclusive space for all
5. Improve connection between Castle Park and the Floating Harbour
6. Create better connections between Castle Park and Broadmead
7. Create a healthy place for living which helps to meet the city's housing needs and delivers a range of new community facilities
8. Rediscover the area's history, independent spirit and creative culture as a key part of the city centre character and offer
9. Maintain the role of the city centre as a retail, culture and leisure destination with a more diverse offer
10. Provide a more diverse and intensive mix of land-uses which generate activity throughout the day and evening

NOTE: References 7, 8, 9, 10 relate to the overall Plan area.



Fig.09 Study Area - Illustrative Plan



Fig.08 Study Area - Existing

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Chapter 3

STRATEGIES TO DELIVER TRANSFORMATION

Strategies

Integrated Plan to Deliver Transformation

The Development & Delivery Plan sets out how the Vision can be realised through the consideration of six thematic strategies. These strategies set out the level of ambition and change under each of the themes across the city centre area. Each strategy section is structured to include:

- **Engagement Headlines**, identifying the community's aspirations for the city centre based on public engagement
- **Background**, summarising the existing context, key issues and drivers for change which have shaped the strategy
- **Objectives**, setting out the over-arching outcomes which can be achieved through successful delivery of the plan
- **Approaches** presents a range of strategic and site-specific proposals for delivering the objectives of the plan through a range of different approaches

These strategies are then bound together into an overall integrated and deliverable plan for the city centre.

This Plan presents a local application of wider policies, strategies and guidance to respond to the specific context and identity of the place, set out in the adjacent boxes.

National Legislation, Policy and Guidance

- The National Planning Policy Framework – which sets out a requirement for new development to create high quality, sustainable buildings and places, and provides the overarching national policy for guiding planning decisions.
- The National Design Guide – which illustrates how well-designed places that are beautiful, healthy, greener, enduring and successful can be achieved in practice, based on ten 'characteristics' of good places.
- The Environment (England) Act 2021 - which sets out clear requirements for the environment including a requirement for future development to Biodiversity Net Gain of 10% or more.
- Flood and Water Management Act 2010 and associated guidance - which sets out requirements a better, more comprehensive management of flood risk.
- Climate Change Act (amended) 2019 - which sets out requirements for a 100% reduction in green house gas emission (compared to 1990 levels) by 2050 across the UK, commonly referred to as the 'Net Zero' target.

Regional and Local Strategies

- 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.
- The West of England Joint Green Infrastructure Strategy and Action Plan (2020) which sets out a series of outcomes, principles and actions for delivering enhanced green infrastructure across Bristol and surrounding local authority areas.
- Bristol City Council Parks and Green Spaces Strategy (2008) which sets out proposals increase the amount and quality of green space in the city, including children's and young people's space, formal green space, informal green space, natural green space and active sports space.
- West of England Tree and Woodland Strategy
- The One City Plan – which sets out an ambitious vision for the future of Bristol, decade by decade up to 2050.
- Bristol City Council One City Climate and Ecological Emergency Action Plans.

Local Planning Policy and Guidance

- The adopted Bristol Local Plan (2011-2026) and draft emerging Local Plan policies (2019/2022-2040) which set out key policies for managing new development in Bristol, including targets for provision of new homes over the course of the plan period. This includes Draft Policy DS1 which sets out the overall approach to development within wider city centre, stating that "Bristol city centre's role as a regional focus at the centre of a global city will be promoted and strengthened. Development will include mixed uses for offices, residential, retail, leisure, tourism, entertainment and arts and cultural facilities". "Development will aim to reduce severance caused by traffic, better connect the area to surrounding neighbourhoods and improve safety through public realm improvements" and "Bristol Shopping Quarter will remain the city's principal shopping location including redeveloped sites and a diversified offer". The draft Local Plan also sets out a vision deliver 34,700 new homes within the city by 2040, of which 11,500 will be within the wider city centre area.
- Bristol Urban Living SPD – which provides guidance on the design of higher density development, including how to identify appropriate density and building scale and different areas of the city, with the aim of balancing the efficient and effective use of land with aspirations for a positive response to context, successful placemaking to create healthy urban environments.

Embedding Sustainability

Our Approach

Embedding Sustainability

People and planet are central to the vision for Bristol and the city centre area. The interventions and initiatives described in the document represent Bristol's ambition for a more sustainable city centre, and one that works towards meeting all 17 of the UN Sustainable Development Goals. They advocate for a more sustainable future in its broadest sense, including environmental conditions, social health and wellbeing, and economic resilience.

This Development Plan promotes the pursuit of both physical and non-physical activities to achieve sustainable outcomes. Physical assets have an associated embodied carbon, but perhaps even greater influence on the carbon emissions from our daily activities: the way we move, live and play. To navigate these impacts and make informed decisions, non-physical processes and policy are also an essential tool.

This plan includes a number of core embedded aspects of sustainability via the proposed interventions including for example, enhancing public open space, tackling severance currently inhibiting active travel, increasing employment opportunities for all, increasing the tree canopy and green and blue infrastructure quantum.

The Global and Local Challenge

Bristol City Council has declared climate and ecological emergencies. The council 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.

The global challenges of climate change, decarbonisation, resource use and biodiversity will affect the successful functioning of the city centre. In Bristol city centre, this particularly includes:

- Vulnerability to heat, which will be exacerbated by climate change and associated risk factors such as air pollution, limited greenery and dense urban form
- Lack of green infrastructure outside of the main green spaces of Castle Park and St James' Park, with low levels of tree canopy cover (10%, compared to 18% for the whole city)
- Car dependency and high levels of vehicle miles, with resulting impacts on carbon emissions, air quality and noise. Bristol is aiming to reduce vehicle miles travelled by 40%, which will require more sustainable movement options to, from and across the centre
- Environmental impact (and potential benefits) of development and construction resulting from large scale redevelopment, including in relation to use of resources, embodied carbon and future carbon efficiency
- The need to transition to net-zero carbon and renewable energy sources, and improve energy efficiency across all sectors

Our Approach

The Plan identifies key priorities relating to sustainability which are integrated throughout the objectives and interventions presented within the six strategies for the transformation of the city centre.

In addition, the council will continue to develop and deliver parallel strategies, initiatives and investment to support sustainability across the city centre and wider city.

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 with the city centre.

It should be noted that these sustainability priorities cover the study area within this document (i.e. Broadmead and its immediate surrounds), not the wider Bristol City Centre area

Embedding Sustainability

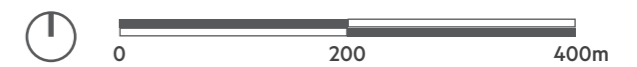
Sustainability Priorities

Key Priorities	The Challenge	How We're Addressing It
Improve climate change resilience	<p>The city centre is vulnerable to the impacts of climate change due to the to its existing environmental conditions, in particular:</p> <ul style="list-style-type: none"> • Vulnerability to ecology loss due to lack of space for habitats and nature • Flood risk due to poor drainage across the wider river catchments • Urban heat island effect due to density of building, hard surfaces and lack of green infrastructure • Vulnerability to heat due to older building stock, with resulting health risks and increased energy usage 	<p>The plan sets out the following provisions:</p> <ul style="list-style-type: none"> • Green Infrastructure Strategy setting out the transformation of Castle Park and introduction of a significant quantum of new green spaces, habitats and sustainable drainage • Land Use & Development Strategy setting out targets for more sustainable buildings, including green walls and roofs, which will help to address urban heat • Public Realm Strategy setting out considerations for open space, and microclimate, to mitigate urban heat effects
Support biodiversity and access to nature	<p>The existing biodiversity value of the city centre is limited, due to a lack of green infrastructure within the study area. As a result, there are limited opportunities for people to access nature.</p> <ul style="list-style-type: none"> • Only 9% of the study area is utilised as green space, concentrated in Castle Park and St James' Park • Tree canopy cover is only 10%, compared to 18% for the whole city • Open spaces are not designed and managed in a way that supports biodiversity • Areas surrounding the city centre also lack green open space 	<p>The plan sets out the following provisions:</p> <ul style="list-style-type: none"> • Green Infrastructure Strategy setting out a new network of green spaces, extending the influence of Castle Park and greening the streets and designing for biodiversity • Public Realm Strategies setting out the proposed quantum of open space, to ensure more land is managed for nature • Land Use & Development Strategy promoting green walls and roofs, which will help to support biodiversity, and requiring a 'biodiversity net gain' for new development
Reduce carbon, energy and resource use	<p>The city centre must reduce carbon emissions in order to meet Net Zero targets for the city and UK, and in order to help tackle climate change, in particular:</p> <ul style="list-style-type: none"> • Minimising the energy demand of new and existing buildings • Supporting transition from fossil fuels to renewable energy • Reducing resource use through circular economy principles, including embodied carbon in existing buildings and infrastructure 	<p>The plan sets out the following provisions:</p> <ul style="list-style-type: none"> • Land Use & Development Strategy setting out targets for more sustainable buildings, including net-zero targets for new development and incentives to retrofit existing buildings • Green Infrastructure which addresses urban heat and potentially reduces the need for building cooling
Shift towards sustainable travel	<p>Current transport patterns in the city centre have negative implications for air quality, public health, congestion and carbon emissions, in particular:</p> <ul style="list-style-type: none"> • A high proportion of trips undertaken by private car • A predominance for petrol and diesel vehicles which contribute to poor air quality, including buses and delivery / servicing vehicles • Traffic dominate streets, which create a barrier to walking and cycling to and across the city centre and potentially discourage trips into the centre 	<p>The plan sets out the following provisions:</p> <ul style="list-style-type: none"> • Transport Strategy which proposes investment in public transport, active travel infrastructure and last-mile logistics, and supports transition to electric vehicles • Public Realm Strategy which proposed enhanced public realm and prioritisation for walking and cycle • Land-Use & Development Strategy which promotes new car-free development in locations which reduce the need to travel by private vehicle whilst retaining high levels of accessibility and travel choice • Transport Strategy which promotes a shift to lower carbon modes of travel
Support community health & wellbeing	<p>The city centre makes little contribution to the health and wellbeing of surrounding communities, in particular:</p> <ul style="list-style-type: none"> • Infrastructure to support outdoor physical exercise, including active travel, does not meet current or future needs • Noise, air quality, and lack of Green Infrastructure and poor access to affordable fresh food present risks to health for residents. • A highly diverse and young population, with many parts of the community under represented in the city centre • A lack of community facilities include health care and fitness facilities 	<p>The plan sets out the following provisions:</p> <ul style="list-style-type: none"> • Green Infrastructure & Public Realms Strategies setting out the transformation of Castle Park, provide more green amenity space, and supports increased access to nature • Transport Strategy which aims to improve noise and air quality and improve facilities for active travel • Land-Use & Development and Community & Culture Strategies which propose a range of uses and facilities which will support a thriving city centre community, including more affordable retail, more diverse retail and better access to fresh food
Improve Economic Resilience	<p>Whilst Bristol has a strong economy, the city centre faces many challenges including long term economic trends and inequality within surrounding communities, in particular:</p> <ul style="list-style-type: none"> • Changing retail trends towards online shopping and out-of-town retail, and closure of significant anchor shops • Increased working-from-home and reduced role of the city centre as a driver for office based employment • A well defined 'east-west' divide with many communities in east Bristol suffering multiple deprivation and lack of economic opportunities 	<p>The plan sets out the following provisions:</p> <ul style="list-style-type: none"> • Destination and Transport Strategies which aims to improve mobility, accessibility and capacity across the transport network, reinforcing the city centre as the most accessible point in the city region for people to access jobs, services and other economic activity • Land-Use & Development Strategy setting out opportunities for new development, bringing new residents, jobs, retail and services to the city centre including affordable homes and more diverse retail and services • Community & Culture Strategy which sets out proposals for new community and culture services which will improve access to the economic opportunities for deprived communities, including training, schemes which uplift cultural capital, and spaces for local enterprise

Illustrative Plan



Fig. 10 Integrated Illustrative Plan to Deliver Transformation



Strategy

Destination & Identity

To reinforce a sense of place and experience within the city centre to help **promote Bristol** as an important **regional retail and leisure core** and a significant **green destination**.



Engagement Feedback

- Create a city centre where businesses want to be and people want to visit.
- Broaden the retail offer to encourage a wider range of shops including department stores, independent and local/culturally diverse everyday and affordable shops
- Support the economy with more flexible retail spaces and by finding uses for empty buildings
- Introduce new uses and activities beyond the retail offer, including for families and evening as well as day time uses
- Create a green, clean, safe, vibrant, accessible and inclusive city centre
- Provide visitor facilities, in particular public toilets
- Celebrate and enhance Bristol's rich heritage and waterfront location.
- Support tourism, culture and arts activities as well as small businesses and start-ups

Background

Setting the Scene

The centre of Bristol has a rich history as the heart of one of the UK's major cities. The Broadmead area has medieval origins, gradually evolving up to the 18th Century, followed by more transformational changes post WWII to create much of its current form. Today, the area is a significant destination for services, business, shopping and tourism.

While Bristol is one of the strongest performing cities in the UK, this success is not equally distributed across the city. The Broadmead area is characterised by the following issues:

- Evolving retail trends, particularly post COVID-19, and a lack of business diversity threatens economic resilience and the future role of the area as a key destination within the city centre
- There is a perceived lack of identity when compared with other areas of the city, and a sense that the history of this area has been lost
- Green space is limited, creating negative impacts for the wellbeing of all visitors and also contributing to urban heat island effects
- Significant socioeconomic inequality in surrounding communities, including lack of affordable housing, poor health outcomes and lack of access to facilities, employment and training
- Many groups within the city and region don't feel the city centre is for them. This is exacerbated by physical barriers, poorly connected transport and negative perceptions of safety, as well as a perception the city centre shops are unaffordable for many

Together, these create a compelling case for change. The City Centre has character, history and structure to uncover and reimagine in new and innovative ways.

50%

of commercial floorspace in the study area is retail

over
50%

of Bristol's workforce live within 5km of the city centre

13.7m

day visitors to Bristol in 2019

11th

ranked shopping destination in the UK



Fig. 11 Wider city centre map (source: Bristol City Centre BID)

Objectives

To Deliver Transformation

The following objectives are proposed to achieve this strategy and deliver transformation:

- **Rebalance and adapt the retail** offer to strengthen future resilience
- **Provide more reasons to visit**, including for residents to meet their day to day needs and access key facilities and services
- **Remove barriers to access**, ensuring an inclusive destination offering opportunities for the community
- **Build vibrancy and sense of life** to encourage dwell time and help animate spaces
- **Celebrate heritage and rediscover the character** of the city centre
- **Create a 24-hour destination**, combining a diversified offer with a stronger evening economy
- **Nurture identity, independent spirit and creative culture** as a key part of the city centre character and offer
- **Promote wellbeing, celebrate new culture and reinterpret heritage**, as part of an overall strategy to encourage visitors to Bristol

“The city centre should ... be somewhere which celebrates variety of expression that all ages enjoy visiting”

Spring 2022 online survey and interactive map



Fig. 12 Site photo looking towards St Peter's Church from Castle Park

Approach

A Welcoming City

Improving the movement into the centre of Bristol by different modes of transport is a key catalyst for revitalising the area and welcoming people in. The journey to and from the area can tell a story in itself, with Bristol's distinctive hills, watercourses, buildings and streets. By improving links to key transport hubs and surrounding areas, the experience of visiting the area should become more convenient and inviting.

The approach to creating a welcoming city centre includes:

- Refreshing the 'Legible City' infrastructure through improved signage and wayfinding that has consistent, clear directions
- Refresh the city centre's 'place brand' to create a clear projected identity to visitors both within the city centre, through the city's digital presence, and through external marketing
- Enhancing the character and functionality of key gateways and arrival points, including from Bristol Temple Meads, Bristol Bus & Coach Station and the Old City
- Improving the quality of public realm to create an attractive place for people with access to the natural environment
- Investing in the quality and clarity of public transport systems to increase attractiveness to a wider group of users, such as consolidating bus routes
- Improving and better connecting walking and cycling routes and networks, including improving key road crossing points and rationalising impact of vehicles on the public realm
- Consolidating parking to primary locations at perimeter of city centre, with potential to reconfigure other parking locations, based on a strategy that ensures appropriate overall provision and transport choice, including for people with reduced mobility
- Provision for a new mobility hub, to consolidate blue badge parking, taxi rank, pick-up/drop-off area, e-scooter and cycle parking services into a high-quality facility
- Provide facilities for people visiting the city centre, including public toilets
- Provide visitor information and customer service across the city by integrating this service with other facilities, such as at cultural destinations
- Improvements to support inclusive access including step free routes into Castle Park

More information on accessibility is provided in the 'Movement & Connectivity' strategy.

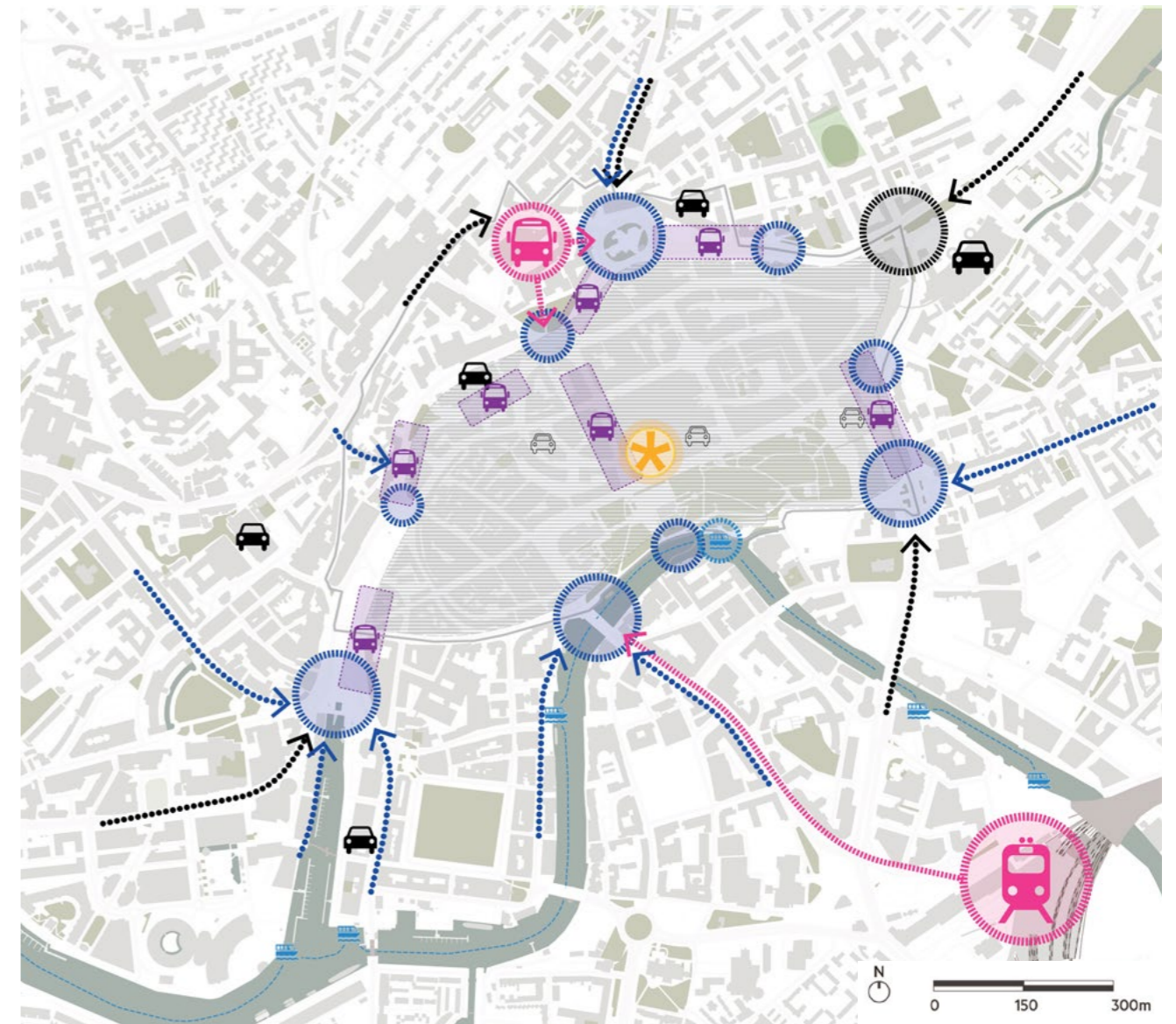


Fig. 13 Key arrival points and gateways

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Legend

- | | | | | | |
|--|---|--|---------------------------------|--|------------------------------|
| | Pedestrian and cycle arrival and gateways | | Bus stop clusters | | Primary car park locations |
| | Public transport arrival and gateways | | Bristol Ferry landings | | Secondary car park locations |
| | Private vehicles arrival and gateways | | Potential mobility hub location | | |

Approach

Reaching a Wider Audience

The city centre provides the primary retail and service core of Bristol and its surrounding region. The changing nature of retail means a need to expand and diversify the offer and value as a destination for residents and visitors.

The approach to diversifying the visitor offer includes:

- Locating more community facilities (such as healthcare), indoor and outdoor community spaces and convenience retail (including fresh food shops) in the city centre which provide day-to-day reasons for local residents to use the city centre
- Diversify land uses including more homes, employment and leisure which encourage people to visit the city centre for different reasons at different times of day and evening
- Provide a more diverse retail offer including more affordable shopping options and retail that serves all of Bristol's communities

- Integrating culture into the visitor offer through provision for cultural spaces, destinations and events to support vibrancy and cultural participation
- Supporting more independent and local businesses which contribute to the distinctive character of the city centre and support the resilience of the foundational economy
- Integrating the Broadmead area with the wider city offer to boost the role of Bristol as a destination for UK-wide and International visitors, including integration with Temple Meads and other transport interchange locations
- Increased responsiveness to the needs of Bristolians and local residents (see Community and Culture strategy)



Fig. 14 Key city centre visitor and user groups

Approach

A Cultural Destination

Bristol has a proud reputation as a city with a diverse and independent community and cultural offer, where culture has a recognised value in bringing people and communities together.

The approach to creating a cultural destination includes:

- Integration with the wider Bristol cultural offer, including the heritage of the Old City and Harbourside and the landscapes of the river and hills
- Provision for public art which celebrates and reflects on the heritage and identity of Bristol, integrated throughout the built environment, place branding and wayfinding strategies

- Creating a cultural offer which builds on the city's identity as a place that is 'independent, creative, diverse and green'
- More community and cultural facilities which provide a reason for residents of the city to visit the city centre on a day-to-day basis
- Creating a programme of major events which attract people to the city centre, and build on the existing events calendar and approach set out in the City Centre Recovery & Renewal programme
- Transforming the public realm into a place for culture through enhancement and programming activity, including significant investment in Castle Park, Broadmead and St James Barton

The Community and Culture Strategy sets out more details in relation to this.



Fig. 15 Culture, art and community as key destinations, examples from other places: (Clockwise from top left) Back in the Air, Westminster; Peckham Levels, London; Royal Festival Hall, London; Wonder Pavilion, Glenfron Primary School

Strategy Community & Culture

To embed **communities and culture** in a **vibrant and inclusive** day and evening economy by connecting with and building on **Bristol's reputation and creative energy.**



Engagement Feedback

- Provide accessible local facilities including health care, education, sports, leisure for existing, new and visiting communities
- Support development of active community and cultural spaces including creativity, performance, enterprise, skills and learning
- Expand and diversify the retail offer to include local, affordable and sustainable shops serving everyday needs
- Address the needs of families/children by providing a range of non-retail and free/affordable activities including play, learning, culture, green space
- Provide accessible and affordable spaces for uses including artists studios, small business, prayer and quiet space
- Activate and animate the public realm and open spaces to compliment retail and shopping through public art, events and festivals, food and hospitality, greening and play facilities
- Deliver social benefit for neighbouring communities e.g. through skills development, enterprise and employment opportunities
- Explore new models and partnerships to secure and manage cultural, creative and community space and opportunities

Background

Setting the Scene

Bristol's population is increasingly young, diverse and creative, forming a key part of the city's dynamic identity. The city has a strong presence in the arts, music and creative industries, is a UNESCO City of Film and is recognised as an 'exemplar creative economy'. The city is known for its independent and innovative spirit which is evident in the city's fabric and cultural scene, as well as for its distinctive and contested heritage and history.

Whilst these characteristics, strengths and assets are identifiable in the wider city centre, they are not strongly represented, integrated or visible within the Broadmead area currently. This relates to the following issues and opportunities:

- A perceived lack of heritage and identity within the Broadmead area, in part resulting from redevelopment of the area in the post WWII era
- A skew towards national retailers and comparison retail and a perception of limited independent retail and lack of local distinctiveness, alongside an increasing amount of vacant retail units
- A lack of activity in the evening and outside of peak retail times
- A limited number of existing community and cultural facilities for potential new residents, surrounding communities and the wider population
- Potential of dynamic cultural social clusters such as the Bridewell Island complex and Sparks Creative Sustainability Hub
- A shortage of creative spaces in the city (such as studios and maker spaces) with long waiting lists at existing studio spaces
- High levels of deprivation and social exclusion within communities directly to the east and north of the city centre, forming part of an 'east-west divide' within the wider city

£496m

Generated by the creative economy annually in Bristol

Up to **6,000**

creative organisations and enterprises operating in the city

UNESCO

have designated Bristol as a "City of Film" and part of the "Creative Cities Network"

Gold

"Sustainable Food City" awarded in 2021

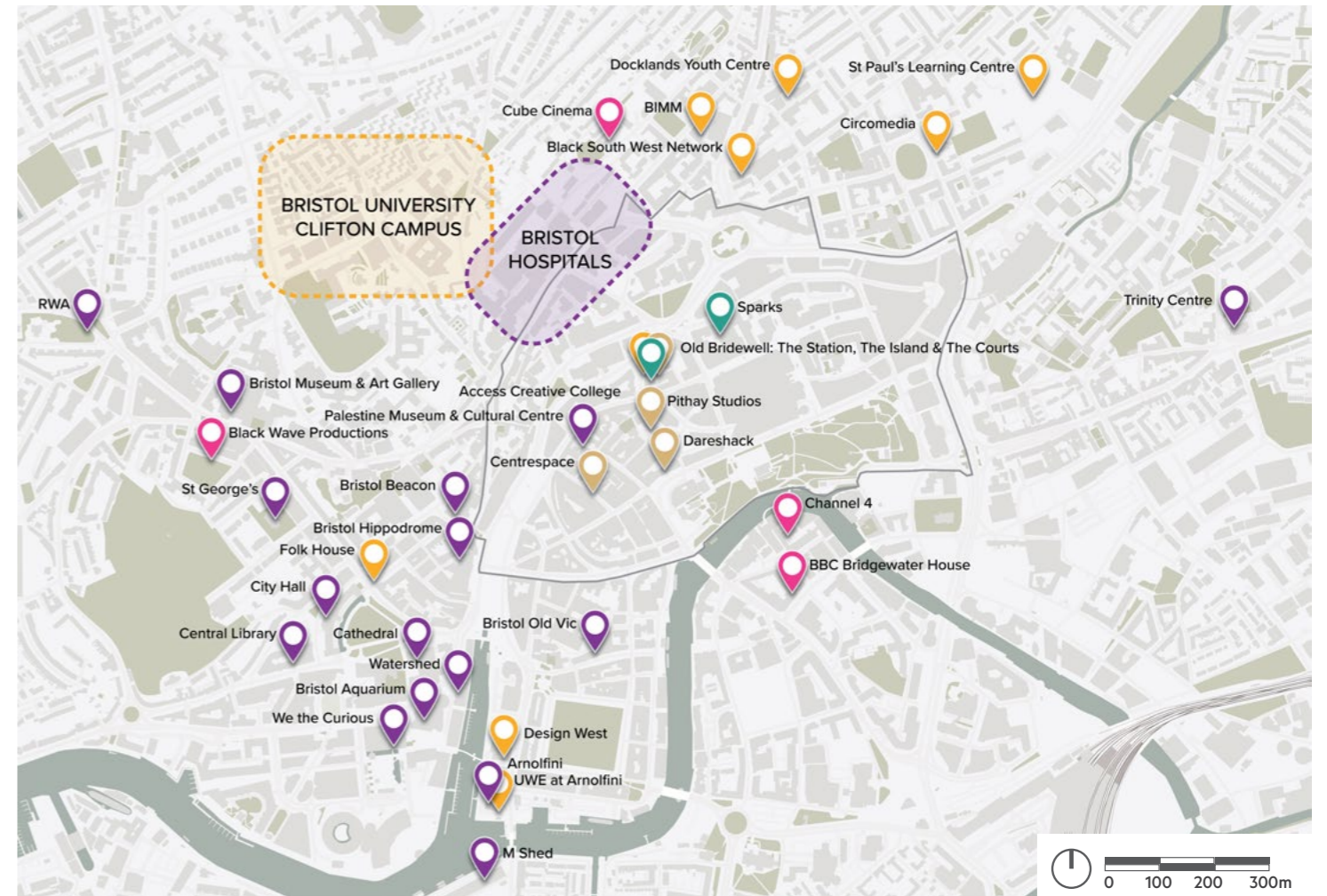


Fig. 16 Snapshot of organisations with a mission and social purpose(s) linked to community and culture within around 15 minutes walk of city centre © Crown copyright and database rights 2022 OS 100023406



Fig. 17 Index of Multiple Deprivation Map for central Bristol (source: DLUHC / MoH)

Legend

- Meanwhile / in development
- Institutions and destinations
- Skills and learning
- Film and TV
- Studios and maker spaces

Legend

- Most deprived decile
- Least deprived decile

Objectives

To Deliver Transformation

The following objectives are proposed to achieve this strategy and deliver transformation:

- Develop the infrastructure needed to **support existing and new communities to thrive** together whilst meeting the needs of the growing city
- Ensure this is aligned to the emerging identity of the city centre **as a place that is ‘Creative, Independent, Diverse, Green’**
- Create a **culturally vibrant and distinctive city centre** which shares its cultural capital with Bristol’s communities
- **Celebrate and expand Bristol’s heritage** through enhancements to historic environment, adaptation of historic buildings for alternative use, and refreshed interpretation and wayfinding
- **Create new social destinations** which draw people from all of Bristol’s communities and beyond to visit the City Centre
- **Address Bristol’s East-West divide** by safeguarding and developing a range of social infrastructure and improved access from the north and east, supported by a Social Value Strategy aligned to Bristol Council’s Social Value Policy and Framework
- Identify and develop a **Community / Cultural Land Vehicle** and associated public/private partnership such as a Creative Land Trust for securing new city centre spaces for community and cultural uses and protecting these in perpetuity
- Set out a **‘Cultural Investment Proposition’** to encourage and promote wider investment (public and private) in cultural and community assets

“Culture is who we are. It is how we live our lives and express our identities. It is art, music, film, fashion, design, even gaming... For local authorities, culture can be viewed as part of the glue that brings and keeps our communities together.”

Local Government Association: Cultural Strategy in a Box March 2020



Fig. 18 Photo of Castle Bridge during Bristol Light Festival 2023

Approach

Delivery through a City Centre Community & Cultural Strategy

Culture means many different things to different people including food, music, art, history, heritage, events and experiences where Bristol's diverse citizens can share, celebrate or learn. All of these have a social value, such as providing us with a sense of shared identity and belonging.

Culture also relates to how we understand, explore and inhabit places and contributes to how the communities that live there thrive.

A Community & Cultural Strategy for Broadmead has been set out under the following four themes and focus areas:

Delivered through:

- Community and Culture Strategy/Action Zone approach developed with communities, anchor organisations and stakeholders
- Supported by city centre Social Value, Space/Infrastructure, and Public Art toolkits for communities, cultural sector and investors
- Linked with Public Art Plan co-created with communities and multiple developers (Broadmead and St James Barton areas)



People & Skills

Create a joined up strategy for social value aligned to the Bristol Council Social Value Policy aims: reducing poverty and inequality, enhancing community economic and social wellbeing and increase resilience and environmental sustainability

Create opportunities for skills, education and training for local people and communities as part of redevelopment of the city centre area

Support a diverse community of creative people through programmes and mechanisms to develop skills, evolve or establish creative groups, make connections and share cultural capital with Bristol's wider communities



Participation Spaces

Provide indoor and outdoor spaces for people to participate in, and experience community, arts and culture – including meeting spaces, performance venues, educational spaces and exhibitions spaces. Ensure the structures are in place to operate and manage the spaces

Provide affordable and flexible spaces for under-represented communities, particularly from under-represented backgrounds

Ensure public realm is designed with sustainable infrastructure to support outdoor cultural experiences such as festivals and events, independent retail, markets, food culture



Creation Spaces

Provide indoor and outdoor spaces needed by communities, artists, and culture sector for making, creating, connecting and producing. Ensure the structures are in place to operate and manage the spaces.

Provide spaces which support creative enterprise, networking and skills development including studios, co-working and meeting spaces

Provide affordable and flexible spaces for emerging community groups and creatives particularly from under-represented backgrounds and communities



Public Art

Develop a joined-up strategy for the provision of public art throughout the Broadmead area, including artist-led functional design and integration of art in the design of the built environment and public realm supporting wayfinding, arrival and green space

Include a wide range of media such as physical sculpture, light, sound, digital and environmental artworks as well as temporary installations and happenings

Prioritise public art and professional development opportunities for Bristol-based artists and producers from under-represented communities

Approach

Capturing Opportunities

Communities, culture and the places around them are changing and evolving. To enable them to thrive they require a responsive, agile and strategic approach to placeshaping; able to flex to changes in demand, opportunities and investment potential.

Emerging ways to address this and meet community and culture needs for the future city centre include:

- Provision for new, purpose-built community and cultural spaces delivered through new development
- Reconfiguration of the public realm to create sustainable spaces for community and cultural activity
- Adaptive re-use of vacant spaces (including vacant retail units, department store spaces, former venues etc), to provide space for meanwhile or permanent community and cultural spaces
- Programming of spaces for community and cultural activities, including events, pop-ups, temporary installations and cultural happenings (building on existing successes such as the Bristol Light Festival and High Street Recovery arts and culture commissioning)
- Integration with other functional initiatives and interventions, such as Legible City

This can be undertaken through:

- Investment in organisational structure and capacities (BCC and other partners) to maintain and pursue a list of priorities, including working continually with public sector and third sector partners to identify and respond to demand for new facilities and activities
- Identifying and developing a Community / Cultural Land Vehicle and associated public/private partnership such as a Creative Land Trust for securing new sustainable city centre spaces for community and cultural uses and protecting these in perpetuity
- Generating a 'Cultural Investment Proposition' to encourage and promote wider investment (public and private) in cultural and community assets and infrastructure
- Engagement with potential private sector partners and wider stakeholders to identify opportunities for cross sector delivery of new facilities or activities
- Identifying funding streams through procurement and new development mechanisms to channel investment into communities and culture including 'Section 106' and 'Community Infrastructure Levy' agreements associated with new development in the city centre
- Rethinking the value of ground floor spaces for sites owned, controlled or managed by the council and other partners, with a focus on priorities social value over revenue generation and capital value
- Creating Guidance and Toolkits to inform and support future activity and decision making



Approach

Community and Culture Destinations

To support existing and emerging communities, a range of facilities will be required. This will include provision of new facilities which complement existing provision, and the enhancement of existing facilities to meet the aspirations of the future.

Potential provision for new destinations includes:

- A 'gateway' community and cultural destination at the top of Merchant Street including enhanced public realm, public art and community facilities
- Enhanced public spaces at The Podium, Quakers Friar, Merchant Taylors' Almshouse and Newgate/ St Peter's which support programmed events and spontaneous cultural activity
- Transformation of key heritage assets, including The Friary and Merchant Taylors' Almshouse into cultural destinations
- Transformation of the fabric, perception and use of Castle Park to form a key community asset for the city centre and large-scale events space
- Re-consideration of current commercial offers to explore alternative/wider use linked to community and culture objectives
- Meanwhile use on short, medium and longer term of vacant retail premises, particularly large units such as the former M&S store aligned to the city centre vision

Opportunities should be explored to create hybrid cultural destinations and facilities which provide a range of participation (watching, experiencing, taking part) and creation (designing, making, producing) spaces to combine every day and core community services with cultural opportunities.

Promotion of 'worthwhile' over short-term meanwhile uses as a key part of sustainable and social value-led development, particularly for large or significant spaces. Worthwhile uses can include any use with measurable cultural, sustainable and social value.

Clusters of community and cultural activity which contribute to creating a destination, potentially including:

- Merchant Street culture corridor, focused on cultural participation, community facilities and broad-appeal cultural facilities
- Nelson Street culture corridor, focused on creative enterprise, cultural production, youth culture and facilities for younger people

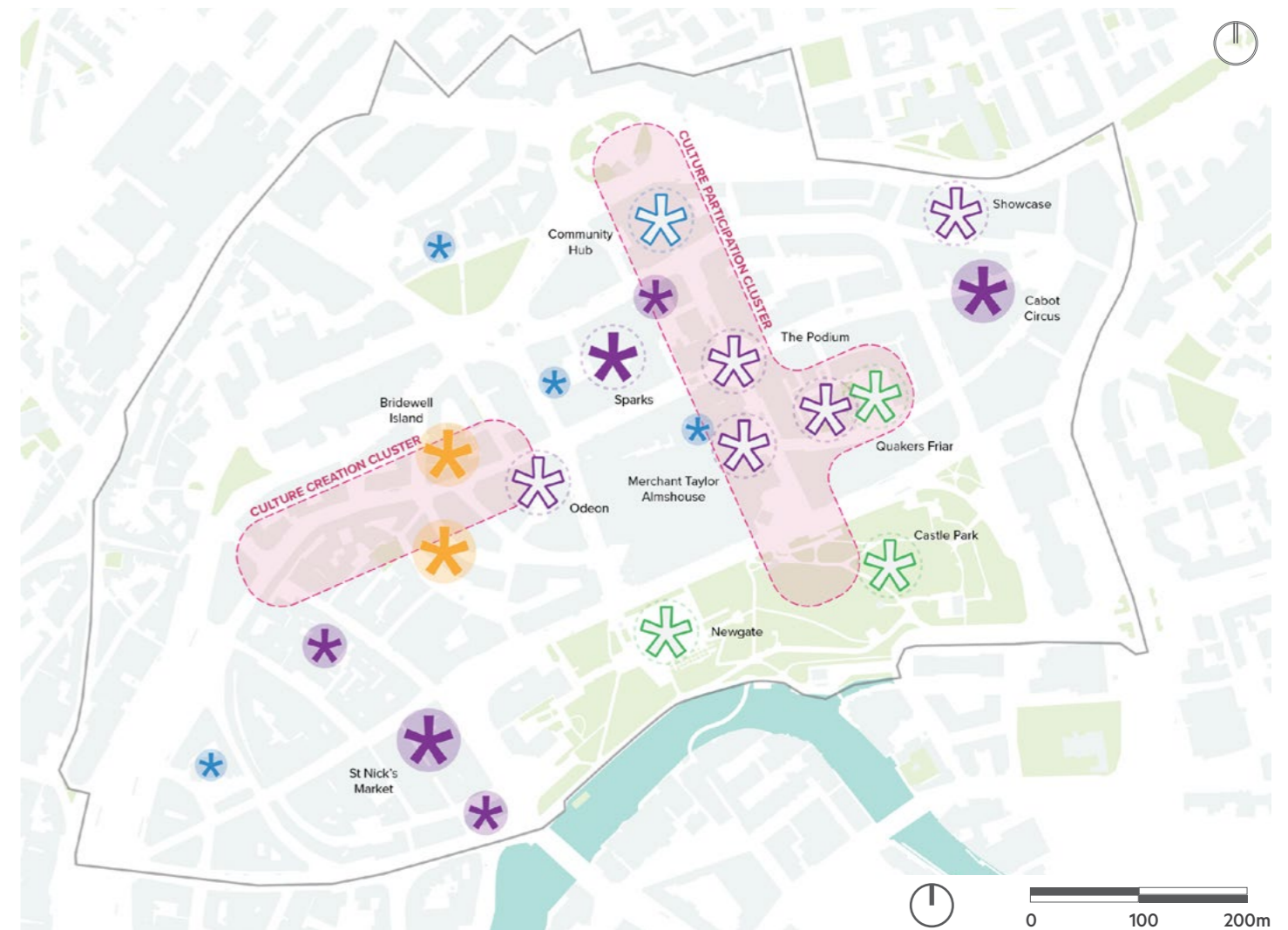


Fig. 19 Proposed cultural and community destinations

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Legend

- Community destination
- Skills and creative spaces
- Cultural participation spaces
- Events and pop-up spaces
- Potential opportunities (dashed)
- Cultural clusters

Strategy Movement & Connectivity

To promote public transport links, including a better-connected Bus and Coach Station and establish central Bristol as a natural choice for **walking and active travel** from surrounding communities.



Engagement Feedback

- Improve cycling and walking routes and public transport to encourage people to leave the car at home
- Ensure a high quality, efficient, reliable and affordable public transport system
- Develop a city centre which is accessible for all (noting that not everyone can walk, cycle or use buses)
- Create good quality pedestrian and cycle routes, and address current conflicts between pedestrians, cyclists and scooters.
- Create more low traffic areas where these help to create attractive city centre spaces (but also mixed views on this topic)
- Recognise access by car and parking is important to some people and for some destinations
- Provide appropriate disabled parking and accessible public transport facilities

Background

Setting the Scene

Sustainable and healthy modes of transport can play a vital role in the economic success of the city centre and the wellbeing of people who use it. The study area is a key part of Bristol's transport system and includes a historic and mature network of streets. It represents a place of arrival and exchange for diverse groups of people travelling to access jobs, leisure and services. As such, this area is uniquely placed to catalyse a shift towards inclusive and accessible travel for the city and the wider region.

However, the experience of movement in the area is characterised by the following issues:

- While some streets are pedestrian-friendly, there is **conflict between pedestrians and vehicles in busy areas**, such as Union Street and the Horsefair/Penn Street. This is exacerbated by large, car parks in central areas
- **Dominant roads, create physical and psychological barriers** to active travel and sever connections to surrounding areas such as St Pauls, St Jude's and Stokes Croft
- **There are relatively few dedicated, connected cycle routes** and there is conflict between pedestrians and cyclists, particularly in the Broadmead and Castle Park area
- While the area is well-served by approximately 30 bus routes, the **bus stops are dispersed**, which can be confusing for visitors or irregular bus users changing services. Bus layover patterns also leads to parked buses in key streets, creating visual intrusion and potential hazards for pedestrians and cyclists
- Traffic volume and congestion are significant contributors to **poor air quality, noise, and reduced reliability of public transport**
- **Wayfinding and legibility have scope for improvement**, including a lack of legible gateways into the Broadmead area; a lack of visible, direct routes (such as between Broadmead and Castle Park), and poor legibility for onward routes to Bristol Temple Meads and Bristol Bus & Coach Station

As the city continues to grow and evolve, the need for a coordinated and efficient transport network is fundamental to a more sustainable future for Bristol.

74%

of Bristolians feel that traffic congestion is a problem in their area

Only

18%

of Bristolians cycled to work in 2021

50%

of workers live within 5km, a 15 minute bike ride, of the centre

1/3

of adults in Bristol not meeting recommended physical activity levels



Fig. 20 Severance - a city centre severed by highway infrastructure, walls and large retail blocks

Background

Site Photos

As described on the previous page, several issues currently characterise movement in the study area. The site photos on this page illustrate some of the issues pedestrians and cyclists face when travelling through the area.



Poor wayfinding and pedestrian experience to bus station



Subway ends in area with limited inter-visibility



No cycle lane on Bond Street forces cyclist to use busy bus lanes.



Cyclist using pavement to St James Barton Roundabout



No signage to Bus Station



Public realm dominated by vehicles



Lack of crossings leads people to cross in dangerous places



Tactiles indicate crossing where no crossing exists



Limited opportunities for at-grade crossing around St James Barton

Objectives

To deliver transformation

The following objectives are proposed to achieve this strategy and deliver transformation:

- **Reimagine and reallocate city centre streets** away from vehicles to create more space for pedestrians and civic life, enhance the environment of streets and public realm, and support a range of positive social, environmental and economic outcomes (see Public Realm strategy for more details)
- **Introduce new active travel infrastructure** providing easy and direct access into Broadmead and Old City, as part of wider city proposals to improve access to the city centre for the local community and link to key destinations such as Temple Meads Station and Temple Quarter
- **Support the delivery of an enhanced bus network and new mass transit routes** including public transport priority corridors, new stop locations, and reorganisation of other bus facilities to create an integrated network
- **Create a mobility hub** providing high quality, safe, covered facilities for taxi users, parking for blue badge holders, car club parking, e-scooters and cycle parking
- **Initiate a future for servicing and delivery windows** and off-site consolidation with last mile logistics by cargo bike and other sustainable forms is facilitated
- **Improve access from the north** by improving St James Barton Roundabout and Bond Street, which currently acts as severance for pedestrians and cyclists
- **Support city wide targets to reduce car dependency** and reduce the overall number of vehicle miles, whilst ensuring visitors and residents maintain a high level of mobility, inclusive access and transport options

“Give priority to active travel, but recognise that with an ageing population not everyone can walk very far and within that group not everyone will be blue badge holders.”

Spring 2022 online survey and interactive map



Fig. 21 Precedent image of green infrastructure and active travel in Sheffield

Approach

Pedestrian Movement

The plan proposes to:

- **Create pedestrian priority space** on The Horsefair, Penn Street, Newgate, including removing traffic from most of these spaces. Maintain pedestrianisation on Broadmead (extending to Silver Street) and existing parts of the Old City. Improve the pedestrian environment on Union Street whilst retaining this street as a public transport and cycling corridor
- **Provide for a clear hierarchy of routes** for pedestrians with a high level of network permeability pedestrians with a range of options and choices of different routes to and through the city centre
- **Improve directness and visual connectivity** along pedestrian routes, especially north-south such as between St James Barton, Merchant Street and Castle Park
- **Improve St James Barton roundabout** to focus on safety, accessibility and connectivity, for pedestrians

- **Create safer, more inclusive and welcoming entrances into Castle Park**
- **Reimagine Newgate and Broadweir** to create a welcoming east-west corridor, including active frontages, pedestrian/cycle prioritisation and opening-up of Castle Park
- **Improve access into Bristol Bus & Coach Station** from the north, south and east
- **Reduce severance** through enhanced and new crossings and speed limit reductions – particularly perimeter highways such as Bond Street
- **Create space for planting, public art and high-quality public realm** by restricting vehicles on key city centre streets

To deliver these improvements with limited available road space, the plan balances the needs of pedestrians with other modes. This is set out on subsequent pages.

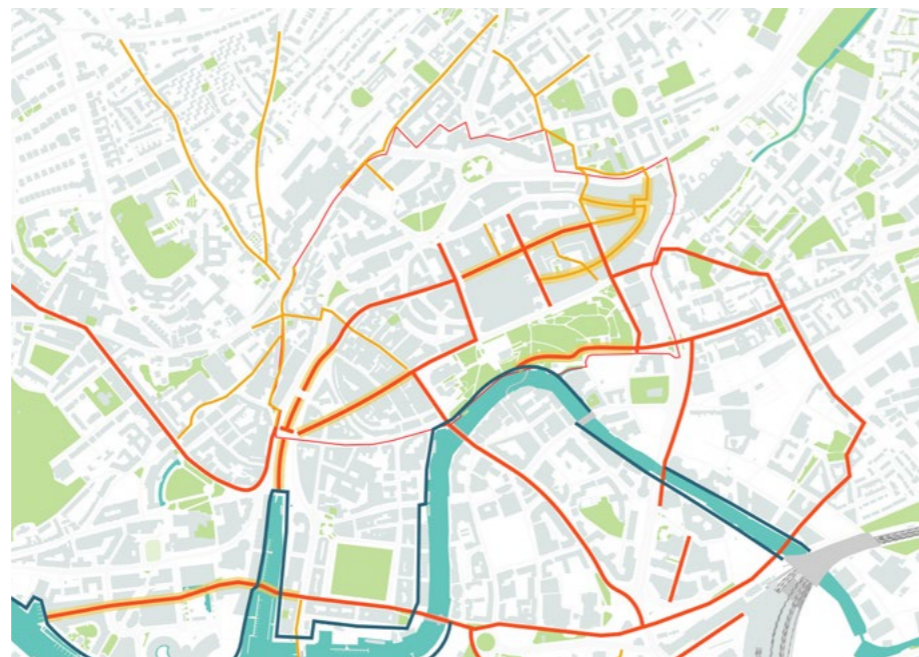


Fig. 22 Existing primary and secondary walking network*

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Legend

- Existing Primary Pedestrian Route*
 - Existing Secondary Pedestrian Route*
 - Pedestrian Priority Area
 - Proposed Primary Pedestrian Route
 - Proposed Secondary Pedestrian Route
 - Existing and Proposed Quayside Walkway*
 - Super Crossing - shared with cyclists
 - Super Crossing - Pedestrian
 - Significant Planned Development - beyond study area
 - Bristol Temple Meads Station
 - Hospital
 - Bristol Bus & Coach Station
 - Clean Air Zone
- *Based on City Centre Framework 2020

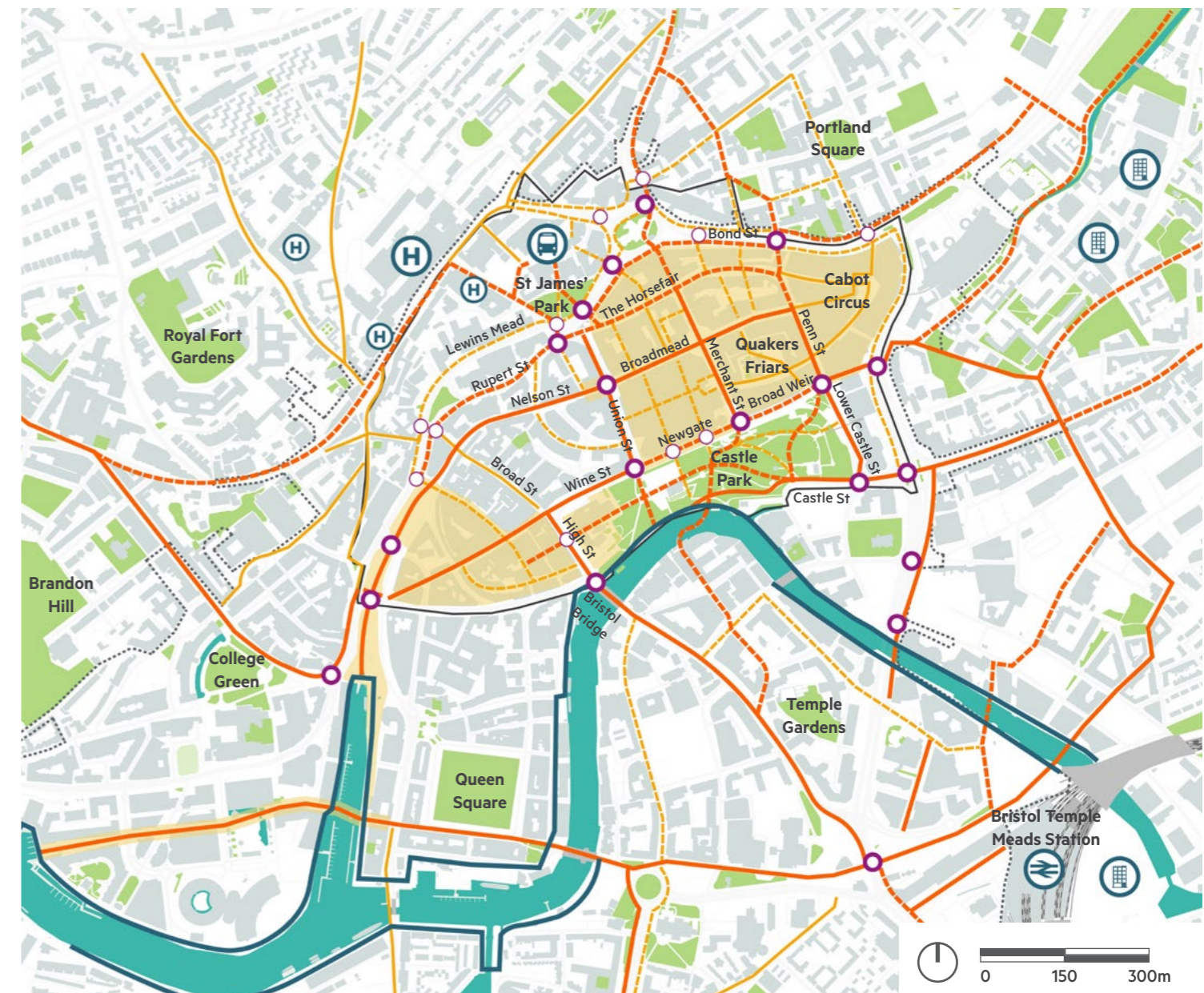


Fig. 23 Proposed primary and secondary walking network

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Approach

Cycle Movement

The plan proposes to:

- **Integrate new cycle routes** into the wider city network and connect to recent enhancements, such as Bristol Bridge
- **Introduce a north-south cycle link on Penn Street**, a key route between Gloucester Road and Temple Meads and Temple Quarter
- **Provide a north-south cycle link on Union Street** as part of the proposed mass transit route
- **Create an east-west segregated cycle route along Broad Weir/Newgate** to relieve pressure on cycle flows through the Castle Park and support transformation of Castle Park
- Retain the **cycle route along the river edge of Castle Park**, as the direct link between the Bristol to Bath Railway Path and Baldwin Street. Increase the separation between different users and provide clearly demarcated crossing points to reduce conflict between cyclists and pedestrians
- **Improve cycle connections to east Bristol**, including crossing Temple Way and Castlemead, and links to an enhanced cycle route along the River Frome
- **Support sustainable 'last mile logistics'** including by cargo bicycle and electric vans, utilising potential mini-freight consolidation centre at Frome Gateway, in order to reduce vehicle servicing needs
- **Improve St James Barton roundabout** to focus on safety, accessibility and connectivity, for cyclists
- **Create new crossings over Bond Street** and around St James Barton to reduce waiting times
- **Improve visual segregation of pedestrian and cycle routes**, such as through surfacing and markings
- **Install new cycle parking facilities in Broadmead**, including larger, more secure bike parking facilities. This could include parking for cargo bikes, cycle trailers and non-standard cycles as well as facilities for maintenance and repair

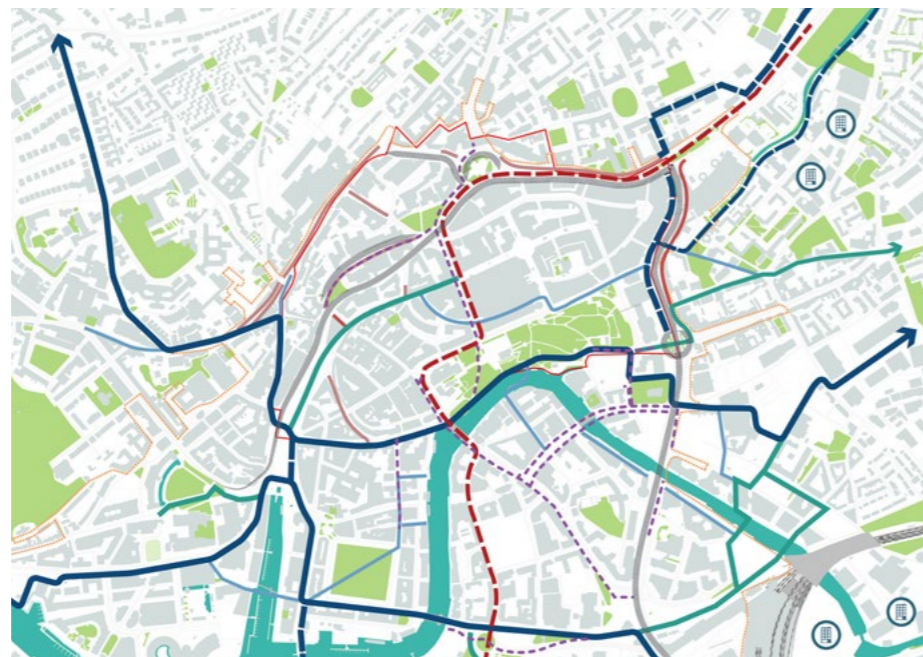


Fig. 24 Existing primary and secondary cycling network as identified in City Centre Framework 2020

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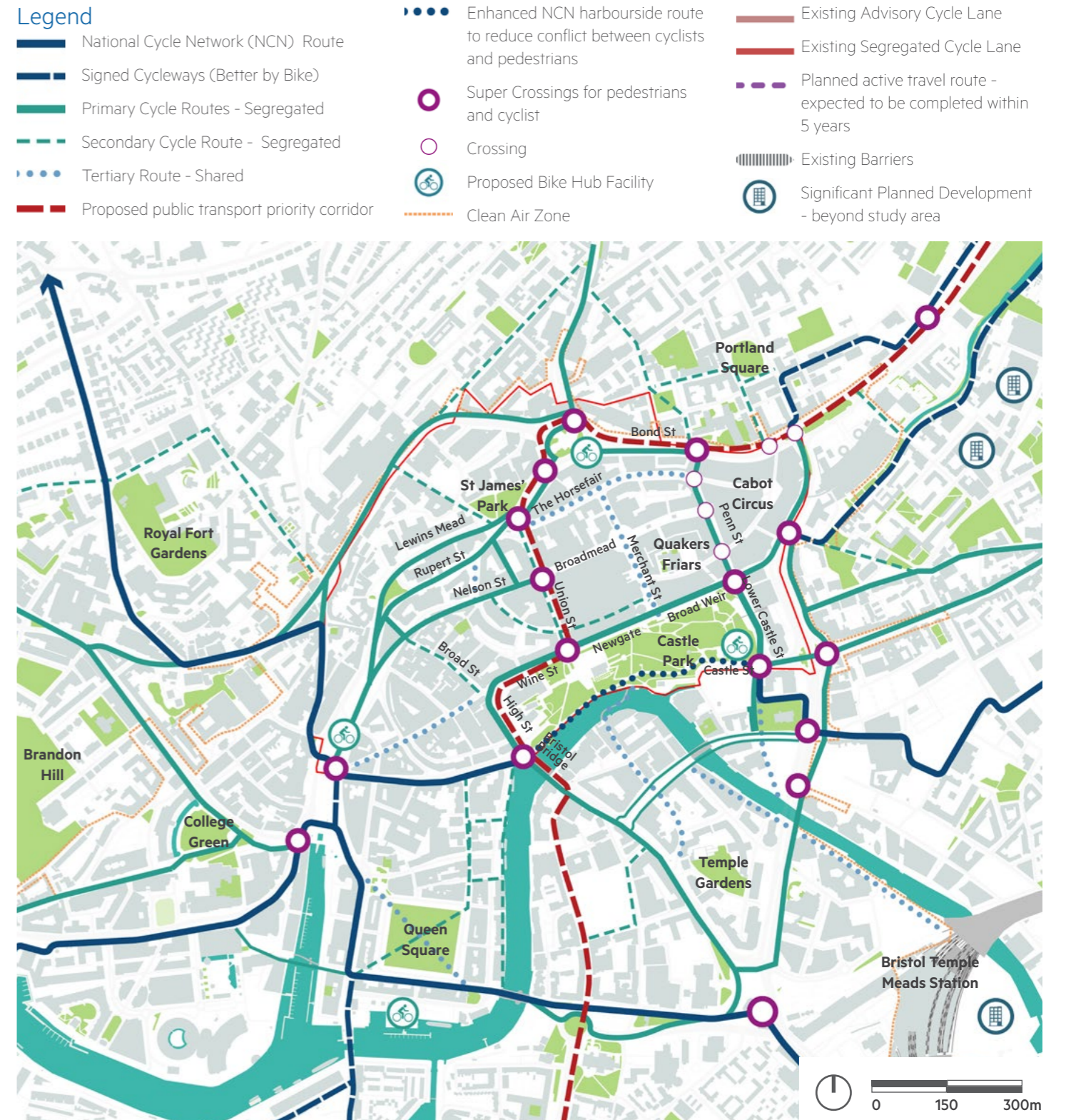


Fig. 25 Proposed cycling network

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Approach

Bus & Mass Transit

The plan proposes to:

- **Create opportunities for improved public realm for pedestrians** by relocating bus stops away from overcrowded key streets. Overall improved walking routes and better quality bus stops will be balanced against the small increase in walking distance for some stops
- **Introduce new shop mobility services and ‘hail a ride’** supported by mobility options at a proposed mobility hub at The Galleries to mitigate increased walking times at Quakers Friars
- **Create new bus priority lanes and laybys** on perimeter highways, including Bond Street and Haymarket, to support a new anti-clockwise, high frequency bus loop around the wider city centre and an upgraded Metrobus route
- **Support delivery of the “red route” fully segregated bus route**, as part of a mass transit network, connecting Long Ashton P&R to a potential new M32 Park & Ride via Bristol city centre. To create this, Union Street will be re-designed to provide two-way bus operation
- **Support delivery of the “blue route” fully segregated bus route**, as part of a mass transit network, connecting Portway Park & Ride to Keynsham via Bristol city centre
- **Transform Newgate into a high-quality public realm space** linking Castle Park with the city centre streets and The Galleries by re-routing buses away from this street, restricting access for general traffic and giving priority to pedestrians and cyclists
- **Transform The Horsefair and Penn Street** from a grey, congested thoroughfare to a lively, green pedestrian and cycle-focused community street by re-routing buses and general traffic out of these streets
- **Transform Nelson Street into a vibrant street, improved for pedestrians and cyclists**, enhancing the direct walking route between Cabot Circus and the Old City and The Centre

Legend

- Bus corridors
- “Red Route” public transport priority corridor
- “Blue Route” public transport priority corridor
- ⋯ Option for potential bus corridor
- ⊖ Existing Bus gate
- ⊕ Bristol Bus & Coach Station
- ⊖ Proposed Bus Gate
- ⊕ Proposed Mobility Hub



Fig. 26 Proposed bus network

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Approach

Servicing and Logistics

Reorganising provision for servicing and logistics helps to create the opportunities for public realm and pedestrian movement enhancements on key streets. The plan aims to reduce the number and size of vehicles entering the city centre during key times, whilst ensuring that all businesses and residents retain the ability to access and service their premises.

The plan proposes to:

- **Introduce a new off-site freight consolidation centre** to provide last-mile logistics into Broadmead via cargo bike or smaller electric vehicles. Frome Gateway has been identified as a potential location, with good access from the M32 and a potential enhanced cycleway
- **Support a sustainable 'last mile logistics' strategy**, with scheduled servicing access and enhanced by mini-freight consolidation centres utilising existing servicing spaces at Cabot Circus and The Galleries. Look at potential for these central hubs to cater for other surrounding businesses, including St Nicholas market
- **Expand Broadmead's loading and servicing window to The Horsefair and Penn Street** to reduce congestion
- **Retain service access to Old City**, to be provided in defined time windows
- **Provide access through Newgate** for vehicles servicing parts of the Old City and adjacent buildings only

Legend



- | | | | |
|---|---------------------------------------|---|------------------------------------|
|  | General access (all vehicles) |  | One way street |
|  | Time restricted access (all vehicles) |  | Existing restricted access gate |
|  | Time restricted access (servicing) |  | Proposed restricted access gate |
|  | Restricted to local access |  | Proposed 'last mile' logistics hub |



Fig. 27 Proposed servicing and deliveries network

Approach

Taxis and Smaller Vehicles

Reorganising provision for vehicle access helps to create the opportunities for public realm and pedestrian movement enhancements on key streets. The Plan aims to reduce the number of private vehicles entering the city centre during key times and discourage through traffic, whilst ensuring that visitors and residents retain a range of transport options, including an enhanced taxi offer and blue badge parking, to ensure inclusive accessibility and support city centre residents.

The plan proposes to:

- **Transform central streets** by restricting access for vehicles on:
 - **The Horsefair, Penn Street and Broadmead between Union Street and Silver Street** - to transform these into pedestrian priority streets with limited access for servicing vehicles only, similar to existing arrangements on Broadmead
 - **Newgate** - to transform this street into a pedestrian priority street, extend Castle Park and improve pedestrian connectivity between the park and Broadmead, with limited access for vehicles servicing local premises only. Will require improvement to the junction between Broad Weir and Fairfax Street to maintain access for larger vehicles
 - **The Pithay, Wine Street and High Street** - to remove through-traffic for private vehicles but retain taxi access
 - **Old City streets** - to retain existing restricted access for vehicles from these streets during peak hours, with access for all vehicles during defined time windows
 - **Union Street** - to accommodate the 'Red Route' fully segregated bus route as part of a mass transit network and a new cycle path

- **Create a high-quality mobility hub at The Galleries** to accommodate blue badge parking, taxi rank, pick-up/drop-off area, e-scooter and cycle parking services. This takes advantage of its proximity to the first phase of mass transit, the cycle network and the Broadmead area
- **Review options for optimally relocated and enhanced taxi ranks** (working with the trade and key stakeholders), taking account of easy and inclusive walking access from the area. Taxi rank capacity to be increased and four new locations proposed as initial option (see plan)
- **Consolidate car parking to locations accessed from the perimeter roads**, to reduce the need for private cars to access city centre internal streets, based on a strategy that ensures appropriate overall provision. Provision for electric vehicle charging and priority to support a transition towards electric vehicles
- **Maintain a mix of well-located on-street and off-street blue badge parking spaces** supported by improved shop mobility services and "hail a ride"
- **Provide dedicated space for car club vehicles** in locations accessible from perimeter roads, to support provision for car-free development in the city centre whilst ensuring that residents have access to a range of transport options

Legend

- | | | | | | |
|--|---------------------------------------|--|--|--|--|
| | General access (all vehicles) | | Pedestrianised / Pedestrian Priority streets | | Taxi rank removed |
| | Time restricted access (all vehicles) | | Existing taxi access gate | | Taxi rank existing |
| | Taxi access | | Proposed taxi access gate | | Option for new taxi rank location (to be reviewed with trade and key stakeholders as part of future detail design) |
| | Hackney Carriage Taxi Access | | Proposed Mobility Hub | | |
| | One way street | | | | |



Fig. 28 Proposed taxis and smaller vehicles access

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Strategy Public Realm & Open Space

To transform the streets and public spaces of the Broadmead area, to help progress the city's **identity, inclusiveness, and sustainability ambitions**, and to help **reconnect the city** as a whole.



Engagement Feedback

- Create safe, clean, well-maintained, accessible and inclusive open spaces
- Provide a range of activities, events and play opportunities, in particular free activities for facilities for children and families
- Integrate new open / play spaces within Broadmead to help provide non-retail attractions for everyone to enjoy
- Provide basic facilities to support open spaces, including seating, and toilets
- Provide indoor spaces for communities to use
- Create a greener city centre with more trees and plants and open spaces for people to enjoy and connect with nature
- Ensure public and open spaces are designed sustainably and are resilient to climate change

Background

Setting the Scene














The quality of public realm and open space of a city is very important in meeting the needs of a healthy community and creating a climate resilient place. At the heart of the public realm and open space strategy for the city centre is the aim of unlocking the potential of the public realm and creating a coherent, legible and dynamic city centre which is people and family orientated, and creates a sequence of green streets and spaces to create a richer canvas for public life and for urban biodiversity. The existing public open spaces and community uses, as mapped on the adjacent diagram, form the starting point of this strategy.

However, the current experience of public realm is characterised by the following issues and challenges:

- **Inadequate public spaces to rest / dwell**
- **Undervalued and underwhelming spaces**
- **Lack of tree cover and urban greenery**
- **Lack of open space and low ecological diversity**
- **Limited evening's use of public realm; dominant use is transport and movement**
- **Lack of sense of place around Broadmead**
- **No sense of moments of historic significance**

As the city transitions from a retail focused area to a mixed use neighbourhood, there is an increased need to balance the need of visitors, with those of the local residential community. As a result, the need for open space, play provision and high quality public realm is needed more than ever.

Legend

 Civic Space	 Bowling/Leisure
 Park	 Place of Worship
 Garden	 Bus Station
 Other Public Open Space Outside of Boundary	 Hospital
 Community Destination	 Sport & Fitness
 Theatre/Cinema/ Music Venue	 Education and Learning
 Museum/Art Gallery	 Markets
	 Play

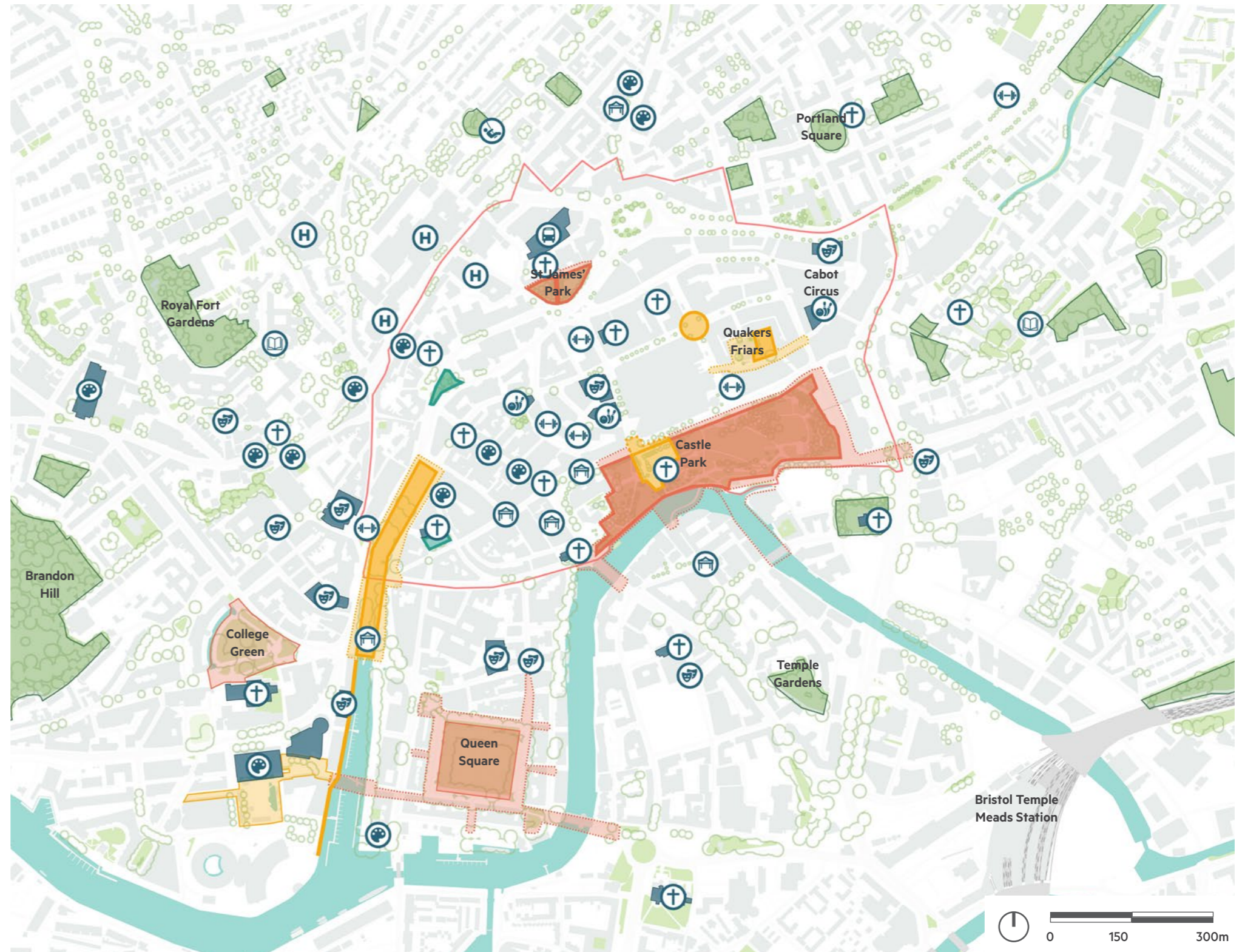


Fig. 29 Existing Public Open Space & Community Assets

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Background

Existing Public Open Spaces

Central Bristol has a history of re-claiming industrial and highways land for public open space.

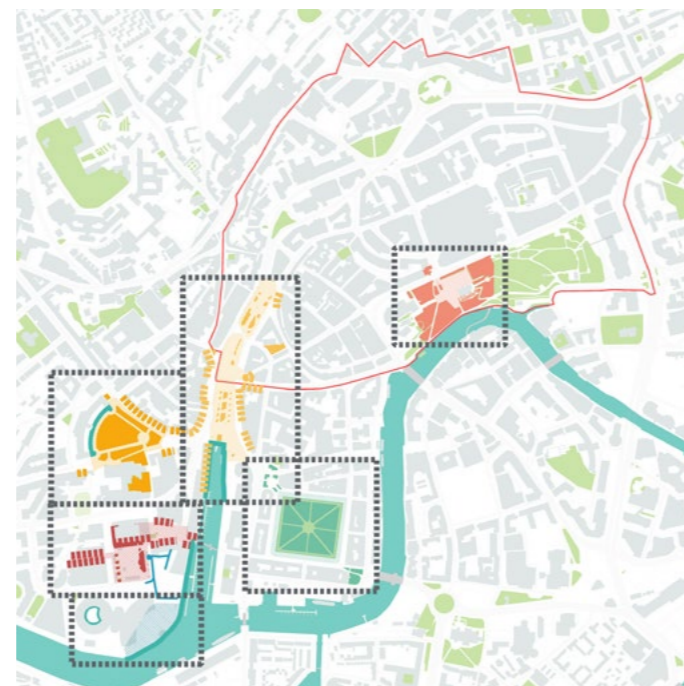
From Castle Park to Queen Square, a range of public open spaces within central Bristol have been created or extended by re-claiming land from former industries and from highways.

Analysis of these reclaimed open spaces shows:

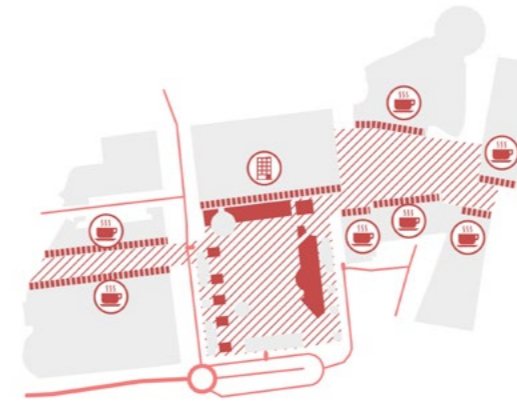
- Lack of active edges, mixed uses and passive surveillance to Lloyd's Amphitheatre and Millennium Square
- The Centre benefits from active edges and regular programming of events
- Lack of active edges combined with poor permeability through the square north of St Peter's results in underused space
- Queen Square, as one of few public green spaces, is well used, showing the value of public open green spaces within central Bristol. Although there are few active frontages onto Queen Square, there is passive surveillance from the buildings facing onto the space. It is also located on a desire line, resulting in high footfall.

The Plan proposes to create a series of new, connected public open spaces that will build on and contribute to the existing network of public spaces. The newly created open spaces within the study area should take into consideration analysis of the existing spaces, applying the following principles:

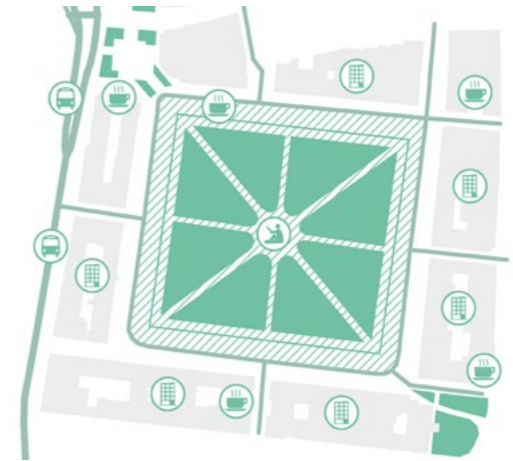
- Have active edges, surveillance and frontage from buildings,
- Be on desire lines to other places to increase footfall,
- Be complemented by community and cultural uses



Millennium Square



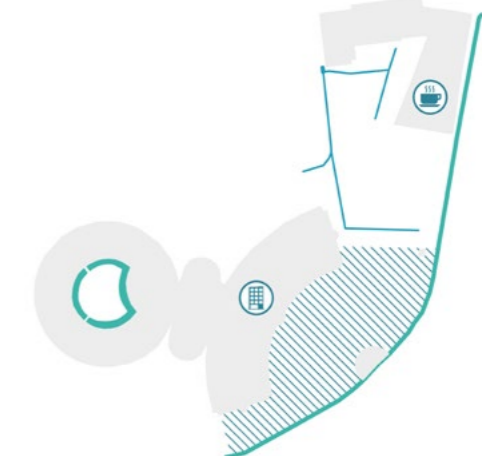
Queen Square



Castle Park- St. Peter's



Lloyd's Amphitheatre



The Centre



College Green



Objectives

Heritage Assets

The city centre lies at the heart of a number of diverse and distinct neighbourhoods with different characters and mix of uses. These character areas are distinguished by a combination of their architectural heritage, street grain, land use mix and community and the treatment of the urban realm. Some key heritage features are noted in the adjacent plan, including Listed and Locally Listed buildings.

The Old City has special historic qualities and is a highly successful area for culture, markets and commercial activity. As such, this study does not promote any transformative changes to the Old City.

In areas such as Broadmead, Castle Park and Lewins Mead, their rich heritage is less prominent and their character is less distinct. In these areas, opportunities exist to reveal and amplify their story of place as part of more transformative evolution.

Study Area Objectives

- All development proposals should be sensitively designed to build on and enhance the rich and varied heritage assets in the study area. Careful consideration should be given to the impact of development on neighbouring heritage assets. In addition, the wider collection of the designated heritage features should be considered in terms of setting and views
- Enhance public realm setting by improving existing weak frontages as shown in the adjacent diagram

Old City

The area retains a very high concentration of historic buildings. It is the historic core of the city. The urban structure dates back to the very origins of the place with surviving routes of intra-mural lanes that likely pre-date the Norman Conquest.

The area includes:

- St Nicks Market, elements of which date back to 1743
- Surviving historic former bank buildings, Guildhall and other important historic fabric
- Last surviving medieval gate at St John's on Broad Street
- Several historic churches including the currently closed All Saints
- St John's Churchyard - recent conservation work will open this site as an important green space and pedestrian route within the Old City

Old City Objectives

- Deliver significant public realm improvements following permanent pedestrianisation of the Old City. To include high quality shared surface public realm, provision of outdoor spillout space for businesses and additional street tree planting where appropriate and where underground constraints allow
- Enhance the attractiveness of the area for visitors through better waste management initiatives and public realm improvements
- Improve the legibility and quality of the public realm giving pedestrians confidence to explore the narrow lanes and alleys as well as the main streets as set out in the Old City Vision
- Ensure sensitive reuse, repair and management of historic buildings to maintain the visual quality of the townscape
- Continue to improve St Nicholas Markets and accommodate the extended street markets as a key attraction as set out in the Old City Vision to include positive, complementary use of the upper floors of the Exchange

Legend

- Listed Building
- Locally Listed Building
- //// Scheduled Monuments
- ▨ Conservation Area
- Other undesignated Castle Park structures
- Key active frontages (Broadmead area only)
- ⋯ Existing Weak frontages to be improved (Broadmead area only)

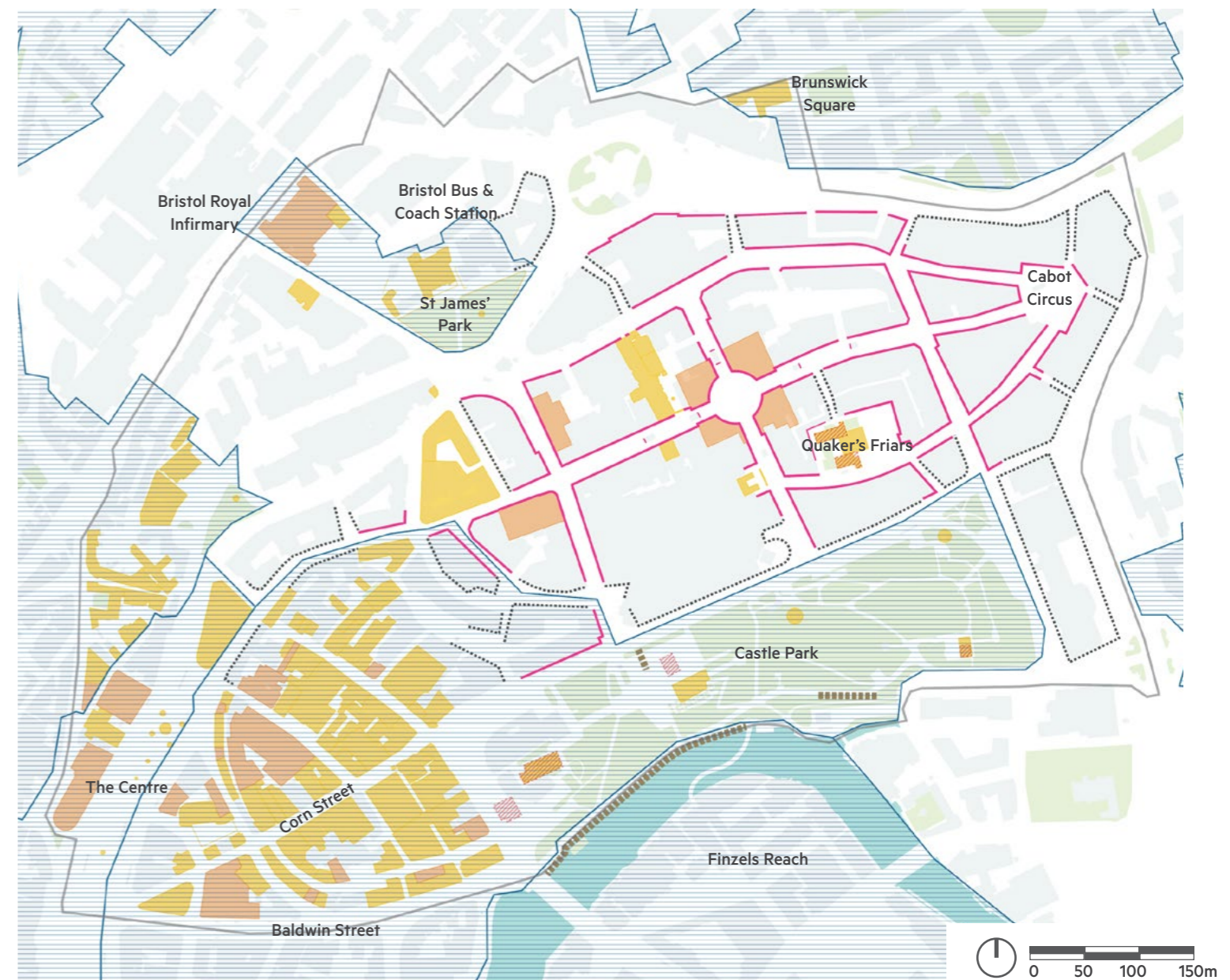


Fig. 30 Heritage Assets

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Objectives

Views

Central Bristol contains numerous prominent landmark buildings and green spaces that positively contribute to the character of the area. Fig. 31 identifies vistas to prominent landmark buildings and green spaces that should be protected or reinforced.

1. Important vista from the Horsefair and Merchant Street to Castle Park, extended view to Cheese Lane Shot Tower to be reinforced. Currently cluttered streetscape and tall retaining walls to Castle Park obscure views
2. New view between Castle Park and Penn Street
3. Vista from Old Market to prominent landmark (St Peter's Church) and Castle Park
4. Wide view from St Philip's Bridge to Castle Park
5. Wide view from Bristol Bridge to prominent landmark (St Peter's Church) and Castle Park
6. Vista from Victoria Street/Bristol Bridge to key landmark buildings including Christ Church with St Ewen, All Saint's Church and St Nicholas Church
7. New view from St Nicholas Market to St Peter's Church
8. Vista from Corn Street to prominent park edge of Castle Park
9. Vista from Quay Street to The Centre Open Space and Tree Canopy

10. Vista from Union Street/Broadmead to prominent building landmark Employment Exchange Building (The Lanes)
11. Vista from Union Street to prominent green space Castle Park
12. Wide view from Union Street to green space of St James' Park and to prominent building landmark St James' Priory
13. Vista from Rupert Street to prominent building landmark Bristol Police Headquarters Fire Station and Primark
14. Vista from Lewins Mead to St James' Park green space
15. Vista from St James Barton to St James' Park green space and to prominent building landmark St James' Priory
16. New view through Debenhams Site, creating vista between St James Barton and Castle Park

Legend

- Prominent park edge or tree line offering important positive impact on views
- Prominent green space offering important positive impact on views
- Prominent building landmark within City Centre and Broadmead contributing to city identity and wayfinding
- Prominent building edge in city view
- Important vista to prominent building landmark or green space
- Important wide views to green space
- Important long distance view to building landmark
- Listed Buildings

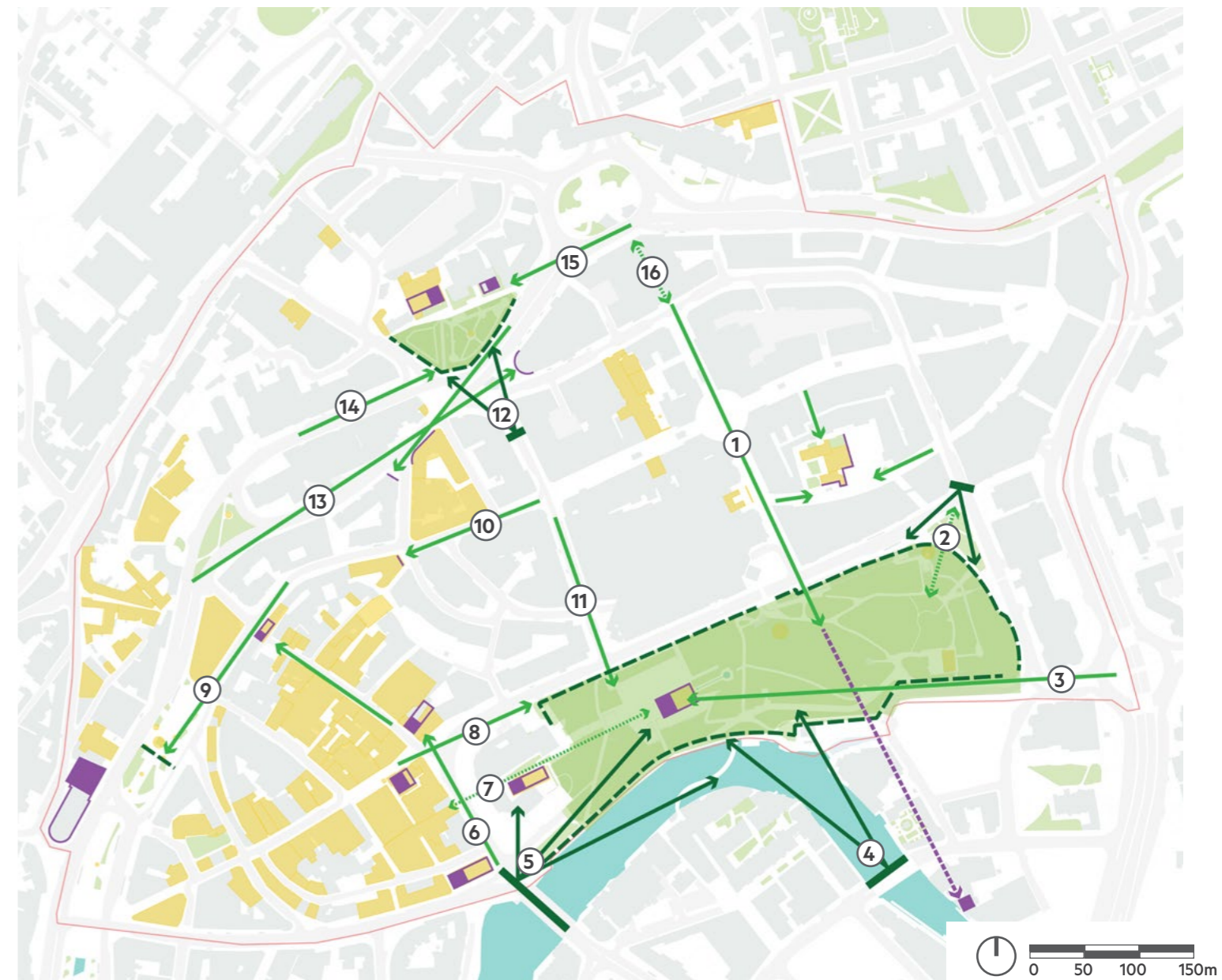


Fig. 31 View Strategy

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Objectives

To Deliver Transformation

- **Create people focused public spaces which are safe, attractive and inclusive for pedestrians and cyclists.** Reduce the severance caused by road infrastructure and increase the permeability of the urban grain. This will encourage north-south and east- west pedestrian and active travel to and across the city centre. Ensure the city centre is safe and easy to move through for all users regardless of age or ability.
- **Establish a hierarchy of streets and spaces with distinctive character and functions, including new network lanes and courtyards.** As well as enhancing the network of narrow streets and lanes for pedestrian users within the Old City such as Corn Street, Small Street and Broad Street, to reinforce the artisan character of the area and also improve entry points to these historic areas.
- **Provide outdoor spaces which serve local communities and the wider city, including places for children's play.** As the city centre uses diversify and population density increases the public realm and open spaces must be designed to be multifunctional and support community health and wellbeing.
- **Create distinctive and dynamic public spaces which provide a canvas for vibrant public life through the day and night.** Broadmead is currently not activated during the evening and night time. The public realm design needs to work in parallel with the use strategy to create welcoming and safe city routes and destinations.

“Good quality vibrant outdoor spaces with facilities to attract everyone are really important as well as providing space for wildlife”

Spring 2022 online survey and interactive map



Fig. 32 Reference image of vibrant city centre public open space

Objectives

Designing for Safety and Diversity in Bristol's Public Spaces

The experience, needs and safety of women, girls and gender diverse people needs to be an integral part of the future design and planning of central Bristol.

Safety is a recurring theme in engagement with citizens, but especially women, girls, gender diverse people and other minority groups. There is currently an under-provision of basic facilities that makes Broadmead, Castle Park and central Bristol's streets and public spaces are not truly inclusive and accessible for all people. Examples of design considerations are;

- Adequate lighting
- Play spaces
- Sheltered rest spots
- Clear sight lines
- Activity along park edges and gateways

Where safety can be 'designed in' to physical spaces, it has been embedded in our approach to the public realm and other strategies in this Development Plan. However, this would also benefit from non-physical initiatives and activities which the council can lead, some of which are explored in Chapter 4 Making it Happen.

We have consulted with Make Space for Girls at this stage and further engagement should continue through the next design stages with Make Space for Girls and other groups and organisations to ensure public open space are designed in an equitable way with consideration for women, girls and gender diverse people.

“Children are a kind of indicator species, if we can build a successful city for children, we will have a successful city for everyone.”

Enrique Peñalosa, Former Mayor of Bogotá



Fig. 34 Precedent image of musical light swings in Montreal

Approach

Street Hierarchy

This plan proposes to create a clear hierarchy of streets throughout the study area. Key moves include:

- Establish Nelson Street - Broadmead - Cabot Circus axis as primary pedestrian focus east-west link through the study area, re-linking Broadmead and Cabot Circus to The Centre
- Establish Merchant Street and Penn Street as primary, pedestrian focussed north-south links, enhancing connections. Supported by new Super Crossings across Bond Street, this will establish stronger links from Portland and Brunswick Square to Castle Park and towards Redcliffe
- Primary pedestrianised routes and thoroughfares are complemented by a network of passageways, mews and alleyways. These connections will create a greater diversity of streets and open spaces compared to the current offer and will also enhance permeability through the study area
- A clearer hierarchy of spaces is established, with Primary Public spaces that function as gateways into the study area, supplemented by secondary nodes

Legend

- Pedestrianised Street/Route Primary
- Pedestrianised Street/Route Secondary
- Passageway/ Mews/ Alleyway
- A Road
- Primary Thoroughfare
- Primary pedestrian route with first phase mass transit
- Secondary pedestrian route with first phase mass transit
- Primary Public Space - Gateway Node
- Secondary Public Space - Gateway Node
- Key Node - Active Edges
- Super Crossing

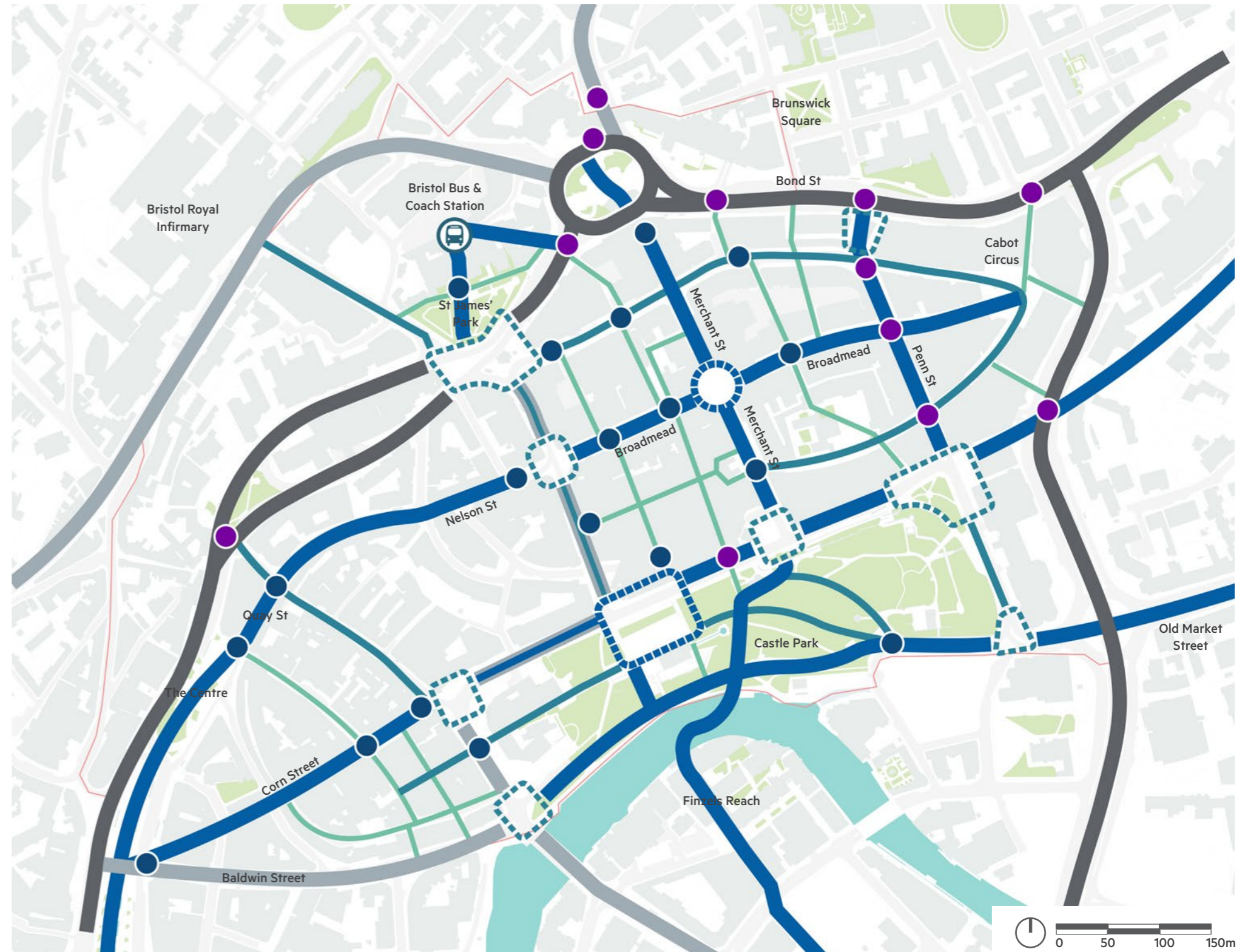


Fig.35 Street Hierarchy

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Approach

Height & Microclimate

The scale and form of new development should be appropriate to the character and context of the city centre. Building heights should complement the experience at street level and have an integrated relationship with the public realm, as outlined in Chapter 5.

Key considerations for new development include:

- Responding to prevailing building heights in locations with higher sensitivity, including close to heritage assets, and where buildings frame existing smaller-scale streets and public spaces
- Supporting amplified building height in less sensitive areas, where buildings are stepped-back from the street, and where buildings frame larger-scale streets and public spaces
- Potential for contextual taller buildings where these contribute positively to the character of the wider built form and views (for example, creating new landmarks at key gateways) and do not impact negatively on their immediate surroundings

Development should consider the opportunities to respond to existing positive street grain and patterns of urban blocks and frontage. This could include the potential to retain existing building façades where these contribute positively to local character.

In the right location and with the right design, the city centre has potential for some new tall buildings to be a positive feature. To achieve these benefits, high quality design is imperative.

Any new tall buildings will be subject to the criteria set out in the Urban Living SPD, including:

- Visual quality – location, views and design excellence
- Functional quality – safety, servicing and impacts on the surrounding area
- Environmental quality – healthy environment, sustainable design and a neighbourly approach

Impact of buildings on public space

The microclimate is an essential consideration in creating successful public open spaces. In addition, The Keep Bristol Cool mapping tool has identified the area as being ‘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.

Building height can have a significant impact on microclimate in terms of heating and cooling, overshadowing and wind tunnelling. Fig. 37 highlights open spaces in which particular consideration should be given in maintaining or enhancing current levels of daylight to create a suitable microclimate. In addition, improving tree canopy cover presents a great opportunity for improved microclimate in streets and spaces. This is explored in more detail in the Green Infrastructure strategy.

Fig. 36 sets out where prevailing building heights should be maintained to ensure they have minimal impact on the associated streets and public realm. Amplified heights are encouraged where they are set back from the street edge or on the north side of key open spaces (as set out in Fig. 37). This will ensure they provide activity and surveillance where it is beneficial but minimise any detrimental impacts on microclimate, heritage and character.

A tall building strategy and design code will be undertaken to support this Development Plan and provide more guidance and definition on the delivery of tall buildings within the study area.

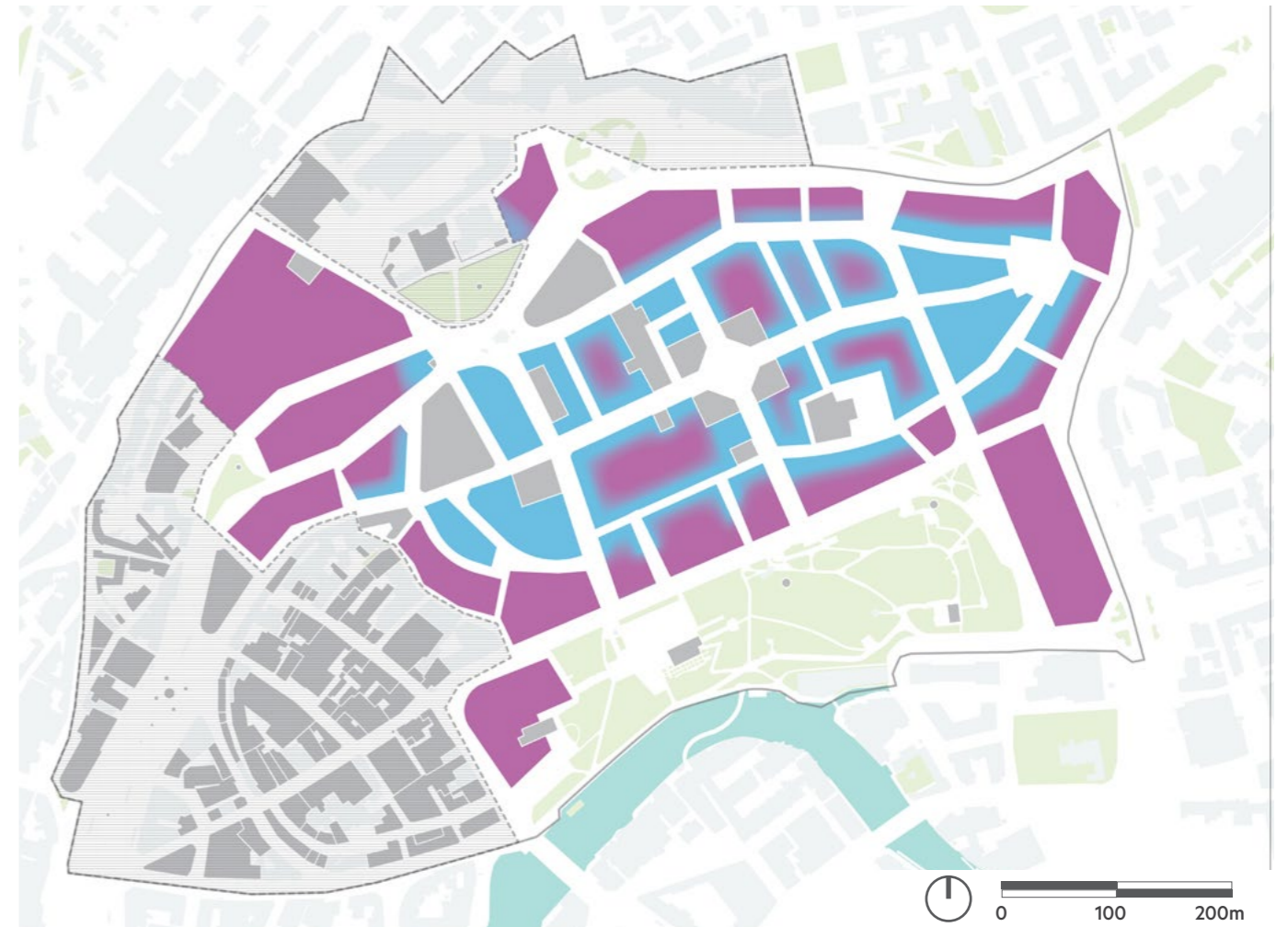


Fig. 36 Height

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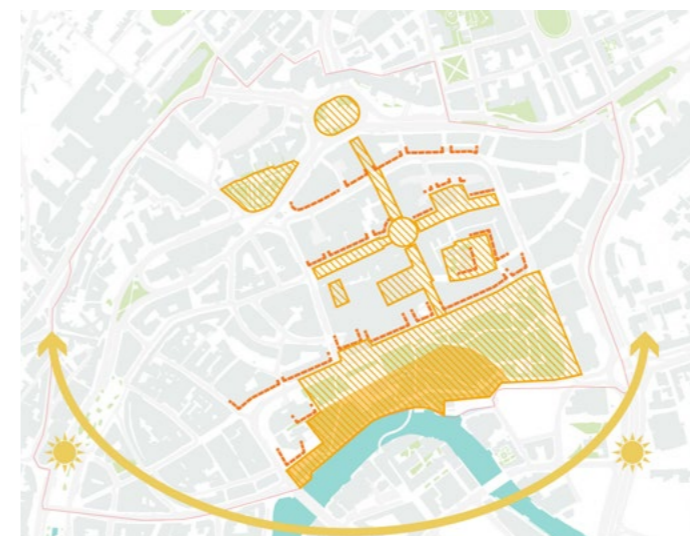


Fig. 37 Microclimate

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Legend

- Area of prevailing heights
- Area of amplified heights - Potential for contextual tall buildings to be determined through tall building strategy'
- Sensitive / protected sites
- No proposed development
- South facing edges
- Key open spaces - current daylight levels to be maintained or enhanced.
- South facing slopes in Castle Park - current daylight levels to be maintained or enhanced.

Approach

Study Area Interventions

The following interventions are proposed to deliver an enhanced public realm throughout the study area;

- **Super Crossings for pedestrian and active travel crossings** are installed across Bond Street, Haymarket and Temple Way to unlock the north and east of the city to have access to the City Centre, Broadmead, Castle Park, and the waterfront and beyond. These Super Crossings will be new or significantly improved high quality and wide crossings that prioritise pedestrians and cyclists
- **Connect the existing and new public spaces throughout Broadmead** with improved/retrofitted climate adapted streetscape enhancements
- **Enhancing a network of finer street grain in Broadmead** of arcades, lanes and courts to create more diversity of public space, reinforce the artisan character and more north-south permeability through the city centre
- Increased residential population will put increased stress on the existing open spaces. **The on plot open space provision provided by new developments must work together with the public realm, pedestrian movement and connections and existing open spaces** to provide the appropriate balance and mix of open space typologies for new communities
- **Increase and improve the gateways of Castle Park** to enhance their visual and physical connectivity to the city centre and promote accessibility and inclusivity
- **Activate dead ground floor frontages with new uses** to activate the public realm
- **Activate the public realm and key city spaces** with new ground floor use mixes such as cafés with outdoor seating, community uses and evening uses to create 24-hour streets offering diversity of use beyond traditional business hours
- **Promote night-time ambience of the city**, its buildings, interiors, public art and landscape / waterfront setting
- **Increase the opportunities for play across the city centre** in both dedicated play areas within Castle Park and a playable public realm
- **Create a new public open space at Callowhill Court** to increase the open space area available for existing and new communities
- **Creation of an enhanced public space** with better pedestrian and cycle connections that will be a part of the improved St. James Barton
- **Celebrate the history and heritage of the city centre.** High quality public realm is used to create an enhanced setting for heritage buildings. The layers of history are brought to life through an interpretation trail that incorporates art and lighting
- **Provide opportunities for community growing spaces.** These will be at both the ground level and roof tops

Refer to Chapter 5 for specific streetscape initiatives for Broadmead Placemaking Plan

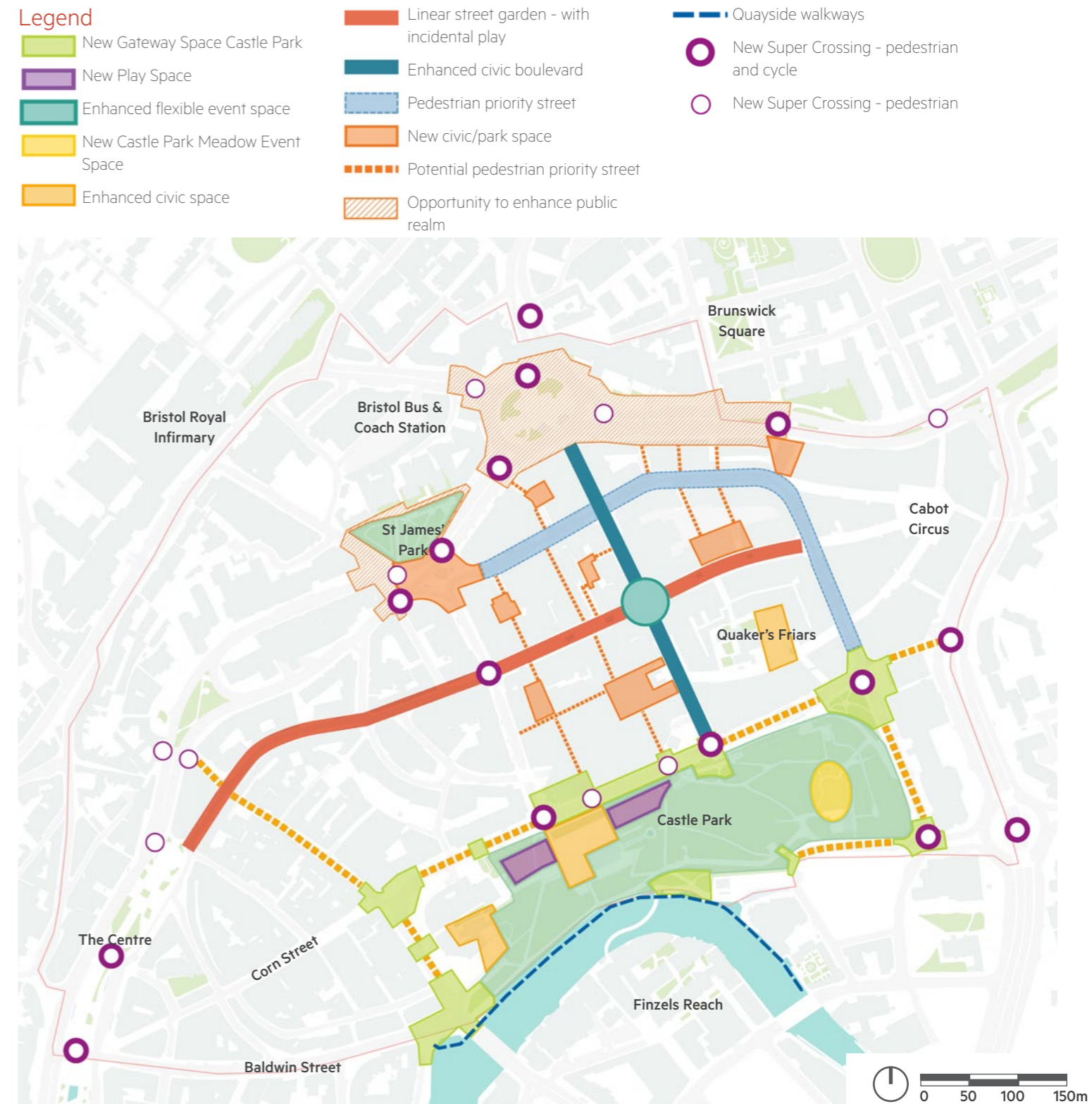


Fig. 38 Public Realm Interventions

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Approach

Open Space Quantum

The study area contains a number of open spaces and parks, including Castle Park, a key public open space for the wider city. Despite this, there is an existing deficit of public open space in the study area. Combined with the expected increase in population, there is a strong need to create new, high quality public and private open spaces and enhance existing public realm to deliver high quality, open space with enhanced amenity value and urban greening.

The open space provision in Bristol city centre is already below the Parks and Green Space Strategy (PGSS) Neighbourhood Green Space Area Standard of 18sqm per person. With the projected increase in population for the study area a significant increase in public and private open space provision is required.

The study area has several opportunities to provide additional public open space to support the projected increase in population. This includes:

- Servicing courtyard in Broadmead are currently underutilised. The transport strategies will support transformation of these spaces from servicing courtyards into high quality public open spaces of varied scale and character
- Redevelopment of retail blocks into mixed use developments should contribute towards provision of new, high quality public open spaces for future communities
- Public realm enhancement of key streets and public spaces to transform these into formal public open spaces. To encourage dwelling, community use of spaces and encourage incidental play
- Provide enhanced connections to public open spaces in the vicinity, including enhanced connections to Brunswick and Portland Square by providing super crossing along Bond Street

*In Central, Clifton and Harbourside. Source: Bristol City Council

Population

- Current Population: ± 5,000 residents
- Estimated Population: ± 9,000 residents

Open Space

- Current Provision*: ± 12.1 m² per resident
- Without new open spaces: ± 7.5 m² per resident

Target

- Increase public open space provision through creation of new public open spaces and significant enhancement of amenity value in existing open spaces:
 - Increase in open space by 40% by creation of enhanced & new open spaces with significant increase in amenity value of existing underutilised spaces
 - 15% of existing public open spaces enhanced by significant increase in amenity value in existing public open spaces (excludes Castle Park)
 - Improvements to Castle Park - Refer to Castle Park Masterplan in Part B
- Create playful spaces and incidental play spaces throughout public open spaces. Specifically, playable space should be provided along the Linear Garden Street (Broadmead to Nelson Street corridor) to ensure suitable playable space is within 100m of dwellings
- Creation of 2 dedicated play spaces in Castle Park catering to range of ages and abilities. One to be equipped (0-4 y/o) and a natural play garden
- Due to the significant deficit of open space in the city centre, individual developments have an important responsibility to contribute to the open space quantum. All development must provide communal and public open space, and residential developments must also provide private open space for every resident in the form of balconies and terraces
- New private and communal open space must be provided for all homes as part of new developments

40%

Increase in open space by creation of enhanced & new open spaces with significant increase in amenity value of existing underutilised spaces

15%

Of existing public open space to be retrofitted with significantly improved amenity value

2

New dedicated play spaces in Castle Park catering to a range of ages and abilities

20%

Of new and retrofitted public realm to be playable public realm



Fig. 39 Open Space Provision

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Legend

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> Existing Open Space** (6.8 ha) Existing Enhanced Open Space (0.9 ha) Proposed Open Space (3.0 ha) | <ul style="list-style-type: none"> Total open Space in Study Area approx 9.8 ha Open Space outside Study Area - not counted towards open space | <ul style="list-style-type: none"> Incidental play - shown indicatively Play area - Play Garden Play area - Equipped Play 0-4y |
|---|--|--|

** Including Castle Park - Refer to Castle Park Masterplan in Part B for proposals

Strategy Green Infrastructure and Nature

To establish central Bristol as a **connected place of green infrastructure** with landscape streets, urban nature and improved links with Castle Park; St James' Park and the Floating Harbour.



Engagement Feedback

- Create a city centre which makes space for nature through more green and open spaces
- Manage existing green spaces better
- Enhance Castle Park as the city centre's main green open space
- Create a network of connected green spaces
- Make the most of the waterfront location
- Introduce more trees and wildflowers to encourage biodiversity in open spaces and within streets, but also on rooftops and walls
- Include community gardens and projects to help residents engage with nature
- Ensure green spaces and planting are resilient to climate change

Background

Setting the Scene

Bristol is a city of landscape and water. A major contributor to Bristol's liveability is its waterfront setting, undulating topography, range of open spaces and landscape vistas. Bristol has a long history of being a pioneering green city and hub of environmental activity and innovation. The city has been at the forefront of wildlife management and academia for many years, while also being the home of the globally renowned BBC Wildlife programming.

However, the city centre and the study area, is an area of Bristol deprived of good quality open space and urban realm, urban greenery and diverse wildlife connections, and the fast-changing development context and the proposed increase in residential population is and will increase pressure on the existing landscape assets and in particular Castle Park and St James' Park.

As an increasing number of regional and city policies and strategies advocate for a greater appreciation of natural capital, landscape value and nature based climate solutions. These policies and strategies recognise the importance and potential of the underlying natural system as a way to shape the future growth and character of the city centre.

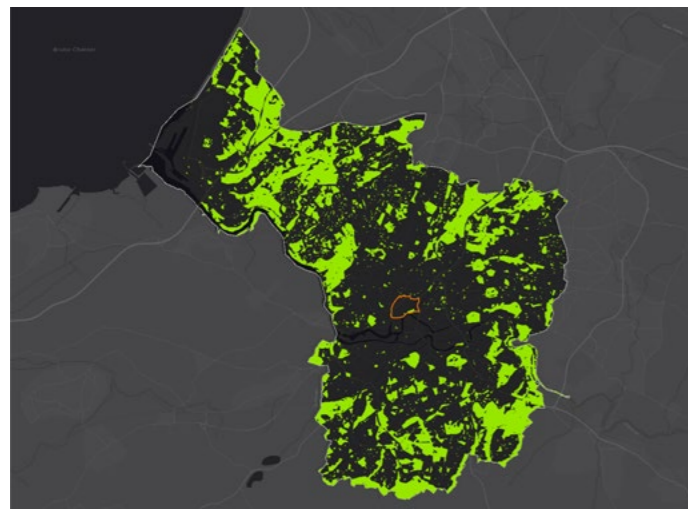


Fig. 40 Amount of green space across Bristol - 29% - as mapped by Esri UK

Only
10%
Tree canopy cover in
Central Ward today vs
18% in Bristol¹

Up to
4x
as many summer days
will have temperatures
of >30C by 2061-2079²

10%
Of study area is public
open space/green
space vs 29% in Bristol

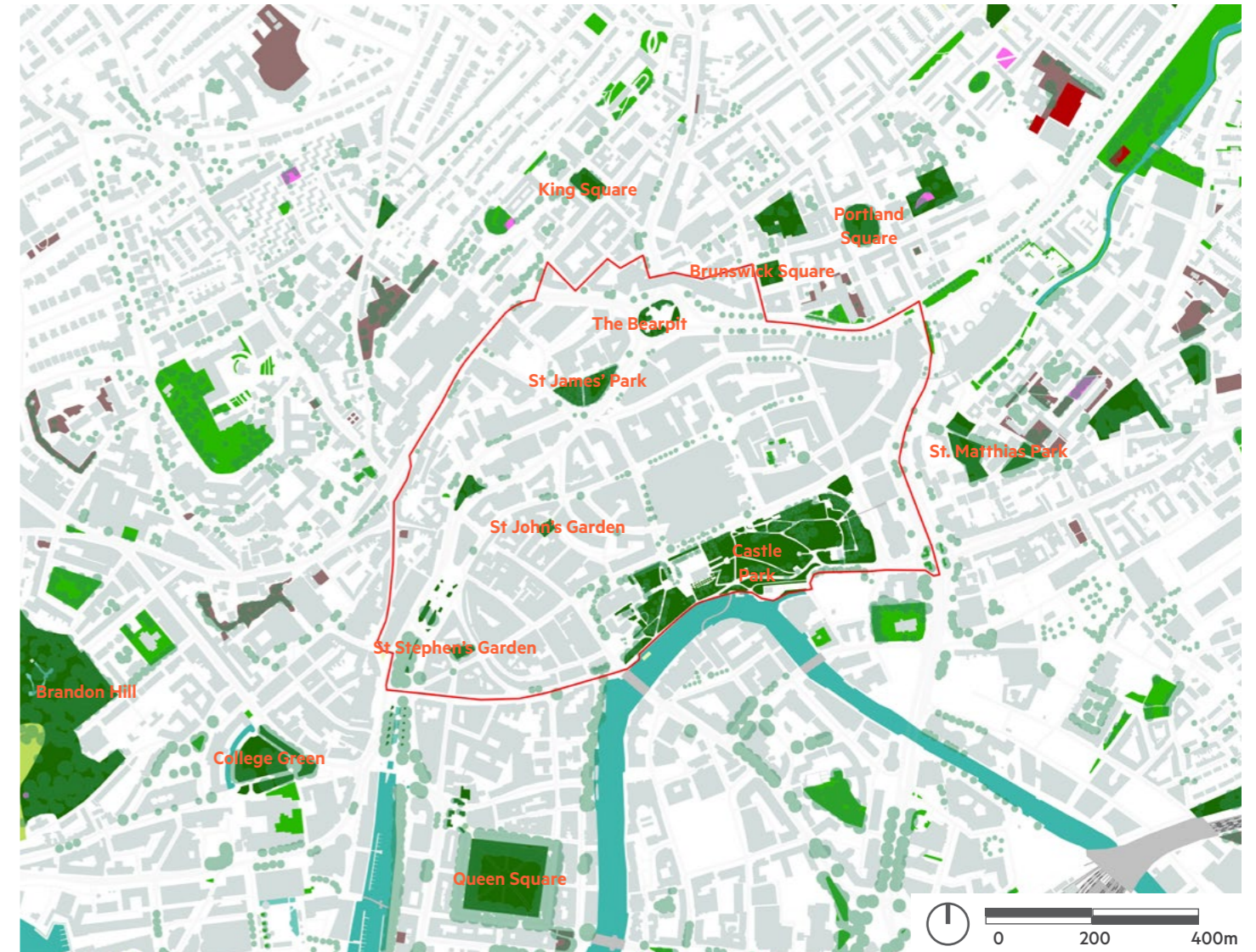


Fig. 41 Existing trees and green open space in Central Bristol

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Legend

- DDP boundary
- Informal green space
- Natural green space
- Formal green space
- Active sports
- Children play space
- No right of public access
- Water
- Trees

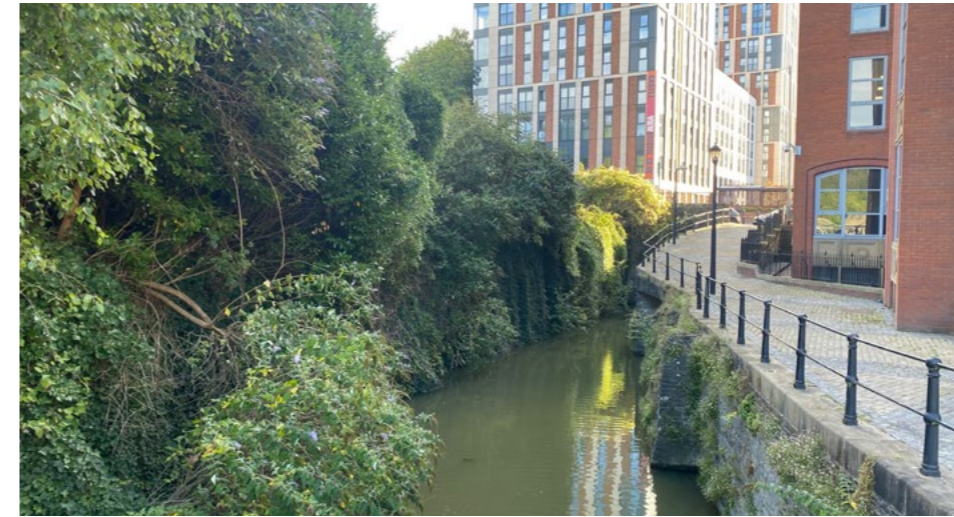
1. <https://forestry.maps.arcgis.com/apps/webappviewer/index.html?id=d8c253ab17e1412586d9774d1a09fa07>
2. <https://bcc.maps.arcgis.com/apps/instant/portfolio/index.html?appid=986e3531099f48d393052fab91ceff51>

Background

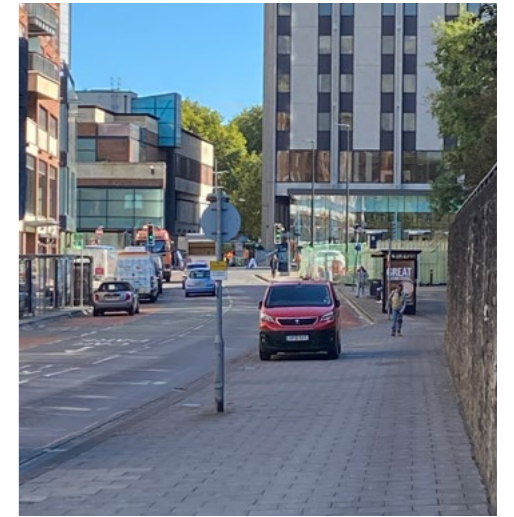
Site Photos

This page shows site photographs of the study area, highlighting opportunities and constraints for the Green Infrastructure and Nature strategy of the Plan. Although the site area contains assets such as Castle Park and St James' Park, there is an opportunity to further green infrastructure for benefit of people, nature and the environment.

Other streets and open spaces, such as The Horsefair, Newgate and St James Barton currently lack urban greening, creating an opportunity for green infrastructure interventions to create a more inviting public realm.



Floating Harbour looking towards Castle Park View - Planted banks provide habitat and provide green edge to Harbourside, but provide limited ecosystem services.



Newgate - Dominated by highway & hard surfaces. Potential for improved link to Castle Park



Bond Street - Vegetation provides limited ecosystem services and adds limited value for people



St James' Park - Dense tree canopy limits visibility between park and surrounding areas, hindering passive surveillance



Courtyard to John Wesley's New Room - green respite within Broadmead Retail Area



The Horsefair - dominated by highways infrastructure. Limited space for pedestrians. Opportunity to introduce significant greening and create people focussed public realm



Castle Park - Dense tree canopies provide habitat & ecosystem services but contribute to issues of anti-social behaviour due to lack of visibility into and across the park. Opportunity to manage & diversify the existing tree canopy, combined with more ecological valuable understory planting in strategic locations.



St James Barton - New tree planting but ground cover of limited ecological value. Limited opportunity for access and interaction with vegetation



Objectives

To Deliver Transformation

- **Implementation of high-quality green and blue infrastructure** to establish Bristol city centre as a healthy and sustainable place to live, shop and a destination to visit. It is also key to affirm and grow its identity as 'Green' city and part of its identity and brand to encourage inward investment.
- **Design for a changing climate** - The Keep Bristol Cool mapping tool identifies the study area as an area of High Risk for Bristol. To create communities resilient to a changing climate, the study area will need provide shaded spaces of respite in extreme heat. This includes establishing a green and blue infrastructure network to create a liveable and resilient city centre, reducing the heat island effect by cooling, improving air quality, wind mitigation and managing surface water run-off.
- **Establish integrated and high quality green and blue city network for people and wildlife**- Establish Urban Wildlife Corridors and enhance the biodiversity value within the city centre: Building on Bristol Local Plan Policy BCS9 there is a need to establish landscape city streets, extend wildlife corridors, habitat pockets and ecological hotspots within the city centre, including along the edge of the floating harbour and the existing parks. Combined with proposed active travel enhancements (refer to Movement & Connectivity), this creates an opportunity for high quality green routes for people and nature.
- **Set green and blue infrastructure requirements on all proposed Developments** (Bristol City Council owned land and Private Developer land) to ensure provision of public realm at the street level, tree canopy provision, green connections, living roofs and vegetated architecture is provided to contribute to the overall strategy.

“There isn’t enough green space in the city centre.
Incorporating more greenery into existing areas would be
a great way to go“

Spring 2022 online survey and interactive map











Fig. 42 Green space within City of Bristol with DDP Study Area highlighted - mapping based on data from Esri UK

Approach

Green Infrastructure Strategy

- **Reduce vehicular traffic in key streets** to create green corridors through the city centre streets to reconnect it and the wider city to the floating harbour corridor and into wider city green connections. This will benefit wildlife movement and the walkability, active travel and legibility of the city centre.
- **Create a wider diversity of types of connected green space and habitats across the city centre** to increase urban biodiversity that will include; rain gardens and SuDS measures; vegetative architecture; planting for pollinators; edible gardens; diversity of tree species and pocket parks. Refer to Part B for further detail on proposals for integration of green space and habitats into existing and proposed street-scapes and open spaces.

Legend

-  Existing green open space to be enhanced for wildlife and people and to be connected as part of city green infrastructure
-  Existing green open spaces outside of study area
-  Potential new pocket city space - created as pocket park for wildlife and people and to be connected as part of city green infrastructure
-  Primary Green/Blue Infrastructure Corridor - Urban greening, habitat creation and significant new tree canopy
-  Secondary Green/Blue Infrastructure Corridor - Pedestrian & Active Travel Corridor with potential for additional greening
-  Tertiary Green Infrastructure Corridor - Key movement corridors - enhanced pedestrian and active travel & tree canopy connections
-  Linear Floating Habitat Corridor
-  Linear Street Garden - Refer to Broadmead Placemaking Plan in Part B

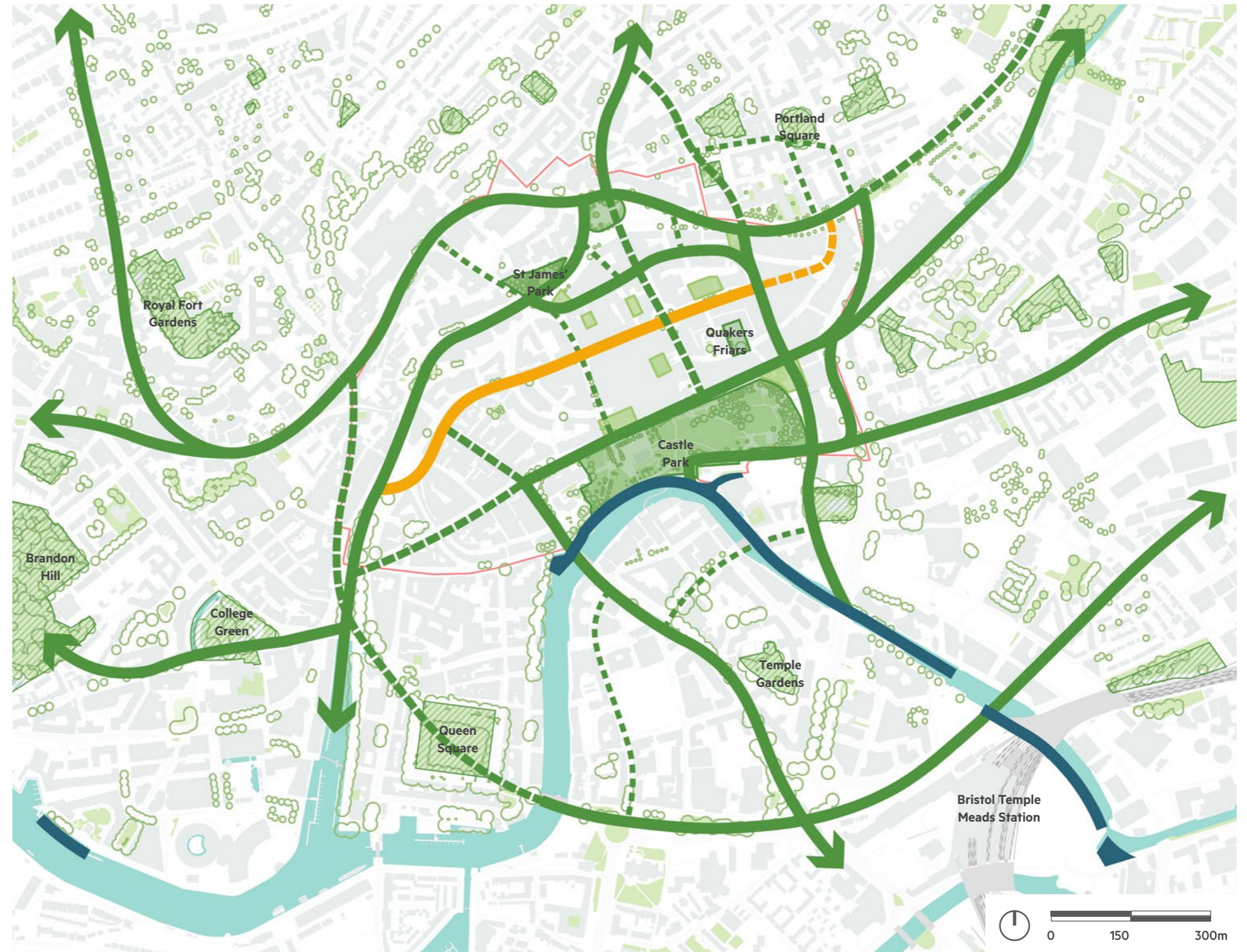


Fig. 43 Strategic Green Infrastructure Strategy

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Approach

Green Infrastructure Interventions

1. **Extend the influence of Castle Park into the city centre and reconnect the park to surrounding areas**, especially into the developments surrounding the park to differentiate them from the wider city centre area and promote biodiversity connections. These developments must include vertical greening, planted balconies and terraces and living roofs.
2. **Increase and enhance the gateways of Castle Park** to improve the sense of arrival and to help promote accessibility, inclusivity and connectivity to the park as a key green infrastructure asset of the city centre. Refer to Castle Park Chapter 7 for specific interventions.
3. **Create a linear floating habitat of reed beds and sedge beds, and a walkway along the Floating harbour water's edge within the study area** to promote access to the water's edge and create a wetland ecological corridor that is contributing to the wider ecological connections as promoted in the Harbour Place Shaping Vision.
4. **Look at options to create high quality green and blue infrastructure and improve pedestrian and cycle connectivity around St James Barton**
5. **Celebrate the hidden course of the River Frome along Newgate Street and Castle Park**. For example by introducing raingarden features and interpretation that reveal the course of the River Frome. Subject to detailed surveys.
6. **Species rich climate resilient planting and water management** are incorporated into all new open spaces and public realm created in the city centre to increase both urban biodiversity and quality of life.
7. **Connect Cabot Circus through Broadmead & Nelson Street to the Old City and Floating Harbour as a vibrant, playful Garden Route**. This would

- include richly planted rain gardens, increased tree planting and places to sit, with outdoor café seating.
8. **Transform Merchant Street to a civic scale green avenue** with a double tree planting avenue to create a strong green axis and corridor through the city centre to connect Castle Park towards St James Barton. This provides a strong habitat link and improves the micro climate.
 9. **Remove vehicular traffic movement from The Horsefair and Penn Street** to transform them from a grey thoroughfare to a lively, green pedestrian and cycle focused community street.
 10. **Increase tree planting along Bond Street** to create a greener gateway into the city centre and improve the visual perception, air quality, create biodiversity linkages, and improve the walking and cycling experience.
 11. **Enhance St James Park** as a welcoming arrival destination from the Bus and Coach station, celebrating the historic setting and context of the park and re connect it to Broadmead.
 12. **Creation of new open spaces within Broadmead**. As sites are developed from retail into mixed and residential use, new open spaces for amenity are to be provided which will contribute to the Green Infrastructure network of the city centre.

Legend

- █ Primary Blue Infrastructure Corridor
- ▤ Secondary Blue Infrastructure Corridor
- █ Floating Extension to Castle Park
- █ Primary Green Infrastructure Corridor
- ▤ Secondary Green Infrastructure Corridor
- Tertiary Green Link
- █ Linear Street Garden
- ▤ Vertical Greening
- █ Existing Public Green Space
- ▤ Proposed Green Space
- - - Extent Influence of Public Green Space
- ▨ Opportunity for Enhanced greening & character

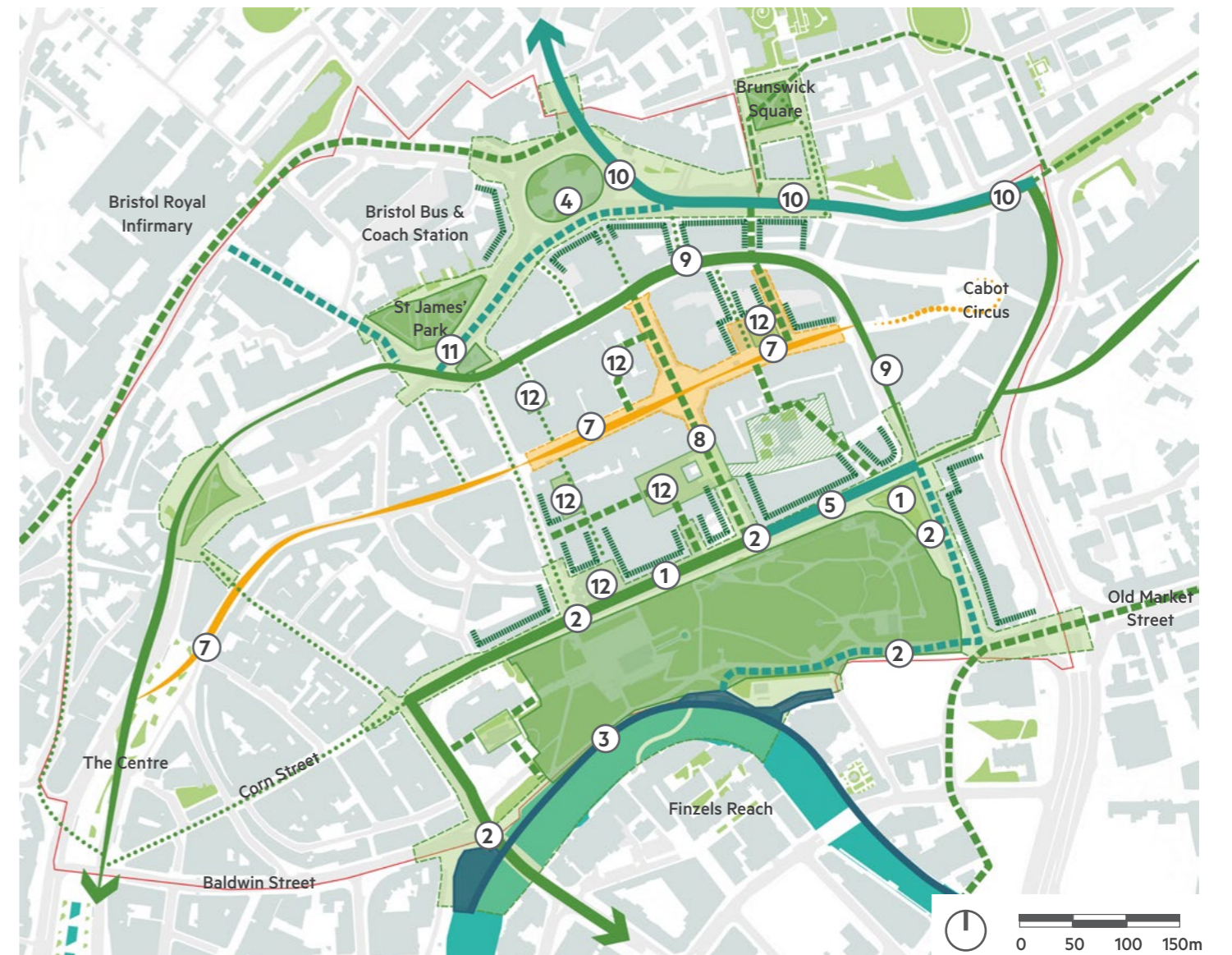


Fig. 44 Green Infrastructure Interventions

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Approach

Typologies

The below sets out a vision for each of the Green Infrastructure Corridor typologies set out in “Fig. 44 Green Infrastructure Interventions”. The icons adjacent relate to the proposed intervention typologies to the “Seven Habitat Typologies” established in the BCC - Bristol Harbour Biodiversity Spatial Vision 2022. The icons have been married up with each of the corridor typologies to show how they could contribute to the delivery of each of the habitat typologies, creating a truly diverse green city centre.



Source: BCC - Bristol Harbour Biodiversity Spatial Vision 2022 - Arup and Bristol City Council

Green Infrastructure Corridors

- Habitat connections - tree canopy and biodiverse understory planting
- Significant new tree canopy to provide shade and shelter and improve local air quality. Subject to underground services
- Increase species diversity for enhanced bio security and environmental resilience



Blue Infrastructure Corridors

- Raingardens to provide habitats
- Collect, attenuate and treat surface water runoff helping to manage flooding
- Provide visual interest in the streetscape



Linear Street Garden

- Create 725m long pollinator habitat corridor through the study area
- Seasonal interest through planting
- Enhanced tree canopy cover - creating shade and enhancing microclimate. Subject to underground services



Floating Habitat Corridor

- Enhance access to waterfront & encourage water activities
- Riparian habitat creation to increase ecological value of Floating Harbour and to enhance water quality through phytoremediation



Vertical Greening

- Biodiverse vertical greening, including green walls and terraces, to provide habitat, improve local climate, clean air and provide additional insulation to buildings



Tertiary Green Link

- Incidental greening
- Street tree planting where spatial and underground constraints allow



Private Developments

- Biodiverse vertical greening
- Balconies & intensive green roofs with significant extents of biodiverse planting and blue roof systems
- Biodiverse brown roofs



Approach

Targets to support and measure City Centre green infrastructure provision:

To demonstrate achievement of the green infrastructure objectives, it is appropriate to set specific, local targets for the area. These should be implemented through planning policy, partnerships with businesses and developers, or through lease terms on Bristol City Council owned land. The role of the council in driving towards a more sustainable future is explored in Chapter 4 Making it Happen.

Below are specific targets identified within this study to contribute to the Bristol city centre green infrastructure provision and climate resilience.

The following Bristol policy documents should be referred to for setting GI standards and targets for the City Centre:

- The West of England Joint Green Infrastructure Strategy 2020-2030
- The Bristol Biodiversity Action Plan (BAP)
- The Bristol One City Action Plan
- Preliminary Study on Blue Green Bristol 2018
- One City Ecological and Climate Emergency Strategies
- Greening Bristol City Centre - A Green Infrastructure Audit 2019
- Bristol Green Capital Partnership- Our Future 2019
- The Bristol Development Framework Core Strategy (2011) Local Plan Policy BCS9 Green Infrastructure
- Draft Local Plan

These should be read in conjunction with Natural England's Green Infrastructure Framework 2023 which provides principles and standards to help stakeholders deliver Green Infrastructure. The following targets have been extracted and developed from these documents to be applied to the DDP study area to set Bristol city centre on course to a green future.

Increase public open space in the City Centre by

40%

by creation of enhanced & new open spaces with significant increase in amenity value of existing underutilised spaces to contribute to the health and wellbeing of local communities. Refer to Public Realm and Open Space for more details

All developments (building and open spaces) of an area of

100m²

or more shall require Sustainable Drainage Systems (SUDS) to be incorporated into their design.

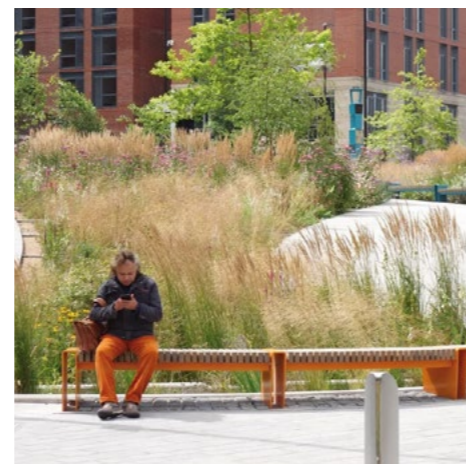


Fig. 45 Precedent raingarden

All developments within the City Centre to achieve a minimum

25%

Biodiversity Net Gain

Draft Policy BG3 (The Environment Act 2021 makes a 10% biodiversity net gain mandatory from November 2023)

Building with Nature Standards

applied to all development proposals within the DDP are to ensure high quality Green and Blue Infrastructure is provided. (Draft Policy BG1)

Achieve an Urban Greening Factor of 0.45

for mixed use development. 0.4 for residential and 0.3 for commercial. (Urban Greening Factor for England taken from Natural England's Green Infrastructure Framework 2023)

At least

150 new trees

to be planted throughout the study area to help tackle climate change and lower the city temperatures. Subject to underground utilities

At least

350 linear metres of raingarden

to be incorporated in the Public Real



Fig. 46 Precedent urban tree planting to enhance microclimate

All new residential developments to

provide suitable space for on-site food growing

(Draft Policy FS2)

A minimum of

50%

of all new (or retrofitted) developments rooftops are to be living roofs (Policy DM29 requires Proposals for new buildings will be expected to incorporate opportunities for green infrastructure such as green roofs, green walls and green decks)



Fig. 47 Precedent productive green wall

Strategy

Land Use & Development

To diversify the uses within Broadmead and create a **coherent and dynamic retail core** and a **neighbourhood for living**. A place for everyone which supports a sequence of streets and spaces to create a **richer canvas for public life**.



Engagement Feedback

- Encourage a more diverse retail offer as well as more non-retail activities and events, including for families and tourists
- Provide local, everyday, affordable and culturally diverse shops and community facilities for residents
- Create vibrancy through a mix of complimentary uses including cafés and restaurants, cultural and leisure facilities.
- Make sure housing is mixed in terms of design, size and type to suit different people
- Provide genuinely affordable housing
- Carefully manage an increase in student accommodation and focus on creating permanent communities
- Provide accessible local facilities including health care, education, sports, culture, leisure and community space for existing, new and visiting communities
- Find uses for empty buildings
- Ensure good quality design, and ensure new development meets the highest sustainability criteria Incorporate renewable energy sources into city centre buildings and developments

Background

Setting the Scene

Land-use and development play a key role in the character and function of the city centre. The Broadmead area forms the retail core in the city and region. Whilst the wider city centre has a broad mix of uses, including city living, offices and cultural destinations, these are largely not present in the Broadmead area. As a result, the area is very busy and vibrant at key shopping times, but lacks activity in the evening.

Future land-use and development patterns in the Broadmead area are affected by the following:

- Retail trends are currently changing rapidly. The heavy reliance on the retail economy is a major threat to city centre resilience
- Fast food outlets, pubs, bars and restaurants have seen an increase in this period. This reflects a wider trend in retail towards consumption of 'experiences'
- A wide range of building sizes, types and ages with significant opportunities for change and enhancement. However, there are areas of sensitivity including historic buildings and conservation areas, particularly around the Old City
- Significant need for new homes within Bristol to meet the needs of the growing population, including affordable homes
- Bristol has a very strong development market with demand for residential, grade-A offices, student accommodation and hotels. There is active developer interest within the city centre
- Most of the land within the Broadmead area is owned by Bristol City Council. Whilst much of this land is formed of long-term leases to private occupiers, this presents an opportunity for increased influence over the mix of uses and form of future development
- Potential limitations and constraints for some land-uses, including flood risk associated with the River Frome

34,700

new homes needed in Bristol
over then next 15 years,
including 11,500 in the wider
city centre area

1M sq ft

office space let in
Bristol in 2019



Fig. 48 Site photo of Broadmead looking towards Union Street

Objectives

To Deliver Transformation

The following objectives are proposed to achieve this strategy and deliver transformation:

- **Provide a more diverse and intensive mix of land-uses** which generate activity throughout the day and evening
- **Create a neighbourhood for living** which helps to meet the city's housing needs
- **Deliver a range of services and facilities** which support city centre residents and surrounding communities
- **Provide active ground floors** which animate and enliven surrounding public realm
- **Maintain the role of the city centre as the heart of the region** by providing an enhanced retail, leisure and culture offer
- **Support meanwhile and pop-up uses** which provide a sense of spontaneity and fun whilst supporting entrepreneurship
- **Respond to Bristol's distinctive character** and create a form of development which frames the public realm
- **Create buildings** which meet the highest standards of sustainability, embrace circular economy principles throughout their lifecycle, and stand the test of time. Re-use existing buildings where possible
- **Preserve and enhance the Old City**, including its special historic townscape and the tight grained mix of uses that characterise the area

“Help this area of the city become a village within the city; where people of all ages have everything they need to work, live and play.”

Spring 2022 online survey and interactive map

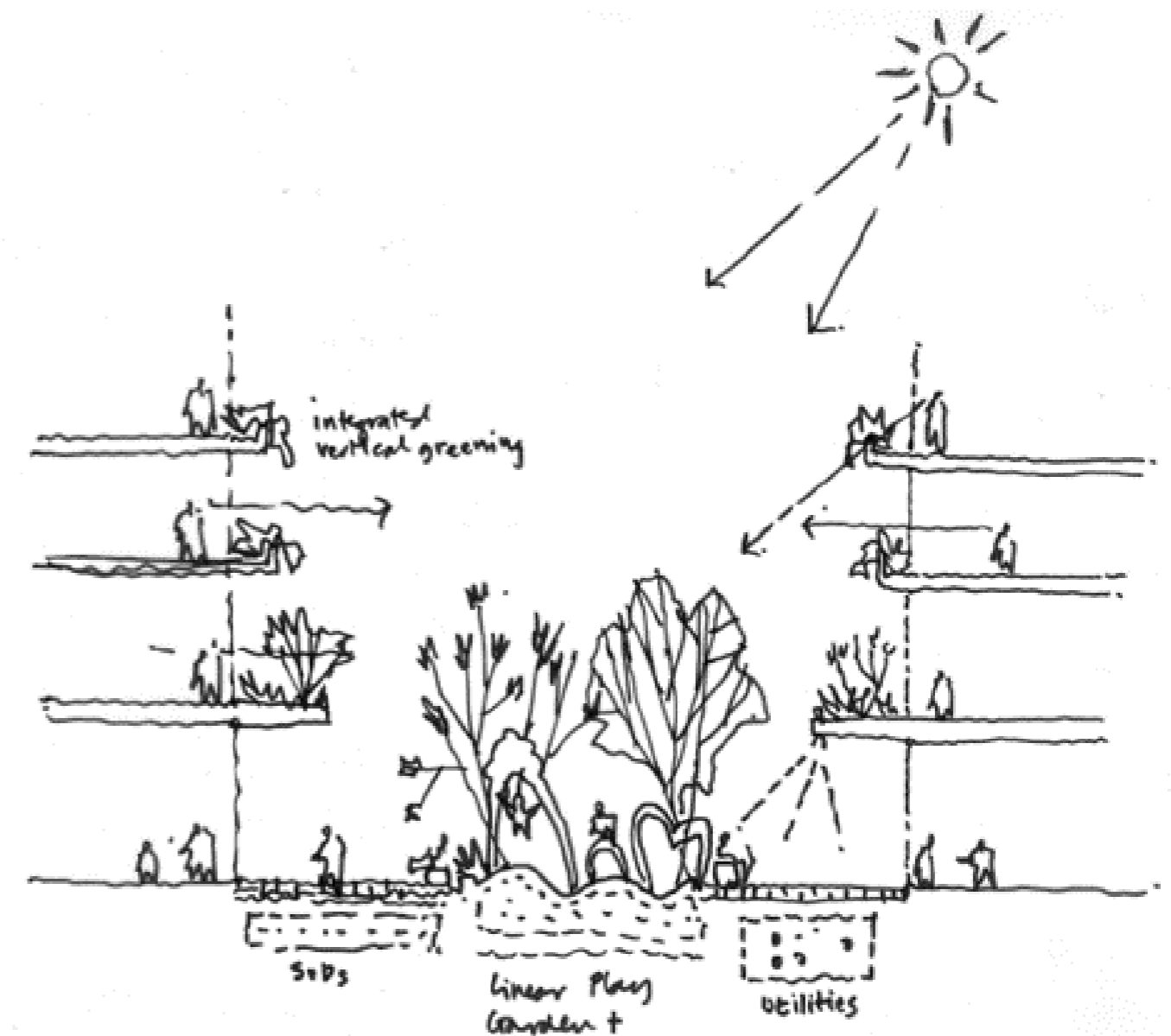


Fig. 49 Creating a vibrant pattern of uses

Approach

Diversify & Intensify

The diversity and intensity of uses contributes to creating a vibrant and dynamic city centre. Different uses draw people into the city centre at different times of day and week, helping to generate footfall, support retail, and contribute to a sense of community. Diversifying the range of uses help to ensure that the city centre is active and busy throughout the day and into the evening.

Key uses should include:

- Residential development, which generates activity during the evening and weekends outside working hours, supports to vitality of local businesses and creates a new community with its own character
- Office and other employment uses, which generate activity during the working week during working hours and support growth in key sectors
- Student Accommodation, which generates activity throughout the day and week but is seasonal and serves a specific demographic
- Hotels, which draw visitors into the city centre and support other destination uses and the evening economy
- Retail and leisure, which support the role of the city centre as the heart of the region, including independent retail
- Cultural and community facilities, including health, education, and adaptable community spaces

The approach to land-use and development in the city centre should include:

- Promoting a fine grain mix of uses throughout the Broadmead area
- Supporting the integration of new residential development throughout the area as the predominant upper-floor land-use
- Managing the amount of student accommodation within the Broadmead area
- Retaining existing multi-level retail and leisure focused uses, particularly around Cabot Circus, where suitable
- Integrating existing approved land-uses, including proposed office development at St Mary le Port

Consideration should be given to the most appropriate locations for residential development based on amenity for future residents. Developments should avoid creating single-aspect, north facing apartments, and lower floor apartments facing busy roads around the edges of the city centre.

Key requirements for the main land uses are set out in the table opposite.

Use type	Requirements
Residential	<p>Expected contribution:</p> <p>At least 2,500 new homes are anticipated to be developed within the study area over the next 10-15 years, based on a range of potential development scenarios.</p> <p>Appropriate locations:</p> <ul style="list-style-type: none"> • Most sites within the study area, above ground floor • Discouraged next to busy roads due to the detrimental impact of noise and air pollution
Student	<p>Expected contribution:</p> <p>A modest amount of student accommodation is anticipated and desired, up to 750 new beds in the area.</p> <p>Appropriate locations:</p> <ul style="list-style-type: none"> • No further student accommodation will be promoted on BCC freehold land • Appropriate in areas not considered desirable for other residential development, including adjacent to main roads.
Office / Commercial	<p>Expected contribution:</p> <p>Offices and related employment uses are encouraged above ground floors to promote diversity and respond to demand, while recognising that Bristol Temple Quarter is being considered the primary location for new office-based employment opportunities</p> <p>Appropriate locations:</p> <ul style="list-style-type: none"> • May be appropriate where residential accommodation would not be well-suited, such as facing busy roads along Bond Street, Temple Way and Haymarket • Expected to cluster with other nearby offices
Retail, leisure, culture, community, other	<p>Expected contribution:</p> <p>Retail, leisure, culture and community uses will continue to occupy the majority of ground (and lower) floor space to maintain and enhance the role of Bristol city centre as a major regional centre and nationally significant destination.</p> <p>Appropriate locations:</p> <ul style="list-style-type: none"> • All ground floors and lower floors to complement the character of the public realm (explored in more detail below) • Upper floors in Cabot Circus and in heritage assets and listed buildings (e.g. The Friary, the Merchant Taylors' Almshouse)

Fig. 50 Key parameters for new land-uses in the city centre

Approach

A Place to Live

The city centre has the potential to become a thriving neighbourhood, contributing to Bristol's housing targets and creating a new community in the heart of the city.

A new community needs to deliver more than a target number of homes. Key considerations include:

- The right mix and types of homes, designed to meet the needs of a wide range of people including adults, families with children, intergenerational families, older people and people with disabilities (including specialist housing), in accordance with policy
- Affordable homes (40% on BCC freehold sites), including homes for rent and affordable home ownership products, and safeguarding of key worker homes
- Accessible and adaptable homes (5% on all sites)
- Community facilities, such as education, healthcare, open space and cultural spaces, which support the wellbeing of people from childhood to old age. A new nursery and GP facility will be needed
- Convenience retail including access to fresh, healthy food
- Integration with surrounding communities, in particular the neighbourhoods to the north and east, to support wider opportunities
- A safe and attractive environment which is welcoming to all residents
- Access to jobs, services and destinations in the wider city, by provision for a choice of sustainable modes of travel to meet a diverse range of needs

Bristol's Urban Living SPD should be applied as the key guidance for the design of new development. This sets out a series of key design considerations for higher density residential development, including:

- Design of high quality homes and surrounding spaces
- Promoting residential development in appropriate locations, away from areas with high levels or noise, poor air quality, lack of natural light and / or poor outlook, in order to create healthy urban environments
- Appropriate scale of buildings responding to the existing character and sensitivity of the surrounding townscape, providing appropriate enclosure of the public realm, and with consideration to overshadowing of neighbours
- Provision for taller buildings in appropriate locations, where taller buildings contribute positively to views and vistas, and where impact on microclimate has been carefully considered
- A preference for dual aspect dwellings where possible in order to ensure good natural daylighting, outlook and ventilation
- Provision for balconies and external private and communal spaces to ensure that all residents have access to outside amenity spaces, to support social interaction and to animate building façades
- A city centre apartment family housing design code and tall buildings design code will be created to support delivery of high quality new homes in the city centre. This will make provision for design features such as balconies, rooftop gardens and other green building elements to provide amenity for new residents



Fig. 52 Millennium Promenade

Approach

Active and Ground Floor Uses

Ground floor and active uses are essential to the character of the city centre, helping to create a destination and enliven the public realm. A more diverse mix of uses than currently exist are needed to utilise ground floor spaces, activate the public realm, and support the role of the city centre. This also offers the opportunity for the city centre to provide a broader range of facilities for its citizens and visitors, changing the way we value ground floor spaces. Active uses primarily exist at ground floor level, but can also occupy upper floors.

Uses should include a mix of:

- Retail spaces with diverse type and scale
- Cafés and restaurants
- Markets spaces selling fresh food
- Pubs, bars and nightclubs
- Professional services
- Community facilities including healthcare, education, childcare and a community centre
- Fitness and recreational facilities
- Flexible community spaces
- Co-working spaces and meeting spaces
- Exhibition spaces and performance venues
- Meanwhile and pop-up development
- Hybrid retail, leisure, community and cultural spaces

This Plan sets out a broad strategy for how this mix should be distributed based in the future, where opportunities for change are created by new development or changes to occupier. The strategy does not represent a rigid zoning plan. This will include:

- The Retail Core providing a regionally attractive shopping destination with increased breadth
- The Community High Street supporting the foundational economy for new and surrounding residents
- The Cultural Corridor creating a focus for the evening economy, cultural spaces / destinations, food & drink and entertainment
- The Independent Lanes which support a mix of smaller scale retail, creative and cultural spaces
- The Microculture Corridor providing a hotbed of young peoples culture and enterprise
- The Park Edge with uses which spill out into the park and animate its edges
- The Water Edge which provides opportunities for small scale floating cafés uses of kiosks near the waters edge
- The Transit Edges which focus on larger footprint retail uses, including supermarkets and homeware

Typical uses for each area are described on the next page.

This strategy complements the public realm design set out in the Broadmead Placemaking Plan (Part B).



Fig.53 Ground floor uses

Legend

- | | |
|--|---|
| Retail Core | Microculture corridor |
| Community High Street | Park Edge |
| Cultural Corridor | Transit |
| Independent Lanes & Courtyards | Waters Edge |

Approach

Active and Ground Floor Uses



Retail Core

Typical uses:

- National retail
- Hybrid retail and leisure
- Cafés and restaurants
- Entertainment and leisure



Community High Street

Typical uses:

- Convenience retail
- Fresh, diverse food grocers
- GP/health hub
- Hairdresser and beauty
- Post office and general store
- Banks and professional services
- Laundrette
- Pubs, cafés, takeaways
- Sustainable retail



Cultural Corridor

Typical uses:

- Cafés and restaurants
- Community and performance space
- Exhibition space and galleries
- Bars and evening uses



Independent Lanes

Typical uses:

- Community and meanwhile retail
- Cafés
- Micro business and specialist shops
- Repair and maker space
- Studios and live work
- Co-working



Microculture Corridor

Typical uses:

- Urban front room (e.g. gaming cafés)
- Entertainment and leisure
- Performance and studio space
- Community culture
- Skills and learning



Park Edge

Typical uses:

- Cafés and restaurants
- Rooftop bars
- Exhibition space and galleries
- Bike hub/facilities/shops
- Childcare



Water Edge

Typical uses:

- Cafés and restaurants
- Watersports
- Recreation
- Cycle hire



The Transit Edges

Typical uses:

- Lower value retail
- Bulk goods
- Supermarkets
- Specialist shops
- Takeaways
- Bike hub

Fig. 54 Ground floor uses

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Approach

Promoting Sustainable Development

New and refurbished buildings will play an important role in achieving the desired sustainability outcomes for the city centre. Bristol's Climate Strategy includes an objective for all buildings to be carbon neutral and climate resilient by 2030. This will include consideration of three key sustainability priorities:

- **Energy and Carbon:** Taking steps to minimise the capacity and energy consumption of cooling systems is particularly important, due to urban heat island effect risks. New development should be net zero in operation and minimise the embodied carbon of construction. A key part of this is minimising, calculating and reporting the predicted energy use intensity of development, seeking to maximise renewable electricity generation to meet residual energy demands, and utilising district heating and heat pumps. As the city centre is largely made up of existing buildings, a key consideration for development is whether the adaptive reuse of existing buildings is feasible. Where demolition is proposed, development should aim to maximise the amount of material recovered for re-use and recycling. Designing new development to be flexible and adaptable will help ensure the longevity of the transformed city centre.
- **Climate resilience:** Climate change will increase the existing vulnerability of the city centre to heat and flood risk. Development can contribute to the climate resilience of the city centre through incorporating green infrastructure and SuDS, providing publicly accessible outdoor shaded places, and minimising cooling requirements. Noise and air pollution in the city centre can affect strategies for minimising overheating risk. Developments should ensure that their noise, air quality and ventilation strategies are fully coordinated. Where noise or air quality constraints result in residential development requiring

active cooling, it should be demonstrated that if these constraints were removed then natural ventilation would be able to meet comfort requirements.

- **Green infrastructure:** Incorporating green infrastructure in buildings and sites is a key part of achieving the city centre's biodiversity and climate resilience aims. This will include provision for green roofs and walls, increased greening of the public realm, and provision for green infrastructure within private and communal spaces within development sites. Natural England's Urban Greening Factor Standard is an appropriate metric to demonstrate sufficient green infrastructure has been provided.

Bristol City Council will seek to use its influence as planning authority, land owner and project enabler to ensure development within the city centre meets the highest sustainability standards. This will be supported by Net Zero and Climate policies in the new Local Plan.

The Development Plan will promote sustainability through three key processes:

- **Planning policy and development management,** including embedding requirements for new development to meet standards for Net Zero carbon development (and other climate requirements) in the new Local Plan, and the application of other requirements such as Biodiversity Net Gain.
- **Land Ownership,** include requirements for new development on BCC freehold land (and development undertaken directly by BCC) to meet higher standards and targets, potentially including alignment with Natural England's Urban Greening Factor standard.
- **Financial incentives,** including funding and rates reductions schemes for refurbishment and enhancement to existing buildings, sites and uses (potentially including connection to district heating), with the potential use of external accreditation as a standard.



Fig.55 Millennium Promenade

Chapter 4

DELIVERY STRATEGIES

Integrated Plan

Integrated Plan

The adjacent plan summarises and overlays the six thematic strategies into an integrated plan for the transformation of the city centre area.

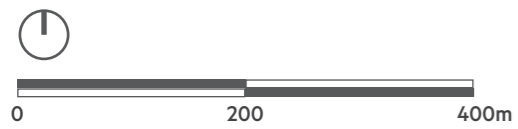


Fig. 56 Integrated Illustrative Plan to Deliver Transformation

Making it Happen

Bristol City Council's Role

The council has a leading role to play in promoting and facilitating the vision set out in this framework. The council will play an important role in co-ordinating the projects set out in the Plan to ensure they are realised effectively, as well as delivering projects directly within their control such as public realm enhancement.

The council is a major landowner in this area, which is one of several 'tools and levers' that can be used to influence delivery of new development and achieve desired benefits which can not be achieved directly through the planning process. For example, as freehold owner the council can influence the type of future land use and affordability through lease negotiation. However, freehold ownership does not give the council 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 the council itself, and the planning process still applies.

The council will also use its power and influence to promote the aspirations for the transformation of this area. As the pre-eminent advocate for Bristol, the council can promote its residents and institutions and shared vision for a diverse, inclusive and sustainable city. The primary ways in which the council will influence future development through the following roles and mechanisms:

Local Planning Authority

- With statutory power to manage development in a way which supports high-quality, sustainable placemaking and delivery of growth and regeneration ambitions that help to deliver transformative change for communities, lever affordable housing provision, and capture value uplift to fund new infrastructure through S106 and Community Infrastructure Levy

Land Owner

- With the power to influence the type of development and land uses on specific sites (such as The Galleries), and/or to trial innovative 'proof of concept' development typologies and tenure types, as part of lease re-gearing negotiation

Asset Owner and Manager

- With the power to improve adopted public highways and green spaces, such as Broadmead and Castle Park, and make changes how they're used for movement and other activities

Enabler and Facilitator of Development

- With the ability to form partnerships with other public sector organisations (such as Homes England) and private developers to deliver or influence new development or undertake other transformation projects

Convener and Engager

- With the ability to influence active developers, institutions, cultural stakeholders, businesses and communities through use of soft power, good will and other incentives

Funder

- With the ability to fund (or part-fund) projects and services and to apply for and obtain grant funding for specific projects where funding and budget is available, including through national funding schemes

Making it Happen

Public Realm Interventions

The integrated plan in Fig. 56 on page 77 represents the spatial combination of the six strategies to deliver the vision for change.

To successfully deliver these plans will require both ‘interventions’ and ‘initiatives’ in the short, medium and long term. In this section, these are defined as:

- Intervention – a public-sector enabled, physical change to the urban environment to achieve desired outcomes. These are largely public realm, movement and open space interventions.
- Initiative – a public-sector driven, non-physical use of resources and money to complement and enhance interventions. These could be temporary or permanent.

The public realm interventions and overall delivery strategy are summarised in Table 01. The overarching timeframe for delivering the objectives of the plan and associated interventions and initiatives is up to 2036.

Ref No.	Area	Component	Anticipated timeframe	Delivery lead	Potential funding source	Next Steps
1	Broadmead	Linear Street Garden(Nelson St to Cabot Circus)	Medium term	Public/private	<ul style="list-style-type: none"> • S106 • S278 • CIL • BCC • WECA 	<p>Some committed transport improvements are already underway, such as changes to Union Street as part of the first phase of mass transit and pedestrianisation of the Old City.</p> <p>Designs for other streets in Broadmead are expected to be progressed as major developments come forward in those areas</p> <p>Continued engagement with stakeholders and private sector partners</p>
2		Lanes and Courts	Short to medium term	Public/private		
3		Civic Avenue (Merchant St)	Medium term	Public/private		
4		Garden Street: The Horsefair & Penn Street	Short to medium term	Public		
5		Active Corridor: Union Street	Short term	Public/private		
6		Old City	Medium term	Public		
7		Park Edge: High Street, Newgate, Broadweir	Medium term	Public/private		
8	Castle Park	Masterplan	Short term	Public	<ul style="list-style-type: none"> • S106 • CIL • BCC • Public sector grants 	Bristol City Council are planning to commission the next stage of design this year (2023). This will include engagement with Historic England regarding Scheduled Ancient Monument consent. The design process is likely to identify the need for public sector funding
9	Bond Street	Bond Street improvements	Medium term	Public	<ul style="list-style-type: none"> • S106 • S278 • CIL • BCC • WECA • Public sector grants 	Design and engagement is expected to be more long-term, subject to potential business cases for public sector funding
10	Other	District heating network	Short to medium term	Public	<ul style="list-style-type: none"> • BCC – City Leap 	Phased roll-out of the district heating network is underway to reach Bristol's net zero ambitions
11		Wider wayfinding improvements and active travel signage enhancements	Short term	Public	<ul style="list-style-type: none"> • S106 • S278 • CIL 	Work is underway around Bristol Temple Meads/Temple Quarter area.

Table 01 Potential interventions and delivery mechanisms

Delivery Strategy

Making it Happen

Complementary Initiatives

To enhance and accompany the interventions described in this document, non-physical initiatives are also an important part of Bristol City Council's ongoing commitment to a vibrant city centre. How people experience, perceive and interact with the area is more than its physical streets, parks and buildings. To truly realise the vision for the city centre, new processes, policies and practices are essential. Some of these are short-term initiatives to prepare for and pave the way for evolution.

At the time of writing, the council intend to pursue the following key initiatives:

1. **City centre cultural strategy and Broadmead public art plan** (As described in Section 3), providing a joined-up plan for culture and art in the city centre, including creation spaces, participation spaces, public art and support for people and skills. Programmes to include temporary and permanent commissions. Positive social impact would be at the core, as well as economic and environmental impact. This would include a specific focus on heritage to uncover the rich history and significance of Broadmead and Castle Park. Opportunities include digital apps, augmented reality, events and tours, community excavation and tourist information.
2. **City centre social value strategy**, building on the council's Social Value Policy and Culture report on skills, training and employment for local people, as part an integral part of the regeneration of the city centre.
3. **Broadmead active travel and mobility plan**, building on the principles set out in this document to continue technical studies and engagement for movement in the area. To include:
 - Servicing and delivery windows
 - Consolidation of taxi ranks and street access
 - "Hail a ride" mobility services and blue badge parking
 - Off-site freight consolidation and last mile logistics
 - Phased consolidation of city centre car parking
 - Car clubs and electric vehicle charging
4. **Sustainability commitments for Bristol City Council led interventions**, embedding a clear set of targets and requirements for carbon, energy, climate resilience and biodiversity as a key part of the design brief and decision-making process, particularly for public realm and streetscape projects.
5. **Internal council guide for development on Bristol City Council freehold sites** setting out ambitions, targets and expectations for private development on those sites. To include targets and standards which go beyond Local Plan policy, such as:
 - Safeguarding 10% of ground floor space for affordable letting
 - Application of targets which go beyond existing policy, such as Urban Greening Factor, biodiversity net gain, operational energy and embodied carbon targets
 - Specific residential needs for the area, such as key worker housing, the right type of affordable housing, and an approach to build-to-rent.
6. **Detail design for Castle Park**, continuing the process of design, engagement, costing and funding options for proposed improvements to the park.
7. **St. James Barton options testing**, using the feedback received on the key challenges and issues with this part of the city centre to look at options for this key junction as a gateway to the city, area of public realm and key node for vehicle, bus, walking and cycling movement.
8. **Green logistics strategy**, looking at the potential for a zero carbon last mile logistics network, enabling goods to be more effectively (re) distributed throughout the city centre.

(Continues on next page)

Delivery Strategy

Making it Happen

(Continued from previous page)

9. Green lease strategy, looking at the potential to develop a green lease model as a means to increase business resilience and to create a stronger green economy within the city. Green leases are standard form leases with additional clauses included which provide for the management and improvement of the environmental performance of a building by both owner and occupier(s). They are an important area of focus to reduce the carbon footprint of asset portfolios.

10. Community/cultural land vehicle. The cultural strategy sets out an objective to protect a portion of the ground floor space of new development for community and cultural use. As part of this, options could be explored to develop an appropriate vehicle (e.g. a Land Trust) for securing new city centre spaces for community and cultural uses, protecting these in perpetuity. The vehicle would work collaboratively with developers to identify and secure forthcoming spaces, and match community and cultural uses to these.

11. City centre task force. This may be a useful method to bring together stakeholders, including the Business Improvement District and institutions, to collaborate towards the vision for the area.

12. Place branding exercise, building on the story of the place to begin changing perceptions of the area and point towards an exciting future. The exercise will consider naming, how to celebrate heritage and Broadmead's relationship with other central areas, digital and physical promotion strategies, and longer term wayfinding opportunities.

13. Public realm design code, setting out a cohesive approach to the public realm, green and blue infrastructure and streetscape design within the Broadmead and Castle Park area. To include a palette of materials, an approach to historic materials, and best practice environmental criteria. A new design code would build on the National Design Guide and principles set out in this document.

14. Focus on food. Food is fundamental to the social relationships and the foundational economy. It is also a topic that has been raised through stakeholder engagement. As part of the Cultural Strategy there is the potential to look at options for a local food systems strategy, including urban farming, to enable local people to have access to affordable and better food, which is produced locally.

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