

Welcome:

Welcome to the digital public exhibition for the proposed redevelopment of the Dick Lovett site on the corner of Lower Bristol Road and Windsor Bridge Road to provide high quality apartments and purpose built managed student accommodation (PBSA), including commercial floorspace, amenity, public realm improvements and shared access route

Purpose of Exhibition:

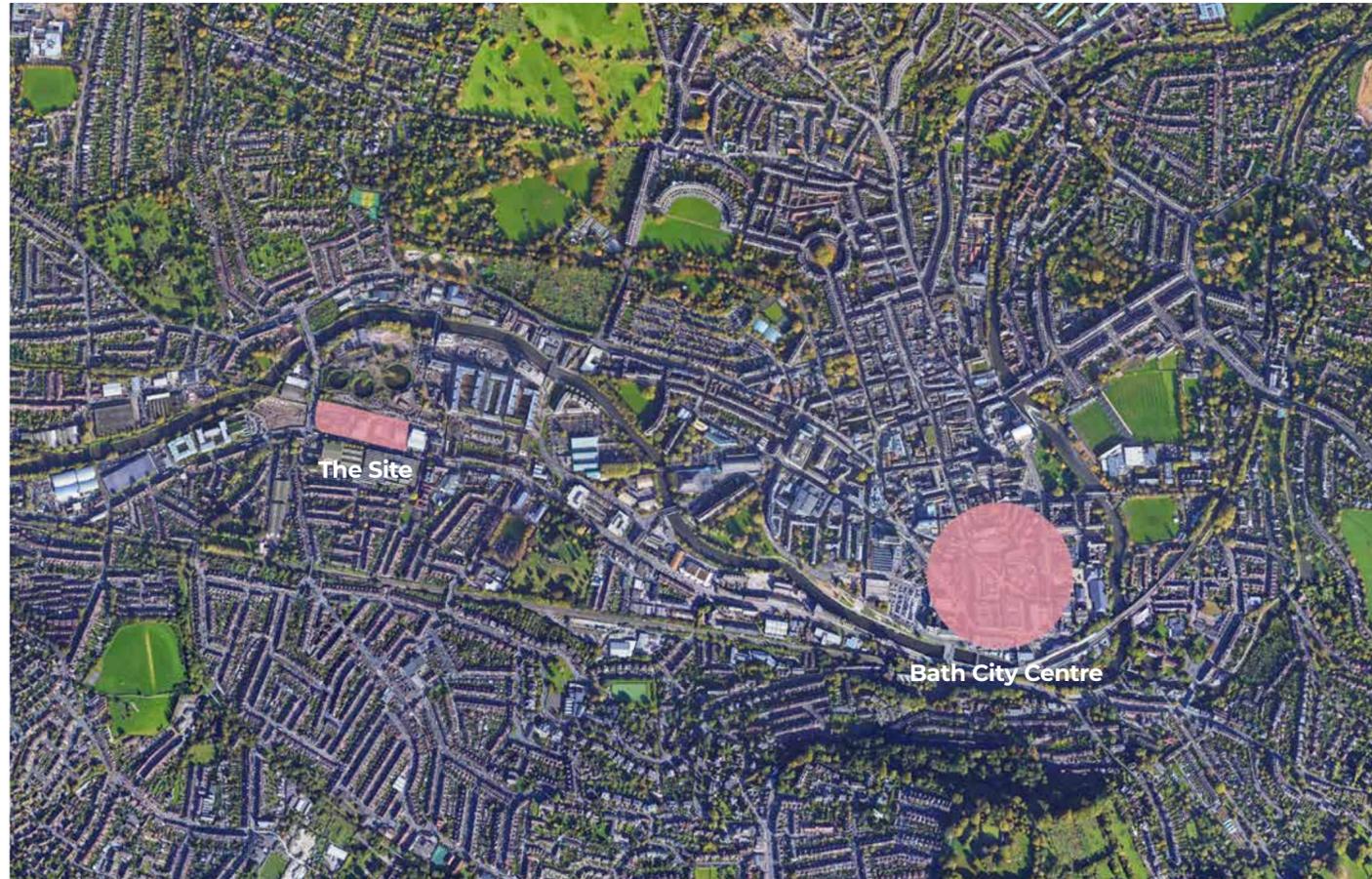
The purpose of this exhibition is to inform the community about the redevelopment proposals and give the opportunity for the community to collaborate in the concept stages of the planning process. The project is in the early stages of development and the community feedback will inform the planning application submission, which is expected in the summer.

Vision / Ambition:

- To deliver a high quality redevelopment of a post industrial site.
- To help meet the growing need for high quality, affordable accommodation within the City of Bath.
- To help meet the growing need for additional managed, purpose built student accommodation to support the University of Bath and Bath Spa University.
- To deliver a development of high design quality, with high levels of sustainability.
- To provide benefits to the local economy.

Project Description:

- Demolition of existing buildings.
- Circa 360 Residential units, including affordable units.
- A mixture of 1 beds, 2 beds, 3 beds and studios.
- Circa 340 student bed spaces.
- A mixture of cluster and studio rooms.
- 740 Secure cycle spaces.
- Dedicated secure parking spaces.
- Circa 750 Sqm of commercial space.
- Dedicated internal landscaping and amenity space.
- High quality contemporary design.
- Improved public realm landscaping along boundary.
- Access from Lower Bristol Road.



Location:

The site is located to the South West of the historic city centre of Bath. The site is located within the historic industrial centre of Bath. North of the site is the now demolished Bath Gas Works, the remains of the gasometers are still visible.

The site is within the World Heritage Site boundary, and the scheme has been carefully considered to respect the outstanding value of the surrounding heritage assets.

The site is on the corner of Lower Bristol Road and Windsor Bridge Road. Opposite (to the South) is the Bath Press building, and adjacent (to the West) is the recent Spring Wharf Development.

The site is located south of the Bath Western Riverside Master Plan. Currently the site is occupied by the Dick Lovett BMW and Mini Garages, and is currently accessed from Windsor Bridge Road and Lower Bristol Road.



Watkin Jones Group:

The Watkin Jones Group specialises in creating and managing great places for people to live. Established in 1791 the company can draw on more than 200 years of experience in bringing forward high-quality developments that address the needs of modern living. We are a leading UK developer of multi-occupancy, managed, residential properties with a particular focus on student accommodation and build to rent sectors. Our New Homes division has delivered more than 80 residential developments, ranging from starter homes to executive housing and apartments. Watkin Jones Group is now applying our development expertise to the growing 'Build to Rent' sector with our first Build to Rent developments completed and occupied by residents in Leeds, Manchester and Sheffield, and further Build to Rent schemes under construction in Bournemouth, Reading and Sutton. Over the past two decades we have become a market leader in the purpose-built managed student accommodation sector.

Build to Rent:

Build to Rent is a new and innovative approach to meeting the growing demand for rented accommodation. It provides housing that is designed, built and retained for long term management specifically for the rental market. High quality product and customer services are at the core of the Build to Rent concept. Buildings are designed to serve the needs of tenants, typically incorporating a diverse range of high-quality shared amenity spaces and a dedicated management team to ensure the highest standards of customer service is provided. As a Build to Rent developer, Watkin Jones Group has a long term-commitment to working with local communities, not typically associated with traditional house-builders. The community is at the heart of Watkin Jones Groups' Build to Rent projects, with areas of shared amenity space and facilities providing areas for residents and the local community to foster a sense of togetherness. Many of our developments have communal spaces such as gyms, resident lounges, children's play areas and flexible 'work from home' spaces for residents to enjoy. Watkin Jones Group delivers and operates its Build to Rent portfolio under the Brand Five Nine Living.

Purpose Built Managed Student Accommodation:

- It is intended that Fresh Student Living will manage the PBSA building to provide a clean and well-maintained environment.
- The development will have on site management, typically between 8:00am and 5:00pm. Management staff will be supported by a team of senior student wardens who work in shifts to ensure a 24 hour a day, 7 days a week management presence.
- Local residents and businesses will be provided with a dedicated point of contact on site to address any issues. If our neighbours are not satisfied with Fresh Student Living's management they can complain to ANUK (The Accreditation Network UK). ANUK is a central resource for tenants, landlords and scheme operators interested in accreditation of private rented housing.
- All students will sign a lease that will commit them to acting in a proper and respectful manner. If they break the terms of the lease, they can be asked to leave.
- A clause will forbid students from making noise that is audible from outside the building between 11:00pm and 7:00am, and noise will be monitored closely.
- CCTV will be installed throughout the scheme's entrances and communal areas, including both hallways and recreational areas, and will be operated 24 hours a day. This will form part of a series of measures which will enable the development to obtain Secured By Design accreditation.
- Management staff will supervise the beginning and end of year arrangements where students are given 20min slots to load / unload their belongings.

Watkin Jones Schemes in Bath

Riverview Court Bath

Completed: 2019

44 Build to Sell residential development located between the banks of the River Avon and Upper Bristol Road, also fronting onto Victoria Bridge Road.



The Depot Bath

Completed: 2016

On the corner of Brougham Hayes and Lower Bristol Road this purpose built managed student accommodation comprises of 104 student bed spaces, communal and ancillary facilities including reception, common room and laundry.



Avon Studios Bath

Completed: 2018

Located on Upper Bristol Road this purpose built managed student accommodation comprises 94 student bed spaces and 14 residential studios with communal and ancillary facilities.



Watkin Jones Schemes in UK | Build to Rent & Purpose Built Student Accommodation

Sugarhouse Close Edinburgh

Completed: 2012

300 student bed spaces of flexible communal space, cafe and catering facilities.

Awards:

Civic Trust Awards - Commendation
Scottish Awards for Quality in Planning - Commendation
Scottish Design Awards in Regeneration - Commendation



New Bridewell Bristol

Completed: 2016

500 student beds with ground floor commercial units and with associated ancillary facilities including the creation of a new public square.



Duncan House Stratford, London

Completed: 2019

Mixed-use development comprising 511 Student bed (Eleanor Rosa) and 45 Build to Sell residential apartments (Atelier Point), academic teaching space and affordable workspace/ offices. Scheme included and showcased within the New London Architecture's Tall Buildings Survey 2019 as one of the best tall buildings in London.



Thames Quarter Reading

Due to complete 2021

Build to Rent scheme comprising 315 apartments, residents' lounges, tech-hub, dining room, cinema room, various rooftop outdoor amenity spaces, concierge reception with coffee meeting area, residents' storage facilities and post-room, car and cycle parking and landscaping.



Sutton Court Sutton

Due to complete 2021

Build to Rent scheme comprising 165 studios, provision of communal amenity space including a residents lounge and communal roof terrace on the 10th floor.

A Watkin Jones Group and Brock Carmichael scheme.



Bath Lane Leicester

Due to complete 2021

Mixed-use development comprising 462 student beds and 184 Build To Rent units, 100sqm of flexible commercial space, car parking and landscaping.



Site Condition:

The site is currently a commercial garage consisting of two showrooms, car garages, outbuildings and a large area of external car storage. This area of the city is a mix of residential, commercial stores and car garages, typical of outer edge city areas.

Western Bath is undergoing a large redevelopment as the city centre expands and starts to absorb these once peripheral locations. One of the many challenges of developing these areas is establishing a sense of place. Bath City Centre has such an established vernacular, this area of Bath will need to develop its own. Taking cues from the areas post industrial heritage, the scheme is drawing inspiration from river front warehouses, pitched roof forms and local heritage assets.

Site Constraints:

- Change in levels across the site
- On a major traffic junction
- Emerging context and surrounding developments

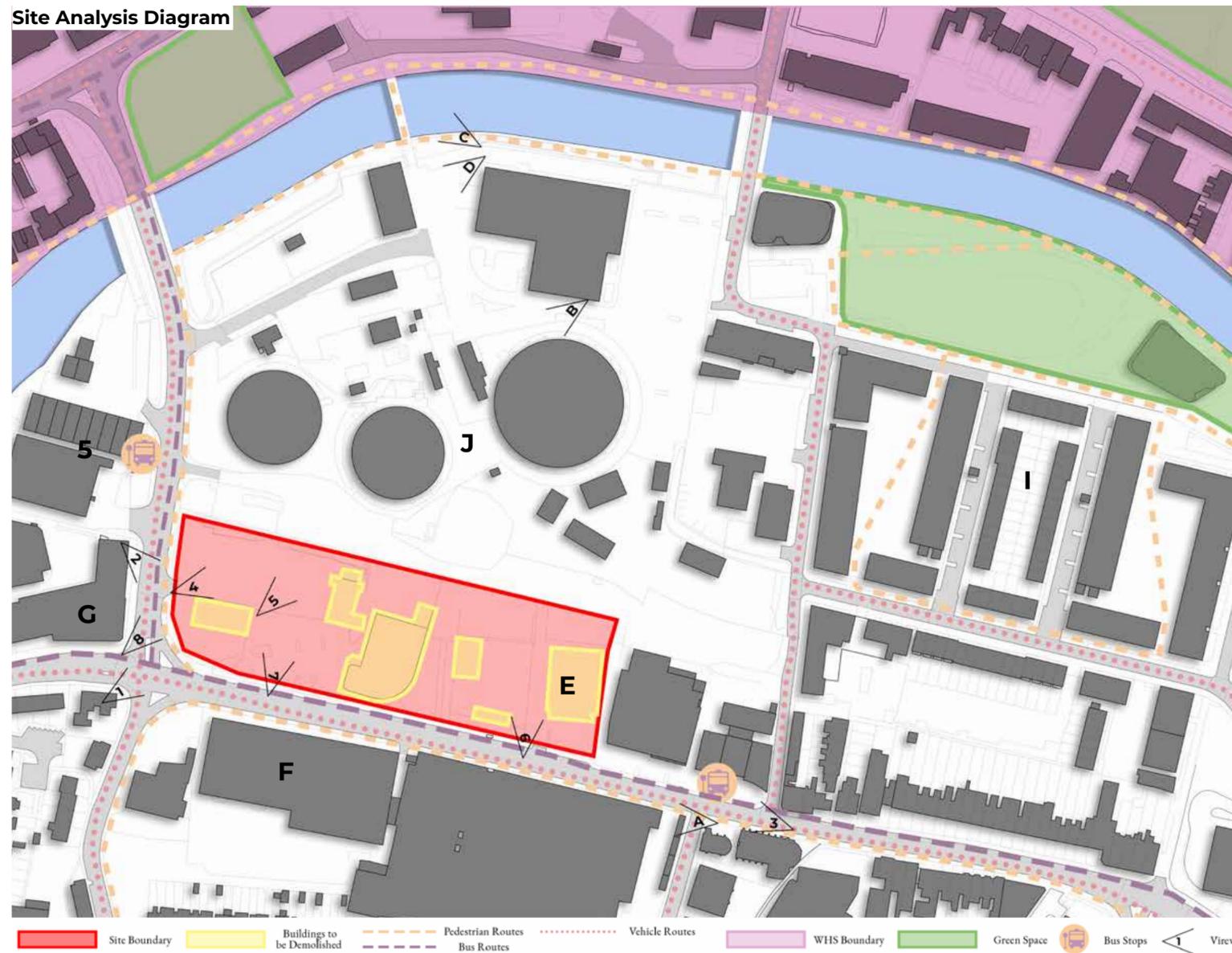
Site Opportunities:

- Excellent public transport connectivity
- Excellent connectivity to pedestrian and cycle paths
- Close proximity to Bath City Centre and the Bath Western Riverside Development
- Improving the relationship between the domestic and larger scale urban grain
- Providing further enhancements to existing greenery and landscaping
- Improving neighbours outlook by providing high quality design
- Increased biodiversity
- Increased high quality public realm

New Developments:

- Extant student development to East of current site - Under a Reserved Matters (RM) application. (E)
- Chivers House - Planning granted. (F)
- Bath Press - Planning granted. (G)
- Spring Wharf - Built. (H)
- Bath Western Riverside Masterplan. Partially Completed Area (I)
- Bath Western Riverside Masterplan.

Site Analysis Diagram



Historic Images of the Site:



A - Bath Press



B - B G W - Gasometers



C - B G W - Old Retort House



D - B G W - New Retort House



E - RM Student Accommodation



1. View from the junction of LBR and WBR looking at the site.



2. View from WBR looking at the site.



3. View West down LBR looking at the site.



4. View from WBR looking into the site.



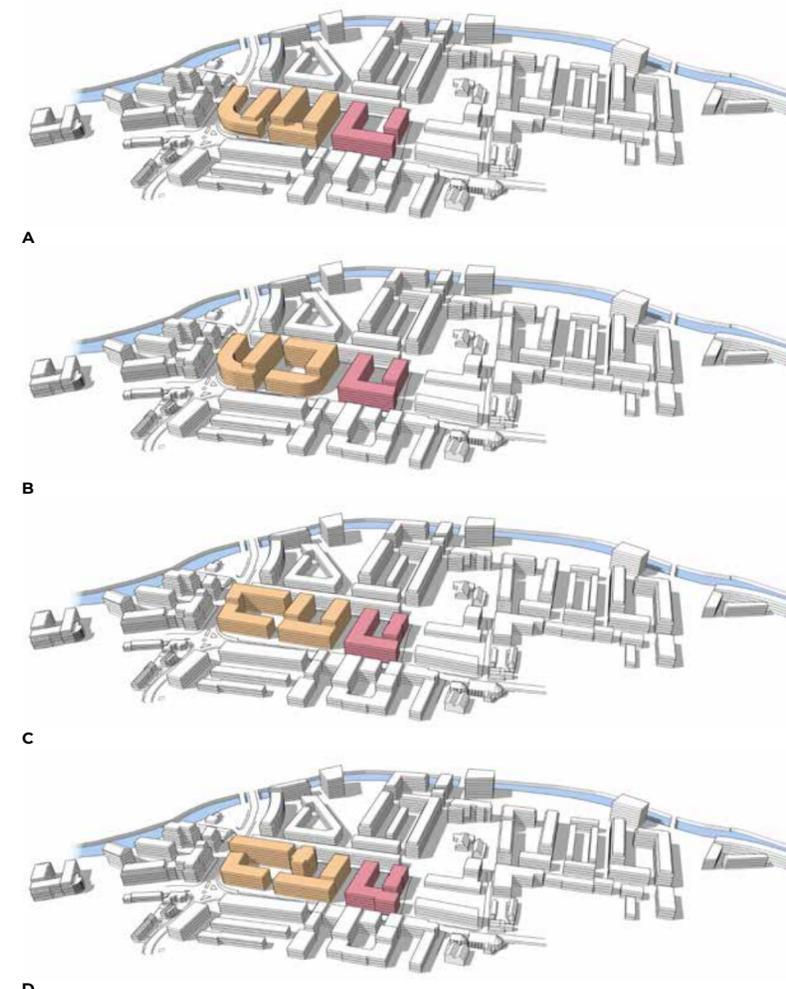
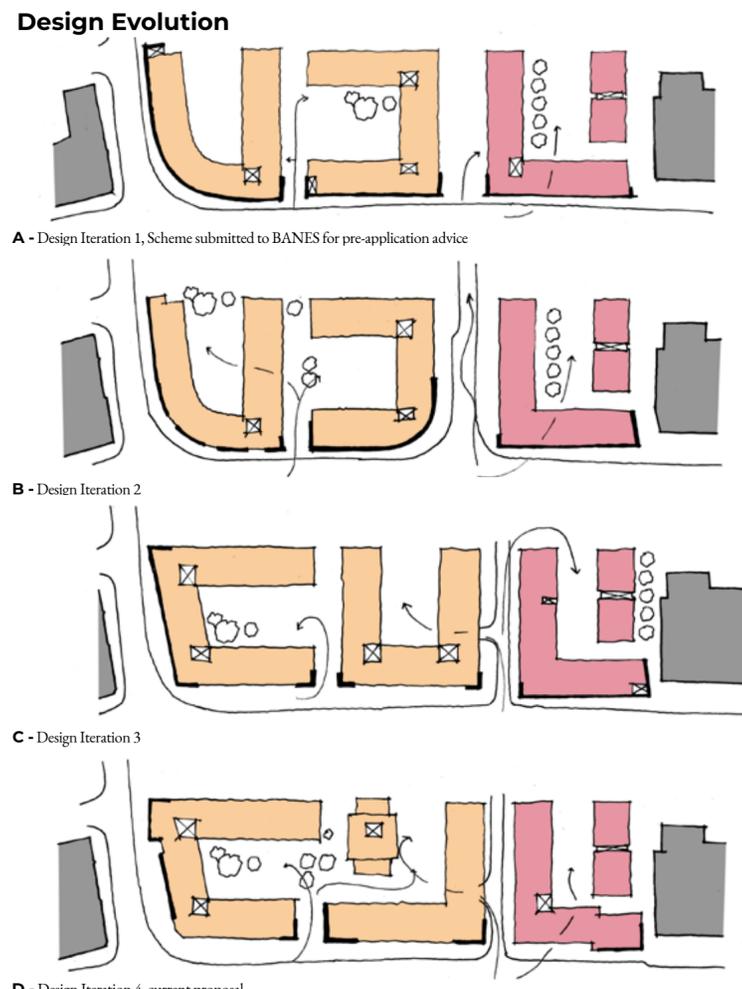
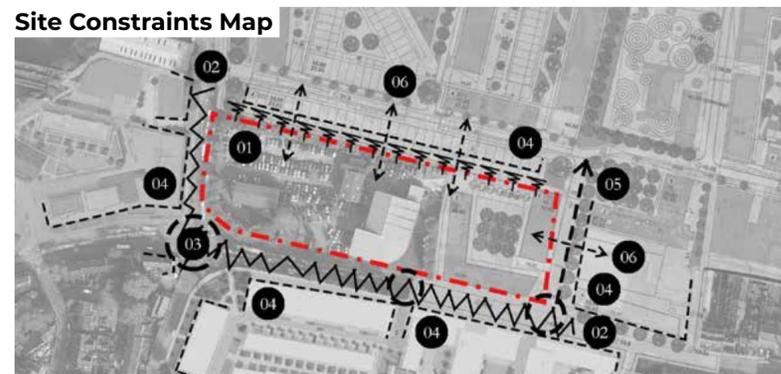
5. View from within the site looking North-East.



6. View from LBR looking North into the site.



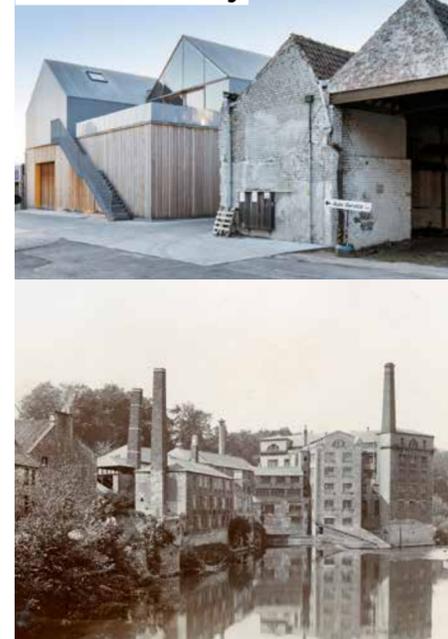
7. View East down LBR looking at the site.



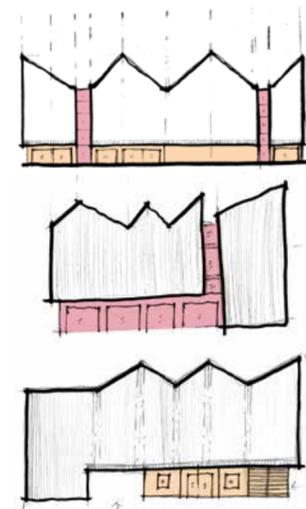
Site Constraints

- 01** Whilst the development site is generally level there is a significant change in level along the northern boundary.
- 02** Lower Bristol and Windsor Bridge Road are the two main roads that envelope the site and form a principal junction to the South West of the site.
- 03** A prominent and busy junction to the South East of the site forms a primary consideration to the scheme.
- 04** Notable existing buildings include: The Bath Press to the south, and both Chivers House and Roseberry Place to the west.
- 05** This link to the east of the application site forms a major public route into the Bath Western Riverside masterplan to the north.
- 06** There are two immediate interfaces with adjacent / forthcoming developments, one to the north the other to the east.

Articulation Study

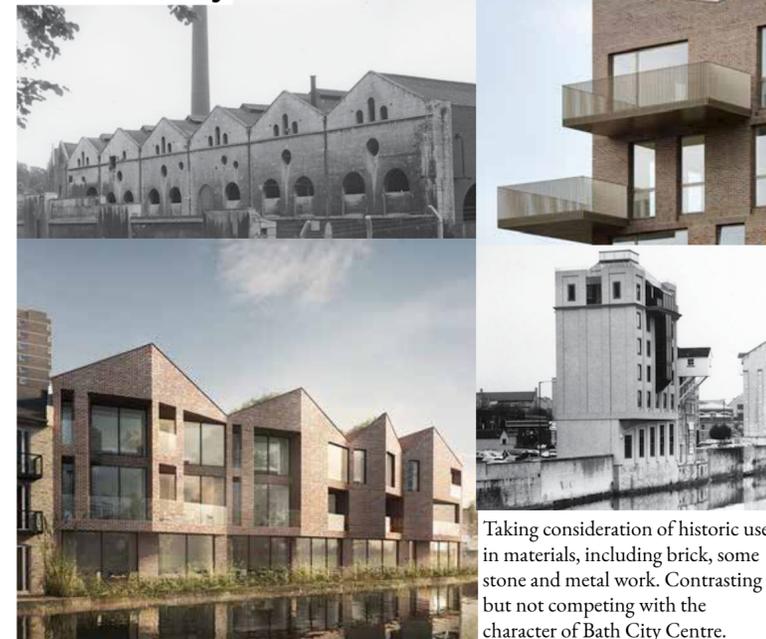


Articulation Sketches



Taking historical architectural cues based on pitched roofs adds animation to the street and variety in form and articulation.

Roof Form Study



Taking consideration of historic use in materials, including brick, some stone and metal work. Contrasting but not competing with the character of Bath City Centre.

Sketches



The introduction of different materials can be used to help break down the visual mass of the building, here the introduction of a new material has broken down the roofscape.

Design Evolution

The illustrations to the left show the design evolution in response to the site constraints and developing context. The massing model illustrates a notional scheme to the north.

A - This proposal issued to BANES for Pre-Application advice; it was felt that this arrangement placed stress on the northern boundary whilst simultaneously limiting access to and through the site.

B - A link road was introduced to improve access and connect to the now expired Bath Western Riverside Masterplan area, whilst creating a buffer between the student and residential blocks. The issues surrounding the northern boundary remain with this iteration.

C - This iteration once again improved on the schemes permeability and is more respectful of the forthcoming sites to the north. Furthermore a rectilinear language is employed, more in line with the sites industrial heritage.

D - The current iteration of massing encourages movement across and through the site whilst still adequately containing the internal spaces. The result is a more successful division of and transition between public and private spaces, which maximises natural light, improves access and respects the northern boundary.

Concept & Articulation

A key driver in the design evolution is ensuring the development assimilates well into the neighbourhood / context. The scheme has been designed to ensure the massing does not appear to be dominant or overbearing within the context. To do this we explored the industrial history of the site for contextual cues and architectural elements that could be introduced. Using these elements breaks down the form, creating interesting architectural responses whilst keeping them historically sensitive and comfortable in their surroundings. The introduction of a pitched roof is a direct draw on that industrial typology which animates the elevation.

Design

The proposal offers a mix of accommodation within the Build to Rent areas. This includes studios, 1, 2 and 3 bed apartments. The ground floor is reserved mainly for service, maintenance, resident amenity and commercial uses. This creates much needed animation and activity at street level which will also serve as a buffer between public realm and residential accommodation. The student accommodation which is separated by the introduction of a new shared surface route, has a mix of student clusters and studios to all floors with amenity and servicing to the ground floor.

Parking:

Parking is accommodated between the Build to Rent blocks at ground level. This manifests as a secure, covered facility that allowing raised residents' gardens above. This creates a dynamic interplay of external semi-private spaces. This seamlessly transitions into high quality public landscaping. No car parking is provided for the purpose built managed student accommodation.

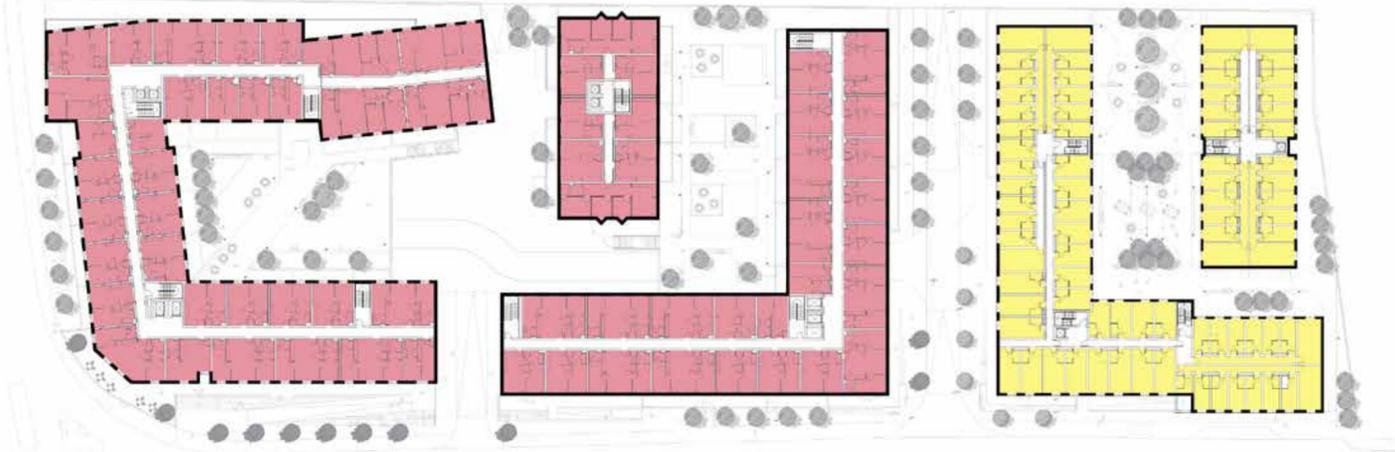
Form and Articulation:

Repeated roof forms, gables, vertical cladding, punched box windows with no surrounds are elements that one would expect to find on traditional industrial fabric, as would have formerly occupied this and surrounding sites. By making the roof forms asymmetrical, breaking and projecting the gables, wrapping the metal cladding over the buildings, and off-setting the punched windows, these traditional elements can be transformed into something exciting and contemporary.

Materials:

Traditionally industrial buildings and warehouses are constructed of red brick and dark painted metal. Using dark grey muted bricks, with metal details, the development retains a recognisable material palette, with a contemporary approach. The contrast in materials is in keeping with the sites' historic industrial background. To avoid diluting the already established World Heritage quality of Bath City centre, Bath stone, or materials with a similar hue were purposefully avoided to create a distinct juxtaposition between the two areas of Bath. The Reserved Matters scheme takes consideration of this view and as such the proposal has sought to maintain this approach in material choices.

Typical Upper Floor Plan



Ground Floor Plan



Illustrative Site Cross Section



Key

- Build to Rent Residential Accommodation
- Student Residential Accommodation
- Amenity Uses
- Commercial Uses
- Cycle Stores
- Plant

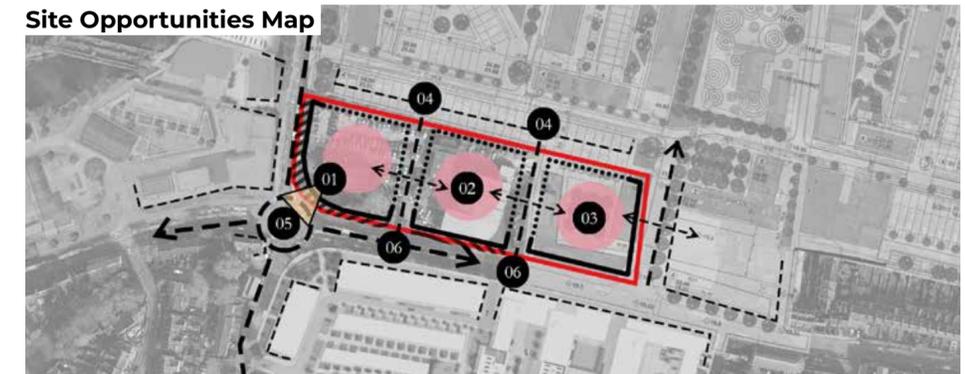
Current Proposal



Current Proposal



Site Opportunities Map



Site Opportunities

01 Frontage - In line with current planning Supplementary Policy Document guidance, and in-keeping with the existing vernacular of the City of Bath.

02 Hierarchy - The size of the site allows for stepped massing, which complements changes in scale offering variation in rhythm and form.

03 Amenity - A significant opportunity is the ability to create protected internal amenity spaces.

04 Massing - By breaking the mass into three distinct forms they can be treated separately and refrain from becoming monolithic or overbearing.

05 Junction - The nature of this junction allows for a strong and welcoming commercial frontage to the street and the opportunity to increase the massing within the site.

06 Access - There are several options for ingress into the site. A shared access route to Bath Western Riverside has also been included.

Landscape Considerations

Gateway Junction:

The site lies at a prominent junction of Lower Bristol Road and Windsor Bridge Road. The wall enclosure to Windsor Bridge Road creates a solid barrier to the development site with tree planting set both within the wall and behind the wall. Currently, the junction has a well vegetated character, but doesn't create any animation to the street. Garages and forecourts dominate Lower Bristol Road. This scheme will provide the opportunity to enhance the gateway junction.

Levels:

The site is relatively flat rising to higher ground in the north. Flood levels mean that the development sits higher than the existing ground level. Therefore access and circulation is an important consideration in the setting of the development and the relationship to the surrounding streets and future development to the north.

Existing Trees:

The majority of the trees and hedgerows on site are proposed to be removed. Most of the trees are classified as C Grade or of poor quality with a small proportion of trees classified as B Grade or of moderate quality. There are no A grade trees or trees of exceptional quality.

Tree Replacement Policy:

The development proposals seek to replace the trees lost on site in line with the Bath Supplementary Planning Document guidance. The scheme proposes to replace the 48 trees removed with 88 trees which will form part of carefully considered and managed landscape strategy. The number of replacement trees is above prescribed requirement of the Bath and North East Somerset SPD.

The replacement is based on the diameter of any A, B and C Grade trees, and an assumption has been made on replacements for groups and hedgerows. In line with the Bath and North East Somerset Council, Planning Obligations SPD, the proposed green infrastructure is central to the design of the proposed development and generous replacement tree planting will be provided in appropriate locations

Trees located on podium landscapes will be smaller species due to the build-up restrictions.

1. Windsor Bridge Road

The existing wall with recessed trees creates a narrow pedestrian footway. Currently, there is little animation to the street providing no engagement with the proposal site itself. Opening this up to create an attractive green space would enhance the green character of the street inviting more activity enhancing the life of the street.



2. Gateway Junction

The junction at Windsor Bridge Road and Lower Bristol Road is a busy vehicle junction. The existing trees provide a verdant character; however the wall dominates the street-scape and doesn't create a gateway junction. Opening up the junction and animating with commercial ground floor uses would create movement in the transient landscape.



3. Lower Bristol Road

The existing road is dominated by traffic with the pedestrian environment being secondary. The footways have a utilitarian character. The gateway road has the opportunity to become an attractive route into the city with the redevelopment of the Bath Press opposite. Wider footways and improved pedestrian landscapes would promote congregating in the area.



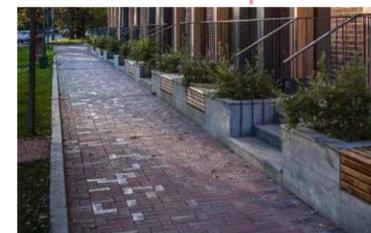
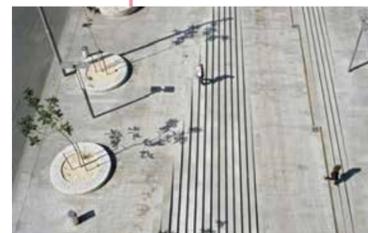
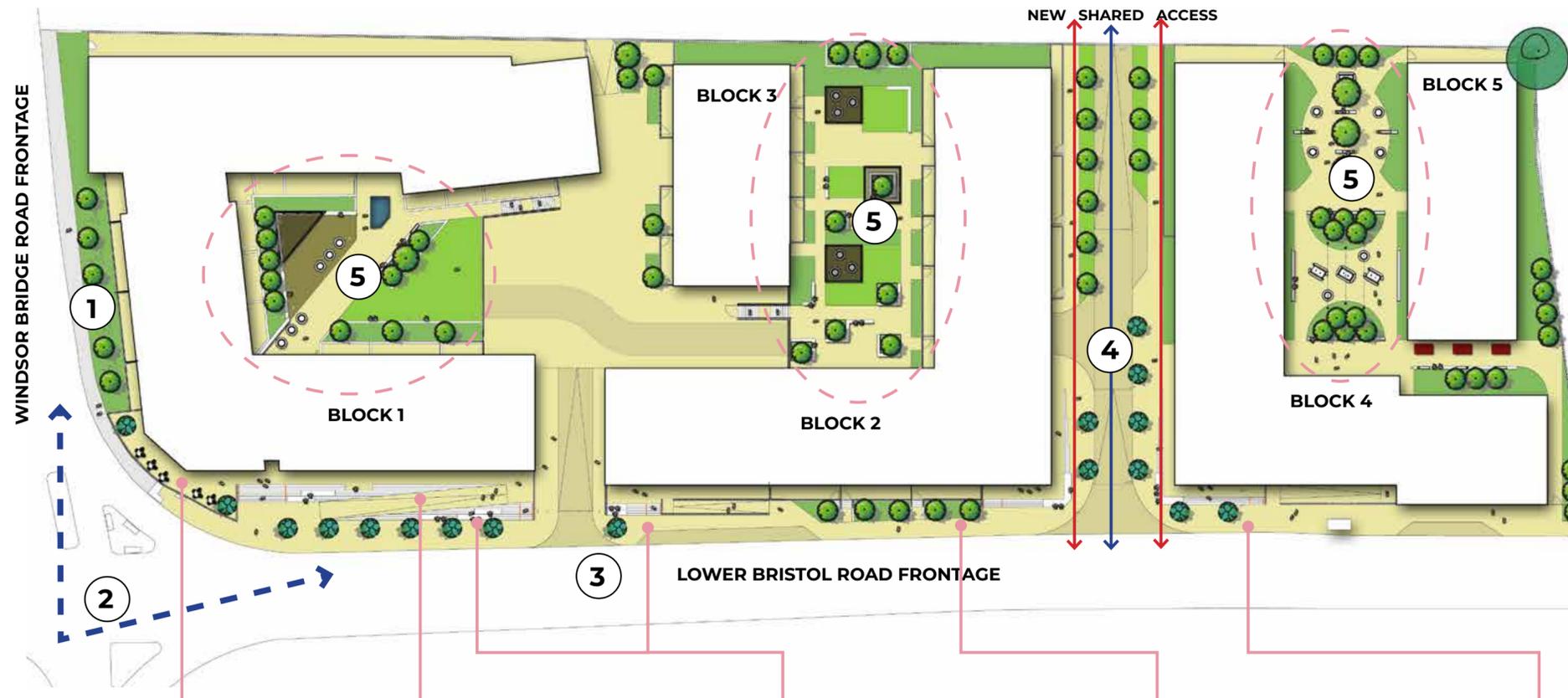
4. Connections

The wider master plan proposals have identified that connections from Lower Bristol Road through the site are important for wider connectivity. A proposed shared access pedestrian route between Blocks 2 and 4 provide opportunity to create attractive linkages that feel safe and inviting.



5. Private Amenity Space

Private external amenity spaces are proposed between all of the blocks. For Blocks 1-3, the amenity spaces are located on a raised podium at first floor level. The student development, with the student development will have amenity space at ground level. The spaces will be attractive areas where people can socialise and enjoy the outdoor environment.



Energy

Watkin Jones is mindful of BANES' policies and guidance on sustainability and energy and will seek full compliance (or exceed) with relevant policies. A range of sustainable design and construction features are proposed to minimise carbon dioxide emissions:

- Energy efficiency measures including efficient fans, lighting and controls and the incorporation of domestic appliances with an A+ rating.
- Opt for a lower carbon on-site renewable solution with a view to future-proof the development to allow connectivity to the District Energy Network at Bath Western Riverside.
- Incorporating renewable technologies into the scheme, such as Air Source Heat Pumps (ASHPs) and photovoltaic (solar panels).
- Smart meters installed.
- BREEM 'Excellent' rating for the non-residential element of the scheme, demonstrating the enhanced sustainability credentials.

Materials:

The materials strategy for the development shall consider life-cycle environmental impacts, with view to optimising materials utilisation and safeguarding natural resources. The operational waste strategy comprises provision of dedicated space of adequate size and in convenient locations for storage of general refuse, recyclables and food waste. Internal and external storage will be considerate of the Building Regulations and Council requirements.

Ecology:

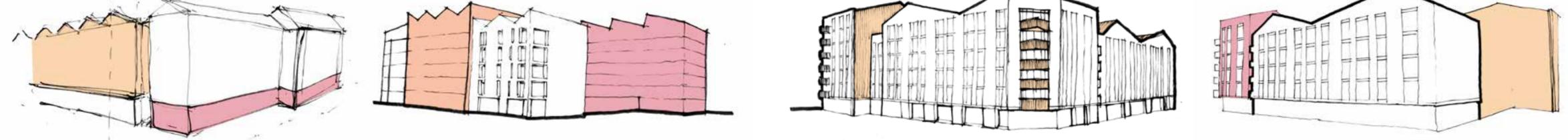
It is intended that the landscape and green space will be preserved with communal garden or private amenities and play space for the residents. Green roofs are being considered as part of the proposal and currently research and design is being undertaken to understand the impact. This may assist in compensating for any increase in impermeable area.

Key Benefits

This redevelopment scheme:

1. Aims to support BANES' housing targets through the provision of much-needed market and affordable residential accommodation.
2. Provides new commercial space for businesses.
3. Contributes to easing the demand for Homes of Multiple Occupancy (HMOs) by providing Purpose Built Managed Student Accommodation (PBSA).
4. Maximises the use of a sustainably located previously developed site by assimilating with the scale of surrounding developments, instead of having to release greenfield and Green Belt land.
5. Provides employment opportunities for local people.
6. Includes high quality external architecture that is sensitive to the local setting, with a simple palette of façade materials that takes inspiration from Bath's industrial heritage.
7. Minimal-car development in a highly-accessible location with excellent public transport links to the universities and city centre.
8. Includes a highly sustainable design incorporating renewable technologies and external landscaping proposals that maximise green spaces.
9. Provides a new public access route connecting Lower Bristol Road to the Bath Western Riverside Masterplan area.
10. Creates a high quality living environment through the provision of generous external amenity space, courtyards, and public realm.

Proposal Currently Being Developed - Sketches



Proposal Currently Being Developed - Model



Anticipated Timeline



Next Steps

The scheme you have seen today is the result of a great deal of work of which we are very proud. Following the public consultation we will review all comments and work up a final design for a planning submission to Bath and North East Somerset Council.

Thank you for taking the time to take part in this public consultation. Your views will be an important part of our design and development process for the project.

Please take the time to complete a feedback form under the 'Feedback Form' tab. The deadline for submitting feedback is May 9th however exhibition materials and FAQs will remain on the project site to view.

Contact Us

If you should have any further queries, please do not hesitate to contact the project team as below.

1. Fill in an online feedback form at: www.lowerbristolroadredevelopment.co.uk
2. Email queries to: info@lowerbristolroadredevelopment.co.uk
3. Or call on 01225 423400.

Our consultation runs from April 9th until May 9th.

The project team anticipate submitting the planning application in the Summer of 2020.