

**BRISTOL CITY COUNCIL  
CABINET  
29 March 2012**

**REPORT TITLE:** Filwood Broadway Enhancement

**Ward(s) affected by this report:** Filwood

**Strategic Director:** Graham Sims – Strategic Director, Neighbourhoods and City Development

**Report author:** Andrew Tyas - Project Manager, Major Projects

**Contact telephone no. & e-mail address:** 011 922 4019  
andrew.tyas@bristol.gov.uk

**Report signed off by executive member:** Cllr Anthony Negus

**Purpose of the report:**

For Cabinet to mandate a series of initiatives aimed at delivering the following community vision:

"The Broadway will fulfil its role as the busy, fun and welcoming heart of Filwood. It will be a place for the wider community to visit and for local people to be proud of."

**RECOMMENDATION for Cabinet approval:**

1. To endorse the Filwood Broadway Development Framework.
2. Confirm a project budget of £1.4M.
3. Ring-fence Capital receipts from land disposals within the Development Framework area to assist with its implementation.
4. Authorise the Strategic Director - Corporate Services to prepare development briefs for priority change projects 1 and 3; that accord with the principles of the Filwood Broadway Framework and seek development partners via a competitive tender process in consultation the Knowle West Board, Filwood Broadway Steering Group and the Executive Member.
5. Authorise the Strategic Director - Corporate Services to enter into a conditional development agreement with the preferred developers for sites 1 and 3 in

consultation with the Executive Member.

6. Authorise the Strategic Director for Neighbourhoods and City Development to prepare a business case for priority project 4 in partnership with local stakeholders and report back to Cabinet in due course.

**The proposal:**

7. Bristol's Core Planning Strategy identifies the opportunity for major regeneration in South Bristol focused on Knowle West and Hengrove Park, The 'Knowle West Regeneration Framework' (KWRF) is being developed with local people to facilitate regeneration and growth within the Knowle West area. It will be presented to Cabinet for approval later in the year.
8. The South Bristol Retail & Centres Study of 2010 reported that within Knowle West, there is an acknowledgement that the scale and type of existing retail/centre provision is poor. There is a long-standing universal acknowledgement that Filwood Broadway, which has been the only defined centre within Knowle West, is a failing centre and cannot provide for the day to day needs of the local population. This is an acute issue that forces the local population to travel greater distances for retail and other services. It concluded that the provision of a new centre to replace Filwood Broadway (either on-site or elsewhere in KW) would provide a very accessible location for existing residents of KW plus the future increases in population, which are planned as part of the KWRF. It recommended that any new/redeveloped centre should be anchored by a new food store, which is able to serve the day-to-day convenience shopping needs of the local population. The food store should be supported by a realistic range of other retail and service uses, plus other main town centre uses such as library and health facilities, in order to create a critical mass.
9. An agreed objective of the KWRF is to provide a revitalised, viable, and successful centre with a wide range of services for local residents with a new food store being a top priority. Work on developing KWRF resulted in two options for the new centre being considered and consulted on: Filwood Broadway and the area known as Jarmans in the centre of the estate. Consultation resulted in local people being very clear in their preference to retain Filwood Broadway as the centre. These findings are supported by a major food store operator who responded positively to a market testing exercise.
10. A combination of early and overwhelming community consensus and commercial interest led the Knowle West Project Board to recommend that improvements to the Broadway be progressed as soon as possible and in advance of finalising KWRF. In response the project team, local residents and stakeholders have completed work on the Filwood Broadway Framework to guide future investment, attached as appendix 1 to the report.
11. The Framework identifies six priority change projects as means of delivering the vision as follows:

Priority Project	Description
1	A mixed use development comprising new food store, retail units and residential above
2	Reconfiguration of the Public Realm
3	Residential Development
4	Redevelopment / refurbishment of existing Community Centre possibly incorporating a wider range community uses / services
5	Residential development possibly incorporating future expansion of adjoining school
6	Reinvigorate existing shop units

13. This report seeks a mandate to progress all the projects as follows

14. Project 1 - Prepare a development brief that adopts Framework principles and undertake a competitive tender process seeking to secure a development partner and food store operator. Preferred developer to enter into a conditional contract for the acquisition of a building agreement and long lease of the site. This is conditional upon a development scheme being drawn up that is compliant with the development brief and has secured planning consent. The Council has three tenants trading from shop units, one of whom manages the flats above. In order to undertake either comprehensive refurbishment or redevelopment the developer will require vacant possession of the whole block. The tenants are aware of this and the likely timing. Discussions are now taking place to establish their future needs with the objective of trying to maintain their presence within the Broadway. The Knowle West Project Board support this initiative but have asked that the project is not delayed as a result. The Council is currently in negotiation with a number of adjoining landowners / occupiers to secure a small amount of additional land that will substantially improve access to the rear of the site. If this is successful the boundary of the project will be amended accordingly.

15. Project 2 – Council to prepare a preliminary design and cost plan for public realm improvements. If the capital receipt generated by the project 1 tender is sufficient; progress the design, seek planning consent and tender construction works. Construction contract to be awarded when project 1 contract achieves unconditional status and a capital receipt is secured. Works to be completed before the food store opens.

16. Project 3 - Prepare a development brief that adopts Framework principles and undertake a competitive tender process seeking to secure a development partner on a conditional contract. Tender to take place once there is greater certainty about the delivery of projects 1 and 2

17. Project 4 – The existing community centre is leased to Community in Partnership until 2015 and supported by a £60Kpa Council grant. The prospect of substantial new investment elsewhere in the Broadway presents an opportunity to secure the long-term potential of the site, to provide a range of community facilities, services and social enterprise opportunities. The proposal in the short term is to work with local stakeholders to prepare a business / investment plan for the project, identify

funding options and report back to Cabinet in due course.

18. Project 5 - Progress on this project is currently complicated by the opportunity to relocate the library as part of project 4 and the possible expansion of Christ the King School linked to KWRF. Until these issues are resolved the site cannot be redeveloped for the intended residential use.
19. Project 6 – The Barnstable Court retail units are managed / controlled by Places for People. They have been consulted on the Framework and support its recommendations. The Council will continue to work closely with Places for People to try and ensure that that Filwood Broadway provides a diverse and attractive retail offer.
20. A budget has been prepared; indicating that that the estimated cost of progressing and implementing priority projects 1, 2, 3 and 4 is £1.4M, see exempt Appendix 2. It is proposed that costs be funded via capital receipts that will be generated through the sale of Council Land that will form part of priority projects 1 and 3. Risks associated with this approach are highlighted in the risk assessment below. The appendix is not published as it contains commercially sensitive information.

### **Consultation and scrutiny input:**

#### **a. Internal consultation:**

This proposal is supported by the Knowle West Project Board (including 6 local Ward Councillors and the Homes & Communities Agency (HCA)), who are leading on the development and implementation of the Knowle West Regeneration Framework.

#### **b. External consultation:**

Consultation undertaken for the Knowle West Regeneration Framework in October /November 2010 (338 respondents) identified: “Get a new supermarket and shopping centre” was the joint-top priority to the consultation. Overall there was strong support for a new supermarket and shopping centre to serve Knowle West (70%), and a strong preference for it to be located at Filwood Broadway (65%). A further door-to-door sample survey (210 respondents) conducted by Involving Residents In Solutions (I.R.I.S) in October 2010 supports these findings.

Bristol City Council’s City Design Group has involved residents, the Police, Neighbourhood representatives, local businesses and other stakeholders throughout the production of the Filwood Broadway Framework.

This has included:

- A walkabout and ideas session
- A community exhibition attended by 350 residents

- The involvement of resident representatives in meetings with developers and transport officers
- The refinement of the final draft through a number of feedback sessions.
- The Framework has been endorsed by Community in Partnership and Filwood, Knowle and Windmill Hill Neighbourhood Partnership.

**c. Scrutiny:**

Scrutiny Commission input has not been sought on this proposal to dispose of sites and allocate resources.

**Other options considered:**

Consultations with local residents in October/November 2010 showed little appetite to establish a new local centre and supermarket at nearby alternative 'Jarmans' location (junction of Broadbury Rd and Daventry Rd).

**Risk management / assessment:**

<b>The risks associated with the implementation of the Filwood Broadway Enhancement decision :</b>							
No.	RISK  Threat to achievement of the key objectives of the report	INHERENT RISK  (Before controls)		RISK CONTROL MEASURES  Mitigation (ie controls) and Evaluation (ie effectiveness of mitigation).	CURRENT RISK  (After controls)		RISK OWNER
		Impact	Probability		Impact	Probability	
1	Lack of developer interest	High	Medium	Informal market testing has identified interest from a developer and food store operator. Marketing will be carried out via a specialist property agent.	High	Medium	A Tyas
2	Delays in achieving land assembly, necessary for project 1	Medium	High	Discussions and negotiations with owners and occupiers are now underway with a view to reaching early resolution. Failure to achieve agreement with one or more owners / occupiers may result in the project being brought forward in stages and / or some of the development aspirations not being met. The essential requirement of delivering a new food store is not considered to be at risk.	Medium	Medium	A.Tyas
3	Capital receipts from land disposals insufficient to fund project 2 and cover development costs.	High	Medium	Informal market testing, valuation and cost planning suggests that the capital receipt derived from projects 1 and 3 will be sufficient to fund project 2 and cover development costs, see appendix 2. Additional ring fenced receipts from the disposal of Filwood Park will be available to fund any shortfall subject to the planned development receiving planning consent and there not being a successful TVG challenge. The implementation of project 2 is conditional upon anticipated capital receipts being secure which will limit the Council' s "at risk" expenditure to project development cost of circa £350K, see appendix 2.	Medium	Medium	A Tyas
4	Failure to secure planning	Medium	Medium	Schemes that are compliant with the	Low	Low	A.Tyas

	consent.	m		principles of the Filwood Broadway Framework are likely to receive widespread support.			
5	A challenge to the Councils procurement process will delay delivery of the framework and could result in substantial costs	High	Medium	Undertake conditional land sales via an OJEU procurement process.	High	Low	A Tyas
6	Full OJEU procurement could result in developers failing to respond due to high bid costs	High	Medium	Ensure that OJEU procurement is tailored to reduce the risk of market failure.	High	Low	A Tyas

<b>The risks associated with <u>not</u> implementing the Filwood Broadway Enhancement <i>decision</i>:</b>							
No.	RISK  Threat to achievement of the key objectives of the report	INHERENT RISK (Before controls)		RISK CONTROL MEASURES  Mitigation (ie controls) and Evaluation (ie effectiveness of mitigation).	CURRENT RISK (After controls)		RISK OWNER
		Impact	Probability		Impact	Probability	
1	Further decline of Filwood Broadway, resulting in loss of amenity and value to local residents	High	High	None	High	High	Knowle West Project Board
2	Jobs losses rather than employment creation	Medium	High	None	Medium	High	Council
3	Failure to provide a vibrant and attractive district centre may result in reduced private sector investment elsewhere, necessary to deliver the wider objectives of the Knowle West Regeneration Framework .	High	High	None	High	High	Knowle West Project Board

### Public sector equality duties:

Both the Knowle West Regeneration and Filwood Broadway Frameworks have been subject to extensive public consultation. Monitoring indicates engagement with equalities groups and there is no evidence to indicate that the proposals are not meeting their aspirations at this stage.

Further work with all stakeholders is required as part of the process of developing detailed proposals for each of the projects. It will identify both positive impacts, and potentially negative impacts that may need to be addressed both during construction and in the design and operation of new facilities.

New development will be required to comply with the Council's current Environmental Access Standards. Disabled people, including Bristol Physical Access Chain will be consulted as the scheme develops.

### Eco impact assessment

The positive impacts of this project include a reduced need for travel, including by car and taxi, for local residents to access retail and other provision. The refurbishment and or replacement of some of the existing buildings will improve their energy efficiency. Negative impacts include those from any demolition and construction phases that will consume non-renewable resources. The new buildings will create an ongoing energy demand.

Mitigation of these negative impacts will be achieved by:

- Meeting planning policy guidance BCS13-16 as laid down in Bristol City Council's Core Strategy 2011. In order to demonstrate compliance with the core strategy a Sustainability Statement, which will include an Energy and SUDS's strategy will be submitted with the planning application;
- In order to comply with BCS14 the development will incorporate on-site renewable energy sources in order to achieve a 20% reduction in CO<sub>2</sub> emissions arising from residual energy demand;
- The development will replace or refurbish 1930's buildings. Replacement buildings will be built to higher environmental standards including improved energy efficiency standards. The new development will be constructed to BREEAM "Excellent" standard. The new residential element of the project will be built to Code for Sustainable Homes Level 4. The BREEAM and Code for Sustainable Homes standard include requirements for the sustainability of materials used;
- The Filwood Broadway Framework driven design will ensure good visual standards for the new development.

This project will create a new energy demand through the construction of new buildings but these will be built to a higher environmental standard than those currently on the site. The new development should reduce the requirement for local residents to travel to other parts of Bristol to access shops and services. Overall the environmental impacts of this proposal are considered to be neutral.

**Advice given by Andrew Edwards / Environmental Advisor**  
**Date 08/02/2012**

**Resource and legal implications:**

***Finance***

**a. Financial (revenue) implications:**

There are no revenue implications arising from this report

**Advice given by Mike Harding, Finance Business Partner, Neighbourhoods & City Development**  
**Date 01/03/12**

**b. Financial (capital) implications:**

The cost of implementing the proposed delivery strategy is £1.4m, which is to be financed by anticipated capital receipts from the disposal of land within Knowle West Regeneration Framework area including Filwood Broadway.

**Advice given by Mike Harding, Finance Business Partner, Neighbourhoods & City**

## **Development**

**Date** 01/03/12

### **c. Legal implications:**

The Council will be selling the land in exchange for the capital receipt and the purchaser providing certain works (the construction of a food store and new homes on various sites within a set time frames). Further the value to purchasers will be over £4.3m. The Public Contracts Regulations apply whenever the Council procures works with a value over £4.3m. Accordingly, the sale of the land in exchange for the works and capital receipt must be carried out in accordance with these Regulations (e.g. the opportunity must be advertised in the Official Journal of the European Union, all bids must be evaluated fairly and transparently etc). Provided this happens, this matter will be low risk from a procurement perspective.

**Advice given by** Sinead Willis, Contracts Solicitor, Bristol City Council

**Date** 19/1/2012

### **d. Land / property implications:**

The land to be included within the development proposals is held freehold by the City Council. Some areas are currently occupied by housing tenants or subject to business leases. Whilst the majority of these are terminable at short notice, one of the occupants affords the protection of the Landlord & Tenant Act 1954 part II and will only be terminable compulsorily or by agreement with the occupier. There is a small area of third party land that would be strategically advantageous to the scheme. Negotiations are taking place pursuant to its acquisition. All occupied parts of the BCC freehold land can be delivered with vacant possession subject to the service of appropriate notices to quit.

**Advice given by** Steve Matthews, Project Leader, Corporate Property

**Date** 13/2/2012

### **e. Human resources implications:**

There are no HR implications contained in this report

**Advice given by** Chris Dagger, Business Partner, Strategic HR

**Date** 13/02/2012

### **Appendices:**

Appendix 1 – The Filwood Broadway Development Framework

Appendix 2 – Project Budget (Not for publication by virtue of paragraph 3 of part 1 of Schedule 12 (A) to the Local Government Act 1972 as amended by Section 1 of the Local Authorities (Access to Information) Order 2006)

### **Access to information (background papers):**

South Bristol Retail & Centres Study (GVA Grimley Ltd, May 2010):

<http://www.bristol.gov.uk/gsearch/south%20bristol%20retail>

Bristol Development Framework Core Strategy (adopted June 2011):

<http://www.bristol.gov.uk/page/planning-core-strategy>

Knowle West Regeneration Framework - Summary Report on Public Consultation Events  
(Urban Initiatives, November 2010)

Knowle West Regeneration Framework - Door-to-door Survey, October 2010 (Involving  
Residents In Solutions (IRIS), October 2010)

# Filwood Broadway

Framework



Final Report

February 2012

Prepared for Major Projects by:  
City Design Group  
Neighbourhoods and City Development  
Bristol City Council



## The purpose and structure of this document

There are significant changes being proposed for Knowle West and Filwood Broadway in the short, medium and longer term. This document aims to capture the key principles that should be included in any of these plans.

The Filwood Broadway Framework provides firm guidance for projects coming forward on key sites (Pages 29 - 48). This is based upon a number of robust principles and key actions, tested with local residents, potential developers and other key stakeholders (Pages 17 - 28).

These principles and actions have been developed through a thorough analysis of what made the Broadway a success in the past and what needs to be done to revive its fortunes (pages 7 – 15).

The document has been developed over a short period. The City Design Group would like to thank those residents and other stakeholders who have bought into the process from the start, worked hard to inform its content, and endorsed this document.

The result is a number of bold recommendations that can lead to transformational change of Filwood Broadway; as a vibrant and sustainable place where people can live, work and enjoy.

## Contents

1. Introduction
2. Understanding the Context
3. Developing a vision and strategy for change for Filwood Broadway
4. Remaking Filwood Broadway
5. Priority change projects



This project is being part financed  
by the European Community  
European Regional Development Fund

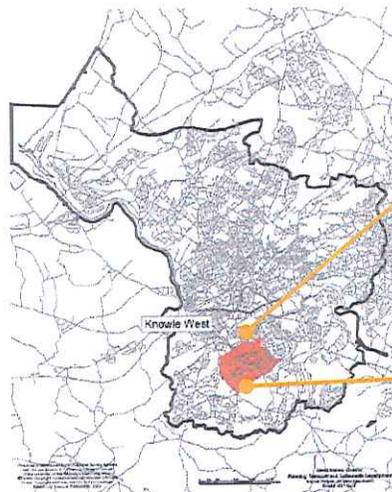


# 1. Introduction

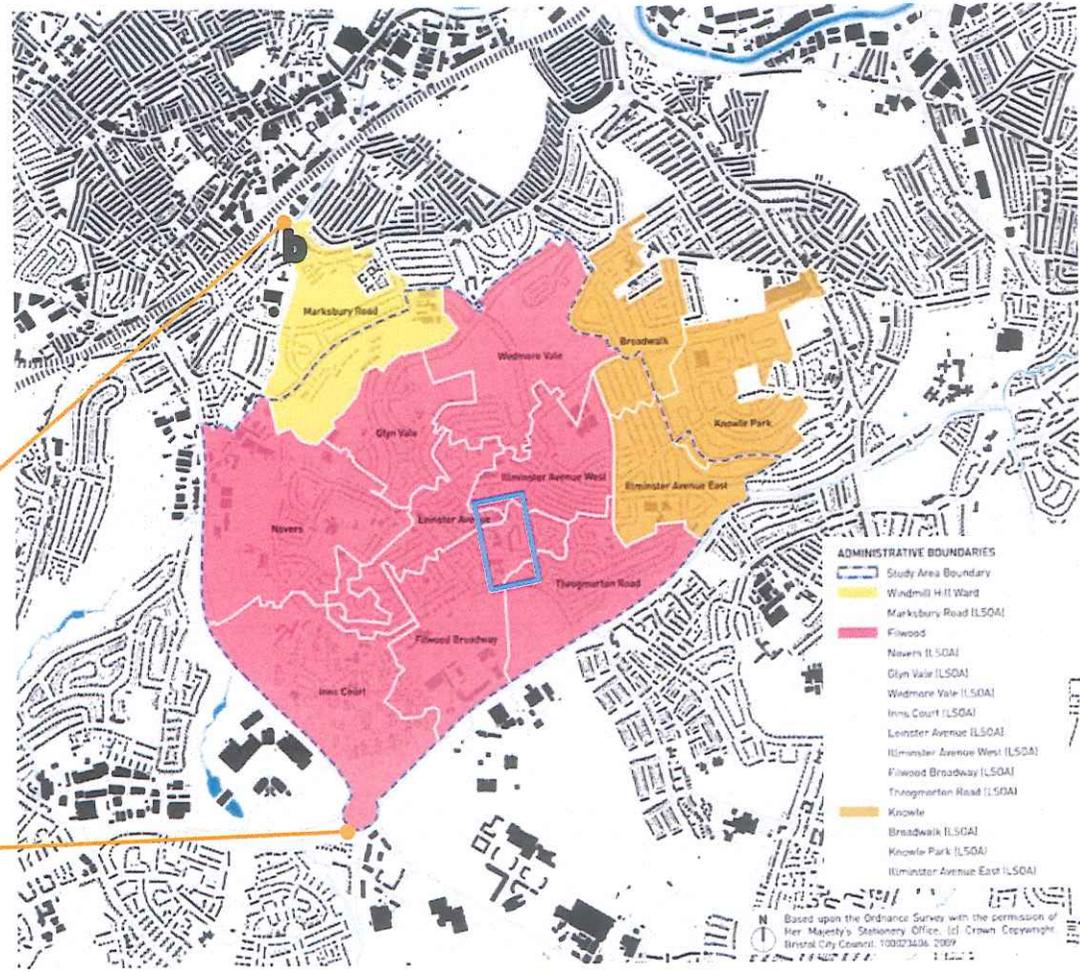
## 1.0 Context maps

Knowle West is located in South Bristol and covers around 325 hectares. The shaded area on the map (Plan 1) indicates the wider Knowle West area.

Within this area is Filwood Broadway, which is part of the Filwood Ward. The area outlined in blue indicates Filwood Broadway Plan 2).



Plan 1: Knowle West in the context of Bristol



Plan 2: Filwood Broadway in the context of Knowle West

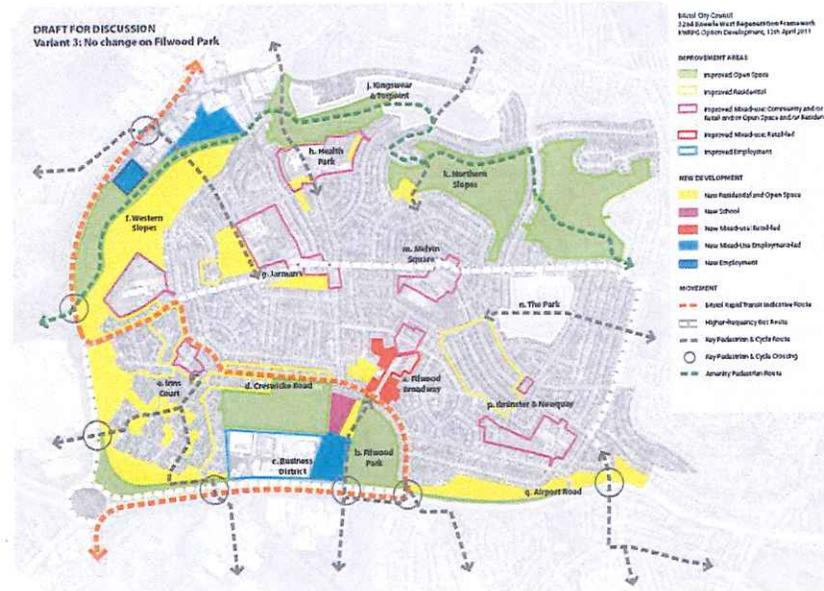
# 1. Introduction continued

**1.1 Knowle West Regeneration Framework**  
Bristol City Council's adopted Core Strategy (2011), highlights south Bristol as a place for growth. A number of sites within Knowle West are expected to help to achieve this, alongside a level of change that will significantly improve peoples' quality of life.

In 2009 work began on developing the Knowle West Regeneration Framework in response to these issues.

Consultation identified 13 agreed community objectives (figure A). These objectives have been considered as a benchmark when developing the Filwood Broadway Framework.

In October 2010 Bristol City Council consulted on various spatial options for Knowle West. This identified "Option Two" as having the most support. This option has been developed further by the Knowle West Residents planning group. The spatial framework is still emerging. The draft plan as at April 2011 is shown (Plan 3).



Plan 3 : The current Knowle West Resident's Planning Group option (at point of production).

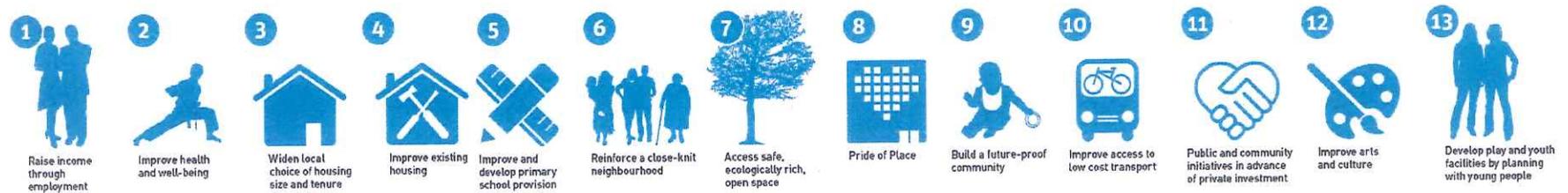


Figure A : The 13 community objectives for the Knowle West Regeneration Framework.

# 1. Introduction

## 1.1 Ambition of document

Consultation in October 2010 identified that residents wanted Filwood Broadway to be the main Knowle West shopping centre, and be supported by a major supermarket in the near future.

Before any development occurs Bristol City Council has commissioned the *City Design Group* to undertake an in depth analysis and prepare an Urban Design and Regeneration Framework for Filwood Broadway, in order to ensure any development:

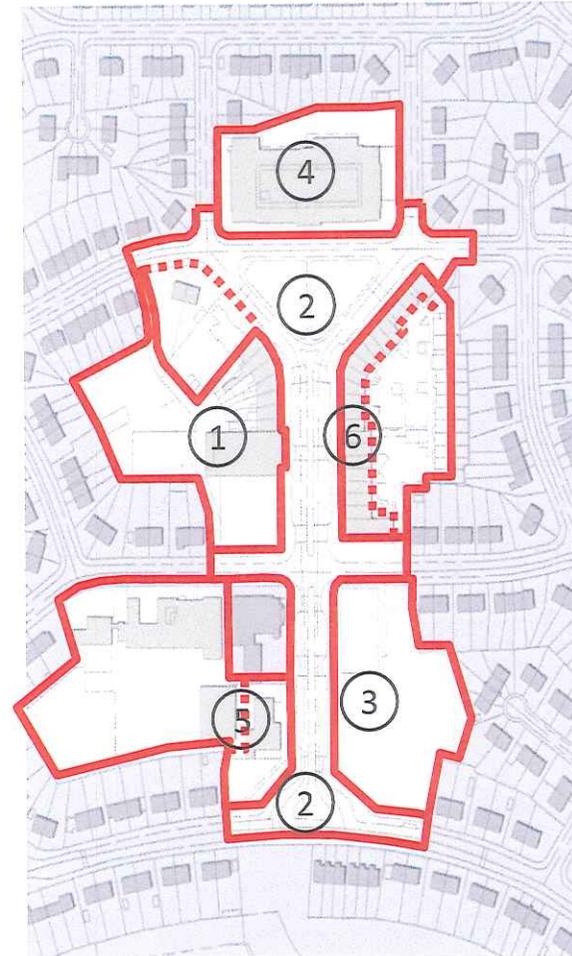
- Creates a 'Quality Place' through good urban design, and a geographic focus for the local community
- Ensures that proposals are cost effective and sustainable (commercially and environmentally)
- Creates a vibrant, successful, integrated, connected, and safe retail centre, meeting grocery shopping and service needs.

The main focus of the framework is on the public realm, access requirements and following key sites in Filwood Broadway:

- 1 - Former Cinema site & adjacent land
- 2 - The streets and public spaces at Filwood Broadway
- 3 - Former Swimming Pool site
- 4 - The Community Centre
- 5 - The Library and (potentially) School
- 6 - Shop frontages of Barnstable Court

The purpose of this document is to take the work done for the wider framework to a greater level of detail for Filwood Broadway.

This document takes a "place-based" approach to understanding the key physical, social and economic issues that affect the success of Filwood Broadway and proposes a number of solutions to address these.



Plan 4: Scope of Framework

Examples of previous work undertaken in Filwood/Knowle West

- 1981 Knowle West Initiative Team
- 1985 Knowle Area Study:
- 1993 Knowle West Economic Development Study
- 1995 Public realm enhancement
- 1996 Knowle West Cinema Renovation Study
- 1999 Filwood Broadway – proposals for the West Side
- 2003 Building Communities Project
- 2008 Launch of Knowle West Regeneration Framework
- 2009 Knowle West Regeneration Framework 13 objectives Published
- 2010 Knowle West Public Art Strategy commissioned
- 2011 Knowle West Public Art Strategy published
- 2011 Brief for Filwood Broadway Framework commissioned



## 2. Understanding the context

### 2.1 How Knowle West was

“Knowle West” was built in the 1930s with the aim of providing new homes and healthier living conditions for large families who needed to be relocated as a result of clearance of inner-city slums in Bristol.

It was constructed on Garden City principles in phases, with Melvin Square and surrounding streets coming first during the 1930s. Filwood Park was then extended south to encompass land between the new estate and Whitchurch airport (which opened in 1931).

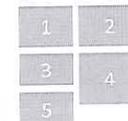
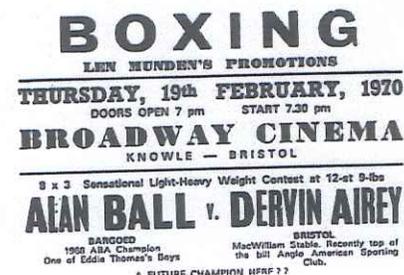
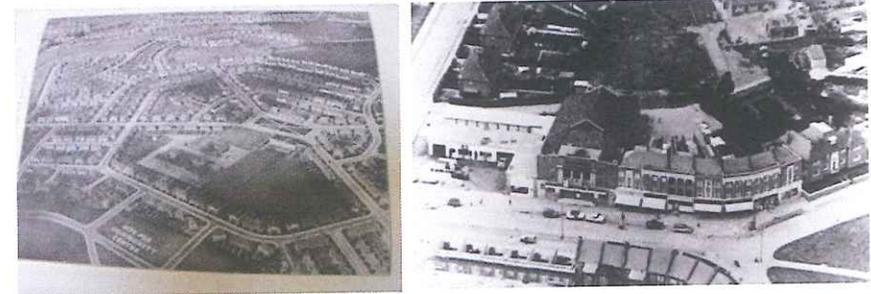
Work at Filwood Broadway began in 1938 and it quickly became the focal point for local residents of Filwood Park and the wider Knowle West. Positioned on a rise with views to Dundry Slopes to the south, with generous street layout and with tall buildings designed as a late Art Deco streetscape, the Broadway was designed to stand out.

From 1938 to the late 1950s the importance of the Broadway was reinforced through the number of shops and mix of uses located there. With 20 active shops the Broadway provided more retail than any south Bristol centre other than Bedminster and Broadwalk.

In addition a picture house, then latterly a school and church (1961), swimming pool (1962) and library reinforced the Broadway as the heart of the local area.

Along side garden city principles, Filwood Broadway and the wider estate was also built upon a number of prevailing assumptions about how and where people live, work and shop. For example, that :

- There would be full local employment and a thriving local economy.
- The car was a luxury item and therefore walking would remain the dominant mode of transport.
- People’s general shopping patterns would be focussed upon the local centre.



1. Aerial photo of Melvine Sq Circa 1938
2. Aerial photo of Filwood Broadway 1960
3. Advert for Filwood Picture house 1970
4. Photo of swimmers at Filwood Pool 1980's
5. Photo of Filwood Pool 1980's

## 2. Understanding the context continued

### 2.2 How Knowle West is now

Bristol's Core Strategy highlights the ambition to use local centres to create more sustainable communities.

"...centres are essential to the vitality of the city, the diversity of its shopping provision and social inclusion, helping to reduce car dependency by providing services close to homes." (Bristol Core Strategy 2011)

However, the South Bristol Retail and Centres study (2010) highlighted a variety of local centres as "performing very poorly in terms of a number of "health check" indicators".

Filwood Broadway was one such location. In recent years it has struggled to maintain the level and quality of shopping experienced at its height.

This is due to a combination of factors. For example, the closure of various major local employers and wider demographic changes have adversely affected household incomes and the local economy. In addition, there has been a general shift in car use and shopping patterns that has reduced the number of people using Filwood Broadway for their weekly shop.

The South Bristol Retail and Centres Study recommended the Knowle West local centre be moved from Filwood Broadway to elsewhere, possibly Jarmans.

However, given the strong local ambition for it to remain the local centre, the challenge for Filwood Broadway is how it might fulfil the role of a sustainable centre in the future.



- 1 Filwood Hope, Filwood Broadway
- 2 Barnstable Court Shaps, Filwood Broadway
- 3 West side shaps, including former cinema site

## Knowle West and South Bristol

**10,800**

People live within a 10 minute (800m) walk of Filwood Broadway and 3,200 people live within 5 minutes (400m) walk.<sup>1</sup>

**60.3%**

the number of people who own cars in Filwood compared with 71.2% in Bristol overall.

**31% and 19%**

The difference between working population (31%) and available jobs (19%) located in South Bristol.<sup>4</sup>

**15**

the number of major supermarkets currently in South Bristol, compared to two in 1950s Bristol are located in South Bristol.

**78%**

Of households have easy access to a shop selling fresh fruit & veg in the Filwood, Knowle and Windmill Hill wards, compared to 92% for Bristol.

**£25,000**

per annum is the average household income in Filwood, compared to £34,000 in Bristol as a whole.<sup>2</sup>

**15%**

the percentage that employee jobs in South Bristol have fallen by between 2000 and 2010.<sup>3</sup>

#### Footnotes:

1. Derived from ONS Experimental Statistics © Crown Copyright 2011 using GIS software
2. "PayCheck Data". Source: © CACI Ltd. 2011 All Rights Reserved
3. ABI/BRES, 2012, Nomisá, O.N.S., © Crown Copyright
4. BRES, 2012, Nomisá, O.N.S., © Crown Copyright ONS Experimental Statistics © Crown Copyright 2011)

## 2. Understanding the context continued

### 2.2 Urban Design Analysis

Filwood Broadway is the commercial core of a mid 1930s designed estate.

Buildings north of Hartcliffe Road form an almost complete late Art Deco commercial streetscape that includes the original cinema and brick shop fronts. Other than the 1960s extension to the east side, these buildings have high quality 1930s detailing that is intrinsic to the intended 'Metroland' character.

South of Hartcliffe Road the character is a mixture of a 1950s Portland Stone church, a brick built library and vacant former swimming pool site.

Christ the King Church dominates the street with its striking Modernist style architecture. Due to its prominent corner location and with views channelled by buildings at the north, the church provides a local landmark viewable from beyond the Broadway.

Intended views to Dundry to the south, though partially blocked by later housing, still provide a rural backdrop to the street scene. Views to the north pick up the church and Art Deco buildings, but end at the single storey community centre. The centre is well used, particularly the popular hall, but given the building's age and condition, there are concerns about its long term sustainability.



- 1 Church of Christ the King with views of dundry
- 2 Detailing of former Cinema building
- 3 Example of poor façade treatment



Plan 5: Urban Design Analysis

## 2. Understanding the context continued

### 2.3 Land Use

Filwood Broadway provides commercial, community and residential uses. Other than the former Cinema building, thanks to the efforts of local landlords and organisations, vacant properties have been reduced. However, approximately 60% (13) of operating shops are for social uses or community enterprises.

In addition the community centre, church, school and the library provide additional space for important local social activity.

The majority of residential use at the Broadway is in the form of flatted affordable housing above the shops. These are some of the only smaller dwellings available within the estate.

The impact of vacant sites at key locations is the most significant factor in terms of land use. Vacant land at the demolished swimming pool, garage, plus next to the cinema and library create a void in high street activity, a break in the building line and a significant lack of enclosure with a number of negative implications. One is the low level of activity generally on the Broadway and specifically in the evening.



- 1 Lack of enclosure at Cinema site
- 2 Retail and social enterprises
- 3 Filwood Community Centre



#### KEY

- Residential housing
- Public buildings:
  - 1 – Community Centre
  - 2 – Church – Christ the King
  - 3 – Filwood Library
  - 4 – Club House
- Mixed use – Business units with residential above:
- Retail units
- Office units
- Closed units
- Residential flats
- School building & grounds – School of Christ the King
- Convent
- Green space
- Vacant and / or cleared sites

Plan 6: Land use

## 2. Understanding the context continued

### 2.4 Public Realm

On entering Filwood Broadway, from either north, east or west, there is little sense of arrival. At the south a curved junction provides a unique feature. However, this is difficult to navigate for vehicles entering the Broadway and pedestrians accessing the park to the south.

Steel bollards, designed to prevent the misuse of the highway by vehicles, dominate the Broadway at eye level. These are peppered throughout the street and intermingle with semi mature trees through the reinforced central spine, whose roots, left unmanaged, have grown into the original grills.

Pathway widths and spaces between buildings are generous, creating views beyond the Broadway. Low traffic use and speed humps create an almost shared space environment across the concrete roads.

While most of the Broadway received a public realm treatment in the mid 1990s, the use of primary public realm materials and minimal maintenance has led to a detrimental affect on the street quality. Municipal lighting columns, broken pavers, steel bollards and tarmac fillings for the concrete roadway are some examples of this.



- 1 Creswicke Road Junction
- 2 View north from Hartcliffe Road Junction
- 3 Poorly maintained trees
- 4 Public realm Treatment, Hartcliffe Road



#### KEY

- Concrete road surface
- Paved footways
- Parking Bays
- Green space
- Underutilised landscape
- Hedge boundary
- Tree planting

Plan 7: Public realm: Physical Characteristics

## 2. Understanding the context continued

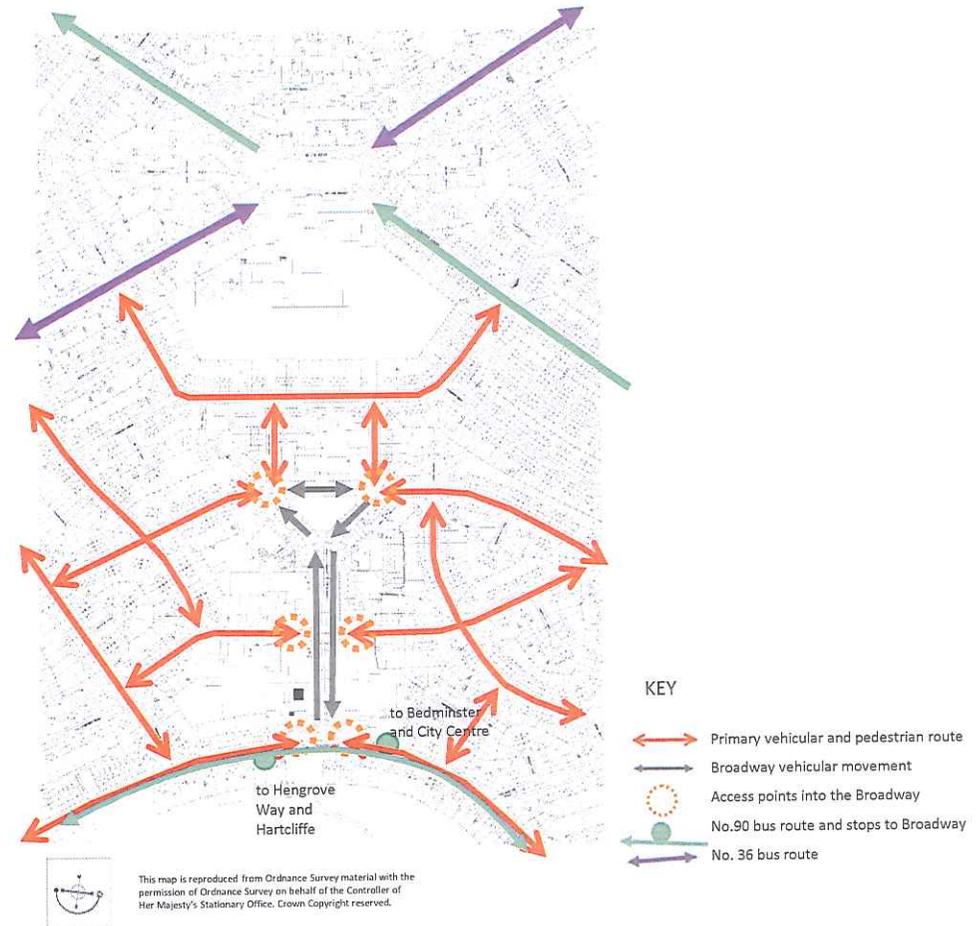
### 2.5 Movement and Access

The existing local street layout offers good vehicular and pedestrian permeability to and from the Broadway, particularly from the east and west.

However, the Broadway is not located near a main road. Instead it is embedded within the heart of the estate. Therefore, while easily accessible for local residents, it does not benefit from passing trade. This, coupled with the similarity in design of surrounding streets and buildings, makes finding Filwood Broadway difficult for visitors.

Bus stops on Creswicke road provide adequate public transport links to the City Centre and other key destinations. The planned Bus Rapid Transport link and stop may further improve this, though the proposed stop is currently 10 minutes walk from the shops.

New approaches that expose the Broadway to a wider audience are needed. "Way finding" treatments at key intersections and the prominent location of a future BRT interchange might be techniques to tackle this.



Plan 8: Movement and Access

## 2. Understanding the context continued

### 2.6 Community safety and town centre management

A key ingredient of safe, successful town centres is proactive management and visible community safety. However, along with many retail centres, Filwood Broadway lacks a dedicated town centre management resource and traders association.

The Broadway has also historically attracted above average levels of anti social behaviour. This has reduced significantly following long term support from police, youth workers, *Knowle West Alcohol and Drugs Service (KWADS)* and other key agencies. However, high levels of visible drug and alcohol abuse remain a concern.

One method of control: CCTV, has been deployed with rigour through the area. Five 40 ft high reinforced steel columns supporting CCTV cameras dominate key vistas on the high street. This is effective as a deterrent, but reinforces a negative image of the Broadway being an unsafe environment.

A lack of enclosure, break in the building line and blind corners caused by existing vacant sites, also contribute to a sense of insecurity at the Broadway, particularly at night.



Figure B : Montage of images illustrating issues and opportunities at Filwood Broadway



### Negative Factors and Weaknesses

Vacant sites and poor quality environment affect the street quality, values, perceptions of safety and activity

Quality of public realm and approach to traffic management is piece meal and outdated

Activity is lack-lustre due to a change in shopping patterns, lack of services and local economy

Recent façade treatments, such as the south west corner of Barnstable Court, have compromised original character.

Single storey community centre has little presence and requires significant investment if it is to remain viable long-term

Connections are good, but with no "way finders" its easy to get lost and once there, there is no sense of arrival.

Historic issue with anti social behaviour represented by strong presence of CCTV, palisade fencing and security shutters.

Lack of an anchor retail store or additional evening use activities.



### Positive Factors and Opportunities

The Church and shopping parade provide a strong architectural statement

Built at a prominent location with views of Dundry to the south and visible from different areas of the neighbourhood.

Major landowner is council. No need for land assembly.

Good connections with wider estate, particularly East-west

Three storey buildings and generous road widths provide opportunity to develop buildings that intensify land use

Community In Partnership and other key agencies have developed a strong community spirit

Bus Rapid Transit stop planned for Creswicke road: could be located/designed to support Filwood Broadway in long term.

Some public realm improvements made in 1990's



Not to scale



## 3 Developing a vision and strategy for change

### 3.1 Introduction

Desktop analysis highlights a number of issues that need to be addressed in order to deliver a more vibrant and successful local centre at Filwood Broadway.

A robust Urban Design and Regeneration Framework for Filwood Broadway needs to be driven by a clear vision and strategy for change. This in turn can drive forward site specific projects. The *City Design Group* developed a process for producing a vision and strategy for change at the Broadway that would lead to general support from local residents and wider stakeholders.

A wide range of local residents, businesses, landowners, developers and local government officers were engaged through a series of events and meetings. These sessions:

- Developed emerging place principles and initial ideas
- Captured clear feedback from a range of stakeholders
- Allowed for further refinement and finally
- Produced a vision and strategy for change at Filwood Broadway.

The following pages illustrate how a clear vision and strategy for change evolved through this coordinated dialogue.



1. Making a better Broadway poster
2. Community workshops
3. Presenting back at community workshop
4. Initial sketch drawings
5. Stakeholders on walkabout
6. Community presentations at workshop

### 3 Developing a vision and strategy for change

#### 3.2 Developing the emerging place principles and initial ideas

In order to begin creating a plan for Filwood Broadway a “Place Check” event was organised where key stakeholders were invited to a day long walkabout and workshop. Participants included:

- Police Officers and community safety professionals
- Local Councillors
- Local residents and representatives of key groups such as “Community in Partnership and its Residents’ Planning Group”
- Other social and community enterprises
- Local Businesses

This workshop explored many of the issues and opportunities already highlighted in this document. Participants clarified what they liked about Filwood Broadway, didn’t like and would change if they could. This developed a fuller understanding of how these issues impacted on key users.

A set of “possible ingredients” that might deliver a more sustainable place were introduced (Figure C). Participants used these headings to develop some emerging place principles and three initial design solutions to be shared with a wider audience.



Figure C: Ingredients for better places, introduced at ‘Place Check’ event



1. Walkabout at ‘Place Check’ event
2. and 3 initial ideas developed by stakeholders
4. Images to aid stakeholders develop ideas
5. Community presentations at workshop

### 3 Developing a vision and strategy for change

#### 3.2 Developing the emerging place principles and initial ideas

There were a number of outputs from this workshop which shaped the following stages and development of the final plan.

- Firstly three groups developed sketch drawings with supporting text and photos to illustrate how Filwood Broadway might be improved and developed.
- Secondly, where there was consensus a number of emerging “place principles” and possible actions were drawn out and agreed.
- Thirdly, a process of dialogue with the wider public and other stakeholders was agreed to test the robustness of these ideas.

Within two weeks of this initial session *City Design Group* desktop published these initial ideas and ensured workshop attendees signed off exhibition materials before production.

The emerging place principles (see image 1) and ideas were presented to the wider community for comment in order to guide further refinements of the Filwood Broadway Framework. These ideas are shown in detail on the following page.

On 5th October 2011 a group of residents, businesses and council officers met and agreed a number of principles that they felt would make Filwood Broadway a more successful local shopping centre.

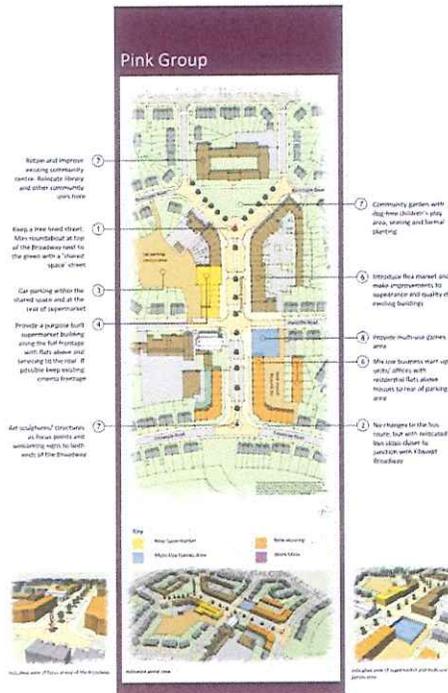
A. A place with good transport connections	<ul style="list-style-type: none"> <li>• Improve public transport</li> <li>• Improve car parking</li> <li>• Traffic management to provide better pedestrian environment</li> </ul>
B. High quality public spaces to encourage businesses and visitors	<ul style="list-style-type: none"> <li>• Public art as a gateway to the Broadway</li> <li>• Improve street lighting and tree planting</li> <li>• Create spaces for people to meet</li> <li>• Link the Community Centre with public space at front</li> </ul>
C. A good mix of different uses, with a focus for the community and shopping	<ul style="list-style-type: none"> <li>• Relocate community services (including Library) within Community Centre</li> <li>• Shops to include a supermarket</li> <li>• Provide a Post Office and ATM</li> </ul>
D. Well laid out streets with high quality buildings	<ul style="list-style-type: none"> <li>• Community focus to be at the existing community centre</li> <li>• Shops and supermarket in the middle</li> <li>• Southern end to be residential and some business</li> </ul>
E. Safe, well maintained and managed in the future	<ul style="list-style-type: none"> <li>• There should be no places where people fear to go, day or night</li> <li>• The Council to lead on maintenance in partnership with local people</li> </ul>

**Do you agree with these principles?**  
Make sure you use the feedback form to comment on what you like, don't like and would change.



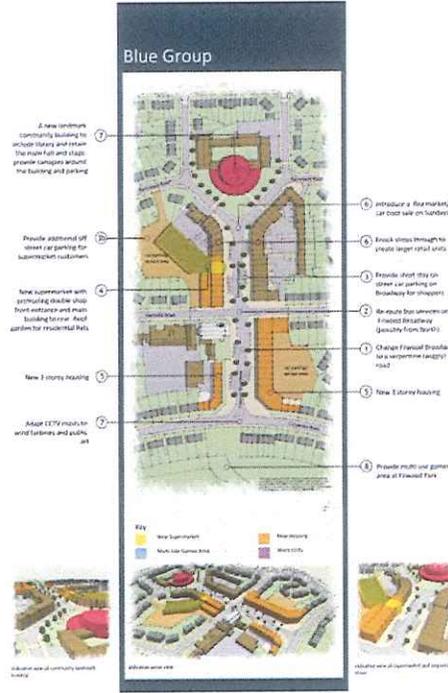
1. Exhibition display panel showing emerging place principles  
2. Residents viewing display panels  
3. Photo of staff advertising public exhibition

## Ideas developed for the exhibition



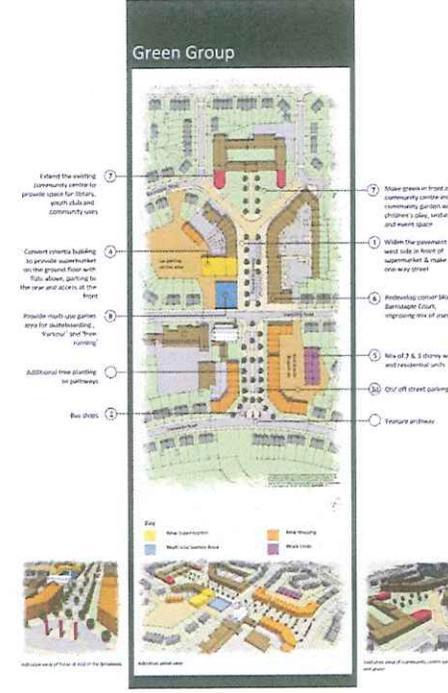
### Key components

- Retain and improve Community Centre with dog-free Community Garden
- Retain and improve central tree lined street
- Shared surface approach to northern end
- Supermarket on cinema site, retaining existing frontage
- Parallel car parking
- Art structures as focal points each end of the Broadway
- General improvements to shop frontages
- Existing bus stop locations or move closer to junction



### Key components

- New Community Centre as a landmark building
- Change road layout to serpentine road with avenue trees
- Traditional vehicular road and pedestrian pathway approach
- Supermarket on cinema site with main building to rear
- Echelon on-street car parking
- Art structures as entry features, incorporating CCTV
- Re-route bus services onto the Broadway



### Key components

- Extend and improve existing Community Centre building
- Widened pathway, one way street to north
- Additional tree planting
- Supermarket on cinema site with parking to rear
- Mix of car parking types
- Archway structure as entry feature
- Relocate bus stops nearer junction

### 3 Developing a vision and strategy for change



1  
2  
3  
Various images of residents completing feedback forms at exhibition

#### 3.3 Capturing clear feedback from a range of stakeholders

Neighbourhood wide publicity and a strong project identity led to a successful exhibition of the ideas and principles developed at the Place Check event.

The exhibition was held at Filwood Library, between the 20-29<sup>th</sup> October 2011.

Over 300 attendees were recorded with 82 completing the feedback form. 52 equalities forms were completed mainly by white, British women between 18 & 60. However, photographic evidence shows a large number of young people present at the exhibition, filling in feedback forms. Therefore, it is likely that whilst young people's views were captured through feedback forms, many of the 30 uncompleted equalities forms were from this age group.

84% of respondents supported the principles and key actions. Analysis of responses shows community feedback on the initial ideas to be both thorough and in depth. All feedback can be found within the proposed Capture Report. This key stage in the project provided crucial evidence for *City Design Group* to inform further dialogue with developers and transport professionals.

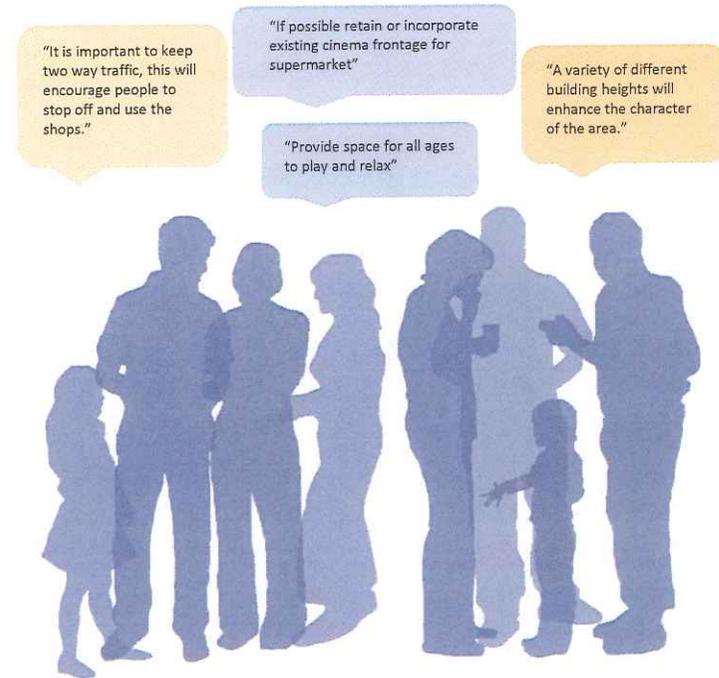


Figure D: Some quotes from local people (above)

### 3 Developing a vision and strategy for change

#### 3.3 Capturing clear feedback from a range of stakeholders

The exhibition was followed by meetings with a range of professionals including *City Council* transport officers, *New Master Planning* urban designers, *GVA* property advisors and prospective supermarket developers. This further shaped the plan for the Broadway and was an opportunity to test the initial ideas and emerging principles with those that will be expected to deliver them.

Key messages from these meetings clarified that:

- The former Cinema Site and surrounding land would suit a new 15,000sqft (gross) 10,000sqft (net) supermarket, with supported car parking/servicing to the rear
- A supermarket would expect the surrounding public realm to be improved and completed before the store opens
- The Broadway provides an opportunity to promote new approaches to traffic management and the public realm
- Junctions at the north, centre and south of the Broadway need to be reconsidered as part of a holistic approach to the Broadway.
- A better public realm solution could be delivered through a limited, but higher quality palate of materials.

1. and 2. Refinement of ideas in CDG studio  
3. Initial thinking for cinema site  
4. Draft illustration of swimming pool and library sites  
5. Appraisal of Creswicke Rd options

Diagram	Pros (+)	Cons (-)
Artwork light sculpture	Retains existing identity gateway feature	Doesn't accommodate for today's traffic requirements
Artwork Attenuation drainage pond	Retains a 'gateway' feature Could accommodate 'rain-garden' / drainage pond	Makes crossing Broadway difficult on Creswicke Rd
Standardised T-junction	Standardised T-junction easier crossing places and traffic accommodation	Looses original intention and identity; reduces options for artwork and 'gateway' features.

### 3 Developing a vision and strategy for change

#### 3.4 Allowing for further refinement and feedback

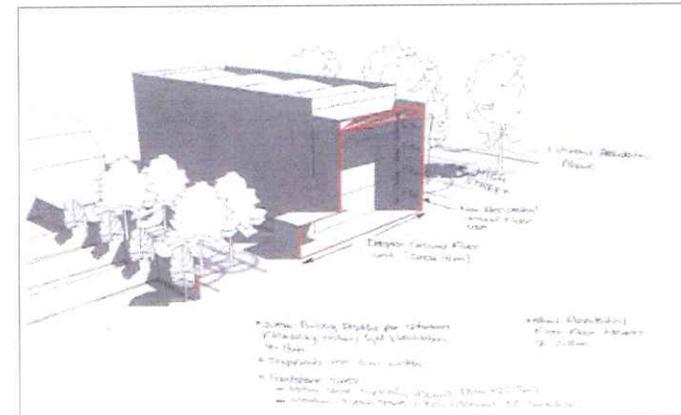
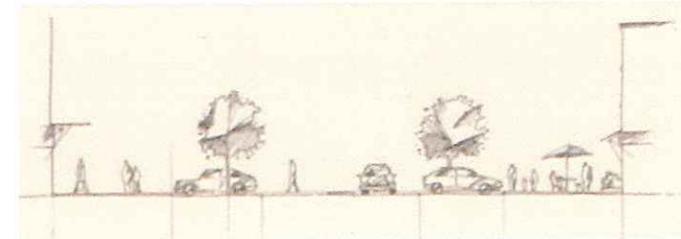
A process of refinement was introduced to consolidate the wider range of feedback into a clear vision, leading to a strategy for change for Filwood Broadway.

In order to complete the visioning process, City Design Group then fed back a final version of the place principles at key public events in order to ensure they were both robust and had general support.

Feedback events:

- Enquiry By Design
- Meetings with individual members of the community to refine thinking
- Presenting feedback to residents on the emerging vision and place principles
- Presenting a final draft document to the Knowle West Project Board and local stakeholders.

The place principles changed little since the first workshop. However, this process provided a layer of detail that would go on to drive real change at the Broadway. The following pages capture the vision and strategy for change for Filwood Broadway that has been endorsed by local representatives.



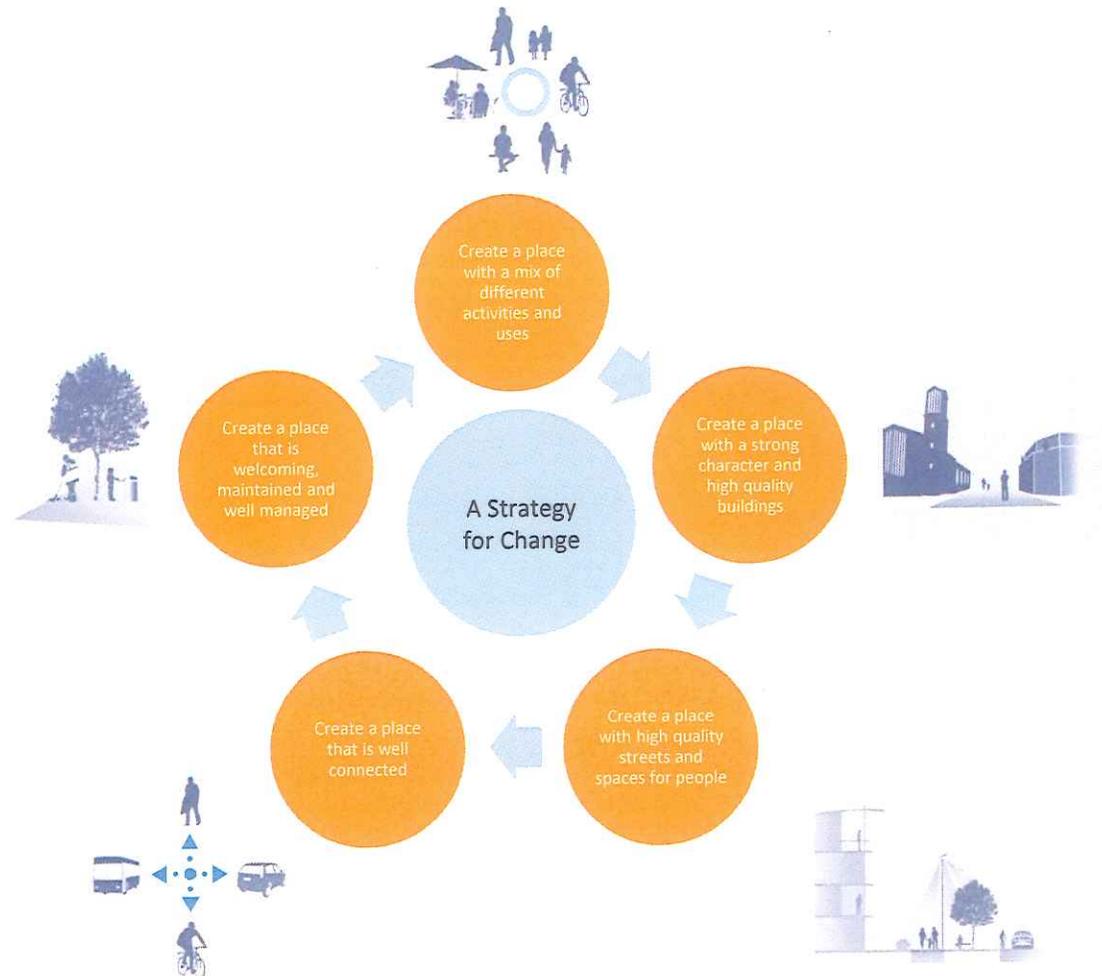
1. Visualisation of southern junction
2. Initial cross section of central Broadway
3. Visualisation of central Broadway
4. General urban design guidance used throughout process

### 3 Developing a vision and strategy for change

*“The Broadway will fulfil its role as the busy, fun and welcoming heart of Filwood. It will be a place for the wider community to visit and for local people to be proud of.”*

A vision and strategy is important. It directs change and builds a robust framework for future projects to work within.

The above vision has been developed from a strong process is supported along with the rest of this document by the Filwood Broadway stakeholder groups and Community In Partnership. The following strategy for change highlights five key “Place Principles” that should achieve this vision and drive forward any investment and development in the area.



## Create a place with a mix of different activities and uses



Filwood Broadway needs to attract more people. A strategy is needed to increase greater activity by developing a mix and type of uses and focus these at specific locations.

### **Create an attractive shopping environment at the centre.**

Provide a large food store, car parking and residential units on the former cinema site within an integrated mixed use development. Additional commercial uses to include leisure, food and drink, business space and office based retail.

Encourage landowners to consider the opportunity to combine ground floor units beneath Barnstable court, providing larger commercial and retail opportunities, while exploring available incentives to attract new retailers.

### **Develop sustainable community buildings and services at the north**

Consolidate a variety of social enterprises, such as the library, youth services, health and community offices, within a new landmark building at the community centre site and adjacent open space.

Fully integrate this development with Filwood Broadway. Restrict vehicle movement in front and redesign the green space to encourage greater use and activity.

Relocate the hard ball court on the swimming pool site into a high quality multi use games area to the green space south of the Broadway.

### **Provide higher density residential at the south.**

Develop former swimming pool and library sites for predominantly residential use, exploiting the generous width of the street to provide unallocated parking that supports this and other activities in and around the vicinity.

## Create a place with a strong character and high quality buildings



The Broadway has a strong character with good views. A strategy is required to fully exploit existing vacant sites through new buildings that respond positively to this local context.

Develop new buildings whose heights, scale and massing are in proportion to the generous width of streets and create higher density development.

Reuse and adapt existing buildings where possible when they contribute to local character and identity.

Ensure all new and refurbished buildings are built using sustainable materials and achieve a high standard of construction (in line with Code for Sustainable Homes and Building for Life criteria).

Design all new buildings to focus activity onto the Broadway, enclosing the street and providing overlooking opportunities.

Retain and protect the existing building line, views of key buildings and street symmetry, while providing well defined corners to key streets: Barnstable, Hartcliffe and Creswicke Road.

Integrate any new development with existing building facades. Find opportunities to use new architecture to positively respond to the existing character.

## Create a place with high quality streets and spaces for people



Filwood Broadway's original public realm now requires more than minor adjustments and primary materials to support the ambitions of this framework. A more radical approach to the public realm is required.

Reconfigure the space between buildings to support a viable shopping centre, an expanded residential development, plus commercial and community uses at key locations.



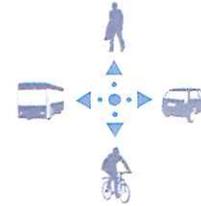
Establish a sequence of complimentary public spaces from north to south, linked by consistent materials that reinforce the character and identity of Filwood Broadway as the local centre.

Develop a plan for tree planting and other greening of the street and ensure this is part of a wider public realm strategy. This strategy should respond to the new street layout and link the community centre to the park through improved green spaces.

Enhance gateways to the Broadway by increasing building heights and providing street furniture and public art to create a sense of arrival, particularly at the southern end. Commission public art works to improve and animate public spaces, in line with the *Knowle West Public Arts Strategy*.

Stabilise and resurface concrete roads, declutter the street and develop a high quality, simple palette of materials for pavers, street furniture and lighting, while considering long term maintenance costs.

## Create a place that is well connected



Connections to the Broadway are good. However, a strategy is needed to direct greater numbers of visitors to the centre and rebalance movement patterns, once there.

**Getting to the Broadway**  
Invest in "way finding" techniques at junctions beyond Filwood Broadway in order to direct people to the local centre.

Rebalance movement by prioritising walking & cycling by reducing bi lateral vehicle movement at shops and remove this entirely in front of community centre.

**Moving around the Broadway**  
Use a shared space approach to manage vehicles throughout the Broadway, while providing more on and off street parking to support future uses.

Reconfigure the junction at Creswicke Road to provide a strong gateway to the Broadway, integrate bus stops (including potentially Rapid Transit) and support better pedestrian links to the park.

Create a place that is welcoming,  
maintained and well managed



Various approaches are needed to create a more successful local centre. Good urban design, investment in key infrastructure and the development of a clear town centre management strategy is core to this.

#### Town Centre Management

Council and other partners to identify resources (including section 106) to better manage the Broadway and other local retail centres.

Encourage greater communication and collaboration between traders and landlords through regular meetings, using existing mechanisms such as the council's twitter site @ShopLocalBris. Introduce a mentoring scheme between larger and smaller retailers.

#### Good Urban Design

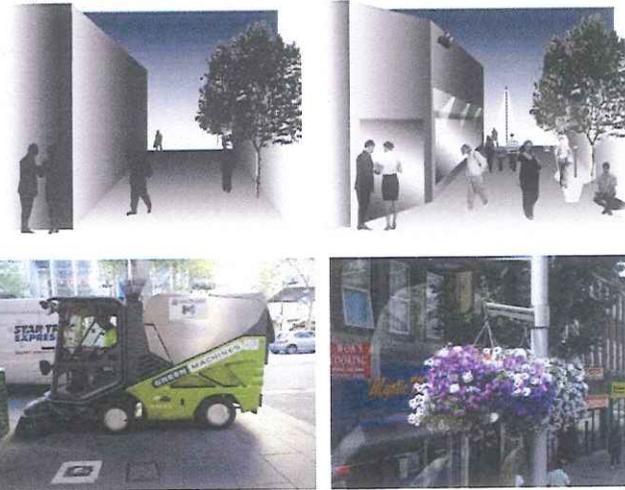
Ensure all new development reduces the potential for blind corners and hidden doorways by maintaining the building line throughout the Broadway. Plus encourage great evening activity through a better mix of commercial and community uses.

Remove CCTV columns. Relocate cameras on well positioned buildings and work with police to design in good visual coverage in the longer term.

#### Key Infrastructure

Encourage markets and community events to take place and become a regular feature of the local centre. Provide infrastructure when designing the public realm, for this purpose.

Incorporate public toilets, a post office and ATM within the new development at the cinema site in order to provide much needed but often overlooked facilities.





Remaking Filwood Broadway

4

## 4. Remaking Filwood Broadway

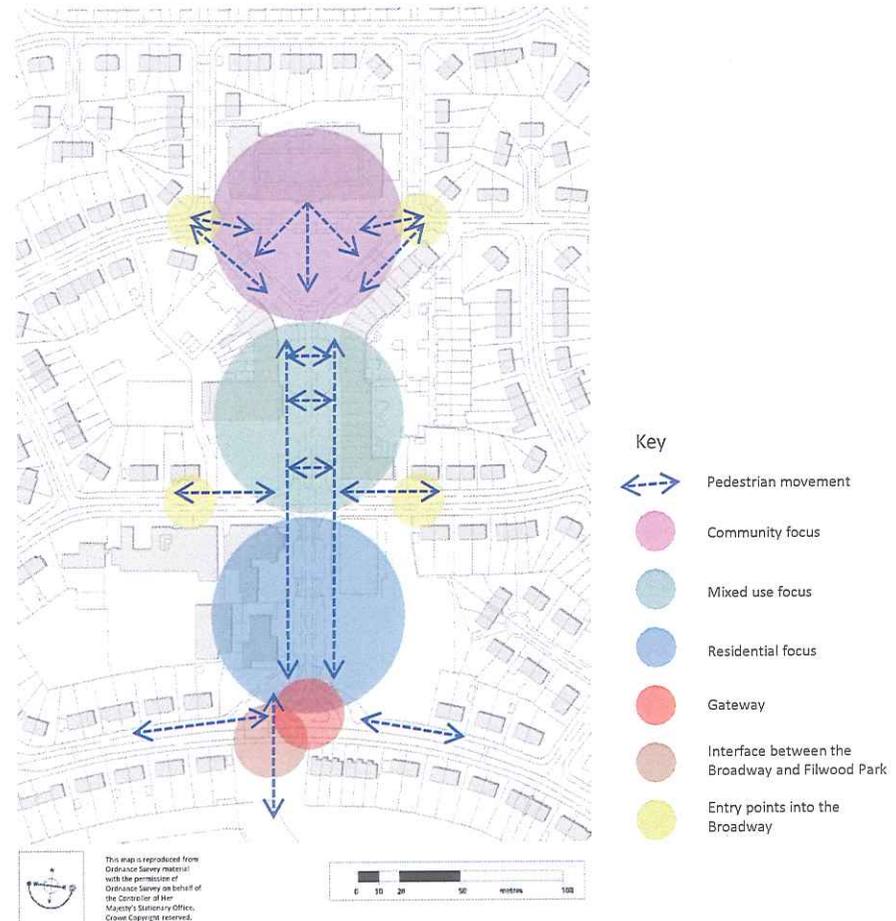
### 4.1 Introduction

The following spatial framework establishes principles and parameters for the successful three dimensional arrangement of buildings, spaces, movement and land use. This does not represent a defining design proposal, rather a spatial expression of the previous place principles in order to inform and direct project implementation both strategically and at key locations along the Broadway.

The following spatial concept diagram (Plan 9) highlights the key aspects of this framework. The concept comprises a sequence of linked spaces that connect the community centre in the north to Filwood Park in the south through a significantly improved public realm. These interconnected elements offer a range of community, commercial and residential uses, as well as public spaces, that combine to enable a critical mass of movement and activity.

The framework also facilitates the centre's enhanced integration with the wider neighbourhood. The Creswicke Road/Filwood Broadway junction is identified as a key gateway, in this regard, representing the interface between neighbourhood centre and neighbourhood park.

The place principles and spatial framework both draw upon well established objectives of place making and urban design as outlined within local planning policy and national best practice guidance.



Plan 9: Spatial concept for Filwood Broadway



**KEY**

- A Community Centre to be reconfigured through a separate feasibility study
- B Enhanced green space linked to community centre., by closing part of Barnstable Road
- C Reconfigure and redevelop commercial and residential use to include 15,000sqft, gross (10,000 sqft, net) supermarket.
- D Off street car parking supporting supermarket and wider high street
- E Widened vehicular access at the north primarily for cars, but also to enable use by service vehicles
- F New mixed use development on former Garage Site
- G Vehicle access at south primarily for service vehicles
- H Residential development on former swimming pool site to create strong front onto Broadway and gateway on Creswike Road
- H1 New development to incorporate mews street
- I Development on former library site to create strong front onto Broadway and gateway on Creswike Road
- J1 Reduced traffic movements and provide high quality shared surface treatment
- J2 New table and car parking for Church and residential
- J3 Multi functional public realm gateway to Broadway, park and BRT interchange .
- K Consider opportunity to combine and enlarge ground floor shop fronts

Plan 10: Filwood Broadway Framework Plan



Not to scale

## Overview of Broadway proposals



1. View of proposal from West
2. View of proposal from South (illustration only)
3. View of proposal from East
4. View of proposal from North

# North Broadway



- 1. View of proposed public space and existing Community Centre from south
- 2. View of public space at north Broadway from west
- 3. View to commercial centre from north

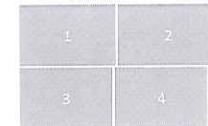
# Central Broadway



1	2
3	4

- 1. View of proposed public realm in front of Church
- 2. View of proposed car park and back of commercial buildings
- 3. View of proposed commercial centre
- 4. View of proposed commercial centre from east

## South Broadway



1. View of proposed street and swimming pool site development from north west
2. Illustrative view of proposed Creswicke Road junction and development on swimming pool site from south west
3. Illustrative view of proposed street and car parking layout for south Broadway
4. Street view of proposed development for Library site, from north

## Cross-sections of key locations on the Broadway

### Section A-A -



Extended  
Community  
Centre

Community Garden – fenced  
dog-free multi-use space with  
informal play

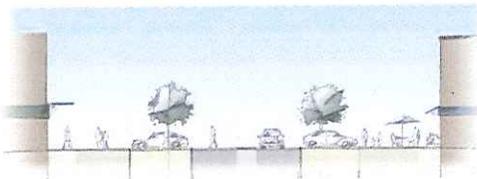
One-way road  
with parallel  
parking



Community Garden – green space,  
informal play, blossom trees, street trees

Pathway and  
street trees

### Section B-B --



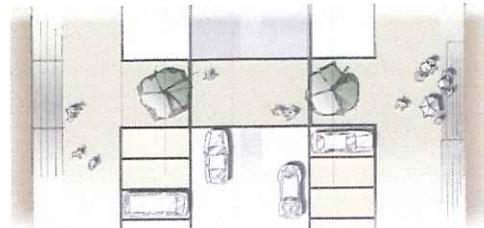
New  
mixed use  
building

Quality  
public  
realm

Tree lined two-way road  
with perpendicular parking

Quality  
public  
realm

Existing  
buildings  
improved

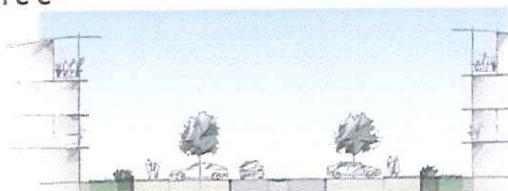


Quality  
public  
realm

Tree lined two-way road with  
perpendicular parking and  
shared surface crossings

Quality  
public  
realm

### Section C-C -



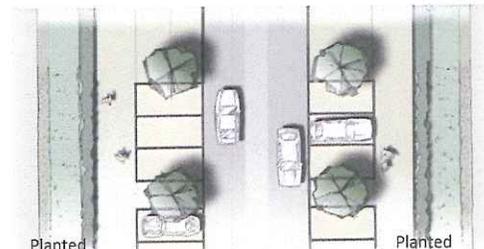
New  
residential  
units

Planted  
buffer  
zone

Tree lined two-way road  
with perpendicular parking

Planted  
buffer  
zone

New  
residential  
units



Planted  
buffer  
zone

Tree lined two-way road with  
perpendicular parking

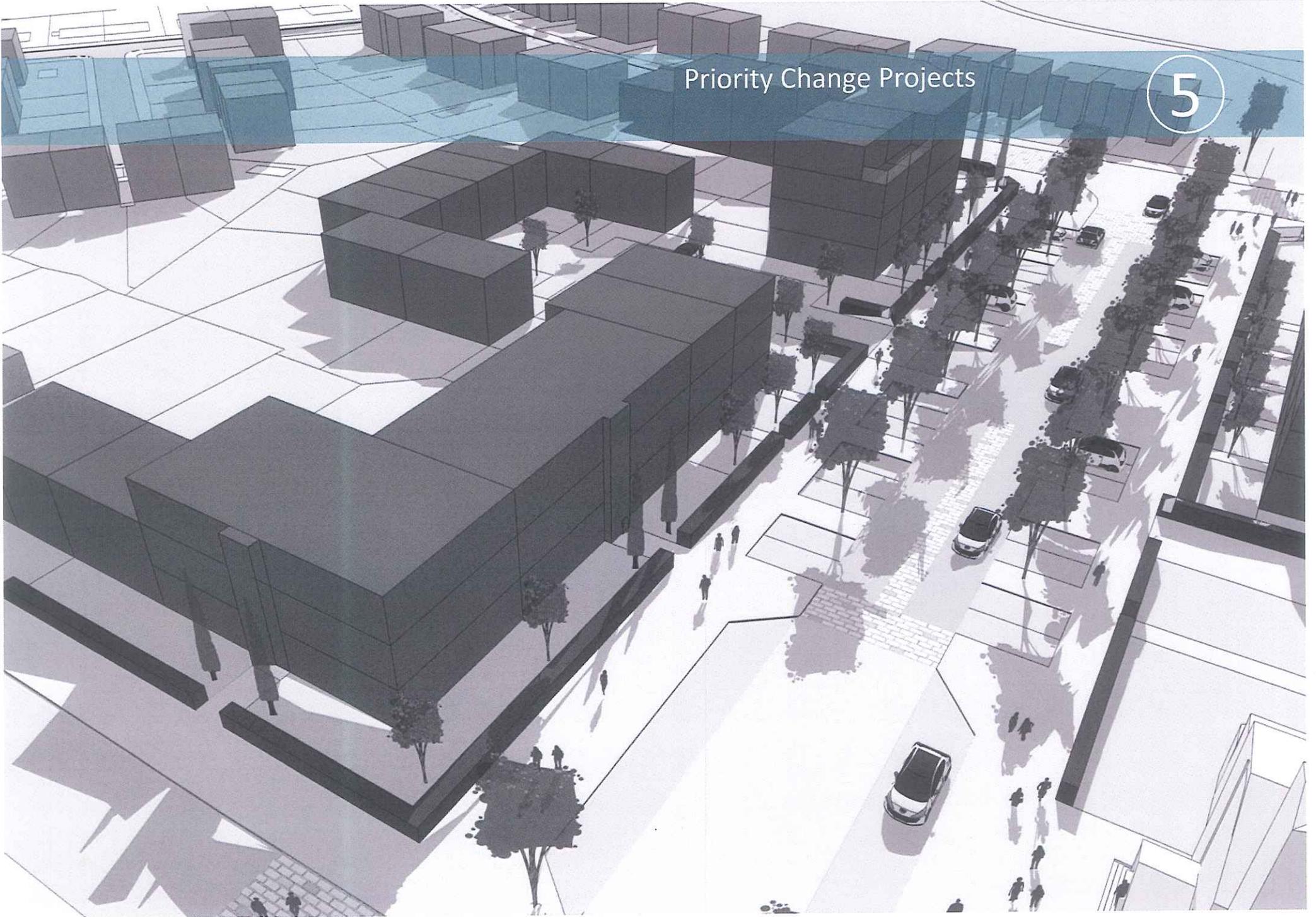
Planted  
buffer  
zone

KEY



Priority Change Projects

5



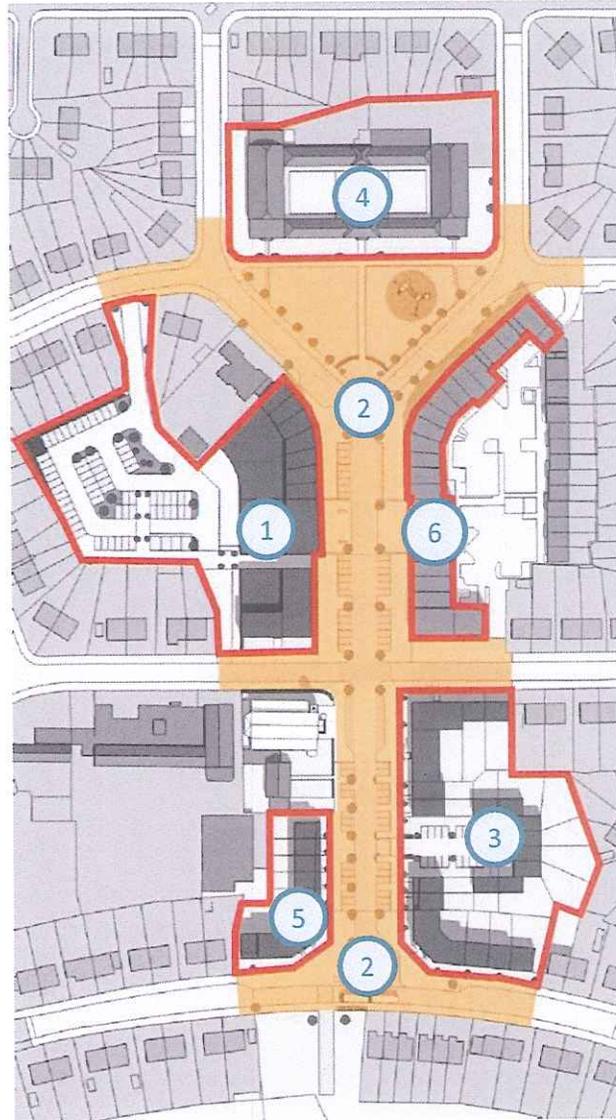
## 5. Priority change projects

### 5.1 Project development and prioritisation

In addition to the vision and strategy for Filwood Broadway, highlighted in the previous sections, City Design Group recommend Bristol City Council progress a number of distinct projects.

This final section highlights a recommended approach in order to deliver:

- 1 A mixed use redevelopment of former Cinema and adjacent land
- 2 A radical reconfiguration of the Public Realm
- 3 A residential development on the former Swimming Pool site
- 4 Redevelopment of Community Centre incorporating Filwood Library and other uses
- 5 New residential development at the Library Site
- 6 Reinvigorating Barnstable Court retail units



1

Project Title	Mixed use redevelopment of former cinema and adjacent land
Project Description	<p>Former cinema, plus adjacent shops and land to be used to deliver a mixed use development, accommodating a new supermarket additional commercial units, with residential use above, plus off street car parking and servicing to the rear. This to be supported by a transformed public realm within the immediate vicinity of the building and beyond. The redesigned public realm would provide on-street parking, generous footways and an attractive shared surface approach with high quality materials.</p> <p>Potential outputs include:</p> <ul style="list-style-type: none"> <li>• 23,000sqft (2141m<sup>2</sup>) of commercial space (of which 15,000sqft gross, (10,000sqft (net) is a supermarket)</li> <li>• 15 additional residential units (net)</li> <li>• Up to 115 on and off-street car parking places</li> </ul> <p>The following key actions and place principles are required to achieve the successful integration of a mixed use supermarket led development at this location.</p>
Site ownership	Land Owner: Bristol City Council; Tenants: Rework, Coral, Red and White Café, numerous residential tenants
Site Area	<ul style="list-style-type: none"> <li>• 0.625 Hectares, 1.55 Acres</li> </ul>
Linkages / Dependencies	<ul style="list-style-type: none"> <li>• Vehicular access</li> <li>• Public realm improvements: recommend linking site disposal with all public realm improvements at Filwood Broadway)</li> </ul>
Approvals	<ul style="list-style-type: none"> <li>• Planning Permission</li> <li>• Traffic Regulation Order</li> </ul>
Recommended Urban Design phases	<ul style="list-style-type: none"> <li>• Incorporate Urban Design input into tender documentation</li> <li>• Client side support on scheme appraisal</li> </ul>

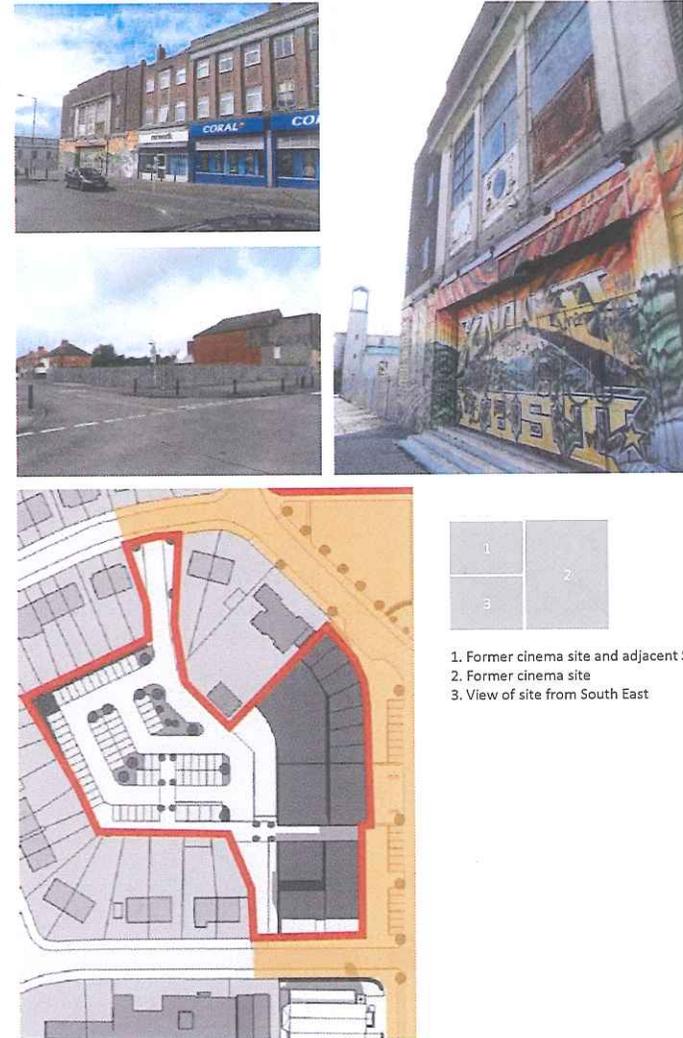


Figure E: Red line for site, plus illustration of one development option

1

## Urban design parameters

### Movement

- Safe and convenient pedestrian access is required between the rear car park and Filwood Broadway: achieved by creating a suitably wide and overlooked link.
- Vehicular access to the rear car park should be possible from both north and south junctions.
- Additional land is required from adjoining gardens at the north to achieve this. Junction at south to be designed to protect users of the church and school.

### Development form and character

- Buildings to be arranged to respond to the existing development block layout with clearly defined public fronts and private backs. New buildings to overlook and define the public realm.
- The new supermarket should have its entrance on to the street.
- Wherever possible, existing buildings should be retained and reconfigured for the proposed new uses.
- Supermarket to be a unique and visible building, attracting visitors from the south. A canopy at street level to be considered to create a sense of enclosure whilst protecting shoppers from the elements.
- Generous street widths and existing buildings support development of three storeys plus attic.
- The scale, form and internal arrangement of new buildings should enable future adaptation.
- Residential dwellings should provide sufficient space for everyday activities. Furthermore, there would be an expectation of sustainable building solutions.
- Undertake the remodelling of the land and outbuildings to the rear of the site to provide better access and servicing arrangements for residential and commercial.
- Architecture must work well with surrounding buildings, particularly the church. For instance, a new building on the former garage site would need to relate well to the church and cinema.
- Undertake the refurbishment and replacement of existing shop fronts and windows using more sympathetic materials.

### Development mix

- Development to provide ground floor commercial uses fronting on to the Broadway, including a 15,000 sqft (10,000 sqft net) supermarket. Other unit sizes to be designed to encourage larger retailers to the area.
- Residential element to contain apartments with street access to these and the current dwellings and potential roof gardens above deeper ground floor commercial premises.
- Consider potential for new dwellings to the rear, to improve natural surveillance.
- Development to incorporate a post office and ATM within the development and consider the opportunity for public toilets, in order to provide much needed but often overlooked facilities.
- Any proposal to consider the opportunity to relocate of existing occupiers.



1. Mixed use residential and supermarket, London
2. Innovative approach to creating canopies and security gates
3. Mixed use scheme, Freiburg
4. Mixed use scheme, with retail on ground floor

1

## Urban design parameters... continued

### Street design

- The street to provide perpendicular car and bicycle parking to serve the new development, existing shops and community facilities.
- The parking should be located and designed to encourage shoppers to use the whole high street. Parking should be broken up by enhanced framework tree planting.

### Development standards

- New or existing buildings to achieve the following: Code 4, Breeam Excellent, Building for Life Very Good, Lifetime homes compliant and HCA Space Standards.

### Management

- End user to contribute towards town centre management and proactive town centre management.
- Consider the relocation of CCTV within the new development.

### Guidance in the event of the loss of existing buildings

The above urban design parameters amount to the absolute requirements any scheme proposal should adhere to. This highlights that existing buildings should be retained and reconfigured wherever possible. In the event that retaining existing buildings is not possible, the Framework (and residents) support their loss, so long as a number of additional requirements are met. These are as follows.

If the cinema building is lost a developer must:

- Refurbish remaining buildings to the standards outlined above.
- Refurbish building facades, including windows and shop fronts.
- Remodel the land and outbuildings to the rear of the site to improve service and access to the development.

And ideally:

- Reference the former cinema façade in a new building.
- Incorporate a new 15,000sft retail unit within the existing block.

If, following a viability assessment, all buildings within the red line need to be lost, a developer must either:

- Retain and refurbish the existing façade, knitting a new building into this, or
- Provide a new development and frontage that represents the height scale and massing, architectural detail, proportions, roof form, appearance and architectural references of the existing building.

In addition, the scheme must:

- Provide a continuous frontage of ground floor uses.
- Build buildings to the standards outlined above.

And ideally:

- Reference the former cinema façade in a new building on this site.
- Incorporate a new 15,000sft retail unit at the location of the existing block.



1. Illustrative view of proposed supermarket front, using former cinema as the entrance
2. Illustrative view of supermarket and street from north



2

Project Title	A radical reconfiguration of the Public Realm
Project Description	<p>To radically reconfigure the spaces between buildings at Filwood Broadway in the following ways:</p> <ul style="list-style-type: none"> <li>• Develop a sequence of spaces that link the Community Centre to the Park to the south (detailed guidance on following page).</li> <li>• Develop a detail plan for the public realm that makes best use of the wide streets that link the community centre and park.</li> <li>• Use this plan to deliver generous tree planting and imaginative lighting, plus robust high quality street furniture and a maintenance contract to ensure long term quality.</li> <li>• Develop a specification of works that considers the best materials to be used for concrete roads in this location. Once agreed, roads to be stabilized through lateral pinning, then overlaid with blocks and pavers.</li> <li>• Reuse existing materials elsewhere. For example, bollards and existing pavers might be used within the new off street car park to the rear of the supermarket.</li> <li>• Incorporate a way finding plan into a design code for the wider Knowle West estate. This to highlight key locations for investment and appropriate techniques that better sign posts the Broadway.</li> <li>• Seek to progress public realm works upfront and investigate funding opportunities to realise this.</li> </ul>
Site ownership	Bristol City Council
Site Area	<ul style="list-style-type: none"> <li>• 1.1 Hectares, 11,025 sqm</li> <li>• 2.72 Acres, 118,672 sqft</li> </ul>
Linkages / Dependencies	<ul style="list-style-type: none"> <li>• Development Sites: primarily Supermarket site as a funding mechanism for public realm works</li> </ul>
Approvals	Traffic Regulation Order/s
Recommended Urban Design phases	<p>Undertake schedule of works for public realm at the Broadway</p> <p>Undertake design code for Knowle West, incorporating a way finding strategy</p>



Figure F: Proposed Filwood Broadway Public realm

2

## Urban design parameters

Main Urban Design objective is to establish a sequence of complimentary public spaces from north to south as follows:

### North Broadway

To be centred around “Filwood Green”: an enclosed community garden, children’s play area, accessible space for community events and viewing point to the central retail heart and beyond. A strong link with the shops to be established through a shared surface approach on surrounding streets that removes street clutter, provides a safe pedestrian environment and reduces vehicular traffic speeds and movement.

### Central Broadway

To act as the central shopping heart for Filwood with on-street perpendicular motor and bicycle parking, generous footways, crossing platforms and continuing the shared surface approach, using high quality materials.

### South Broadway

A raised table and street furniture to be designed for the central junction at Hartcliffe Road delineate a change from the retail to mainly residential uses and facilitate safe pedestrian crossing. Parallel parking at the Church to be provided in addition to perpendicular parking further south. The junction will need to accommodate large vehicles that service the supermarket. Therefore, materials will need to be durable if they are to last. The potential to limit lateral vehicle movement should be considered during further refinements to this junction.

### Creswicke Road

Use materials in line with elsewhere at the Broadway, but a lighter touch shared surface approach at this location. Priorities for this location are to:

- create a strong gateway to Filwood Broadway and the park through the built form, paving materials, street furniture and tree planting
- enhance pedestrian views and access between the park and Filwood Broadway
- integrate a BRT interchange as close to the Broadway as possible, ideally at a reconfigured junction that takes in the existing bus stops.
- work with BRT team, Homes and Communities Agency and transport officers to design this junction in detail.

### Filwood Park

Through the Homes and Communities Agency’s proposed development surrounding the park, there is an opportunity to significantly improve its quality, provide additional dwellings and create greater overlooking. Further work needs to be commissioned to ensure approach to public realm play equipment and materials used at the park compliment those planned for Filwood Broadway.



1. Examples of quality public realm materials
2. Example of street trees
3. Street scene showing traffic management and shared surface
4. Example of public art 'Appearing Rooms', 2004, Preston, UK. Courtesy of Johann Konig and 303 Gallery. Photo: Elaine Speight.
5. Proposed quality of street furniture



1. Street view illustration of south Broadway
2. Street view illustration of Creswicke Road
3. View of public realm at commercial centre

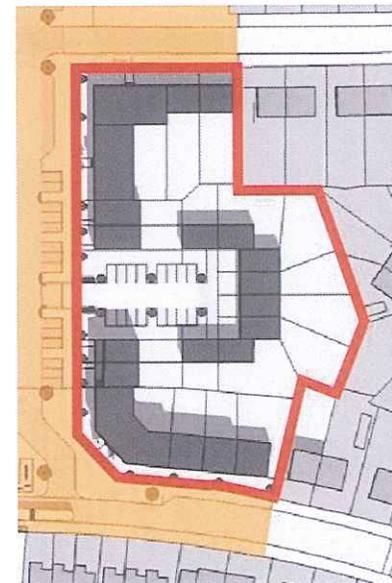
3

Project Title	A residential development on the former swimming pool site
Project Description	<p>The former swimming pool site and ball court to be developed as a high density residential quarter, within easy reach of the commercial centre, Bus Rapid Transit interchange on Creswicke Road and park.</p> <p>Generous street widths allow for larger scaled buildings and could be utilised to support the scheme by providing unallocated on-street car parking within a traffic calmed street environment.</p> <p>The ball court would be relocated, ideally to the playing fields to the south, and upgraded to an all weather Multi Purpose Games Area. The funding and management arrangements for this facility need to be considered. This is particularly to ensure young people retain a high level of access to this facility.</p> <p>Potential outputs include:</p> <ul style="list-style-type: none"> <li>• 45 residential units</li> <li>• 58 on and off street car parking places</li> </ul>
Site ownership	Bristol City Council
Site Area Floor Space	<ul style="list-style-type: none"> <li>• 0.45 Hectares, 1.1 Acres</li> <li>• 4439.5 sqm, 47,786 sqft</li> </ul>
Linkages / Dependencies	<ul style="list-style-type: none"> <li>• Relocation of ball court</li> </ul>
Approvals	<ul style="list-style-type: none"> <li>• Planning Permission</li> </ul>
Recommended Urban Design phases	<ul style="list-style-type: none"> <li>• Undertake site Development Brief</li> </ul>

Urban design parameters

**Movement**

- Development to be located next to existing bus services and near to the proposed BRT interchange, with good access to the city centre.
- To provide convenient and safe connections to commercial and community uses on the Broadway and park to the south, through a shared surface street treatment that prioritises pedestrians.



1. View of site from Creswicke Road
2. View of site and street scene, Creswicke Road
3. View of site from Filwood Broadway
4. Current condition of site

Figure G: Red line for site, plus illustration of one development option

3

Urban design parameters... continued

**Development form and character**

- Buildings to be arranged to respond to the existing development block with clearly defined public and private space. New buildings should front, overlook and define the public realm, with private space physically contained to the rear.
- Development to be configured to respond to the established building line to the north, with buildings set back from the street line behind shallow front gardens.
- The block depth would enable a setback mews court to be created opposite the existing library. This to accommodate smaller scaled buildings and an element of parking to serve the new dwellings.
- The generous street width and scale of existing buildings would support development of three storeys plus attic, massing up to four storeys to accentuate the junction with Creswicke Road. New buildings to Creswicke Road and Hartcliffe Road should be maximum three storeys.
- Development to create a focal corner building at Creswicke Road junction, designed to be mirrored by a future development on the library site. This to accentuate the gateway to Filwood Broadway.
- The scale, form and internal arrangement of new buildings should enable future adaptation to changing circumstances. This is particularly relevant to corner buildings to Creswicke Road and Hartcliffe Road, where the depth and size of accommodation and floor-ceiling heights should allow for non-residential uses. Dwellings should provide sufficient space for everyday activities.
- Imaginative building designs are supported that complement the local architecture through a contemporary interpretation of characteristic forms, proportions, features, materials, colours and themes. Furthermore, there would be an expectation of sustainable building solutions.

**Development mix**

- Development to deliver a mix of housing type ranging from 1-2 bed apartments to larger 4 bed family homes. The tenure mix should be private led, supported by affordable shared equity units.
- An element of non-residential use would be required, preferably located at the block corners to Creswicke Road and Hartcliffe Road. Acceptable uses might include health, community business space, retail or professional office space. This should be secondary to the residential use, however, and therefore designed to minimise its impact upon surrounding dwellings.

**Street design**

- The redesigned street should provide perpendicular car parking and public cycle parking to serve the new development, the library site, the shops and community facilities and the park to the south. Parking to be broken up by enhanced framework tree planting.
- Parallel parking to be provided at the church, available for general use when church is not in use.
- Appropriate low level shrub planting to mark the street boundary to residential premises, creating defensible space whilst referencing the existing character of the premises alongside the church.

**Development standards**

- New buildings to achieve the following: Code 4, Breeam Excellent, Building for Life Very Good, Lifetime homes compliant and HCA Space Standards.



1. Modern interpretation of terraced housing
2. Vauban, Freiberg, Germany
3. Newbury Mews, London
4. Newhall, Essex
5. Staiths, South Bank, Gateshead

4

Project Title	Redevelopment of Community Centre
Project Description	<p>There is local support for the improvement and redevelopment of the community centre, relocating existing uses such as the library, youth facilities and other social enterprises. The building would ideally be designed to incorporate and improve the community hall which is of local value. Additional residential development might be required on the site to support the scheme's viability, but also to increase the number of residents in close proximity of the local centre.</p> <p>The community centre is in a prime location at the head of the Broadway. Any development would be expected to deliver a high quality landmark building to terminate views and provide a focal point for Filwood's community activity.</p> <p>A strong functional and visual relationship should be created between the building and the public space to the south. Removing the fencing and closing the road to vehicles are short term measures, although a new development would be expected to deliver ground floor uses that can 'spill out' into this space. Robust canopies and other architectural techniques would be encouraged to fully address and enclose this space.</p> <p>A detailed feasibility study and business case is required to map the future use, management and financing of the development.</p>
Site ownership	<p>Bristol City Council Tenants: Community in Partnership</p>
Site Area	<ul style="list-style-type: none"> <li>0.5 Hectares, 1.25 Acres</li> </ul>
Linkages / Dependencies	<ul style="list-style-type: none"> <li>Community facilities within Filwood (eg Filwood Library, KWADs, Youth Services, Filwood Health Park, plus other users)</li> </ul>
Approvals	<ul style="list-style-type: none"> <li>Planning Permission</li> </ul>
Recommended Urban design phases	<ul style="list-style-type: none"> <li>Undertake architectural element of feasibility study and business case</li> <li>Undertake development brief</li> </ul>



1. View of Community Centre  
2. View of open space at front of community centre  
3. View of front of Community centre



Figure H: Red line for site, covering existing buildings

5

**Project Title**      **New residential development at the Library site**

**Project Description**

The library site is a long term redevelopment opportunity, dependent upon the relocation of library services to the community centre. In this event, the site should provide a high density predominantly residential development that provides a gateway to Filwood Broadway. This to be within easy reach of the revitalised commercial centre, the Bus Rapid Transit interchange on Creswicke Road and the improved parkland to the south.

The generous street width and scale of existing buildings would support development of three storeys plus attic at Filwood Broadway, massing up to four storeys to accentuate the junction with Creswicke Road. The opportunity exists to create a focal corner building at this road junction, designed to mirror the former swimming pool site corner building. A new infill building to Creswicke Road should be two stories, plus attic

This framework has not examined the aspirations of Christ the King school in detail. However, in the event that the school wishes to expand at its current location, there is an opportunity to use part of the library site for this purpose. Relocating the school's main pedestrian entrance onto the Broadway would increase activity on the Broadway, provide better links to public transport land the park and isolate pupils from the vehicular entrance to the off street car park. Any such plan will need to consider traffic management as a result of this improvement

In the event that the school does not expand on to the site, an element of commercial or live-work use would be acceptable in this location, but should be secondary to the residential use and, therefore, designed to minimise its impact upon surrounding dwellings.

Potential outputs: 18 dwellings, (if school does not come forward)

**Site ownership**

Bristol City Council

**Site Area**

- 0.13 Hectares, 0.33 Acres

**Linkages / Dependencies**

- Relocation of Library to community centre

**Approvals**

Planning Permission

**Recommended Urban Design phases**

- Undertake development brief



1. Mixed use residential and supermarket, London
2. Innovative approach to shutters / canopies
3. Mixed use development, Freiberg, Germany
4. Port Marine, Portishead
5. Mixed use residential and supermarket, London

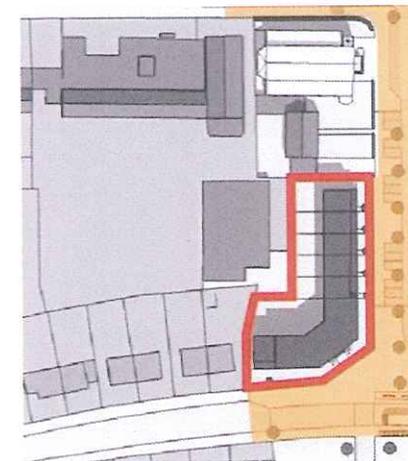


Figure 1 Red line for site, plus illustration of one development option

6

Project Title	Reinvigorating Barnstable Court Retail Units
Project Description	<p>There are 20 small shops beneath Barnstable Court, managed by <i>Places for People</i>. While only two are currently vacant, many existing businesses recognise they are only viable in the existing circumstances. While being supportive of the wider regeneration goals, a number of shop keepers have clarified that a larger supermarket operator at the Broadway could put them out of business. In addition a large number of units are occupied by social enterprises that have shown an interest in being located elsewhere, such as a redeveloped Community Centre.</p> <p>In this scenario a project is recommended to investigate the potential of decanting existing users into more appropriate accommodation and amalgamating retail units into a smaller number of larger shop fronts. These would be more marketable to national retailers. Through this project <i>Places for People</i> might also take the opportunity to improve the poor quality rendered façade above Nos.35-51.</p> <p>This project could not be seen in isolation and will not be short term. It would rely on a robust business case and feasibility studies for the community centre and the condition of the existing shop fronts. Its scope would also depend upon the impact of a new large supermarket at Filwood Broadway.</p> <p>Nevertheless, this project needs early consideration in order to ensure Filwood Broadway provides a diverse and attractive retail offer along side a supermarket.</p>
Site ownership	Places for People: numerous sub leases
Linkages / Dependencies	<ul style="list-style-type: none"> <li>• Community Centre redevelopment</li> <li>• Building condition feasibility study</li> <li>• Impact of Supermarket operator</li> </ul>
Approvals	<ul style="list-style-type: none"> <li>• Planning Permission</li> </ul>
Recommended Urban Design phases	<ul style="list-style-type: none"> <li>• Site development brief following feasibility studies</li> </ul>



1. View of proposal for Barnstable Court shop fronts  
2. Innovative approach to canopies and security

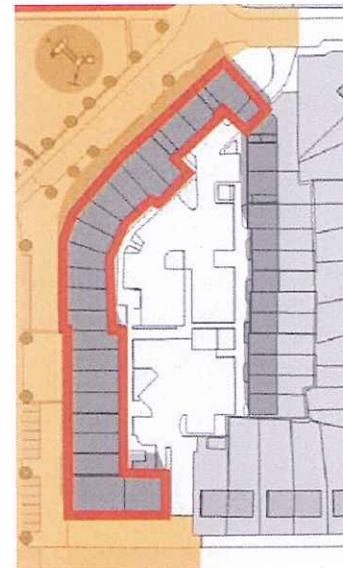


Figure J: Red line for site, covering existing buildings

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