1. Welcome

Project Background

The site has an area of 1.47ha and comprises previously developed brownfield land.

At present the site accommodates a car showroom, orientated north to front Newbridge Road. A workshop is also present on site. Historic uses on the site include a quarry and railway line.

Discussions with Bath and North East Somerset Council (B&NES) have been ongoing since 2014 in order to agree a sustainable new future for the site. Since then many different options have been examined.

Oakhill Group Ltd will shortly be taking over the management of the site and will be making an outline planning application. The intention will be to obtain planning consent and then decide whether to sell the land or to retain the end development.

Planning Background

The B&NES Adopted Placemaking Plan outlines the authority’s ambition to build 7,000 new homes by 2029 increasing the overall stock of housing in the city from 40,000 to 47,000 (Policy B1).

The Hartwell site is identified in the Local Plan as land that will help the Council achieve its housing target. The Placemaking Plan specifically allocates the site for residential development and quotes a figure of around 80 to 100 homes (Policy SB15).

The Council have confirmed that providing student accommodation on the site would be acceptable provided that the delivery of 80-100 homes is not prejudiced.

The B&NES Core Strategy Plan aims to increase housing stock by prioritising the use of brownfield opportunities for new development in order to limit the need for development on greenfield sites (Policy DW1). The Hartwell site on Newbridge Road is one such brownfield opportunity, and the site’s allocation by Policy SB15 reflects this ambition.

We are here to seek the community’s views on the site and our emerging development proposals.

Following a series of positive pre-application meetings with B&NES we will shortly be submitting an outline planning application to determine the overall strategy, uses, massing and layout of a proposed scheme.

This would be followed by a full application (known as a reserved matters application) later in the year providing more detailed proposals including details on the look of the buildings and how the site will be landscaped.
2. Context

Site Constraints:
- Located close to industrial buildings including the Maltings Estate.
- Existing concrete structure of car dealership in poor repair and needs demolition.
- Removal of body repair workshop and large areas of hardstanding.
- Ground contamination.
- Large sewer running through the site.
- Difficult access due to levels.
- A 7m sheer drop / level change across the site due to its former use as a quarry.
- Mature vegetation to be retained.
- The Hanson’s works are not part of this application.
3. Proposals - Layout

Site links and connectivity

Proposed Site Plan
4. Character

Existing character along Newbridge Road

Edwardian Terraced houses

- Uniform roof height
- Terracotta roofscape
- 2 storey bay window
- Bath stone
- Repeating rhythm of projecting bay windows and narrow frontages

Proposed character facing Newbridge Road

- Uniform roof height
- Red zinc mansard style pitched roof
- 2 storey bay windows
- Bath stone
- Repeating rhythm of projecting bay windows and divided frontages planted garden strips in front of ground level apartments

Proposed character towards Brassmill Lane

- Stepped roof height
- Red zinc top storey
- Buff brick or 'rough' stone
- Facades broken up with linked windows and coloured corrugated metal
- L-shaped buildings to wrap around courtyards

Existing character along Brassmill Lane

- Glimpsed view down into new courtyards

Brick terraced housing along Avondale Road

- Stepped roofscape
- Terracotta roofs - not visible from street level
- Buff coloured brick with faience detailing
- Repeating rhythm of projecting bay windows and narrow frontages

Illustrative sketch proposals

Body repair workshop on the lower level of the site

One of the industrial units on the Maltings
5. Proposals - Uses

A mixed use development will realise the ambitions of Policy SB15 in delivering 100 new homes and will maximise the potential of this brownfield site. A mixed use project is essential for the scheme's viability. It is proposed the new scheme includes:

- 105 residential homes - a mixture of one bedroom and two bedroom apartments
- Affordable homes for the local community
- 186 student bed facility creating new jobs
- A coffee shop
- A segregated pedestrian and cycle path extending the existing Bath to Bristol cycle route
- 114 residential parking spaces located on site
- 4 disabled parking bays, four motorbike parking bays and 1 car club space
- new landscaping, trees and courtyards

Site Layout Plan - Street Level (Newbridge Road)
6. Illustrative Massing

Proposed Layout and Massing - Artist’s impression

Newbridge Road Elevation

Massing

The proposed buildings range in height from 3 storeys along Newbridge Road and 4 storeys (with a 5th storey set back) down on the old quarry floor level.

On Newbridge Road the proposals sit below the existing height of the batching plant tower to provide two complementary buildings with a distinct gateway leading down into the rest of the site.

The architecture will blend in with the surrounding vernacular by using Bath stone and respecting existing proportions and window patterns.

The transition down to the lower site level leads to a series of interconnecting landscaped courtyards which are framed by additional accommodation and provide access to the new cycle path.

All Dimensions approximate.
7. Project Benefits

- Extending the Bath - Bristol cycle path along a dedicated traffic free route
- New affordable housing to cater for a specific identified need
- Introduction of attractive frontage along Newbridge Road, a new coffee shop, planting and wider pavements
- New high quality housing to meet local demand
- Accommodation and facilities for local universities designed for student living, to reduce the current and future pressure on the city's housing stock, including HMOs
- Regeneration and sustainable re-use of a redundant brownfield site
- Increasing ecology, bio diversity and landscaping on site, especially around the sustainable transport route
- Opening up the site, allowing greater permeability for pedestrians including access to new landscaped courtyards and the cycle path
- Supporting the Council's aspirations for mixed and balanced communities through a mixed-use development with a variety of demographics and tenures

8. Developer Contributions

The Developers will be making a number of different contributions to the Local Community. Community Infrastructure Levy (CIL) payments will be paid to B&NES for both the market residential and purpose built student accommodation.

Section 106 contributions will also be made towards:
- Affordable housing
- Safeguarding and provision of sustainable transport route
- Education contribution
- Improvements to the public highway including new pavement & kerbs
- Upgrading of bus stop
- Monitoring of bus network capacity
- Enforcing a car-free student development

9. Planning Policy Context

The site is allocated for redevelopment by current Local Plan Policy SB15 which sets out a preference for residential use.

Other uses on the site could be acceptable - for example student living or a coffee shop as it does not prejudice the delivery of housing on the site.

Emerging Bath Local Plan Review - highlights the need to meet housing demand arising from a changing and growing population - ambition to build 7,000 new homes by 2029.

10. Next Steps

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<td>Estimated construction start on site</td>
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THANK YOU for attending our exhibition today. Your feedback is important to us in helping to finalise our outline planning application to bring about the redevelopment of this site.

If you have any questions regarding the proposals, please ask one of the team here today or alternatively email redevelopment@newbridgeroadbath.info.

Please take the time to fill in a feedback form and leave it with us. Alternatively you can post your completed form to: Hartwell Bath, c/o Creatrix PR, 1 Argyle Street, Bath BA2 4BA

We ask that you provide us with any comments you may have by Tuesday 12th February. All of the information from today's exhibition and the feedback form are available by visiting: www.newbridgeroadbath.info