05
Character

05.01 Character Areas

St Philip's Marsh is defined by six distinct character areas that respond to the site's context, heritage and environmental setting, creating a varied and legible neighbourhood with a clear sense of identity and place.

Key Objectives

Successful proposals will:

- Respect and positively respond to its relevant character area specific context and guidance set out in Section 05.02, Section 05.03, Section 05.04 and Section 05.05, alongside the relevant summary from the Bristol Local Plan.

Separate Design Code documents may be prepared at a later stage, alongside phases of development, for each character area.

Bristol Local Plan Policies:

DS2, DS3

St Philip's Marsh has an industrial heritage that has shaped its built form and identity over generations, as introduced in Section 02.03 Heritage. Development across St Philip's Marsh should draw on this legacy, reinterpreting its architectural language to create a cohesive identity rooted in a sense of place.

This shared heritage and sense of place underpins the definition of six distinct character areas within St Philip's Marsh, fundamental to creating a varied and legible neighbourhood. The six character areas draw from the qualities of the four existing Character Areas identified in Chapter 02, articulating their heritage and character further to reflect the proposed mix of uses, scales of activity and relationships to landscape.

Each character area responds to its specific context, defined by the natural and built elements that structure the site, as set out below.

- **Silverthorne Island** and **Temple Meads Area** sit adjacent to Temple Meads Station, with a character rooted in the site's industrial past and the new University of Bristol Temple Quarter Enterprise Campus.
- **Temple Island** and **North West St Philip's Marsh** lie immediately south of these two areas. Their proximity to the northern access points and eastern entrance of Temple Meads Station supports a mixed-use cluster, combining residential, commercial, cultural and knowledge-based uses.
- **North East St Philip's Marsh** is where employment uses will be consolidated and intensified, building upon the area's economic contribution to Bristol. Residential and community uses may be incorporated at the edges to integrate the area with surrounding character areas.
- **South St Philip's Marsh** is defined by the River Avon to the south and the St Philip's Marsh Railway Depot to the north. This residential-led area capitalises on the river as an ecological asset and builds upon the established communities in Totterdown, integrating new and existing populations.

While each of the six character areas carries its own identity and predominant uses, together they form a coordinated approach to development. Safe and convenient walking and cycling routes should link the character areas to one another, to surrounding neighbourhoods and to wider Bristol.

St Philip's Marsh was once marshland, and its waterways remain central to the area's identity. Open space across the six character areas should draw on this legacy, with planting, landscape treatment and the use of water expressing each area's distinct character, rather than applying a single green treatment uniformly across the site.

The Feeder Canal and River Avon are defining elements of St Philip's Marsh, structuring the site and providing opportunities for waterfront development, ecological corridors, continuous walking and cycling routes, and the integration of flood defences. Development should respond to flood risk and align with Avon Riversides 2100, positively addressing the water and establishing clear relationships between buildings, the public realm and the waterfronts.

Retention and repurposing of heritage assets and listed structures is encouraged throughout St Philip's Marsh, with care taken to enhance and preserve the assets and setting of the Silverthorne Lane Conservation Area. Non-designated buildings elsewhere in St Philip's Marsh that remain from the site's previous communities should also be considered for retention ahead of demolition, informed by early engagement with Historic England to understand their historic or community value, and retained unless demolition is necessary to deliver the Key Masterplan Principles. The naming of new streets and open spaces should reference the site's history, including the communities that lived and worked here.

The regeneration presents an opportunity to demonstrate new approaches to placemaking that prioritise the environment and quality of life. Development should align with Bristol's net-zero ambitions, employing sustainable construction methods, energy-efficient design and innovative typologies.

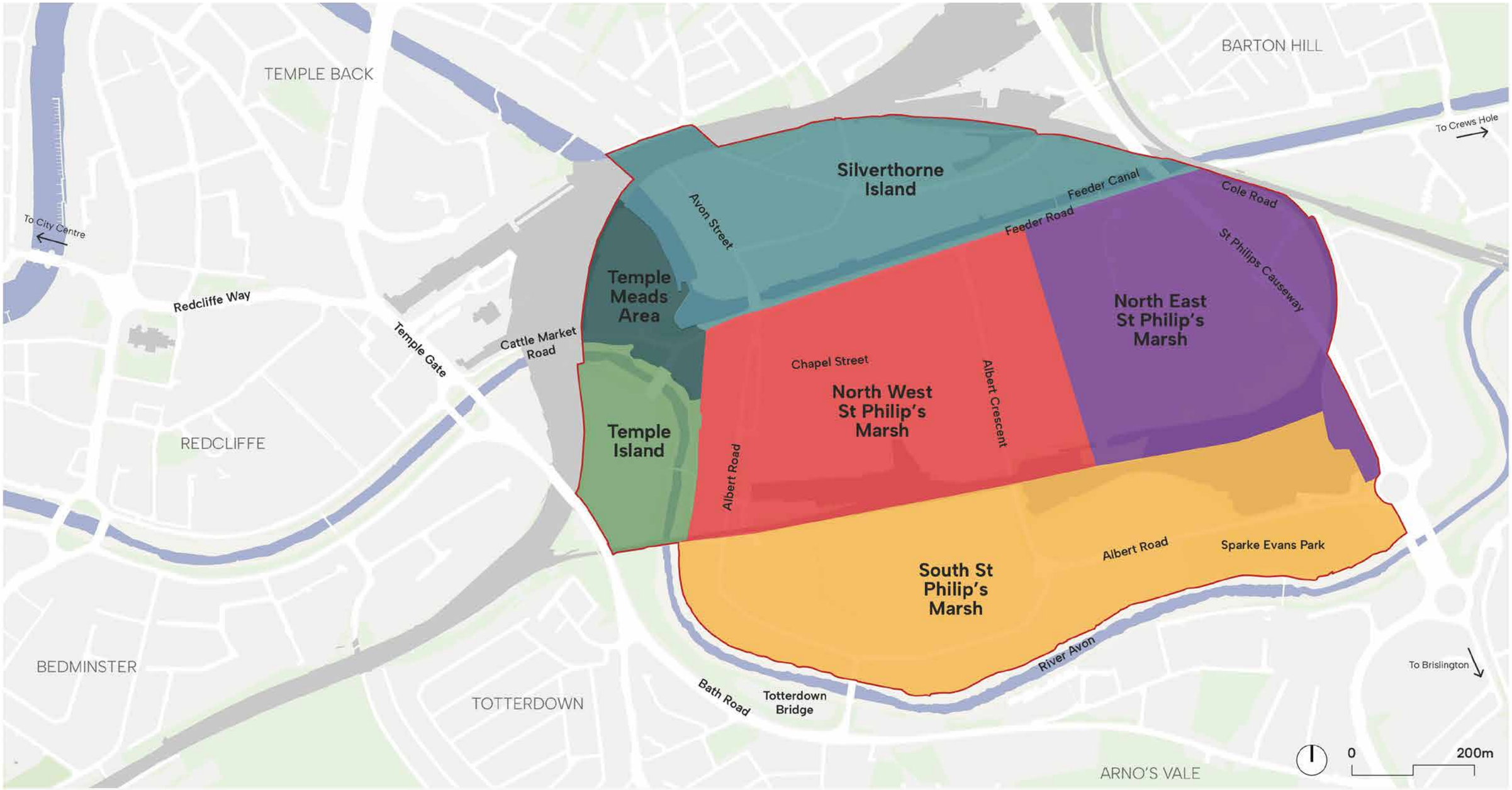


Fig 05.01 Character areas plan

05.02 Temple Meads Area, Silverthorne Island and Temple Island

Policy DS2 Summary

Temple Meads Area

The Grade I listed Bristol Temple Meads Station will be transformed into a modern transport interchange and welcoming arrival point to the city through imaginative enhancement of the heritage asset. There will be enhanced connections through the site and to all surrounding locations. The development of sites adjoining the station to the north will be expected to accommodate this interchange function including an enhanced northern entrance. A new entrance to the east will also be created to facilitate access as part of the development of a new University of Bristol (UoB) Enterprise Campus.

Silverthorne Island

The emphasis for the Silverthorne Lane area will be on the creation of a mixed-use area incorporating workspace; homes; student accommodation; leisure including evening economy uses; and education facilities. Enhanced connections to surrounding areas will be established.

Temple Island

Temple Island will be developed for a mix of uses including new workspace, conference/hotel facilities, new homes and student accommodation associated with the proposed Temple Quarter Enterprise Campus.

Temple Meads Area, Silverthorne Island and Temple Island occupy the principal arrival point into St Philip's Marsh, sitting immediately adjacent to the Grade I listed Temple Meads Station. This character area establishes the first impression of the neighbourhood. Avon Street, the Feeder Canal and the River Avon provide further structure to this area, establishing the principal routes and dividing it into the sub-character areas of Temple Meads Area and Silverthorne Island, and Temple Island. The characteristics set out below define the character and identity of this area:

- **Historic:** This area's identity is rooted in its industrial past. Retained buildings, listed structures and historic walls should be repurposed wherever possible, so that heritage fabric continues to define the area's streets and squares. The sensitive retention and reinterpretation of this legacy, should guide how new development responds to its setting throughout the area.
- **Innovative:** The UoB Enterprise Campus gives this area a genuine platform for new thinking, in the research, education and knowledge-based uses it brings, and in how the buildings and open spaces themselves are used and occupied. This innovation should be blended with the area's historic setting, with old and new fabric together carrying the area's identity forward and giving it a distinctive sense of place.
- **Connected:** Public squares should extend campus life out into the public realm. These spaces should also integrate with the surrounding communities and remain genuinely open and welcoming to the wider public passing through, so that everyday encounter and the exchange of ideas both have a home here, and so the area functions as a social and intellectual hub.
- **Canalside:** Development should address the water directly, with public realm, active frontages, heritage structures and new buildings together making the canal edge a focal point for movement, gathering and everyday life.

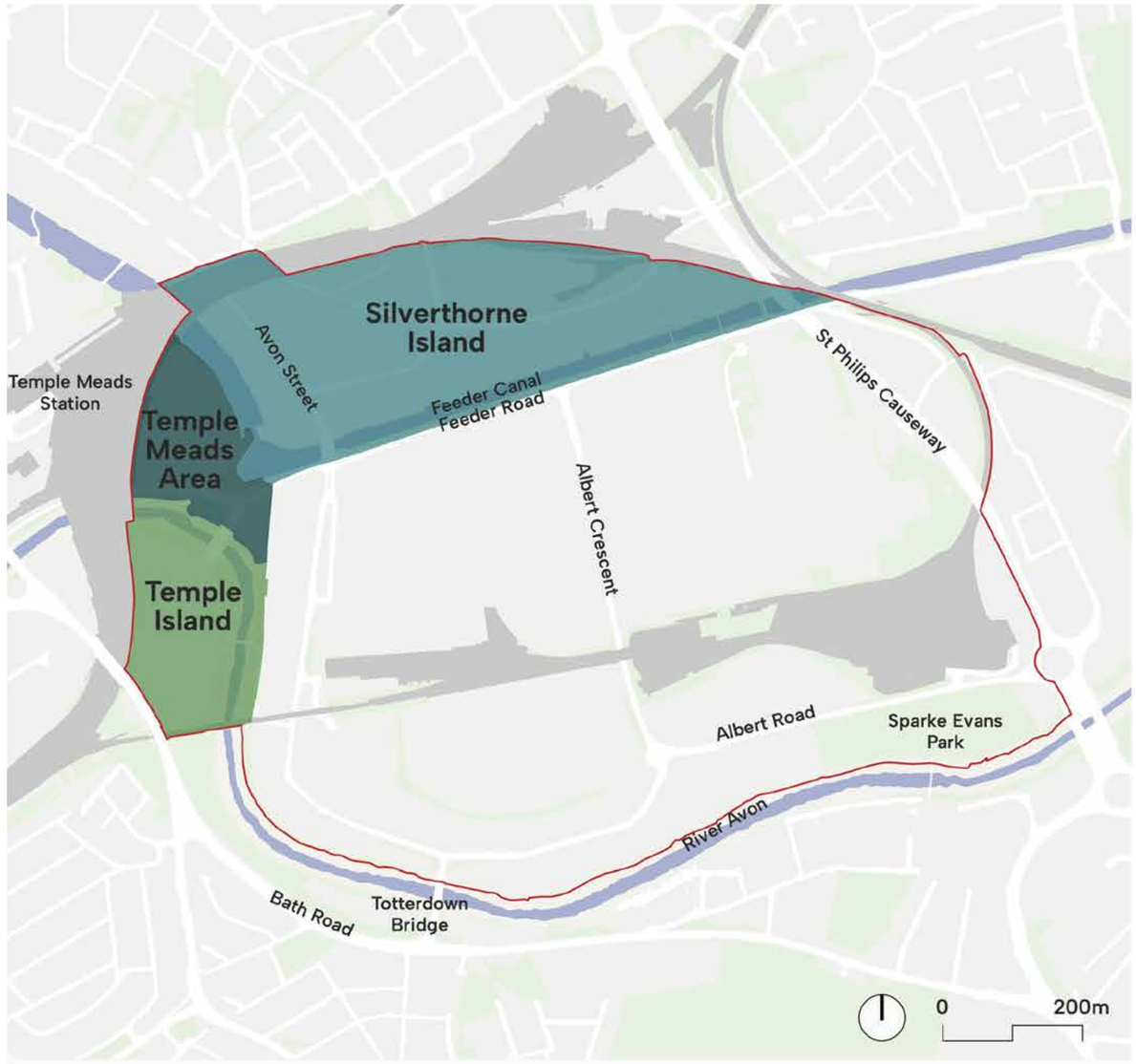


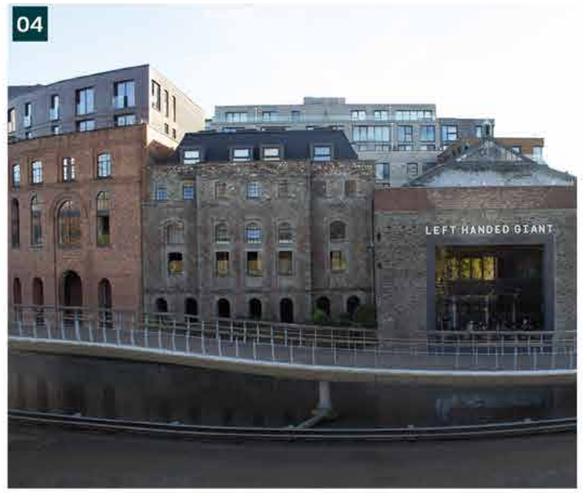
Fig 05.02 Temple Meads Area, Silverthorne Island and Temple Island sub-character areas plan



Heritage buildings framing the water's edge, with modern architecture layered directly behind and beside them.

Capricorn Place, Bristol, UK.

Finzels Reach, Bristol, UK.



Active canal-side public realm sitting directly against a retained brick warehouse, with new development alongside it carrying forward the same industrial detailing.

Kampus, Manchester, UK.





University campus integrated within the city, bringing together heritage and modern architecture.

University of Bristol, Life Science Building, Bristol.



High-quality public realm formed by a network of intimate streets and squares, integrating new buildings and heritage assets.

St Pancras Square, London, UK.

Borough Yards, London, UK,





Existing railway arches activated for local businesses and small independent traders, with the live railway carried directly overhead.

Maltby Street Market, London, UK.



Re-use, repurposing and intensification of existing heritage assets for community, cultural and educational uses, bringing heritage and innovation together on one site.

M Shed, Bristol, UK.

Caixa Forum, Madrid, Spain.



Fig 05.03 Temple Meads Area, Silverthorne Island and Temple Island look and feel

05.02.01
Temple Meads Area and Silverthorne Island

Silverthorne Island consists of the conservation area north of the Feeder Canal. Temple Meads Area lies immediately east of Temple Meads Station and accommodates the University of Bristol Temple Quarter Enterprise Campus.

The two are considered together here because they share a common character rooted in proximity to the station, the Silverthorne Lane Conservation Area and the new university campus.

The key characteristics defining this area are:

- **Knowledge-based uses:** The University of Bristol Temple Quarter Enterprise Campus defines the function of this area. Land uses relating to research, education and innovation are encouraged to complement the university and benefit from proximity to Temple Meads Station. Purpose-built student accommodation is also supported in this location.
- **Relationship to Temple Meads Station:** The close proximity to Temple Meads Station, a Grade I listed building, requires development in this area to respond sensitively to the heritage asset and its setting. The new eastern entrance to the station should be clearly identified through wayfinding. Public open space should be located close to the eastern entrance to create a sense of arrival into St Philip's Marsh. An interchange to other modes of transport, such as buses and micromobility, should be located close to the station to enhance its connectivity to the wider area.
- **Heritage identity:** The character of this area is rooted in its industrial past. Development should retain architectural elements, materials and components that reference the historic architectural language of the area. The sensitive retention, refurbishment and repurposing of heritage assets, including railway viaduct arches on Oxford Street, Avon Street and Silverthorne Lane, and listed structures is encouraged. Where these are repurposed, education, cultural and social uses are preferred so that heritage assets become accessible to the wider public.
- **Public realm and arrival:** As the principal arrival point into St Philip's Marsh from Temple Meads Station, development should deliver legible spaces that guide visitors into the wider area, with clear wayfinding and a welcoming experience that establishes the identity of the area from the outset. More formal landscape design, planting and SuDS will reinforce the presence of the university. Public squares are encouraged to provide spaces for students, academics and the wider public to gather and interact. Squares should be well framed and work with heritage assets to enhance their value to the public.
- **Active ground floors:** Given the footfall generated by the university and the station, active ground floor uses are encouraged towards the Feeder Canal and the eastern entrance to Temple Meads Station to animate streets and create welcoming spaces. New models of institutional buildings that allow public access to the ground floor are encouraged. This approach would integrate the university into the wider area.
- **The Feeder Canal and Totterdown Basin:** The canal and basin are a defining element of this area. Development should deliver architecture and public realm along the canal length, ensuring that buildings positively address the water, frame the corridor in a manner that references its heritage, and establish clear relationships between development, the public realm and the water.



Existing image of the heritage assets along the Feeder Canal, showing the strong identity of Silverthorne Island.

Feeder Canal, Bristol, UK.



Reuse of historic industrial buildings to create spaces for local and independent businesses and startups.

Kings Cross, London, UK.



Rendered image of the University of Bristol development, illustrating the innovative modern architecture within the area.

University of Bristol Enterprise Campus, Bristol, UK.

Fig 05.04 Silverthorne Island and Temple Meads Area character

05.02.02
Temple Island

Temple Island is the land bound by the River Avon to the east and the railway tracks to the west.

The key characteristics defining this area are:

- **Mixed-use character:** The proximity to Temple Meads Station and to the knowledge-based uses in Temple Meads Area and Silverthorne Island makes Temple Island a strategic location for mixed-use development. The mix between residential and commercial uses should be balanced to ensure activity throughout the day and to support safety on the island site. Purpose-built student accommodation is also supported in this location.
- **Building scale and landmarks:** The area occupies a highly visible location, seen from Bath Road, the railway and Cattle Market Road. Given its strategic visibility, the area is suitable for taller buildings that can act as landmarks and aid wayfinding. As a gateway into St Philip's Marsh, the architectural quality of tall buildings in this location will be a statement of the neighbourhood's ambition and identity. Refined materiality and careful articulation of form are essential to ensure these buildings make a positive contribution to Bristol's skyline. Building heights should respond to the prominent location while respecting the setting of nearby heritage assets, in particular Temple Meads Station, and ensuring appropriate relationships with neighbouring development.
- **Relationship with the River Avon:** The River Avon defines the eastern edge of this area. Development proposals should enhance the river edge, supporting active travel along the waterfront and maximising the ecological potential of this blue asset. Buildings should open up towards the river, maximising views and activity along this edge. Development must also respond to flood risk and align with Avon Riversides 2100.
- **Public spaces and streets:** Open space should be provided on the site, creating a focal point of appropriate scale with a direct relationship to the riverside. The public realm plays a critical role in fostering community bonds between people living and working in Temple Island. Development should deliver inviting outdoor spaces with soft landscaping that support gathering, play and everyday social interaction. Public spaces should be proportioned to the scale of surrounding buildings, ensuring they feel welcoming and well enclosed. The design of streets and spaces should prioritise outdoor comfort and the quality of the pedestrian environment, creating an area where people choose to spend time.
- **Connectivity:** Due to the island nature of the site, connections across the River Avon are critical to ensure that Temple Island is integrated into the rest of St Philip's Marsh. These connections should link clearly into the wider movement network of St Philip's Marsh, supporting easy access and clear wayfinding. They should also be well lit and welcoming, especially after sunset.



New residential development of different heights framing the riverside, with tall buildings acting as landmarks and aiding wayfinding.

Holland Park Diemen Amsterdam, Netherlands.



New residential development of different heights, using height for landmark and wayfinding purposes, with buildings articulated around a high-quality public square.

London City Island, London, UK.



Soft landscape and wild native planting towards the water's edge, with pedestrian routes alongside spaces for quiet recreation and relaxation.

Regents Canal, London, UK.

Fig 05.05 Temple Island proposed character

05.03 North West St Philip's Marsh

Policy DS3 Summary

North West St Philip's Marsh

This location close to Bristol Temple Quarter will be developed as a knowledge based, employment led innovation area. It is suitable for higher intensity workspace, offices, research and other more intensive forms of use appropriate to a location adjacent to the city centre. Residential and other uses may be suitable where they would not be detrimental to achieving the employment-led vision for this location and would accord with all the other relevant policies in this plan.

Development will include and facilitate enhanced connections to Bristol Temple Quarter and the city centre as a whole.

Redevelopment and regeneration along the River Avon frontage will be expected to contribute towards the creation of an enhanced multi-purpose greenway and accommodate any flood protection infrastructure required as part of the development of the area.

Development along Feeder Road will address and enhance its canal-side environment.

North West St Philip's Marsh occupies a strategic position at the threshold between the city centre and the wider regeneration area, forming the primary gateway into St Philip's Marsh. Chapel Street, Albert Crescent and Albert Road provide further structure to this area, establishing the principal routes and dividing it into the sub-character areas of St Philip's Centre, Creative Quarter and Albert Road West. The characteristics set out below define the character and identity of this area:

- **Playful:** Play should be threaded through every space in this area. Both formal play, purpose-designed equipment and spaces for children, and informal play, features that invite climbing, balancing, hiding or simply lingering, should guide the design of streets, squares and open spaces.
- **Creative and colourful:** This area should be a working platform for Bristol's creative and cultural identity. A concentration of light industrial and affordable workspace supports making, craft and small manufacturing, while curated active ground floors and open space give the city's creative communities room to be seen. Colour, texture and the visible presence of making and art should be part of the area's everyday fabric.
- **Community-led:** Open spaces in this area should be genuinely programmed and, where possible, designed with the community rather than only for it. The public realm should be capable of being taken over for neighbourhood-scale events and gatherings, markets, festivals and performances.
- **Active:** Activity in this area concentrates along the water, where a strong food and drink and retail offer sits alongside high-quality public realm and open space. This includes activity on the water itself, not only beside it, and should be sustained through the day and into the evening.
- **Lush urban planting:** Soft landscaping, tree canopy and sustainable drainage should run continuously through this area, linking meaningful areas of open space to one another.

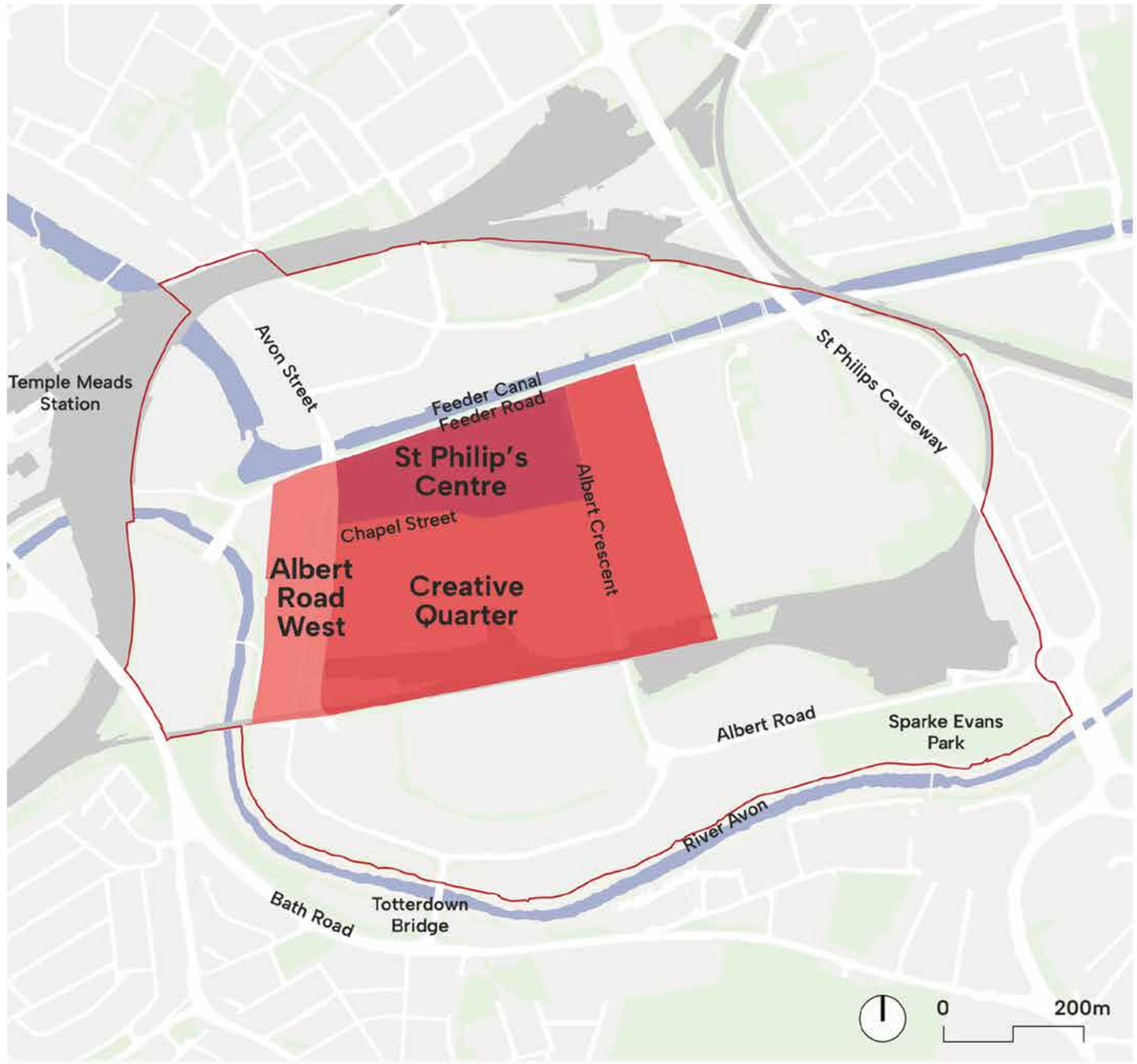
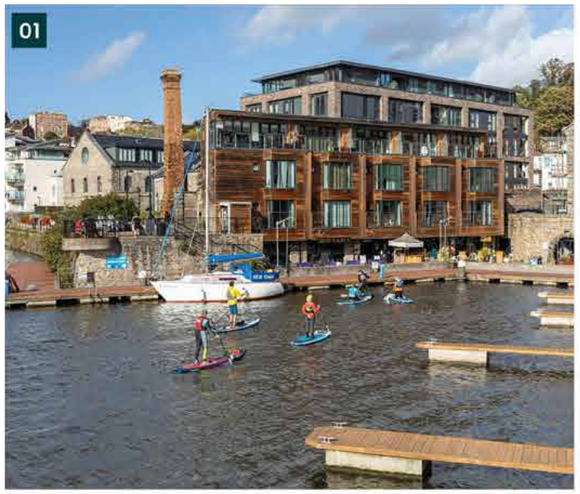


Fig 05.06 North West St Philip's Marsh sub-character areas plan



Water bodies as a key feature for recreational activity, enabling active use of the canal by the community.

Harbourside, Bristol, UK.



Water bodies as a key feature for activation, through a concentration of active ground floors along the water and open space that provides proximity to the water.

Eden Dock, London, UK.



A flexible public realm along the water, designed with and for the community.

Southbank, London, UK.



Parks and green corridors providing space for relaxation, formal and informal play, and movement, bringing together different age groups.

The High Line, New York, US.



Creativity and play for all ages embedded in public realm and open space design.

Superkilen Park, Copenhagen, Denmark.

The Goods Line, Sydney, Australia.



Open spaces activated day and night through temporary installations commissioned by local artists.

Grosvenor Square, London, UK.

Bristol Light Festival, Bristol, UK



College Green, Bristol, UK.





Fig 05.07 North West St Philip's Marsh look and feel

05.03.01
St Philip's Centre

St Philip's Centre is the district centre of St Philip's Marsh, serving residents and workers within the Marsh as well as surrounding communities.

The district centre is bound by the Feeder Canal to the north, Chapel Street to the south, Albert Road to the west and Albert Crescent to the east. The location provides direct connections to wider Bristol and will be accessible by public transport, with Temple Meads Station and bus routes serving the area. Walking and cycling connections will further improve accessibility.

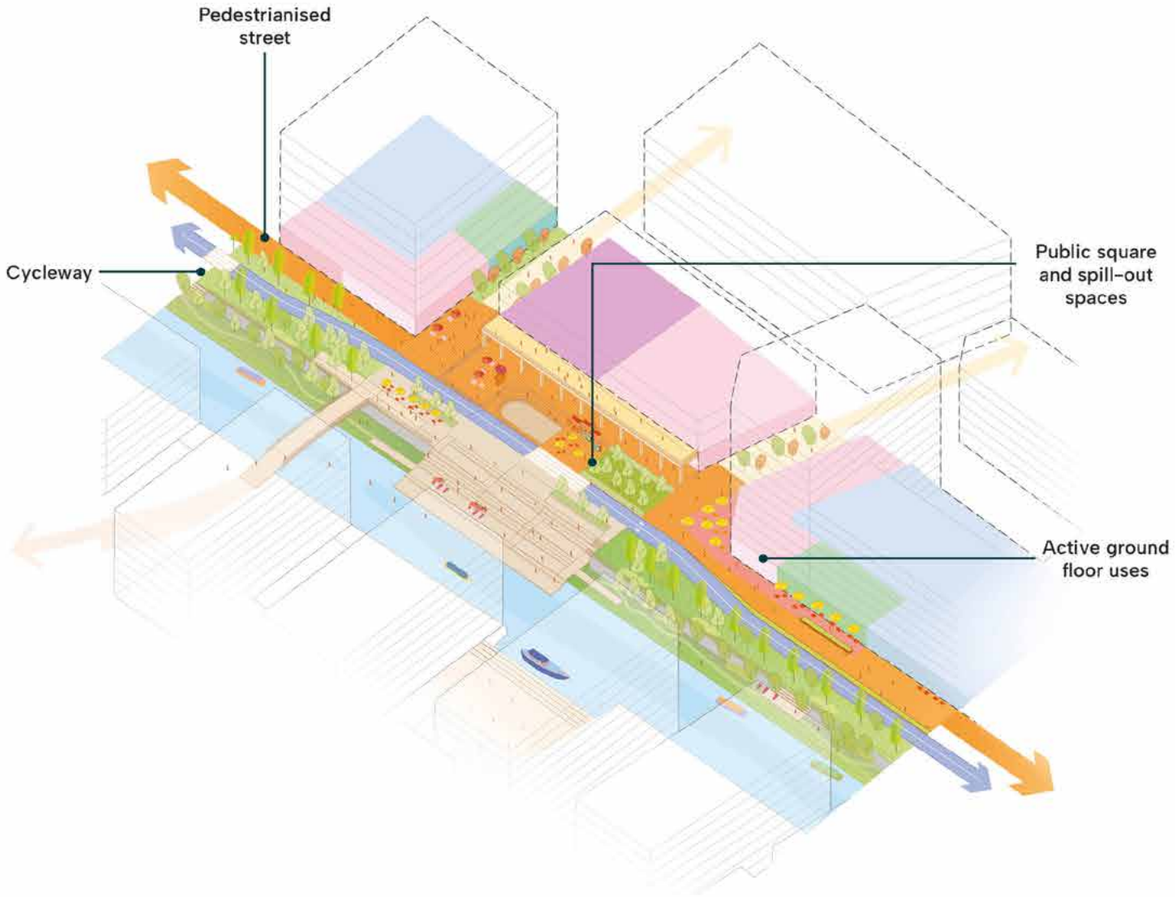
The key characteristics defining this area are:

- **Feeder Canal:** The Feeder Canal is a heritage asset central to the identity of this area. The regeneration of the waterfront presents an opportunity to restore it as a focal point for activity and public life. Development should prioritise the waterfront, with buildings opening up towards and addressing the water with active ground floors. Feeder Road in this area is to be pedestrianised, providing a welcoming public realm with a direct relationship to the canal. Soft landscaping will ensure that flood defence infrastructure is integrated within the landscape design. Planting should emphasise the linear nature of the corridor and respond to the heritage character of the canal.
- **Reinterpretation of industrial character:** St Philip's Centre sits opposite the Silverthorne Lane Conservation Area across the Feeder Canal, an area with a distinct industrial heritage that should inform development here. Development should be sympathetic to this heritage, reinterpreting the conservation area's industrial architectural language, materials and detailing rather than replicating it directly. The use of timber and other low-carbon construction methods is also encouraged, showcasing innovative approaches to sustainable architecture. The reuse, refurbishment and repurposing of the locally listed Jubilee Hall on Chapel Street is supported, alongside the site-wide approach to retaining non-designated buildings from the site's previous communities set out in 05.01.
- **Mixed-use character:** As the principal destination within St Philip's Marsh, this area should provide a mixed-use frontage along the waterfront, integrating land uses to support activation throughout the day and year. Services, retail and community uses will be concentrated at ground floor level. Core community uses such as a healthcare centre should be located in this area, ensuring accessibility for residents and surrounding communities through public transport connections.
- **Evening economy:** Restaurants, bars and cultural uses are encouraged within St Philip's Centre to support an evening economy, creating a destination that is animated through the day and into the evening.
- **Relationship to adjacent clusters and beyond:** St Philip's Centre is the heart of St Philip's Marsh and must function as a hub serving the surrounding sub-character areas. Walking and cycling connections, including a new non-vehicular bridge aligned with the new square, will link this area to all other clusters to support easy access from across the neighbourhood. The location of the district centre close to Temple Meads Station also allows it to serve the wider city, extending the city centre of Bristol.
- **Public spaces and gathering:** St Philip's Centre should incorporate a public square that can accommodate events, markets and community activities. The main square will provide a focal point for social interaction and reinforce the role of the district centre as the heart of St Philip's Marsh. The public square will be enclosed by primary building frontages and will have a direct relationship to the canal, integrating the historic waterway into the heart of St Philip's Marsh. Public realm design must consider accessibility and the requirements of people with disabilities and additional needs.
- **Building heights and landmark potential:** St Philip's Centre is suitable for taller buildings at key nodes, marking corners and gateways while creating a varied roofline. Tall buildings should not form a continuous run along the Feeder Canal; the canal frontage should read as a coherent composition with variation in height and massing across its length. Buildings facing the square and the pedestrianised Feeder Road should be articulated to provide a well-proportioned frontage and a massing that supports the experience of the street and avoids adverse microclimatic impacts on the public outdoor space.
- **Streets:** Block dimensions should contribute to a walkable urban area with a fine grain and permeable street grid, referencing the historic street pattern of the marsh. Streets and spaces must be appropriately framed, with continuous façade lines that define the public realm. The relationship between building heights and street widths should provide a range of spatial experiences. Feeder Road, between Avon St and Albert Crescent, should be pedestrianised, and accommodate for a segregated cycleway to deliver a safe, welcoming environment for social interaction at the District Centre. Tertiary streets should be designed not only for movement and servicing but also for gathering.





Fig 05.08 Existing character of Feeder Canal





Harbourside development with public realm activated through local independent businesses.

Wapping Wharf, Bristol, UK.



A canalside Public Square with active ground floors and informal play at its core, bringing together all ages and family households.

Granary Square, Kings Cross, London, UK.



Green steps navigate the level change between the active travel corridor, spill-out spaces and the gathering areas closer to the water.

Dalmannkai promenade, Hafencity, Hamburg, Germany.



A waterfront promenade bringing together movement, spill-out spaces for active ground floors, and open public space for gathering and enjoying the water.

Waterfront Promenade, Oslo, Norway.

Fig 05.09 St Philip's Centre proposed character

05.03.02
Creative Quarter

The Creative Quarter bridges St Philip's Centre with the quieter residential areas of St Philip's Marsh. The area is bounded by Chapel Street to the north, Albert Road to the west and the St Philip's Marsh Railway Depot to the south. These routes ensure the area is connected by public transport, cycling, walking and vehicle.

The key characteristics defining this area are:

- **Mixed-use character:** This mixed-use area supports, complements and builds upon the active uses concentrated in St Philip's Centre. The area will provide the residential critical mass needed to support the activation of the wider North West cluster throughout the day and year-round. Ground floor uses such as light industrial activities that can be co-located with residential, commercial spaces and community infrastructure are encouraged. Facilities that respond to the needs of residents and workers, such as schools and nurseries, will be located in this area. A Skills Centre within the Creative Quarter or North East St Philip's Marsh is supported.
- **Neighbourhood Park:** This area will deliver a new Neighbourhood Park for recreation, gathering and play. The open space will become a key destination for residents, workers and visitors. Locating community infrastructure around this park is encouraged, alongside ground floor uses that include affordable workspaces, cultural and recreational uses.
- **Active ground floors:** Active ground floor uses are supported along the edges of the Neighbourhood Park and key routes such as Chapel Street. These uses contribute to natural surveillance, animate the public realm and create welcoming streets, reinforcing the role of the wider North West area as the primary hub of St Philip's Marsh.
- **Building form and streetscape:** Development should be shaped by the quality of the street experience. Taller buildings should be concentrated along Albert Road and Albert Crescent, and adjacent to large open spaces. Variety in commercial and residential typologies is encouraged, including houses in strategic locations within the quieter, central parts of the area. Block dimensions should contribute to a walkable neighbourhood with a fine grain and permeable street grid. Streets and spaces must be appropriately framed, with continuous façade lines that define the public realm. The relationship between building heights and street widths should provide a range of spatial experiences. Tertiary streets should be designed not only for movement but also for gathering and informal play.
- **Green streets:** Soft landscaping and SuDS are encouraged within the outdoor spaces and streets of this area, particularly those connecting the Neighbourhood Park to other key outdoor spaces. Integration of water-sensitive landscape design will reference the historic marsh character of the area.



Water and soft landscape create a place for play and gathering, bringing people of different ages and households together.

Diana Memorial, London, UK.



A multipurpose open space catering to a range of ages and needs.

Elephant Park, London, UK.



Residential development with active ground floors through F&B, commercial and light industrial uses that attract small, independent local businesses and frame key open spaces and the public realm.

Elephant Park, London, UK.

Fig 05.10 Creative Quarter proposed character

05.03.03
Albert Road West

The Albert Road West area is located west of Albert Road, bounded by the St Philip's Marsh Railway Depot to the south, Cattle Market Road to the north, the River Avon and Temple Island to the west, and Albert Road to the east.

The key characteristics defining this area are:

- **Relationship with the River Avon**: The River Avon defines the western edge of this area. Development should enhance the river edge, supporting a continuous active travel corridor along the waterfront and maximising the river's ecological potential. Buildings should open up towards the river, maximising views and activity along this edge. Massing should create a varied façade line along the river, with on-plot landscape opening up towards the water where possible, allowing the ecological corridor to expand and contract and creating spaces to dwell within the wider movement corridor of the river. Development must also respond to flood risk and align with Avon Riversides 2100.
- **Mixed-use character:** The proximity to the knowledge-based uses in Silverthorne Island and Temple Meads Area and to the district centre will shape the character of this area. Mixed-use development that supports the university, commercial and knowledge-based uses, and the wider neighbourhood, is encouraged. Purpose-built student accommodation is supported in this location.
- **Strategic visibility and arrival:** This area sits along Cattle Market Road, a principal access route into the site. Development should be welcoming and inclusive, with public realm that invites visitors to walk and cycle. Consideration should be given to outdoor comfort and the quality of the pedestrian environment.
- **Building scale and landmarks:** Given its strategic visibility, this area is suitable for taller buildings that can act as landmarks and aid wayfinding. Building heights should ensure appropriate relationships with neighbouring heritage assets and development. Tall buildings must frame streets and public spaces well, provide continuous frontages and contribute positively to the pedestrian experience. The architectural quality of tall buildings in this location will be a statement of the neighbourhood's ambition and identity. Refined materiality and careful articulation of form are essential to ensure these buildings make a positive contribution to St Philip's Marsh.
- **Albert Road and Victoria Street:** Albert Road will be enhanced to support safe movement for all transport modes. The existing parallel route, Victoria Street, is to be transformed into a linear park, permeated by a north-to-south active travel corridor. This linear park will provide a connection to the district centre from the wider St Philip's Marsh area and create public open space amenity for residents in the area.



A linear park running parallel to a vehicular street, combining play space for different ages with cycling and pedestrian routes as a connected amenity for residents.

Superkilen Linear Park, Copenhagen, Denmark.



Tall mixed-use buildings with articulated massing, framing the public realm to support the pedestrian experience while acting as landmarks and reference points.

King's Cross, London, UK.



Residential development opening up towards the water's edge, with a green, naturalistic corridor forming the interface between the built environment and the river.

Mission Creek, San Francisco, USA.

Fig 05.11 Albert Road West proposed character

05.04 South St Philip's Marsh

Policy DS3 Summary

South St Philip's Marsh

This location will be developed as a sustainable, residential led mixed-use neighbourhood focused along a new riverside linear park. Development may also include leisure or sport uses. Other uses may also be acceptable where they would not be detrimental to achieving the residential led mixed-use vision for this location and would accord with all the other relevant policies in this plan.

The redevelopment of this location will address and enhance its river front setting.

Redevelopment and regeneration along the River Avon frontage will facilitate the creation of an enhanced multi-purpose greenway and accommodate any flood protection infrastructure required as part of the development of the area.

Sparke Evans Park will be enhanced to serve the wider area and provide space for recreation.

South St Philip's Marsh sits south of the St Philip's Marsh Depot and north of the River Avon, forming the main gateway into the site from the southern communities via Totterdown Bridge and St Philips Causeway. Albert Crescent, Albert Road and a new active travel corridor parallel to Albert Road provide further structure to this area, dividing it into the sub-character areas of Riverside Community, Fruit Market Neighbourhood and Parkside Neighbourhood. The characteristics set out below define the character and identity of this area:

- **Water-led:** Water should be threaded through every space in this area, from rain gardens and swales within streets and open spaces to a continuous, walkable connection along the River Avon.
- **Wild and ecological:** Naturalistic, native planting should run through this area's streets, parks and river edges, referencing the site's marsh character and supporting biodiversity and habitat creation alongside everyday use. This planting should link the River Avon's floodplain, restored habitat at Sparke Evans Park and a network of green streets into one connected system, rather than isolated pockets of green space.
- **Tranquil and family-oriented:** Streets, parks and open spaces should support everyday family life within reach of home, with a pace that sits apart from the more active character of North West St Philip's Marsh. Walking and cycling should take priority over through traffic, and the local centre should serve everyday and family needs rather than function as a wider destination.
- **Community-rooted:** Play, informal sport and community gathering spaces should be threaded through the public realm and open spaces, anchored by Sparke Evans Park, the southern Neighbourhood Park and the area's local centre. Retained heritage buildings, including the Albert Road Corporation Garage, should be repurposed as community anchors, shaped with the people who will use them.

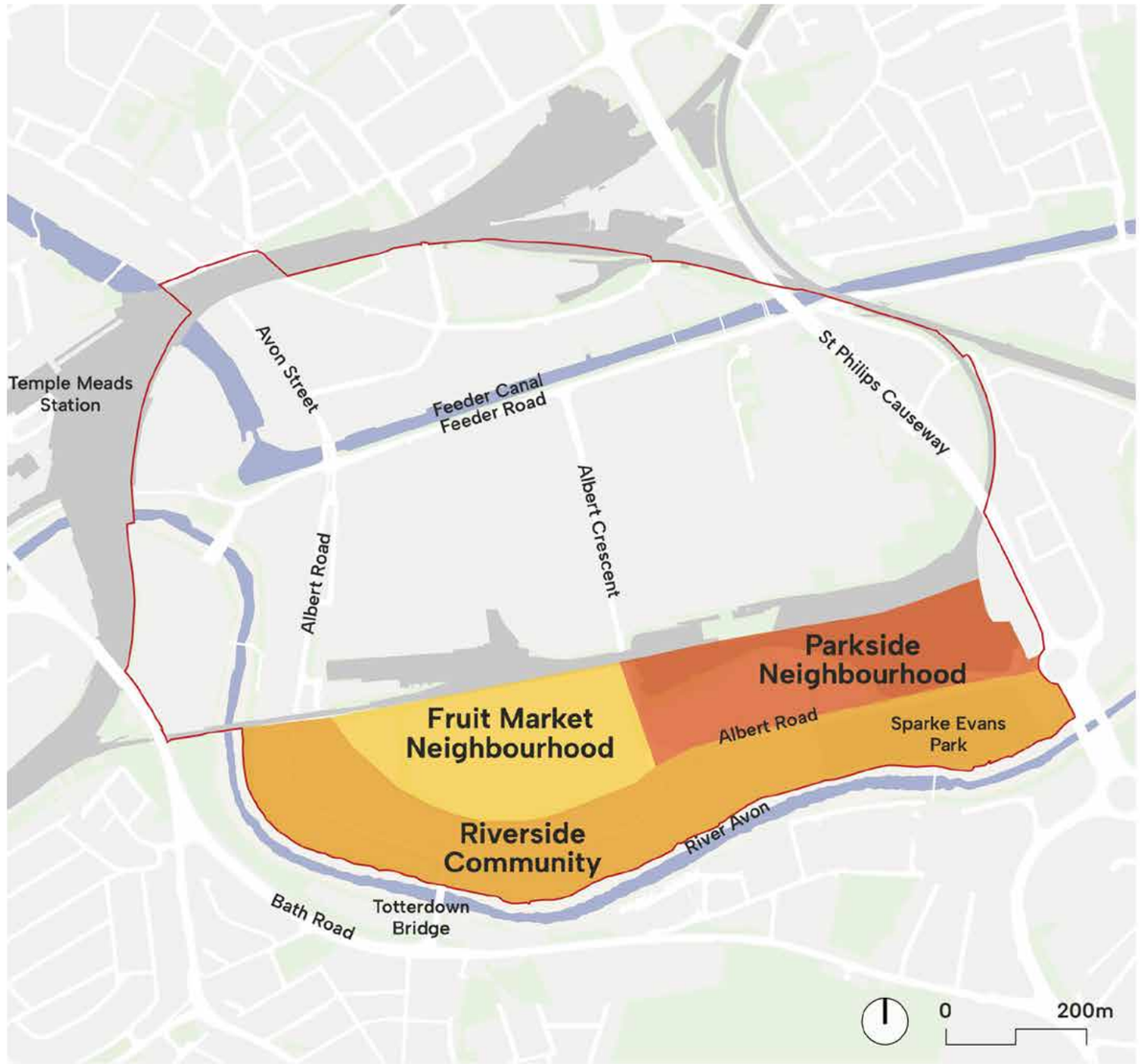


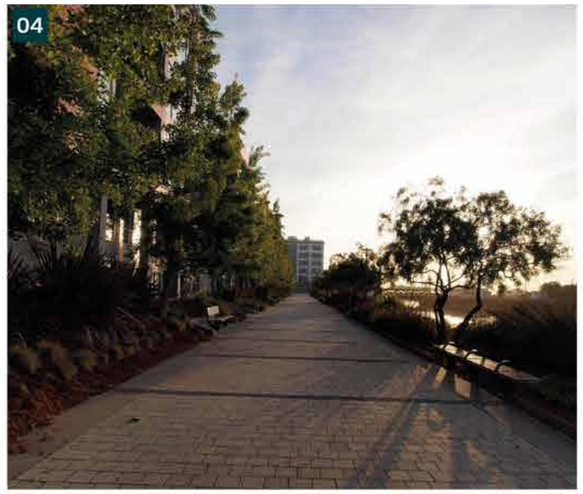
Fig 05.12 South St Philip's Marsh character areas plan



A naturalistic river, bringing movement, habitat and everyday recreation to the same waterfront.

Catharijnesingel, Utrecht, Netherlands.

Mission Creek, San Francisco, USA.



Parks offering flexible spaces for quiet recreation and relaxation, with wild, native planting defining the different areas.

Queen Elizabeth Park, London, UK.





Residential buildings sitting within a naturalistic landscape formed by wild plantings and water features.

Kidbrooke Village, London, UK.



Natural play built from timber, sand and water, for children.

Tumbling Bay Children's Playground, London, UK.

Vauban, Freiburg, Germany.





A former ironworks reused as a food market and cultural venue, anchoring community life around a retained heritage building.

Vulkan Centre, Oslo, Norway.



Wild planting and rain gardens within pedestrian and vehicular streets, bringing nature into the public realm.

Eddington, Cambridge, UK.



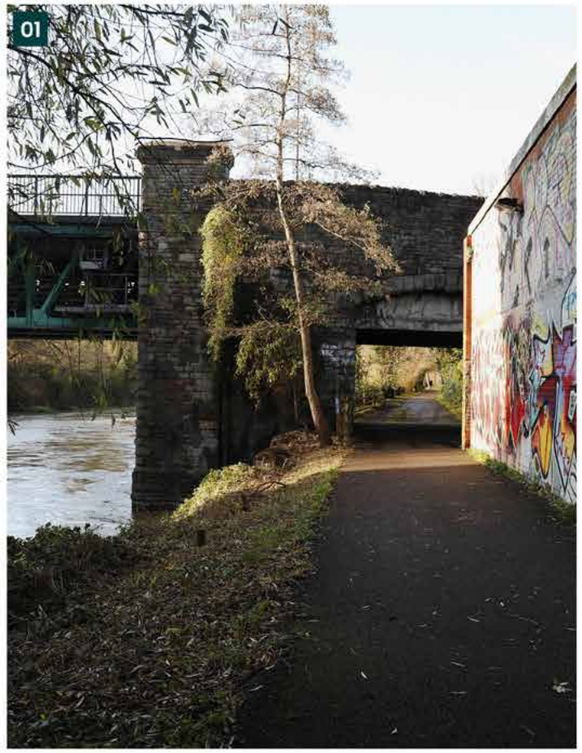
Fig 05.13 South St Philip's Marsh look and feel

05.04.01
Riverside Community

The Riverside Community is located immediately north of the River Avon and is bounded by Albert Road to the north.

The key characteristics defining this area are:

- **Relationship with the River Avon:** Development should enhance the river edge, supporting a continuous active travel corridor along the waterfront and maximising the river's ecological potential. Buildings should open up towards the river, maximising views, activation and the benefits of natural amenity along this edge. Massing should create a varied façade line along the river, with on-plot landscape opening up to the water where possible, allowing the ecological corridor to expand and contract and creating spaces to dwell. Development must also respond to flood risk and align with Avon Riversides 2100.
- **Totterdown Bridge:** Totterdown Bridge is a key gateway to the site from the southern neighbourhoods. Massing, open space and active uses should respond to the gateway location, creating a legible and inviting threshold into the neighbourhood.
- **Albert Road:** Albert Road will become a traditional street, with enhanced footways and a carriageway reduced from its existing industrial width. New frontage should frame Albert Road with a continuous façade that provides a sense of enclosure to the street.
- **Active travel corridor:** An active travel corridor with landscaped areas is to be delivered along the boundary between this area and the Fruit Market Neighbourhood.
- **Active ground floors:** This residential-led development will be supported by active ground floors that animate key streets and open spaces. Services, retail and community infrastructure should cluster around key open spaces and gateways into the site, offering residents convenient access to everyday needs. Clustering active uses creates a variety of intensity within the neighbourhood and establishes a hierarchy of activation.
- **Massing and form:** Innovative typologies should be explored to deliver housing for a variety of household types. Due to the location and principal orientation of this area, massing must be carefully considered to ensure outdoor comfort, avoid wind tunnels, support best-practice sunlight access to surrounding streets, outdoor spaces and courtyards, and adequate daylight levels within all residential units.
- **Albert Road Corporation Garage:** The Albert Road Corporation Garage is a locally listed structure within this area. Repurposing and refurbishment of the garage for community purposes is encouraged, alongside the creation of public realm around it.
- **Sparke Evans Park:** Sparke Evans Park is to be regenerated, with the design bringing back key components of the original layout, particularly those with a community purpose such as the bandstand and football fields, and enhancing its ecological and biodiversity performance. Residents will benefit from improved access to this open space via the River Avon Walk and Albert Road. Locating community infrastructure adjacent to the park, such as a nursery or community space, is encouraged.



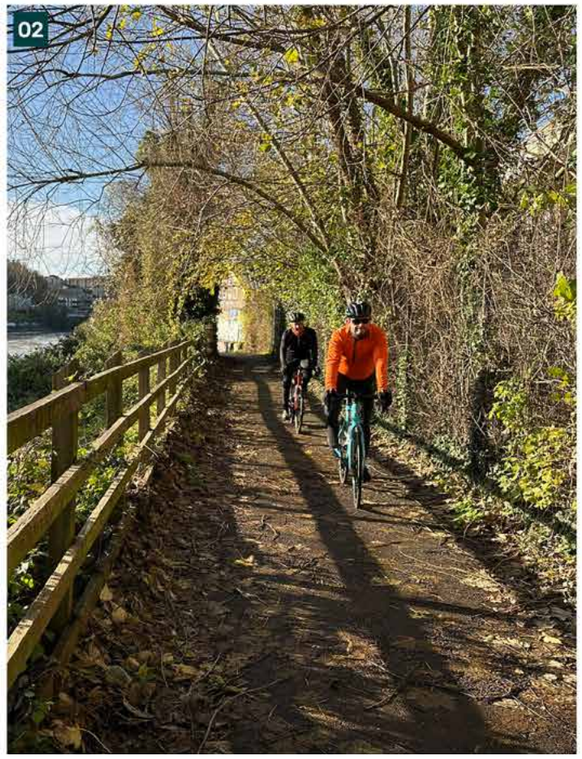
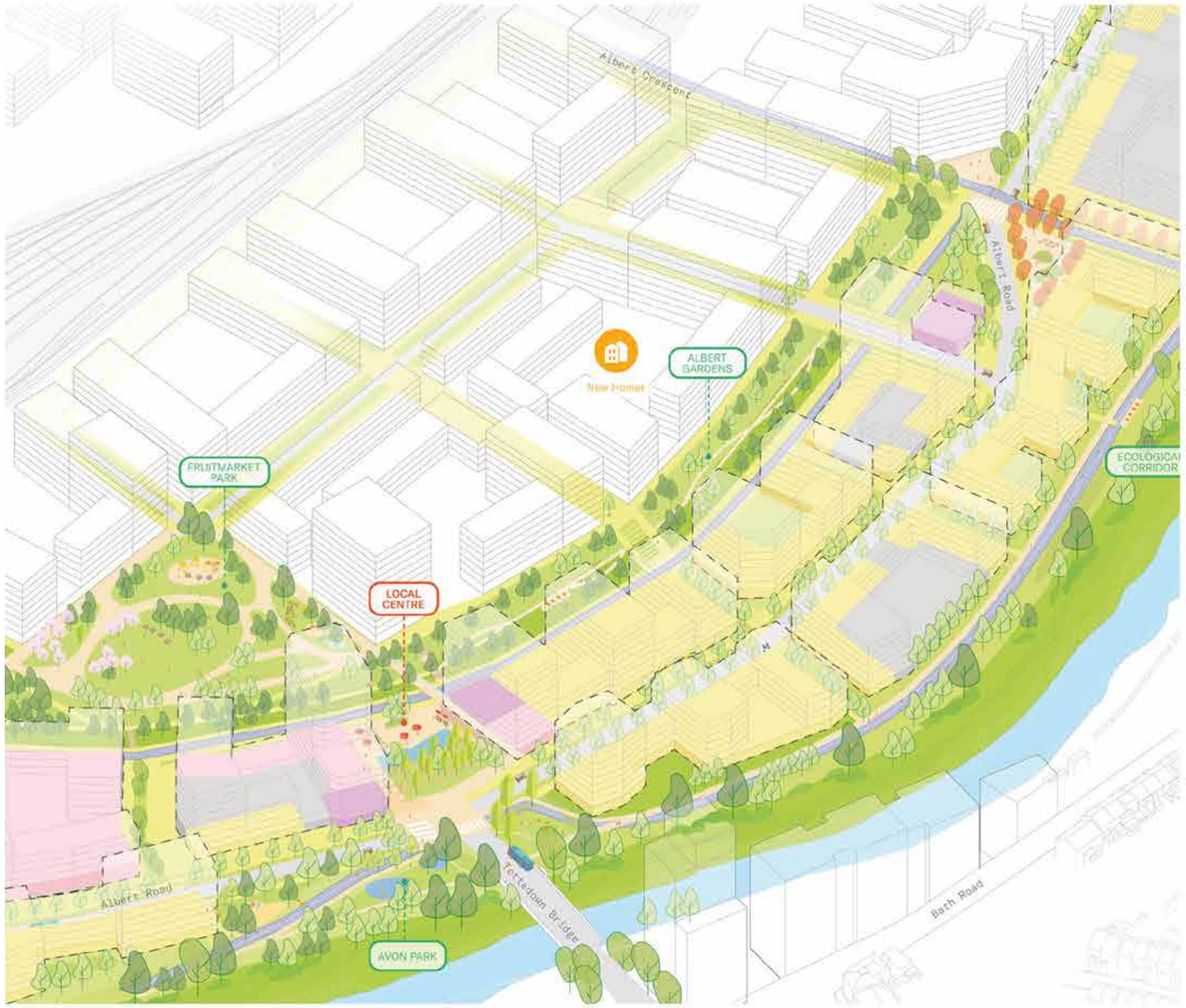


Fig 05.14 Existing character of the River Avon





Residential development framing the river, with articulated buildings that work together with the public realm to create an engaging riverside walk.

Bjorvika, Oslo, Norway.



A family-friendly waterfront where architecture references the site's historic industrial character through brick and ironwork.

Nordhavn waterfront, Copenhagen, Denmark.



Reuse of existing historic structures to create a social and cultural hub anchoring the neighbourhood's everyday life.

Vulkan Centre, Oslo, Norway.



Intimate pedestrian connections through overgrown, wild and native planting that provide a sense of being embedded in nature.

Promenade Plantee, Paris, France.

Fig 05.15 Riverside Community proposed character

05.04.02
Fruit Market Neighbourhood

The Fruit Market Neighbourhood sits north of the Riverside Community, bounded by the St Philip's Marsh Railway Depot to the north, Albert Crescent to the east and the new active travel route to the south.

The key characteristics defining this area are:

- **Topography:** A large portion of this area is elevated, which is both an opportunity and a challenge. The area is one of the few parts of the Masterplan outside the higher flood risk zones, but the level change creates connectivity issues and limits permeability to adjacent areas. Development should redesign the level change to provide softer gradients through landscape areas and improve visual and physical connectivity to neighbouring areas, in particular the Riverside Community.
- **Connectivity:** Due to the elevated nature of the site, care should be taken to ensure that there are sufficient connections to integrate the neighbourhood into the wider area. Active travel and pedestrian connections are critical and should be designed to be inclusive and accessible to all physical abilities when navigating the level changes around the edges of this neighbourhood.
- **Relationship to the St Philip's Marsh Railway Depot:** The northern edge of this area is adjacent to the St Philip's Marsh Railway Depot. Development should provide ecological buffers along this boundary, offering screening and acoustic mitigation while maximising opportunities for biodiversity and habitat creation.
- **Streets and movement:** This area will have minimal vehicular traffic, with access limited to servicing and residential access. Streets should be designed with a pedestrian and active travel focus, creating safe and welcoming environments that invite informal play and social interaction. The low-traffic character of this area reinforces its residential nature. Provision for deliveries and servicing should be located within plots, away from pedestrian movement, preferably facing the St Philip's Marsh Railway Depot.
- **Green streets and sustainable drainage:** Soft landscaping and SuDS are encouraged throughout this area. Given the topography and level changes, these landscapes within streets and open spaces will help manage surface water run-off while contributing to the green character of the neighbourhood and referencing the historic marsh landscape of the area.
- **Neighbourhood Park:** A new Neighbourhood Park is to be delivered in this area, located close to the level change. The park will help navigate the topography while providing areas for play, flexible outdoor spaces for gathering and sports, and landscaped areas for ecology and biodiversity. The park will help integrate this area with the Riverside Community and contribute to the health and wellbeing of residents.
- **Massing and form:** Diverse typologies and a varied roofscape are encouraged, given the elevated position of this area. As this area has a higher proportion of land outside the higher flood risk zones, the delivery of townhouses and mews streets is supported. This will create a family-oriented area and provide housing typologies that complement the wider mix.



Buildings open onto a range of open spaces, from more public-facing parks to internal pocket parks distributed between different residential building typologies.

Kidbrooke Village, London, UK.



Terraced family homes integrated within a mid-rise development to deliver residential that caters to all needs, with quiet streets and green privacy buffers creating the public realm.

Eddington, Cambridge, UK.



Natural play areas integrated to adapt to the site's topography, with wild and native planting creating the setting for everyday play and life.

Tumbling Playground, London, UK.

Fig 05.16 Fruit Market Neighbourhood proposed character

05.04.03
Parkside Neighbourhood

The Parkside Neighbourhood sits east of the Fruit Market Neighbourhood, bounded by the St Philip's Marsh Railway Depot to the north, Albert Road to the south, Albert Crescent to the west and St Philips Causeway to the east. Sparke Evans Park sits within this area.

The key characteristics defining this area are:

- **Albert Road and Albert Crescent:** Albert Road and Albert Crescent are key routes connecting St Philip's Marsh with wider Bristol. Development should frame these streets with a continuous façade line that defines the street and provides a sense of enclosure.
- **Massing and form:** This area will combine a mix of housing typologies. Taller buildings should be located along Sparke Evans Park and at key junctions to capitalise on the aspect provided by the open space, while mid- to low-rise typologies will frame streets with appropriate width-to-height ratios. The delivery of family homes is encouraged in this area, with potential for townhouses or similar typologies towards the centre.
- **Relationship with Sparke Evans Park:** Development should positively address Sparke Evans Park, with active frontages and main entrances providing natural surveillance to create a safe edge and a direct relationship with the park.
- **Relationship to the St Philip's Marsh Railway Depot:** The northern edge of this area is adjacent to the St Philip's Marsh Railway Depot. Development should provide green ecological buffers along this boundary, offering screening and acoustic mitigation while maximising opportunities for biodiversity and habitat creation.
- **Streets:** Block dimensions should contribute to a residential neighbourhood with a fine grain and permeable street grid. Block dimensions should also anticipate a future in which the St Philip's Marsh Railway Depot is redeveloped or relocated, providing the flexibility required to deliver a coherent place over time. Streets and spaces must be appropriately framed, with continuous façade lines that define the public realm and front doors facing the streets. The relationship between building heights and street widths should provide a range of spatial experiences. Tertiary streets should be designed not only for movement but also for gathering and informal play.
- **Street landscaping and sustainable drainage:** Soft landscaping and SuDS are encouraged within the streets and on-plot landscape throughout this area. Flood-resilient and water-sensitive planting will improve planting resilience and reference the marsh character of the area. Green streets will connect Sparke Evans Park with other green spaces, creating a network of soft landscape and tree canopy corridors that support ecology and habitat restoration across the site.



Regeneration of a historic park, restoring the historic assets and providing new facilities that activated the park.

Page Park, Staple Hill, Bristol, UK.



Terraced family homes integrated within a mid-rise and high-rise development to deliver varied residential provision and provide and interesting roofscape and massing.

Elephant Park, London, UK.



Flexible open lawns that provide opportunities for multiple activities and temporary or permanent art and cultural exhibitions.

Victoria Park, London, UK.

Fig 05.17 Parkside Neighbourhood proposed character

05.05 North East St Philip's Marsh

Policy DS3 Summary

North East St Philip's Marsh

This location will be developed for mixed residential and workspace uses, including small-scale manufacturing and maker-spaces. Other uses may also be acceptable where they would not be detrimental to achieving the main residential and workspace focus for this location and would accord with all the other relevant policies in this plan.

North East St Philip's Marsh sits south of the Feeder Canal and immediately west of St Philips Causeway, bridging the new mixed-use development in North West St Philip's Marsh with the existing Avonmeads Retail Park and industrial uses beyond the Masterplan boundary to the east. The St Philip's Marsh Depot to the south, National Grid installations and St Philips Causeway establish this area as the site's principal location for consolidated industrial use, with a Local Centre on Albert Crescent serving its working population. The characteristics set out below define the character and identity of this area:

- **Productive**: Industrial uses should be consolidated and intensified across this area, holding light industrial through to more traditional industrial activity together as one connected production ecosystem, rather than a series of isolated plots operating independently of one another.
- **Experimental and bold:** Colour, expressive material choices and innovative architectural solutions should give buildings in this area a strong identity, marking North East St Philip's Marsh as a confident, legible production cluster rather than a generic employment estate.
- **Healthy:** Design should prioritise the health and wellbeing of the people living and working in this area, mitigating the heat island effect and protecting air quality from industrial and HGV activity, while providing a good everyday setting for breaks, movement and outdoor time.
- **Collaborative:** Buildings and public realm alike should be designed to invite collaboration, meeting and casual gathering between the businesses and workers based here, from shared yards and building entrances at the smallest scale to informal gathering spaces distributed through the wider streetscape.



Fig 05.18 North East St Philip's Marsh character areas plan

The key characteristics defining North East St Philip's Marsh are:

- **Feeder Canal:** Development along the Feeder Canal will enable the delivery of a green area along the canal, flood defence infrastructure and improved walking and cycling connections.
- **Streets:** Development should frame streets to support natural surveillance and activation of the streetscape. Where setbacks are required, landscape should provide privacy and security in preference to fences or tall walls. Streets should be well lit to support safety in the evenings and during short winter days. Integration of soft landscape areas and SuDS within streets is encouraged to mitigate the impact of industrial vehicles on the walking and cycling experience.
- **Outdoor spaces:** On-plot outdoor spaces should incorporate soft landscaping and SuDS. Outdoor spaces should be designed to reduce the heat island effect through landscape and planting while meeting the operational requirements of businesses. Surface car parks and service yards should be screened from or located away from the street, minimising their visual impact.
- **Building typologies:** Development should explore innovative building typologies that consolidate and intensify industrial uses. Industrial land uses should be stacked across multiple floors or co-located with residential, community or commercial uses where operationally feasible.
- **Frontages:** Active frontages with front doors and retail uses should front onto the primary streets in the area, such as Feeder Road. Servicing access should be on secondary and tertiary streets, subject to operational requirements. This reinforces the hierarchy of streets and supports a coherent structure to the street network.
- **Integration with adjacent character areas:** Integrating this area with adjacent character areas is essential to ensure that development across the Masterplan comes forward in a coordinated manner. Denser buildings are encouraged towards the west, adjacent to the Creative Quarter, to support activity and movement around the Local Centre on Albert Crescent. Residential and community uses, where brought forward, should sit towards the western and northern edges of the area, close to similar uses in adjacent character areas.
- **Sustainable design:** Development should showcase innovative, sustainable construction technologies, employing low-carbon construction methods and energy-efficient building design. This will demonstrate new approaches to employment development and align with Bristol's net-zero ambitions.
- **Skills and training:** A Skills Centre is supported within the Creative Quarter or North East St Philip's Marsh. Development in North East St Philip's Marsh should support local employment and training opportunities that enable residents to benefit from the economic activity in the area.
- **Ecological buffers:** Development should provide ecological buffers along the boundary with the St Philip's Marsh Railway Depot, maximising opportunities for biodiversity and habitat creation.



Industrial buildings within a well-designed public realm and open space provision, with pockets of activation for people working in the area and nearby residents

Here East, Stratford, London, UK.



Bold and playful industrial architecture that showcases the innovative and experimental character of the new district.

Here East, Stratford, London, UK.



Temporary and experimental container building providing studio spaces.

Trinity Buoy Wharf, London, UK.

Fig 05.19 North East St Philip's Marsh proposed character