# 04
# Vision and Masterplan Principles




**Fig 04.01** Illustrative eye-level view of the District Centre along the Feeder Canal

# 04.01
# Vision Statement

St Philip's Marsh represents a unique opportunity to transform 95 hectares of underutilised industrial land into a new urban district in the heart of Bristol. The regeneration will address the city's pressing housing needs whilst maintaining the site as one of Bristol's major employment areas.

The character and identity of St Philip's Marsh will be rooted in both its past and its future. The area's rich industrial heritage, including the Silverthorne Lane Conservation Area and listed buildings, will inform the architecture and the public realm, creating a neighbourhood with a distinctive sense of place. The River Avon, Feeder Canal and Sparke Evans Park will become the defining elements of the neighbourhood, shaping its spatial structure and identity. These blue and green assets will be celebrated and enhanced, providing ecological corridors, active travel routes and spaces for recreation and social gathering.

A range of housing typologies and tenures will cater to people of different income levels and household types. Jobs across all skill levels, social infrastructure and educational facilities will support a diverse and inclusive community.

St Philip's Marsh will evolve into a people-centred neighbourhood where streets, spaces and buildings are designed to prioritise human activity and promote the health and wellbeing of all residents. A comprehensive network of high-quality green spaces, parks and public realm will encourage social interaction and foster community bonds. The early delivery of community uses and facilities will play a vital role in establishing the identity and character of St Philip's Marsh from the outset.

The regeneration will support a broad and inclusive economy. The University of Bristol Temple Quarter Enterprise Campus presents an opportunity to establish a knowledge and employment cluster, honouring the area's manufacturing legacy through research, innovation and enterprise. This cluster will contribute to the West of England Innovation Arc, strengthening Bristol's role as a centre for knowledge-based industries, as well as providing job opportunities for local residents.

Enhanced transport connections and active travel routes will improve connectivity to Temple Meads Station, the city centre and surrounding neighbourhoods. The new eastern entrance to Temple Meads Station will bring much of St Philip's Marsh within walking distance of the railway. The area will prioritise sustainable movement, with reduced vehicle speeds, continuous cycling infrastructure and dedicated pedestrian zones.

St Philip's Marsh occupies a strategic location between some of Bristol's most deprived communities. The regeneration presents an opportunity to deliver services, facilities and open spaces that will benefit not only new residents but also existing communities who currently lack convenient access to local amenities.

St Philip's Marsh will be transformed from a flood-prone area into a climate-resilient neighbourhood. Comprehensive flood defences will protect homes and businesses whilst enhancing the quality of waterfront spaces. Sustainability will be at the core of all design decisions, contributing to Bristol's carbon-neutral ambitions through energy-efficient design, low-carbon construction and renewable energy generation.

The transformation will be delivered over several decades through a coordinated and phased approach, ensuring that infrastructure, transport links, open space and community facilities are delivered alongside new homes and workplaces.



















**Fig 04.02** World-class precedents of canal-side developments, integrating sustainable urban drainage among diverse housing typologies, public realm activation, active travel corridors and open spaces for the future of St Philip's Marsh

# 04.02
# Place Principles

St Philip's Marsh will be rooted in Bristol's character and identity. The qualities that define Bristol, its diverse culture, independent thinking, creative spirit, historic fabric and natural beauty, shape the five Place Principles that direct the regeneration. Each principle responds to one of these qualities and is delivered through the Key Moves set out in Section 04.03.

– **Integrated and Connected**
Bristol's diverse culture only thrives where people can reach one another, and St Philip's Marsh is currently severed from its neighbours by railway lines, the Feeder Canal and limited crossings. The regeneration will replace severance with continuous movement: Active Travel routes along the Feeder Canal and River Avon, new car-free bridges, enhanced public transport, and a bus network that brings every resident within a five-minute walk of a service. Connection is the precondition for everything else this Masterplan sets out to achieve.

– **Inclusive Economic Growth**
Bristol's independent thinking has produced an economy where industrial work, creative practice, enterprise and research sit side by side. St Philip's Marsh, positioned between some of the city's most deprived communities and the growing knowledge cluster anchored by the University of Bristol Temple Quarter Enterprise Campus, has the opportunity to create an ecosystem where these can grow together. The regeneration will retain industrial jobs, upskill workers and support businesses across all sectors and skill levels. Workspaces will sit alongside homes, with the benefits of growth shared fairly between existing and new communities.

– **Vibrant and Creative Communities**
Bristol's creative spirit lives in its streets, venues and everyday cultural life, and St Philip's Marsh will provide the homes, spaces and ground floors that let it find a home here. A minimum of 7,000 new homes across varied typologies and tenures will sit alongside cultural and community spaces, affordable creative and maker spaces, and a network of local centres that anchor everyday life. Active ground floors will promote street life, and the public realm will be designed to create a balanced urban environment where community can take root and thrive.

– **Quality Open Spaces**
Bristol's natural beauty is one of the qualities that defines the city most strongly, and St Philip's Marsh already holds three of its most significant assets: the River Avon, the Feeder Canal and Sparke Evans Park. The regeneration will weave these into a hierarchy of parks, squares and pocket spaces, with every resident and worker within a five-minute walk of open space. Green streets will connect them, carrying green infrastructure and SUDS. Tree canopy coverage will increase to at least 25% of the site, supporting biodiversity and bringing nature into daily life.

– **Brilliant Buildings**
Bristol's historic fabric carries the city's story, and St Philip's Marsh will respond through buildings that honour its industrial heritage while meeting the demands of a net-zero future. The Silverthorne Lane Conservation Area and listed buildings will anchor new development in the site's history. Buildings will be future-proofed, adaptable and energy-efficient in construction and operation and accessible to all physical abilities.

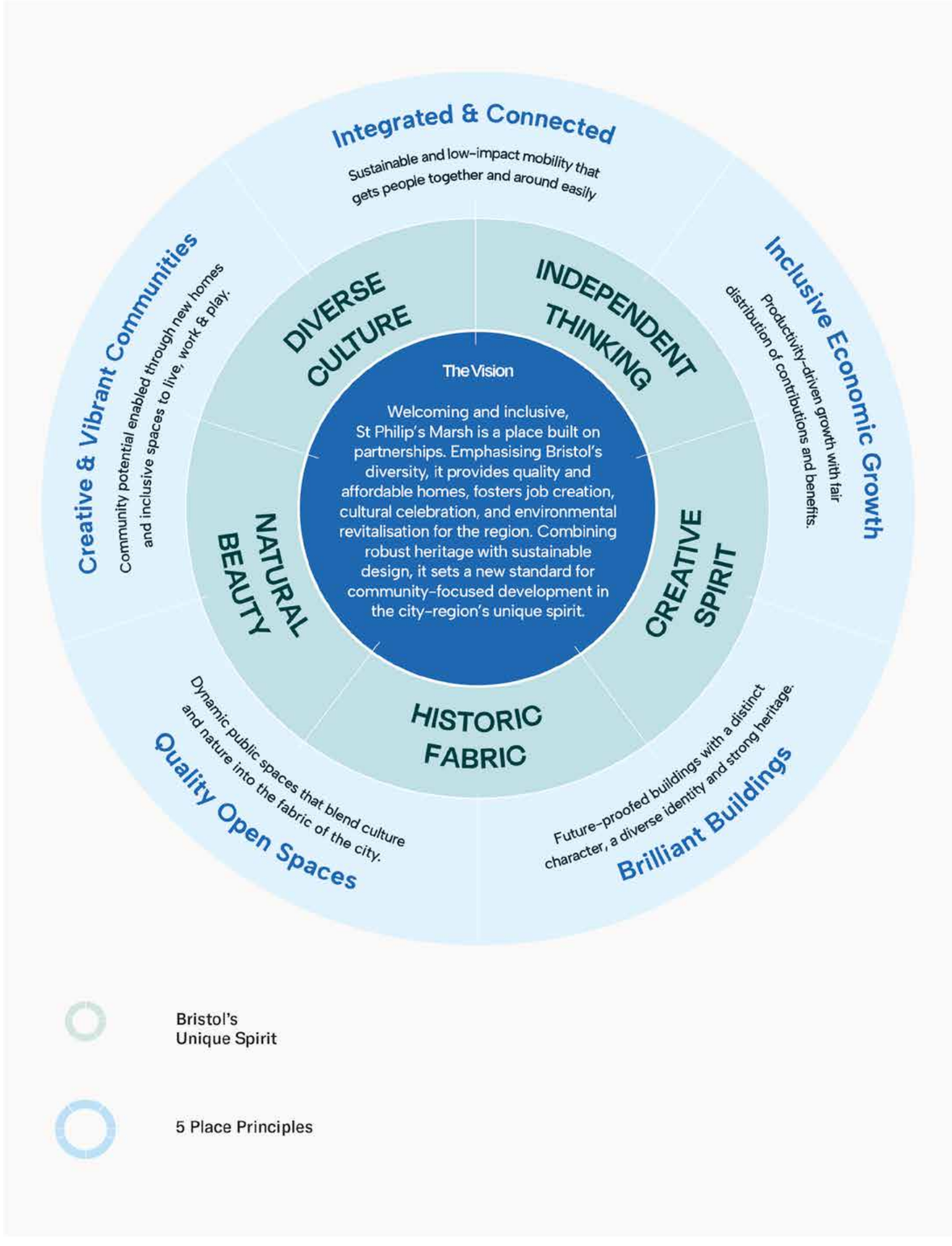



**Fig 04.03** Applying Bristol Temple Quarter Place Vision (2024) to St Philip's Marsh

# 04.03 Key Moves

The Place Principles describe the kind of neighbourhood St Philip's Marsh will become. The Key Moves translate them into spatial structure: the decisions about location, connection and arrangement that must be made at the scale of the whole site for the principles to be deliverable on the ground.

The Key Moves respond to the site's context and constraints, and have been refined through public engagement to reflect community priorities on open space distribution, the location of a new District Centre and local centres, and the pedestrianisation of streets. The four Key Moves are interdependent. No single move can be delivered in isolation; together they form a coherent framework for regeneration.

Some development is already underway, providing early momentum for the wider transformation of St Philip's Marsh. Proposals will be supported where they demonstrate how they contribute to the delivery of these Key Moves and the Place Principles they carry into spatial form. The expectations for each move are set out on the spreads that follow.

**The Key Moves and the Place Principles they embody:**

- **Key Move 1: Integrate the green and blue** will exemplify Quality Open Spaces and Integrated and Connected.
- **Key Move 2: Establish context-responsive land use clusters** realises Inclusive Economic Growth and Vibrant and Creative Communities.
- **Key Move 3: Strengthen connectivity** manifests Integrated and Connected.
- **Key Move 4: Distribute a range of open spaces** will demonstrate Quality Open Spaces and Vibrant and Creative Communities.

**Brilliant Buildings: The cross-cutting principle**
Four of the five Place Principles are carried by the Key Moves above, which set the spatial framework for the regeneration.

Brilliant Buildings sits differently: it is delivered at the scale of individual buildings rather than through site-wide spatial structure, and it threads through every Key Move as the quality of the architecture that will give them form.

Brilliant Buildings will be expressed through the detailed design of buildings across St Philip's Marsh. Proposals should demonstrate how their buildings:

- Honour the site's industrial heritage, including the Silverthorne Lane Conservation Area and listed buildings.
- Are future-proofed and adaptable, able to respond to changing needs throughout their lifetime.
- Are energy-efficient and low-carbon in construction and operation, consistent with Bristol's net-zero ambitions.
- Are accessible to all physical abilities, with inclusive design throughout.
- Activate ground floors where the building addresses a principal street, square or waterfront.

The detailed guidance for delivering Brilliant Buildings is set out in the chapters that follow, including the character area guidance in Chapter 05 and the design quality framework that supports it.













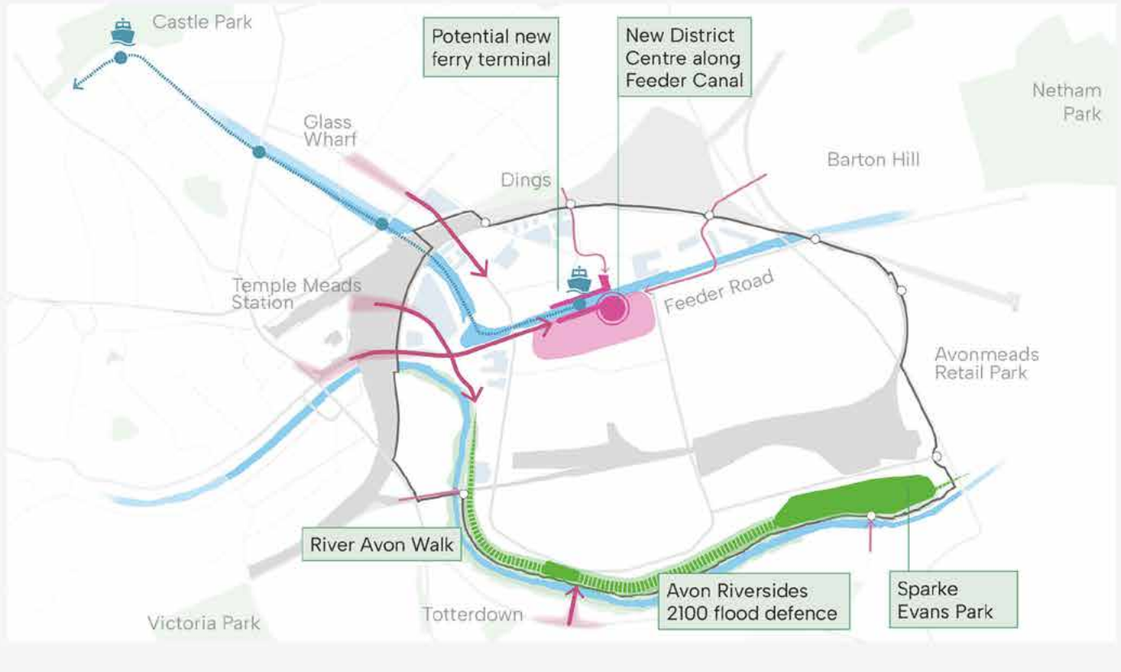






**Fig 04.04** Precedents for St Philip's Marsh for Quality Open Spaces, Brilliant Buildings, Creative & Vibrant Communities, Integrated & Connected places and places that deliver Inclusive Economic Growth.

# 01 Integrate the green and blue




**Spatial Intent:**

The River Avon and Feeder Canal are the site's most significant natural assets, and the source of its most significant constraint. Each plays a different role in the regeneration.

The Feeder Canal will become the neighbourhood's primary destination, anchored by a new District Centre that brings retail, leisure, community and cultural uses to the waterside and connects them by public transport to wider Bristol.

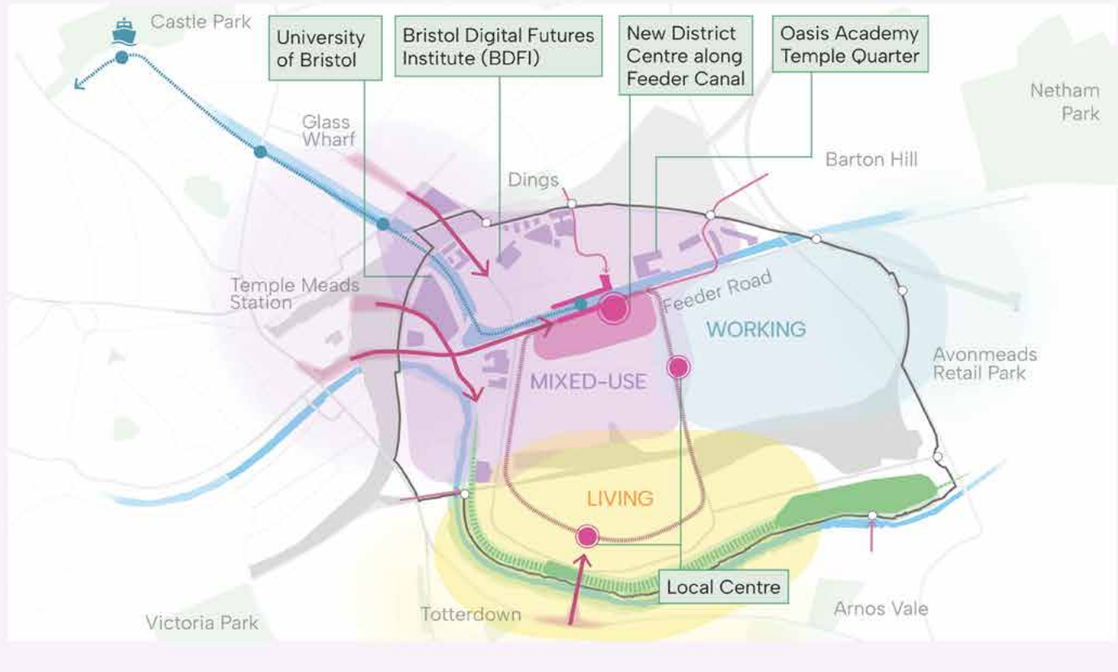
The River Avon will become the neighbourhood's ecological corridor, where flood defence is integrated into a continuous landscape that supports biodiversity, Active Travel and quiet recreation. Together, they turn the constraint of flood risk into the structure of the neighbourhood.

**How proposals deliver this Key Move:**

- Anchoring the Feeder Canal as the neighbourhood's primary destination, with a District Centre that brings retail, leisure, community and cultural uses to the waterside.
- Creating a continuous public realm along the waterside, with active ground floors addressing it.
- Consolidating social infrastructure and cultural facilities within or close to the District Centre.
- Strengthening public transport access to and from the District Centre.
- Integrating Avon Riversides 2100 flood defence within a continuous landscape along the River Avon, designed as an ecological corridor.
- Extending Active Travel along both waterways.

**Fig 04.05 Key Move 1:** Integrate the green and blue.

# 02 Establish context-responsive land use clusters




**Spatial Intent:**

St Philip's Marsh will deliver mixed-use regeneration where working and living come together, organised into three clusters with distinct roles: the District Centre and surrounding mixed-use area to the north-west, intensified employment to the north-east, and residential communities to the south.

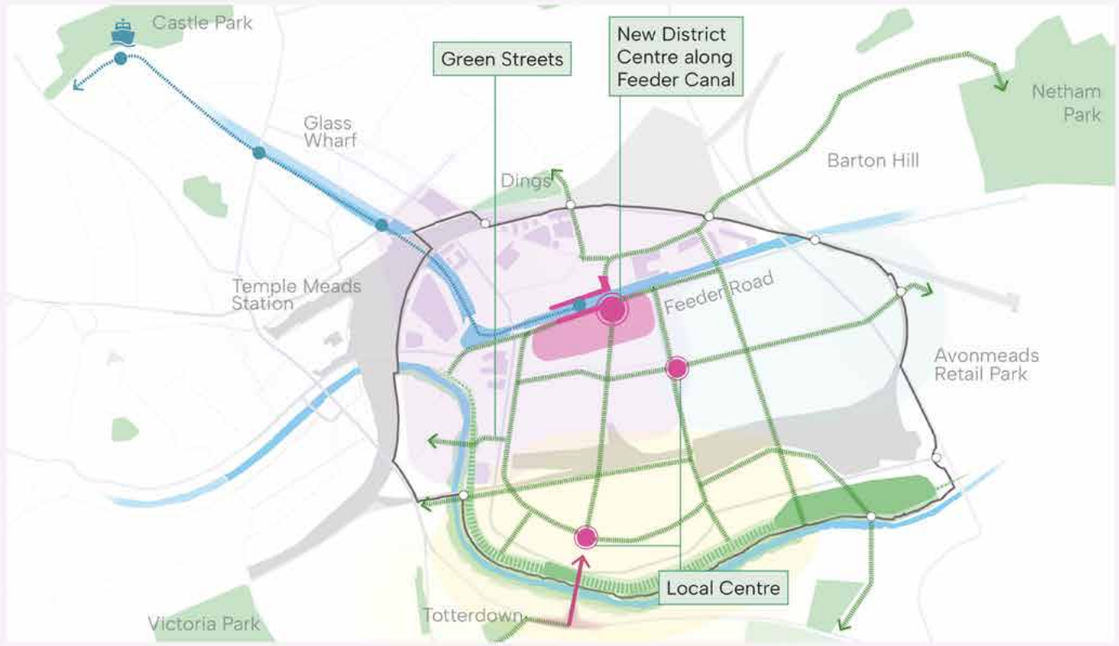
Each cluster is a neighbourhood in its own right, anchored by a Local Centre that brings shops, services and community uses within walking distance of home. Strong connections between the clusters bring employment closer to homes and services, allowing industrial work, creative practice, enterprise and research to sit side by side at the scale of the whole site and creating a place that is active throughout the day and across the week.

**How proposals deliver this Key Move:**

- Delivering a truly mixed-use quarter to the north-west, with a balance of commercial, residential and other uses.
- Consolidating employment uses to the north-east, retaining and intensifying industrial activity where possible.
- Delivering residential communities to the south with a genuine mix of housing typologies and tenures.
- Activating ground floors, particularly around the district and local centres.
- Strengthening the connections between clusters, so the neighbourhood reads as a whole.
- Creating inclusive and accessible places to live and work across all clusters, with homes, workspaces and public realm designed for people of all backgrounds, abilities and life stages.

**Fig 04.06 Key Move 2:** Establish context-responsive land use clusters.

# 03 Strengthen connectivity




**Spatial Intent:**

St Philip's Marsh will be shaped by a network of green streets that prioritise walking and cycling, deliver landscape, SuDS and tree canopy, and connect the neighbourhood's key destinations to one another and to wider Bristol.

These green streets link the District Centre, the local centres in each cluster, and the parks and waterways that structure the site, with onward connections to Temple Meads Station, the city centre and surrounding neighbourhoods.

Improvements to public transport within St Philip's Marsh are critical to the success of this network. The new eastern entrance to Temple Meads Station brings much of the site within walking distance of the railway, as well as opening up the station to the east and south of the city, and enhanced ferry and bus services will improve access across the site and into the wider city/region.

**How proposals deliver this Key Move:**

- Delivering the green street network across the site, prioritising walking and cycling and carrying landscape, SuDS and tree canopy.
- Linking the District Centre, the local centres in each cluster, and the parks and waterways through legible Active Travel routes.
- Replacing severance with permeability through new car-free bridges across the Feeder Canal and enhanced underpasses.
- Supporting access to public transport within a five-minute walk of every resident.
- Designing streets that reduce vehicle speeds and prioritise Active Travel safety at every crossing.

**Fig 04.07 Key Move 3:** Strengthen connectivity.

# 04 Distribute a range of open spaces




**Spatial Intent:**

St Philip's Marsh will be structured by a network of parks, squares and pocket spaces that bring every resident and worker within easy reach of green and outdoor space. The parks are positioned so that each cluster has direct access to a major green space, with three anchors across the site: an enhanced Sparke Evans Park to the south-east, a new Neighbourhood Park in the northern cluster bridging the mixed-use area and the employment area, and a new Neighbourhood Park in the south-west.

These parks overlay the green street network, so that they can be reached on foot and by bike through the same Active Travel routes that connect the rest of the neighbourhood.

Each park sits close to a Local Centre or the District Centre, so community uses, open space and daily life reinforce one another.

**How proposals deliver this Key Move:**

- Contributing to the network of open spaces so every resident and worker has green space within easy reach, including the enhanced Sparke Evans Park, the new Neighbourhood Parks in the northern cluster and in the southern cluster.
- Linking parks into the green street network so they are accessible through Active Travel routes.
- Locating community uses and other services around parks and open spaces, so the outdoor space is activated by everyday life.
- Increasing tree canopy coverage, contributing to biodiversity net gain, and incorporating SuDS within parks, squares and pocket spaces.
- Prioritising early delivery of key open spaces.

**Fig 04.08 Key Move 4:** Distribute a range of open spaces.

# 04.04 Key Masterplan Principles

The Key Masterplan Principles bring the four Key Moves together into a single integrated plan, setting out the structural commitments that shape St Philip's Marsh: the centres, ecological corridors, parks, gateways and movement network that proposals must respond to. Together, they guide the coordinated delivery of the mixed-use neighbourhood.

### Key Objectives

Successful proposals will:

- Have regard to the Key Masterplan Principles and the Key Masterplan Principles Plan (Fig 04.09).
- Consider the Key Masterplan Principles alongside the character area specific guidance set out in Chapter 05.
- Refer to the Illustrative Masterplan, demonstrating how any departure does not fetter comprehensive development at St Philip's Marsh.

### District Centre

- **Location:** Western half of Feeder Canal within the mixed-use cluster.
- **Purpose:** Anchors the canal frontage as the primary destination of St Philip's Marsh.
- **Consideration:** Brings together retail, leisure, community, cultural and commercial uses that serve both local residents and the wider area.

### Local Centres

- **Locations:** Positioned along Albert Road serving the living cluster and Albert Crescent serving the working cluster.
- **Purpose:** Brings everyday services within walking distance of every resident.
- **Consideration:** Combines local services, retail and community uses appropriate to the scale of each cluster.

### Gateways

- **Location:** Entrances to St Philip's Marsh from the city centre and surrounding neighbourhoods, and key junctions within the site.
- **Purpose:** Marks arrival at St Philip's Marsh and signals key destinations within the site.
- **Consideration:** A clear hierarchy between gateways, with the most prominent marking the principal entrances to St Philip's Marsh.

### River Avon Walk

- **Location:** Along the banks of the River Avon.
- **Purpose:** Creates a continuous green edge along the river, integrates flood defence infrastructure and provides an attractive setting for active travel routes along the waterfront.
- **Consideration:** Enhances biodiversity, supports habitat connectivity, and provides a setting for Active Travel and quiet recreation along the waterfront.

### 1 New Northern Neighbourhood Park

- **Location:** Northern cluster, bridging the mixed-use area and the employment area.
- **Purpose:** Provides space for play, recreation and relaxation for residents and workers across the northern cluster.
- **Consideration:** Framed by a mix of uses, with residential, commercial and community functions around its edges, and connected into the green street network.

### 2 New Southern Neighbourhood Park

- **Location:** South-western cluster, near Totterdown Bridge and a Local Centre.
- **Purpose:** Supports recreation, play, gathering and biodiversity for the residential cluster.
- **Consideration:** Bridges the level change between the existing Fruit Market site and the riverside sites, providing a green connection between them.

### Sparke Evans Park

- **Location:** South-eastern edge of the site.
- **Purpose:** Provides space for sports, leisure, biodiversity and community gathering.
- **Consideration:** Regenerates the existing park while paying homage to the historic marsh community.

### Ecological Buffers

- **Location:** The edges of the St Philip's Marsh Railway Depot.
- **Purpose:** Establishes an inland habitat area that extends biodiversity into the heart of the site.
- **Consideration:** Provides noise and visual screening from the railway depot while it remains in operation, supporting residential amenity in the surrounding neighbourhood.

### Green Corridors

- **Location:** The partial pedestrianisation of Feeder Road and Albert Crescent, the transformation of Victoria Road into a linear park, and a new Active Travel route parallel to Albert Road, together creating a loop that connects all clusters and key areas of St Philip's Marsh.
- **Purpose:** Improves connectivity and soft landscape across the site, prioritises Active Travel, and addresses existing barriers to movement.
- **Consideration**: Where vehicular traffic crosses the green corridors, Active Travel safety and comfort are prioritised with clear and legible crossings.

**Other:**

- **Underpasses:** Enhancements to the underpasses on Cole Road, Avon Street, Silverthorne Lane and Gas Lane will improve active travel connections beyond the site boundary.
- **Bridges:** New car-free bridges across the Feeder Canal, and across the Floating Harbour to the north of Totterdown Basin.
- **Future routes**: A new north-south route is safeguarded to connect Totterdown Bridge with the Feeder Canal District Centre if the western section of the depot is ever redeveloped.

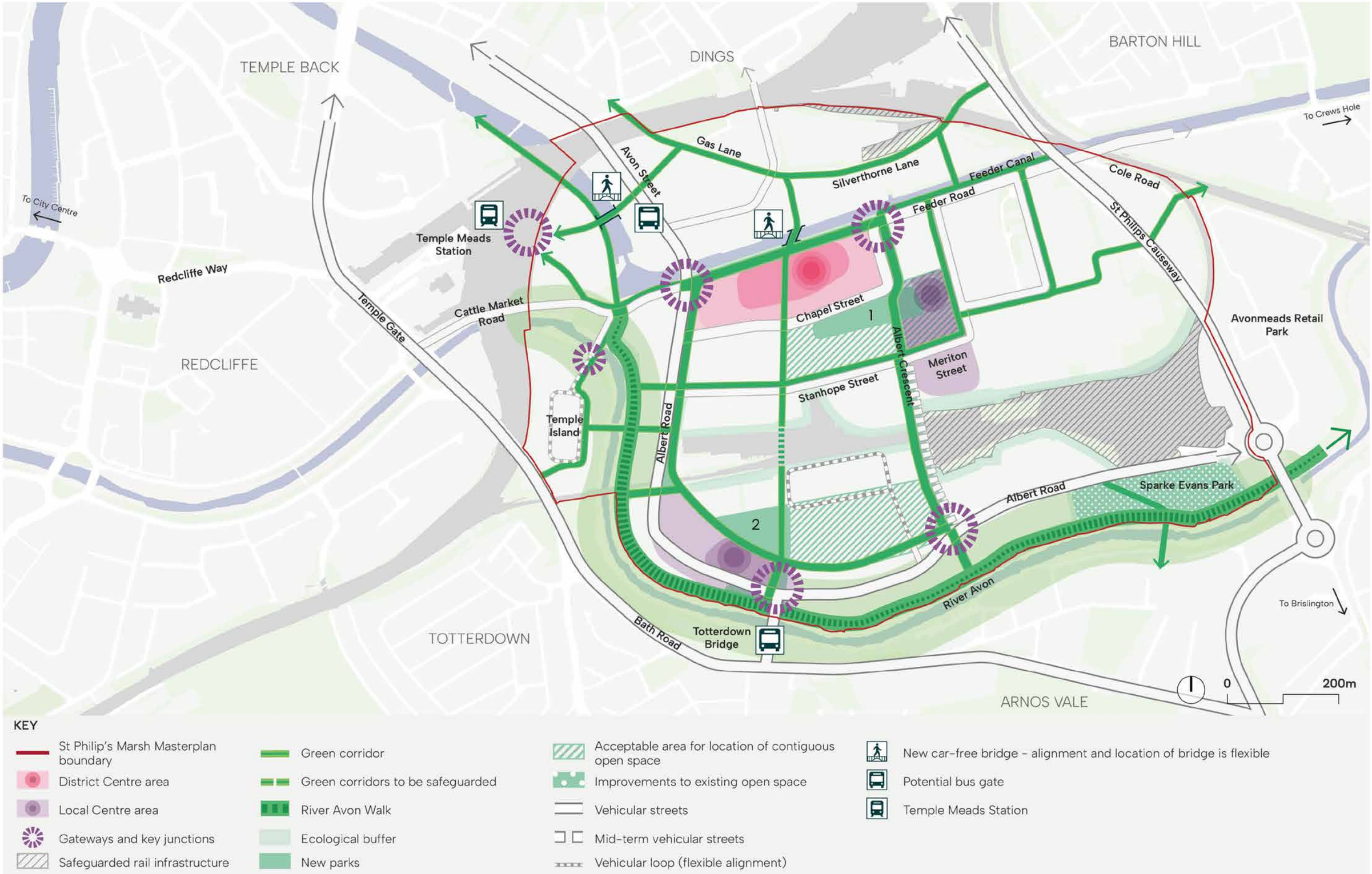



**Fig 04.09** Masterplan Principles for St Philip's Marsh

# 04.05 The Illustrative Masterplan and the Future of St Philip's Marsh

This chapter has set out the Vision for St Philip's Marsh, the Place Principles, the Key Moves and the Key Masterplan Principles. The Illustrative Masterplan shows how the regeneration could come forward as a complete neighbourhood that responds to all of them.

The Illustrative Masterplan is indicative. It demonstrates one way the regeneration could be delivered while remaining true to the Masterplan's intent. Proposals are not required to match it precisely, but where they depart from it, they should demonstrate how the departure does not fetter the comprehensive delivery of St Philip's Marsh.

The Illustrative Masterplan represents St Philip's Marsh at maturity. The regeneration will be delivered over several decades through a coordinated and phased approach, with infrastructure, open space and community facilities brought forward alongside new homes and workspaces.

The Illustrative Masterplan shows St Philip's Marsh as a regenerated piece of city that delivers more than 7,000 homes and an ecosystem of workspaces for businesses of every type and scale. It is a place that supports living, working and growing alongside one another, with homes, workspaces, schools, healthcare, shops and open space in close proximity so that daily life is convenient and connected.

The neighbourhood opens out to its two water assets, each in a different way. The Feeder Canal is animated by the District Centre and a public square at the water's edge, where shops, leisure and community uses gather around an active waterfront. The River Avon becomes an ecological corridor where biodiversity, recreation and flood defence sit together as a single landscape, turning the site's flood risk into the structure that shapes the neighbourhood. Together, the two waterways anchor the neighbourhood and reach beyond it, giving St Philip's Marsh a role in the wider life of the city.

Two new neighbourhood parks, Chapel Park and Fruit Market Park alongside Albert Gardens and Avon Park, a new Victoria Road Linear Park, and the enhanced Sparke Evans Park anchor a wider network of squares, courtyards and pocket parks. Open space sits within easy reach of every resident and worker, including the surrounding communities who have long lived alongside the site, with social infrastructure consolidated around the District Centre and the local centres so that community uses, parks and daily life reinforce one another. A range of streets, from intimate lanes to active travel corridors, gives every resident and visitor a place that fits the way they move and live.

The built environment is varied in floorplate, height, roofscape and grain, producing a rich neighbourhood where new development sits alongside the area's industrial heritage and buildings are framed by green space, courtyards and active streets.

Across the Masterplan, Bristol's character is carried into the design: diverse culture, independent thinking, creative spirit, historic fabric and natural beauty made spatial through the buildings, streets, waterways and parks of St Philip's Marsh. The regeneration connects the site into the surrounding neighbourhoods that have long sat on either side of the railways and waterways. Together, these elements make St Philip's Marsh a coherent piece of city, ready to take its place as the next chapter in Bristol's story.

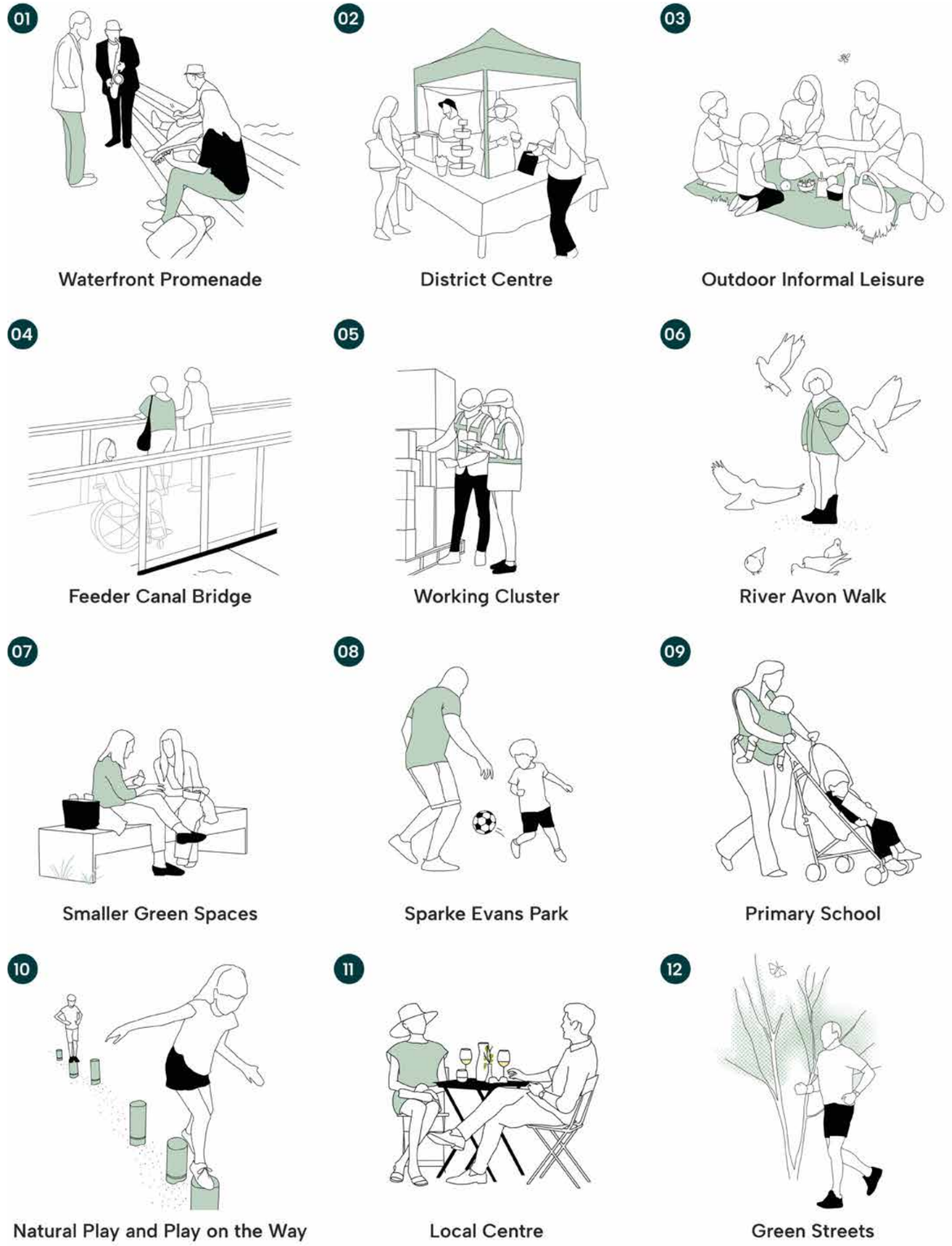



Fig 04.10 Vignettes showing key uses and features of the Illustrative Masterplan




**Fig 04.11** Bird's eye view of St Philip's Marsh Illustrative Masterplan