

9.8 West End



- 9.8.1** The West End neighbourhood comprises the area of the city centre that climbs the hill towards Clifton to the west of the Centre Promenade. West End is an important visitor destination within the city centre. As well as containing four of the city's most important performance venues in the form of the Hippodrome, Colston Hall, O-2 Academy and St. George's, the neighbourhood is also home to three of the city's museums and two major parks – College Green and Brandon Hill, which also includes the newly reopened Cabot Tower. West End accommodates the city centre's second most important shopping area in Queen's Road and Park Street and is also a focus for the evening economy with a large number of bars, restaurants and nightclubs. The area is also home to several major religious, civic and institutional buildings including Bristol Cathedral, Bristol Central Library, City Hall, BBC Broadcasting House, the Wills Memorial Building and the Victoria Rooms. The City of Bristol College and two major secondary schools, Queen Elizabeth's Hospital and Bristol Cathedral Choir School, are located in the area.
- 9.8.2** Being closely related to the University precinct, the West End is also a significant destination for students and includes a number of student accommodation developments. The high student population is reflected in the retail, leisure and service offer of the area.
- 9.8.3** Due to extensive existing development across much of the area, most of which is still in active use, development opportunities in West End are relatively scarce.

Policy BCAP42: The Approach to West End

- 9.8.4** In contrast to some other areas of the city centre, the approach to West End is conservation and management-led rather than development-led. This reflects the scarcity of development opportunities in the area and the value that stakeholders have placed on many of the area's existing assets.

Development will be expected to preserve and enhance the retail, cultural and tourist functions of West End, protecting the area's natural and historic assets and visitor attractions and delivering improvements to the public realm of key shopping areas and pedestrian routes.

Development in West End will be expected to preserve or enhance local and long distance views and respect the dominance within the existing townscape and skyline of existing

historic landmark buildings. The design of new development should take account of the formal character of the existing architecture particularly in the Park Street and Queen's Road area and reflect the prevalent local materials.

Policy BCAP SA2: Site Allocations in West End

The sites listed below and shown on the Policies Map will be developed in accordance with the accompanying development considerations set out in the *Annex: City Centre Site Allocations* and other relevant policies of the Local Plan.

- SA202 Land to the west of Lodge Street

Policy Links

Bristol Local Plan Core Strategy – Key Policies

- BCS2: Bristol City Centre
- BCS7: Centres and Retailing
- BCS8: Delivering a Thriving Economy
- BCS9: Green infrastructure
- BCS10: Transport and Access Improvements
- BCS21: Quality Urban Design