



THE GENERAL  
BRISTOL

## THE VISION

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City & Country's vision for The General is to viably secure its long-term future with a new contemporary identity, creating a new vibrant destination on Bristol's waterside.

Our dedicated team has been committed to achieving this vision, removing ugly yet functional 20th Century additions and years of weather damage to reveal striking original features. With specialist tradesmen commissioned to clean and restore these features to their former glory and enhance their special qualities, the building is now taking on a new dimension, reclaiming its place as an important icon in Bristol.

City & Country is not only restoring and making good that which remained but also reintroducing the features which had originally characterised The General on the

Bristol skyline – achieved through the reinstatement of the Ogee Dome and French Empire style Mansard Roof along with the water facing balconies.

At the heart of City & Country's vision has been a genuine desire to provide an asset for the area, breathing new life into the community with a lively mix of elegant homes, shops and restaurants. A rare project offering such significant regeneration, the combination of residential and commercial units at The General is set to attract substantial private investment to the area, guaranteeing a sustainable and long term future for this historic collection of buildings.



**The General:** The former Bristol General Hospital built in 1858 and designed by Architect W.B Gingell.



## BREATHING NEW LIFE INTO HERITAGE ASSETS

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City & Country is a family run business with over 50 years of experience, specialising in the restoration and conversion of historic and listed buildings into homes of exceptional character.

The company has a desire and a genuine passion to viably conserve, restore and newly create Britain's architectural heritage, embracing the best of the present, through remarkable design and build standards. City & Country's extremely talented, dedicated team of specialists has the expertise and flair to sensitively add value to very special places.

Combining an innovative approach and a refusal to compromise on quality, we are skilled in developing and enhancing high profile, sensitive sites which require original thinking in order to successfully plan space and proportions. Working closely with Historic England, other conservationists and local interest groups, the company provides a sympathetic and understanding approach to buildings of significance to ensure their survival for the benefit of future generations.





Photography shows previous City & Country developments and is indicative only.

## THE TEAM



**Helen Moore**  
Managing Director  
City & Country



**Simon Vernon-Harcourt**  
Planning and Technical  
Director  
City & Country



**Liz Freeman**  
Interior Design Manager  
City & Country



**George Clarke**  
Architect and presenter  
of C4's Restoration Man,  
City & Country Brand  
Ambassador

"The conversion of The General is City & Country's first major development in the South West and marks a new era for this striking historic building, from its origins as a city centre hospital to its reinvention into a collection of cosmopolitan waterside apartments and commercial units.

Through the restoration and conversion of the listed buildings, the reinstatement of the internal courtyard and the addition of the eclectic mix of new homes and commercial units; City & Country is delighted to be playing a part in adding a new layer of history to this marvellous Bristolian landmark."

"It strikes me that what we have done at The General perfectly encompasses 'sustainability'; what could be more sustainable than the recycling and repair of a cultural icon, built of local materials by local folk, thereby preserving its heritage for future generations? It is truly rewarding to now see the roofs, balconies and Ogee Dome start to re-emerge at last from the 75-year-old scar of the Blitz.

Bristol as a city will at last see this iconic building rise from the ashes and have the opportunity to not only observe from a distance but to play a part in its renaissance. The General is so much more than just a building."

"At The General we have used a neutral palette and textured materials throughout, which enhance the elegant atmosphere created by the historical architectural intricacies on show in many of the properties. Many of the homes are open plan so we have used contemporary sleek kitchens and bathrooms which complement the overall layouts.

The homes are designed to maximise space and natural light with a fully-inclusive specification which is hard to find in modern developments."

"The plight of Britain's architectural heritage is a cause that is close to my heart and it is great to see a company like City & Country taking on such complex and worthwhile work. Across the country, thousands of old buildings lie forgotten and neglected, tangled up in red tape and development restrictions. Many of these properties, like those at The General, are steeped in history and are of outstanding architectural and cultural interest, yet are slowly being forgotten about.

Together, I hope that we can make more people aware of the fantastic architectural legacy we have and look for ways to breathe new life into these fantastic buildings."

See George Clarke at  
The General at  
[www.cityandcountry.co.uk](http://www.cityandcountry.co.uk)

## HISTORY

Bristol General Hospital began life in 1832, housed in modest dwellings in Guinea Street between the Redcliffe and Bedminster Parishes.

Bristol General Hospital first opened its doors on the site in 1858 making a grand statement with its Italianate stonework and French Renaissance rooftops. The new hospital cost £28,000, with much of the funding coming from local workers, who gave a penny a week towards building and running costs.

The original building began as two four-storey blocks joined by a central tower with one block facing Bathurst Basin and the other the New Cut and over the preceding years was significantly extended. These expansions largely represent the work of W.B Gingell, a local architect known for his elegant warehouses and churches, Henry Crisp, another local man, and his protégé, George Herbert Oatley, Bristol's most renowned architect and Knight.

During WWII the hospital suffered severe bomb damage which all but destroyed the Mansard roofs and the structure over the octagonal tower. These were subsequently removed, including the Ogee Dome over the octagonal tower, and replaced with unsightly flat roofs.

The remainder of the 20th Century development of the site has been characterised by ad hoc accretions, infill and extensions which lacked any sense of vision or formal masterplan.

Bristol General Hospital finally closed its doors in 2012 when the planned South Bristol Community Hospital opened and the services were transferred. City & Country acquired the site in June 2012.





# 1831

Original hospital building



**1858**

Bristol General Hospital fully opens its doors to the public

**1831**

Bristol Riots

**1832**

A hospital opens on Guinea Street for use by local residents



W.B. Gingell's 1853 design for the hospital

# 1858

Three Architects were responsible for the face of Bristol General Hospital; W.B. Gingell for the original building; Henry Crisp for early extensions and Sir George Oatley for later additions.

**1887–1888**

New nurses' accommodation built along Guinea Street



The Northern Block shown on far left

**1873**

The west arm of the hospital extended northward



The Internal Courtyard and Fountain

**1898–1907**

Multiple new additions around courtyard

**1895 & 1907**

Nurses' accommodation extended

# 1912

**1912–1914**

South Wing (KEVII) built in reinforced concrete and Bath Stone



Children's Ward

**1915**

The Chapel is built



Powell Ward, Christmas 1914

**1916**

Original iron balconies installed



**1925**

Construction of additional accommodation block

**1941–1944**

Mansard Roofs and Ogee Dome are destroyed by an incendiary bomb during WWII

There were six major bombing raids between 24th November 1940 and 11th April 1941. During this time over 1,400 people were killed and much of the built environment of the city centre was destroyed.

William Lloyd Unit in foreground



**1931**

Construction of the William Lloyd Unit

# 1931



The octagonal tower without the Ogee Dome

**1948**

National Health Service is created leading to a variety of unsympathetic 20th Century additions



**1958**

Modern balconies are installed



Computer generated image from across the Bathurst Basin

**2012**

Acquired by City & Country and closes its doors for the final time as a hospital

CITY & COUNTRY

**2014**

Work starts to convert The General into a collection of stylish waterfront apartments

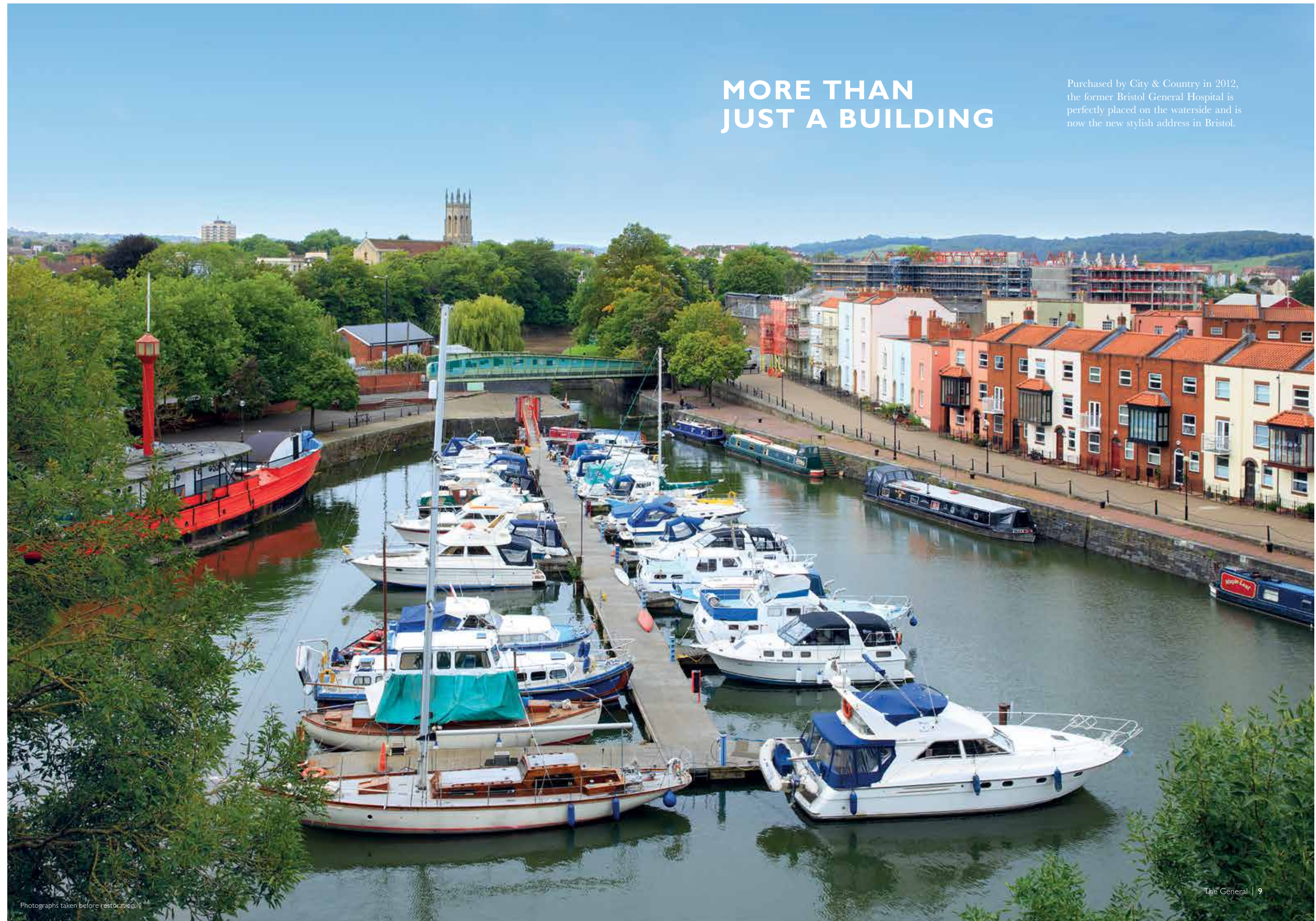


Computer generated image of Lower Guinea Street

# 2014

Sir George Oatley, Bristol's most significant twentieth-century architect transformed the face of the city. His greatest works were designed for Bristol University and its Wills Memorial Building (1912–25) was the last great secular Gothic building to be built in Britain.





## MORE THAN JUST A BUILDING

Purchased by City & Country in 2012, the former Bristol General Hospital is perfectly placed on the waterside and is now the new stylish address in Bristol.



# CHARACTER MEETS CONTEMPORARY

This building has now once again taken its place on the Bristol skyline, effortlessly combining historic character with contemporary living.







## THE DEVELOPMENT

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More than just a building, The General offers residents all the charm and striking character of a listed property coupled with light, modern interiors.

The General is home to a collection of 205 one to four bedroom new and converted apartments and houses. The character-filled homes, many with private terraces, situated in the Grade II Listed buildings of the former hospital, include a converted Chapel, triplex apartments with glazed upper floors and penthouse apartments with views across the city to the Somerset countryside.

This extensive mix of properties, all set around a restored central courtyard and many with views of the waterfront and across the city, combine to offer a wide range of homes. An exclusive community, The General provides the perfect city centre retreat; minutes from the bustling centre, yet far enough to offer a peaceful oasis when needed.

Cars and bikes are also catered for in secure underground car parks and a designated bike shed. Additional facilities, for a stress-free lifestyle, include secure door entry, maintained communal areas and an on-site concierge.

At lower street level there will also be a collection of cafés, shops and restaurants\* including a Pizzeria, Tapas Restaurant and the Michelin starred Casamia.

Casamia is one of Bristol's premier eating establishments and was voted 4th, the highest new entry, in The Sunday Times Top 100 UK Restaurants, a list released in November 2015.

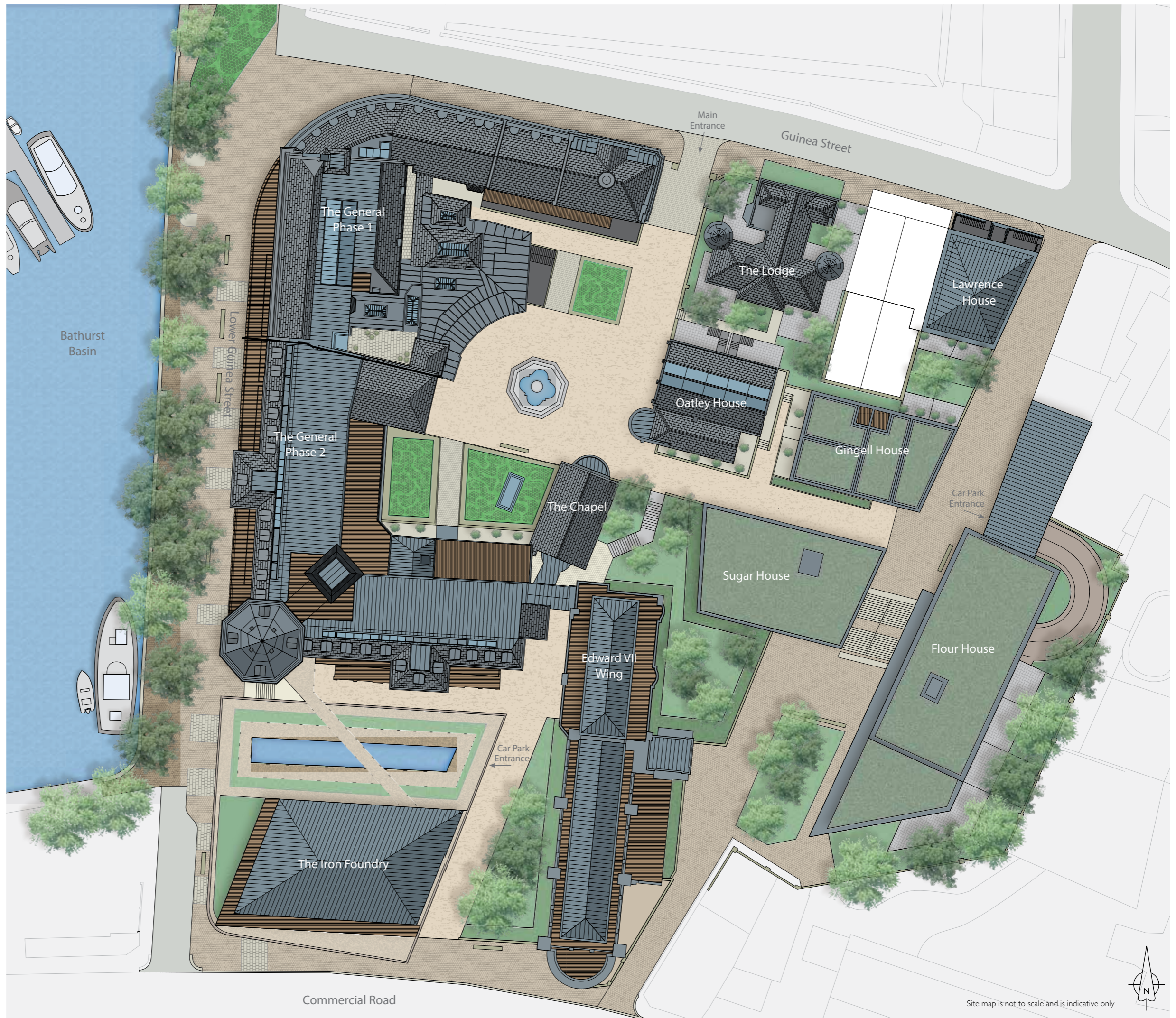
\*Subject to stage of development and uptake



**Bristol Temple Meads Station:** Bristol Temple Meads Station is just 0.7 miles from The General, providing one of the best transport hubs in the South West with fast trains to Bath, Reading and London Paddington.



# SITE MAP







## REINSTATEMENT AND REVIVAL

After succumbing to the practicalities of a modern day hospital, the central courtyard has now been revived with the original fountain reinstated – becoming an oasis for all residents to enjoy.



# SPECIFICATION

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With its city centre location and distinguished character, The General offers a selection of chic urban homes whilst tipping its hat to its historic past.

The General juxtaposes modern interior specifications with the character of a listed building with the stylish interior finishes offering a stark contrast to the Italianate Classicism of the buildings. This bold combination provides residents with a unique blend of old and new, rarely found in a modern development, whilst forging a new identity for this historic site.

This interior feel has been achieved with a neutral colour palette consistent throughout the homes, with contemporary linear kitchens and modern and understated bathrooms featuring soft colours and quality brands.

The majority of properties also benefit from views of the waterside, a pretty internal courtyard and fountain or the landscaped grounds, which combine ornamental planting, herbaceous borders, private gardens and ornamental shrubs and ferns.



**Clifton Suspension Bridge:** This iconic Grade I Listed bridge which crosses the River Avon was engineered and designed by Isambard Kingdom Brunel, and was completed posthumously in 1859. The bridge now has between 11–12,000 vehicles crossing it daily, providing access to Leigh Woods and the M5.





## LIFESTYLE

Over the past few years Bristol has been topping the charts of best places to live in the UK. The largest city in the South West of England has plenty to offer its residents.

Combining an eclectic blend of culture, style and a vibrant social scene, Bristol exceeds the demands of 21st Century living. As its popularity grows, so does demand for prime property and The General promises to deliver a range of highly sought after city centre homes.

Home to the internationally renowned Bristol University and the popular University of the West of England, Bristol is bustling with students, who greatly contribute to the city's youthful and sociable personality.

The General's location offers easy access to the city centre, whilst it also forms the heart of a vibrant new community of its own on the harbourside. Residents at The General are a short distance from fashionable shopping, a wide range of entertainment venues, as well as a number of stylish eateries. The cosmopolitan streets offer an array of chic boutique and designer outlets whilst the city is bursting with fantastic restaurants, bars and historic arts venues and theatres.

On one hand Bristol serves as a fashionable and youthful university city, on the other it supports a thriving employment market, and somewhere in between it maintains its liberal roots.



**A Vibrant Destination:** The popular Harbourside Festival each summer celebrates the best of Bristol's culinary delights, dance and music and focuses on the harbourside's maritime history. The Balloon Fiesta is another annual highlight for the city, where hundreds of hot air balloons take to the skies and fly effortlessly into the Somerset sunset.





**VOTED THE UK'S  
BEST CITY IN  
WHICH TO LIVE**

The annual Bristol Harbour Festival celebrates the city's maritime heritage with live music, street performances and a variety of live entertainment. At The General you're perfectly positioned to take advantage of all that Bristol has to offer.



## YOUNG PROFESSIONALS FIND PERFECT FIRST TIME BUY

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Josephine Mortensen and her partner Jason Wilson have made the dream of home ownership a reality by purchasing their first property at The General.

Jo and Jason had relocated to England from Denmark and were looking to start their new life in Bristol. A high priority in their property search was a city centre location and as the couple looked for a new home along Bristol's waterside, they came upon The General. Once inside, they knew they had found their perfect home.

Jo explains: "We saw some advertising outside of the building and thought we would check out The General as we were walking past one afternoon. We were sold as soon we stepped through the door! We had looked at another new development before we discovered The General, but to us there was no comparison and we could tell that we were looking at a development with really high standards. We saw a floor plan of an apartment and we just knew that was the one – and now we're living in it!"

Jason comments: "We knew we either had to go for an old building that needed a lot of renovating, or something completely new where we could just move straight in and start our Bristolian life. We ended up with a charming period building, but a completely new apartment ready for us. The quality of the restoration is absolutely amazing! Our apartment has features you would never see in any new development; it's very unique.

We knew the area very well as it is very close to our offices and close to the waterside where we have always loved spending time. We couldn't ask for a better location. It's quite surreal living in the middle of the city, yet having such quiet surroundings – you cannot hear a thing; no traffic, no noise from bars, yet you have everything available just around the corner."

Now Jo and Jason are looking forward to settling into their new home and enjoying everything Bristol has to offer. As first time buyers, they have been delighted with the experience of dealing with City & Country, and see themselves at The General for many years to come. Jo finishes: "We've found the perfect place for us. Ideally we would upgrade to a bigger apartment at The General when the time comes – we just want to live here for as long as we can. The service from City & Country has been absolutely outstanding, from start to finish! We've got to know everyone so well and things are taken care of and handled in the best possible way. We would absolutely recommend them to friends and colleagues."

**SS Great Britain:** As the first iron-hulled steam ship, SS Great Britain was the forerunner of modern shipping and transatlantic passenger trade and is a testament to Bristol's engineering history.







Photography depicts lifestyle.

## CONNECTIONS

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The General is located in a bustling waterfront location on the edge of the famous Bristol Floating Harbour. It is ideally located a short walk from Bristol city centre.

### By Rail

Bristol Temple Meads, the largest rail hub in the west of England, is just 0.7 miles from The General and provides a journey time to London Paddington of 1 hour 40 minutes. There are plans to electrify the railway between London and Bristol which will transform travel on the Great Western line by providing faster, longer and more frequent trains for inter-city journeys.

### By Road

The city benefits from very good strategic road links being located at the intersection of the M4 and M5 motorways. These motorways offer easy access to London, South Wales, the Midlands and Somerset.

### By Air

Bristol Airport, located eight miles to the south west of the city centre, offers flights to 112 different countries. Major airlines that use the airport include Easyjet, with extensive daily routes throughout Europe.

### By Bike

Bristol is the UK's first Cycling City and has cycle routes on almost all of its major roads. There are plenty of places to lock up a bike, with over 300 cycle parking spaces and free-to-use bike pumps.

### By Ferry

Bristol Ferry Boats provide a scheduled ferry service around Bristol's central waterway enabling commuters, local people and tourists to easily access the city from various points along the river.



**Bristol University:** The world renowned Bristol University is one of the UK's leading institutes for research and academia and is located just a 15 minute walk from The General.

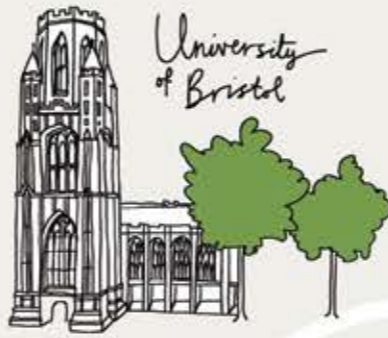




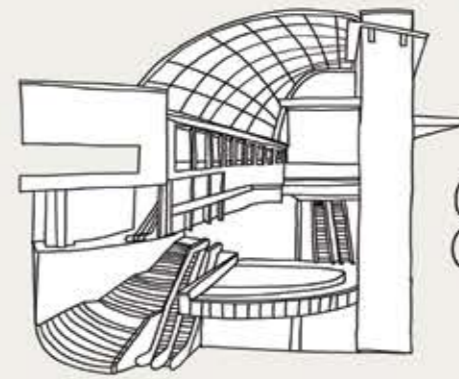
Clifton



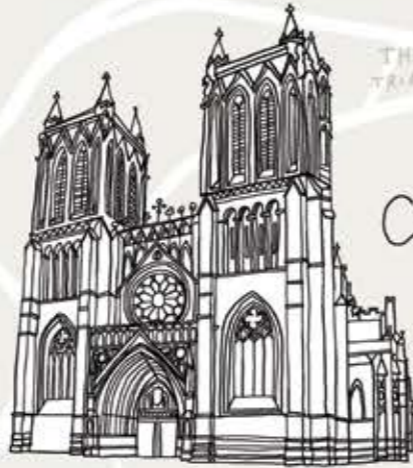
Clifton Suspension Bridge



University of Bristol



Cabot Circus



Cathedral



Old Vic



British Empire and Commonwealth Museum



Queen Square



Arncliffe



St Mary Redcliffe



Bristol Temple Meads Station



S.S. Great Britain



The General

Leigh Woods



Bristol Airport



The Tobacco Factory



Bath



# AWARD WINNING DEVELOPMENTS

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City & Country has a reputation for creating outstanding homes. As such our homes consistently win prestigious awards because they exceed expectations in terms of innovative sympathetic design combined with high quality and traditional craftsmanship.

City & Country has won in the Best Housebuilder category at the What House? Awards every year since 2009, took home the prestigious Housebuilder of

The Year in 2014 and has been named, in the two most recent announcements, in the Stock Exchange's 1000 Companies to Inspire Britain.

## 2015

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### What House? Awards

Gold: Best Renovation, The General, Bristol

### What House? Awards

Silver: Best Medium Housebuilder

### What House? Awards

Gold: Best Renovation, King Edward VII Estate, Midhurst

### What House? Awards

Bronze: Best Partnership, King Edward VII Estate

### PROPS Awards

Residential Developer of the Year

### The Stock Exchange

1000 Companies to Inspire Britain

## 2014

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### What House? Awards

Housebuilder of the Year

### What House? Awards

Gold: Best Medium Housebuilder

### What House? Awards

Gold: Best Renovation, Marquess Villas, Bentley Priory, Stanmore

### What House? Awards

Bronze: Best Partnership, Bentley Priory, Stanmore

### Evening Standard Awards

Highly Commended: Best Small Development, Bentley Priory

## 2013

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### What House? Awards

Silver: Best Small Housebuilder

### What House? Awards

Gold: Best Apartment Scheme, The Galleries, Brentwood

### What House? Awards

Bronze: Best Renovation, The Chapel, The Galleries, Brentwood

### The Stock Exchange

1000 Companies to Inspire Britain

## 2012

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### What House? Awards

Silver: Best Small Housebuilder

### What House? Awards

Gold: Best Renovation, Balls Park, Hertford

### Evening Standard Awards

Winner: Best Apartment over £1m, The West Wing, Balls Park, Hertford

### The Sunday Times British Homes Awards

Commended: Conversion and Restoration, The Galleries, Brentwood

## 2011

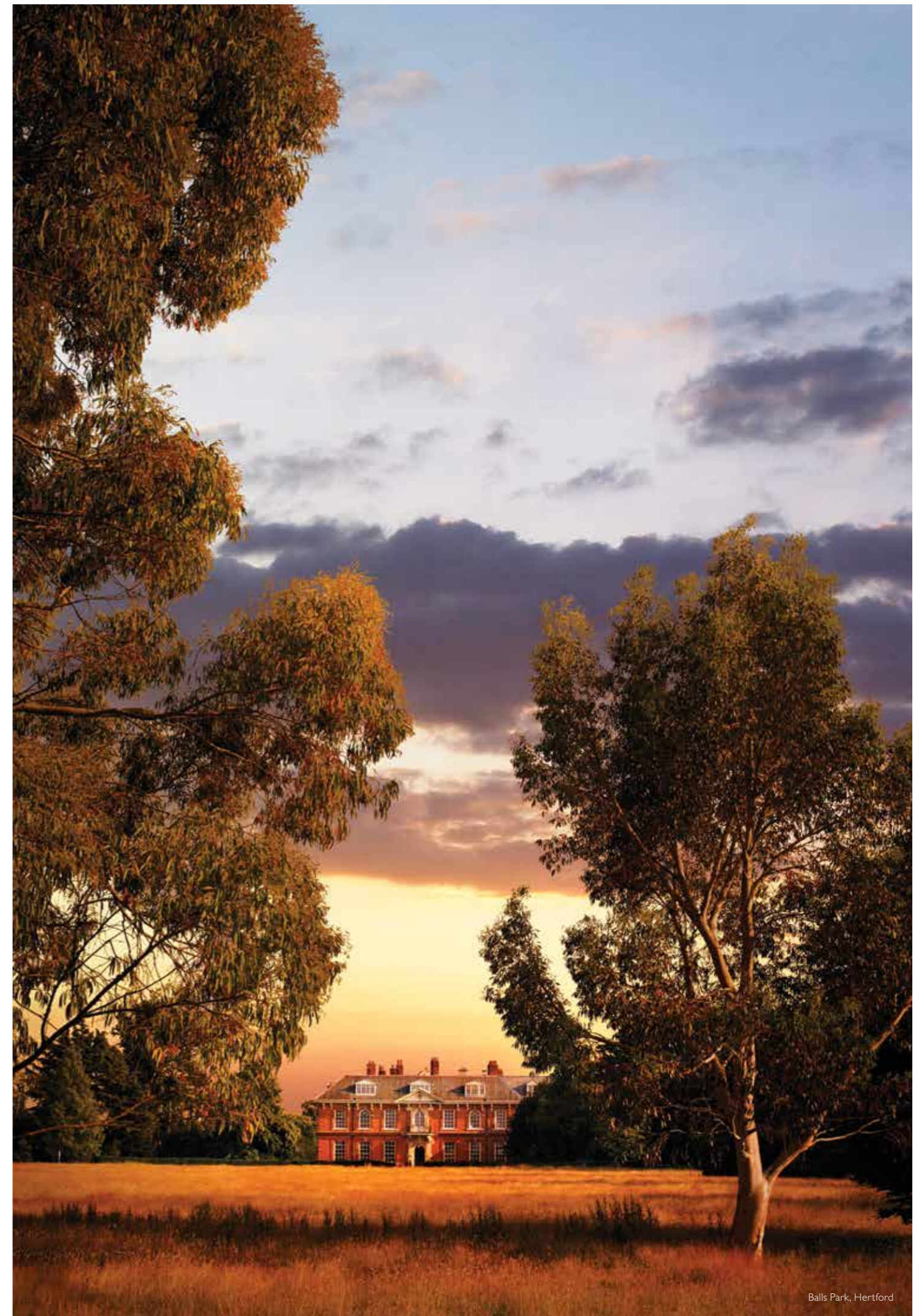
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### What House? Awards

Gold: Best Small Housebuilder

### Evening Standard Awards

Highly Commended: Best Conversion, Old Saint Michaels Braintree





# A SUPERIOR LOCATION

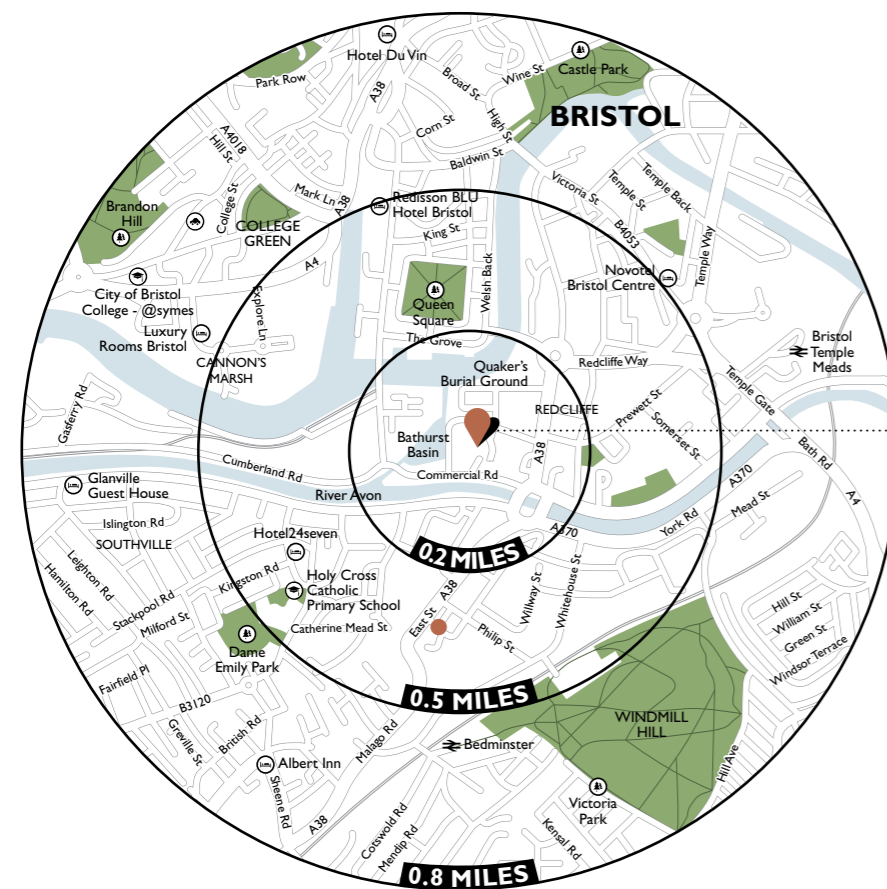
Bristol is one of the most easily accessible cities in the UK benefiting from excellent road, rail and air links with Bristol Temple Meads Station less than a mile away.

The General can be easily reached from the M4, M32 and M5 Motorways. It is located just off Guinea Street which can be accessed off the northbound carriageway of Redcliffe Hill, heading towards the City Centre, adjacent to the Mercure Hotel and Spa.

The postcode for Satellite Navigation is BS1 6SX.

Bristol Temple Meads Station is 0.7 miles away and provides links to London, Bath, Reading, Birmingham and beyond.

Lower Guinea Street has now closed for use by vehicular traffic so you can now only access The General if travelling by car, via Guinea Street. The General can still be accessed via Lower Guinea Street on foot.



  
**THE GENERAL**  
BRISTOL  
The General  
Guinea Street  
Bristol BS1 6SY

● Factory No.1  
East Street, Bedminster, Bristol, BS3 4HH  
Visit [www.cityandcountry.co.uk](http://www.cityandcountry.co.uk) to find out more

Map not to scale. The information in this document is indicative and intended to act as a guide only to the finished product. Accordingly, due to the City & Country policy of continual improvement, the finished product may vary from the information provided and City & Country reserves the right to amend the specification. This development includes communal land and/or shared facilities. A management company will be set up by City & Country to ensure that these areas are continually managed to a high standard. Product related images contained within this brochure are from other City & Country developments and do not necessarily relate to the specification for The General. This information does not constitute a contract, part of a contract or warranty. December 2015. Designed & produced by Sectorlight (1504244) +44 (0)20 7255 5250 sectorlight.com December 2015.





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