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Core Strategy Summary

Keynsham



This is one of a series of 8 summary leaflets about the Core Strategy Spatial Options document and sets the context for development options in Keynsham. For information relating to Stockwood Vale and Hicks Gate areas please see leaflet 5.

Before you comment pick up a copy of the full document or visit our website: www.bathnes.gov.uk/corestrategy

Keynsham has the potential to be a more attractive, successful and sustainable 21st century market town, serving the local communities of the town and the surrounding areas. To fulfil this potential a wide range of challenges need to be tackled. You have told us that the issues you are concerned about include providing enough jobs within Keynsham, improving local services, the shopping environment in the town centre and public transport, reducing congestion and providing affordable housing for local people. You are also keen to maintain the town's strong links to other areas, but that keeping the identity of Keynsham as a separate town is of great importance. The vision and objectives below outline how we think Keynsham can overcome the issues and challenges and fulfil its potential:

Emerging Spatial Vision for Keynsham

By 2026 Keynsham will be a thriving town offering a high quality of life, a range of local services and facilities and good access to amenities in Bath and Bristol. Keynsham will retain its identity as a **separate settlement** and the Green Belt gap will be maintained between the town and Bristol.

Keynsham will continue to act as a **local service centre** and its varied retail offer will be strengthened. Its character as an **historic** Somerset market town will be enhanced and the town will strengthen its identity as an **ethical** town developing its **green** credentials and building on its status as a fair trade town.

By 2026 Keynsham will have developed as an employment centre taking advantage of its strategic location between two cities. To make this happen, **revitalisation** and **regeneration** of key sites within Keynsham, including an allocated **strategic site** will be a district-wide priority. High quality development and improvements to the public realm will also be sought.

Better access, quality and more frequent use of public transport, walking, cycling and other sustainable **transport** options will help make Keynsham a more sustainable and healthier place, encouraging a move away from the private car, while acknowledging the strong links to Bristol.

Access to **green space** and the network of waterways for recreation will be improved and high quality buildings and spaces for **community and cultural activities** and exhibitions will be developed. Local health care and sports pitch facilities will be improved to promote **healthy lifestyles**.

Spatial Objectives for Keynsham

The objectives below relate specifically to elements of the vision statement and will be used as the basis for considering the options for the future growth of Keynsham:

1. Keep the identity of Keynsham as a separate settlement with the Green Belt gap maintained between the town and Bristol.
2. Maintain and enhance the town's role as a local service centre with a better retail offer encouraging more use of local services and products.
3. Enhance character as an historic market town alongside high quality new development and improvements to the public realm.
4. Strengthen identity as an ethical town and develop green credentials.
5. Develop as an employment centre.
6. Revitalise the town centre and regenerate brownfield sites around the edge of the town centre.
7. Increase sustainable transport provision.
8. Improve access to green infrastructure and waterways for recreation, sport and local food growing.
9. Develop high quality buildings and spaces for the community and cultural activities including exhibitions.

Two spatial options for Keynsham

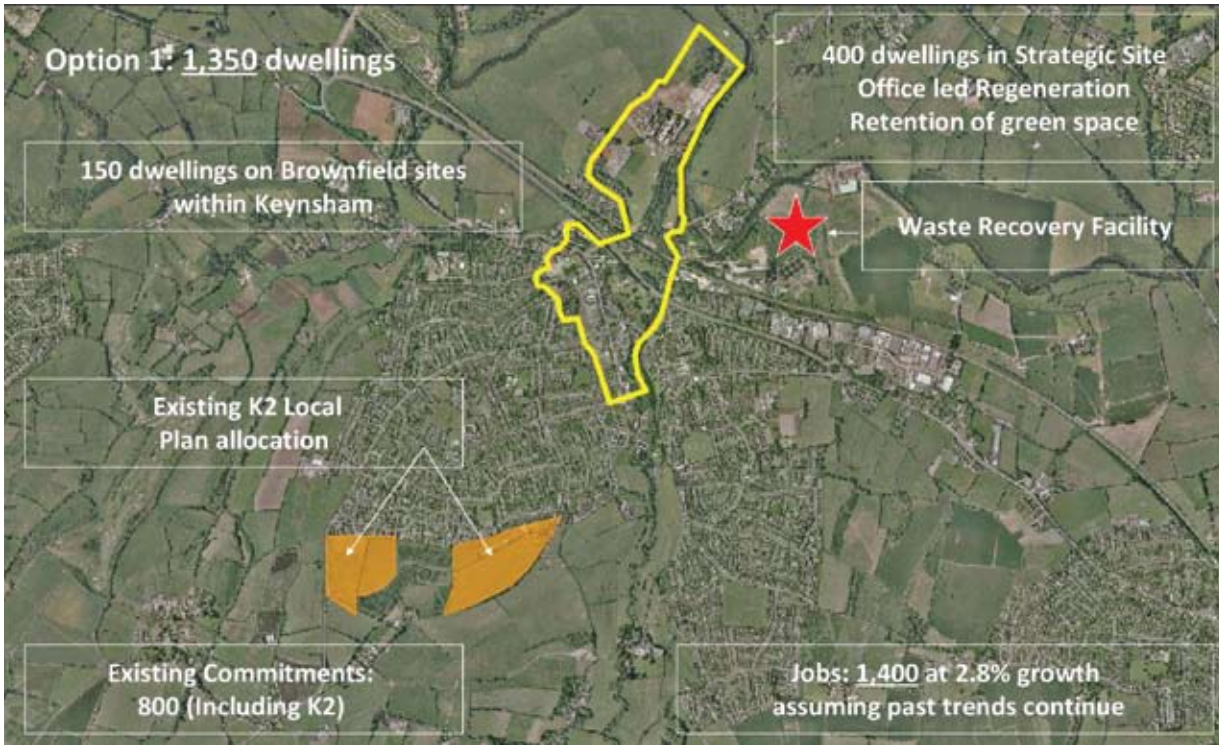
To achieve the vision and objectives for Keynsham, we have worked on two options for future development. The implications, flexibility and delivery of these options are set out below.

Features common to both options

- We will focus on regeneration and development within a strategic site (which is described at the end of this leaflet). There is real potential to improve employment opportunities here.
- No further Green Belt development is considered apart from that already allocated in the Local Plan.
- There are opportunities to improve access to and enhance public space and waterways including Keynsham Memorial Park and the Hams.
- There are opportunities to enhance the historic features of the High Street in the Conservation Area, and improve the public spaces in the town.
- A waste recovery site at Broadmead Lane could be developed.
- There are opportunities to enhance the leisure and cultural offer of Keynsham.

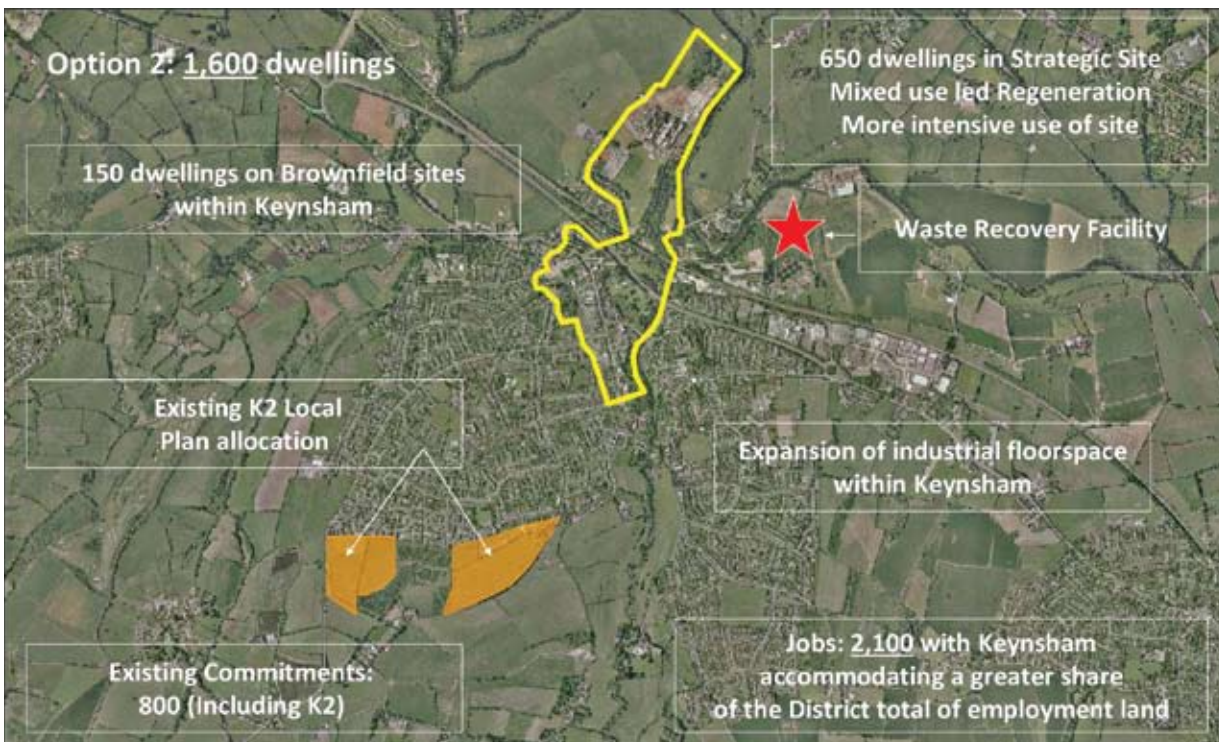
Option 1: Existing commitments with more limited new housing and employment provision

- New homes will be provided by building on sites that already have planning permission or are allocated in the Local Plan (800 homes), about 400 homes within the strategic site, and a further 150 homes in the rest of Keynsham, resulting in a total of 1,350 homes.
- The strategic site will be less intensively developed than under option 2, enabling Somerdale to play a greater role in providing green spaces for the town.
- Potential to provide around 1,400 jobs, based on Keynsham's past District wide share of employment growth. Jobs will be created in office and retail developments.



Option 2: Existing commitments with more intensive mixed use regeneration of the strategic site

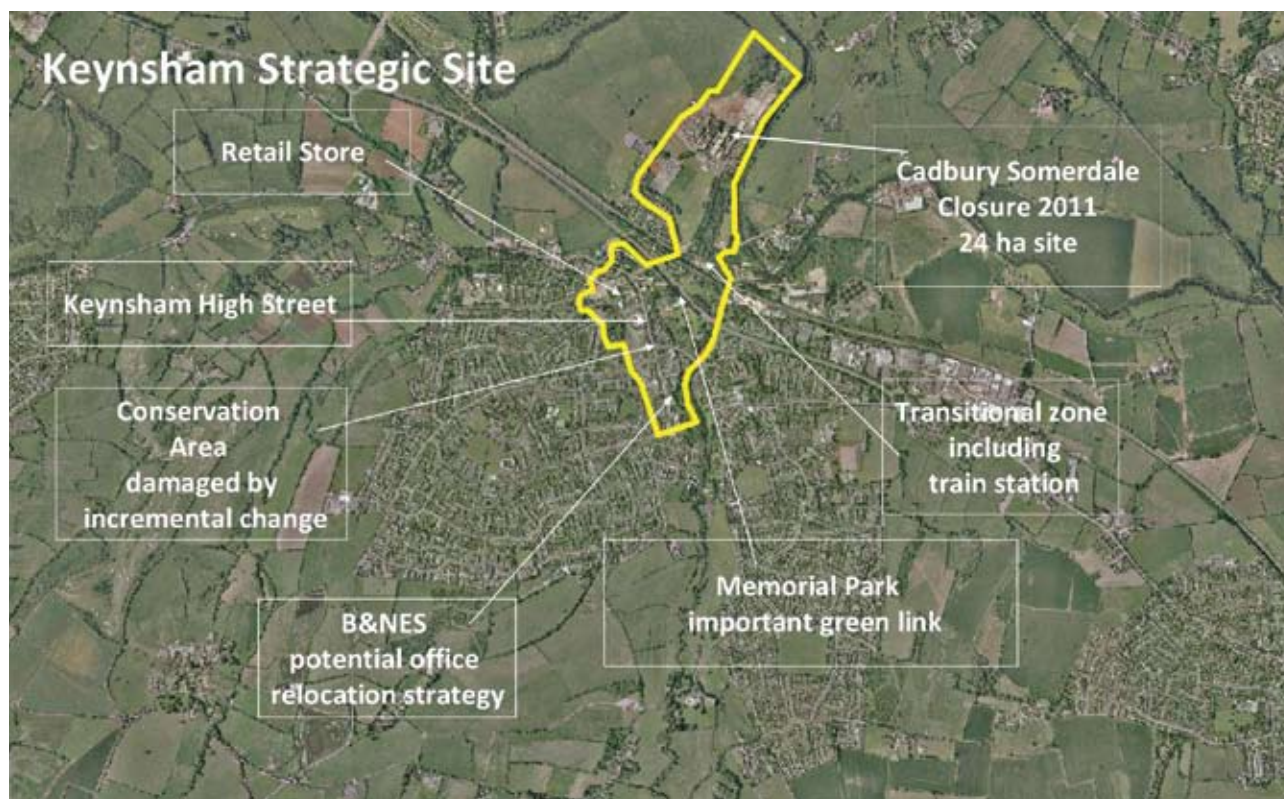
- New homes will be provided by building on sites that already have planning permission or are allocated in the Local Plan (800 homes), 650 homes provided within the strategic site, and a further 150 homes in the rest of Keynsham, providing a total of 1,600 homes.
- The strategic site will be developed more intensively than proposed under option 1, enabling more jobs to be created and more affordable homes for people to live in. There could be less green space provided at Somerdale than option 1, but enough will be retained and enhanced to continue to contribute to people's well-being.
- This option could provide 2,100 jobs with Keynsham accommodating a greater share of the District total of employment land than seen in Option 1 (taking some development that would otherwise go to Bath). Jobs will be created in office developments, retail, and the potential expansion of industrial floorspace.



Keynsham Strategic Site

We think that the site outlined below is essential in delivering the vision and objectives for Keynsham. The site, which is a central feature of both options, will be a significant area of development reinforcing the function, character and identity of central Keynsham. The allocation of this site will help achieve key elements of the Core Strategy and Sustainable Community Strategy. It will deliver the revitalisation of the town centre, enhancement of the Conservation Area, regeneration of Somerdale and help meet housing demand. A separate Regeneration Delivery Plan will be prepared by the Council to provide more detail about the development of the site and associated infrastructure requirements.

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Strategic Waste Recovery Facility Site

A Joint Waste Development Plan Document (DPD) has been prepared for the West of England sub-region, which includes the Council's of Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset. Both options include the proposal for a waste recovery facility in Keynsham at Broadmead Lane. Full details are provided in the Joint Waste DPD Preferred Options document, which was released for public consultation in January 2009.

Other summary leaflets in this series:

1. Vision, Objectives and Core Policies
2. Locational Options for the District
3. Bath
- 3a. New Neighbourhood in an urban extension to Bath
4. Keynsham
5. New Neighbourhood in an urban extension to South East Bristol
6. Midsomer Norton and Radstock
7. Rural Areas

Make your comments on the Core Strategy Spatial Options by 11 December 2009

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Planning Policy: telephone 01225 477548