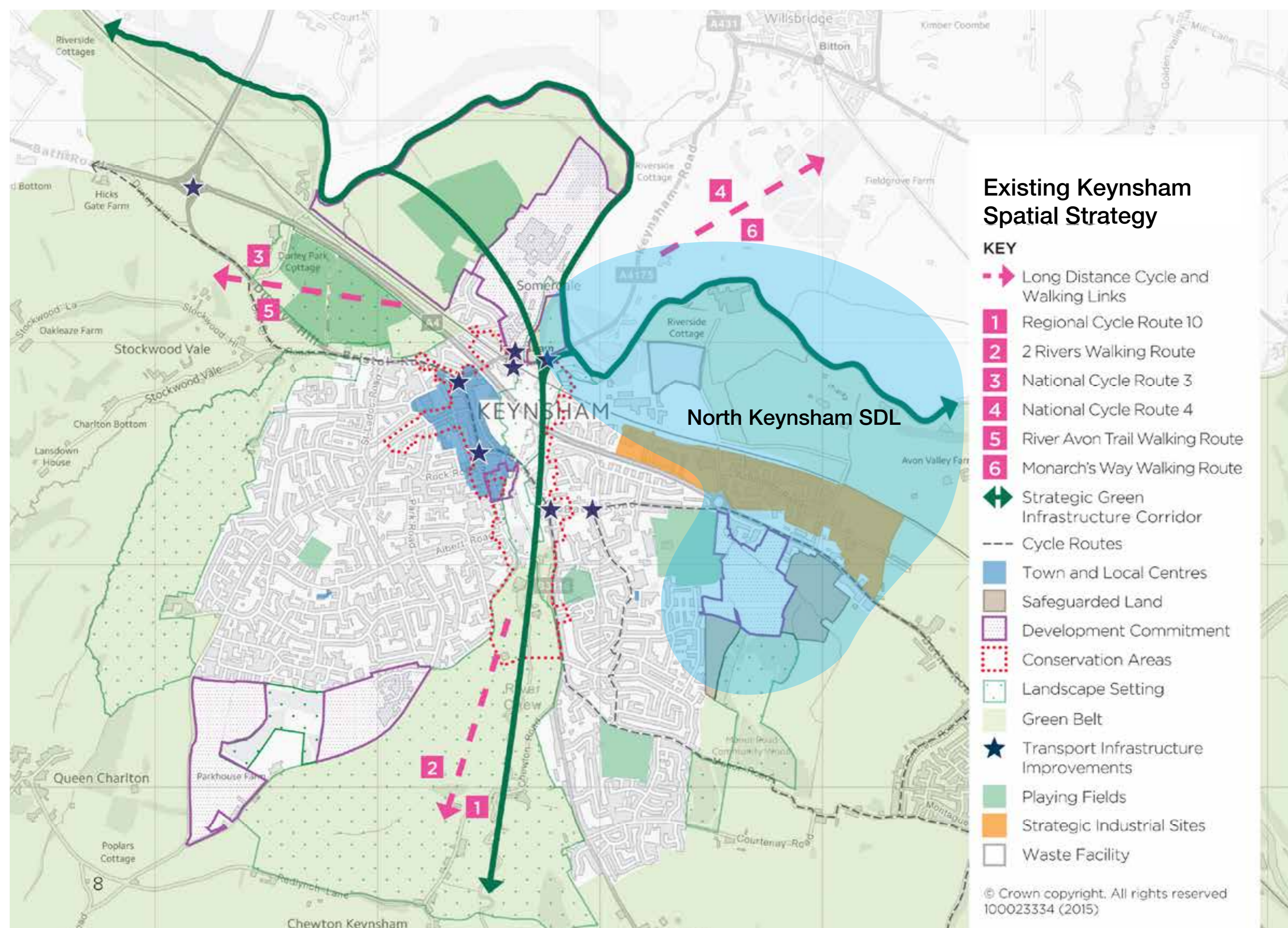


# Keynsham



Proposed spatial strategy

## Context

The market town of Keynsham occupies a strategic location between Bath and Bristol with a population of around 15,500. The town, with its rich history, is linked to the two cities by the A4, the mainline railway and the River Avon. Over the last decade the town has been growing in size with a number of new housing developments taking place. The existing Core Strategy seeks to enable Keynsham to evolve into a market town fit for the 21st century, becoming a more significant location for business and a more sustainable, desirable and well-connected place to live and work.

The new Local Plan proposes an evolution of this strategy. The town will continue to grow in size and importance with the introduction of the North Keynsham Strategic Development Location (SDL). This new expansion of the town will deliver around 1,500 new homes, 50,000sqm of employment floorspace, a new local centre and a new primary school, and has the potential for a new mixed tenure marina. This requires the completion of key transport infrastructure, changes

to the Green Belt boundary (ensuring the town does not merge with Bristol and Salford), and a development of high quality design that contributes positively to local character and distinctiveness. This new development has the potential to enrich Keynsham and its connections and be a wider catalyst of change for the town.

To complement additional housing, a priority will be to attract more higher value added jobs to Keynsham, aiming to reduce out commuting and allowing better opportunities to live and work in the town. The important role of the town centre and Somerdale as the main focus for business activity will continue to be complemented by the Broadmead/Ashmead/Pixash Industrial Estate area.

The Local Plan is being developed alongside the Keynsham Neighbourhood Development Plan, which will support the delivery of strategic policies in the Local Plan, and develop local policies on detailed matters to be determined through the Neighbourhood Planning process.

# Keynsham

## Vision

The vision proposes the key aims and ideas that will guide the evolution of Keynsham over the coming years, informed by an analysis of the characteristics of the town, the challenges it faces and the priorities of the Local Authority and stakeholders. There is the possibility of developing a shared vision with the Neighbourhood Plan, which is being formulated concurrently by the Town Council and community groups. The current vision, to be reviewed in the Local Plan, comprises the following:

*Keynsham is a historic town that occupies a strategically important location between Bristol and Bath and is therefore well placed to improve and attract investment. It will continue to act as a market town and service centre for the surrounding area. In responding to the loss of a major employer, it will evolve as a more significant business location. Keynsham will expand to accommodate a growing population, ensuring it retains its independence and its separate identity within an attractive rural setting. It will become a more sustainable, desirable and well connected place in which to live and work, with an enhanced town centre inspired by its heritage, cherished rivers, park and green spaces.*

## Objectives

Key objectives underpinning the Local Plan include:

- Continue to develop Keynsham into a thriving, sustainable and safe 21st century market town.
- Develop the town as a sustainable, desirable and well-connected place to live and work.
- Ensure North Keynsham SDL is an exemplar new garden community of high design quality that is incorporated as part of Keynsham.
- Deliver key infrastructure to enable and support growth
- Improve the economy, deliver a more diverse employment base and create new higher value added jobs.
- Deliver qualitative improvements to the Town Centre with a focus on improving its environmental quality, image and the overall experience of people who live, work and visit.
- Provide a more distinctive retail offer and experience with more diverse retailers complemented by a greater focus on leisure, food outlets and the accommodation of events.
- Utilising the Green Belt to ensure physical separation from Bristol and Saltford.
- Conserve and, where possible, enhance the landscape setting and natural environment of the town, focussing on the river valleys and community woodland.
- Promote a sense of well-being and community for all, generating pride in the town and a healthy community.

### Progress since 2011

  
**1,111**  
new homes  
built

  
**1,010**  
new homes with  
planning permission

  
**300**  
new jobs  
created (net)

  
**15,000sqm**  
of office  
floorspace built

  
**650sqm**  
of retail  
floorspace built

 Improved air quality and less through traffic on the High Street

 Completion of Conservation Area Appraisal, Management Plan and Shop Front study



# North Keynsham: New Garden Community

## Context

The Joint Spatial Plan has identified North Keynsham as a Strategic Development Location that is capable of delivering large scale, sustainable development. This site has been identified as appropriate for the development of 1,500 new homes (including affordable housing provision), 50,000sqm of employment floorspace (which could provide around 1,600 jobs), a new school, local centre and potential for a new marina.

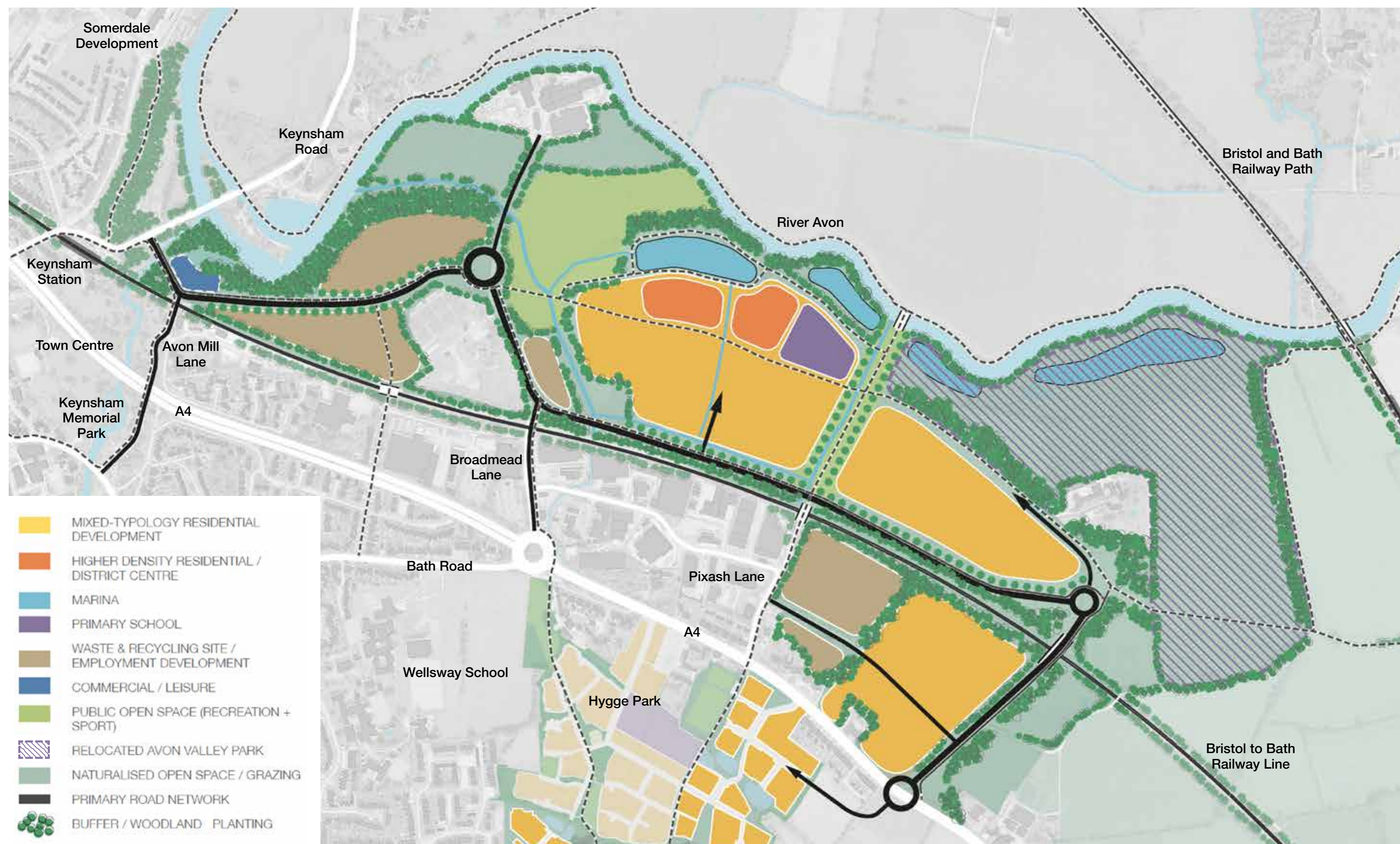
The development will require the completion of key transport infrastructure before the housing development starts, including the North Keynsham multi modal link road from the A4175 to the A4, Keynsham rail station improvements and a Metrobus (high quality public transport) route from Bristol to Keynsham on the A4 corridor.

A Strategic Planning Framework was produced by Arup in 2017 for the North Keynsham site on behalf of the Council, demonstrating an urban extension that responds to the strong landscape setting. Feedback from the 2017 Local Plan consultation raised a number of key issues that required further testing, including the link road alignment, encouraging walking and cycling, creating a healthy neighbourhood, landscape impact, green infrastructure provision, marina and flood risk, and potential for a zero carbon development. A revised Strategic Planning Framework is in preparation and will be published as evidence to support the Draft Local Plan. The emerging Framework is illustrated below.



For more information please visit:  
[www.bathnes-gardencommunities.co.uk](http://www.bathnes-gardencommunities.co.uk)

## Emerging Strategic Planning Framework



# North Keynsham: New Garden Community

## Vision and objectives

It is important to create a vision for North Keynsham as this will form the foundation of the Local Plan allocation and the subsequent development and type of place that is created. The vision describes the kind of place the area should become and what is needed physically, economically and socially. It will help to shape what happens on the site, giving it coherence and a real sense of identity and place. The current vision, to be reviewed in the Local Plan, comprises the following:

### Strategic planning framework vision for north Keynsham

*To open up this currently isolated area to its environs in a sensitive way, creating a new sustainable urban neighbourhood with increased access to the River Avon and connecting Keynsham to strategic walking and cycle routes.*

*This will be a lively, safe, sustainable and healthy place which reinforces the distinctive character of Keynsham, improves connectivity, enhances our understanding and respect of nature and creates spaces around which a new community can start to form.*

*The community will thrive and develop within a well-integrated and multifunctional green infrastructure network of new wetland features, restored floodplain meadows and new woodland.*

## A new Garden Community

The vision is accompanied by a set of objectives, which are set out in the Strategic Planning Framework and align closely with the Town and Country Planning Associations (TCPA) Garden City Principles. It is proposed that these principles become part of the policy framework, which has the advantage of introducing often overlooked elements such as long term stewardship of the land. The Council is a member of the TCPA New Communities Group. The Garden City Principles include:

- Use of the uplift in land value that results from development to fund delivery of infrastructure, community facilities and other amenities.
- Community engagement.
- Community ownership of land and long-term stewardship of assets.
- Mixed-tenure homes and housing types that are genuinely affordable.
- Beautifully and imaginatively designed homes with gardens.
- A wide range of local jobs within easy commuting distance of homes.
- Development that enhances the natural environment, net biodiversity gains and zero-carbon.
- Strong cultural, recreational and shopping facilities in walkable, vibrant, sociable neighbourhoods.
- Walking, cycling and public transport designed to be the most attractive forms of local transport.

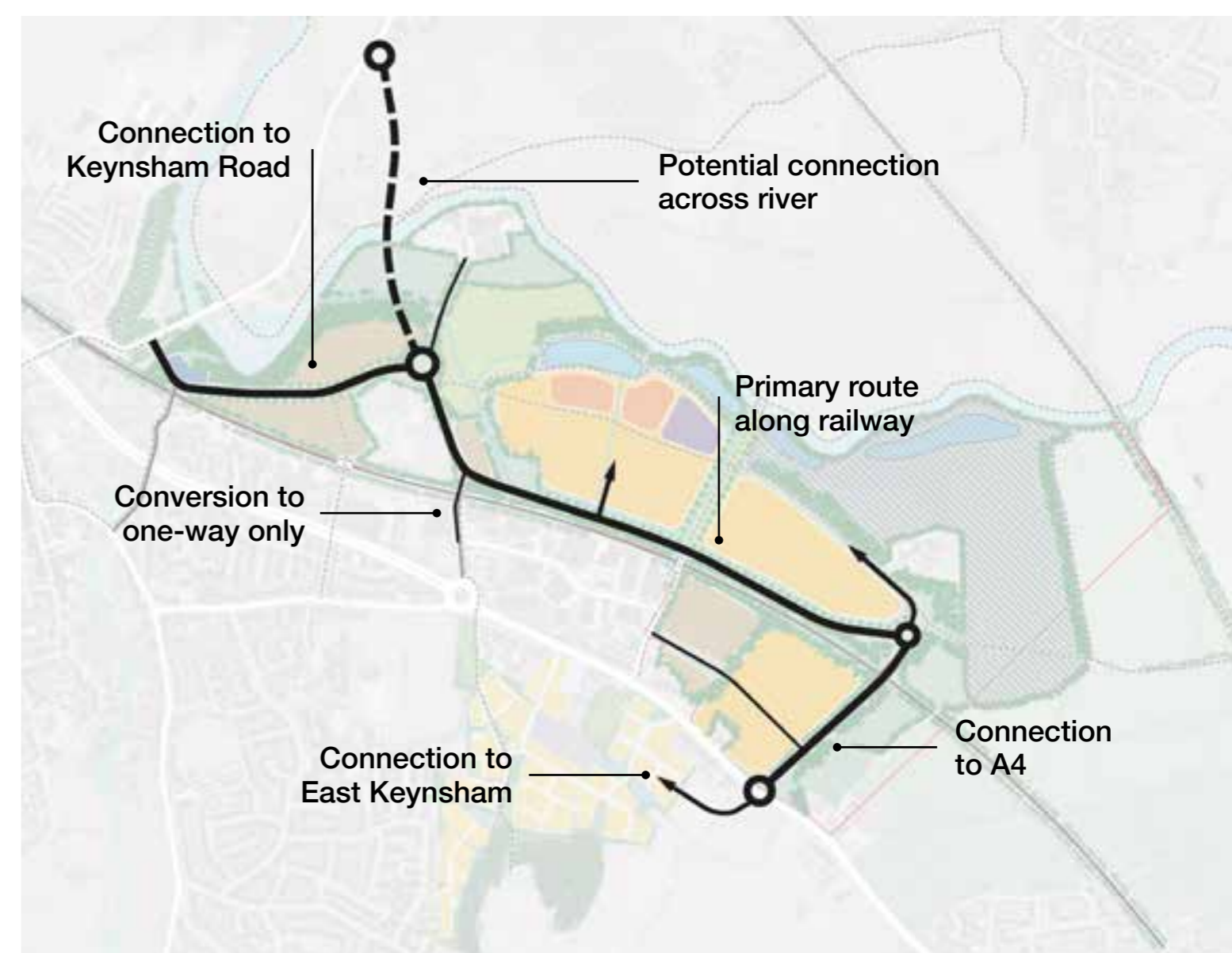


# North Keynsham: New Garden Community

## Key considerations

### Multi-modal link road

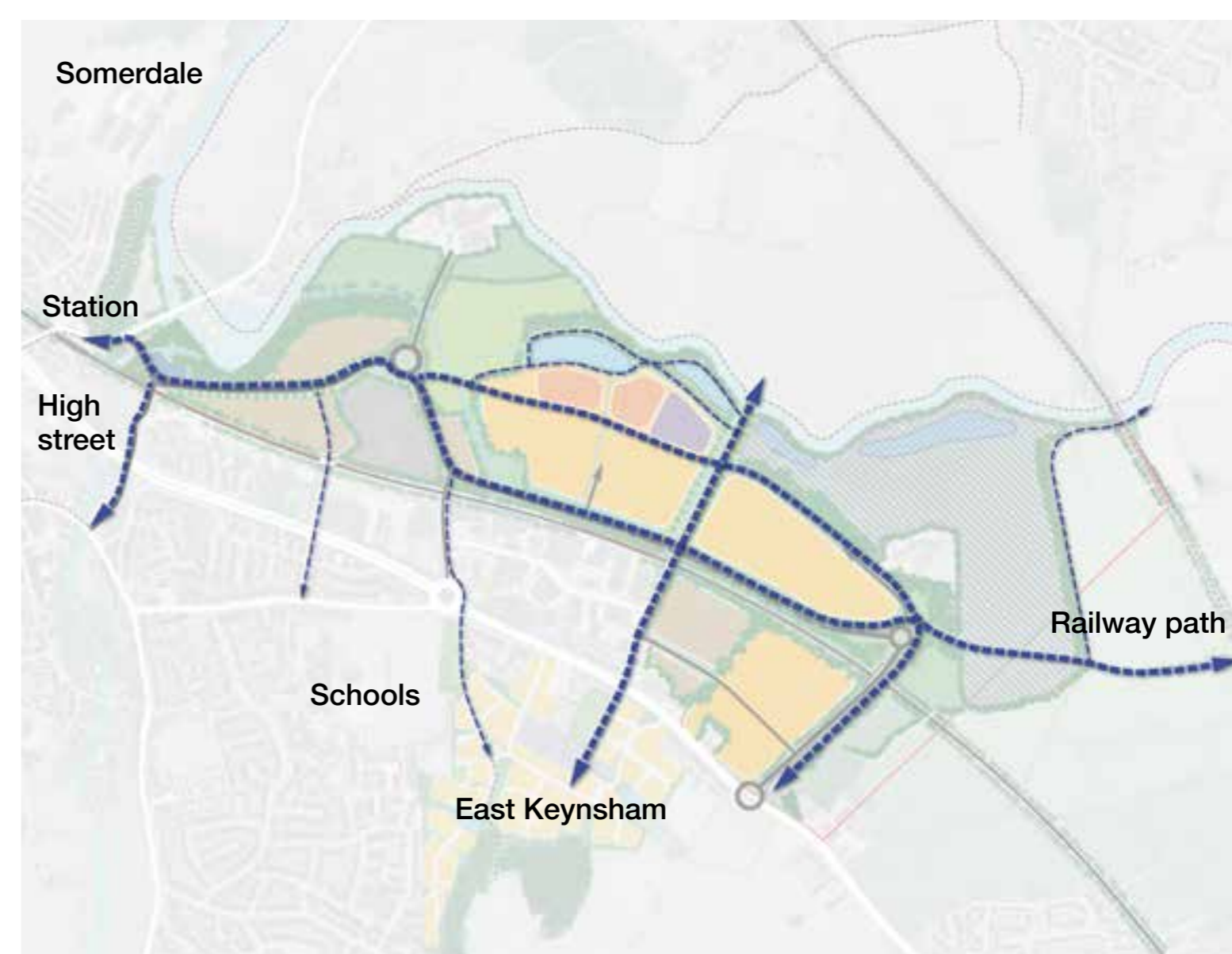
The key strategic transport measure required to support the North Keynsham SDL is a new link road between the A4175 and the A4. An Options Assessment Report (OAR) has assessed options, technical feasibility, costs, benefits, impacts, potential strength of business case and affordability of the proposed scheme – see transport boards for more detail. The diagram illustrates the alignment of the road within the main body of the site north of the railway line, with a route parallel to the railway line a preferred option in highway terms. The preferred option for how and where the road joins the A4 and A4175 will be taken following the Local Plan consultation. Further work will be undertaken on how the development should respond to the link road, in order to deliver the best placemaking outcomes.



Multi-modal link road

### Pedestrian and cycle links

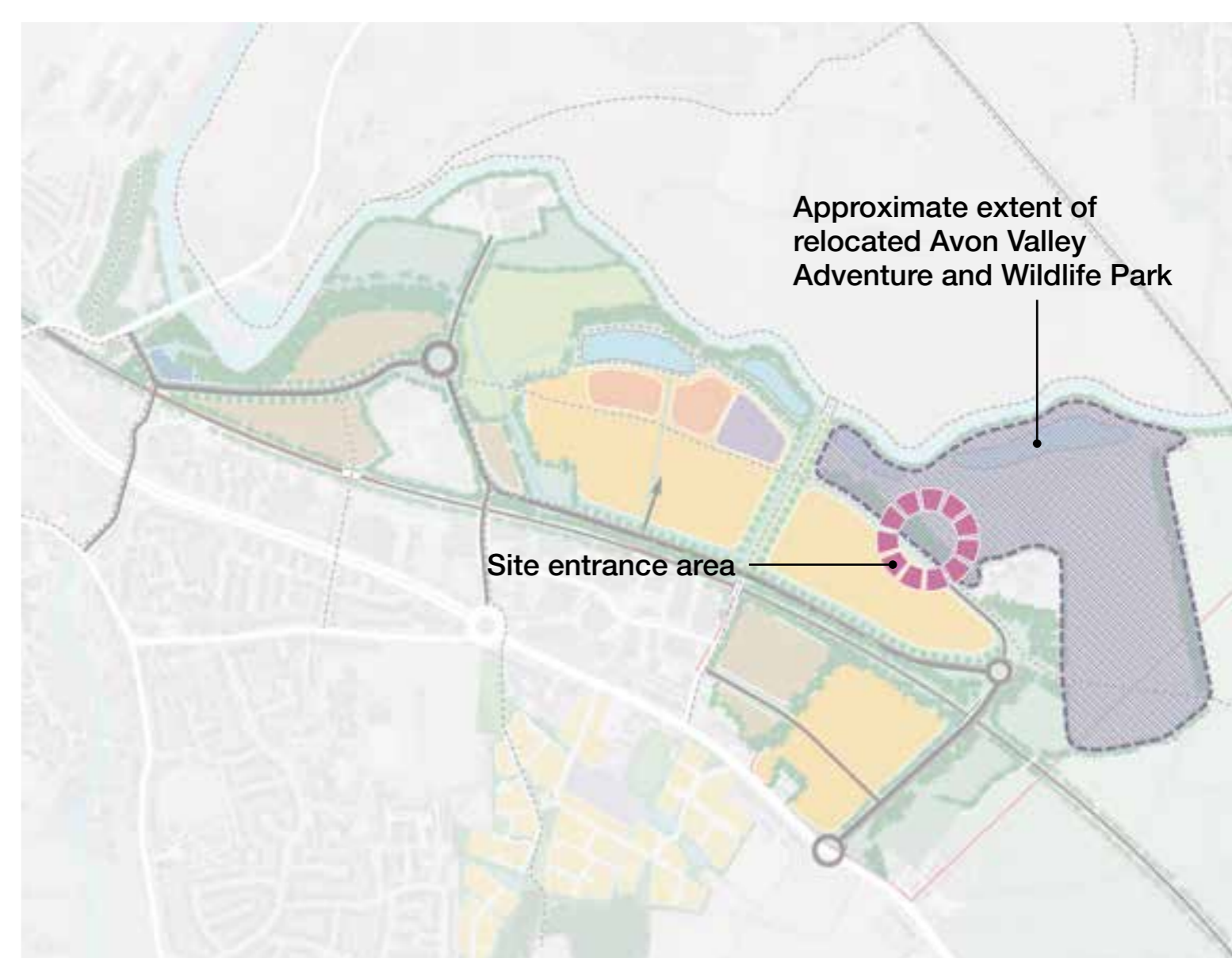
Previous consultation feedback showed strong support for creating a healthy neighbourhood by encouraging walking and cycling. Potential on-site and off-site options to be able to achieve this are illustrated in the diagram. This strategic network is proposed to be complemented by the creation of attractive walking and cycling routes through the site and linking to the wider area.



Pedestrian and cycle links

### Avon Valley Wildlife and Adventure Park

Avon Valley Wildlife and Adventure Park is an important local business and tourist attraction (the 3rd largest tourist attraction in B&NES and the 10th largest in the West of England). An enhanced and relocated Park will be an integral part of the North Keynsham site. The revised Strategic Planning Framework will seek to integrate the future requirements of the Park with the wider development to provide a cohesive and integrated design. The Park is keen to expand its offer, have better links to the riverside and railway path, improve its sustainability credentials, and include more community facilities. This expanded offer could include visitor accommodation in line with the findings of the Visitor Accommodation Study. The potential for a marina could also be explored. The potential area for the relocation of the Park is illustrated in the diagram.



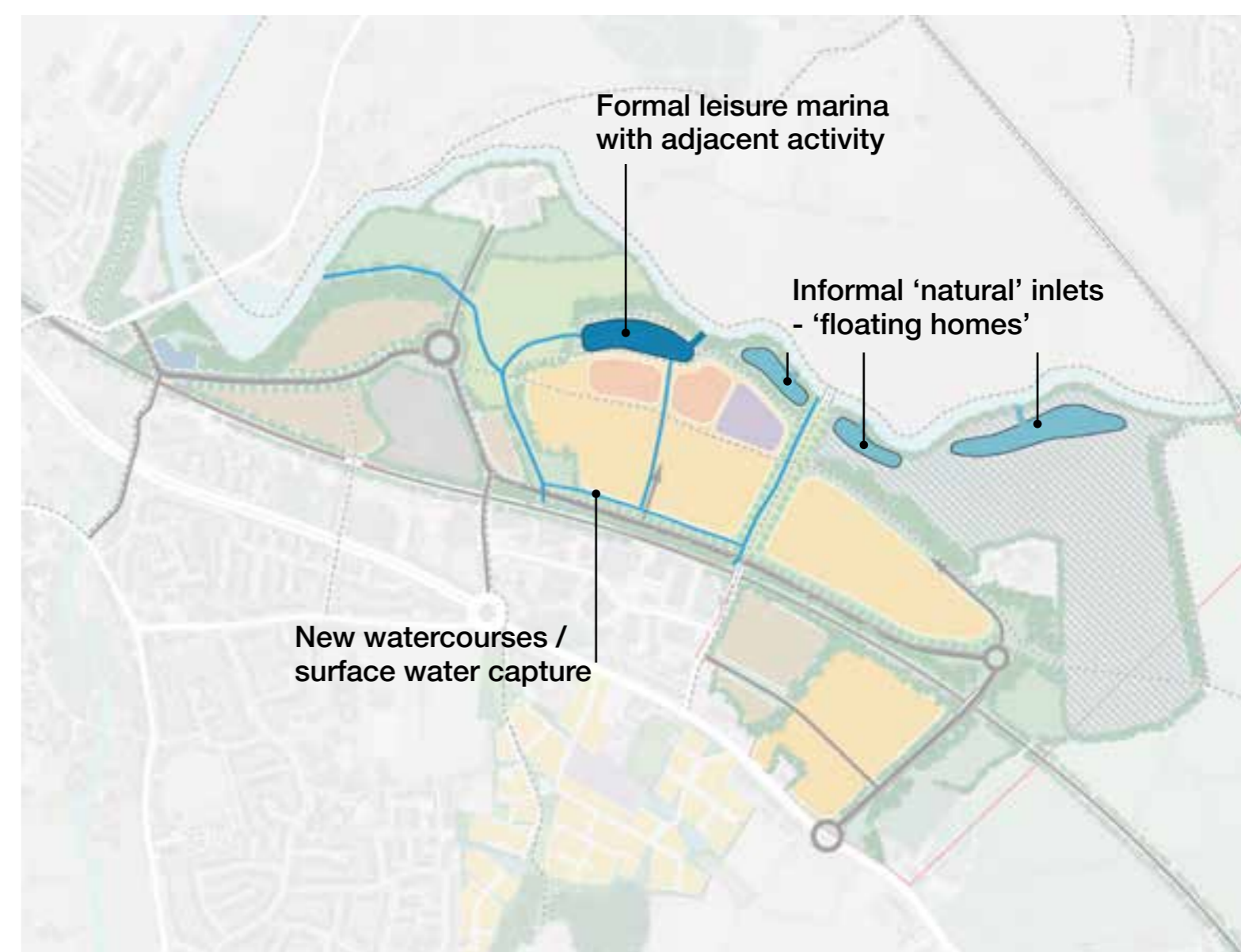
Avon Valley Wildlife and Adventure Park

# North Keynsham: New Garden Community

## Key considerations

### Marina and mooring opportunities

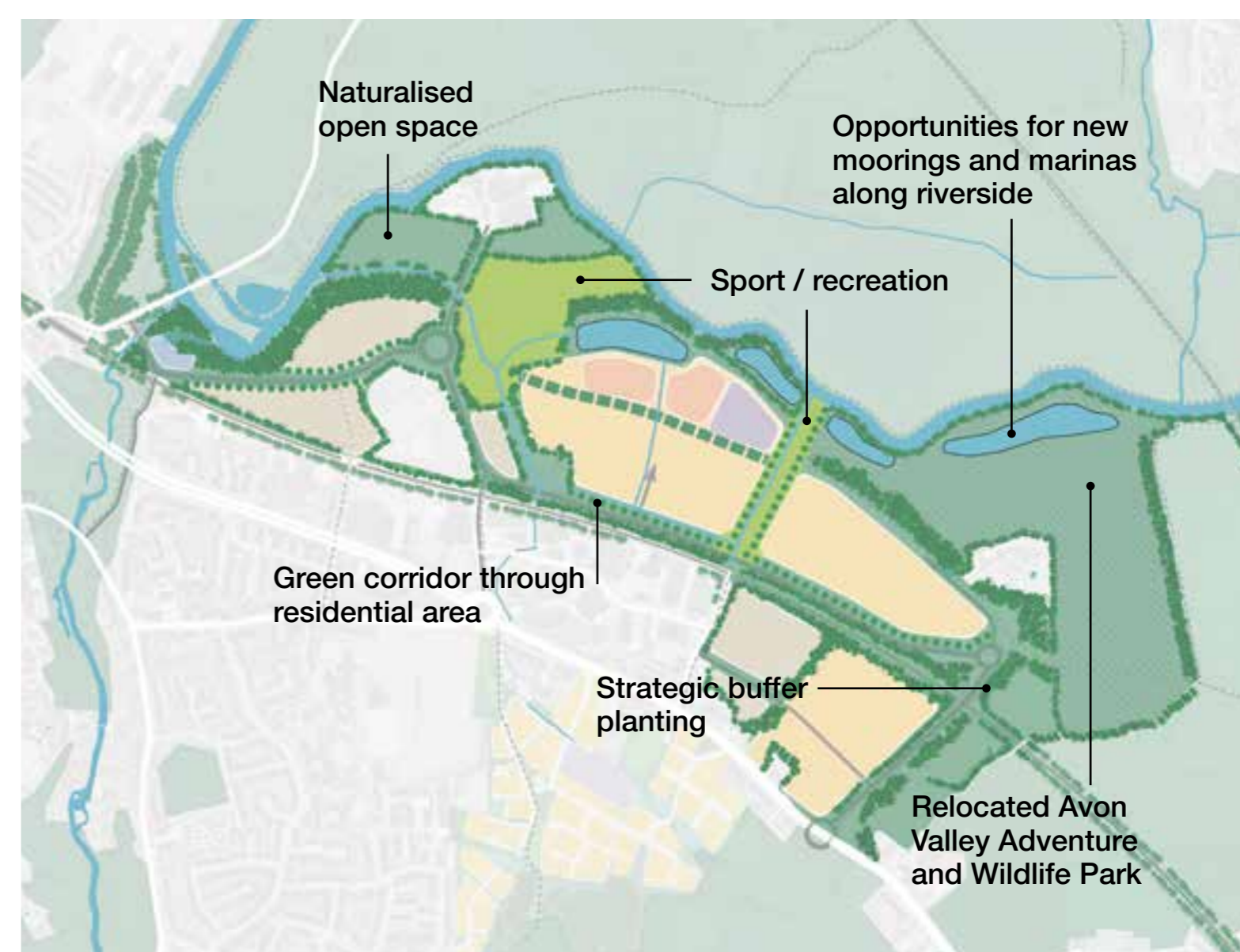
The B&NES WaterSpace Study identifies the benefits of increased mooring opportunities, specifically on the River Avon, to increase activity, natural surveillance and encourage navigation and enjoyment of the local waterways. The study shows that the stretch of the River Avon that flows through the North Keynsham site is an 'area of search' for potential additional moorings, and that the preference of most residential boaters would be for on-line moorings or small off-line basins. A number of options have been identified, illustrated in the diagram.



Marine and mooring opportunities

### Landscape and green infrastructure

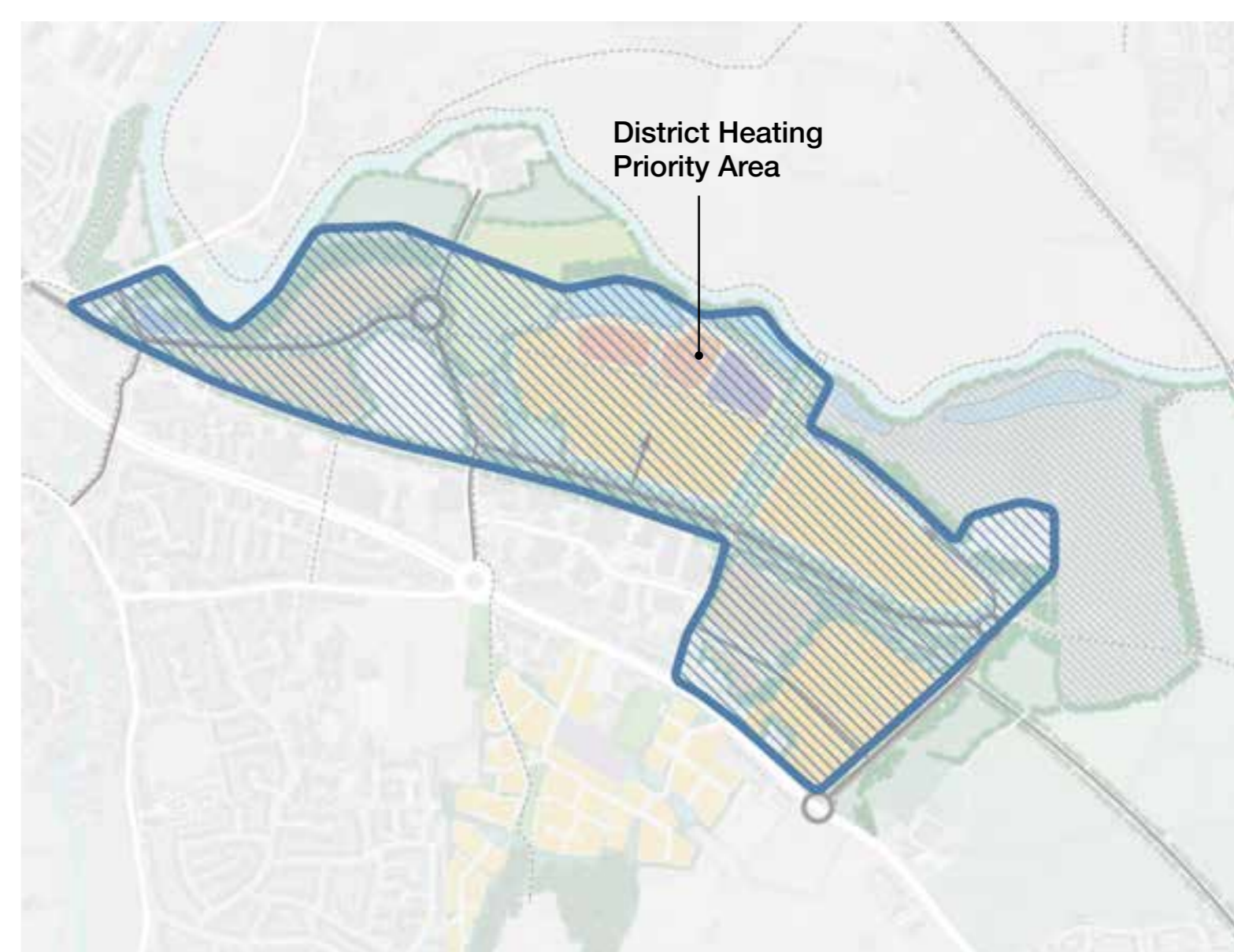
A full Landscape and Visual Impact Assessment (LVIA) is in preparation, which will measure and record the potential for impacts on the character of the local landscape and on views, including from the Cotswolds AONB. Mitigation considered necessary to avoid or minimise landscape or visual effects, and to link into and reinforce the green infrastructure network, will be fed back into a revised Strategic Planning Framework. A number of general themes and opportunities have already started to emerge for the site, which are illustrated in the diagram.



Landscape and green infrastructure

### Zero carbon development

The planning system supports the transition to a low carbon future in a changing climate. In response, the Joint Spatial Plan requires all new development to minimise energy demand and maximise the use of renewable energy - where viable meeting all demands for heat and power without increasing carbon emissions. The Council is investigating the potential for development at North Keynsham to be built to a zero carbon standard. This could include improving the building fabric of the new houses, maximising rooftop solar PV, and a combination of offsite solar PV, offsite wind or an onsite District Heating network. Consideration will be given to identifying the North Keynsham SDL as a District Heating Priority Area, illustrated in the diagram.



Zero carbon development



# North Keynsham: New Garden Community

