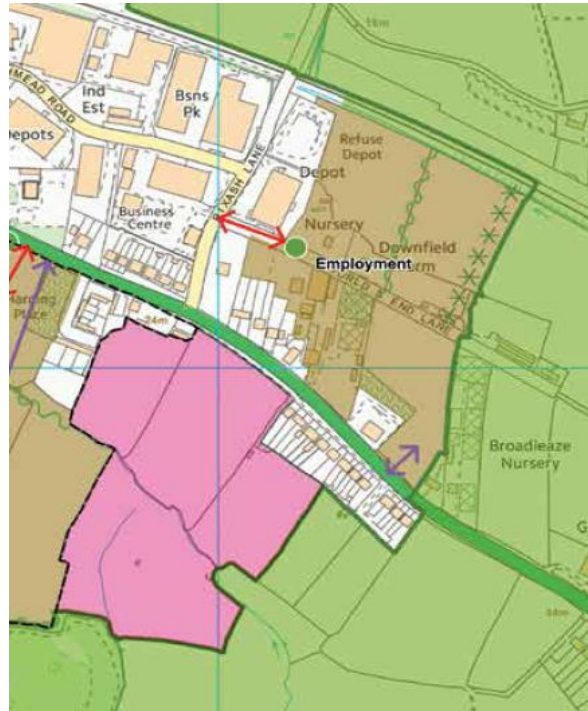


East of Keynsham Employment Land

Core Strategy: Objectives

- Around 30,000sqm of employment floorspace within Use Classes B1 (b) & (c) and B2
- Preparation of a comprehensive Masterplan



Core Strategy: Principles

- Positive frontage onto the A4
- Existing hedgerows and hedgerow specimen trees should be retained
- Utilise the green corridors
- Direct highway access from Pixash Lane.
- Enable a future vehicular bridge over the railway line

Key Issues



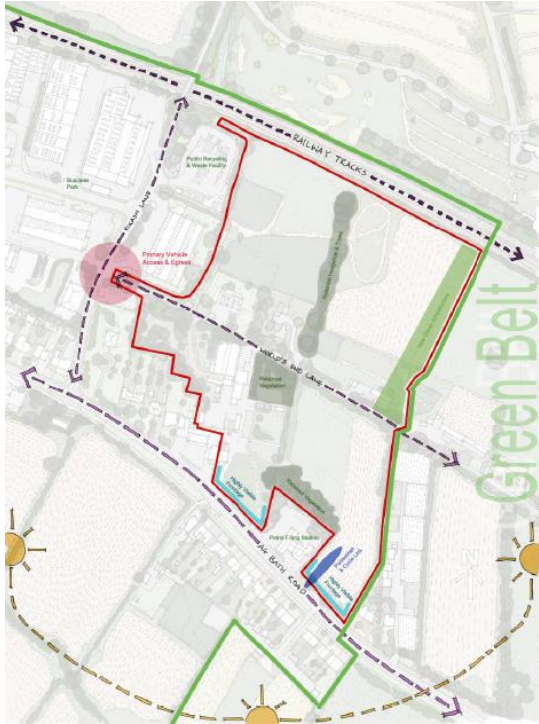
Uses and Access

- Potential relocation of waste facility from Bath
- A4 and Pixash / Worlds End Lane traffic capacity

Delivery considerations

- Ownerships
- Land values
- Viability
- Accessibility

Development Principles



Design & Sustainability

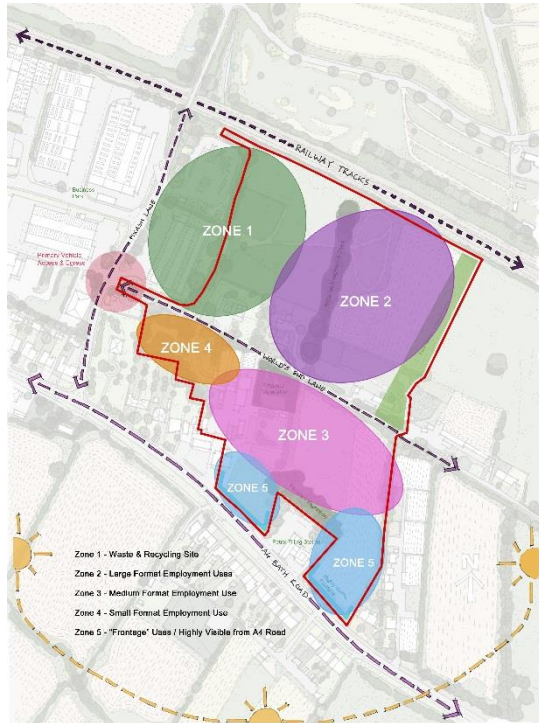
- Frontage uses to A4
- Improve green links and permeability
- Screening within site and to/from Green Belt
- Relationship to residential development south of A4

Uses and Transport

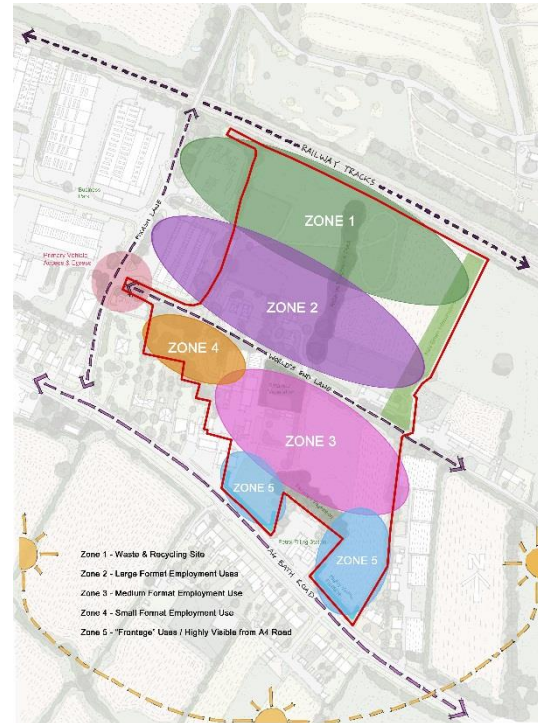
- Potential to consolidate waste site
- Range of employment unit sizes to maximise demand
- Future proof traffic demand
- Access from Pixash Lane

Masterplan Options

Option 1 Zoning



Option 2 Zoning



Strategic Zoning Principles

- Place Making
- Clear Access
- Viability
- Scale & Massing
- Legible Wayfinding