

Keynsham

as proposed to be adopted

**incorporating Inspector's recommended
Main Modifications and additional
modifications**

July 2017

EXPLANATORY NOTE

The Placemaking Plan allocates specific sites for development and outlines a district-wide suite of planning policies. It complements and seeks to deliver the strategic framework set out in the Adopted Core Strategy. The Core Strategy forms Part 1 of the B&NES Local Plan and the Placemaking Plan is Part 2.

For the purposes of clarity and convenience for plan users the Plans have been combined. Placemaking Plan text is highlighted in grey. Any changes to the Core Strategy text are also highlighted in grey. In these instances the Placemaking Plan policy or text will supersede that set out in the Core Strategy. In combining the two Plans the text has been numbered sequentially. Core Strategy policy numbers remain unchanged. The Placemaking Plan is presented in six volumes (as listed below) and plan users should ensure they refer to all relevant policies in relation to proposals:

1. District-wide
2. Bath
3. Keynsham
4. Somer Valley
5. Rural Areas
6. Appendices, including Policies map changes

The Inspector has found the Placemaking Plan ‘sound’ subject to a number of modifications. This version of the Placemaking Plan identifies the Main Modifications in red recommended by the Inspector. Additional (minor) Modifications are shown in blue and have been made by the Council for the purposes of clarity, consistency and accuracy. Deletions to existing text are shown as strike through, whilst new or additional text is underlined. Other minor textual amendments may be made to the Placemaking Plan prior to its publication under delegated authority.

The Inspector’s Report and the recommended modifications will be discussed at Full Council on 13th July 2017 when adoption of the Placemaking Plan will be considered.

Whilst every attempt has been made to reproduce this composite version of the Placemaking Plan accurately, any editorial or formatting errors that come to light prior to the publication of the adopted version of the Placemaking Plan will be rectified provided they are within the scope of the recommendations to be agreed by Council on 13th July 2017.

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SETTING THE AGENDA

KEYNSHAM MASTERPLAN INCORPORATING CORE STRATEGY AND PLACEMAKING PLAN

1. The market town of Keynsham occupies a strategic location between Bath and Bristol in the extreme north of the District with a population of around 15,500 and is linked to the two cities by the A4 and the mainline railway. The physical geography is influenced by the two rivers that traverse the area, the Avon and the Chew, which converge to the north of the town at Somerdale.
2. Keynsham has a rich history. In Roman times the settlement was known as Trajectus, and by the medieval period had evolved into a successful town, dominated by the Abbey and with a Market granted by King Edward I. As the map regression analysis shows, up until the 18th century Keynsham remained a relatively small place, focused around the linear High Street, but over the last century has expanded rapidly. A large proportion of the growth occurred in the 1950s and 1960s when the town greatly increased in size, which was the last major expansion of the town. Keynsham remains a comparable size to this day. The role and function of the town has been remarkably consistent over its history, being a trading, political, administrative and manufacturing centre (for example Somerdale) serving the town and its surrounding rural hinterland.

Strategic Issues

3. Previous consultation on the Core Strategy Spatial Options document (November 2009) has highlighted a number of key issues facing the town:
 - Recent and future job losses
 - Desire for town centre regeneration
 - Affordable housing shortage
 - Ageing population
 - Traffic congestion
 - Limited public transport
 - Lack of allotments
 - Insufficient emphasis given to protecting Keynsham's heritage
 - Sewage and storm water capacity issues
 - Ongoing threat of development in the Green Belt
4. In 2006 the Council published the 'Future for Keynsham' which described the town as having been 'coasting' since the 1970s, implying that Keynsham has received minimal attention in terms of development. In the meantime, improvements in nearby competing centres, especially in Bristol, have resulted in Keynsham losing ground economically.

5. At present the overall image of the town is poor, as described in the Wider B&NES Business Plan, mainly due to the declining town centre which is in need of revitalisation. The recent Civic Centre development has begun to reverse this trend, but the range and quality of accommodation for retailers and businesses in the wider town centre should be improved, as should the public realm.
6. The form of development has been influenced by both natural and man-made barriers, including the flood plain of the River Avon, the railway line, Keynsham by-pass, the valley of the River Chew and the Green Belt. As development has spread the residential neighbourhoods have become increasingly segregated and disconnected from each other and from the High Street, with those on the periphery poorly served by local services as a consequence.
7. Growth has also brought the settlement boundary closer to the neighbouring settlement of Salford and the urban fringe of Bristol. In places the latter is little more than a mile away. The Local Economic Assessment shows that there is currently a strong element of out-commuting, significantly in professional workers, managers, senior officials and administrative workers.

MAP REGRESSION ANALYSIS



Regeneration and Place

8. In addition to delivering the Sustainable Community Strategy the spatial strategy is informed by the 'Futures' work, which identifies a number of key priorities for Keynsham:
 - Enhance the town with physical development
 - Improve the economy through development

- Make Keynsham ready for the future
 - Help Keynsham to capitalise on its location
 - Help Keynsham to remain proud and independent
9. The spatial strategy is also informed by the ~~current~~ Town Plan, which aims to build on the town's positive characteristics and embrace the future, developing Keynsham into a thriving, sustainable and safe market town by:
- Enhancing the towns already considerable assets and unique identity
 - Promoting a sense of well-being and community for all, generating pride in the town
 - Ensuring all necessary services and infrastructure are maintained and enhanced
 - Regenerating the town centre
10. In 2012 the Town Plan was refreshed. Building on the bullet points above, the Plan incorporates the three priorities identified in the Sustainable Community Strategy which are:
- Improving the Shopping Experience
 - Creating New Jobs
 - Improving the Park
11. The spatial strategy recognises and responds to these key issues, ensuring that it contributes to the delivery of development, supporting both the regeneration agenda and the local consensus of how the town should move forward into the future.
12. The Joint Waste Core Strategy seeks to deliver, by 2020, diversion from landfill of at least 85% of municipal and commercial & industrial wastes through recycling, composting and residual waste treatment. A minimum of 50% of this total recovery target is intended to be achieved through recycling and composting, leaving 35% to be delivered through residual treatment capacity. To ensure delivery of the Spatial Strategy, a number of strategic sites have been identified as appropriate for development for the management of residual waste. The land at Broadmead Lane in Keynsham is identified as one of these strategic residual waste facilities sites.
13. Community engagement and partnership working has also shaped the vision and spatial strategy for Keynsham. There is widespread support for the proposed vision, spatial strategy, and the principle of new development at Keynsham, to begin to overcome the identified issues.
14. The spatial strategy will ensure that Keynsham continues to fulfil its traditional role as a market town and service centre for the surrounding area and remain an independent settlement. However the spatial strategy also enables 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.

VISION AND SPATIAL STRATEGY

The Vision: What the spatial strategy seeks to achieve

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.

15. The spatial strategy set out in Policy KE1 seeks to deliver the vision for Keynsham and the strategic objectives for the District (set out in Chapter 1). The strategy allows changes to be made to the Green Belt boundary surrounding Keynsham to accommodate both employment floorspace and housing, but maintains the key Green Belt purposes of preventing the town from merging with Bristol and Saltford, and helping to preserve its individual character, identity and setting. The Green Belt will continue to provide opportunities for residents of Keynsham to access outdoor sport, recreation and the open countryside. Access to the Green Belt will be enhanced with an improved green infrastructure network running through and surrounding the town, principally using the valleys of the Rivers Chew and Avon.
16. Around 2,150 new homes will be built between 2011 and 2029 to support economic growth of the town and accommodate a growing population. Approximately 700 homes are already accounted for, having either already been built since 2011, have planning permission, or were allocated in the Local Plan. The Local Plan allocations included the 500+ dwelling development in South West Keynsham known as 'K2'. Development requirements were outlined in the Local Plan, including the need for satisfactory vehicular accesses. 700 dwellings are directed towards the town centre/Somerdale policy area (Policy KE2) which will serve as the focus of future development within Keynsham. Green Belt releases will be made to the east of Keynsham to accommodate 250 dwellings and employment floorspace, and to the south west of Keynsham to accommodate around 200 dwellings.
17. 1,600 new jobs will be created between 2011 and 2029 primarily by increasing the stock of office floorspace in the town, complemented by an extension to the Broadmead/ Ashmead/Pixash Industrial Estate. The job growth figure of 1,600 and the related employment floorspace figures set out in Policy KE1 represent the minimum growth that it is considered will be delivered during the Plan period. However, the physical capacity for additional floorspace provided through the extension of the Broadmead/Ashmead/Pixash Industrial Estate is significantly greater (see Policy KE3). Provision for this employment floorspace is made in order to enable flexibility for economic development across the whole District. Therefore, there is uncertainty as to whether this will be delivered in its entirety during the Plan period.

18. The planned job growth and additional employment floorspace provision supports the vision in establishing Keynsham as a more significant business location and enabling the town to recover from recent job losses. Attracting more Higher Value Added jobs will help to reduce the current pattern of out-commuting by groups such as professional workers, managers, senior officials and administrative workers, allowing better opportunities to live and work in the town. This will help to counteract the closure of Somerdale. The role of the town centre and Somerdale as the main focus for business activity will be complemented by the Broadmead/Ashmead/Pixash Industrial Estate area.

POLICY KE1: KEYNSHAM SPATIAL STRATEGY

The Strategy for Keynsham is to:

1 Natural and Built Environment

- a** *Maintain the Green Belt surrounding Keynsham, allowing releases of Green Belt land to the east and south west of Keynsham to accommodate employment and housing growth.*
- b** *Make better use of the existing green and blue infrastructure (for example parks and rivers) running through and surrounding the town which will be enhanced, made more accessible and linked up.*

2 Housing

- a** *Make provision for around 2,150 new homes (net) between 2011 and 2029. This will include affordable housing, and an appropriate housing mix giving more choice of housing to meet the needs of the local community*
- b** *Allow for residential development if it is within the housing development boundary defined on the Policies Map or it forms an element of Policies K2, KE2, KE2a, KE2b, KE3a and KE4.*

3 Economic Development

- a** *Plan for about 1,600 net additional jobs between 2011 and 2029.*
- b** *Make provision for the changes in employment floorspace set out below:*
 - *Office floorspace: from about 13,000m² in 2011 to about 20,200m² in 2029.*
 - *Industrial/Warehouse floorspace: from about 52,000m² in 2011 to 60,300m² in 2029 to address future requirements arising in Keynsham and Bath.*
- c** *Enable development which supports the town to continue to function as an independent market town. The scale and mix of development will increase self-containment and help develop the town as a more significant business location.*
- d** *Retain and extend the Broadmead/Ashmead/ Pixash Industrial Estate as an area for business activity (including use classes B1c, B2 and B8) complementing the role of the town centre and enable its intensification through higher density business development.*

4 Shopping

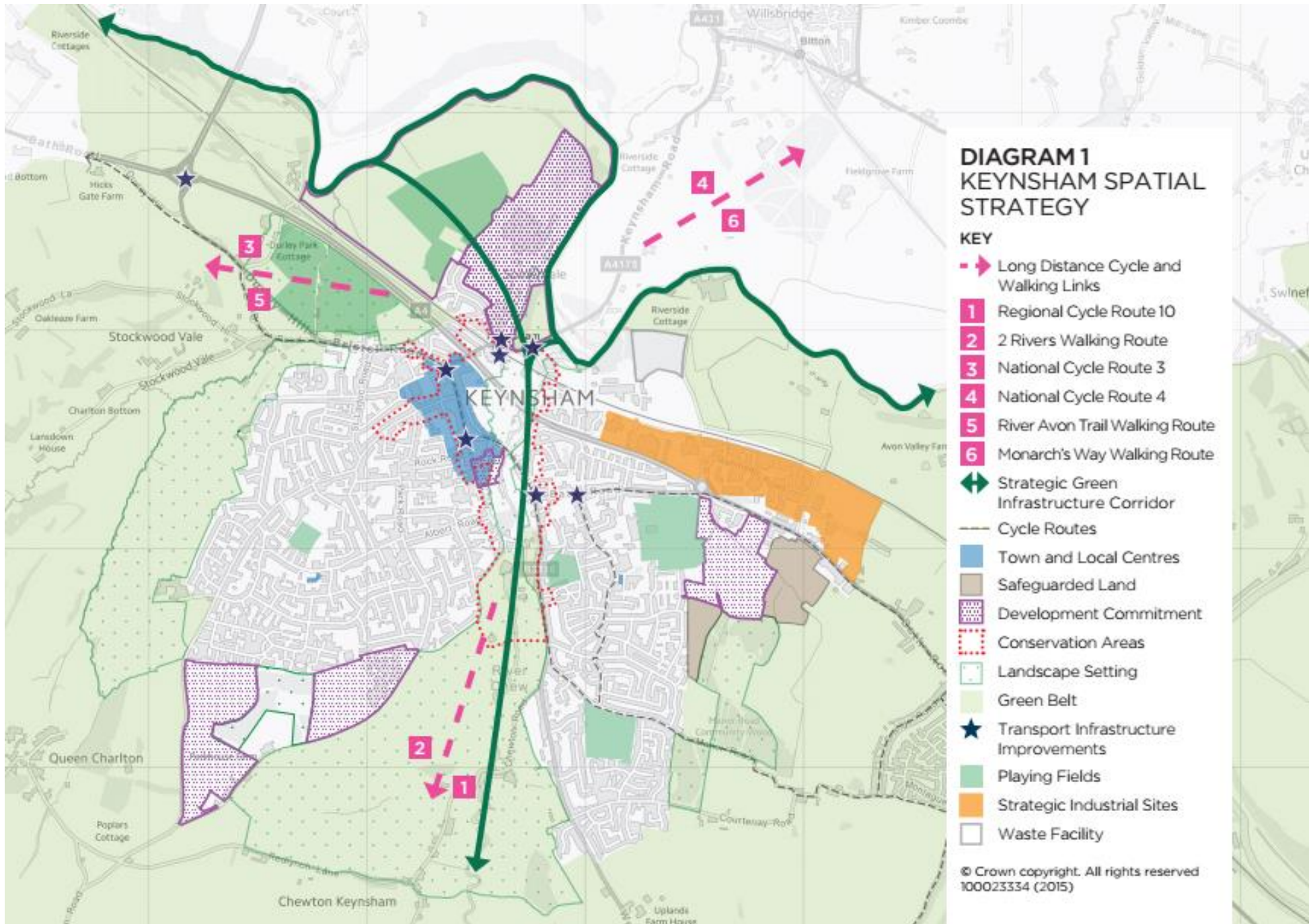
- a Provide larger retail units in the town centre to attract a more varied mix of retailers.**
- b Retain and encourage enhancement of Queen Road and Chandag Road as local centres to complement the town centre because they provide an important range of essential day-to-day goods and services for their local neighbourhoods.**

5 Transport, cycling and walking

- a Provide for improvements to public transport and enhance connectivity between walking, cycling and public transport routes. (Transport infrastructure measures are set out in the 'access and movement' and 'Infrastructure and Delivery' sections)**
- b Implement a reviewed Parking Strategy.**

6 Energy conservation and sustainable energy generation

- a Enable renewable energy generation opportunities including a new district heating network within Keynsham.**



Placemaking Plan as proposed to be adopted - July 2017

GREEN INFRASTRUCTURE, OPEN SPACE AND LANDSCAPE

- 19. The District Wide Green Infrastructure Strategy emphasises the capacity, and necessity, of the natural environment to deliver a wide range of public benefits, or services, that contribute to the quality of life, sustainable growth and community wellbeing.
- 20. Part of the overall strategy for Keynsham contained in Policy KE1 is to make better use of the existing green and blue infrastructure (for example parks and rivers) running through and surrounding the town which will be enhanced, made more accessible and linked up.
- 21. The Chew Valley and the Avon Valley are identified as part of the district wide Strategic Green Infrastructure Network as shown in Diagram 2; development proposals within these areas should respond to Policies CP7 and NE1. Keynsham sits at the confluence of these two rivers meaning it has an important role in linking these ecological networks.



DIAGRAM 2
STRATEGIC GREEN
INFRASTRUCTURE
NETWORK

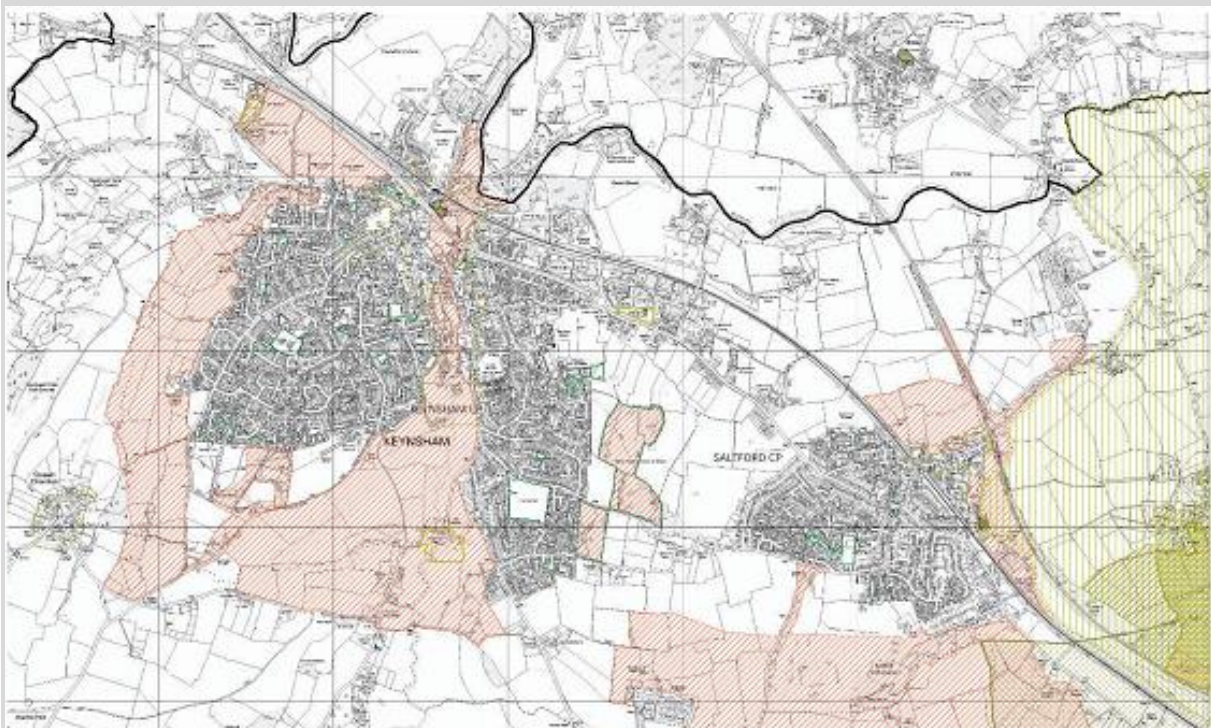
- KEY**
- Flood Zone 2
 - Strategic Green Infrastructure Corridors
 - Strategic Nature Areas

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- 22. The landscape and watercourses within the Chew Valley are an extensive area and extend significantly into the urban environment of Keynsham. The trees and green spaces are important to the history and setting of the town, increasing the sense of

connection between Keynsham and the locality in which it sits. Policy NE2A identifies this area, shown in Diagram 3, as making a significant contribution to the distinct form and character of Keynsham. Strengthening the landscape setting (e.g. through elements such as woodland, reinstating hedgerow patterns, etc.) should be considered to maintain the town’s rural setting and market town identity, and preventing the merger of Keynsham with Saltford and Bristol, which will have additional benefits such as increasing biodiversity. Reference should be made to the Rural Landscapes of B&NES Landscape Character Assessment SPD.

23. A high quality environment which incorporates Green Infrastructure can help to attract businesses as well as people to live and work. Keynsham Town Centre would greatly benefit from public realm improvements which could incorporate urban greening (such as natural/ornamental planting, street trees etc.), linking to the existing green spaces and habitats that exist in the Memorial Park. This would increase the attractiveness of Keynsham to businesses and employees, and to enhance the character and identity of the town.



24. The majority of large areas with ecological designations and greenspace within B&NES lie around the fringes of the district. Opportunities to create space for and allow for the movement of biodiversity through the middle of the District should be sought, including important corridors such as the Chew Valley through Keynsham.

Opportunities should be sought to improve the permeability of this landscape for biodiversity.

25. The River Avon and River Chew present areas of flood risk for Keynsham. Opportunities for sustainable management of water resources, particularly to the north of Keynsham should be sought. Reference should be made to Policies CP5 and SU1. The River Chew is part culverted and intensively managed at present through the built up area of Keynsham. Naturalisation of the river through features such as wetland creation and replacement of concrete with natural banks would enable its amenity value to be maintained whilst increasing potential habitats and resilience against flooding.

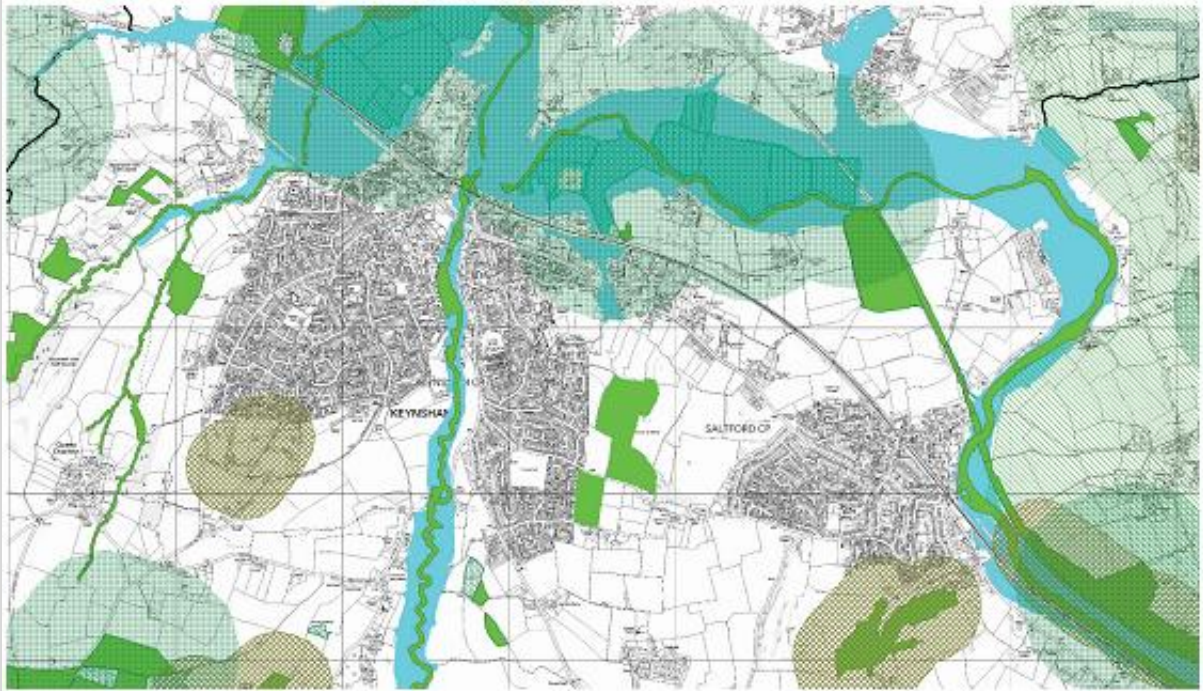


Diagram 4 to be amended to distinguish between UK Priority Habitat and Local BAP habitat.

DIAGRAM 4
KEY COMPONENTS
OF THE ECOLOGICAL
NETWORK

KEY

- Cotswolds Nature Improvement Area
- Flood Zone 2

- Grassland Buffer
- Horseshoe Bat Foraging Corridors
- Strategic Nature Areas
- UK Priority Habitat
- Woodland Buffer

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26. Keynsham has good provision of natural greenspace. However, many of these spaces are disjointed, particularly those that run in a north-south direction. Efforts should focus on maintaining and enhancing existing biodiversity assets and encourage developers to link into the wider strategic ecological network where possible (e.g. through green space, hedgerows or tree planting).
27. Pockets of woodland are scattered throughout Keynsham and opportunities exist for creating new woodland and extending Manor Road Community Wood and Abbots Wood. Policy KE3A for example extends Abbots Wood into the new development site. Opportunities also exist to increase habitat mosaic diversity and landscape connectivity, through creation of copse, coppice and grazed wood-pasture.

28. Keynsham currently experiences a deficit in allotment provision. Urban greening projects that focus on the provision of new allotments and community growing spaces in order to promote healthy lifestyles and the more sustainable consumption of food should be encouraged within Keynsham in accordance with Policies LCR8 and LCR9. To respond to the deficit, the KE3A and KE4 site allocations both include provision for allotments within their development sites.

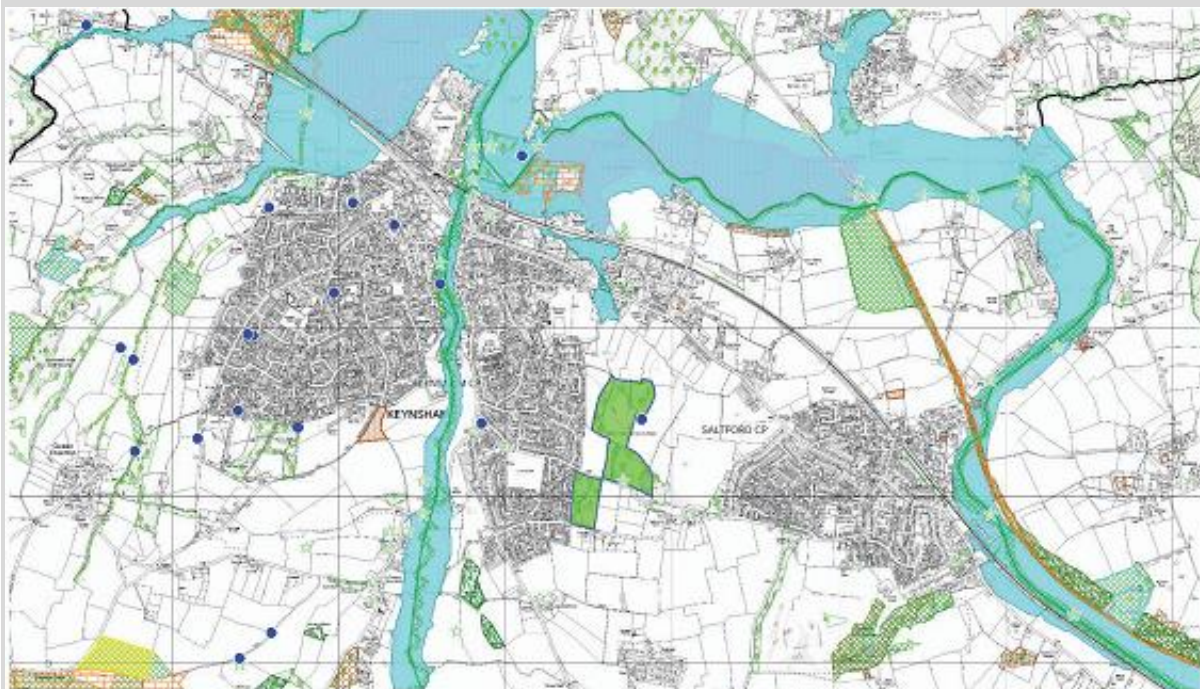


DIAGRAM 5
BIODIVERSITY, TREES
AND LOCAL FOOD

KEY

- Allotments
- Ancient Woodland
- Cotswolds Nature Improvement Area
- Flood Zone 2
- Horseshoe Bat Foraging Corridors

- Local Nature Reserves
- National Inventory of Woodland Site
- Ponds
- Site of Special Scientific Interest
- Site of Nature Conservation Importance
- Special Protection Area
- Traditional Orchards
- Strategic Nature Areas

- UK Priority Habitat
- UK Priority Species
- Water Bodies > 0.25 Ha

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Diagram 5 to be amended to distinguish between UK Priority Habitat and Local BAP habitat.

29. The District has a lack of access routes that cross in a north-south direction; connections from existing long distance walking and cycling routes to key assets and places of interest could be improved in and around Keynsham. These are shown on the Keynsham Spatial Strategy diagram.

30. The Bristol and Bath Railway path is a well-used pedestrian and cycle route, but it is not directly connected to Keynsham at present. Potential future connections between the two are shown in the access and movement section.

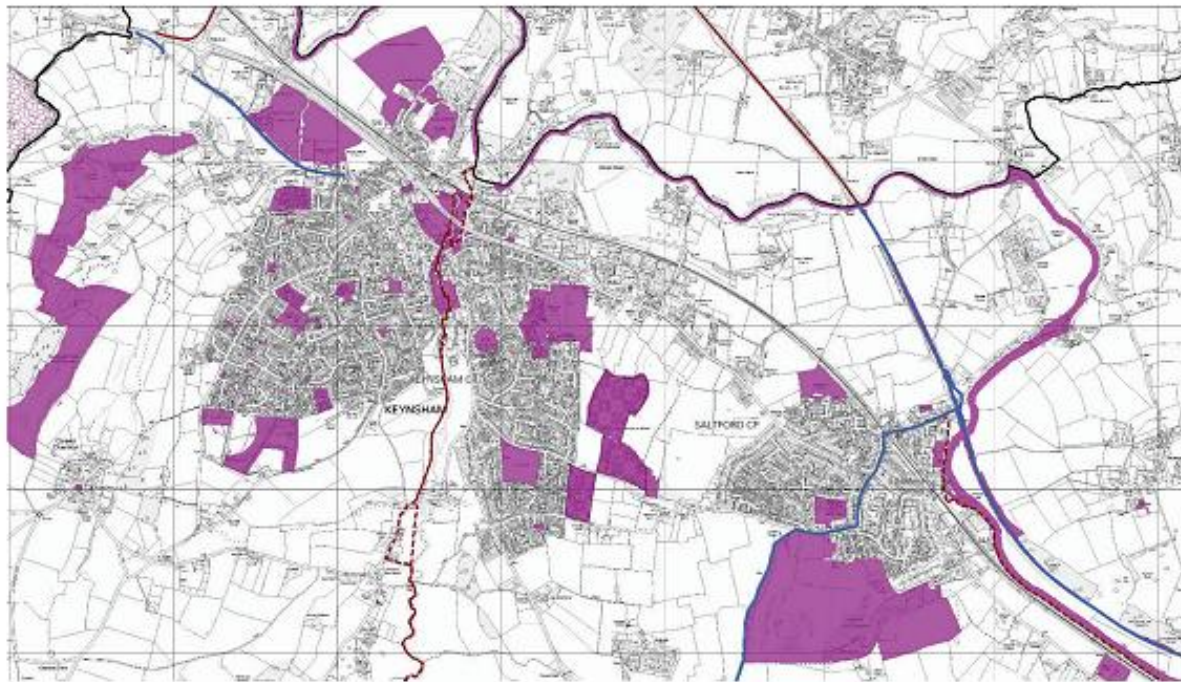


DIAGRAM 6

GREEN INFRASTRUCTURE - ACTIVE ACCESS AND ACCESSIBLE OPEN SPACE

KEY

-  Avon Wildlife Trust Reserves
-  B&NES Local Nature Reserves
-  Common Land

-  CROW Act Access Land
-  Local Cycle Routes
-  National Cycle Routes
-  Promoted Footpaths
-  Protected Recreational Land (Green Space Strategy 2015)
-  Woodland Trust Sites

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Local Green Space Designations

31. The local community, principally represented by Keynsham Town Council, have nominated open spaces for designation as Local Green Space within Keynsham. Those spaces that meet the NPPF criteria are shown on the Policies Map and protected by Policy LCR6A.
32. 26 nominated spaces are designated as Local Green Space:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Abbots Wood • Acacia Court • Avon Road • Birch Court • Chalfield Close • Conway Green • Downfield Play Area • Elm Court • Firs Court • Fox and Hounds Green Space • Hawthorns • Kelston Green • Keynsham Town Cricket Field | <ul style="list-style-type: none"> • Lilac Court • Lime Court • Manor Road Community Woodland • Oak Tree Walk • Old Vicarage Green • Park Road Playing Field • Pine Court • Teviot Cherwell Road • Teviot Playground • The Paddock • Walnut Grove • Windrush Green • Winscombe Close |
|---|---|

33. The Local Green Space Designations are shown in Diagram 7.

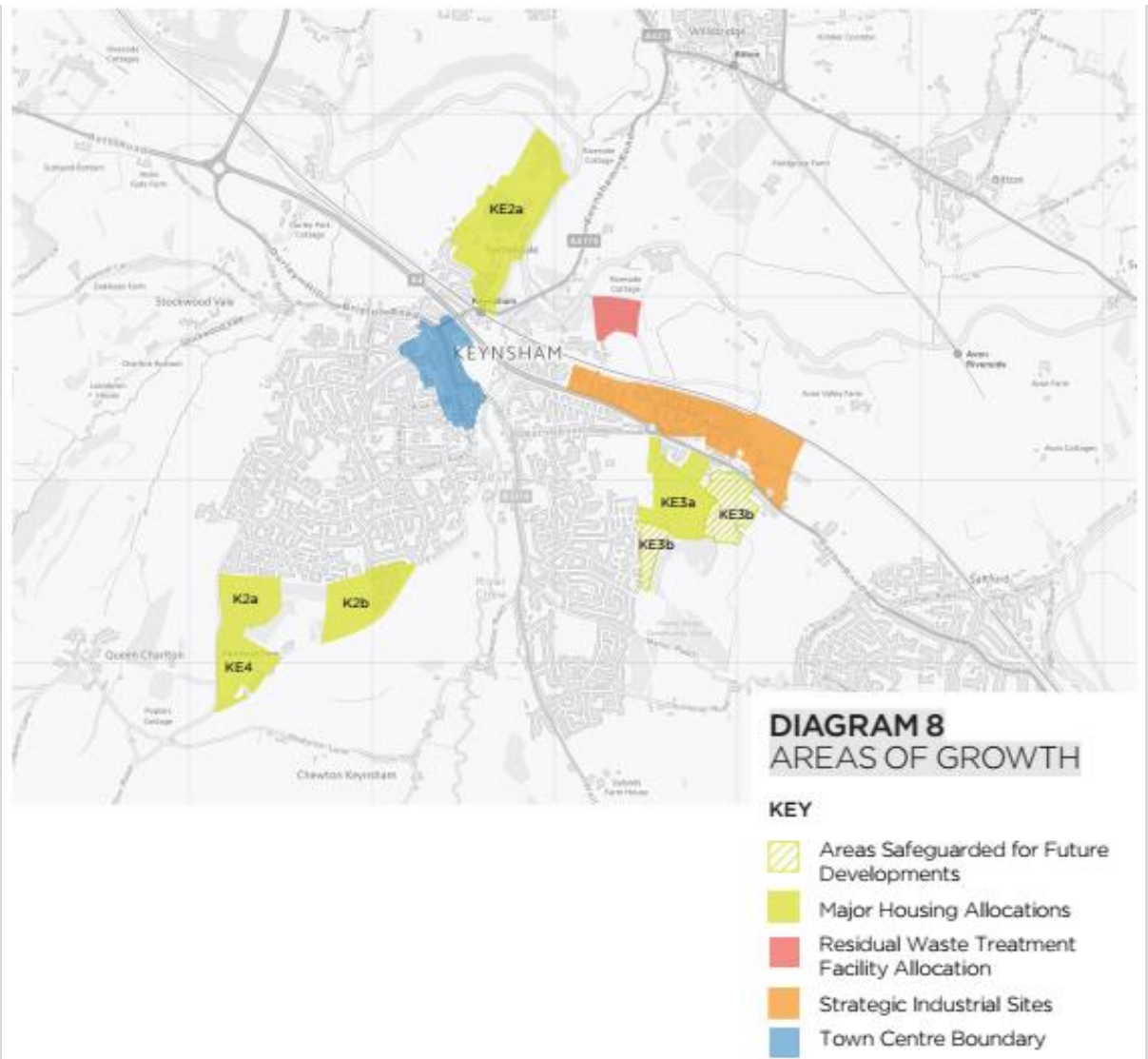


DIAGRAM 7
LOCAL GREEN SPACE
DESIGNATIONS

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HOUSING, JOBS AND GROWTH

34. Keynsham is evolving into a market town which both fulfils its traditional role as a service centre for the surrounding area, and becoming a more significant location for business. It is growing to accommodate more homes and jobs, and will be a more sustainable, desirable and well-connected place to live and work.
35. Diagram 8 shows the various areas of growth which have been allocated or designated in order to fulfil the vision and spatial strategy for Keynsham, which all contribute to achieving the goals of 2,150 new homes and 1,600 new jobs by 2029. These include a number of key and high profile development areas.



Town Centre

36. In recent years Keynsham Town Centre has benefited from a new Tesco supermarket and the multiple award winning redevelopment of the Civic Centre which includes a new library, offices and the retail units of Market Walk. The future focus for the town centre will be on qualitative improvements, both in terms of retail provision and public realm improvements in order to improve the experience of users, improve the town's image and enhance the Conservation Area.

KE2a (Somerdale)

37. Planning permission (ref 13/01780/EOUT) was granted in September 2013 for the mixed use development of the former Cadburys Factory site, comprising around 700 dwellings, significant office floorspace, a primary school and leisure facilities. Taylor Wimpey has begun implementation of the dwellings and had completed 25 houses up to March 2015.

K2a (Bilbie Green)

38. Planning permission (ref 14/00049/FUL) was granted in February 2015 for 266 dwellings, which will be brought forward by Barratts and David Wilson Homes.

K2b (The Meadows)

39. Planning permission (ref 09/04351/FUL) was granted in July 2011 for 285 dwellings and an extension to Castle Primary School. Taylor Wimpey had delivered 98 dwellings by March 2015.

KE3a

40. The site was allocated in the Core Strategy for around 220-250 dwellings, 30,000sqm (7.5ha) of employment land and a new primary school to the east of Keynsham.

KE3b

41. Land adjacent to KE3a was safeguarded in the Core Strategy for future possible development when the Local Plan is reviewed.

KE4

42. The site was allocated in the Core Strategy for around 180-200 dwellings. The masterplan (ref 15/00006/CONSLT), prepared by Barton Willmore for Persimmon Homes and Bloor Homes, was agreed by the Council in July 2015.

Ashmead Road, Unity Road, Pixash Lane Strategic Industrial Site

43. Policy ED2A identifies this collective area as a Strategic Industrial Site. This is the third largest industrial site in the District and contains around 52,000sqm of floorspace. The Core Strategy identifies this area as complementing the town centre, and supports its intensification through higher density business development to provide more jobs.

Broadmead Lane Residual Waste Treatment Facility

44. This site is allocated in the West of England Joint Waste Core Strategy for a Residual Waste Treatment Facility.

ACCESS AND MOVEMENT

45. Transport is fundamental to the successful economy and wellbeing of Keynsham, its residents and employees. It provides access to the town centre and its retail and leisure facilities, as well as to employment for those living or working in Keynsham. However, traffic congestion is causing delays; both in the town and for traffic using the A4, affecting the quality of life for residents in some parts of the town and making the town centre a less attractive place to visit. Traffic travelling through the town to wider destinations exacerbates these problems. This situation will only worsen with increases in traffic demand from new developments proposed within the town.
46. The Keynsham Transport Strategy provides the framework within which individual proposals to mitigate these negative impacts can be considered and assessed against the objectives. A number of initiatives have already been delivered including 20mph speed limits and improvements to bus services through the Greater Bristol Bus Network project. The strategy looks to reduce the existing problems caused by congestion and support delivery of the Core Strategy, enabling growth. It also builds on the policies and measures included in successive Joint Local Transport Plans.

47. The Transport Strategy includes the following vision:

To minimise the negative effects of traffic congestion in and around Keynsham and ensuring it retains its independence and its separate identity within an attractive rural setting by becoming a more sustainable, desirable and well-connected place in which to live and work.

48. Objectives are proposed which include minimising the future increase in traffic congestion; supporting the local economy; promoting sustainable mobility, widening travel choice; improving connections to key destinations; widening access to employment opportunities; improving air quality; improving quality of life; ensuring all schemes are designed to take mobility needs into account; and maximising safety.

49. The strategy includes the following measures as high priorities in the short term to meet the vision and objectives:

- Improved cycle routes to the main schools.
- Improved pedestrian facilities in the town centre and to/from the centre and rail station.
- Continue to work with the bus operators on improved ticketing and simplified fare structure. The Council is to actively progress and monitor their Corporate Travel Plan at the Civic Centre.
- An improvement at the Wellsway, Bath Hill and Bath Road junction to increase its capacity.

50. Other transport measures could include:

- Two southbound lanes provided at the proposed Keynsham Road / Avon Mill Lane signalised junction.
- Investigate schemes to introduce one-way operation on the High Street in the short term, possibly during off-peak hours only.
- Increased capacity at Hick's Gate roundabout.
- Investigation of other strategic improvements that could reduce the volume of through traffic in the town centre, allowing one-way operation of the High Street to cater for increased future traffic demand.

51. Wider transport improvements in the sub-region are being investigated by the West of England Authorities as part of the West of England Joint Spatial Plan.

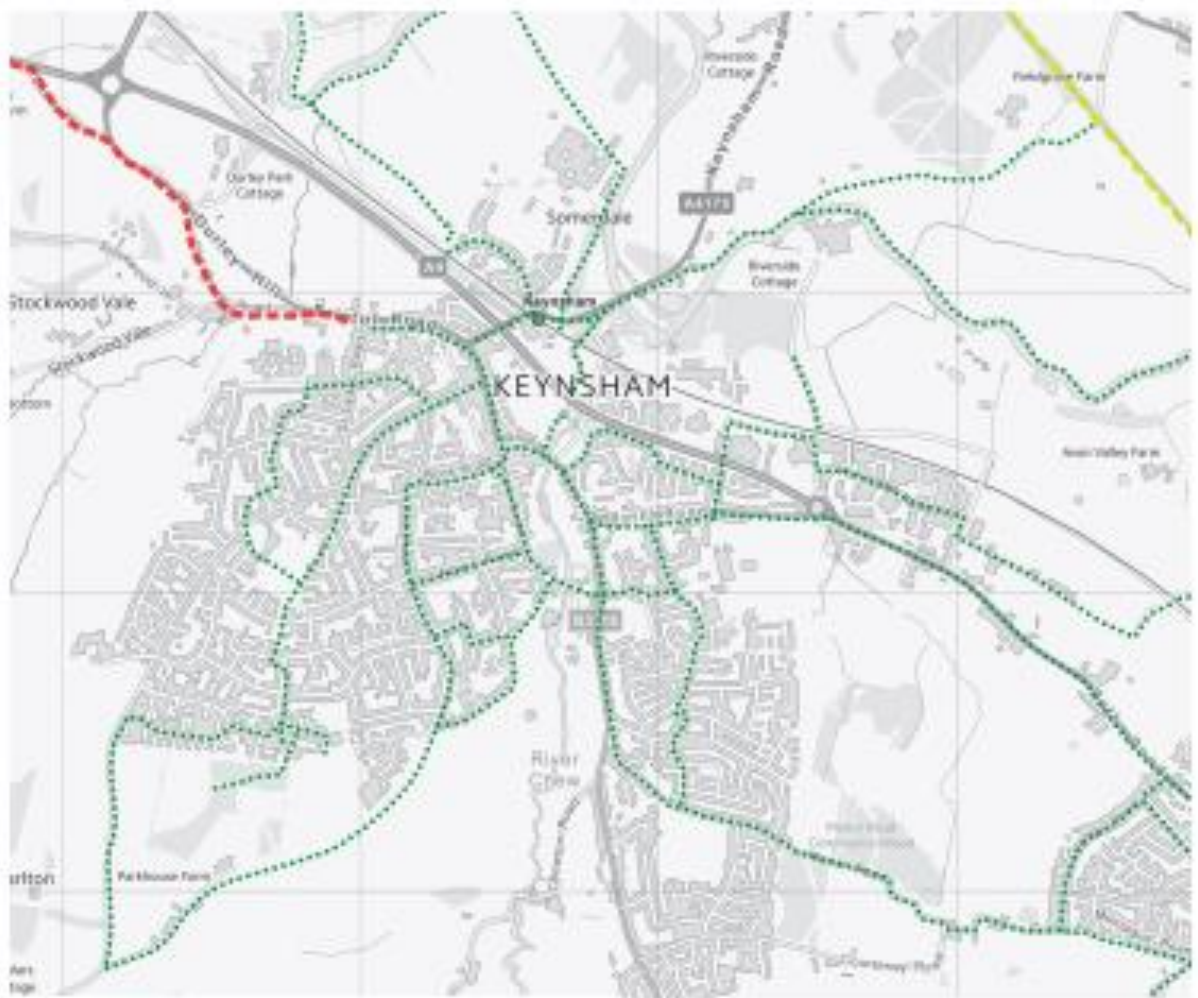


DIAGRAM 9
EXISTING AND
PROPOSED
PEDESTRIAN AND
CYCLE CORRIDORS

KEY

- Sustainable Transport Route
- National /Local Cycle Route
- ... Proposed Cycle Corridors

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DIAGRAM 11 AIR QUALITY MANAGEMENT AREA

KEY



Air Quality Management Area

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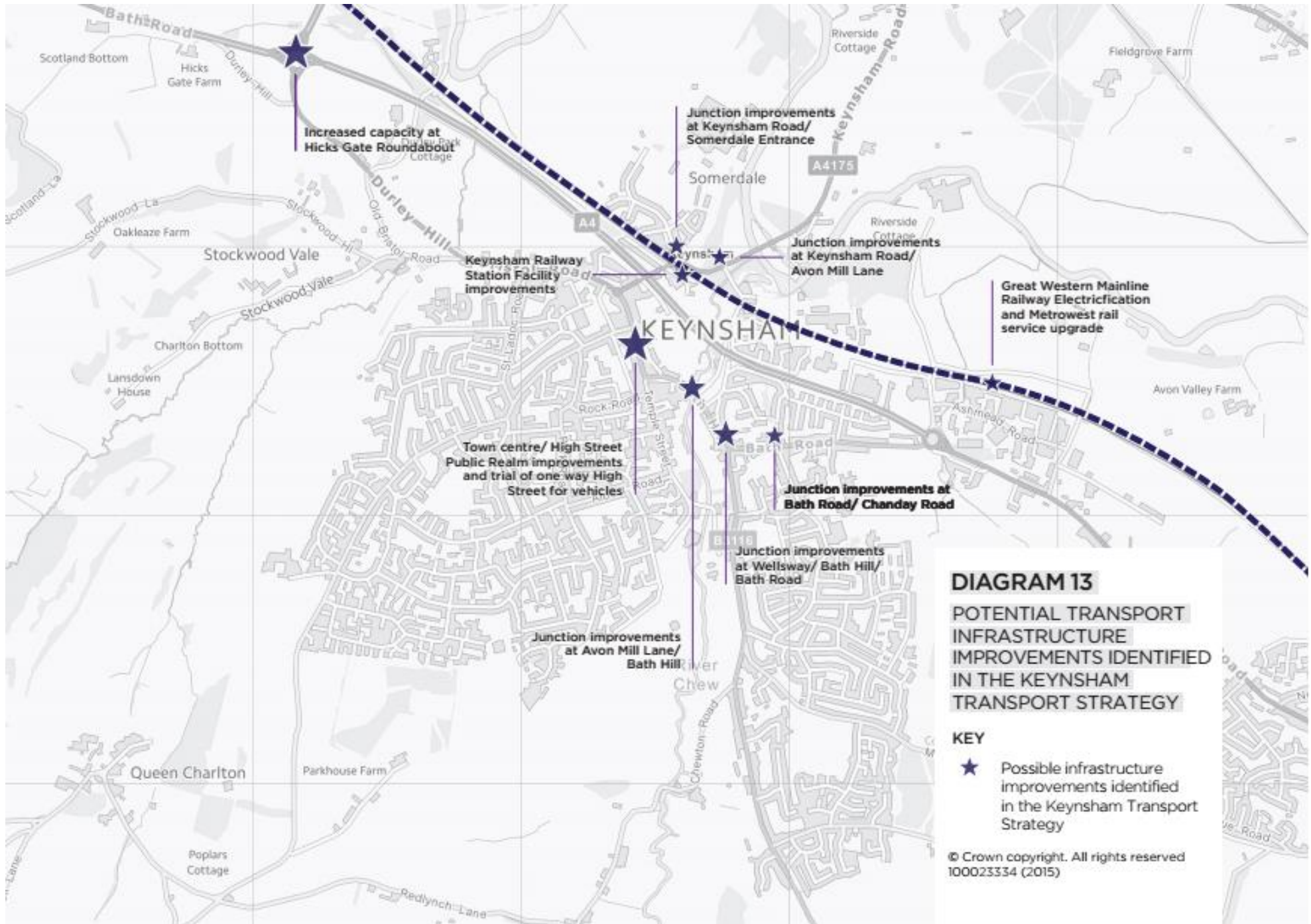


DIAGRAM 12 MAIN ROAD AND RAIL NETWORK

KEY

- - - Railway Network
- Main Road Network
- Train Station

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HERITAGE AND CHARACTER

52. Keynsham's Conservation Area Appraisal identifies elements which contribute to the character of the town, and those which have a negative impact. It provides the basis upon which proposals and opportunities are developed to preserve and enhance the Conservation Area. Although much altered by changes in the 20th century, and having lost many of its historic buildings and some of its historical integrity, notable survivors of its past remain. These include the following features of special interest:

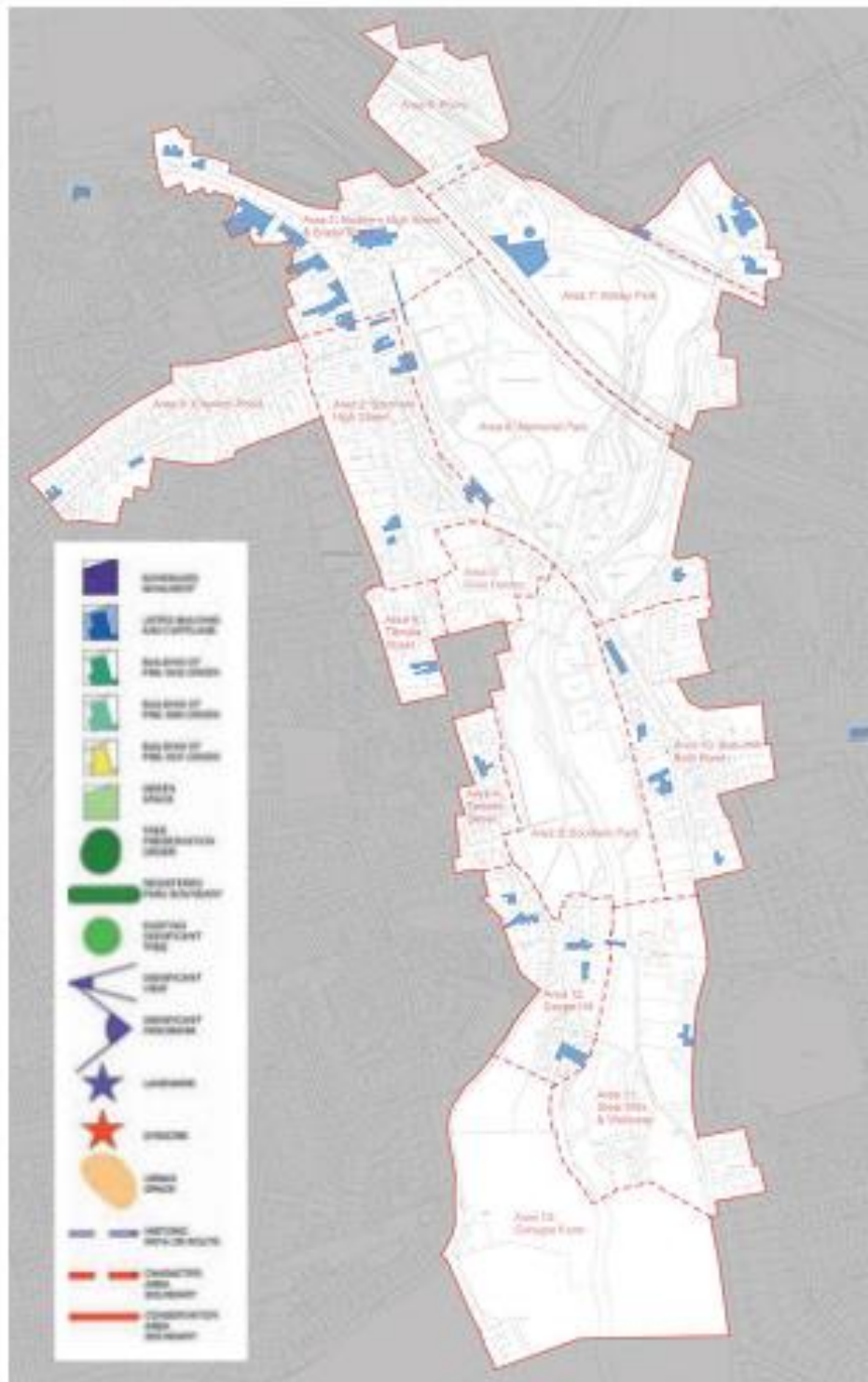
- Significant history and nationally important nearby Roman settlement of Trajectus;
- Site of Abbey which began the foundation and layout of the present town of Keynsham which is of great archaeological significance;
- Considerable archaeological potential within the town and the former Abbey lands;
- Original town built in a linear form along the ridge above the Chew Valley which provides fine views from the Town Centre;
- The natural and managed landscape of the River Chew valley provides an attractive and well used park which is a contrasting rural and green corridor through the present town;
- Some good examples of Georgian and 19th century stucco houses within the northern part of the High Street;
- Contrasting nucleated village character of Dapps Hill;
- Longstanding surviving Mills along the River Chew;
- Wide use of Blue Lias stone as a building material with some slate and clay roofs;
- Some early surviving Burgage plot boundaries of the 13th and 14th centuries to rear of High Street and Temple Street (west);
- Fine grain and varied frontages and roof lines to the historic development with modest two and three storey 19th century buildings on archaeologically significant narrow plots;
- The Parish Church of St John the Baptist dating from 1250 has a strong visual presence defining the northern part of the High Street and a former market place;
- Wide Lower High Street which forms an important space with a few good frontage buildings of quality;
- Some historic paths and footway connections between the town and the river valley;
- A good range of religious buildings of various denominations survive as significant historic buildings.

53. The Conservation Area is itself made up of 13 distinct Character Areas, which are shown in **Diagram 14**. The Conservation Area Appraisal analyses these in detail in terms of their contribution to the overall character of the Conservation Area. This is intended to particularly inform local residents, key stakeholder groups and developers.

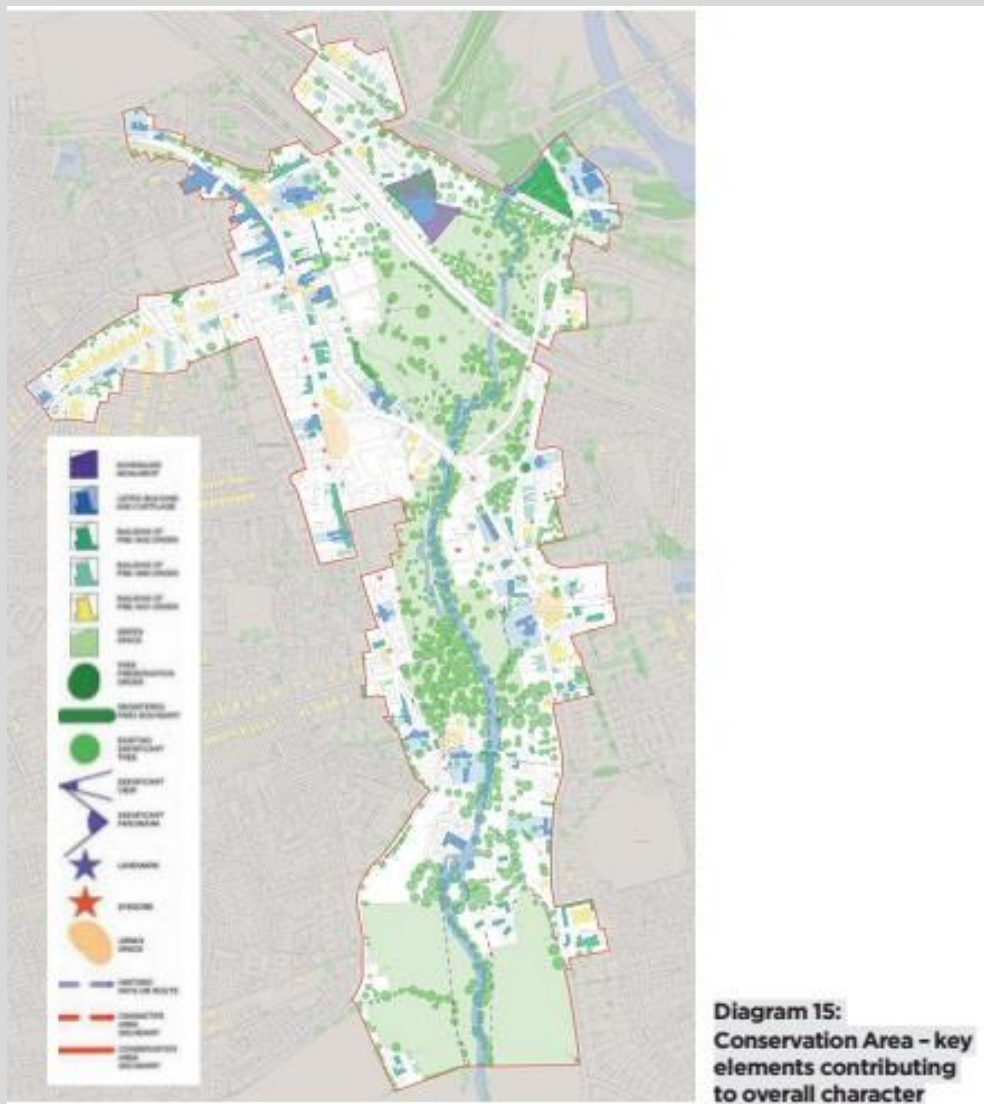
54. Keynsham has lost some of its sense of historic identity and origins having been subjected to inappropriate and unsympathetic development since the 1960's.

Despite the changes there remains a legacy which has historical, architectural and archaeological interest. It is imperative therefore that the Placemaking Plan sets out a positive strategy for the conservation and enjoyment of the town's historic environment.

Diagram 14: Conservation Area Character Areas



55. **Diagram 15** identifies the positive and negative contributors to the character and appearance of the Conservation Area and gives a visual impression of the parts of the area that contain the greatest concentrations of character.



Development within the Conservation Area and its setting

56. The NPPF states that planning should take account of the different roles and character of different areas as a Core Planning Principle. It also states that Local Plan policies should be based on an understanding of the areas characteristics.
57. Until the 1960s Keynsham could boast many attractive Georgian and later 19th century buildings. Unfortunately, development since the 1960s has resulted in the loss of many of these buildings and the quality of the replacements has been generally poor, with no account taken of either street context or the traditional vernacular style of buildings, to the extent that the Conservation Area is now deemed to be 'at risk' by Historic England.
58. New development opportunities within the historic areas in and around the town centre offer the opportunity to make a more positive contribution to local character

and distinctiveness, and enhance or better reveal the significance of the Conservation Area.

59. The Plan does not prescribe adherence to any particular architectural style. There may be circumstances where emulating the style of existing historic buildings is an appropriate response, but such an approach is not always recommended. New buildings should generally reflect current times. It is essential however that development within Keynsham reflects and responds to the character of the historic development of the town, and in particular reflects the identity of the local surroundings and materials.

60. For proposals within Keynsham Conservation Area or its setting, the following objective criteria should be taken into account:

- The relationship of the proposal to its wider setting;
- Using the historic morphology to retain or recreate historic density, street alignments, and pedestrian connections where deliverable;
- Development to be fine grained to reflect or define the medieval historic plot divisions;
- Two or three storey buildings to avoid an over-bearing scale contrary to the existing townscape;
- Roofs should create a varied skyline avoiding monolithic forms;
- A suitable limited palette of construction materials;
- Use of traditional local external materials including Blue Lias, ashlar detailing, stucco and natural slates and clay pantiles;
- Retain (or replace if unhealthy) all significant foliage;
- Consider the impact in close and distant views to and from significant character areas;
- Within the town centre achieve a positive contribution to the public realm.

61. Any development within or affecting the setting of Keynsham Conservation Area must conform with Policy HE1 and in general:

- Preserve and/or enhance the Conservation Area; and
- Add to its existing qualities, reinforce its sense of place, respond to its local character and history and reflect the identity of the local surroundings and materials.

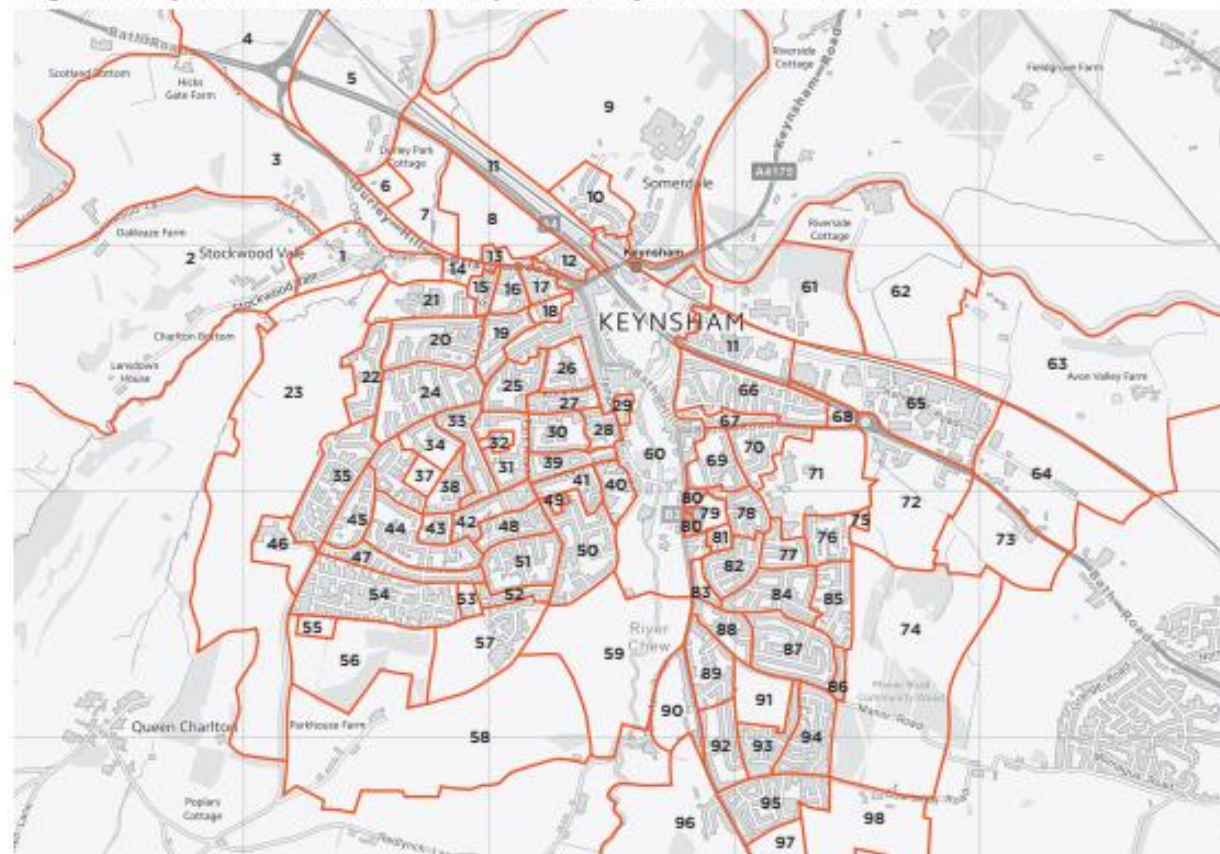
62. Account should be taken of the Keynsham Conservation Area Appraisal and Management Plan which are material considerations in determining planning applications.

63. Developments that demonstrate appropriate innovation and that are visually attractive will be supported.

Development outside the Conservation Area and its setting

64. The requirement for high quality development that responds to the character of the area does not relate exclusively to the Conservation Area or its setting. A significant amount of development will take place within Keynsham outside these areas. This development is also expected to add to the quality of Keynsham, establish a strong sense of place, respond to local character and history and reflect the identity of local surroundings and materials. New development must make a positive contribution to local character and distinctiveness. It must avoid the mistakes of the past where new housing estates were built on the edge of Keynsham with, in the main, little attempt to reflect the historic environment or locally distinctive characteristics.
65. Development within or on the edge of Keynsham that is outside of the Conservation Area and/or its setting must conform with Policies D.1-10. Development proposals should also refer to guidance such as the Conservation Area Appraisal, the Character Area Assessments produced by the Town Council (Character Areas shown in Diagram 16) and the Rural Landscapes of B&NES Landscape Character Assessment SPD. The SPD for example states that:
- The historic character of the town is of a variety of architectural styles unified by a restrained use of coursed squared rubble natural blue lias stonework walls
 - The predominant roofing material is clay pan tiles, which together with the rubble stone walling generate a rural feel.
66. The site allocations include additional requirements.

Diagram 16: Keynsham Character Areas - adapted from Keynsham Town Council Character Assessments



- | | | | |
|--------------------------|------------------------------|-------------------------------|----------------------------------|
| 1 Stockwood Vale 1 | 14 South of Bristol Road | 27 South of Rock Road | 40 East of St Clements Road |
| 2 Stockwood Vale 2 | 15 St Ladoc Road West | 28 Carpenters Lane | 41 South of Albert Road |
| 3 Stockwood Vale 3 | 16 St Ladoc Road East | 29 Temple Street East | 42 South of Queens Road |
| 4 Hicks Gate West | 17 St John's Court | 30 Hawthorn Lane | 43 West of Tenby Road |
| 5 Hicks Gate East | 18 Tesco | 31 South of Handel Road | 44 North of Coronation Avenue |
| 6 Cemetery | 19 North of Charlton Road | 32 St John's Primary School | 45 West of Caernarvon Road |
| 7 Football Club | 20 South of St Francis Road | 33 West of Charlton park Road | 46 Lays Farm |
| 8 Rugby Club | 21 North of St Francis Road | 34 St Kenya Primary School | 47 South of Coronation Avenue |
| 9 Somerdale | 22 West of Lockingwell Road | 35 West of Charlton Road | 48 North of Coronation Avenue 2 |
| 10 Chandos Road | 23 Bristol Green Belt | 36 North of Queens Road | 49 Play Area |
| 11 North of By-Pass | 24 South of St George's Road | 37 Queens Road Playing Fields | 50 East of Park Road |
| 12 Old Vicarage Green | 25 West of West View Road | 38 Tintagel Estate | 51 North of Dunster Road |
| 13 North of Bristol Road | 26 West of Ashton Way | 39 North of Albert Road | 52 Coronation Avenue |
| | | | 53 Castle Primary School |
| | | | 54 Trees Estate |
| | | | 55 Holmoak Play Area |
| | | | 56 Abbots Wood |
| | | | 57 K2B |
| | | | 58 East of Charlton Road |
| | | | 59 West of Wellsway |
| | | | 60 The Conservation Area |
| | | | 61 Land North of Railway Line |
| | | | 62 Broadmead Industrial Estate |
| | | | 63 Avon Valley Country Park |
| | | | 64 East of Pixash Lane |
| | | | 65 West of Pixash Lane |
| | | | 66 South of By-Pass |
| | | | 67 North of Bath Hill / Road |
| | | | 68 Bath Road |
| | | | 69 West of Chandag Road |
| | | | 70 South of Bath Road |
| | | | 71 Wellsway School |
| | | | 72 South of Bath Road |
| | | | 73 West of Saltford |
| | | | 74 Manor Road Community Woodland |
| | | | 75 Play Area |
| | | | 76 Cherwell Road |
| | | | 77 North of Windrush Road |
| | | | 78 South of Severn Way |
| | | | 79 Keynsham Cricket Ground |
| | | | 80 Limekilns Close |
| | | | 81 Rockhill Estate |
| | | | 82 Orwell Drive |
| | | | 83 Wellsway |
| | | | 84 South of Windrush Road |
| | | | 85 East of Walden Road |
| | | | 86 Hurn Lane |
| | | | 87 North of Manor Road |
| | | | 88 West of Medway Drive |
| | | | 89 South of Manor Road |
| | | | 90 Wellsway 2 |
| | | | 91 Manor Road Play Field |
| | | | 92 East of Wellsway |
| | | | 93 West of Lytes Cary Road |
| | | | 94 North of Courtenay Road |
| | | | 95 South of Courtenay Road 2 |
| | | | 96 The Homestead |
| | | | 97 Uplands Farm |
| | | | 98 South of Courtenay Road |

TOWN CENTRE / HIGH STREET

67. The town centre is the focus of retail activity in Keynsham and provides an important focus for the local community, although its catchment area is heavily influenced by the surrounding settlements of Bristol and Bath. The 2014 GVA retail study revealed that 70% of people visiting Keynsham town centre did so mainly for shopping, followed by 11% for services, 5% for visiting restaurants and cafes and 4% for social/leisure reasons. There is strong evidence of linked trips, with 28% of shoppers also accessing services and 21% restaurants/cafes. The main reasons for local residents not visiting the town centre were the choice of shops, traffic congestion and difficulty in parking. Overall, the town centre is assessed as being a relatively healthy centre, but is vulnerable to impacts from its larger neighbours, and should therefore continue to focus on qualitative improvements.
68. The linear High Street is one of the most distinctive characteristics of the town centre, and can be defined into three broad functional areas, shown in Diagram 17, bounded by the Memorial Park to the east.



Diagram 17: High Street Functional Areas

69. The **High Street Core** reflects the main focus for retail between the Rock Road / Bath Hill junctions to the south and Charlton Road to the north. It is a highly visible area and is within walking distance of Ashton Way car park to the west. It has a wide street but a relative lack of surviving historic buildings. The large triangular space at the junction of High Street with Bath Hill and Temple Street was the site of one of the three medieval markets. The High Street has undergone considerable redevelopment since the 1970's, particularly to the west side, and is characterised by 2-storey buildings, many of which are of poor quality. In combination with the wide street this means that there often feels a lack of enclosure.
70. Traffic dominates the pedestrian retail area and air quality is poor. The narrow pavements result in a lack of public space along this core area which limits opportunities for activity (for example pavement cafes). There are few connections to what should be two of its main strengths, the car park to the west and the Memorial Park to the east. Analysis shows that the character of the High Street as a whole currently has a strong detrimental impact on the overall perception of Keynsham to visitors. Studies identify that the shopping environment is significantly compromised by poor quality public realm which creates a poor pedestrian environment. As a result of the above, the experience of the High Street tends towards the functional rather than a place to enjoy. The High Street is therefore the priority area to address within Keynsham in terms of public realm improvements and improving the retail offer, much of which depends on implementing the recommendations from the Transport Strategy. The High Street needs to remain accessible for businesses but must be more pedestrian friendly.
71. The **Upper High Street** area is the central historic core of the town, where the early village settlement has its origins. This area contains the Grade 2* listed St. John's parish church, which is one of the main focal landmarks in the town. This area was within the historical Abbey Precinct and the junction in front of the church was the site of another medieval market. There is an interesting mixture of uses and some good quality buildings, some of which are listed. The Church, Manor House and Old Vicarage Green provide a strong sense of arrival into Keynsham. However, road widening and loss of pavement areas in front of the church have reduced the public areas once used for the market, and this area should be a key focus for any future public realm improvements.
72. The **Temple Street** area includes distinct areas of historic buildings, which are separated by the Riverside site. The Civic Centre provides a landmark at the southern end of the town centre to respond to that of St John's church at the northern end, and also provides high quality public realm that is home to the Farmers' Market.
73. A number of elements contribute to the overall character and appearance of the town centre, which are summarised in **Diagram 18**. These include listed buildings, other older buildings (undesignated heritage assets), landmarks, key views, urban spaces (such as junctions and nodes), historic routes and detracting features. Identifying these detracting features assists in formulating strategies to reduce their impact and to consider opportunities to enhance these negative areas.

Diagram 18: Townscape Analysis

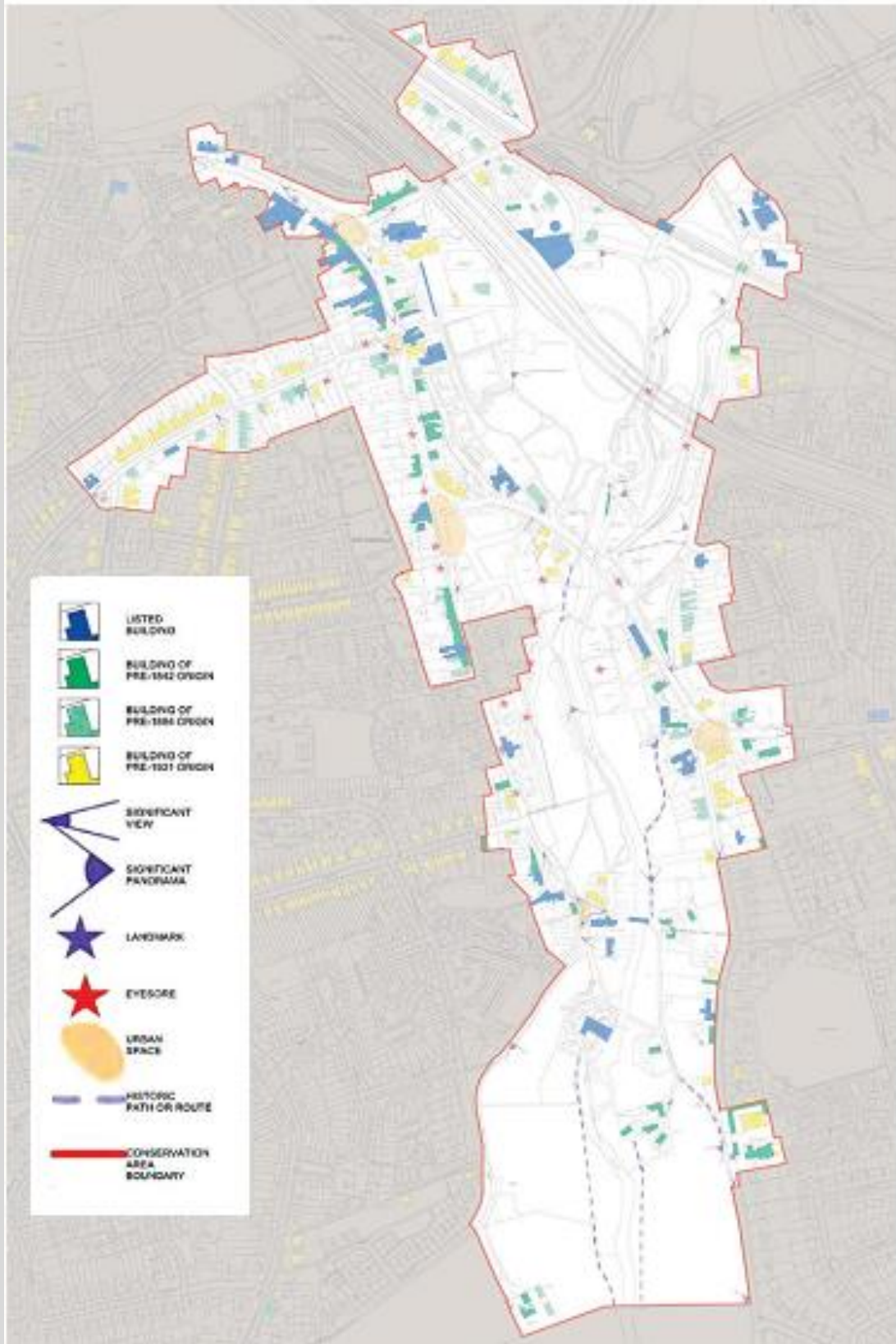
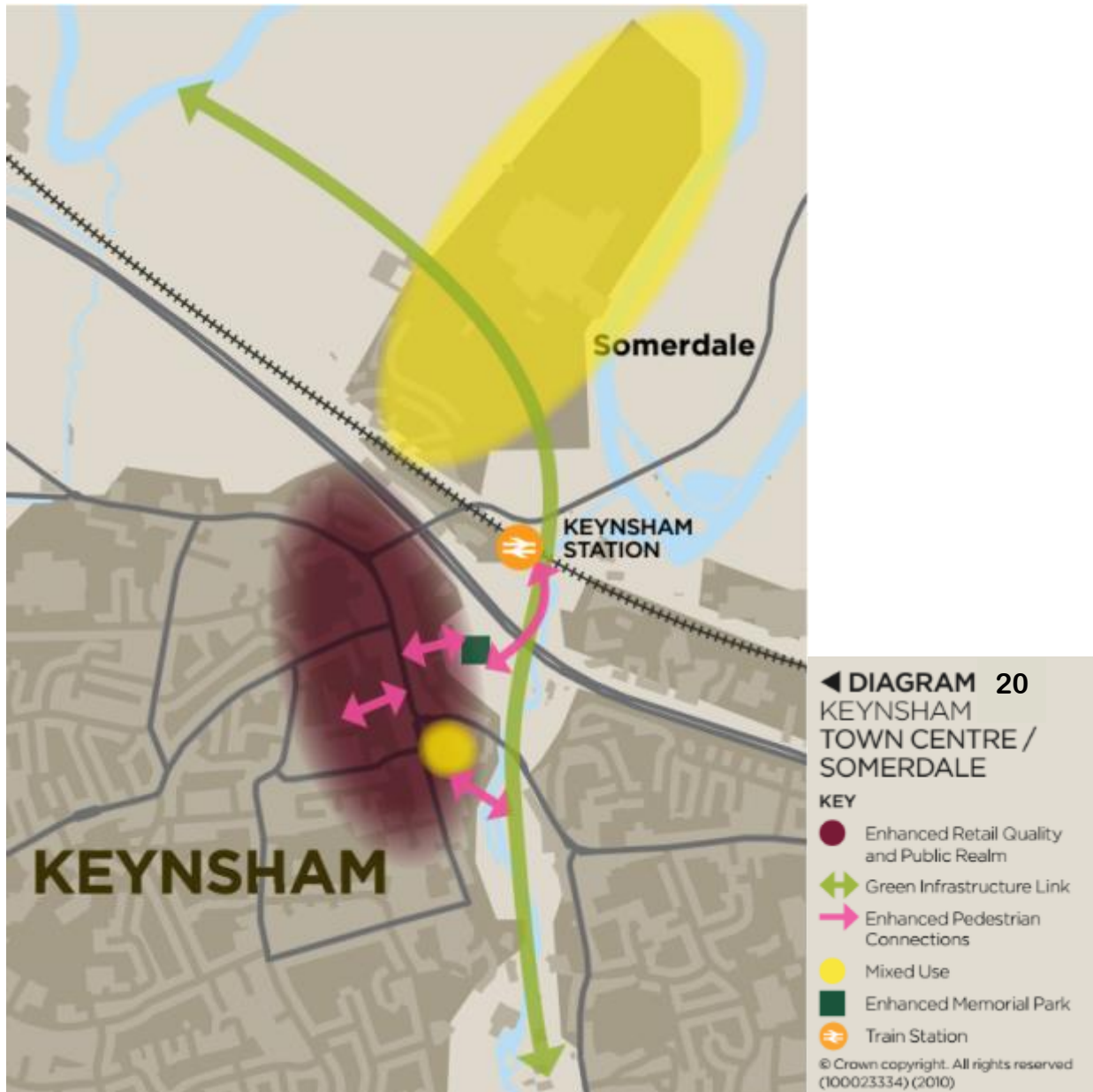


Diagram 19: Town Centre Movement



74. The Transport Strategy identifies that the town centre has a highly constrained road network that is not conducive to high volumes of road traffic. Nevertheless, for the majority of vehicle trips from Keynsham to the west, north and east, the natural road choice results in high volumes of traffic converging on the High Street.
75. Arrival in the town centre, whether by car, bus, rail or on foot is poor. Key junctions such as that of the High Street with Charlton Road and Station Road are undermined by the detailed treatment of the streetscape. The setting of the Church and other quality buildings can be improved. Pedestrian routes from the car parks to the High Street are also poor. This is particularly the case for the main shopper car parks at Ashton Way and Bath Hill. The quality of the connections to the wider residential areas also needs to be improved to make walking and cycling more attractive.
76. Opportunities to reduce the volume of traffic passing through the High Street need to be explored, in line with the Transport Strategy, to enable environmental enhancements and establish a better balance in the pedestrian environment. This is a critical issue for the regeneration of the town centre.

TOWN CENTRE AND SOMERDALE



Role

77. The town centre has historically been the hub of activity within Keynsham and, along with Somerdale, will continue to be the focus of the majority of future development and regeneration. The policy area encompasses the historic core of the town centred on the High Street, the Memorial Park, the Centre/Town Hall site, Riverside, the train station, and Somerdale.
78. Change within the policy area will be managed to improve Keynsham's performance and profile as:
 - a An important and attractive retail centre, market town and service centre for the surrounding area, inspired by its character and heritage;
 - b A more significant business location, encouraging enterprise, creativity and innovation; and

- c A more sustainable, desirable and well-connected place in which to live and work.

Assets

79. The Spatial Strategy for the Town Centre and Somerdale area responds to the following assets:
- a Its underlying historic character which is recognised in the designation of the Conservation Area.
 - b The High Street includes a good mix of retail uses with independent traders. There are few vacancies. It is compact and walkable from many parts of the town.
 - c Facilities within and adjacent to the town that provide opportunities for leisure and recreation, such as the Memorial Park, a leisure centre and Somerdale Pavilion.
 - d Rivers, parks and green spaces such as the Memorial Park, the Hams and the Rivers Avon and Chew which reinforce the character of the town, provide a recreational resource and a natural habitat.
 - e The proximity of the railway station to the High Street and Somerdale.
 - f Heritage and archaeological assets, for example the medieval Abbey site which is a Scheduled Ancient Monument.
 - g The presence of the Local Authority in the town centre offers valuable local services and employment opportunities.
 - h Keynsham can provide employers with a distinctive location, well connected to the national motorway network, at a lower rent than many areas of Bristol and Bath and with a resident population which is currently forced to out commute for many jobs.

Risks

80. The Spatial Strategy responds to the following issues which are identified as key risks to achieving the vision for Keynsham:
- a The historic characteristics of the town centre Conservation Area are currently undermined by unsympathetic post-war development, resulting in damage to the historic grain and character, loss of traditional shop fronts and loss of small building frontages and therefore it is on the national Heritage at Risk Register.
 - b Some buildings are historic and add positively to the character of the area, whilst others are poor quality and fail to enclose the street, leading to a lack of variety and interest.
 - c The small sizes of the shops make it difficult to attract high quality, national retailers, and Keynsham leaks expenditure to Longwell Green and Bristol as a result. Some are also not easily accessible for disabled people.
 - d There is a notable lack of 'evening economy' uses, for example restaurants, cafes and bars.
 - e The quality of the public realm in the town centre is poor.

- f Traffic on the High Street has a significant effect on the quality of the shopping environment and contributes to poor air quality. The High Street was designated as an Air Quality Management Area in July 2010.
- g The High Street has poor connections to Ashton Way car park and the Memorial Park.
- h The Riverside offices are underutilised and are not delivering their full potential; they are also unattractive buildings which have a major impact on the perception of the town.
- i The A4 and the railway line form a partial barrier to pedestrian and cycling movement between the Town Centre and Somerdale.
- j Limited car parking capacity serving the town centre.
- k The important green spaces are perceived as individual areas rather than a connected green infrastructure network.
- l The loss of a major employer during 2011 – Cadburys.
- m The public sector employs a large number of people within Keynsham, but is expected to contract in the future.
- n There is a limited rail service between Keynsham and Bristol/Bath.
- o The northern part of the Somerdale site is within flood zone 2.

POLICY KE2: TOWN CENTRE/ SOMERDALE STRATEGIC POLICY

The Strategy for the Town Centre / Somerdale area is to:

1 Key Opportunities

Establish an integrated and sustainable town centre (boundary is defined on the Policies Map). There are major development opportunities on the High Street and on the edge of the town centre which can attract new jobs, shops and more visitors. These include:

- a) Somerdale***
- b) The Centre/Town Hall and Riverside***

2 Scope and Scale of Change

Make provision for:

- a) At least 700 dwellings.***
- b) A new high quality, exemplar, mixed-use quarter at Somerdale, providing significant employment floorspace, new homes, leisure, open space, sport and recreational uses. The sequential and exception tests for flood risk would have to be met to justify any dwellings in higher risk parts of the site.***
- c) Redevelopment of Riverside for a mix of uses.***
- d) Some larger retail units to provide space for high quality, national retailers which complement the existing successful independent retailers.***
- e) Diversification of the employment base in order to offer greater opportunities for the resident population.***

- f) A District Heating Network, with potential identified at Somerdale and the town centre.*

3 Placemaking Principles

- a) Reinforce and enhance the historic character and qualities of the Conservation Area ensuring local character is strengthened by change. The linear pattern and fine grain of the High Street should be maintained and enhanced.*
- b) Improve the quality of the public realm including provision of a new civic space.*
- c) Improve the connections between Ashton Way car park, the High Street and the Memorial Park.*
- d) Retain the avenue of trees in Somerdale Road and consider the potential for converting and reusing some or all of the factory buildings at Somerdale.*
- e) Improve the links between the town centre and Somerdale, ensuring that the new mixed-use quarter is integrated with the rest of Keynsham.*
- f) Enhance the town centre to make it a more vibrant and attractive area, enabling all members of the community to enjoy it over a longer period of the day.*
- g) Retain and enhance the leisure, open space, sport and recreation function of the town centre and Somerdale.*
- h) Enhance the rivers, park and green spaces and link them together to form an improved green infrastructure network (linking the town internally and to its environs).*
- i) Protect the character and recreational value of the Memorial Park and the Hams.*
- j) Provide new employment opportunities that help establish Keynsham as a more significant business location, diversifying the economy, and providing jobs, especially in the Higher Value Added sectors.*
- k) Improve the management of traffic through the town centre and enhance public transport provision.*
- l) Create / enhance links from Keynsham to the surrounding national and regional cycle networks.*
- m) Improve air quality in the town centre as part of the Air Quality Management Area.*

SITE ALLOCATIONS

Somerdale

81. The Somerdale site is located to the north of Keynsham town centre on the site of the former Fry's / Cadbury Factory on the Keynsham Hams and is identified for development in Policy KE1. The site obtained planning permission in February 2014 for a mixed use redevelopment (13/01780/EOUT – part full and part outline). The scheme is arguably the most important strategic development for Keynsham because it delivers many of the Core Strategy requirements for the town, not least in terms of the new employment floorspace approved as part of the permission. Implementation has now commenced.
82. In recognition of this strategic importance, not just for Keynsham but for the whole district, and in order to give greater strength to the Council in seeking to ensure that all key elements of the scheme are implemented, the Plan formally allocates the site for development, reiterating the proposals that were granted permission for 13/01780/EOUT in the Decision notice dated 19th February 2014.
83. Policy KE2a requires a new high quality, exemplar, mixed-use quarter at Somerdale, providing significant employment floorspace, new homes, leisure, open space, sport and recreational uses. It also requires the provision of new employment opportunities, retention of the avenue of trees in Somerdale Road, the consideration of converting and reusing some or all of the existing factory buildings, improving the links between the town centre and Somerdale, enhancing the green infrastructure to form an improved green infrastructure network, and protecting the character and recreational value of the Hams.

Diagram 21: Somerdale Site Boundary



POLICY KE2A: SOMERDALE

Development Requirements and Design Principles

- 1) *Around 700 dwellings***
- 2) *At least 11,000sqm of B1 office use.***
- 3) *Submission of a Design Guide, to be approved by the Local Planning Authority.***
- 4) *Retention of Block A and alterations to Blocks B and C.***
- 5) *A new Primary School.***
- 6) *A new GP surgery (D1 use).***
- 7) *A new social and sports club and sports pitches.***
- 8) *A new small scale local needs retail (up to 500sqm of A1, A3, A4 and A5).***
- 9) *Flood protection measures, including provision of SUDS and an area of wetland habitat.***
- 10) *Provision of landscaping (including retention of avenue of trees along Somerdale Road), wildlife areas, open space and cycle/footways.***
- 11) *Provision of a multifunctional riverside path, incorporating green infrastructure.***
- 12) *Highway works at Somerdale Road/Station Road.***
- 13) *Remediation of land contamination.***
- 14) *Development to respond positively to and enhance and/or better reveal the significance of the heritage assets within the site boundary, including the Roman settlement of Trajectus.***

Riverside Offices and Fire Station

84. A key redevelopment opportunity within Keynsham town centre is the site currently occupied by the Fire Station, Leisure Centre and Riverside offices. The fire station will be relocating to a new facility at Durley Hill on the western edge of the town and the Leisure Centre is proposed to be redeveloped as part of the Council's Fit for Life Strategy. The Riverside offices have been predominantly vacant following the Council's relocation to the Civic Centre. Therefore, the site will be available for redevelopment during the plan period. The freehold of the site is owned by the Council, but the leasehold of the offices is owned by a private company.
85. The site currently comprises three distinct elements which are the Riverside offices/ground floor retail, Keynsham fire station and Keynsham leisure centre.
86. This was historically a residential and commercial area with backland orchards and allotments. Temple Street was until the mid-20th century as active as the High Street, with shops and dwellings along both sides. The site was redeveloped in the 1960s and 70s for the current uses, with the leisure centre completed in the early 1980s. A number of historic buildings were demolished and replaced when this redevelopment occurred. The former fine grain of the east side of Temple Street was replaced by the more coarse grain displayed today, as many of the historic narrow plots were combined to form the large scale Riverside development.

87. It is likely because of the complexity of the site that redevelopment will need to be phased.
88. Evaluation has identified this site as the preferred location for a replacement leisure centre. This would maintain the mixed use offer of the town centre and make efficient use of a brownfield site. Public consultation also revealed a strong preference for providing a new leisure centre here. The exact mix of facilities provided within the new leisure centre will involve further public consultation.
89. The site is located within a 'district heating priority area' as defined by Policy CP4. As such, development will be expected to incorporate infrastructure for district heating, and will be expected to connect to such a system as and when this is available.
90. The fire station site is within the Conservation Area. The remainder of the site falls outside this designation, but redevelopment will have an impact on the setting of the Conservation Area. Taken as a whole, the Riverside complex currently causes harm to the Conservation Area.
91. Current connections between Temple Street and the Memorial Park through the site are poor. To travel between the two currently means traversing a series of poorly designed pedestrian alleys, undercrofts and a narrow metal walkway and staircase. The spaces created feel windswept, stark and unsafe. They do not give inspiration to make the short journey between Temple Street and the park.
92. Views from the park back to the site are dominated by the Riverside complex, which appears incoherent, ungainly and undistinguished, entirely detracting from the appreciation of the tree-studded river valley and park in the foreground.
93. This is a key regeneration site for Keynsham. Redevelopment offers significant opportunities to enhance the town centre with a high quality development. Proposals that do not maximise the potential of the site for a high quality development will be resisted.

Vision

94. Comprehensive redevelopment of a key town centre area with a mixed use development which enhances the Conservation Area and rejuvenates this part of the town centre. A high quality design will improve links between Temple Street and the Memorial Park. The site will have close links with the Civic Centre development, but be subservient to it.

POLICY KE2B: RIVERSIDE AND FIRE STATION SITE

Development and Design Principles

Development must:

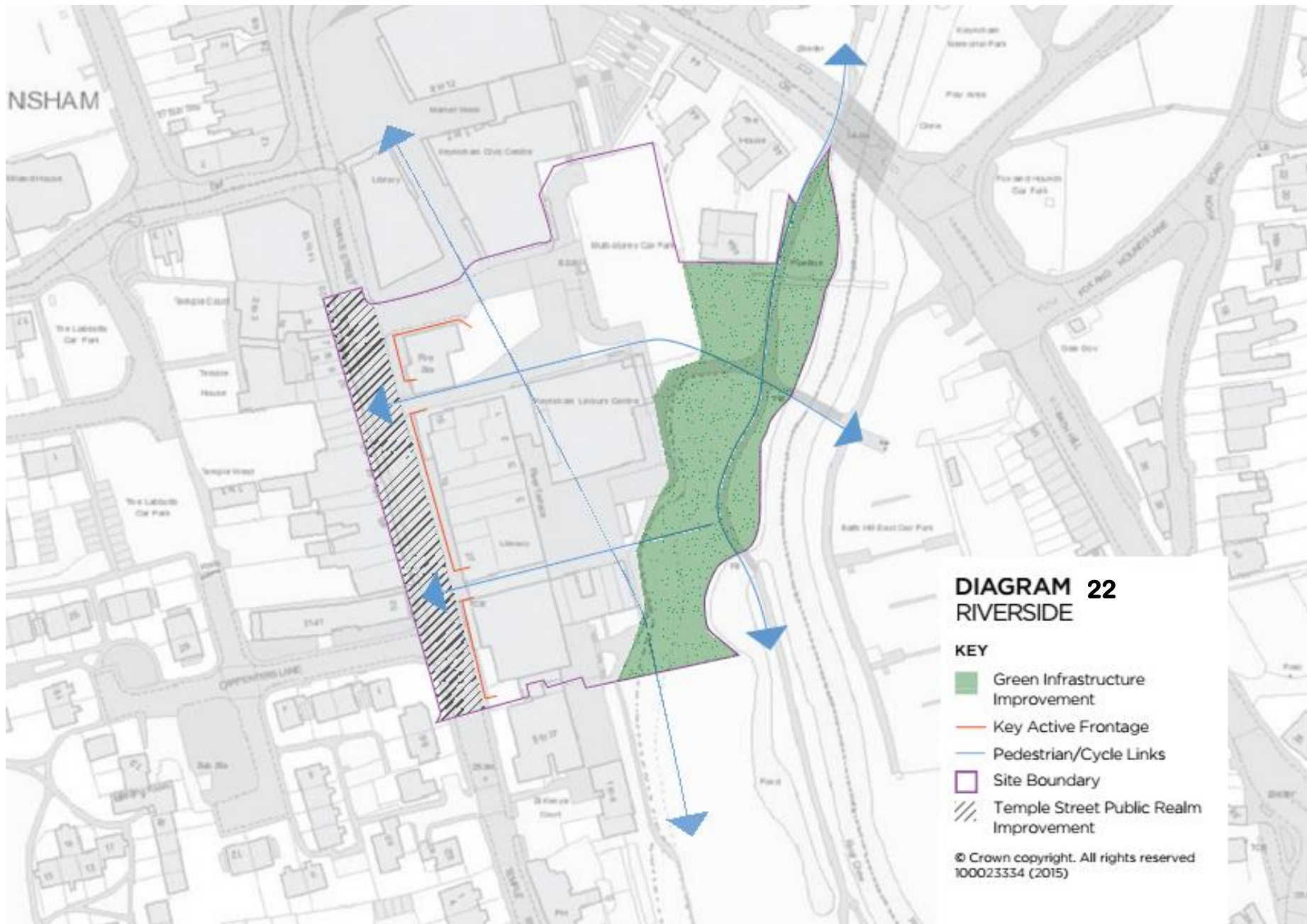
- 1. Replace existing buildings with a new, high quality mixed use development comprising ground floor retail and/or other town centre uses along Temple Street, mixed residential and a replacement Leisure Centre.***
- 2. Incorporate infrastructure for district heating in compliance with Policy CP4***
- 3. Achieve high quality design that enhances the Conservation Area and its***

setting.

- 4. Provide a variation in roof heights. Design of buildings must provide articulation and relief to the elevations.**
- 5. Construct external facades in an appropriate palette of materials referenced from the local context and vernacular. This should include materials identified as central to the character of Keynsham from the Conservation Area Appraisal.**
- 6. Ensure the general alignment of the existing public rights of way that run through the site are retained, enhanced and incorporated into and through the scheme. These routes must include the continuation of Market Walk into the site and provide direct pedestrian connection and vistas between the site and the High Street.**
- 7. Ensure new high quality public rights of way that link the site to Temple Street / Carpenters Lane, and the Memorial Park / River Chew are provided.**
- 8. Have a positive relationship with all publically accessible routes and the Memorial Park. The frontage to Temple Street must be active.**
- 9. Ensure sensitive lighting solutions are provided for the buildings and the public realm to minimise light spill within and into the River Chew corridor.**
- 10. Provide suitable additional car parking that mitigates the transport impact of the development.**

Development should also:

- 11. Provide around 2,500sqm of B1 office floorspace in order to provide a mix of uses and contribute to the vitality and viability of the town centre.**
- 12. Provide a high quality public realm along Temple Street constructed from an appropriate palette of materials referenced from the local context. The suitability for tree planting along Temple Street should be investigated.**
- 13. Enhance the Memorial Park and provide links with Temple Street to include planting in order to improve links, views and green infrastructure. Opportunities for providing terraced public open space overlooking the park will be encouraged, as will reinstatement of the orchard.**
- 14. Provision of SUDS (excluding infiltration techniques) will be supported.**



Placemaking Plan as proposed to be adopted - July 2017

DEVELOPMENT ON THE EDGE OF KEYNSHAM

95. In order to meet the need for additional development within the District during the Plan period, land is removed from the Green Belt to provide for housing and employment floor space in two locations on the edge of Keynsham on the eastern edge and to the south west of the town. Through Policies KE3A and KE4 respectively land is allocated for residential and employment development adjoining east and south west Keynsham and a revised detailed Green Belt boundary is defined. Policies KE3A and KE4 also outline the place-making principles to be met in delivering development on these sites. The place-making principles are also indicated on concept diagrams for each site.
96. The boundary of the site allocated under Policy KE3a has been amended to the north of the A4 by including land adjoining Pixash Lane and to the north of World's End Lane in order to enable the delivery of a waste management facility. Development of such a facility would be subject to the placemaking principles set out in Policy KE3a and the policies in the Joint Waste Core Strategy.
97. National planning policy makes it clear that when altering Green Belt boundaries consideration should be given as to whether land needs to be safeguarded to meet longer term development needs. At south west Keynsham it is not considered there is any scope to identify safeguarded land. Policy KE3B safeguards land at East of Keynsham for development beyond the end of the plan period.

POLICY KE3A: LAND ADJOINING EAST KEYNSHAM STRATEGIC SITE ALLOCATION

Land is removed from the Green Belt as shown on the Key Diagram and Policies Map in order to provide for residential and employment development with associated infrastructure. The requirements that need to be met to enable development are set out in the Placemaking Principles, Core Policies and indicated on the Concept Diagram. The Placemaking Principles, being site specific, take priority over the Core Policies.

Placemaking Principles:

- 1. Residential development (to include 30% affordable housing) of around 220 – 250 dwellings in the plan period south of the A4 as shown on the concept diagram. Density should vary across the site with the higher densities closest to the A4.**
- 2. Around 30,000sqm of employment floorspace within Use Classes B1 (b) & (c), B2 and any employment use not falling within the NPPF definition of a main town centre use, north of the A4 as shown on the concept diagram.**
- 3. Preparation of a comprehensive Masterplan, through public consultation, and agreed by the Council, reflecting best practice as embodied in 'By Design' (or successor guidance), ensuring that development is well integrated with neighbouring areas.**
- 4. Dwellings should front onto the A4 and have a positive relationship with all publically accessible routes. Development should face outwards towards the open countryside, adopting a perimeter block layout, with a clear distinction between the fronts and backs of properties.**

- 5. Employment / industrial buildings should have a positive frontage onto the A4 and all publically accessible routes, and seek to avoid creating a corridor of parking and yards along the roadside.**
- 6. Development should incorporate an element of traditional materials, including natural lias limestone, in key locations to be determined through the masterplan.**
- 7. Incorporation of green infrastructure, including:**
 - a) on-site provision of well integrated allotments and play provision;**
 - b) on or off-site ecological enhancements and**
 - c) on or off-site new planting, to provide an appropriate edge to development. New planting should maximise native species woodland edge habitat and provide for public access.**
- 8. Existing hedgerows and hedgerow specimen trees should be retained and strengthened where shown on the concept diagram to provide a strong landscape and green infrastructure framework. Sufficient setback of development should allow for growth of trees, including within gardens and open spaces, which will eventually break up the rooflines and frame development.**
- 9. Utilise the green corridors through the development to provide new shared pedestrian and cycle routes. The general alignment of existing public rights of way should be retained, enhanced and connected with these new routes. Public space and footpaths should incorporate species-rich verges and grassland habitat.**
- 10. The Roman road alignment and any surviving remains should be preserved by incorporating it into the development layout, preferably as open space or public footpath as part of the green infrastructure strategy.**
- 11. Development to fully incorporate SuDS as part of the green infrastructure strategy. Streams and watercourses that cross the site should remain open, improved, and incorporated into the development as an attractive landscape and SuDS feature, with wetland habitat provided at in the North West part of the residential site.**
- 12. Direct highway access from the residential site to be formed to the A4. Pedestrian and cycle access to be formed to the Chandag estate and to other points as shown on the concept diagram. The layout should be pedestrian and cycle dominant. A 'shared space' ethos for streets and spaces should prevail throughout the site. Connections to existing bus stops should be enhanced, with new stops provided.**
- 13. Direct highway access from the employment site to be formed to Pixash Lane.**
- 14. The layout of the employment site should be designed to enable a future vehicular bridge over the railway line.**
- 15. Off-site highway capacity improvements required, including the A4 and Broadmead roundabout, and Wellsway / Bath Road / Bath Hill junction.**
- 16. Improve crossing facilities on the A4.**
- 17. Improve pedestrian and cycle access to Wellsway School.**
- 18. Development should be designed to allow future highway, pedestrian and cycle connections to the safeguarded land.**
- 19. Provide land for a new Primary School on site and financial contributions for primary school accommodation proportionate to the expected pupil yield generated by the**

development. The new school should be designed to facilitate future expansion, should have direct pedestrian and cycle access from the residential site and existing residential areas, and incorporate new junior playing pitches to be available for wider community use.

20. Downstream sewer improvements.

POLICY KE3B: SAFEGUARDED LAND AT EAST KEYNSHAM

Land shown on the Key Diagram and Policies Map is removed from the Green Belt and safeguarded for possible development. The safeguarded land is not allocated for development at the present time and Policy CP8 will apply. Planning permission for development of the safeguarded land will be granted only when it is proposed for development following a review of the Local Plan.

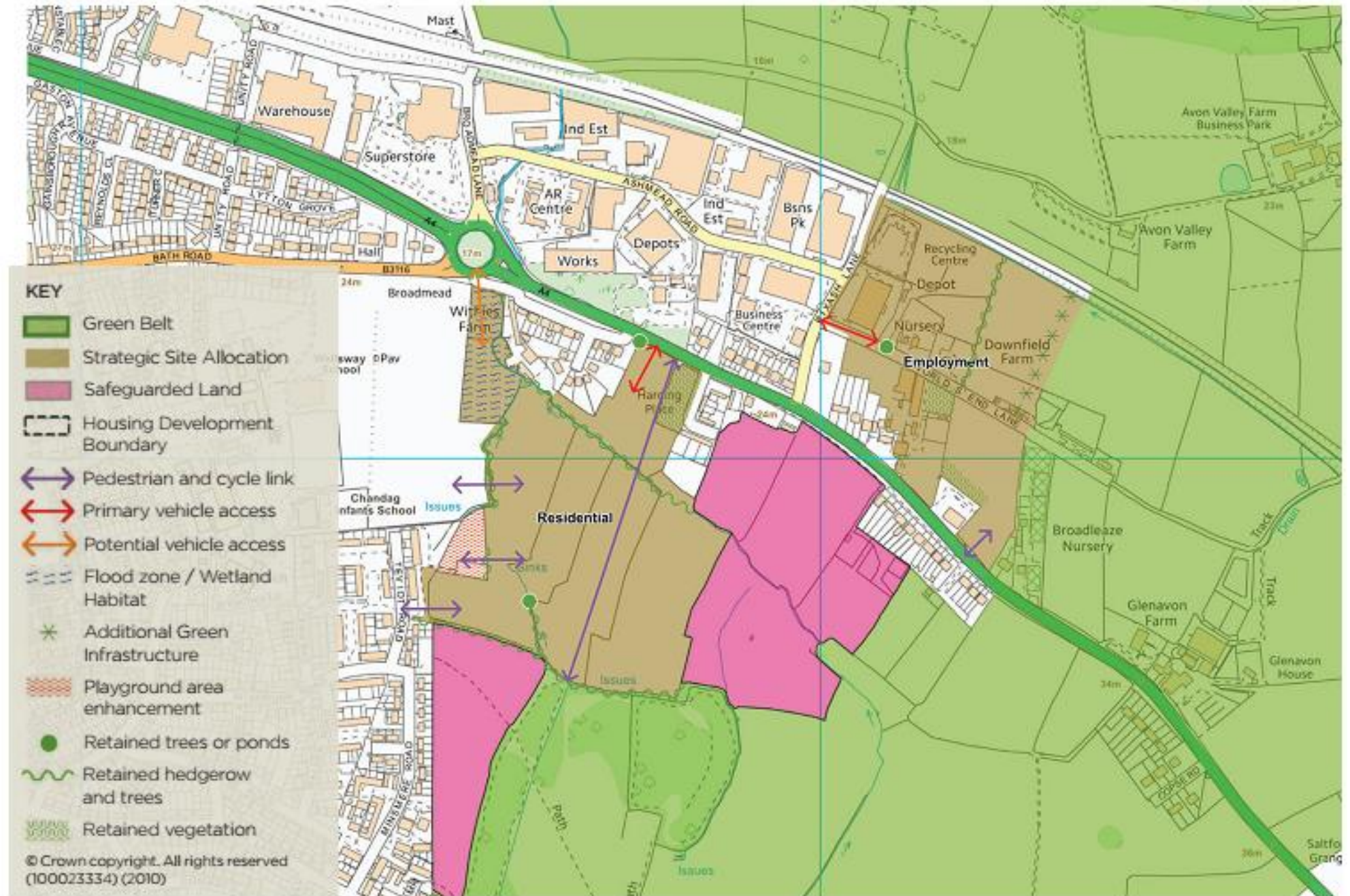
POLICY KE4: LAND ADJOINING SOUTH WEST KEYNSHAM STRATEGIC SITE ALLOCATION

Land is removed from the Green Belt as shown on the Key Diagram and Policies Map and allocated for residential development and associated infrastructure during the Plan period. The requirements that need to be met to enable development are set out in the Placemaking Principles, Core Policies and indicated on the Concept Diagram. The Placemaking Principles, being site specific, take priority over the Core Policies.

Placemaking Principles:

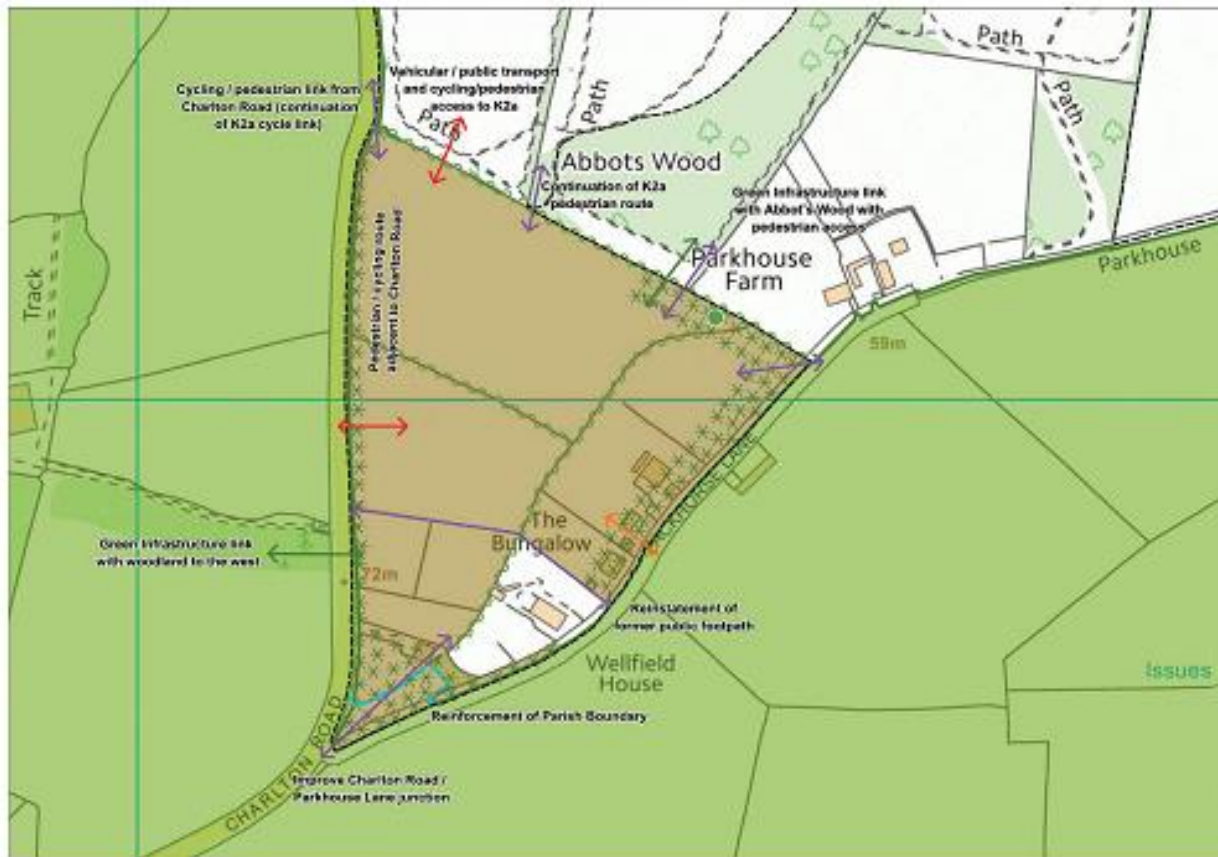
- 1. Residential development (to include 30% affordable housing) of around 180-200 dwellings in the plan period at South West Keynsham as shown on the concept diagram.*
- 2. Preparation of a comprehensive Masterplan, through public consultation, and to be agreed by the Council, reflecting best practice as embodied in 'By Design' (or successor guidance), ensuring that development is well integrated with neighbouring areas.*
- 3. Dwellings should front onto Charlton Road and have a positive relationship with all publicly accessible routes. Development should face outwards towards the open countryside, adopting a perimeter block layout, with a clear distinction between the fronts and backs of properties.*
- 4. Building heights to be generally limited to 2/2.5 storeys, ensuring development does not break the skyline in views from Queen Charlton Conservation Area.*
- 5. Development should incorporate an element of traditional materials, including natural lias limestone, in key locations to be determined through the masterplan,*

Diagram 23: Concept diagram for Land adjoining East Keynsham Strategic Site Allocation















- 6. Incorporation of green infrastructure, including on-site provision of well integrated formal and natural green space and play provision, and off-site enhancements to allotments. A key part of the on-site requirement should be the provision of woodland and copse planting along Parkhouse Lane as shown on the Concept Diagram, to provide a landscape buffer from views from the south and east, and strengthen the sylvan character of the area. New planting should maximise native species woodland edge habitat and provide for public access.**
- 7. Retain and strengthen the existing hedgerows and tree screening surrounding the site, with new screening along unplanted boundaries.**
- 8. Retention and enhancement of internal hedgerows including hedgerow specimen trees, enabling the subdivision of the site into a number of development areas, and providing a strong landscape and green infrastructure framework. Sufficient setback of development should allow for growth of trees.**
- 9. Utilise the green corridors through the development to provide shared pedestrian and cycle routes. Public space and footpaths should incorporate species-rich verges and grassland habitat.**
- 10. Development to fully incorporate SuDS as part of the green infrastructure strategy to provide betterment to the existing surface water flood issues.**
- 11. Direct highway access to be formed to Charlton Road with a through link to K2a sufficient to enable bus service provision to pass through the sites without turning.**
- 12. The layout should be pedestrian and cycle dominant. A 'shared space' ethos for streets and spaces should prevail throughout the site.**
- 13. Off-site highway capacity improvements to be determined by the Transport Impact Assessment at the application stage.**
- 14. Financial contributions for primary school places and contribution in lieu of land will be required for primary school provision within the Keynsham primary school planning area.**
- 15. The solar energy potential of sites should be facilitated by design and orientation. Development will be expected to provide sufficient renewable energy generation to reduce carbon dioxide emissions from expected energy use in the buildings by at least 20%. Third party delivery options will be expected to have been considered and in exceptional circumstances Allowable Solutions may be utilised.**
- 16. Downstream sewer upsizing works and pumping station upgrade.**

Diagram 24: South West Keynsham Site Concept Diagram



KEY

-  Green Belt
-  Strategic Site Allocation
-  Housing Development Boundary
-  Pedestrian and cycle link
-  Primary vehicle access
-  Potential vehicle access
-  Green Infrastructure link
-  Parish boundary enhancement
-  Retained trees or ponds
-  Retained hedgerow and trees
-  Retained vegetation
-  Additional Green Infrastructure

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INFRASTRUCTURE AND DELIVERY

Infrastructure

98. The key infrastructure requirements for Keynsham as identified in the B&NES Infrastructure Delivery Programme (IDP) are summarised in table 6. These are supplemented by District-wide infrastructure requirements. These are in addition to infrastructure provision arising from committed proposals such as the Local Plan allocated 'K2' site at South West Keynsham. The IDP also contains a number of desirable infrastructure items (see paragraph 3.21). Infrastructure planning involves an ongoing process of dialogue and communication with infrastructure providers and as further evidence is developed and future funding is secured additional items may be added to the IDP or their status may be upgraded or altered.
99. The desirable infrastructure items, of importance to the town include:
- Green infrastructure: river/canal corridor, formal and informal green spaces and allotments.
 - Improvements to Keynsham Train Station and Enhanced Service Frequency to Bath and Bristol.
 - Pedestrian/cycling bridge over A4 Keynsham by-pass linking the railway station to the Memorial Park.
 - Cycle links to Bristol, Bath, National Routes 3 and 4, and Regional Route 10.
 - Safer routes for pedestrians and other cycle links.
 - Smarter Choices Measures, including measures such as: – Travel Plans – new development to be required to contribute to improvements identified by School Travel Plans
 - Community Transport
 - Encouraging car sharing e.g. via car clubs
 - Working from Home
 - Re-provision of any sports pitches or other facilities where triggered by development.
 - Town centre public realm improvements.
 - Transport improvements to determine the most appropriate design for the town centre highway network aimed at minimising the effect of existing and future traffic.
 - Town centre/Somerdale district heating infrastructure.

Delivery

100. Delivery of the strategy and infrastructure required to support it will be facilitated by the planning framework summarised below:
- Planning Obligations Supplementary Planning Document (SPD)
 - Placemaking Plan
 - Community Infrastructure Levy
 - Bids to national and sub-regional funds (for example the West of England Revolving Infrastructure Fund) that may become available to support development and enable the Council to maximise the potential of its physical assets
101. In addition to the above the review of town centre car parking capacity will be an important part of the delivery strategy.

Table 1: Summary of Key Infrastructure in Keynsham

IDP Ref	Key infrastructure item	Phasing	Cost	Funding & Delivery
K1.1	Flood Protection Measures for Cadbury's Somerdale Site	Necessary enabling works to precede development at Somerdale	Not quantified	On site works necessary to obtain planning permission
K1.2	Improvements to sewerage capacity	Necessary enabling works to precede development in the Green Belt east of Keynsham and south west of Keynsham	Dependent on scheme design	Wessex Water (improvements to critical sewer capacity and Keynsham STW); on-site mains and sewers to be provided by the developer; off-site connecting works delivered through requisition arrangements
K1.3	Enhance Keynsham Hams as wetland habitat	Necessary enabling works to precede development at Somerdale	Not quantified	On site works required as part of development requirements
K1.4	Secondary road access to the Somerdale Site	Necessary enabling works to precede development at Somerdale	Not quantified	On site works necessary to obtain planning permission
K1.5	Improvements to Keynsham Train Station and Enhanced Service Frequency to Bath and Bristol	2017-2020	£19.7m (at 2012 prices) for Greater Bristol Metro Rail Project	Network Rail with Bath and North East Somerset Council. Evidence included in the Great Western Mainline Route Utilisation Strategy (2010). The Council will continue to press for this urgently needed investment through its Memorandum of Understanding with the Rail Industry
K1.6	New early years facility and primary school at Somerdale	Necessary enabling works to precede development at Somerdale	c.£5,000,000	On site works necessary to obtain planning permission
K1.7	Additional early years, primary and secondary education capacity in Keynsham	2011-2029	Dependent on delivery strategy and phasing	S106 capital; potential for CIL capital