



WEST KEYNSHAM

DEVELOPMENT CONCEPT OPTIONS REPORT

MARCH 2013

ARUP

CONTENTS

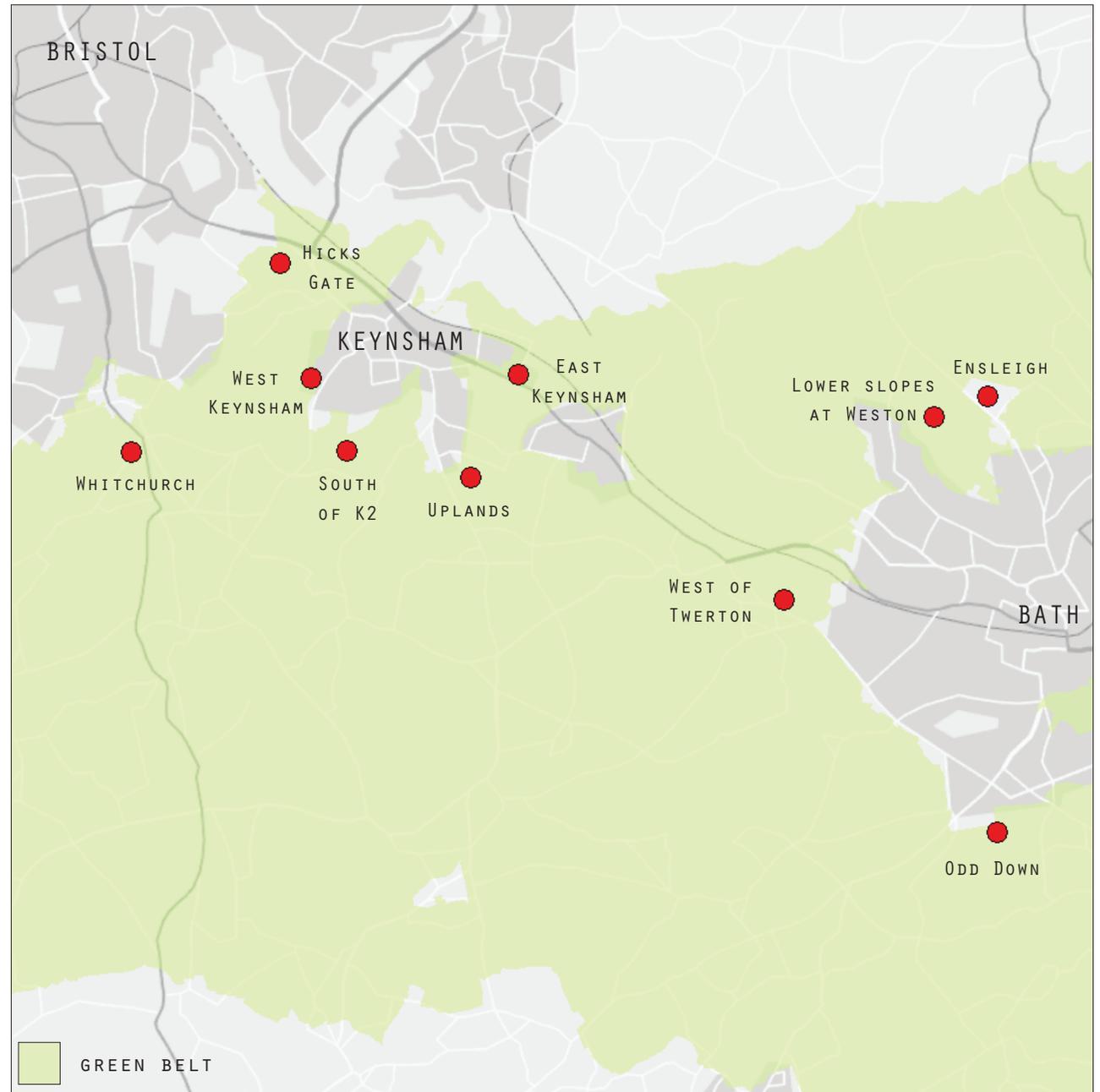
| | | |
|---|-------------------------------|----|
| 1 | Introduction | 4 |
| 2 | Site analysis | 9 |
| 3 | Constraints and opportunities | 16 |
| 4 | Concept options | 22 |
| 5 | Infrastructure requirements | 26 |
| 6 | Viability and delivery | 32 |
| 7 | Summary | 35 |

1 ■ INTRODUCTION

1.1 OVERVIEW

Bath and North East Somerset Council ('B&NES') Planning Service appointed Ove Arup and Partners Limited ('Arup') to investigate development concept options for ten locations to inform the consideration of additional housing led development. The locations are largely adjacent to the principal settlements within and associated with Bath and North East Somerset. Four locations are on the edge of Bath, two on the south edge of Bristol and four on the edge of Keynsham.

These Concept Option Reports are not the work of the Council and are not planning policy. They are assessments used to help the consideration of these locations for development. By publishing these reports the Council is not agreeing to the development capacities identified in the Concept Options presented. As such the Reports have no planning status. The planning policy relating to any locations taken forward will need to be formulated in the first instance through the Core Strategy and sites will then be allocated with detailed site requirements in the Placemaking Plan. Work on the Placemaking Plan will be done in conjunction with local community involvement and supported by further detailed site work e.g. relating to environmental impacts.



1.2 DEVELOPMENT CONCEPT OPTIONS

The Development Concept Options work will build upon the work already undertaken by the Council within its Core Strategy preparation process. The locations, selected by the Council, have previously been assessed either through the Strategic Housing Land Availability Assessment (SHLAA) and/or the Environmental Capacity Study.

The locations have all been previously considered unsuitable for development due to strategic policy reasons, i.e. the draft Core Strategy did not propose any changes to the general extent of the Green Belt, in the form of either extensions or deletions.

The Development Concept Options work is to contribute to the identification of additional development capacity within the review of the Council's Core Strategy.

The work will identify: viable potential development capacity, illustrate and test potential outline spatial scenarios; and place-making principles.

As part of this report no site selection recommendations will be made by the design team in its reporting. This exercise will be undertaken by the Council Members and Officers post completion of the technical analysis.

1.3 FIT WITH THE WIDER CORE STRATEGY REVIEW

As part of the wider Core Strategy Review, the Council is also currently developing, reviewing and updating a number of related relevant technical evidence documents. For this report, the following evidence base documents are particularly relevant:

- Green Belt Review: A strategic review of the entire Green Belt in B&NES to assess the importance of different areas of land in serving the purposes of the Green Belt, in order to inform consideration of whether land should be removed from the Green Belt to accommodate development in a sustainable location.
- Transport Assessment: To examine the transport impact of development at the ten locations; identification of infrastructure 'trigger points'; and consideration of the cumulative impact of development across the related locations and the District.

The analysis of these evidence base documents together with the existing work carried out by the Council has informed the production of this report.

The publication of this study is not an endorsement by the Council of a particular strategy for this location; rather it is to test different development scenarios in order to assess the relative capacity and development impacts.

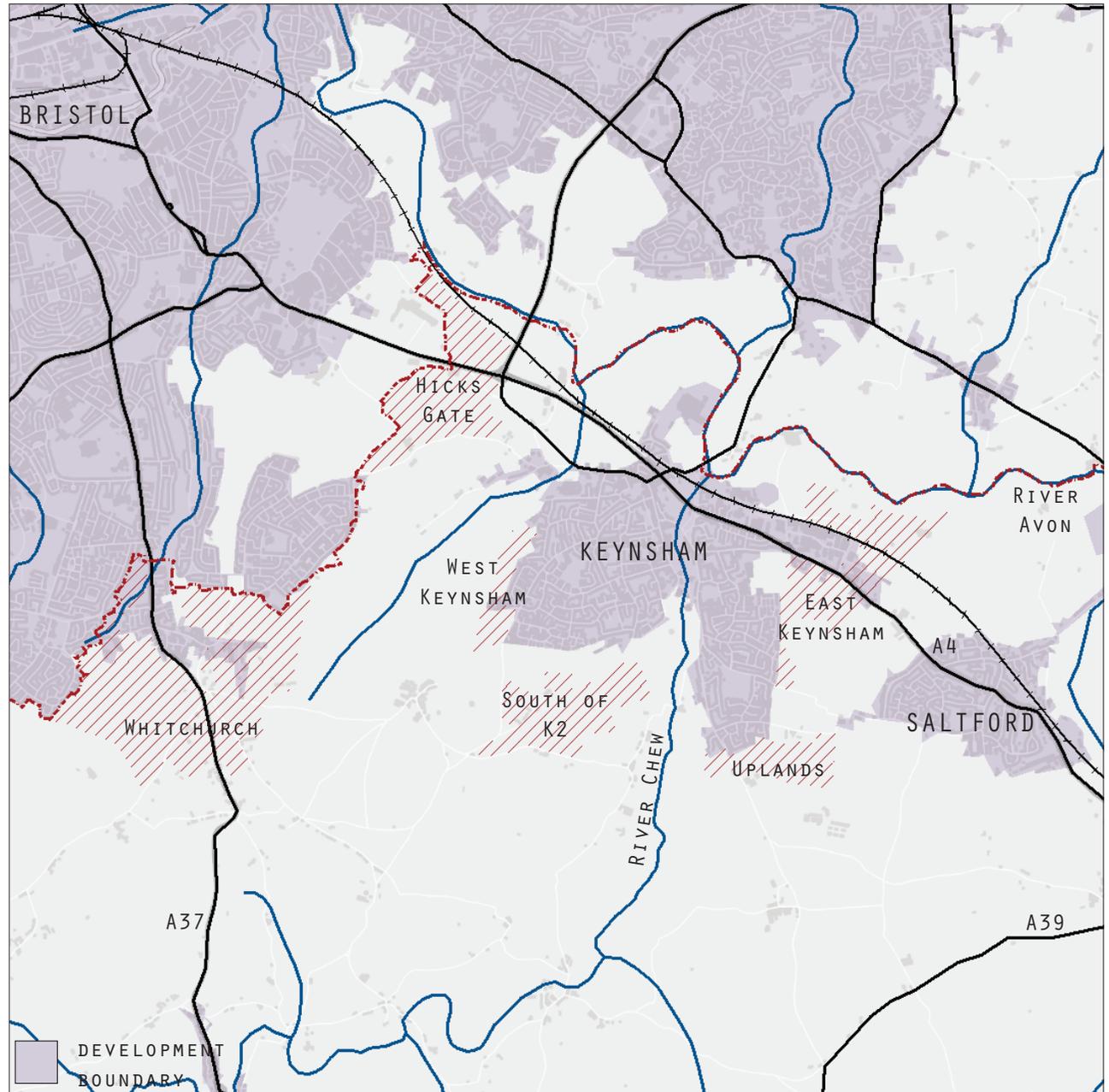
1.4 KEYNSHAM CONTEXT

The Council selected four locations adjacent to the existing settlement boundary of Keynsham:

- East Keynsham
- Uplands
- South of K2
- West of Keynsham

The locations represent a diversity of landscape and contextual challenges; all sit wholly within the green belt and are either extensions along the Chew Valley or additions to the east and west of the town.

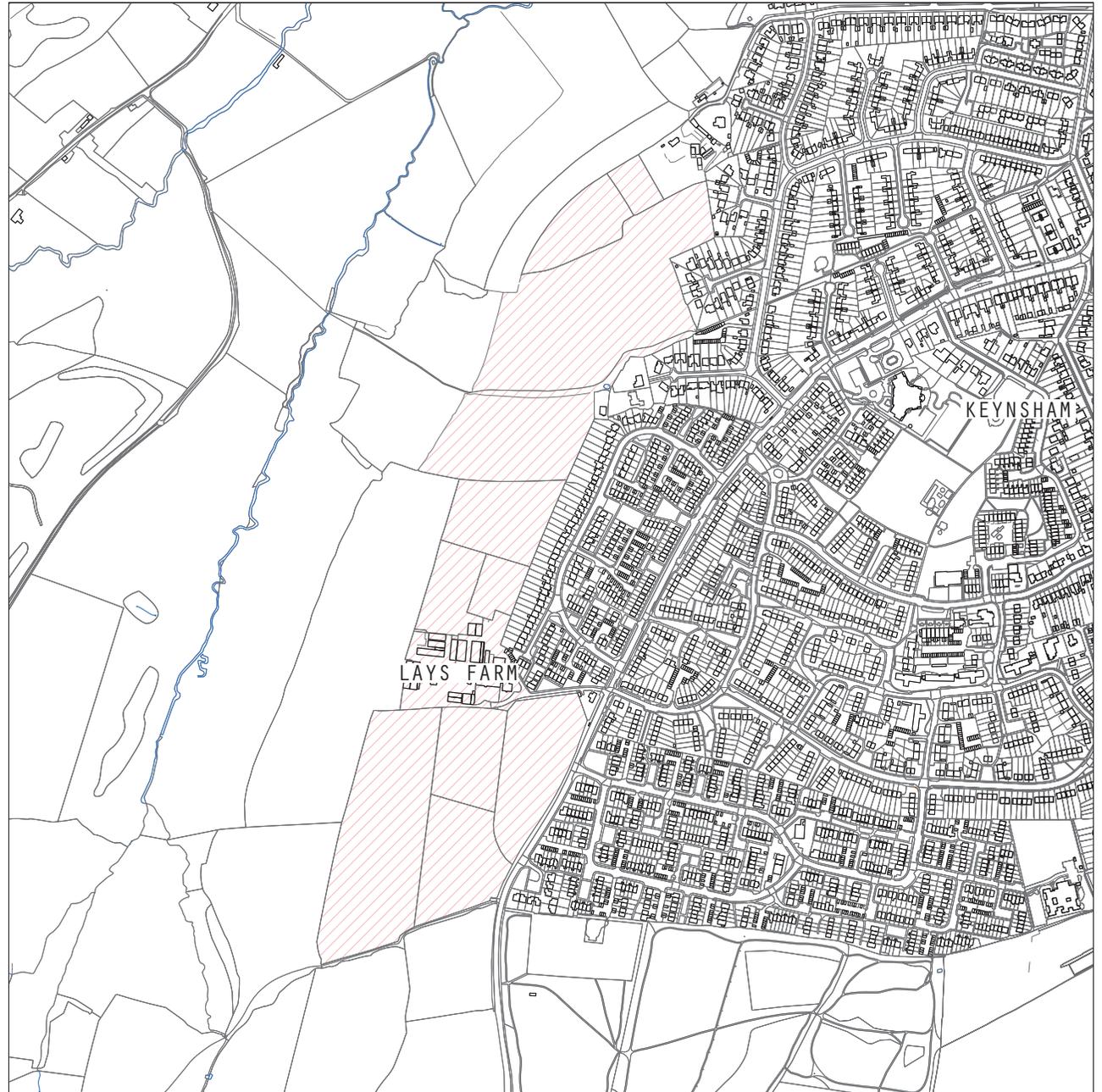
The constraint on developable land around Keynsham is primarily led by issues of access, flooding and topography and concerns regarding landscape character. The town has developed around the River Chew and up to the Avon Valley.



WEST KEYNSHAM STUDY AREA LOCATION

1.5 WEST KEYNSHAM

The study area for this report is West Keynsham (right).



| | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AREA | 21-31 hectares |
| EVALUATION HISTORY | <p>The Council's previous assessment of this area has provided the context for this Report. The relevant assessment document is:</p> <ul style="list-style-type: none">- Strategic Housing Land Availability Assessment: Report of Findings (May 2011): Appendix 1c: Keynsham Site Assessments |

2 . SITE ANALYSIS

2.1 LAND USE

The study area occupies an area of Green Belt land which lies to the west of Keynsham. The area is mainly in use as farmland with the north being mainly arable land and the central and southern areas being in use as pasture and grazing land. At the centre of the study area is Lays Farm which is now in use as a trading estate.

To the east, lies the residential area of Keynsham. The boundary for this area is marked by the rear boundaries of existing dwellings.

To the north, south and west lie open countryside and the narrow Charlton Valley. The village of Queen Charlton (a Conservation Area) lies 500m to the south west.

2.2 TOPOGRAPHY

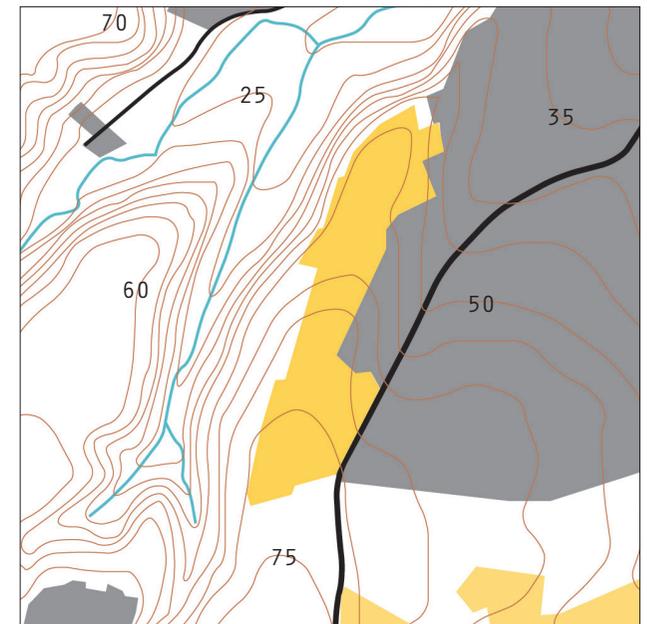
The study area lies on the eastern edge of a series of narrow, steep sided valleys which follow small tributaries of the River Avon. The western boundary is marked by the edge of the Keynsham plateau. The area itself is relatively level in an east-west direction but drops away slightly towards Keynsham. There is a gentle upward slope from north to south.

The topography has a strong influence on views. Internal views are relatively contained though views from the boundary extend over the Keynsham residential area to the east and over Charlton Valley to the west.



LAND USE

TOPOGRAPHY



2.3 ACCESS AND CONNECTIVITY

The only existing access to is from Charlton Road which provides direct access to Keynsham town centre and provides part of the eastern boundary. At present, there is an access road from Charlton Road to Lays Farm which runs through the southern part of the area. Access to the northern areas is limited by existing housing which forms a continuous boundary.

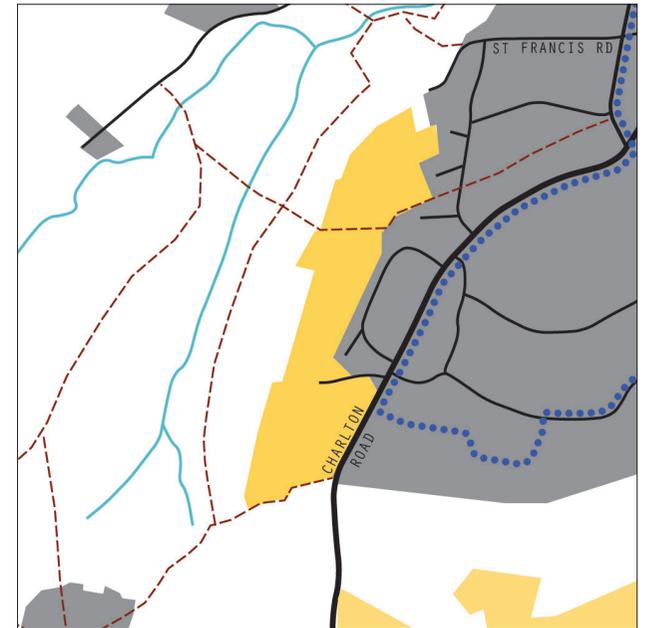
A series of Public Right of Way routes give access into the western valleys, to Queen Charlton and towards the town centre.

The study area is not directly served by public transport though a regular service runs along Charlton Road, adjacent to the south-eastern boundary.

2.4 DESIGNATIONS

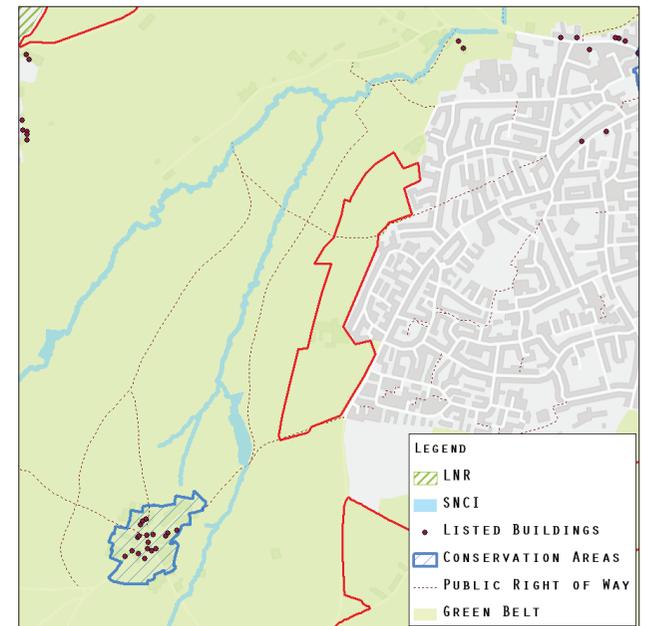
There are a number of environmental and landscape designations both within and in close proximity to the study area:

- Public Rights of Way
- Green Belt
- Adjacent to West Keynsham Field Site of Nature Conservation Importance (SNCI)
- Near to Charlton Bottom & Queen Charlton watercourse SNCI
- Near to Conservation Area (Queen Charlton)



ACCESS AND CONNECTIVITY

DESIGNATIONS



2.5 LANDSCAPE APPRAISAL

B&NES LANDSCAPE CHARACTER ASSESSMENT

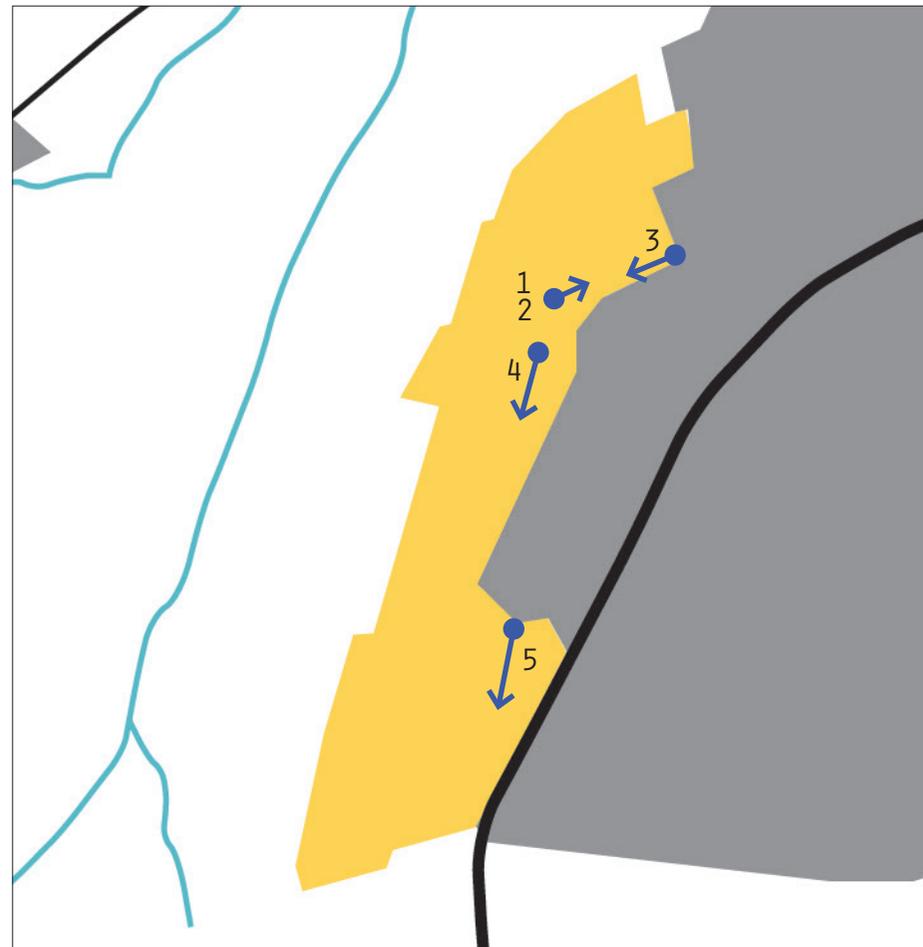
The B&NES report *Rural Landscapes of Bath & North East Somerset - A Landscape Character Assessment* places the site within Area 9: Stockwood Vale, which is an area of limestone with clay and shales on the valley sides and mudstones on the valley floor. The area is dominated by the two narrow tributary valleys with mainly grassland in the form of angular and irregular fields on the plateaux. Boundaries are generally marked by unclipped hedges and treelines with woodland on upper slopes. The landscape generally has an open character with views contained by ridges and adjoining plateau. The valleys are noted to have a tranquil character and heavily wooded along the banks of the streams.

GREEN BELT

Green Belt in this location is of high importance on the basis that it prevents the merger of Bristol with Keynsham and prevents the unrestricted sprawl of the urban area of Bristol. The Green Belt designation within this land parcel also serves the purposes of protecting the countryside from encroachment, assisting urban regeneration and preserving the separate identity and setting of the village of Queen Charlton.

2.6 PHOTOGRAPHIC APPRAISAL

VIEWPOINT LOCATION





Viewpoint 1 (Northern field) shows the strong views over Keynsham looking over residential areas and towards the Cadbury site. Visual mitigation is present in the form of established hedgeline and mature trees along the boundary and within neighbouring gardens. At this point the land drops away and gives the strongest views to the north and east.



Viewpoint 2 (Public footpath on northern field) shows a wider view looking along the strongly vegetated and unclipped boundary towards Keynsham. This view shows how the land drops away at the urban edge though this part of the study area is mainly flat.



Viewpoint 3 (Public Right of Way on northern field) shows how land rises away from the urban edge to form a plateau, blocking views to the west.



Viewpoint 4 (view south from northern field) shows the variable boundary with neighbouring housing: part hedgerow, part mature trees and part informal fencing. The view shows the strong hedge boundaries that exist between fields.



Viewpoint 5 (from Lays Farm access track) shows the open fields that lie at the southern end of the study area. This view looks out towards the southern residential area of Keynsham and is overlooked by a small number of dwellings. Views to the west are limited by landform.

3 ■ CONSTRAINTS AND OPPORTUNITIES

3.1 CONSTRAINTS

GAS PIPE LINE

A gas pipeline runs through the centre of the study area and constrains development. The pipeline is protected by an HSE-regulated buffer zone which permits residential development within only the outer zone (beyond 70m either side of pipeline).

RESTRICTED ACCESS TO NORTH OF SITE

Currently, the only access is from the Lays Farm access road at the southern end of the study area. Access to the north is restricted by existing housing making development reliant on a single access point.

VIEWS INTO AND ACROSS CHARLTON VALLEY

The western edge of the study area drops steeply into the Charlton Valley and has extensive views into and across the valley, looking towards Stockwood and Whitchurch. The area itself is visible from across the valley meaning development could have a strong visual impact.

PROXIMITY TO QUEEN CHARLTON

The study area lies under 500m from Queen Charlton which has been designated as a conservation area. Development on this area would encroach on the village and reduce its isolated setting.

BOUNDARY WITH REAR OF ADJACENT DWELLINGS

The eastern boundary is mainly marked by the rear boundaries of existing dwellings. This will have an impact on orientation and layout of any new development.

LAYS FARM TRADING ESTATE

The development is partly dependent on the availability of the Lay Farm site. The southern field could be accessed and developed from Charlton Road though areas to the north of Lays Farm require access either through a part of the trading estate or via a new access point from the north. It would be advisable to ensure that the areas to the north and south of Lays Farm are connected due to the limited opportunities for vehicle and non-vehicular access.

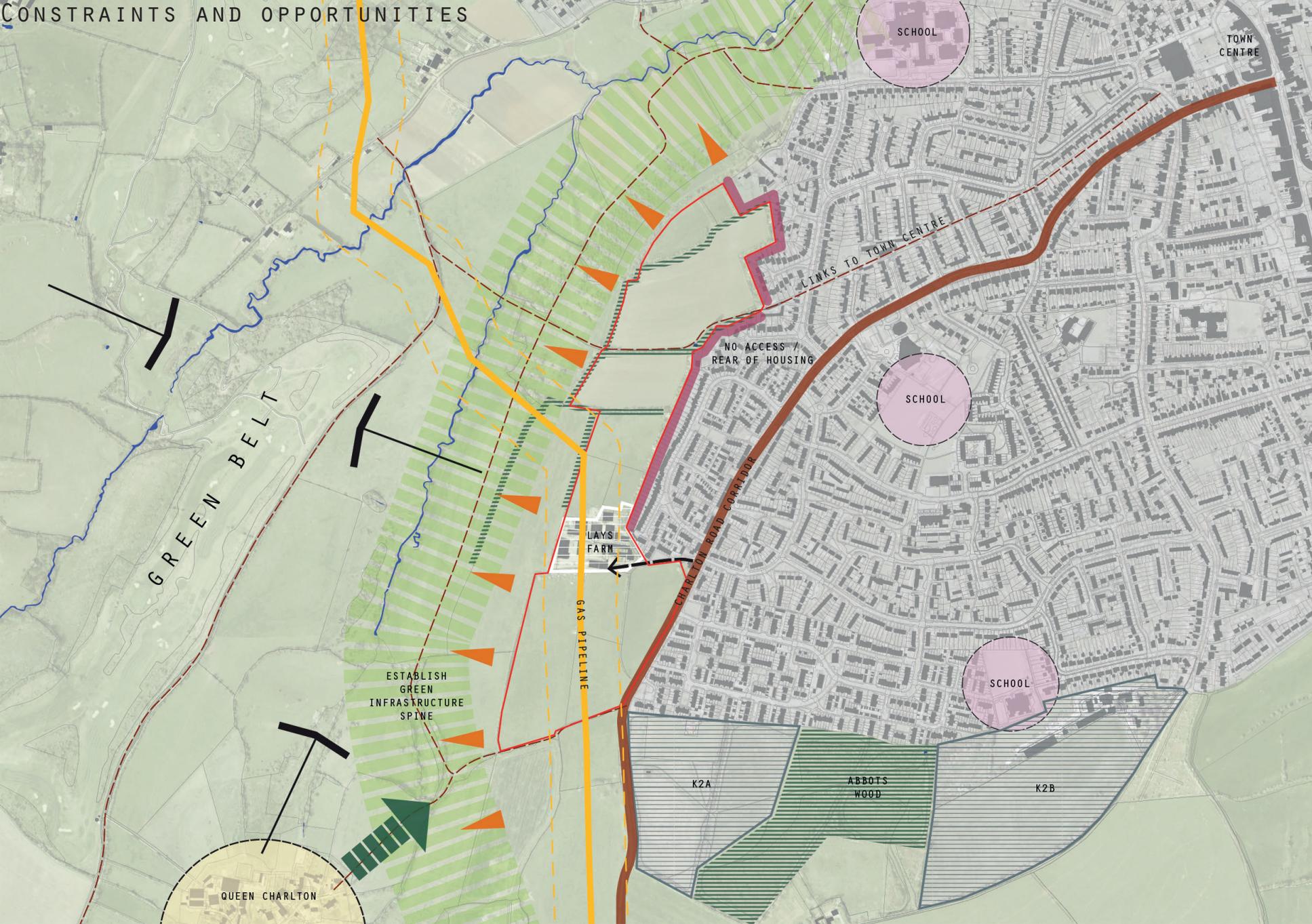
FLOOD RISK IN CHARLTON VALLEY

Although the area itself is outside of the flood zone, the Charlton Valley falls within the area identified by the Environment Agency as at risk of flooding. Development on the plateau could increase run-off into the valley and contribute to the local flood risk.

PROXIMITY TO SNCI

The study area lies uphill from the West Keynsham SNCI and should avoid negative impact on the character of this area, particularly with regard to run-off.

CONSTRAINTS AND OPPORTUNITIES



LEGEND

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------|
|  | STUDY AREA BOUNDARY |
|  | GAS PIPELINE (LIMIT OF OUTER BUFFER ZONE) |
|  | WOODLAND / MATURE VEGETATION |
|  | HEDGEROW |
|  | EXISTING DEVELOPMENT SITES |
|  | REAR OF EXISTING DWELLINGS |
|  | SIGNIFICANT VIEWS |
|  | DIRECTION OF SLOPE |
|  | VEHICULAR ACCESS OPPORTUNITY |
|  | PUBLIC RIGHT OF WAY |
|  | PRIMARY ROAD CORRIDOR |
|  | STRATEGIC GREEN INFRASTRUCTURE |
|  | GREEN BELT |
|  | CONSERVATION AREA |

3.2 OPPORTUNITIES

UTILISE EXISTING VEHICULAR ACCESS TO LAYS FARM

The study area has an existing vehicle access to Lays Farm which could be utilised and expanded for this development. The southern part is directly adjacent to Charlton Road which gives opportunity for a new connection.

NEW ACCESS TO NORTH

Although limited by existing land uses, there is the opportunity to create a new access to the north. The cul de sacs which branch off Lockingwell Road could potentially provide access though this would require the removal or one of more existing dwellings.

CONNECT WITH EXISTING COMMUNITY FACILITIES, SCHOOLS AND PUBLIC TRANSPORT

The study area is within walking distance of existing facilities in the Keynsham area including retail, primary schools and bus routes. Development has the opportunity to connect to these facilities via existing pedestrian routes.

ESTABLISH GREEN INFRASTRUCTURE SPINE

To the south is a small area of woodland which could be extended as part of this development and developed into a green infrastructure spine along the edge of the valley.

3.3 DEFINITION OF DEVELOPABLE AREA

The opportunities and constraints analysis shows that the site is subject to a number of factors which have a considerable impact upon the developable area and resultant site boundary.



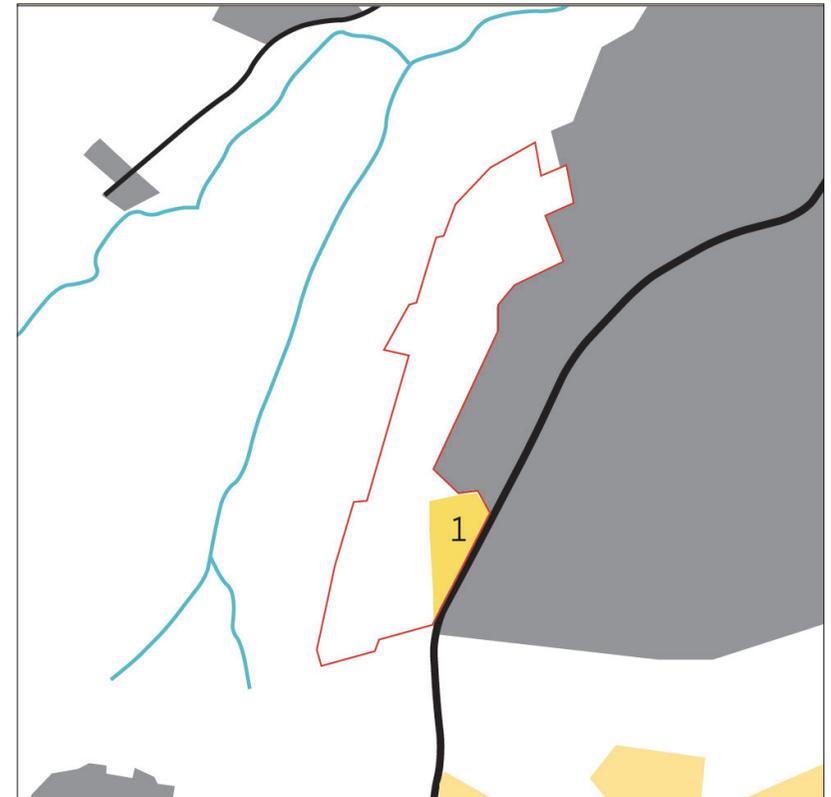
IMPACT OF LIMITED ACCESS

If access cannot be secured to the north, it may be necessary to restrict the extent of the development site to areas easily accessible from the existing Lays Farm access.



GAS PIPELINE

The gas pipeline is a significant constraint and divides the main study area into three sub-areas. These areas thus have reduced scope for development due to this disconnection. The area immediately to the west of Charlton Road is most suitable for development as it retains strong connectivity.



RESULTANT DEVELOPMENT PLOT

The constraints mean that only the area immediately to the west of Charlton Road is suitable for development. This plot is further defined to the north by the existing field boundary, meaning Lays Farm can continue to operate as current. This is a significant reduction in area from the original area of assessment.

4 ■ DEVELOPMENT CONCEPT OPTIONS

4.1 DEVELOPMENT QUANTUM

DEVELOPABLE AREA

The intention of the analysis, the opportunities and constraints and outlining of development concept options has been to establish the developable area. This is subdivided into residential development plots. The **gross developable area** (GDA) provides overall figures (ha) for residential plots and any directly associated uses which may include:

- Housing areas including private gardens and parking
- Incidental open space and landscaping
- Children's play areas (ha)
- Access roads within the site (ha)
- Provision of on-site drainage solutions

The intention of this work is to examine the locations to accommodate housing led development, figures therefore exclude:

- Major distributor roads
- Non-residential land uses
- Primary schools
- Adult/youth play spaces or other open spaces serving a wider area
- Significant landscape buffer strips

Figures for landscape and non-residential land uses are provided in the "Development Quantum" table.

CAPACITY

On the basis of the gross developable area, the capacity of this location to deliver residential development has been determined by the application of an assumption for the **density of development**, measured as average number of dwellings per hectare (dph).

Based on these densities, this exercise has established a **total housing quantum** for each development plot.

To provide a more refined housing capacity an **efficiency factor** has been applied (80%) to account for the difficulty associated with developing at this location and any directly associated uses.

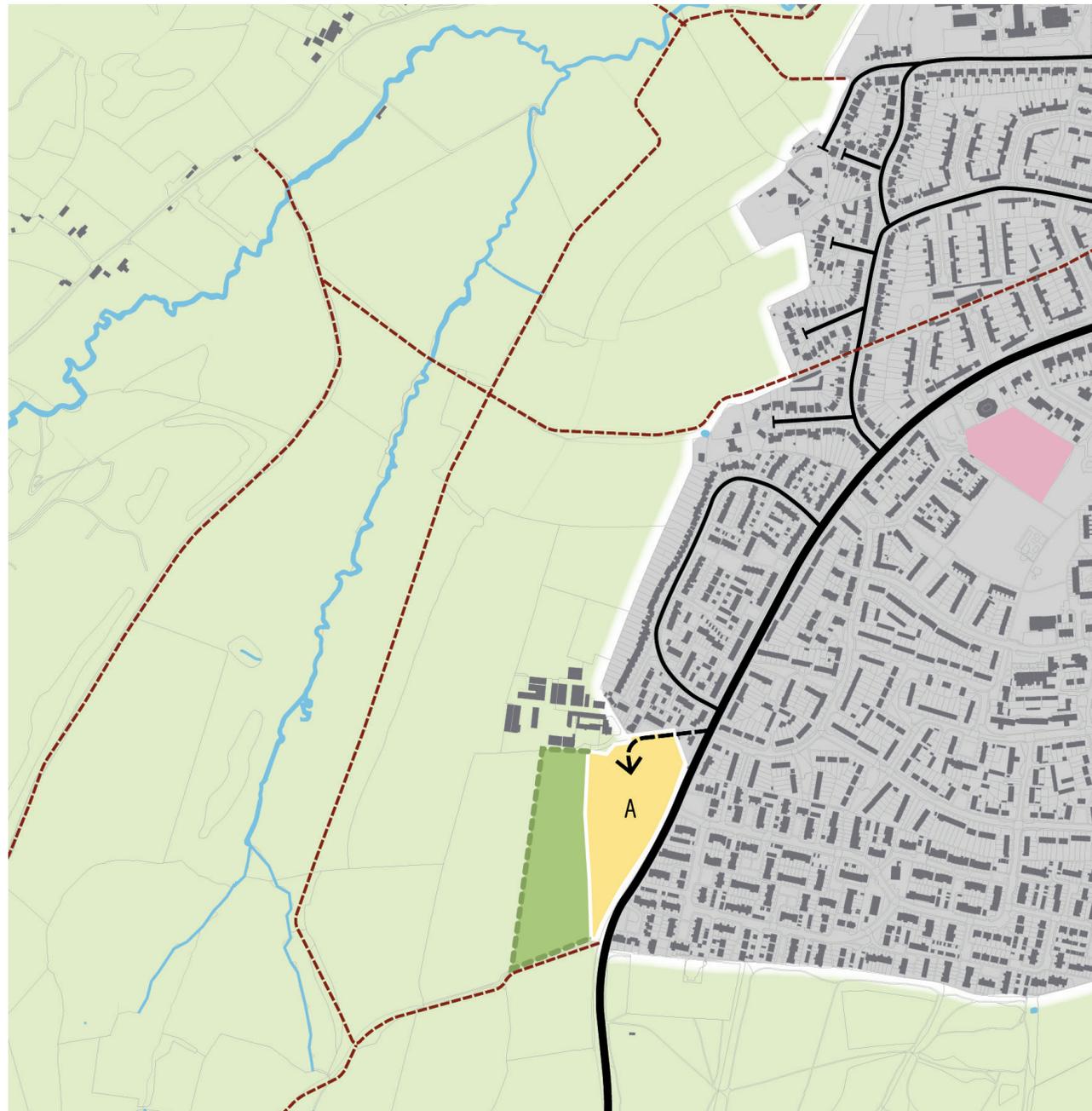
Taking these factors in to consideration a **net housing quantum** figure has been calculated to establish the housing capacity of the plot only.

SUMMARY

Based on the above, the development capacity is dependent on a number of factors:

- The extent of the developable area that is taken forward as an allocation.
- The difficulty with developing the portion of the site taken forward as an allocation.
- The approach taken to density.

DEVELOPMENT OPTION



40 DPH



DEVELOPMENT DENSITY
(DWELLINGS PER HECTARE)

DEVELOPMENT QUANTUM

| | AREA (HA) | % |
|---------------|--------------|------|
| RESIDENTIAL | 2.0 | 45.9 |
| PLAYING FIELD | 2.4 | 54.1 |
| TOTAL | 4.4 | |

4.2 DEVELOPMENT OPTION

The scale of the constraints means there is only one logical development option: development of the land immediately to the west of Charlton Road. The undevelopable land within the buffer zone is identified for recreational land/playing fields. This Option will have limited impact on the conservation area at Queen Charlton and will have a limited overall visual impact.

The existing Lays Farm access road can be used to access this development site avoiding the need for a new entrance from Charlton Road.

RESIDENTIAL DEVELOPMENT QUANTUM

| | GROSS DEVELOPABLE AREA (HA) | DENSITY (DWELLINGS/HA) | TOTAL HOUSING QUANTUM | SITE EFFICIENCY FACTOR | NET HOUSING QUANTUM |
|--------|-----------------------------|------------------------|-----------------------|------------------------|---------------------|
| PLOT A | 2.0 | 40 | 80 | 95% | 76 |
| TOTAL | 2.0 | - | 80 | 95% | 76 |

5 . INFRASTRUCTURE REQUIREMENTS

5.1 OVERVIEW

This section seeks to explain the infrastructure required to support the level of housing growth at West of Keynsham. If this location is to be taken forward in the Core Strategy, within the potential capacity range as indicated within the previous chapter, it will trigger the need for the provision of physical, social and green infrastructure.

The understanding of infrastructure triggers and requirements has been informed using the following sources:

- West of England Infrastructure Delivery Plan
- Bath & North East Somerset Council Infrastructure Delivery Plan
- Green Space Strategy
- Planning Obligations Supplementary Planning Document
- A review of best practice standards and population thresholds

Once the Council's Members and Officers complete the site selection process for the allocations to be taken forward within the Core Strategy there will be a need to assess the cumulative effects of these preferred sites.

5.2 ASSUMPTIONS

The infrastructure requirements are considered against the development capacities outlined in the previous section (housing quantum 76) and the following assumptions:

- Average household size of 2.2 people
- Projected population range: 170
- Completion rate of 50 - 100 dwellings per annum
- Mix: The Council is proposing to change the Core Strategy policy (CP9) on Affordable Housing in response to concerns raised by the Examination Inspector. This changes will introduce a split target on affordable housing; this site is identified for 30% affordable.
- Early years age 0-2: 4 places per 100 dwellings¹
- Early years age 3-4: 11 places per 100 dwellings¹
- Primary school pupils: 31 places per 100 dwellings¹
- Secondary school pupils: 15 places per 100 dwellings¹

- Post 16 pupils: 4 places per 100 dwellings¹
- Formal Green Spaces: 15 sq m per person (min)¹
- Natural Green Spaces: 15 sq m per person (min)¹
- Allotments: a minimum of 3 sq. m per person with a minimum site size of 1,500 sq. m / 10 plots¹
- Children's Play Space: 0.8 ha per 1,000 population²
- Outdoor Sports: 1.6 – 1.8 ha per 1,000 population²
- Indoor Sports: 0.77 ha per 1,000 population²

5.3 PHYSICAL INFRASTRUCTURE

| INFRASTRUCTURE CATEGORY | ITEM | COMMENTARY |
|-------------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRANSPORT | Walking | Opportunities to link into existing networks. Closer to town centre than other locations in Keynsham, but distance could still deter walking. |
| | Cycling | Keynsham town centre can be reached less than 20 minutes. Trips to the edge of Bristol are also possible within 20 minutes. |
| | Public Transport | Close to established services and relatively short diversion to bring services into any development. |
| | Highways | Isolated location with the majority of trips likely to utilise Charlton Road. Charlton Road-St Ladoc Road-Durley Hill route has sufficient link capacity but is residential in character and local junction improvements may be required. A significant proportion of trips will use the congested A4 corridor into Bristol, with potential for some mitigation through expansion of Brislington P&R facility. Other traffic is likely to access Bristol via country lanes and congested A37. |
| | Summary | The location could facilitate access via public transport with established services close to the development area and it would be possible to walk into Keynsham town centre in 25 minutes. Highway impacts are largely along residential streets or congested links offering less scope for mitigation. |
| WATER | Potable water supply | There will be need for new mains but these are ‘normal’ costs if spread across the development units (taking into account the size of the site). Impact on housing viability: low, as there are unlikely to be significant additional developer costs. |
| | Waste water + drainage | Developers will be expected to contribute to the cost of this infrastructure. This site will require improvements to sewerage capacity at Keynsham as there is insufficient local capacity. Timescales for delivery of strategic enhancements to the network could be 3 to 5 years. Impact on housing viability: this is not quantified in the Infrastructure Delivery Plan |
| | Flood risk + drainage | Flood Zone 1: Low Probability |
| ENERGY | Gas | Local connection costs borne by developers along with some network strengthening costs. Impact on housing viability: low, as there are unlikely to be significant additional developer costs. |
| | Electricity | Reinforcement costs would be shared between the developer and WPD. Impact on housing viability: low, as although there will be some costs, they are unlikely to be a significant additional cost. |
| | Decentralised energy | Based on an initial review of the potential level of housing to be delivered on this site – this will likely rule out the viability of CHP, Unless there is potential to coordinate with other renewable energy generation opportunities including a new district heating network within Keynsham. |

| | | |
|--------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ICT | Broadband | Infrastructure for growth will be delivered through private sector development. Impact on housing viability: low, as there are unlikely to be significant additional developer costs. |
| WASTE | Waste treatment | This site is considered to be served by existing residual waste treatment facilities and the one planned at Broadmead Lane, Keynsham. |
| RESIDENTIAL BUILDING STANDARDS | Sustainable design | All new residential development to be Code for Sustainable Homes (level 4). Requirement for zero carbon development after 2016. Renewable energy options will need to be considered on site to meet these requirements. |

5.4 SOCIAL INFRASTRUCTURE

| INFRASTRUCTURE CATEGORY | SUB-CATEGORY | COMMENTARY |
|-------------------------|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EDUCATION | Early years | Early Years contribution will be required. This could be co-located with primary school (see below) and may result in on-site provision. <ul style="list-style-type: none"> - Early Years (0-2): 3 places - Early Years (3-4): 8 places |
| | Primary school | Development on this site is likely to trigger the need for primary school provision on site (indicative catchment population of 4,000 ¹). <ul style="list-style-type: none"> - Primary school places: 24 |
| | Secondary school | Contribution to additional Secondary and Post 16 provision <ul style="list-style-type: none"> - Secondary school places: 11 - Post 16 places: 3 |

| | | |
|--------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HEALTH | Health centre | Development unlikely to solely trigger the need for health centre provision on site (indicative catchment population of 10,000 required). Possible need to expand existing health centre provision in the area. |
| AFFORDABLE HOUSING | Affordable housing provision | A large development site like this will trigger an average affordable housing percentage of 30% to be provided on site. At the development capacity assessed (76) this would trigger the need for 23 affordable housing units to be provided on site. |

5.5 GREEN INFRASTRUCTURE

| INFRASTRUCTURE CATEGORY | SUB-CATEGORY | ON SITE REQUIREMENT |
|---------------------------|---------------------|---------------------|
| GREEN SPACE (WITHIN SITE) | Formal Green Space | 2550 sqm |
| | Natural Green Space | 2550 sqm |
| | Allotments | 1500 sqm |
| | Children's Play | 0.14 ha |
| | Outdoor Sports | 0.31 ha |
| | Indoor Sports | 0.13 ha |

5.6 SUMMARY

Infrastructure delivery is also dependent on: a) site masterplanning; and b) policy choices on the use of developer contributions.

The key infrastructure requirements that would be required to be provided by the development of this site would be:

- Early Years provision co-located with Primary School. Early Years (0-2): 3 places; and Early Years (3-4): 8 places
- Primary School provision on site. Primary school places: 24
- Contribution to Secondary school places: 11
- Contribution to Post 16 places: 3
- Provision of 23 affordable housing units on site
- Provision of Formal Green Space (2550 sqm); Natural Green Space (2550 sqm) and Allotments (1500 sqm)
- Provision of (or contribution to) Children's Play (0.14 ha); Outdoor Sports (0.31 ha) and Indoor Sports (0.13 ha)

FOOTNOTES

1. Para 2.2.14, Page 26, Bath and North East Somerset Planning Obligations Supplementary Planning Document – Adopted July 2009
2. Provision of Recreational Facilities to Meet the Needs of New Development - Page 65, Policy SR.3 Bath & North East Somerset Local Plan including minerals & waste policies – Adopted October 2007
3. Shaping Neighbourhoods: a guide for health sustainability and vitality, Spon Press London (2003), Hugh Barton, Marcus Grant and Richard Guise

6 ■ VIABILITY AND DELIVERY

6.1 GENERAL OVERVIEW

The findings of this exercise provide a general overview of the demand and supply of residential land in Keynsham with consideration given to the delivery of this site – West Keynsham.

DEMAND FOR RESIDENTIAL LAND

- Demand and supply of residential land are finely balanced at present across the West of England.
- An upturn in activity could see a land shortage with consequent upward pressure on land values across B&NES as a whole.
- There is strong demand for well-located good quality sites for 50+ family housing units with Bristol, Bath and the outlying villages being hotspots.
- Volume house builders are currently seeking land in the Bristol and Bath area but are cautious of sites in excess of 100 units and typically are seeking deferred payment arrangements to landowners.
- Sites that have recently been brought to the market with planning consent and suitable for between 50 and 100 units attract the most interest.

- In the stronger markets such as Bath and Bristol land values have recovered to pre-recession levels.
- There is strong demand in the retirement, care and student housing markets.
- Weaker market demand for apartment schemes and smaller sites up to 30 units.

SUPPLY OF RESIDENTIAL LAND

- The increasing number of planning consents being won at appeal is driving an increasing number of transactions, typically promotion agreements on 'unallocated' land.
- The fundamentals underpinning demand for sites are closely linked to what is happening in the housing market. Developers and housebuilders are seeking to build family houses with three or more bedrooms in locations where the local economy is outperforming.
- By attracting families who have already owned a home, they are targeting buyers who are 'equity rich', and able to access finance despite the current constraints in the mortgage market.

- The limited supply of consented sites has driven up values marginally during 2011, but cautious sales rates has broadly negated any real increase in land value over 2012.
- Development sites with over 25 units are now of interest to all house builders as they look to diversify their product offer and increase sales.
- 2012 has seen an improved demand for strategic land from volume house-builders wishing to increase their 5 year land supply pipeline.
- Demand has increased as house builders and developers have worked through their inventory of sites bought prior to the downturn, and are now actively seeking to bolster their land pipeline.
- During 2012, greenfield values were up 3.6%, while urban values grew by 1.7%. Both outperformed national house price growth, which fell by -1.1%. . These small value increases reflect a general shortage of suitable, permissioned land in the market, despite early signs that NPPF is leading to more consents, including those from appeal decisions.

MANAGING RISK IN DELIVERY

- Due to credit constraints investor/developers are increasingly taking on the master-developer role and acquiring land without planning consent, resolving planning, infrastructure and servicing and subsequently selling to the volume house builders.
- Funding and risk issues will remain a major barrier to bringing forward large, complex and marginal sites. This has created the necessity of a 'build now, pay later' land development model. Landowners will increasingly need to be co-investors or joint-venture rather than outright, up-front sellers. This applies to both the public and private sector, but some of the public sector land initiatives recently announced have the potential to start bridging the delivery risk gap.

DELIVERY OF WEST KEYNSHAM

- West Keynsham was previously assessed in the Strategic Housing Land Availability Assessment (2011).
- This area has been promoted in the refresh of the Council's Strategic Housing Land Availability Assessment (2013), therefore it can be considered available.
- The site is in single ownership.
- The gas pipeline is a significant constraint and reduces scope for development in this location.
- The capacity of the site is not considered to be significant enough to viably provide dedicated facilities in this location.

7 ■ SUMMARY

7.1 PLACE-MAKING PRINCIPLES

The site should be developed in line with the following place-making principles to ensure a distinctive development sympathetic to its green belt location:

- **DENSITY AND BUILDING FORM** - Residential development should be sympathetic to landscape character and show highest densities near to existing dwellings. Lower densities should be used on the rural edges.
- **ORIENTATION** - Dwellings should front onto any significant access routes and form a coherent frontage onto open space. Dwellings should back onto any existing rear boundaries.
- **LAYOUT** - Noting the site's position within the green belt, the development should adopt a relaxed perimeter block layout in preference to a cul de sac layout or rigid rectilinear form.
- **BOUNDARY TREATMENT** - Existing hedges and treelines should be retained and repaired where necessary and used as a gentle boundary treatment and visual mitigation approach for the site.
- **FOOTPATHS** - Public access should be retained as close as possible to existing routes and, where possible connected through the site.
- **CYCLING** - The site should be developed to enable cycle access including links to potential new routes.
- **OPEN SPACE** - Open space should be designed to be a part of the development rather than solely on the periphery. Edges should be landscaped to blend into the open countryside.
- **ACCESS** - Access points should be designed and located to minimise impact on the existing highway network.



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