

Creating a new parkland community for Keynsham and Salford

A response to consultation on proposed changes to the B&NES Core Strategy



Land at East Keynsham

Mactaggart & Mickel Ltd
May 2013



The Planning Context
 The Core Strategy is intended to provide a strategic framework for accommodating development in the District over the fifteen year period from its adoption, currently anticipated to be 2014. This document has been prepared in response to consultation on Proposed Changes to the Core Strategy following suspension of the Examination process in order to address concerns raised by the Inspector. The document has been informed by preliminary analysis of constraints and opportunities, including landscape, ecology, flood risk and transportation. Work is continuing on the compilation of the evidence base and the testing of appropriate development scenarios, and more detailed evidence can be made available to the Inspector at the next stage which is understood will be the resumption of the Examination process in Summer 2013. The current document incorporates a preliminary concept plan that will be evolved into a detailed Master plan in due course in consultation with key stakeholders.

Foreword

This summary document examines the potential that exists to develop land east of Keynsham and west of Saltford in order to meet significant proportions of the Bath and North East Somerset (B&NES) requirement for housing and employment into the future. It has been prepared to inform the process of Core Strategy review with particular reference to the need to secure additional development capacity in the district.

The summary has been prepared on behalf of Mactaggart and Mickel and relates to land in their control that lies between the two settlements. It demonstrates that it would be possible to develop a significant number of new homes and employment land in a sustainable location and in a manner that would have minimal adverse impact upon the environment.

The document explains how, by establishing a new parkland environment, new housing and employment areas could be developed that are attractive and sustainable extensions to Keynsham and Saltford. It demonstrates that these new areas could be located and designed so that they relate positively to the existing settlement centres, established facilities including primary and secondary schools, the A4 as a major public transport corridor and to existing landscape and green infrastructure features.

Moreover, the document illustrates how it would be possible to achieve a permanent and well-considered strategic landscape gap based upon sound place-making principles between the eastern edge of Keynsham and the western edge of Saltford and to support the existing communities through positive new development that builds upon the distinctive sense of place and identity of the area.

This document has been prepared by Clifton Emery Design on behalf of Mactaggart and Mickel with support from the wider design team comprising Nicholas Pearson Associates, WSP, and Key Transport Consultants.



— Extent of land in Mactaggart and Mickel control



Existing railway. A natural break for the built up area



A view across the site to the Keynsham edge



Existing housing on the A4



View towards the Cotswold AONB from the A4



A view towards the Salford edge



Existing facilities in Salford



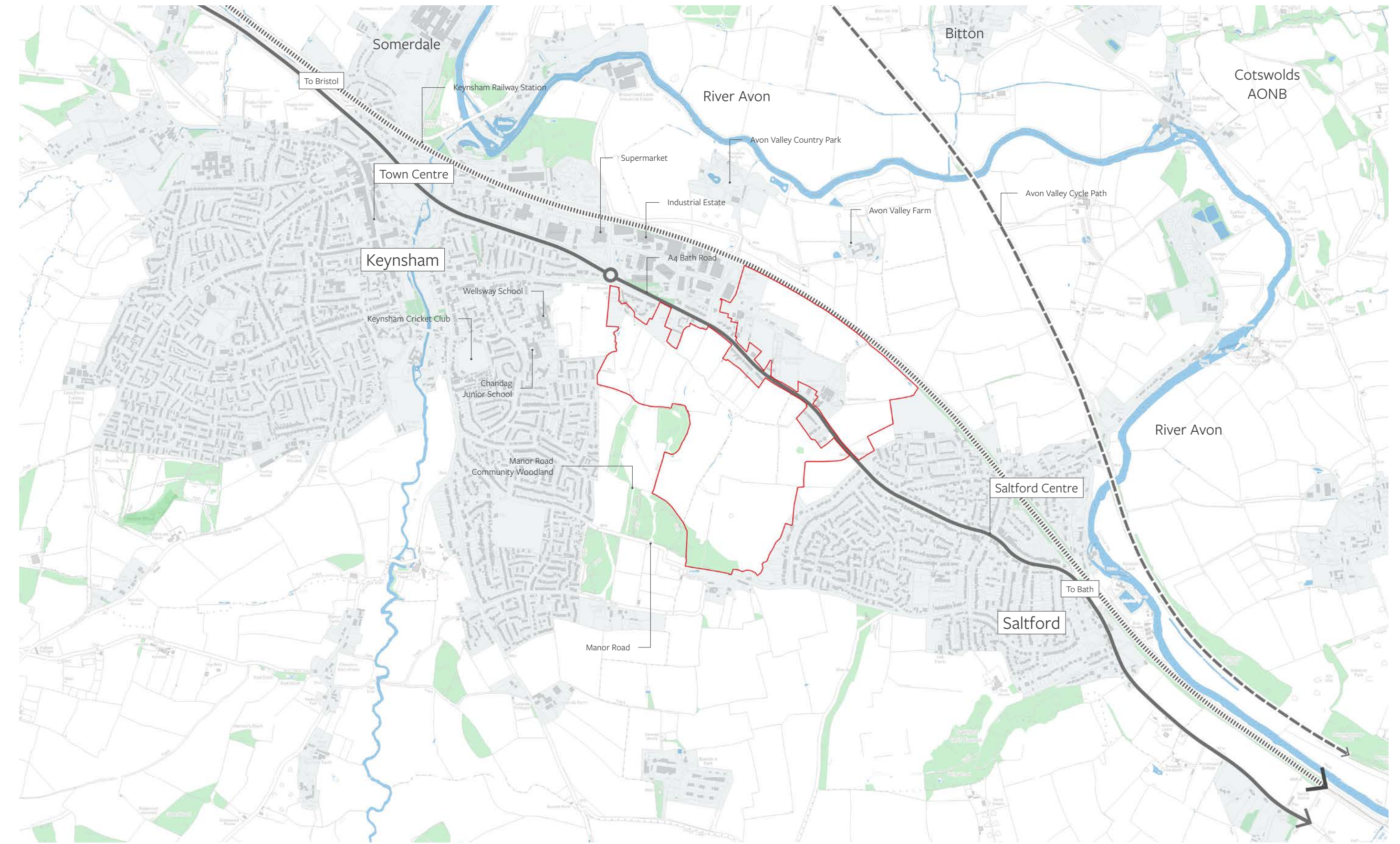
Existing nursery on the A4



The existing A4



Keynsham town centre



— Extent of land in Mactaggart and Mickel control



Summary of constraints

There are a number of constraints across the area and none appear to represent insurmountable obstacles according to the initial technical appraisals that have been undertaken by the Mactaggart and Mickel design team.

The area lies east of Keynsham and west of Salford and is principally characterized by arable, pasture and grass lands with hedgerow, ditches, some trees and other countryside features. The A4 divides the north and south areas of the land holding and the railway which runs east west between Bath and Bristol defines the northern boundary.

The topography of the area is reasonably flat with a very gentle incline from north to south across the two principal areas of the site.

There are significant areas of housing in Keynsham to the west and Salford to the east. The edges of these settlements are weak in townscape terms – presenting back gardens to the open land. There are also small fragmented clusters of residential development that front onto the A4. The A4 is a major public transport corridor. Wellsway secondary school lies adjacent to the site on the eastern edge of Keynsham and the town centre of Keynsham is further west from here.

To the north of the A4 is a broad mix of land uses comprising industrial units, large format retail including a Cooperative supermarket, some pockets of housing, a nursery and farm as well as a mixture of employment uses including industrial units. Land to the north of the railway line is largely undeveloped with the exception of the sewerage works and waste treatment site. The Avon Valley Farm and Avon Valley Country Park are also in this area.

The Manor Road Community Woodland lies adjacent to the south west edge of the site. This forms part of the Forest of Avon.

The land lies either side of the A4 and there are a number of points along this road corridor that might be suitable for access into the land. Access to the south could be gained from Manor Road which connects the southern areas of east Keynsham and Salford. This road is relatively narrow and in its current form provides limited capacity potential.

The railway line restricts access to the north of the site. The A4 is a major public transport corridor. There are frequent services to Bristol, Bath, Keynsham and Salford from the site as well as to a number of other local towns and villages. Keynsham railway station to the west of the site provides train links to Bristol, Bath, Wales and London.







There are a number of designations in and around the site to have regard to in bringing forward development proposals. These include;

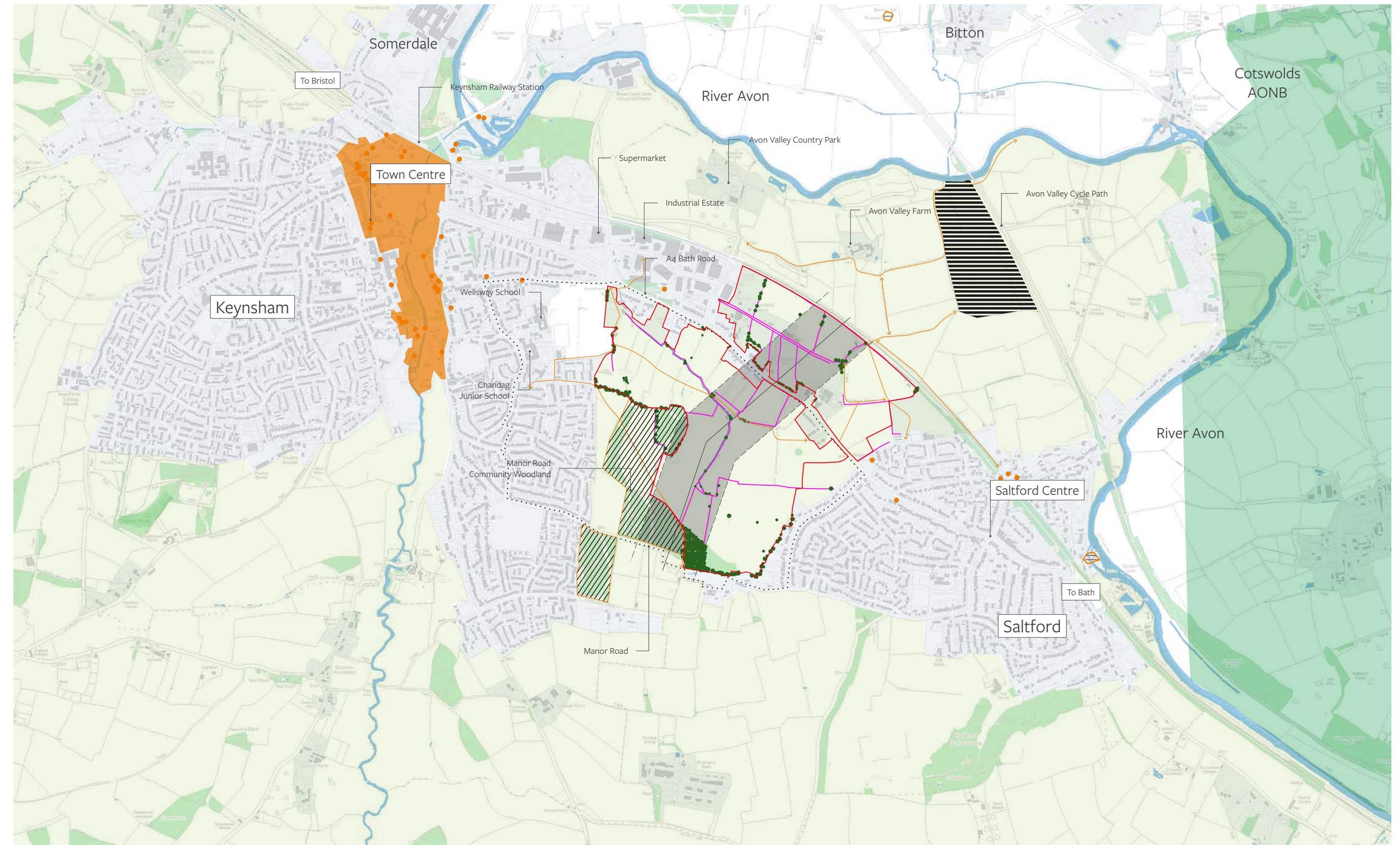
- Manor Road Community Woodland Local Nature Reserve
- Green belt land
- Class 2 agricultural land
- Broadmead Farm SNCI
- Stidham Farm SSSI / SNCI
- Keynsham and Salford Conservation Areas
- Cotswolds AONB
- Various public rights of way through and around the site
- Listed buildings
- A Roman site near the Avon Valley Country Park

Areas in and around the site have been identified as having historic landscape character and within the B&NES Landscape Character Assessment the site falls within Character Area 14: Avon Valley

The area of land between Keynsham and Salford provides an important strategic landscape break between the settlements

Other constraints include; Restricted access over the railway/ the capacity of existing road network/ the gas pipe line that runs through the centre of the site with 150m easements either side/ adjacency to the sewerage works/ and flood risk issues – the area south of the Broadmead roundabout is in flood zone 2 and 3.

-  Site Location
-  Settlements
-  Local nature reserve
-  SSSI
-  AONB
-  Green belt
-  Conservation area
-  Public right of way
-  Local cycle network
-  Listed buildings
-  Existing trees
-  Existing hedgerows
-  Existing water courses
-  Gas pipe
-  Gas pipe easement zone



 Extent of land in Mactaggart and Mickel control



The opportunity

The development of land at Keynsham and Salford presents a number of place-making opportunities that have the potential to establish a positive new sustainable parkland community for the Bath and North East Somerset district. The following opportunities could be realised:

1. A comprehensive and sustainable solution

- A critical mass of new housing**
 There is potential to make best use of the opportunity to create a development in a very sustainable location. It is possible to secure a significant amount of the B&NES future housing and employment need in a single location. By achieving an appropriate critical mass more focused community infrastructure provision could be provided to the benefit of Keynsham, Salford and the wider District.
- A comprehensive and cohesive proposal**
 The land in question is under the control of Mactaggart and Mickel and as such it is possible for a comprehensive scheme to be developed.
- Land adjacent to established communities**
 The land is adjacent to existing well-established communities and as such opportunities exist for enhancing the sustainability credentials of these in a number of ways. For example by establishing; improved connections and linkages, improved facilities, enhanced access to green infrastructure, more employment opportunities close to home and improved public transport facilities.
- Close proximity to the A4**
 The extension to existing built up areas would be located positively in relation to the A4 corridor, near the railway and Keynsham station, just south of National Cycle Network 4 linking Bath and Bristol, and adjacent to existing communities with established services, amenities and focal points for retail and employment.
- Providing enhanced public transport provision**
 An opportunity exists to create a new bus route that would enable buses to divert from the A4 between the edge of Salford and the Broadmead Roundabout. This would also provide a safe and attractive route for pedestrians and cyclists.
- Repair of the urban edges**
 The urban edges to Keynsham, the A4 adjacent to the site and Salford are fragmented and weak from a townscape perspective. These areas of fringe development comprise isolated housing often with the backs of properties fronting open land. An opportunity would exist to mend the urban form and establish a much more attractive built environment – a new setting for the parkland.

2. A new strategic parkland connecting existing communities to the countryside

- A new parkland environment**
 A major new community park could provide a focus for the new area and a new strategic resource that secures many of the B&NES Green Infrastructure objectives. The parkland would provide an attractive setting for new housing and employment space and establish enhanced recreational, environmental, and ecological potential. The parkland would provide the basis for a distinct new sense of place bringing many healthy lifestyle benefits.
- Strategic north south connection**
 The proposed community parkland has the potential to enhance existing green infrastructure features and amenities and to provide a stronger context and more connected and attractive setting for them. Opportunities exist to link the use, management and character of the new parkland with the Manor Road Community Woodland, the Forest of Avon initiative, the Avon Valley Country Park, the Avon Valley Farm and the River Avon corridor. It also offers the potential to secure a outstanding publically accessible green swathe that runs from south to north between Salford and Keynsham.
- A multi functional community parkland**
 An opportunity exist for the new parkland to become an improved ecological asset by enhancing existing hedgerows, watercourses, ponds, ditches, trees and flora and fauna, as well as by enhancing opportunities for greater biodiversity through the establishment of new meadows, expanded woodlands and wetland areas. It might also establish new opportunities for community food production through the creation of new allotments and community orchards as well as numerous new recreational possibilities.
- Better connections**
 By establishing a new east west route between Salford and Keynsham an opportunity exists to make better connections with existing facilities and to ensure that new facilities are well located in relation to key routes. Improved connections to the centres of Keynsham and Salford, the supermarket adjacent to the A4, and existing schools would be possible. It would also be possible to establish better and safer pedestrian crossing points over the A4.
- Expansion of the Community Woodland and Forest of Avon**
 The new parkland would provide an opportunity to expand key elements of existing community infrastructure and to secure management roles for existing community organisations.

- Connecting with strategic cycle links**
 The new parkland would enable existing public rights of way to be joined up and for enhanced connections to be made both with the Avon Valley (Bath – Bristol) cycle track to the north and the Wansdyke Heritage Greenway to the south.

- Maintaining a permanent strategic gap**
 The presence of the gas pipe line and its easement area (150m on each side of the pipe) provides an opportunity to establish a permanent separation between Keynsham and Salford that would deny any possibility of coalescence of the two settlements in the future. The creation of a new public park would further reinforce this.

- Improved drainage management**
 An opportunity exists to adopt a fully integrated SUDS regime for the area to ensure effective management of water throughout the area into the future.

- Preserving the landscape north of the railway line**
 The railway line currently provides a clear and distinct definition between the built environment of Keynsham and the surrounding countryside to the north. An opportunity exists to retain this strength in landscape character and avoid development north of the line.

3. A focus for employment

- A critical mass of employment**
 Opportunity exist to enhance the role of the area as an employment destination/ centre. This could be achieved in part by increasing the critical mass of employment space. New development could also contribute towards diversifying the existing employment mix in the area. An opportunity exists north of the A4 corridor to create a new high quality office/ research and development environment within a parkland setting that would attract different businesses and therefore a new type of employment provision for the area – this would need to be visually prominent on from the A4.



— Extent of land in Mactaggart and Mickel control

Creating a new parkland community for Keynsham and Saltford

2030. Living in the Parkland community means being able to enjoy the best of country living within a mile of the heart of a bustling town centre and within easy travel distance to the centres of Bristol and Bath. This means living in a community that offers a healthy and truly sustainable lifestyle. The Parkland is a terrific asset and today provides a fabulous resource wrapping around the fringes of Keynsham and Saltford.

The Parkland has become a catalyst for change as new neighbourhoods have emerged to define its edges. It now offers a unique environment - a focus for outdoor pursuits and community living. The Manor Road Community Woodland - part of the Forest of Avon initiative is now double its original size creating a fantastic backdrop to the housing areas.

The diverse local green spaces that dominate the character of the Parkland have established a great setting for the new housing. This has been innovatively designed to be contemporary, comfortable, in keeping with local traditions and to minimise its impact on the planet. The Parkland is most definitely sought after location for house buyers.

What really sets the Parkland apart is the ability for people to live a 2030's lifestyle in an area with a superb landscape setting and distinct identity and sense of place that builds upon the assets of the established Keynsham and Saltford communities. This is made possible in part by the woodlands, the wetland areas, the proximity of local centres, the Avon Valley Country Park, Avon Valley farm, and the Avon Valley cycle path - all of which continue to grow from strength to strength as assets of the area.

Modern homes in the Parkland are sought after by people of all ages. People now choose to live in what have become mature and thriving neighbourhoods set within a lovely leafy environment. Today's Parkland is modern, green, vital with local flora and fauna, and really convenient - the area

is well connected by cycle, bus and train to the centres of Keynsham, Saltford, Bath and Bristol as well as surrounding local villages and other attractions.

The Parklands has a strong and balanced community with a genuine civic pride for what has been achieved - it is a great place to be a part of. The fabulous network of rides, woodland walks and glades, educational facilities, food and drink producers, community facilities, small businesses, bridle paths, cycle and footpath walks through the Somerset landscape in the setting of the Cotswolds to the north is a truly healthy place in every way.

At the Parklands modern countryside living meets with urban living in the middle of the Twenty First Century. Here town meets country and modern technology is as essential to the well being of people in the community as managing the land and growing fresh produce throughout the year.

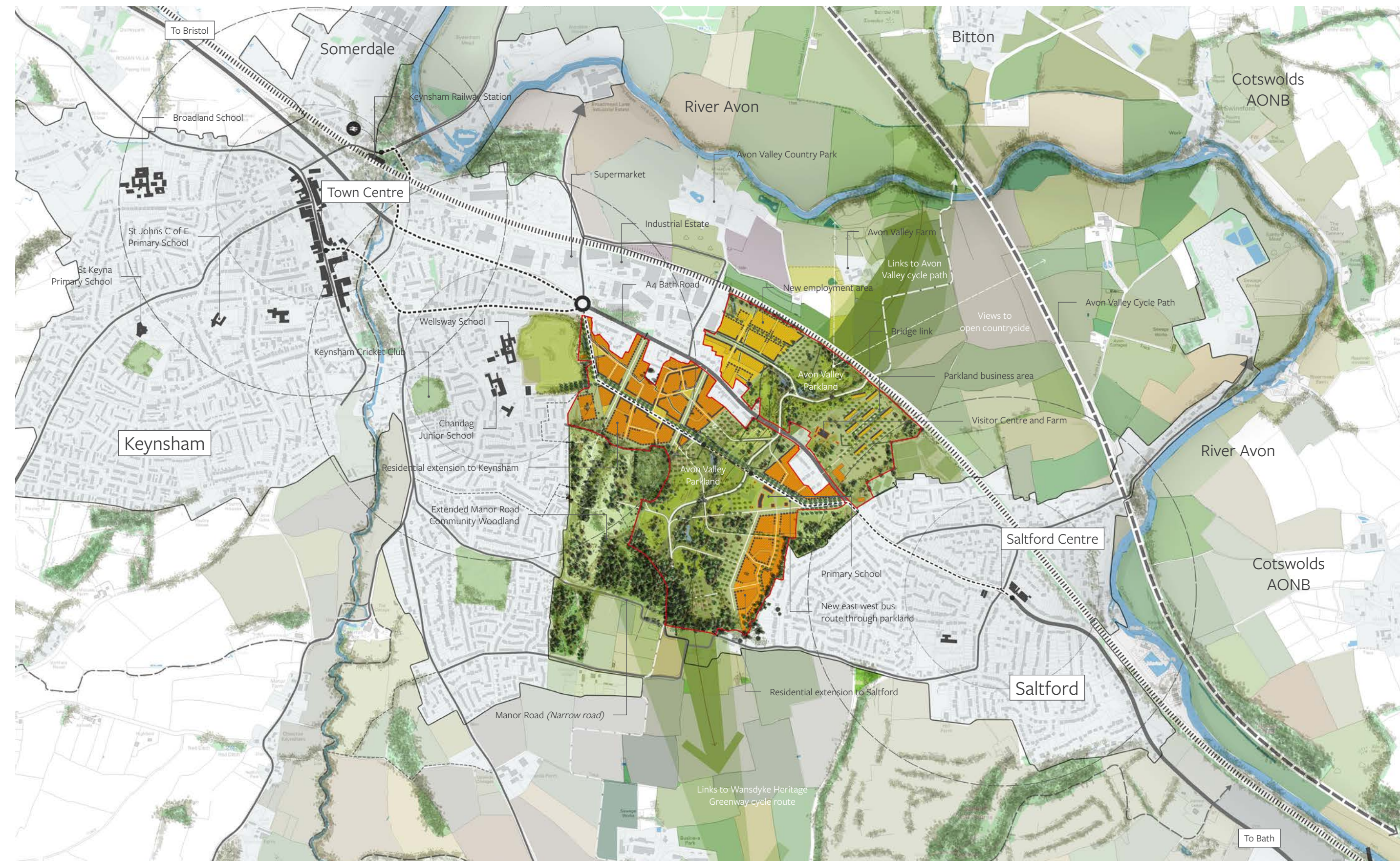


The master plan in context

The master plan has been shaped in order to create a new and improved relationship between Keynsham, Salford and the countryside. The ecology of the site would be maintained and enhanced and new and better connections would be established with existing communities.

A new Parkland would become the focus of the communities. Existing hedgerows, woodland, watercourses and other site features would be enhanced.

- Site Location
- Settlements
- Local facilities
- Links to local facilities
- Proposed residential development
- Proposed employment development
- Green links to countryside
- Existing hedgerows
- Existing and new trees / woodland planting
- SuDS



The master plan in context

The master plan

The new Parkland community is well positioned to relate positively with Keynsham and Salford. The development would comprise much needed new housing, new bus, cycle and footpath links and connections, employment land, a new primary school, hotel, Strategic Parkland and the opportunity of establishing a new farm and visitor centre as a focus for management of the green infrastructure.

The new Parkland would be characterised by enhanced woodland, meadows, orchards, allotments, sports pitches alongside existing ecological features.

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The master plan

Development quantum

The quantum's of development are illustrated as three development scenarios in order to demonstrate the potential of the site.

The potential is expressed as three different density scenarios the appropriateness of which can be examined in greater detail as the master plan evolves.

Parcel	Area (ha)	Higher Density Scenario 1		Medium Density Scenario 2		Lower Density Scenario 3	
		DPH	Number	DPH	Number	DPH	Number
Keynsham							
A	2.05	45	92	40	82	35	72
B	1.05	40	42	35	37	30	31
C	4.56	40	182	35	160	30	137
D	3	40	120	35	105	30	90
E	1.63	40	65	35	57	30	49
Keynsham Total	12.29		501		441		379
Employment							
F	2.47	Full employment 2.47		Keynsham only 2.47			
G	4.98	4.98		4.98			
H	4.85	4.85					
Emp Total	12.3	12.3		7.45		Hotel, Farm & Visitor Centre	
Salford							
I	1.9	35	67	30	57	25	48
J	0.44	Primary School					
K	6.71	35	235	30	201	25	168
Salford Total	9.05		302		258		216
Combined Resi Total	21.34	0	803	0	699	0	595



Development quantum

Finally...

From a place-making perspective the development of land at Keynsham and Salford presents a compelling case for implementation. Due to the extent of land that is available in a single land holding it is possible to achieve a comprehensive solution for the area as a whole with widespread benefits for the locality and the wider district.

The creation of up to 800 new homes and 15 hectares of employment land alongside 49 hectares of publically accessible community parkland provides a very real opportunity to create a truly sustainable extension to existing neighbourhoods in a sensible and sustainable location. It also provides a finite strategic gap between Keynsham and Salford.

For the reasons outlined in this document and in the accompanying representations it is evident that this option warrants further and more detailed scrutiny. The option is both viable substantially and deliverable within the plan period.



View towards the Cotswold AONB from the A4 - The qualities of the existing landscape setting would be maintained

