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KEYNSHAM HIGH STREET HERITAGE ACTION ZONE CASE STUDY

TEMPLE STREET PUBLIC
REALM IMPROVEMENTS

FEB 2024



INTRODUCTION

Keynsham's High Street Heritage Action Zone (HS HAZ) is a four-year partnership programme between Historic England, B&NES and Keynsham Town Council. Through this programme we have enhanced Keynsham's conservation area to create a more attractive, engaging and vibrant High Street.

This scheme has seen a £1.3m investment focused on Temple Street in Keynsham, with key work strands included:

- Creation of a High Street Masterplan;
- Creation of a shopfront Design Guide for the Town Centre;
- Public Realm improvements to Temple Street;
- Shopfront Improvement to various properties;
- 3 year Local Cultural Programme.



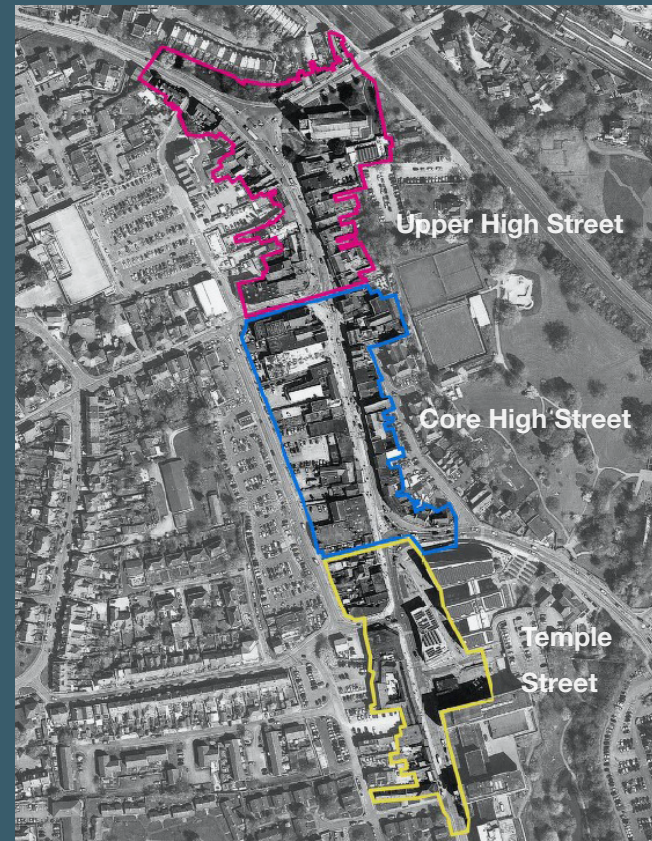
Keynsham was one of more than 60 high streets across the country that were successful in receiving funding from Historic England. It was awarded £1.1million as part of Historic England's High Streets Heritage Action Zone (HS HAZ) Programme (2020 - 2024) with additional match funding from Keynsham Town Council and Bath and North East Somerset Council (B&NES).

TEMPLE STREET PUBLIC REALM IMPROVEMENTS

How we got here

Over the last 10 years, the Keynsham town centre had seen significant investment and transformation with a substantial Civic Centre development completed in 2015. The 'Keynsham Public Realm Improvements Phase 1' scheme (Core High Street) had already been developed, consulted on, designed and was about to be implemented when the HS HAZ began.

The poor quality of the public realm in the town centre was identified as one of the main reasons that Keynsham is identified in the Conservation Areas 'at risk' by Historic England. This was reflected in public feedback and surveys which showed falling footfall, reducing dwell time and declining visitor satisfaction. Temple Street was identified in the Delivery Plan as one of three key areas that could benefit from public realm improvements.



Keynsham HAZ Area



Keynsham Civic Centre - completed in 2015

General decision-making

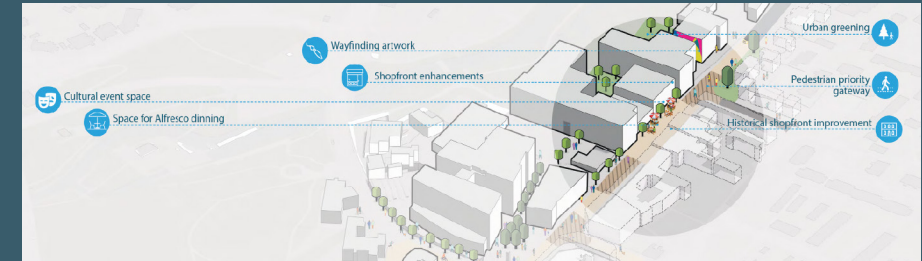
A Programme Board was set up to meet quarterly to guide and advise on the HS HAZ programme.

The Programme Board was made up of members of the local community representatives (with specialisms in local heritage and contemporary culture); Keynsham Town Council Officers and Councillors; the HS HAZ project team; Bath & NE Somerset Regeneration Team and advisors from Historic England.

Masterplan

A Master Plan exercise was commissioned by the Programme Board. Landscape Architects MacGregor Coxall were to undertake this work reviewing the whole Town Centre, from Upper High Street to Temple Street. This work was carried out in collaboration with a Masterplan Working Group and signed off by the Programme Board.

The report itself was divided into two main components: Townscape Analysis and Town Centre Masterplan with a wayfinding strategy and 3D designs presenting high level initial potential ideas for phased improvements.



Initial public realm improvements for Temple Street

A Townscape Analysis provided a baseline review of the condition, character and makeup of Keynsham Town Centre with a key focus on the High Street. This was used to identify potential future opportunities. The primary objective for this section was to provide a toolkit of ideas for future projects within the town centre; identify key priority areas and set out a framework for how these might be achieved within or beyond the HAZ initiative.



Within the High Street Masterplan six themes were identified to guide future development and projects:

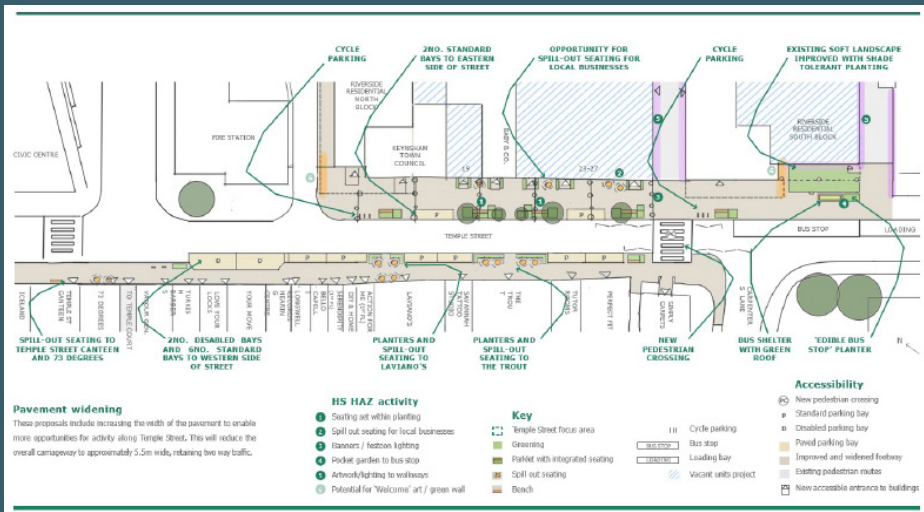
- Greener High Street,
- Supporting Local Shops, Businesses and Community Enterprises - Day & Evening,
- Heritage Revealed & Restored,
- Improved Streets & Public Spaces,
- Keynsham Culture, Events & Markets
- Better Connectivity & Accessibility for People.

The Keynsham Town Centre Masterplan highlighted potential areas of opportunity which could be developed further.

Temple Street was selected as the focus of public realm improvements carried out as part of Keynsham's HS HAZ Programme.

Next stage

Concept design proposals were created by Landscape Architects Macgregor Smith, working with the Programme Board.



Public consultation and engagement

The Proposed Concept Designs were shared widely to gather feedback from members of the public and key stakeholders on these initial proposals. These views were then assessed by the project team and incorporated into the finalised designs.



Due to COVID restrictions at the time, a range of different engagement and consultation methods were used;

- Online workshops
- Large format exhibition, both outside using vacant shopfronts within the area and within the library
- Physical material provided via posters, flyers, booklets and press releases leading to coverage
- Online material provided
- Outside drop-in sessions at Farmers Market, inside drop-in sessions at a local café
- Bookable craft family workshops

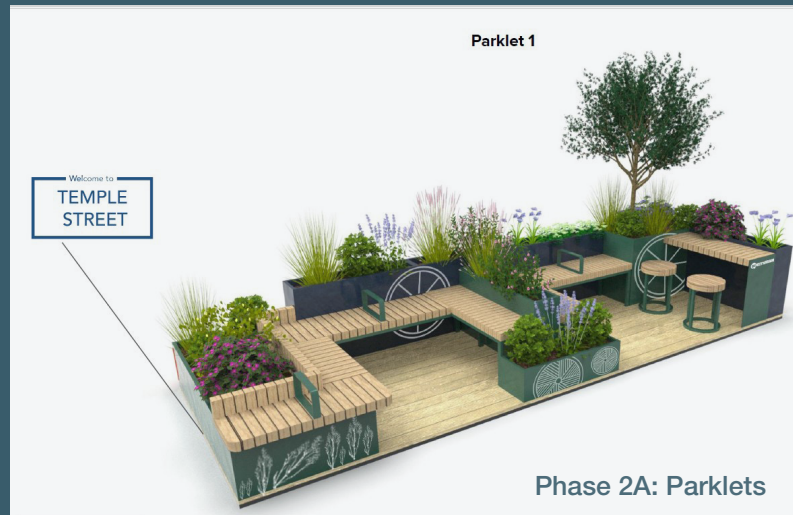
More information about the consultation process and results can be found [here](#)

Review, changes, phasing plan

The consultation highlighted some conflicting priorities between responses received:

- Segregated cycle lane vs shared carriageway
- Loading & deliveries vs feel of the space & dwell time
- Parking vs greening
- Seating & event space vs antisocial behaviour

More information on this can be found in the [Consultation Report](#).

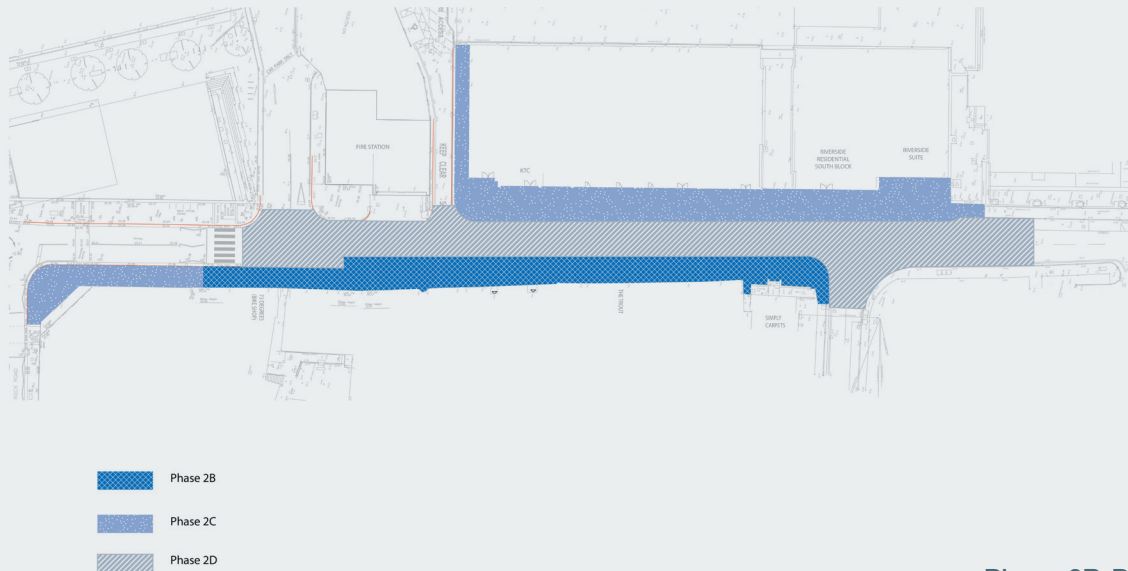


Independent specialist transport consultants IMA were appointed to review the proposed design. In addition amendments were made to the design which are outlined in the [Updates and Next Steps](#) (July 2022) document. For example, pavement build outs outside Lavianos and The Trout were removed from the designs.

Simultaneously, projects across the UK were experiencing escalating costs due to COVID, Brexit and other international reasons for cost inflation. Linked to this and the consultation responses it was decided that a phased approach to delivery would be taken. It was decided that as part of Keynsham HS HAZ:



- The whole area was designed up and received technical sign off. Areas listed below would then be delivered as part of the HS HAZ scheme (Phase 2A and Phase 2B), whilst other phases (Phase 2C and 2D) to be able to be implemented quickly as and when further funding is secured.
- The delivery of meanwhile works was focused on the east side of the street. This area would be referred to as Phase 2A and would include; parklets, planters, cycle parking, seating and greening
- The delivery of permanent construction works was focused on the west side of the street. This area would be referred to as Phase 2B and would include; widened pavements, upgrade to high quality natural stone, improved lighting drainage and compliant disabled car parking bays.



Phase 2B-D

One of the reasons agreed by the Programme Board for using moveable parklets in the first instance was to introduce additional greening and seating on street, in a way that is adjustable/moveable in future – an interim measure to increase greening and seating in the area; this retained more parking bays but allowed for an increase in cycle parking.

Phase 2B Temple Street Improvement Works

It was decided to deliver the programme in two phases. Phase 2B; construction hardworks would be delivered by April 2023. Project scope included:

- Upgrade from concrete kerbs and pavements to high quality natural York Stone setts and granite kerbs; wider pavements.
- Improved accessibility by reduction in the camber of the footway to create a more even and level surface.



- Provision of new DDA compliant disabled parking bays.
- High quality street furniture including benches offer places to stop.
- Increased greening with vegetation and trees on the street in new planters and parklets.
- Additional cycle parking provision incorporated on street.
- Improved drainage across the footway reducing surface water against the building line and across footways.



THE RESULT: TEMPLE STREET





Phase 2A: Parklet themed on Keynsham's dye industry



Phase 2A: Parklet themed on Keynsham's ammonites and planting volunteers



Phase 2A: Cycle Parking



Phase 2B: Improved paving and lighting



Phase 2B: Pavement widening

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