

# Somerdale

A NEW PART OF KEYNSHAM



LD & DESIGN

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A NEW PART OF KEYNSHAM

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## Contents

- 01/ Introduction
- 02/ The Vision
- 03/ The Site
- 04/ A New Part Of Town
- 05/ The Gateway
- 06/ Mixed Use Hub
- 07/ The Edges
- 08/ Neighbourhoods
- 09/ The Vision Framework
- 10/ **The Vision Benefits**
- 11/ Developing A Masterplan

This document sets out a Vision for the future development and use of the Somerdale site following the decision by Cadbury in early 2008 to close the factory.

The Vision is not intended to be prescriptive. It sets out the parameters and broad framework for new development and land uses aligning Bath & North East Somerset (BANES) Council's strategic vision and objectives for the revitalisation of Keynsham with Cadbury's own desire to vacate the site in a responsible and commercially acceptable manner.

The Vision will be used to support the selection of a future developer of the site, to inform that developer of the key principles which should be addressed in the formulation of a detailed masterplan and planning application(s) for the site.

The Vision identifies the potential range of uses, the design priorities and the key principles for integrating the development with the town and wider setting. It provides a robust framework and set of rules to be used by a future developer of the site to inform the preparation of a more detailed masterplan which takes account of the various opportunities, constraints and ambitions identified by Cadbury, BANES and stakeholders.

The Vision is, by its very nature, ambitious. It sets its goals high to inspire creative thinking and to avoid the creation of an 'anywhere place'. There will naturally be balances and trade-offs in the final design between the different priorities. It will also be vital that the final proposals are viable so as to enable development to take place.

**The Vision is intended to demonstrate how each of the core principles can be met in an integrated way.**

It describes how social, economic, transport and environmental factors should interact to create a particular type of place.

Whilst the aspirations for the site reflect the desire to create a development with a sense of place, it is intended that the principles behind this place respond to the unique context of Keynsham.



**Cadbury and the future developer will work with BANES and key stakeholders to translate the Vision into a masterplan which will define and facilitate the development of the site prior to the closure of the factory in 2011.**

The delivery of the Vision will be the responsibility of a developer working alongside BANES.

Extensive survey work has been undertaken to support the broad principles of the Vision. Further analysis and the necessary Environmental Impact Assessment will be carried out for the site as the proposals are developed.

A public exhibition of the Vision was held on Friday 27th and Saturday 28th February 2009, where the Vision was shared with the local community.

The event was well attended by local residents and interest groups. Views on the Vision and specific interests to be taken into account in the development of detailed proposals for the site were collected.

Further opportunities to comment will take place as the process moves forward and when more details emerge.



# THE VISION

02

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Places to live

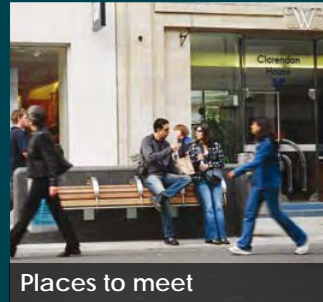
Somerdale provides a setting for creating homes for young families and a new generation that will contribute to the future of Keynsham.

It has the potential to be a beautiful place to live, a place that takes pride in its environment, a place with good transport links and nature on the doorstep.



Places to work

Somerdale provides a setting for creating new places to work, new jobs in creative, start up, and knowledge based industries that will be attracted by the setting and the closeness of Bristol and Bath, and that will in turn contribute to the growth and vibrancy of the Keynsham economy.



Places to meet

Somerdale provides a setting for creating new places to meet, places that will extend what Keynsham can offer to its own community and beyond, places that will help attract and support new homes and jobs, and places that will help transform the identity of Keynsham.



Places to play

Somerdale provides a setting for creating new places to play.

The Hams, River and woodland each have the potential to benefit from improved access and connections in order to open up the wider landscape to the new and existing community with potential to improve recreational amenity and enhance habitats.



The Somerdale site is very attractive. It has important qualities including its location, setting, views and access that would guarantee its success as an independent development.

The Somerdale site also has the potential to play a key role in defining the future of Keynsham.

Our vision for Somerdale is to provide a framework for development that will help Keynsham meet the challenges of the future.

A framework that will build on the idea of a 21st century Market Town as a self sufficient entity, a place to work, trade, live and meet.

A place built on the idea of localism. A destination with a clear purpose and identity.

The Somerdale site has the ability to deliver this but to do so it must be considered as a part of the Town, as a new part of Keynsham.

**In short, a place that offers a sustainable and attractive future for Keynsham; a Market Town for the 21st century.**

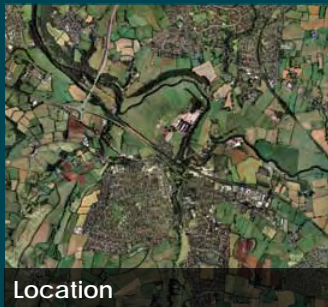


**A distinctive high quality neighbourhood**

# THE SITE

The Somerdale site covers a total area of some 90 hectares (220 acres) of which the Cadbury factory and its built curtilage (excluding the Hams) comprises some 25.64 hectares (63.36 acres).

This curtilage contains areas of land which for many years have been recognised by Cadbury and BANES as having development potential.



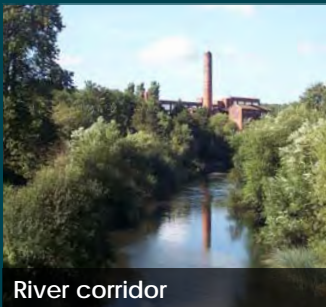
Location

Keynsham is located close to the south eastern edge of Bristol and approximately 4 miles to the north west of Bath. It is nevertheless a separate settlement with its own identity.



Identity

The site is a distinctive part of Keynsham. Its history as the Cadbury's factory and the Fry Club are part of the town's heritage. The site's assets and built form are important physical and visual landmarks for Keynsham.



River corridor

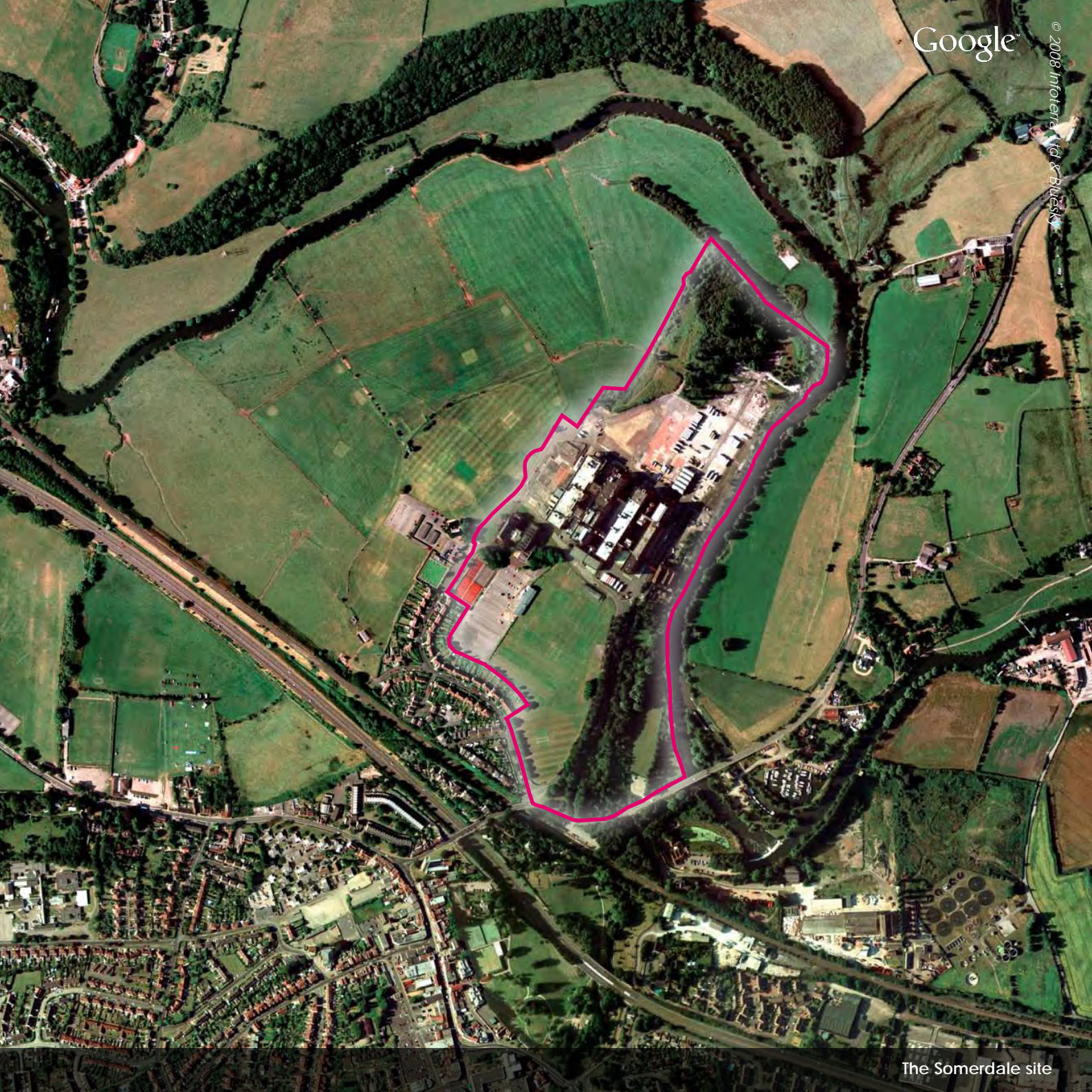
The Keynsham Hams are an active recreational amenity and a natural landscape resource for the town. Enhancement and improved access could make these valuable assets for the town.



The Hams

The River Avon corridor is a major feature of the surrounding landscape. The corridor is a focus for ecological habitats and species found on site.







Together, the site's assets will provide a basis for a new mixed use development that is unique to the area and reinforces the identity of Keynsham.

**To make the most of these assets and achieve the ambitions of the Vision, it is important that new development at Somerdale is seen as a new part of Keynsham.**

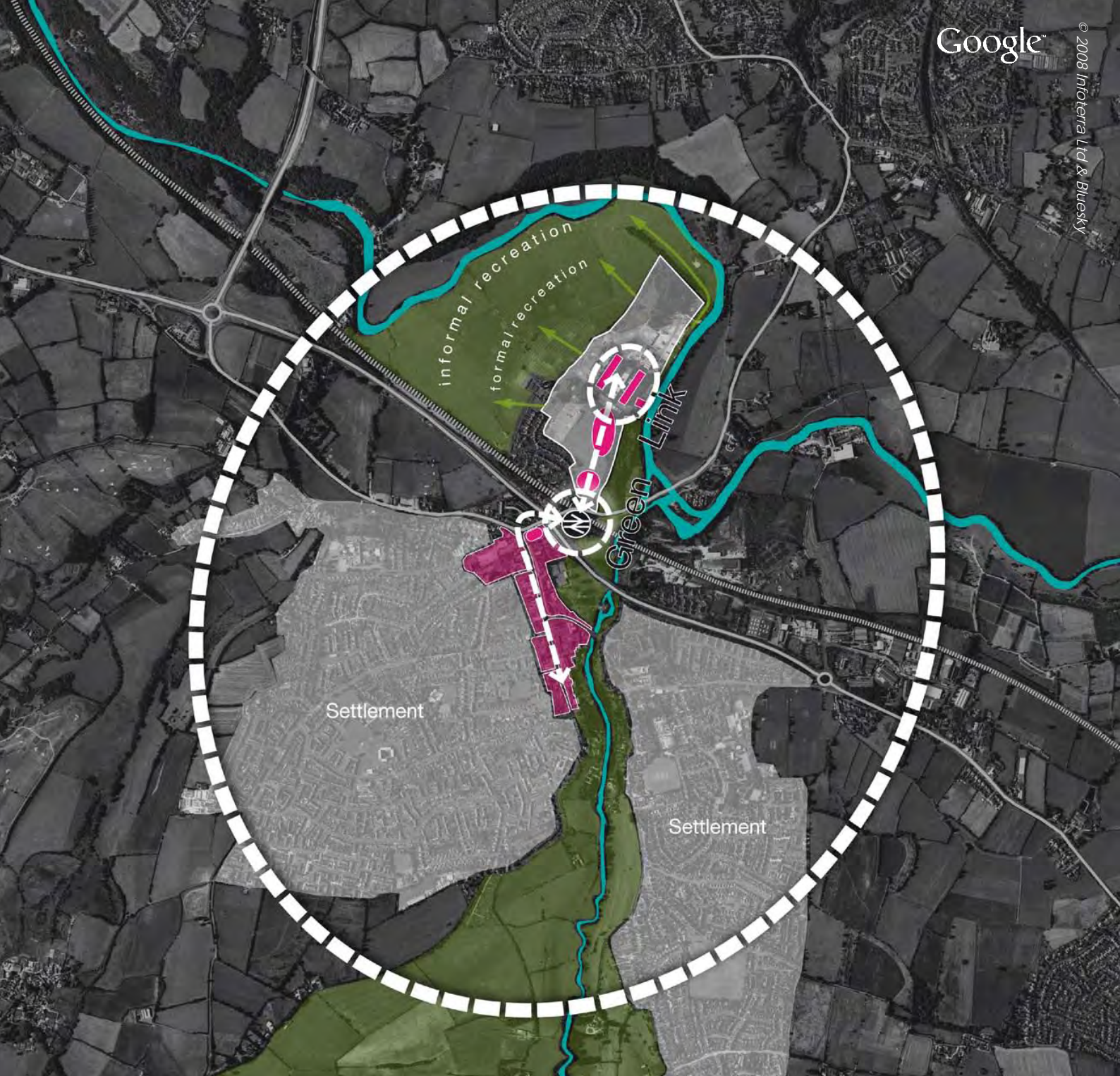
This will mean:

- Creating a mix of uses, spaces, buildings and opportunities that will complement Keynsham's existing character and assets and also help transform /promote a new identity
- Making the existing connections between the Town and Somerdale work better, particularly for pedestrians and cyclists
- Improving the entrance into Keynsham and the setting of the station
- Providing better access to the Hams, the River and the wider landscape.

Sections 5 to 8 of this document explore the key elements of the site as a series of priority areas. The priority areas provide guidance on how the core elements of the site and its surroundings can be treated in order to deliver the aspirations of the Vision and maximise the site's contribution to the future of Keynsham.

The guidance is not intended to be a prescriptive set of policies but instead it provides a set of guidelines which can inform the next stage of the design process and guide the evolution of a masterplan which embodies the objectives of the Vision.

The design priorities include some considerations which are outside the site boundary. Their delivery is likely, therefore, to be dependent on outside factors beyond the control of the developer of this site. Where this is the case, the developer of the site should have regard to this wider aspiration.



This illustration shows Somerdale in relation to Keynsham and how it might start to become a new part of Town.



# THE GATEWAY

05

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## Make the site better connected to the Town.

Create a greater sense of connection with the High Street. Integrate with potential improvements to the Town. Improve existing links especially for pedestrians and cyclists.

## Create a new gateway that helps cement the link between the Town and the site and enhances the identity of Keynsham.

Create an identifiable sense of arrival. To provide uses and activities that are complementary to a gateway and will help create and animate the gateway. Co-ordinate any highways improvements with other transport related strategies.

## Enhance the station's potential as a transport hub in a more attractive setting.

Co-ordinate station use and setting with other public transport opportunities. Improve pedestrian and cyclist facilities. Create attractive links between the site and the station. Integrate with improvements to links to the Town.





Potential gateway activity



Station setting

# MIXED USE HUB

06

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## Provide a connection and route through the site.

Retain the Avenue to create an approach to the development. Provide a built frontage which responds to the adjacent woodland setting. Utilise the Avenue as an attractive cycle, pedestrian and public transport link. Provide an appropriate junction with the proposed new access route.

## Creation of a vibrant mixed use hub at the centre of the site with uses, activities and public space to create a landmark feature that will reinforce the identity of Keynsham.

Consider retention of buildings and other assets where viable and capable of making a positive contribution. Provide landmark features to strengthen the identity of Keynsham. Inclusion of public spaces that will contribute to the vitality of the Town and the new neighbourhood.

## Create a legible route that connects the Town, the site and the Hams with links to areas beyond the site.

Provide for a mix of uses across the site which creates a sequence of events for end users and maintains an appropriate level of activity across the site at all times.

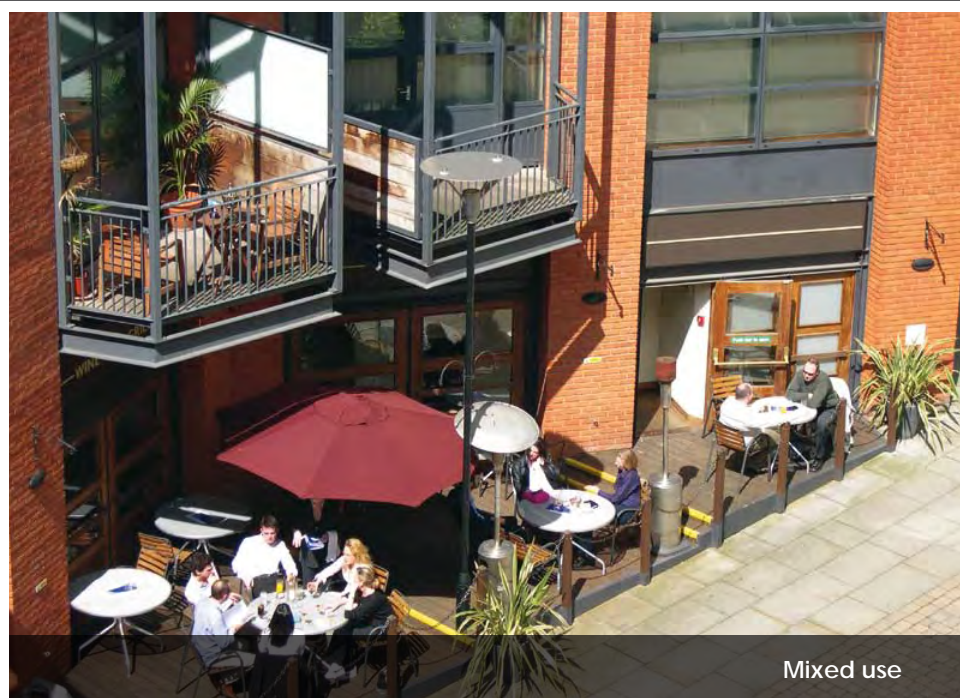




Civic space

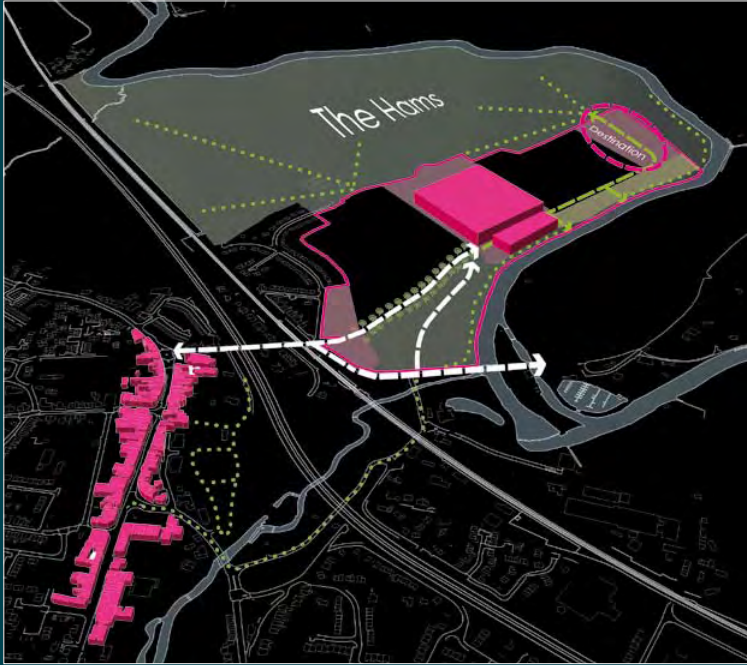


Refurbished & new development



Mixed use





**Include the River corridor edge as a positive and active part of the site.**

Include the River Corridor as part of a green link through the site. Any development, public routes or access must be sensitive to the landscape setting, and ecological features with an integrated approach to design.

**Improve the value of the Hams as a local asset in environmental, ecological, and recreational terms.**

Positive development frontage with improved access to the Hams. Consider appropriate uses for the Hams and create new habitat areas for ecological gains.

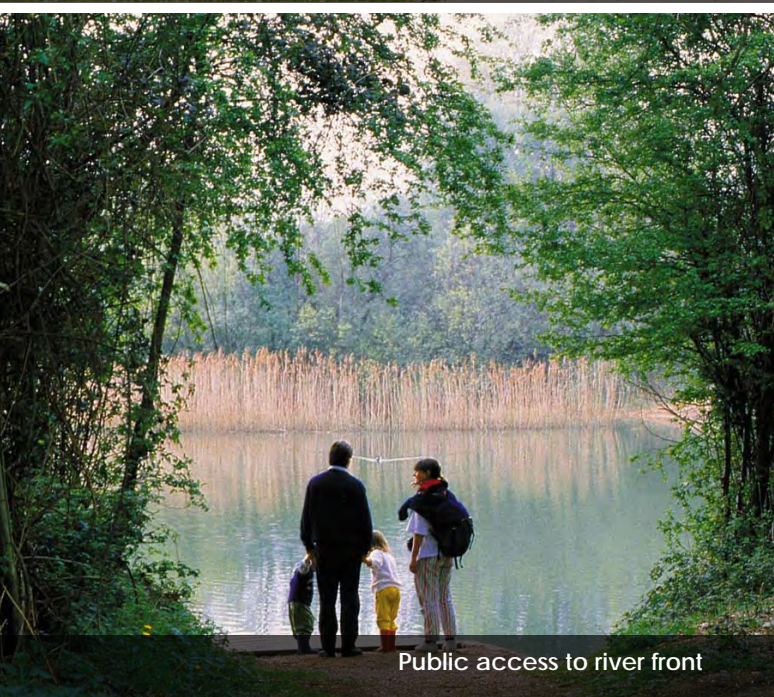
**Provide an appropriate destination for the route from the Town which creates a sympathetic interface with the Hams**

A use or activity that takes advantage of this area's setting. Uses should be sensitive to the Hams and River by making a positive response in terms of its form, appearance, and activities. Address the implications of flood risk in this part of the site.





Parkside leisure facility

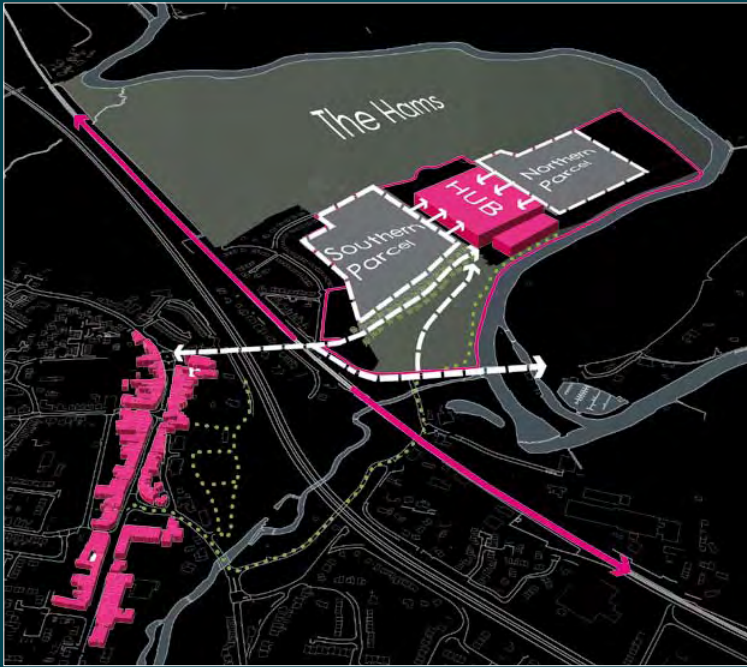


Public access to river front



Edge development





Create a new contemporary urban quarter that helps meet local and regional housing needs and create balanced opportunities for employment which complement the mix of uses across Keynsham.

Provide an appropriate level of development in terms of use, type, scale and density in order to meet the needs of this development and the wider community. Respond to edge conditions and the mixed use hub.

Reinforce the wider Vision for Keynsham and create a sustainable framework for the development of the site.

An integrated approach to design which comprehensively plans for public transport, energy, services, ecology, landscape, drainage and design quality.

Work in partnership with Keynsham to achieve an appropriate balance of uses and facilities on the site.





Residential street



Accessible open space

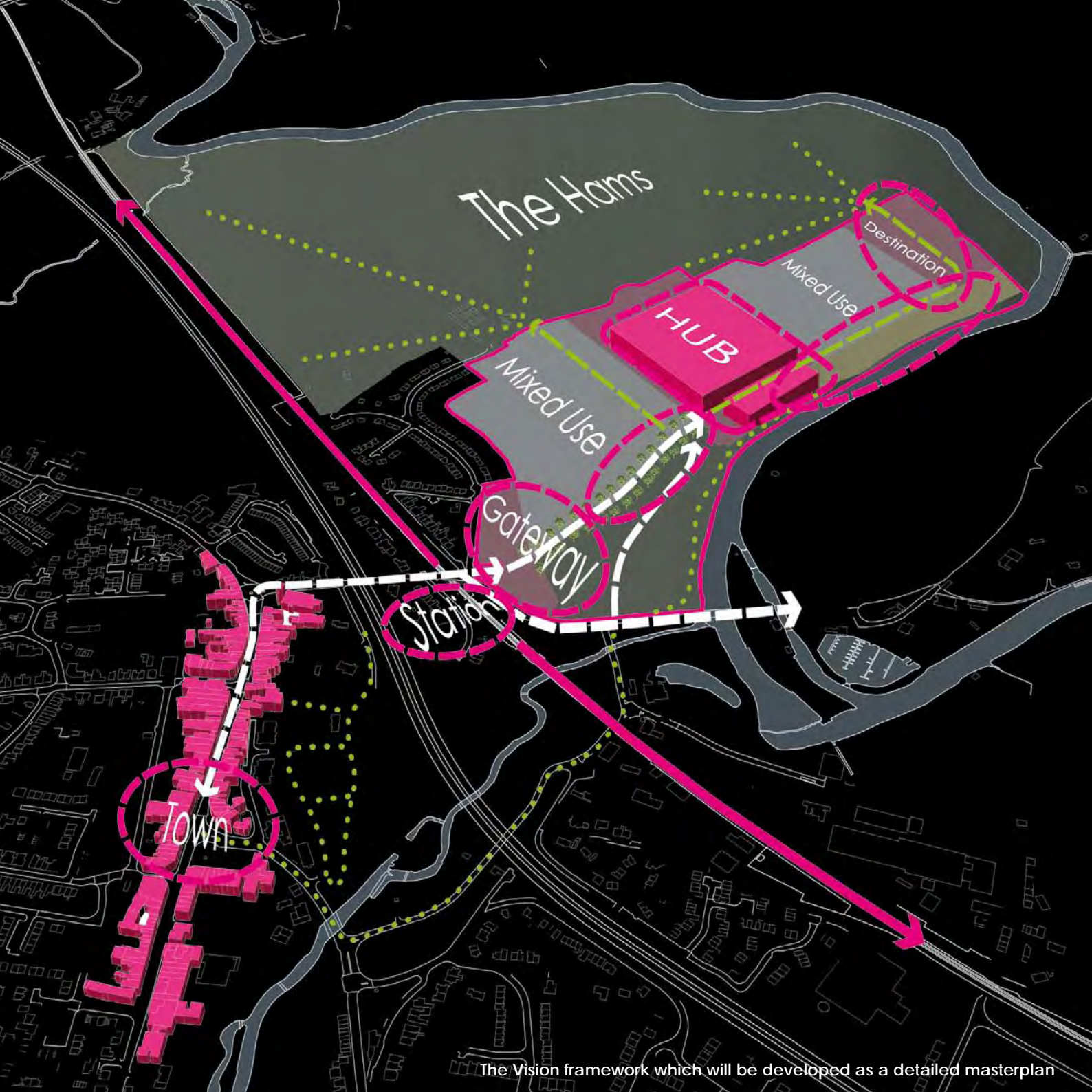


Local retail









The Vision framework which will be developed as a detailed masterplan

# THE VISION BENEFITS

10

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**This Vision has the potential to deliver the following benefits to the wider community:**

- Creation of a sustainable community to support the Town's growth
- A gateway to the site and Keynsham
- A new, distinctive high quality neighbourhood, utilising the setting of the Hams and River
- Key role in re-defining and invigorating the Town
- New contemporary urban quarter - a desirable place for young families
- High quality campus for knowledge based industries (advanced technologies and creative industries)
- Complementary mix of uses for new and wider community
- High quality public spaces linking the River and Hams with leisure, work and homes
- New leisure and social facilities including a new life for the Fry Club and wider community
- Enhanced access to the Hams and the river to improve recreation and wellbeing
- Strong identity to reflect existing assets and heritage

# .01

an integrated  
part of  
Keynsham

# .02

a balanced mix  
of uses that  
complement the  
wider Keynsham  
Vision

# .03

A sustainable  
framework &  
positive  
landscape amenity

# .04

A strong  
identity  
sensitive to  
local context

The Vision has been driven by four core principles which will be fundamental in delivering a masterplan that considers its context and future role within Keynsham.

These core principles establish the design agenda within which the

masterplanning process can explore an approach to development. These principles can be revisited at every stage of the design process, in order to test how far the masterplan has gone to deliver the vision.

# DEVELOPING A MASTERPLAN

11

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Having secured the broad acceptance of this Vision, the next step is to begin the process of working up detailed proposals through a masterplan and subsequent planning application(s). To do this Cadbury intend to bring a development partner on board.

**The overall aim is to secure planning permission by 2011, in line with the timescale for the closure of the factory.**

It is proposed to undertake consultation as the details of the development are worked up and throughout the planning process.

Through the presentations and exhibition of the Vision held to date, a number of key themes have been identified which need to be addressed in the masterplan process:

- Integrating the site as a new part of Keynsham
- Providing work spaces which bring new enterprises to Keynsham
- Providing a range of new homes to meet local housing need
- Securing the future of the Fry Club
- Investigating the viability of retaining buildings and utilising other assets which make a positive contribution

- Addressing traffic concerns and widening transport choice
- Ensuring that new development does not increase flood risk
- Harnessing valuable archaeological and heritage interest



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