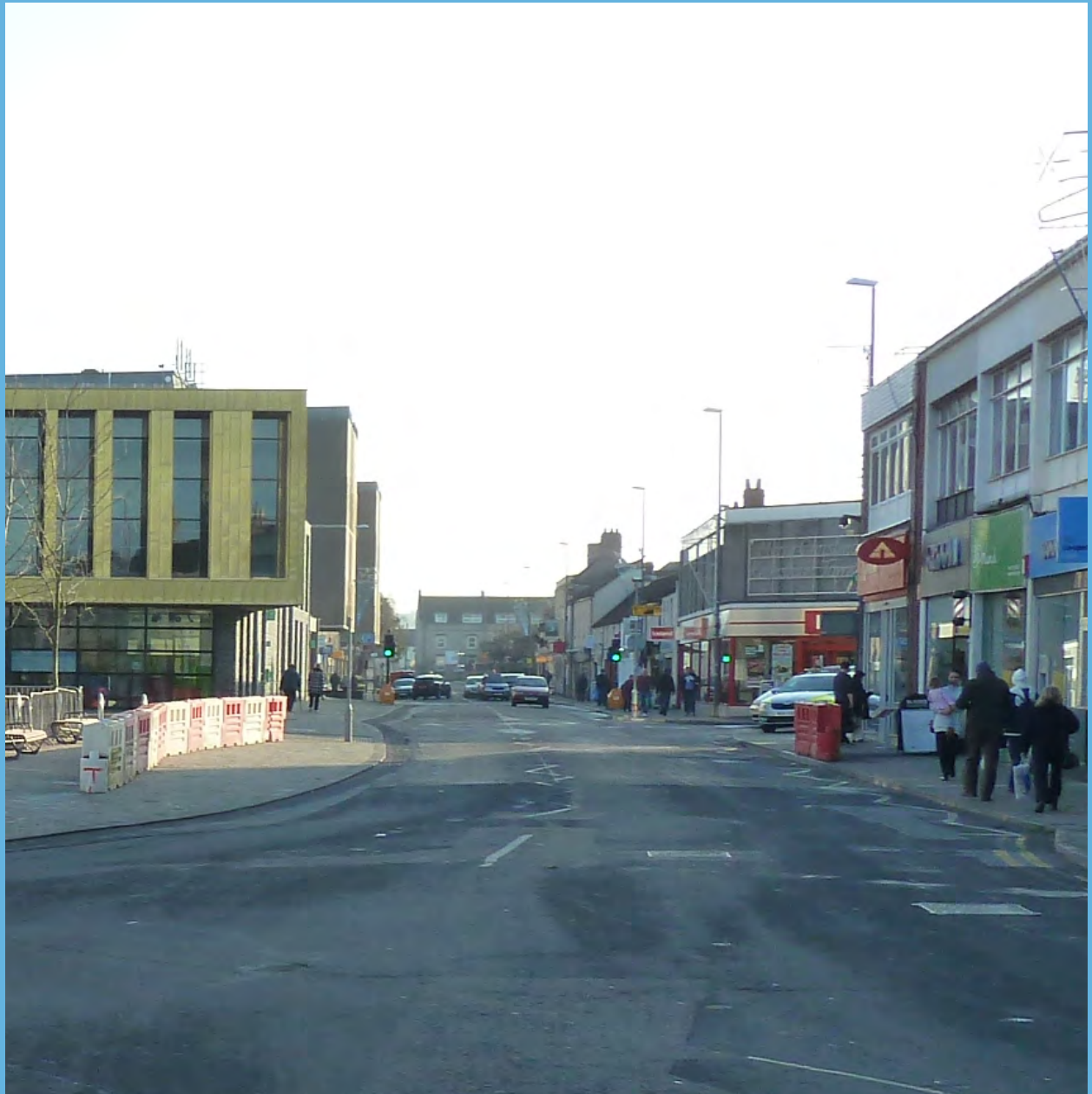


Bath and North East Somerset  
Planning Services

## Keynsham Conservation Area Management Plan



CONSULTATION DRAFT

February 2015

**Bath & North East  
Somerset Council**

Bath and North East Somerset  
Planning Services

# Keynsham Conservation Area Management Plan

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## Acknowledgements

This Appraisal has been produced by Simul Consultants Limited for Bath and North East Somerset Council. It has been prepared in consultation with:

- Keynsham Town Council
- Keynsham Civic Society
- Keynsham and Salford Local History Society
- English Heritage
- Various Officers of Bath and North East Somerset Council

The input from the various contributors has been much appreciated and the community perspective has added a depth to the survey work and helped focus on the key elements of the quality and character of Keynsham.

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February 2015.

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upper High Street circa 1950



Bath Hill 1897



Bath Hill circa 1960 beginning of demolition



High Street circa 1930

## **PART 1: BACKGROUND and CONTEXT**

### **1.1 Introduction**

This Management Plan sets out the approach to managing the future of the Keynsham Conservation Area. It is informed by the detailed study and analysis of the Conservation Area; which is in the Keynsham Conservation Area Appraisal. This document should be read in conjunction with the Appraisal.

### **1.2 The Conservation Area**

The proposed Conservation Area is shown at **Plan 1** and includes the town centre area, the Memorial Park, Dapps Hill the Railway Station Area and parts of the historic countryside to the south. This plan boundary and this Management Plan report has not yet received Council approval and therefore remains in draft form for the purposes of public consultation.

### **1.3 How to Use the Appraisal**

This Management Plan contains four main sections.

**Part One** describes how the management plan fits within the legislative and policy framework, both nationally and locally. This section also notes the guidance produced by English Heritage that relates to producing management plans.

**Part Two** explains how the topics in part which influence and guide the nature of proposals for Keynsham Conservation Area; this section also contains general recommendations and opportunities for the conservation area.

**Part Three** uses the character areas identified in the appraisal to describe in detail development guidelines and enhancement proposals specific to each area.

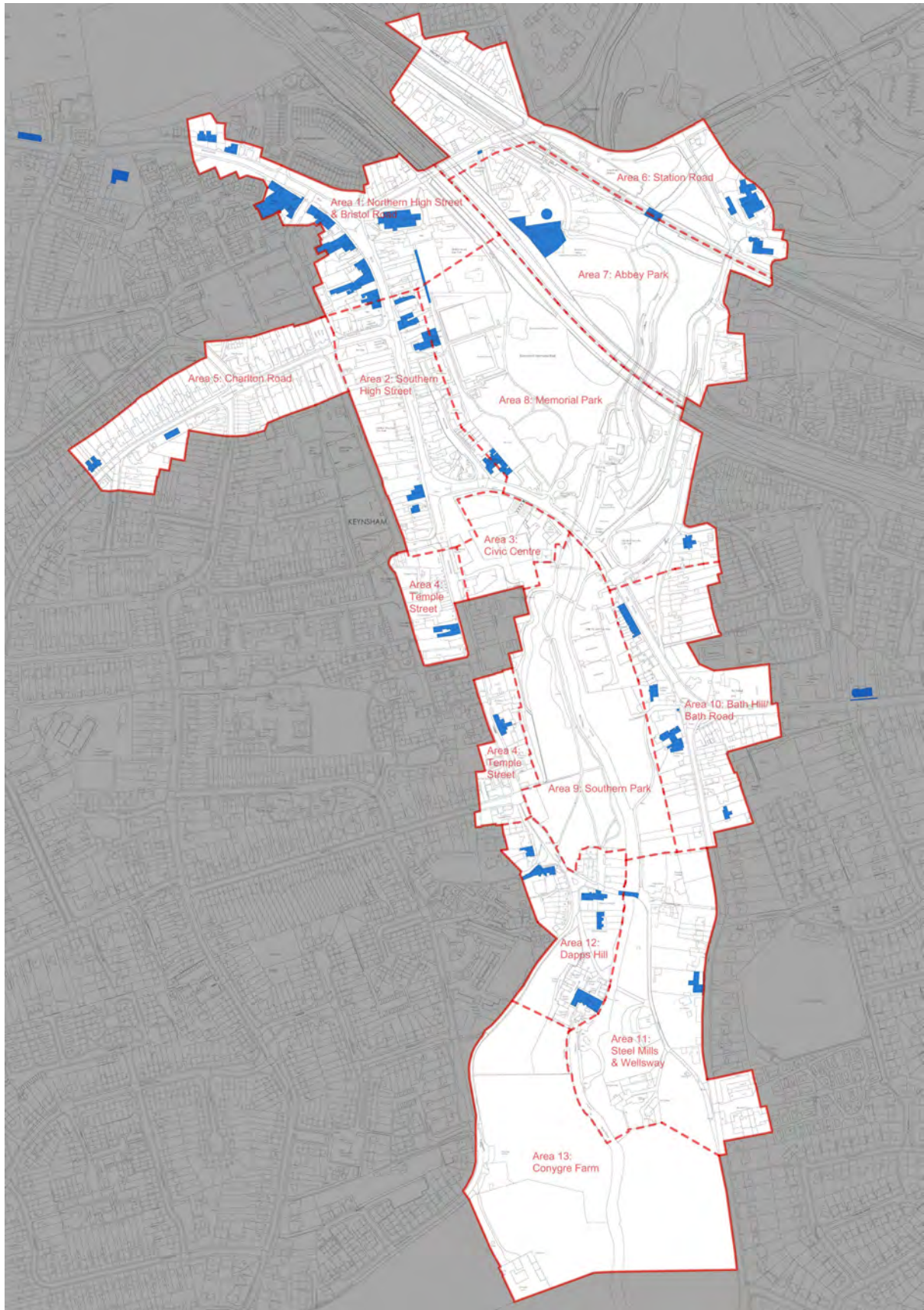
### **1.4 Legislation and Policy**

The Planning (Listed Buildings and Conservation Areas) Act 1990 : Section 71 places a duty upon the local Planning authority to publish proposals for the preservation and enhancement of the Conservation Area. This management plan and the accompanying conservation area appraisal are designed to satisfy these legislative duties.

The Listed Buildings and Conservation Areas Act also directs that the local planning authority must pay special attention to the desirability of preserving or enhancing the character or appearance of conservation areas when exercising their powers under any of the other Planning Acts. This means that all planning applications should be assessed for their impact upon the conservation area.

Listed buildings are those identified on the published statutory list reflecting their architectural and historic interest as grades I, II\* and II.

This Conservation Area Management Plan is subject to consultation and if approved by Bath and North East Somerset Council will be a material consideration for development control purposes. The management plan has been compiled taking into account the latest English Heritage advice: 'Guidance on the Management of Conservation Areas' (2012) and recommendations made in the 'Guidance on Conservation Area Appraisals'. Other guidance and legislation that informs the development guidelines and enhancement proposals contained within this management plan are set out in Appendix A.



**Plan 1:** Proposed Conservation Area and Character Areas

## **PART 2: CONSERVATION AREA MANAGEMENT**

### **2.1 Requirement to Preserve and Enhance**

The photographs on page 2 taken from 1894 to the 1960's show that Keynsham was an attractive town with many Georgian and later 19th century buildings. Had more survived to the present day and together with its medieval history and buildings; Keynsham would have a legacy of great significance.

The Keynsham *Small Medieval Towns in Avon Report 1975* stated that 81 historic buildings were demolished between 1949 and 1974 and 50% of the visual evidence of Keynsham's medieval past destroyed. A later report by English Heritage *Keynsham Extensive Urban Study 1999* stated that "...the town has been comprehensively savaged by modern redevelopment" and "As recently as the late 1970s, the largely medieval Court House on Bath Hill was allowed to fall into ruin and eventually demolished".

The Conservation Area Appraisal identified that in the following 15 years: 1 listed building was demolished (Homeleigh Cottage to rear of Cannocks Garage) in 2001; the surviving Keynsham Union Workhouse demolished in 2007; 52 Temple Street de-listed due to loss of architectural features.

Development within the town since the 1970's not only resulted in the loss of historic buildings; the quality of re-development was universally poor and took no account of either street context or the traditional vernacular style of buildings. The plight has continued to the present day resulting in the proposed removal from the existing Conservation Area the residential scheme rear of 2-20 High Street which is built in an utilitarian brick and has virtually no architectural or artist merit. It has caused harm and failed to either preserve or enhance the Conservation Area.

By contract the designation and expansion of the Memorial Park is an important asset to the Town's community for leisure; but also a very significant length of landscape that provides views into and from the Town. It is probably self evident that this requires to be preserved and maintained. However, there are negative features such as un-landscaped car park; extensive areas of road and signage which could be enhanced.

It is proposed that the specific guidelines set out in this Management Plan will make for positive change by an understanding of the character and context of the town. The guidelines should be fully taken account of in formulating proposals by professional planners, architects and developers. The guidelines should also assist local amenity and interest groups and the Town Council to respond to the proposals in a critical manner.

The guidance will enable Bath and North East Somerset Council to properly assess new planning proposals to ensure they make a positive contribution to the local character and not cause harm. The criteria will also be applied to the Council's own regeneration opportunities affecting the Conservation Area and its setting.

This will ensure future re-development opportunities fully respond to the historic character of the area; and both properly remediate and enhance the significance of Keynsham's townscape.

## **PART 2: CONSERVATION AREA MANAGEMENT (cont)**

### **2.2 Archaeology Potential**

Following the 2014 excavations and evaluations at the Somerdale has helped establish the full extent of the nationally important settlement of Traiectus at the Town Hams. From its name, it presumably reflected the former existence of a boat crossing, although the likelihood of a bridge having been constructed on a route of the importance of that through Keynsham is high. The site contains all buried remains and the development around the old Somerdale Factory is not of special architectural interest. To the factory site there has been the loss of a number of important buildings, unfortunate past alterations to fabric, and the buildings which survive are architecturally very modest.

Whilst it is possible that the Romano-British estate of Traiectus may have survived as a land unit into the late Saxon period when Keynsham became established as the site of a minster church. Although it is also conjectured that the late Saxon town of Keynsham was probably founded on higher land near to the present upper High Street. (see History section in the Conservation Area Appraisal).

The evidence for the Abbey's expansion of Keysham in the 13th and 14th century is better understood and both isolated archaeological investigations and research has confirmed the town's planned linear layout up until the 16th century.

The 1842 Tithe Apportionment Map appears to present the best guide to the towns mediaeval layout; as the extent of change to that point in history was quite restricted.

Although the archaeological work on both the Traiectus site and the Abbey ruins have defined key parts of the settlement of Keynsham; beyond these sites at the extent of investigations has been limited and isolated.

Consequently it is desirable to ensure further research interests are undertaken as development opportunities occur.

### **2.3 Consultation**

Public consultation on this management plan will take place to conform with current best practice and legislation as set out in the English Heritage guidance on the management of conservation areas and Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

### **2.4 Monitoring Change**

Change is a dynamic process and the causes of change are diverse. Development is usually an obvious and immediate indicator of change; and Keynsham testifies to the destructive impact this can have. However, other factors can be more subtle and slow to emerge. Losses of detail due to poor maintenance, accident and decay, as well as man-made changes such as works by the utilities companies within the street. They can all have an incremental but profound effect on the appearance of a conservation area. Small changes to individual buildings, such as replacement windows or doors, may have a relatively small initial harm to character; but, again, the cumulative impact may create significant long term denigration.

A regular process of monitoring, review and action can help to preserve an equilibrium within the conservation area. Street audits as advocated by English Heritage can be a useful method of monitoring and assessing the quality of streets.

## PART 3: MANAGEMENT OPPORTUNITIES

### 3.1 General Proposals

1. In preparing and considering all re-development proposals the following objective criteria will be taken into account:

- Whether the site is within or adjacent to the Conservation Area; any new development affect its setting and therefore will be required to preserve and/or enhance the Keynsham Conservation Area;
- The relationship of the proposal to its wider setting to be demonstrated and justified;
- Using the historic morphology to retain or recreate historic, density, street alignments, and pedestrian connections where deliverable;
- Re-development to be fine grained to reflect or define the mediaeval 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:
- Consider use of traditional local external materials including Blue Lias, ashlar detailing, stucco and natural slates and clay pantiles;
- Retain or replace if unheathy; 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- ie. re-instatement of traditional shopfronts.

2. In considering any development proposals within or affecting the setting of Keynsham Conservation Area, account is to be taken of the comments within each character area analysis, and the features identified on each townscape analysis plan. Particular attention is to be given to improving the town's relationship to the river.

3. Improvements to the public realm are a priority throughout the area. The highway authority and statutory undertakers are to be encouraged to repair and maintain roads and pavements to a standard appropriate to their location and their historic significance.

4. The Conservation Area contains a few buildings listed as of special architectural or historical interest and these are an important component of the town. Listed building consent is required for all work that would affect the character of a listed building, whether internal or external, and the council has a duty to ensure that all works are appropriate to the building concerned.

5. Within the town centre there are a number of commercial premises with upper floors in residential, storage or other business uses. As opportunities arise through planning management control the local authority will seek to retain or restore historic features such as wooden joinery, traditional roof tiles and shopfronts.



## PART 3: CHARACTER AREA MANAGEMENT OPPORTUNITIES

### 3.1 General Proposals (cont)

6. Underground of overhead service lines as opportunities arise through development proposals.

7. Preservation of key views and vistas within the Conservation Area; particularly to and from the Memorial Park

#### 8. Archaeology:

As development proposals come forward and before determination the developer to undertake within the areas of archaeological potential:

- a detailed building survey including historical analysis and physical evidence including cellars; and
- undertake boundary a wall survey to plot historic plots and surviving fabric

9. Every 3 years a cycle of monitoring the condition and appearance of the Conservation Area should be implemented with the assistance of local stakeholders, Keynsham Town Council and other interest groups.

## PART 3: MANAGEMENT OPPORTUNITIES

### 3.2 Character Area Opportunities

1. In the High Street: public realm works:

- Consider options for pedestrianisation or semi-pedestrianisation to improve the shopping environment and restrict traffic to improve air quality;
- Improve paving in High Street and re-introduce traditional materials (in combination with pedestrianisation);
- Improved and lower street lighting columns in High Street (in combination with pedestrianisation);
- Introduce better seat furniture design and more benches;
- Rationalisation of traffic signage- particularly in upper High Street around Church Area; and south end of High Street;
- Consider opportunities to improved pedestrian connections into the Town; Centre where deliverable; and to reduce reliance on cars and car parks;

2. In upper High Street consider opportunities for widening pavements and better paving treatment around Church and restoration of Church railings to boundary wall.

3. In High Street, upper High Street and Temple Street: give favourable consideration to proposals for replacement of poor shop-fronts, advertisement fascia and façade enhancements that better respect the character of the buildings of which they form a part. Provide design codes and consider grant funding to help deliver the enhancements.

4. Landscaping and "greening" to existing Bath Hill East and Fox and Hounds car parks in Memorial Park.

5. Carefully considered planting within the sizeable car park on the Bath East Riverside car park. In the long-term removal of car park and restoration on park and river valley landscaping

6. Within the town centre there are a number of commercial premises with upper floors in residential, storage or other business uses. As opportunities arise through planning management control the local authority will seek to retain or restore historic features such as wooden joinery, traditional roof tiles and shopfronts.

7. In Charlton Road telegraph poles and overhead wires, and the lack of front wall enclosure to the modern houses of Nos. 17, 60a and 60b, detract from the scene. Guidance and removal of overhead utilities could improve this attractive historic space.

## PART 3: CHARACTER AREA MANAGEMENT OPPORTUNITIES

### 3.2 Character Area Opportunities

8. Railway Station: as re-development and infrastructure improvements come forward ensure that new buildings are more related to the local materials and colours within the Conservation Area.

9. Memorial Park: the utilitarian railings lining the top of the river banks and the presence of the bypass bridge across the park should be planted to conceal the railings and increased maintenance of the bridge structure could improve the scene within Abbey Park

10. Chew Park: the opportunity to be taken in any re-development of the Riverside Offices in Temple Street to re-introduce pedestrian connections into the park and regain the upper slopes of the river valley by reducing the width and height of any new development; and replace with landscaping.

11. Bath Road: An enhancement scheme here involving landscaping, tree-planting, traffic calming and high quality street furniture could create a pedestrian-friendly welcome to the town from the east in which businesses could thrive.

12. Dapps Hill: Some discordant boundary treatments and telegraph/power lines which would benefit from removal either through development opportunities or a co-ordination of local residents to seek improvements to the area.

13. Congyre: A very significant historic landscape which requires protection from any development to retain its character and appearance. Conversion or development at Congyre Farm to ensure the buildings remain unaltered in appearance as an isolated cluster. and not extend their curtilage into open countryside.

## **PART 3: CHARACTER AREA MANAGEMENT OPPORTUNITIES**

### **3.3 Funding and Delivery**

Conservation Guidance recommends that management strategies for conservation areas include a 'consideration of the resources needed to sustain the historic environment in the area concerned'.

The proposals for enhancement and development opportunities may occur over a long period of up to 20-30 years. The Management Plan is likely to be reviewed from time to time to keep it relevant. During this period funding regimes will change.

The organisations and opportunities identified below may contribute to the management of conservation areas in providing resources of various types. The resources provided may be a financial contribution, professional advice, local knowledge, use of their legal powers, a contribution of spare time, or any combination of the above. The individual contributions listed next to the organisations below are not intended to be an exhaustive list but to indicate the main areas of support.

#### **Bath and North East Somerset Council**

Can allocate financial resources and help in organising and collaboration between interested parties.

#### **Developers**

This category reflects the resources that can be directed toward enhancement of conservation areas by the allocation of Section 106 monies and Community Infrastructure Levy. This can be directed towards some public realm works for the community benefit.

#### **English Heritage**

English Heritage provides guidance on policy and technical issues, as well as offering some limited financial assistance to Buildings at Risk.

#### **Lottery funding and other grant award schemes**

From time to time monies may be allocated toward area enhancement schemes within the country subject to the receipt of acceptable bids demonstrating need and priority.

#### **Local interest groups**

Resources and advisory information can be available from the Civic Society, History Society and chambers of commerce.

#### **National interest groups**

Examples of national interest groups include the English Historic Towns Forum, The Victorian Society, and the Council for the Protection of Rural England.

#### **Statutory undertakers**

Statutory undertakers are various non-governmental organisations which have been licensed under the New Roads and Street Works Act 1991 (NRSWA) to undertake works in the highway. The term 'highway' includes the carriageway, footway and verge. These organisations are bound by the NRSWA Act to carry out works and re-instatement in historic areas to certain standards.

#### **Town Council**

Town Councils can provide local knowledge, comment on planning applications and allocate or identify funding at a local level to preserve and enhance conservation areas within the town.

#### **Residents and owners**

Residents and owners can contribute to the character of a conservation area through various means such as the appropriate maintenance of their properties, maintaining planting and boundaries in private areas and improving their frontages to shops.