



Keynsham, Midsomer Norton and Radstock

Regeneration Delivery Plans

Overview

NEW Masterplanning was appointed to prepare Regeneration Delivery Plans (RDPs) for Keynsham, Midsomer Norton and Radstock town centres. The plans have a critical role in establishing a long term framework for planning and development, providing the evidence base to support the Core Strategy.

In Keynsham the strategy prioritises the attraction of higher quality, national retailers to the High Street which suffers from a lack of investment. The strategy recognised the regeneration potential for new jobs in the town centre, through the mixed use redevelopment of the Town Hall to accommodate the relocation of council offices, and the potential of Somerdale (Cadbury's factory site) to deliver, offices, housing and mixed use facilities in a high quality parkland setting. We prepared public exhibition material for consultation events held over the summer 2010.

As part of this commission a detailed masterplan was prepared for the Town Hall site to deliver 8,000 sqm of modern, flexible, office space, with a further 900 sqm at ground floor level providing a 'one stop shop' facility and library. The masterplan also included ground floor retail units, leisure facilities and apartments. The Council has now issued tenders for construction of the Town Hall.

Our work also prepared options for the longer term redevelopment of the former Cadbury's factory at Somerdale. The options included a mix of residential, office, industrial and leisure uses. The masterplan for the site informed both the Council's work on the core strategy and the tender briefs issued by Cadbury's (now Kraft) in shortlisting potential developers for this site.

Key outputs:

- Masterplans
- Design briefs
- Proving layouts
- Viability appraisals
- Community engagement

Project facts

Project

Preparation of Regeneration Delivery Plans for three market towns in Bath and North East Somerset, supplementing the emerging Core Strategy for the district

Client

Bath and North East Somerset Council

Team

NEW Masterplanning with specialist input from Hamilton Baillie Associates

Date

April 2009 – February 2011

Contact

Emily Price
Senior Development Officer
Bath and North East Somerset Council



Strategy for Keynsham town centre



Sketch layout for Cadbury's 'Somerdale' site, with a mix of residential and office development connecting the sports pitches (immediately to the north) to the town centre (to the south)