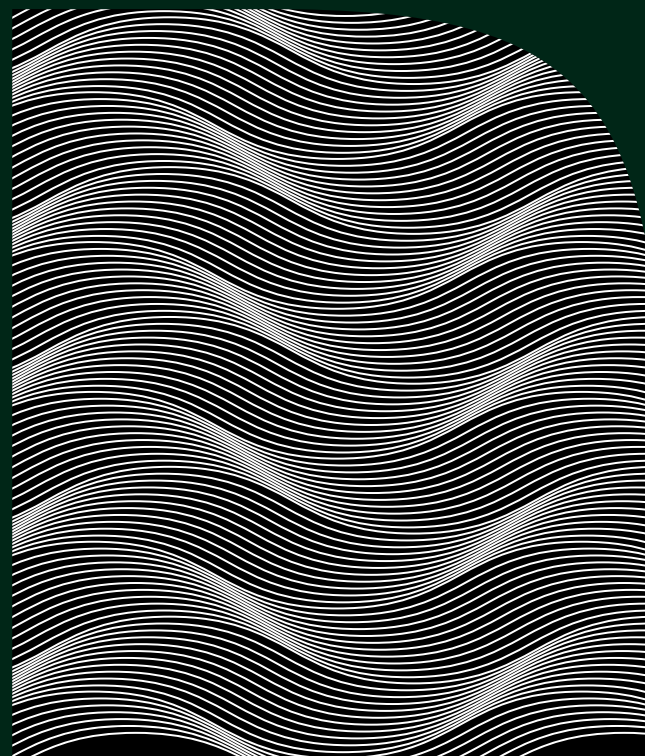


# Keighley

DRAFT DEVELOPMENT FRAMEWORK





# Invest in Keighley

The gateway to Bronte Country





# Foreword

## ‘You can make it in Keighley’

4 As Bradford District’s second largest settlement, Keighley has the potential to be a vibrant destination hub with an attractive and historic town centre at its heart, and the opportunity to make the most of Keighley’s impressive and successful manufacturing base. Keighley’s location, between Bradford, Leeds, Ilkley and Skipton means that it is surrounded by amazing countryside and sits at the confluence of the rivers Worth and Aire, with the Leeds Liverpool Canal running to the north. Keighley is steeped in history, given its industrial heritage in wool and cotton processing and the manufacture of textile machinery.

It was and continues to be a successful making town. That said, Keighley has huge potential to broaden its offer, celebrating its industrial legacy and creative potential as well as highlighting its’ impressive listed buildings, both within the town itself and those assets easily accessible in the local area, such as Cliffe Castle and East Riddlesden Hall. Keighley provides the gateway to the Bronte Country and the Aire valley, but is also a magnificent place in its own right.

Keighley’s Draft Development Framework (DDF) identifies the potential for new development and investment focused on Keighley Town Centre, centred around the re-purposing of the Airedale Shopping Centre to attract a new mix of uses, including leisure and food & beverage within a reimagined market/ food hall which will create an experience that entices people in, both during the day and evening.

Keighley also has significant plots of previously developed and now vacant sites which are ripe for redevelopment, including new town centre living with high-quality housing for families and young professionals, as well as making more of Keighley’s successful commercial and manufacturing base with an improved and enhanced Business Development Zone.

The DDF identifies key constraints and opportunities for change. It builds upon the success of Keighley’s Towns Fund Funding programme, having secured £33.6m in July 2021, identifying future phases of development to build upon those which are already in receipt of funding, such as the proposal for a new creative hub and health and wellbeing centre.

Over the next 15-20 years, the Development Framework will help the Council deliver our ambitions for Keighley, delivering transformational change, both in terms of the built environment as well as generating social and economic benefits for existing residents and businesses within Keighley. This DDF sets out how these benefits could be realised through the identification and prioritisation of development sites, opportunities to improve connectivity, amenities and public open spaces.

Keighley must respond to the current retail trends, recognising that we need to diversify our town centre and improve the offer for our residents and businesses, as well as attract those visitors, 1 million of which spend time in Haworth and the surrounding area, to spend time in and enjoy the attractions within Keighley town centre itself.

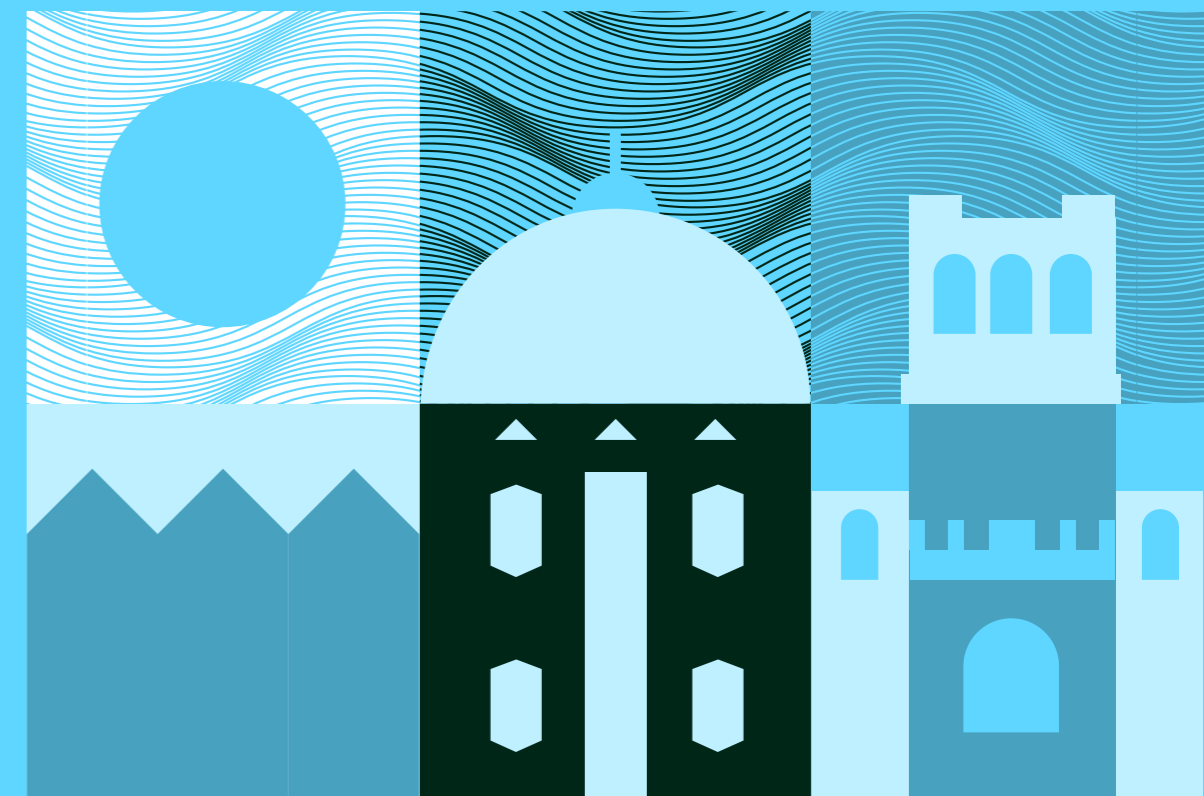
The scale and quantity of opportunity sites and Brownfield Land means that Keighley needs a clear long-term vision, which this Development Framework will provide, alongside public sector investment to unlock these opportunities. We need to provide for new housing sites as well as creating opportunities for high-quality employment, encouraging our existing businesses to stay in Keighley and scope for them to expand and grow as their needs change.

All of this will take time to be delivered, but this DDF is the start of setting out a long-term vision for Keighley, which will help secure its’ long-term economic growth.

Keighley will continue to pride itself as a making town within Bradford District – celebrating the success of manufacturing and textiles and inspiring the people of Keighley to **make, create and innovate**. Innovation will be encouraged within **key high-growth sectors** including advanced manufacturing, engineering and technology, bringing together **industry and research, attracting new businesses** within the town and **supporting the expansion of existing businesses**.

The town centre will be regenerated to provide a mix of uses, combining a **new health and leisure offer**, and encouraging new food & beverage outlets as part of a **Market/ Food Hall** within a re-purposed **Airedale Shopping Centre**.

5 Through this, Keighley will be repositioned as a **destination hub**, promoting and showcasing Keighley’s **heritage assets**, Keighley’s culture of **film-making** and the opportunity to create a **heritage trail** alongside **new public squares** and spaces to **enhance Keighley’s attractiveness**.



## Foreword

This vision aligns with the adopted Development Plan and current vision for Keighley Towns Fund and is underpinned by a series of guiding objectives:

### 01 Cultural-led regeneration

Promoting the town's existing heritage and cultural assets (both within the town centre and beyond) as a key part of Keighley's future vision.

### 02 A diversified town centre

Broadening the current mix of uses to address the contracting retail offer within the town centre – encouraging greater food & beverage, leisure, health and residential uses to create vibrancy and activity during the day time and evening, and creating a destination hub.

### 03 Promoting innovation and skills

Enhancing skills, expertise and innovation through harnessing Keighley's existing network of manufacturing businesses – promoting new research, innovation, and growing the existing skills-base to support new employment opportunities.

### 04 A well connected place

Addressing the barriers to connectivity for walking and cycling across Keighley, and promoting greater use of public transport.

### 05 A safe and inclusive town

Creating a safe and inclusive town centre, including the creation of overlooked and active public spaces to encourage activity, socialisation for all, providing new places for the community and visitors to enjoy.



### 06 A green and healthy environment

Low carbon to be embedded into new development, to align with Bradford's Clean Growth agenda, promoting sustainable travel solutions and improving access to Keighley's countryside, rivers and Becks.

### 07 Community at its heart

Social value to be at the heart of regeneration – ensuring that future growth is inclusive, creating positive outcomes for all, and fostering Keighley's strong community spirit.

The vision and objectives are supported by key development principles and an indicative spatial framework for Keighley. This identifies seven Character Areas across Keighley and puts forward potential interventions, from both a development and place-making perspective, that could be adopted by the Council, key landowners and developer partners to help realise the vision.

We look forward to hearing your views on this ambitious vision for Keighley and working collectively to shape our plans for the future.



**Councillor Alex Ross-Shaw**  
City of Bradford Metropolitan District Council





## The Draft Development Framework proposes:



NEW LEISURE SPACE  
WITHIN THE TOWN  
CENTRE, INCLUDING A  
REIMAGINED MARKET

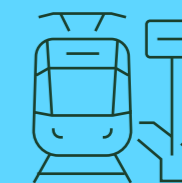


1,300

NEW HOMES, PROVIDING  
HIGH-QUALITY HOUSING  
FOR FAMILIES AND YOUNG  
PROFESSIONALS



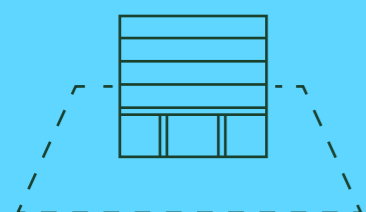
NEW ACTIVE TRAVEL  
ROUTES, IMPROVING  
THE EXPERIENCE FOR  
WALKING AND CYCLING



A MORE PERMEABLE  
AND CONNECTED TOWN  
CENTRE, WITH DIRECT  
LINKS FROM KEIGHLEY  
RAILWAY STATION

8

9



50

HA HIGH-QUALITY  
EMPLOYMENT LAND  
UNLOCKED AS PART OF  
AN IMPROVED BUSINESS  
DEVELOPMENT ZONE



3.5

HA NEW AND  
ENHANCED PUBLIC  
REALM, INCLUDING  
A NEW TOWN  
CENTRE SQUARE



Keighley Railway Station





# 06 Development Principles

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## 06. Development Principles

A series of guiding development principles have been established which are cross-cutting and align back to the vision and strategic objectives, and respond to the strategic and local context. These principles are considered within each Character Area.



**Development Principle 1:**  
Bolstering economic growth



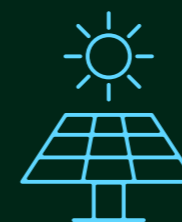
**Development Principle 2:**  
Celebrate and enhance  
designated heritage assets



**Development Principle 3:**  
Provide beautiful and  
characterful architecture  
and placemaking



**Development Principle 4:**  
Put people and families at  
the heart of regeneration



**Development Principle 5:**  
Achieve the highest  
standards of sustainable  
design and biodiversity  
net gain



**Development Principle 6:**  
Promote new inclusive  
and accessible routes  
and public spaces



## 06. Development Principles

### Development Principle 1: Bolstering economic growth



#### Delivering a diverse range of uses

Providing for a diverse range of uses within the town centre beyond a traditional retail offer, will help to broaden the town's appeal to prospective visitors, and create a reason for people to visit and spend time in Keighley. The lack of diversity within the current town centre has resulted in vacancies and reducing footfall, as well as the lack of an evening economy. For example, vacancy rates in Keighley are amongst the highest in the District, at 15.34%. Compared to nearby Ilkley, which has a vacancy rate half that of Keighley at 7.42%<sup>1</sup>. Whilst this can be partly attributed to the affluence of the area, it is also in part due to the diverse offer and experience of visiting Ilkley which draws in more visitors and increases dwell time.

At present Keighley town centre provides a very traditional, retail focused offer, particularly within the Airedale Centre which is mainly occupied by clothing, health & beauty, discount and charity shops. The shopping centre itself has a number of vacancies and declining rents, and has fallen into decline.

Keighley town centre is also surrounded by significant levels of convenience retail with Sainsburys, Asda and Morrisons occupying large floorspaces within the town centre, as well as projected future growth by discounters including Aldi. Whilst the town centre is well served to meet the convenience retail needs of the population, there is a distinct lack of local and independent retail providers. There is also a lack of any experiences or offers within the town centre to encourage longer stays.

As evidenced through the visual appraisal and town centre health check of Keighley, there is a reduced food & beverage offer within the retail core and lack of a wider leisure offering, including an evening economy offer. Encouraging a broader mix of uses within Keighley's retail core, including an improved leisure offer, will help to start to address this.

Any development coming forward therefore needs to consider a mix of uses to appeal to a broader demographic, encouraging activity through the daytime and into the evening. Keighley has a younger population and so there should be a focus on providing a family friendly offer at the heart of the town centre, to encourage families to shop and dwell in Keighley.

The specific mix of uses will be determined by the market, but key sites (as highlighted within the spatial framework) could be catalysed by public sector intervention. This could include the opportunity to reconfigure the Airedale Centre, relocate the Market Hall, provide an improved food & beverage offer within the town and the provision of new health and leisure uses within the town centre. This is in addition to increasing the number and range of events held within Keighley itself, to give residents more reasons to visit the town centre.

#### Delivering a new housing offer

There is a need for new homes within Keighley town centre and the wider area to meet local housing need and provide a range of tenures and house types. The existing housing stock needs to be diversified and expanded further to meet the needs of Keighley's young population, ensuring a range of homes for families and young professionals, maximising the opportunity for people to live in a strategic location which is well connected by bus and rail services. At the same time, it is important to ensure that Keighley caters for the more vulnerable groups and supports the improvement of Keighley's existing housing stock, including updating poorly maintained and inefficient older housing stock, and the provision of affordable housing.

The spatial framework identifies sites which could come forward for new housing development, and make the most of Keighley's strategic location. Increasing the local population of Keighley will support the provision of new and improved services and amenities within Keighley town centre, helping to generate more footfall and disposable income.

#### Mix of Housing Types

At present Keighley has a small proportion of both apartments and detached dwellings, with most of the housing stock made up of either Victorian terraces or post-war semi-detached properties. The housing mix will need to be diversified to provide a broader range of unit

sizes, including mid-to-high rise apartment buildings and low-rise detached properties. The conversion of existing buildings will also be supported subject to viability, including the opportunity to include residential uses within the upper level of commercial buildings, including upper levels of existing retail units along key routes such as North Street and Cavendish Street.

Affordable housing will be actively encouraged to be included within new residential proposals, in line with existing planning policy.

Subject to market analysis and locational requirements, Build to Rent accommodation is also appropriate to come forward within Keighley, making the most of the sustainable transport connections.

#### Employment Land

Existing businesses will be supported to grow and expand within the proposed Business Development Zones at Worth Village and Royd Ings Business Park, particularly those which are in high-value employment sectors, including advanced manufacturing and engineering. Redevelopment and consolidation of some existing employment sites, where appropriate, will be considered for alternative uses (such as residential) in line with adopted planning policy.

The regeneration of Keighley will support the creation of more modernised business premises.

<sup>1</sup> Vacancy rates recorded in July 2023 by BMDC's Economic Development team.





## 06. Development Principles

### Development Principle 2:

Celebrate and enhance designated heritage assets



### Diverse Urban Setting

Keighley contains a range of different urban settings and distinct character areas, ranging from the low-rise tight grid patterns of Victorian terraces, to the large scale retail and industrial buildings and waterside mills. Keighley's regeneration should draw upon these urban settings, ensuring that development proposals respect and seek to contribute positively to the distinctive character of each area.

### Celebrating Heritage Environment

There is an opportunity to improve, promote and enhance Keighley's unique qualities to encourage footfall, increase dwell time, and promote the area as a place people choose to live, spend time in or work within. This includes enhancing Keighley's heritage assets, including Listed Buildings and Registered Parks and Gardens, particularly along North Street and Cavendish Street. In addition to maintaining and improving other attractive distinctive local buildings which are not listed, such as the Picture House on North Street.

### Repurposing Heritage Assets

Heritage and locally-distinct buildings will be encouraged to be re-used, where this is viably feasible. Of particular prominence are the various mills and warehouses which can be found mainly along the River Worth, such as the Grade II listed Dalton Mills, Low Mills and Knowle Mill. These buildings provide an opportunity to deliver high quality commercial and residential spaces which celebrate their industrial heritage.

There are a wealth of buildings within Keighley which are strong examples of the historic vernacular building style, typically comprising two to three storeys with decorative sandstone frontages, particularly along North Street and Cavendish Street. While many of these buildings are well occupied, opportunities for sensitive repurposing should be welcomed where proposals would optimise their use and return them to a good condition.

North Street



Dalton Mill







## 06. Development Principles

### Development Principle 3:

Provide beautiful and characterful architecture and placemaking



The Council will advocate and promote good quality design, through adhering to key urban design principles as set out within the Homes and Neighbourhoods: A Guide to Designing in Bradford SPD and the emerging Bradford District Design Code. Government guidance on 'Building Beautiful' and the National Design Guide's 10 characteristics of well designed places can also help individual schemes to deliver the required level of quality and consider sustainability, quality of design, layout, and materials.

New development within Keighley will need to:

- ▶ Consider people with disabilities in terms of accessibility around buildings and the inclusion of considerate welfare facilities.
- ▶ New homes should achieve the Homes Quality Mark and adhere to the Nationally Described Space Standards to ensure suitable room sizes within dwellings.
- ▶ Adopt a fabric-first approach to minimise heat loss or heat gain, maximise the use of natural light, include low energy lighting systems, and include low temperature heating and cooling systems based on heat pumps where practicable.
- ▶ Maximise the use of land through efficient building layouts.
- ▶ Use materials that: respond and enhance the existing palette of colours in the surrounding vicinity; are of high-quality; and complement and respect heritage assets.

- ▶ Preserve key views and make the most of gateway locations through appropriate scale and massing of development. Where development could have an impact on key views associated with a heritage asset, a townscape and visual impact analysis may be required to support the planning application for the proposed development.

- ▶ Encourage active frontages including supporting active uses at ground floor levels to promote vibrancy and footfall, particularly for those sites within the defined town centre boundary. This will help encourage a mix of activity throughout the daytime and evening and provide a mix of uses which support existing and proposed residential communities.



10 Characteristics of Well Designed Places  
(National Design Guide Extract)

### Wayfinding

An improved clear legible wayfinding strategy will be introduced across Keighley to direct pedestrians and cyclists.

### Public Art and Play

Place-making through the inclusion of public realm or public art will also be considered, which will integrate Keighley's industrial heritage and cultural assets to provide interest and support legibility of the place and wayfinding.

Suitably located benches and places to dwell will also be provided throughout areas of public realm.

Lund Park, Keighley



<sup>15</sup> [https://www.udg.org.uk/sites/default/files/publications/files/14JULY20%20BFL%202020%20Brochure\\_3.pdf](https://www.udg.org.uk/sites/default/files/publications/files/14JULY20%20BFL%202020%20Brochure_3.pdf)





## 06. Development Principles

### Development Principle 4:

Put people and families at the heart of regeneration



### Safe and Inclusive Spaces

One of Keighley's core strengths is the diversity and community spirit of the local residents, who have a strong sense of identity and belonging. Therefore this framework seeks to promote Keighley as a place which is inclusive to all, regardless of age, gender, ability, or cultural background. This can be achieved through purposeful engagement with local people of all demographics through every stage of the development process, from the production of this framework through to the delivery and operation of each phase.

Operational measures such as regular cleaning and maintenance, CCTV cameras, security patrols and proactive policing are important factors in ongoing safety, however in order to be truly inclusive all buildings and public spaces should include public safety as a primary consideration from the earliest phases of design. They should also consider how to foster a tangible perception of safety for their users.

Features which will help to promote public safety include active frontages and overlooked spaces, which provide 'eyes on the street' to deter crime. Ensuring that buildings and street layouts are sensible and logical helps people to navigate safely and confidently while also reducing the risk of security blind spots. Sufficient and widespread street lighting is essential for people to feel safe while walking in the evenings and at night time.

### Family Friendly

As a town with a young population, spaces will be designed to specifically to cater for families and children to ensure that Keighley's regeneration is accessible to all, including young families. Pedestrian and cycle routes will be designed with families and children in mind, making sure that footpaths can accommodate parents with prams, and cycle lanes are suitable for younger and less confident cyclists.

The proposed new Town Square will become a hub for families by providing a safe space for children to play and roam at the heart of the town centre. Play facilities will be sensitively integrated into the revamped outdoor market and events space to create a thriving destination which offers excitement for parents and children alike. Toilets and changing facilities will be included and conveniently located, alongside spaces for family oriented businesses which can greatly enrich the experience of visiting Keighley with young children.

### Social Value

The framework aims to put people at the heart of regeneration by embedding social value into all development proposals. This will require thorough engagement with the community to identify what social value looks like for Keighley, and what interventions will benefit local people the most. Bradford Council will coordinate a unified approach to delivering social value through collaboration with investors, developers, local residents, businesses and other community stakeholders.

Examples of how social value can be embedded into development proposals include measures to:

- ▶ Incorporate community facilities and publicly accessible spaces within developments which can be used and enjoyed by local people.
- ▶ Partner with businesses in the community through supply chains and procurement.
- ▶ Employ workers from the local area during a project's construction phase.
- ▶ Engage with local schools and colleges to provide commercial insight and opportunities for work experience.
- ▶ Support local initiatives spearheaded by community organisations and volunteers.

▶ Keighley Town Hall Square

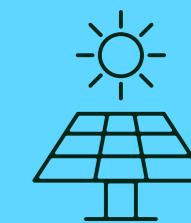




## 06. Development Principles

### Development Principle 5:

Achieve the highest standards of sustainable design and Biodiversity Net Gain



### Clean Growth

Bradford Council declared a climate emergency in 2019, identifying it as the defining issue for local government requiring urgent and significant action. This declaration included a commitment to growing the green economy through new jobs, investment and innovation focusing on sustainable economic growth. Bradford Council subsequently joined the Leeds City Region Climate Coalition which aims to achieve net zero carbon by 2038.

Bradford Council issued the Sustainable Development Action Plan in 2020 to set out the actions that it proposes to take in order to tackle the climate emergency.

**These actions are arranged around three key areas of activity:**

- ▶ **Leading by example with a focus on embedding climate action into strategic planning, key strategies, procurement and financial decisions.**
- ▶ **Leading with partners and communities through collaboration to promote environmental resilience and ensure sustainability in new development and infrastructure.**
- ▶ **Making the case for change through strengthening the case for sustainable development and positioning Bradford as the right place to invest in clean growth.**

Development proposals within Keighley should seek to promote clean growth in alignment with Bradford Council's approach to climate action. A focus on sustainability should be closely incorporated into each scheme's design at an early stage to maximise the resulting benefits and mitigate the environmental impact as far as possible.

### Biodiversity Net Gain

The Environment Act 2021 introduces a requirement for development proposals to demonstrate a minimum of 10% net gain in the site's biodiversity value. This will come into force in January 2024, or April 2024 for small sites. In practice, the requirement for biodiversity net gain (BNG) means that schemes will need to show how they leave the natural environment in a measurably better state than it was beforehand, with an uplift of at least 10%.

The emerging Bradford District Local Plan adds further detail around how development can promote biodiversity in the varied habitats and environments present within Bradford District. It sets out that proposals should seek first to achieve BNG within the development site. Where this is not possible, BNG should be provided in alternative locations in the immediate vicinity, followed by strategic areas within Bradford District. Interventions should focus on boosting local biodiversity profiles, and consider their impacts on social wellbeing.

Development in Keighley should, as far as possible, seek to incorporate this uplift on site and through close collaboration with the

local community. The positive enhancement of local wildlife and habitats within the town and its environs represents an important feature of successful regeneration which delivers tangible local benefits.

### Sustainable Design

Development proposals within Keighley should promote sustainability at all stages of design. This begins with utilising brownfield sites for development to make the best use of previously developed land. There is substantial brownfield land suitable for redevelopment within Keighley, particularly around the River Worth and within the industrial areas surrounding the town centre. The climate impact of regeneration can be reduced substantially by focusing new development on brownfield sites in these areas.

Where brownfield sites contain existing buildings, options for repurposing the space should be explored in favour of demolition, if an appropriate alternative use can be found. Factors including the building's condition, structural safety, layout, form and contribution to its surroundings should be taken into consideration to ensure that the resulting scheme is high quality.

If a building is not in a suitable condition to be reused, retrofitting can deliver substantial environmental benefits compared to demolition and redevelopment. This is largely because all of the materials in the existing building will need to be disposed of, with concrete being particularly problematic due to its high carbon content. The construction materials used in the new development also

carry their own carbon footprint. When retrofitting, the embodied carbon of the existing building can be retained, reducing the development's waste and minimising requirements for new materials.

Where developments propose new buildings, they should have a focus on sustainable design. Development proposals should consider layout and massing to maximise sunlight and daylight, utilise sustainable building materials wherever possible, include sustainable urban drainage systems, and promote active travel for all residents, workers and visitors.



▶ Lund Park, Keighley





## 06. Development Principles

### Development Principle 6:

Promote new inclusive and accessible routes and public spaces



### Accessibility and Connectivity

Keighley already benefits from an excellent strategic location as the gateway between West Yorkshire and East Lancashire. Key destinations such as Bradford and Leeds are easily accessible by road, rail, bus and pedestrian/cycle routes. The connections within the town itself are less successful, with poor connectivity and legibility between modes such as the bus station and train station, and a lack of active travel infrastructure within the town.

An important feature of Keighley's regeneration will be to deliver improved connectivity in the town, with a focus on linking key nodes within and around the town centre. Providing safe and convenient connections in this way will help to combat social exclusion, which occurs when individuals are not able to access the facilities services they need day to day due to physical and psychological barriers to movement. Addressing these barriers will be central to this framework, with interventions in each Character Area identified to deliver tangible improvements to people's ability to access key services and amenities.

Development proposals should contribute to making Keighley an inclusive place which is accessible to all. This requires developments to ensure all buildings and public spaces are fully accessible to those with mobility impairments, and also to consider how the urban environments which are created and enhanced are attractive, safe and embody a sense of ownership for the people who use them.

### Promoting Active Travel

Around 36% of Keighley Central & East residents do not have access to a car, with much higher levels of 60-80% seen within the town centre. This is in part due to the high-quality public transport options available, however it also reflects the socio-demographic make up of the town, which suffers from high levels of deprivation, particularly within the Keighley Central ward.

Therefore it is important that this sizeable proportion of residents without car access are sufficiently provided for through extensive and safe routes for walking, cycling, and other forms of micro-mobility. Pedestrians and cyclists, including those with restricted mobility, should be given priority wherever possible to ensure that developments create a welcoming environment which is designed for people, rather than only for vehicles.

A common challenge throughout Keighley is the prioritisation of road space, where the limited space available is often taken up by large road junctions with little provision for more vulnerable road users. This is a typical challenge in towns and cities across England and around the world, however in each case the solution requires an understanding of local behaviours and patterns of movement.

Proper engagement with local people is vital to ensure that interventions to promote and facilitate active travel are appropriate and are likely to be successful at providing safe journeys for those walking and cycling. In doing so, this is likely to further reduce private car use and result in benefits through reducing both local pollution and carbon emissions.

### Provide new spaces for the community and visitors to enjoy

The framework will support the enhancement of existing public spaces within Keighley, along with the creation of new open spaces wherever possible as part of development proposals. Providing spaces where people feel comfortable and engaged will help to promote Keighley as a desirable place to visit and spend time in. This requires careful attention to the appearance, activation and safety of public spaces and routes throughout the town centre to provide a well thought out visitor experience.

The proposed new Town Square at the heart of the town centre will provide a family friendly, affordable and flexible space which will act as a centrepiece to showcase Keighley. Further benefits to the visitor experience could be achieved by the modernisation and

reconfiguration of the Airedale Centre, as well as connections from the square to surrounding facilities including the train station and the new proposed bus station.

Other important public spaces which can be enhanced to form a positive contribution to the urban setting include the proposed new riverside park along the River Worth, which will provide as heritage trail past the Keighley & Worth Valley heritage railway line and a number of former industrial mill buildings to showcase Keighley's heritage. In addition to this connections and legibility will be improved between the numerous existing green spaces surrounding Keighley such as Cliffe Castle, Devonshire Park, Lund Park, Victoria Park and Marley Playing Fields.

Keighley Bus Station



Keighley Creative







# 07 Spatial Framework

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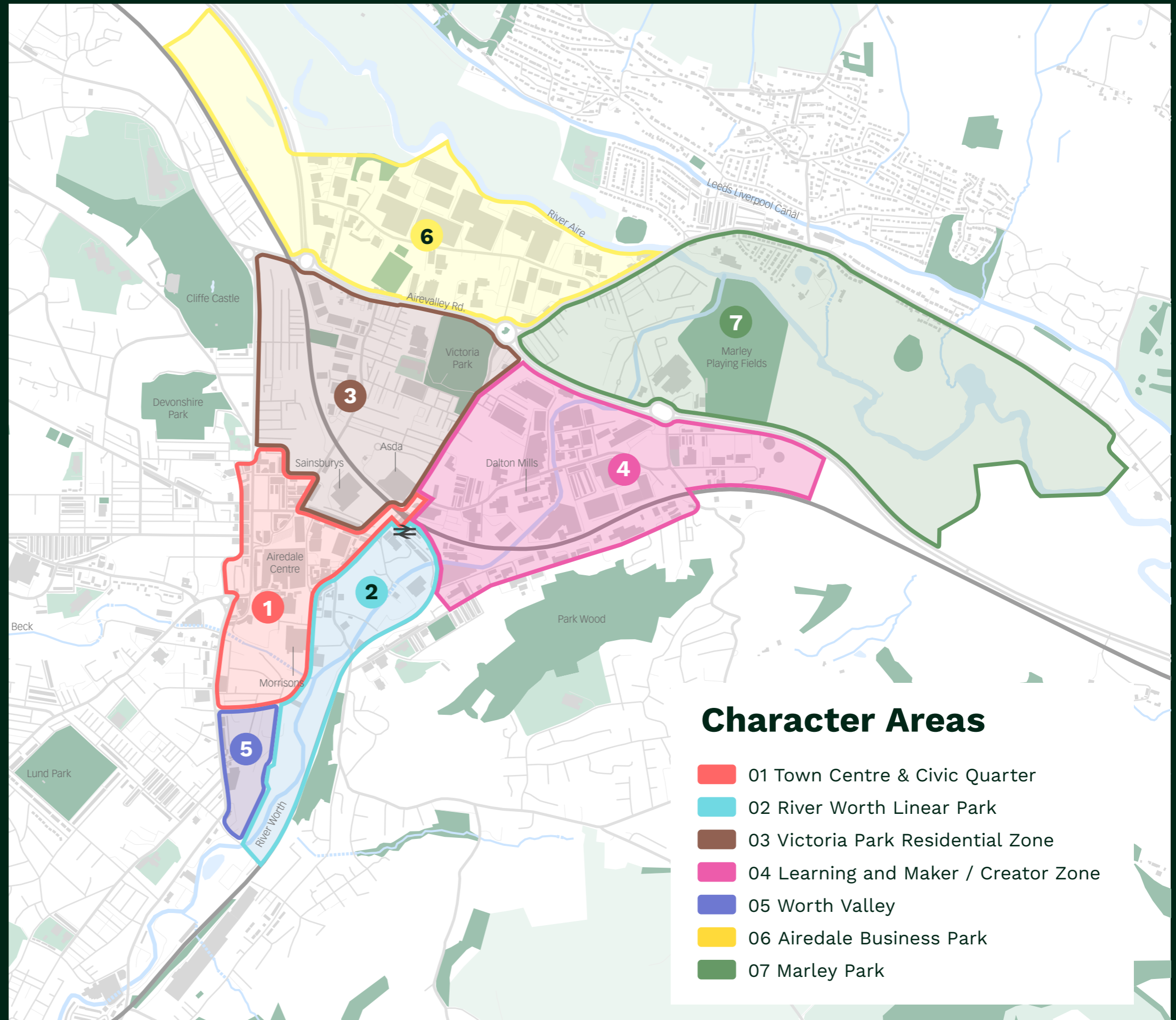
07. Spatial Framework

# Character Areas

A series of **seven Character Areas** have been defined for **Keighley** which recognise the existing qualities and character within each area as well as the character and type of uses that could be provided as part of the **future vision for Keighley**.

The proposed interventions within each of the Character Areas are indicative; the delivery and phasing will be dependent on funding availability, scale of public sector intervention required, market appetite and landowner aspirations and requirements. This spatial framework however demonstrates how the overarching vision could be achieved over the time horizon set out within this Development Framework.

The following sections set out the specific Character Areas in more detail, outlining the development opportunity and approach in terms of transport and movement and public realm.



- ### Character Areas
- 01 Town Centre & Civic Quarter
  - 02 River Worth Linear Park
  - 03 Victoria Park Residential Zone
  - 04 Learning and Maker / Creator Zone
  - 05 Worth Valley
  - 06 Airedale Business Park
  - 07 Marley Park





## 07. Spatial Framework

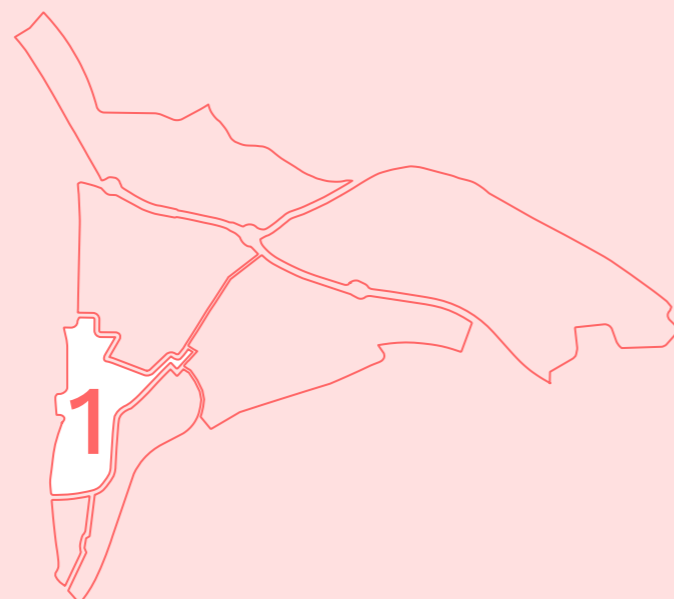
# Character Area 1: Town Centre & Civic Quarter

The area is currently dominated by a handful of large scale supermarkets and Airedale shopping centre, which provide a limited retail offer and the retail core suffers from high levels of vacancies. This creates a retail dominated town centre environment.

There is the ambition to provide a more diversified town centre offer to broaden the current mix of uses and address the contracting retail offer within the town centre. This will create a more experiential offer and drive footfall within the town centre.

### Key development sites include:

- ▶ **Airedale Centre** – Reconfiguration of the shopping centre and car park to reintroduce historic street patterns and diversify the existing offer to provide a mixed-use development.
- ▶ **Health and Wellbeing Centre** – provision of a new health centre within the town centre, which has secured Towns Fund Funding to bring forward.
- ▶ **Bus Station** – Relocation of the bus station to provide a new town square at the centre of the retail core.
- ▶ **Alkincote Street** – relocation of existing employment uses into Business Development zones, providing the opportunity to create a more mixed-use / residential offer within the town centre.
- ▶ **Market Hall** – Relocation of the market hall to within the reconfigured Airedale Centre and creating a food & drink offer, as well as unlocking the current market hall site to provide town centre residential uses.
- ▶ **Keighley Railway Station** – Improved connections between the retail core and the train station, including enhanced public realm at the station forecourt to create a more welcoming arrival to the town.



## Overview

The Town Centre & Civic Quarter area comprises of 27ha of land, which encompasses the primary shopping area, the bus station and Keighley Railway Station. The character area is bound by the Aire Valley Business Centre and Sainsburys to the north, the A650 Worth Way to the east and south, and the A629 North Street to the west.

The character area comprises a mix of existing uses including primary retail and town centre uses, civic uses (including Keighley Town Hall and Keighley library), key areas of public realm

including Town Hall Square and Church Green and pockets of industrial uses in the vicinity of Alkincote Street.

The A650 Worth Way and A629 North Street are vehicle dominated environments and create a barrier to movement between the retail core and the surrounding areas for pedestrians and cyclists, including access to Keighley Railway Station.





## 07. Spatial Framework Character Area 1



Keighley and Worth Valley Station



Cavendish Street North View Towards North Street



Bus Station



Airedale Centre



Retail Low Street



Airedale Centre



### 01. Existing Uses

The character area is dominated by retail uses. Airedale Shopping Centre occupies a large footprint at the core of the retail area and acts as the main shopping destination. The centre was opened in 1968, following demolition of a number of Keighley's main shopping streets, and was refurbished in the 1980s to create a covered shopping mall. Cavendish Retail Park is located directly to the east of the shopping centre and provides a number of larger retail units with surface parking, whilst Cavendish St and North St are home to a number of smaller independent retailers.

The Market Hall to the south, is a covered market which opened in 1971. It provides 80+ stalls, selling a range of goods and fresh produce. There are also a number of supermarkets (ASDA, Sainsburys and Morrisons) within the character area, with large footprints and a large amount of surface level parking.

There are a number of Civic uses to the northwest of the Airedale Centre, which centre around the Cenotaph and memorial gardens, including the Town Hall and the nearby Carnegie library.

Keighley Bus Station is located adjacent to the Airedale Centre in the centre of the town, whilst Keighley Railway Station is located to the north east on the A650 Worth Way.





## 07. Spatial Framework Character Area 1



02.

### Proposed Interventions and Land Use

The Town Centre & Civic Quarter provides a significant opportunity for change, beyond the projects outlined within the Keighley Towns Fund Investment Plan. The key ambition is to provide a more diversified town centre offer to broaden the current mix of uses and address the contracting retail offer within the town centre. This will create a more experiential offer and drive footfall within Keighley town centre. The interventions includes introducing new health and leisure uses, improving the existing Food & Beverage and night time economy offer and increasing the amount of residential uses, to create a thriving town centre which meets residents day-to-day needs.

Potential interventions therefore could include the following:

- ▶ **Airedale Centre** – Reconfiguration of the shopping centre and car park to reintroduce historic street patterns to improve the legibility and connectivity within the retail core, whilst providing an opportunity to diversify the offer to provide healthcare, leisure, food & beverage and residential uses within the town centre.
- ▶ **Bus Station** – Relocation of the bus station to create an opportunity to provide a new town square at the centre of the retail core. This will create the opportunity to host key events and provide a more central location, which in turn will help to benefit wider businesses and generate footfall in the locality.
- ▶ **Market Hall** – Relocation of the market hall to within the reconfigured Airedale Centre to address existing vacant uses and diversify the offer within the shopping centre, whilst providing an opportunity to bring forward town centre residential uses on the site of the Market Hall.

- ▶ **Keighley Railway Station** – Improved walking and cycling connections between the retail core and the train station, including opportunity to improve the public realm at the station forecourt to create a more welcoming arrival to the town.
- ▶ **Health and Wellbeing Centre** – provision of a new health centre at the site of the former Keighley College on North St – this will create new employment opportunities and bring in new activity into the town centre.
- ▶ **Alkincote Street** – relocation of existing lower quality employment uses along Alkincote Street into Business Development zones, which provides the opportunity to provide a more mixed-use / residential offer within the town centre.

#### A Richer Core / Community Hub

Diversification of the existing town centre offer to provide leisure, healthcare, retail, cultural and civic uses, to create a dynamic and thriving town centre that meets local resident's day to day needs, whilst providing a range of experiences to help drive footfall. In turn, this improved amenity will also help to attract new residents to want to reside in Keighley and a wider demographic, as well as businesses and potential occupiers, including new start-ups.

Creating an experiential offer within the town centre which build upon existing initiatives and events such as Keighley Creative and the Keighley Arts and Film Festival to promote social cohesion and create a strong sense of community amongst local residents.



▶ Town Centre & Civic Core - Proposed Development Sites

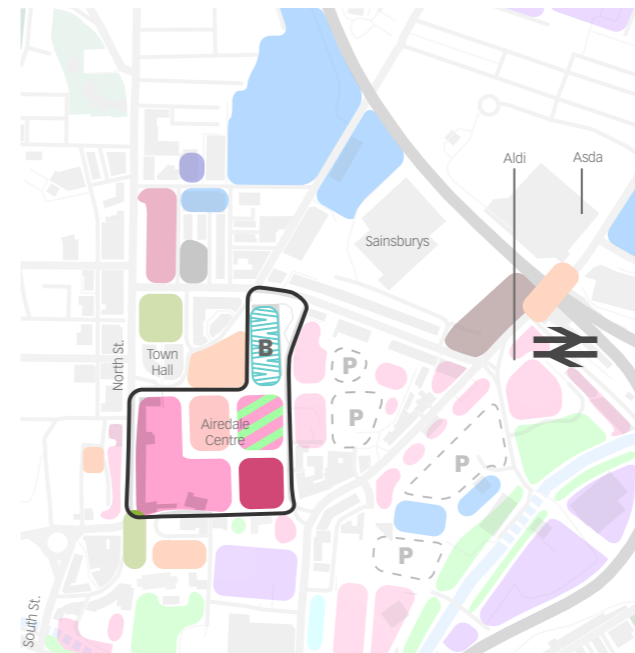
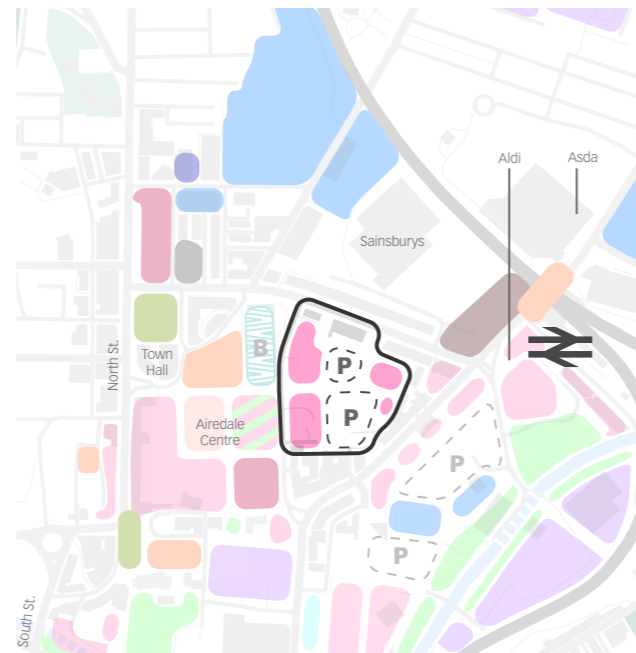
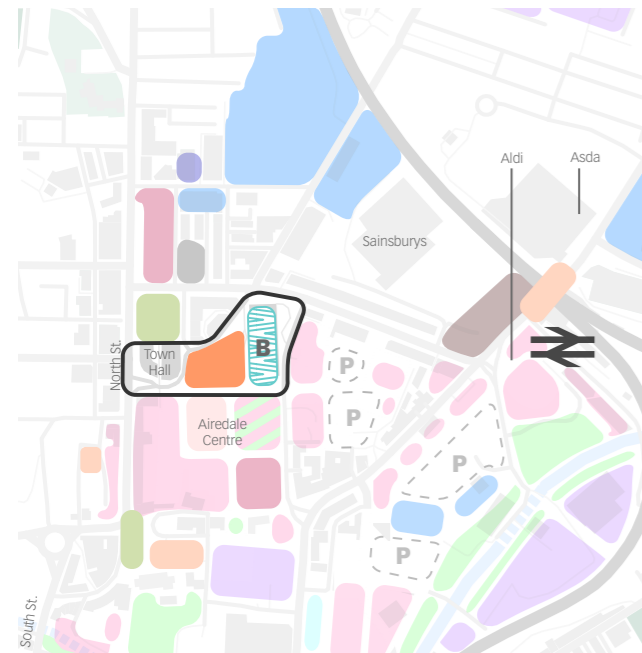
#### Key

Mixed-Use	Commercial	Town Centre / Civic Core	A. Existing Town Hall Square
Market / Restaurants / Takeaway Food	Health / Public Amenity	Key Heritage Assets	B. Proposed New Town Square
Residential	Community Arts	1. North Street	C. Proposed Temple Square
Proposed Green Space	Mixed-Use OR Proposed Green Space	2. Town Hall	D. Existing Church Green
Existing Green Space	Currently Undefined Use	3. Keighley Shared Church	E. Proposed Open Market
Potential Development Sites	Parking	4. Cavendish Street	F. Proposed Station Forecourt
Education	Pedestrian and Active Travel Circuit	5. Keighley Train Station	Committed Sites
		6. Low Mills	
		Bus Station	





## 07. Spatial Framework Character Area 1



**Key**

Mixed-Use	Commercial
Market / Restaurants / Takeaway Food	General Manufacturing / Industrial
Residential	Health / Public Amenity
Hotel	Community Arts
Proposed Green Space	General Manufacturing / Industrial OR Residential
Existing Green Space	Mixed-Use OR Proposed Green Space
Potential Development Sites	Currently Undefined Use
Education	Parking
Bus Station	Pedestrian and Active Travel Circuit
Committed Sites	Proposed Public Space
Existing Public Space	

### A New Heart to the Town Centre

Relocation of the existing bus station to the site of the Airedale centre car park which is underutilised and in a poor state of repair. The existing multi-storey car park will therefore need to be demolished to provide space for a reprovided and more compact bus station. In doing so, this will provide an opportunity to create a new town square and green space at the site of the current bus station.

Alternatively, the new town square could be located in one of the blocks created within the reconfigured Airedale Shopping Centre.

The new town square could be utilised to provide a range of events and civic uses. It also provides an opportunity to incorporate family friendly green space into the town centre, introducing spaces for children to play within the town centre and extend dwell-time.

### Re-Develop Cavendish Retail Park For Mixed Use

Cavendish Retail Park currently acts as an 'out of town' shopping centre, located within the town centre, with large unit footprints and a large amount of surface level car parking which is out of character for the retail core. Some of these retail uses are also failing to appropriately respond to the Street, with a long blank façade. The retail park contributes to an illegible and poorly connected environment to the east of the Airedale Centre, increasing journey times for pedestrians and cyclists between the town centre and the Railway Station.

There is an opportunity to diversify the offer away from retail only to create a more mixed-use development which complements the wider town centre offer. This would be delivered alongside re-providing car parking as part of the town's future car parking strategy, thus enabling the demolition of the existing Airedale Centre car park which is in a poor state of repair.

### Restructure The Airedale Centre

Reconfiguration of the Airedale Centre to condense the existing retail footprint and reduce vacancy levels within the town centre, whilst diversifying the range of uses available within the town centre to increase footfall. As with many shopping centres in regional towns and cities, the level of traditional retail has reduced and inward-looking shopping centres, such as the Airedale, fail to appeal to occupiers and businesses in their current form. Retail units do not meet modern retailer requirements and the enclosed space serves to cut-off the original street pattern and accessibility through the town after 5pm.

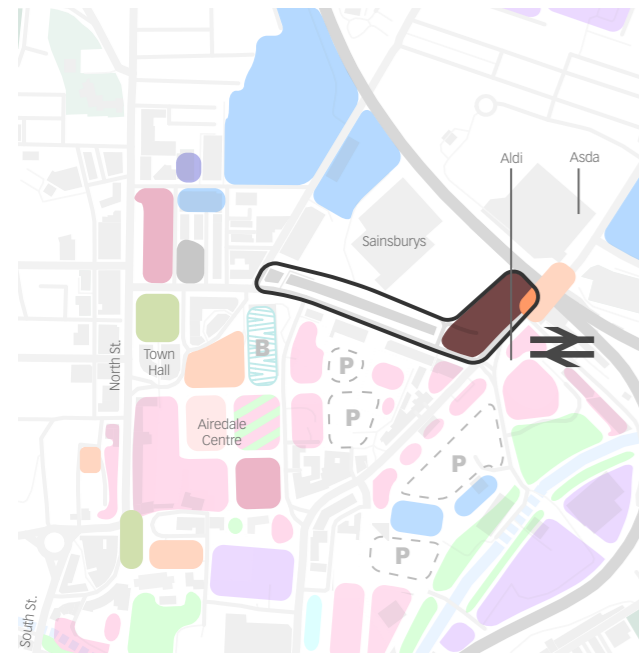
There is the opportunity to reintroduce the historic street grid patterns to create a more legible and connected town centre environment for pedestrians and cyclists. This will also improve connectivity north-south and east-west for the surrounding areas. In doing so, the types of uses and amenities on offer within the Airedale Centre can be broadened out, with a view to

attracting more food & beverage uses, thriving independent businesses and creating a more attractive leisure/retail experience.

A key move aligned with this is to relocate the market hall, as well as attract new, more modern uses, which could form part of a reimagined shopping centre. In doing so, the existing market hall site will be unlocked for other uses, such as the potential to create a new residential town centre quarter.



# 07. Spatial Framework Character Area 1



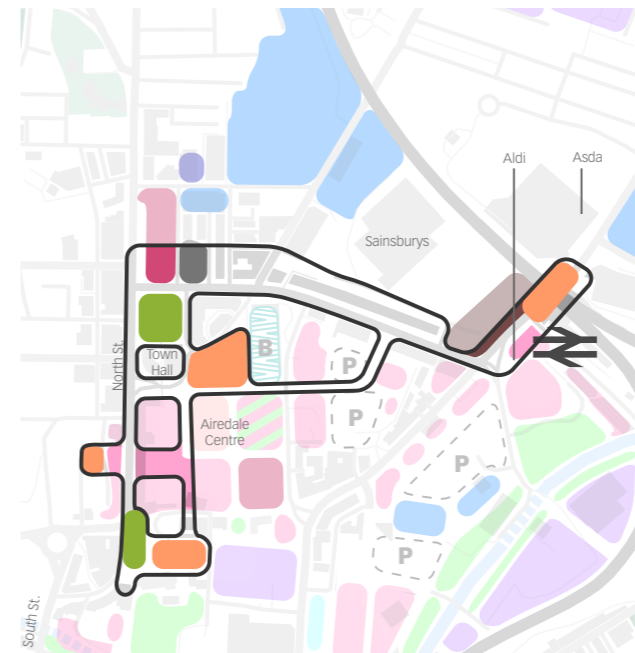
## Upgrade Cavendish Street

There is an opportunity to utilise the attractive heritage buildings on Cavendish St, including units 4-80 Cavendish St, which form a Grade II listed building. Cavendish Street has important heritage qualities and is a key connecting street linking the retail core with Keighley Railway Station, but despite this, the quality of shop-frontages as well as some of the existing uses which are located within it, detract from the quality of the area. There is the potential to seek to standardise the whole of Cavendish Street and encourage higher quality shop frontages, providing more muted colours for signage, avoiding heavy shutters and creating more consistency as a result. In turn, this will uplift the look and feel of the area.

There is also an opportunity to improve the active travel connections between the retail core and Keighley Railway Station, by reprioritising the street away from private vehicle use. Sustrans undertook a feasibility study to consider the suitability of a low traffic street to be implemented within Cavendish Street, which would lead to a

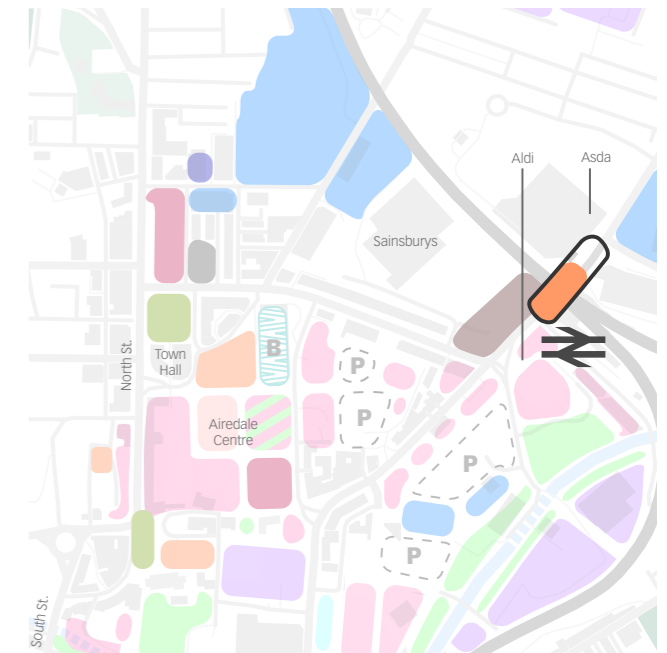
reduction in traffic. Further work can be undertaken to establish the preferred option for this to improve the walking and cycling links within the town centre.

▸ Cavendish Street



## Public Realm

Wider interventions into improving the town centre's public realm will focus on the area framed by North Street, the restructured Airedale Centre, and the Town Hall, along with connections to the train station. This will help to support a welcoming and pleasant urban environment throughout the town centre, particularly in terms of accessibility, wayfinding and creating attractive public spaces. High quality materials should be used to complement the distinctive heritage frontages found on many of Keighley's prominent streets.



## Upgrade Train Station / Sense Of Arrival

Following on from Network Rail's £4m upgrade of Keighley Railway Station, there is an opportunity to improve the station forecourt, creating a more positive approach and gateway into Keighley, as well as enhance the tourism offer given the importance of the Keighley and Worth Valley Heritage Railway, which is also accessed from this station. The new forecourt, which provides a greater focus on pedestrians and cyclists would then align with surrounding walking and cycling connections to encourage ease of movement into the town centre.





## 07. Spatial Framework Character Area 1

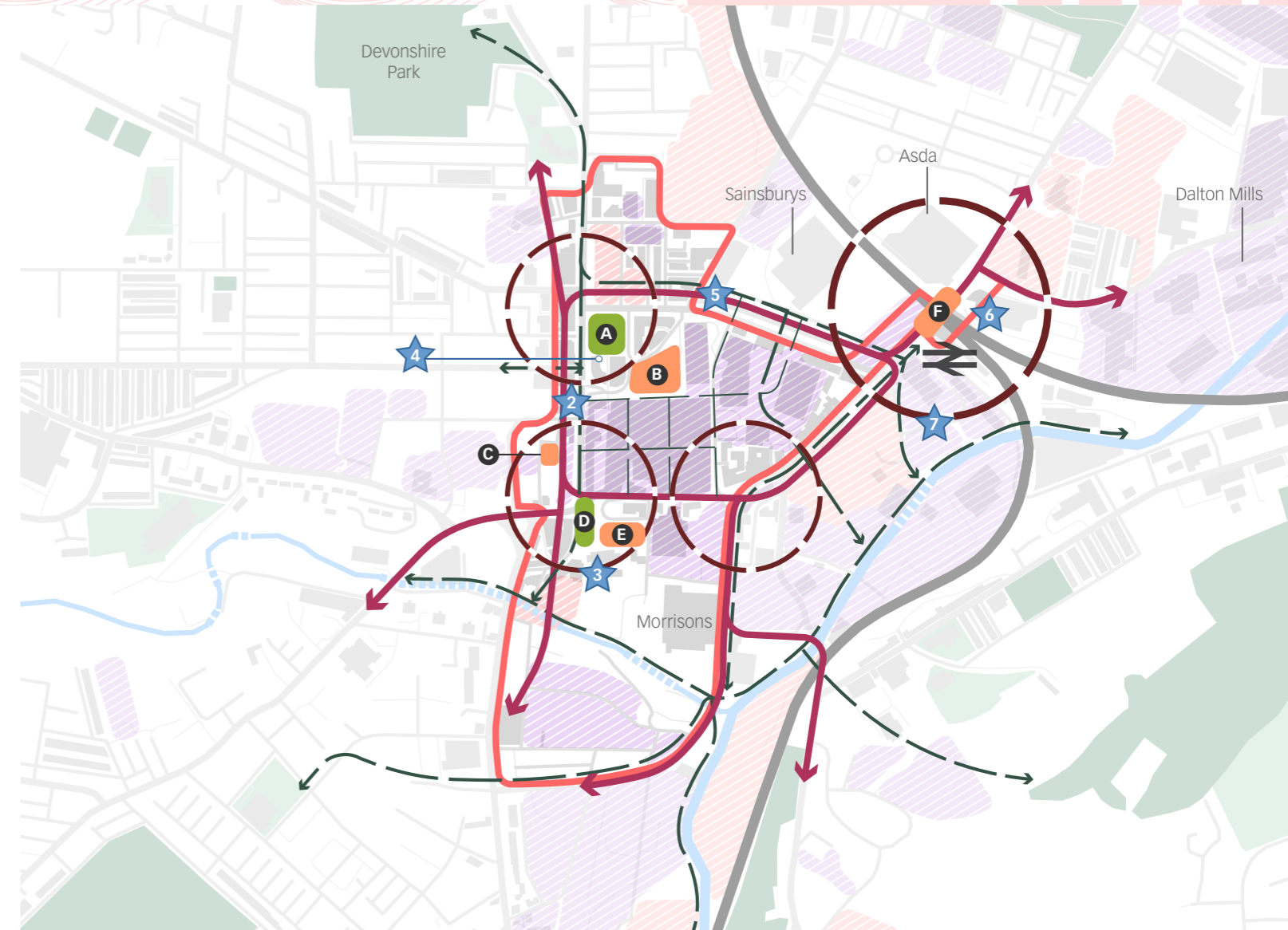
### 03. Movement and Connectivity

Whilst Keighley is well connected via public transport to the wider District and beyond to the rest of Yorkshire and Lancashire, the connectivity and permeability of the town itself is poor, particularly the experience within the Town Centre & Civic Quarter Character Area which is poorly connected and illegible for those walking or cycling. The traffic dominated environment along A650 Worth Way and the A629 North Street creates barriers to movement between the retail core and residential areas to the east and west, and reduces peoples' ability to move from the retail core to the railway station and vice versa.

Connectivity and movement is a key priority which needs addressing and should complement site-specific development proposals. It is likely that these interventions would need to be public-sector led, to establish an improved environment and public realm and provide confidence to those owners and occupiers in the locality.

#### Key moves proposed include:

- ▶ **Relocation of bus station** to the existing Airedale multi-storey car parking site.
- ▶ **Traffic calming along Cavendish Street** to re-prioritise active travel users.
- ▶ **Improvements to Keighley Railway Station** forecourt to create positive sense of arrival and increasing connectivity into the retail core for those arriving by via train.
- ▶ **Re-introduction of historic grid pattern** within the retail core to improve legibility and connectivity of the town centre environment.
- ▶ **Provision of new public realm** as well as enhancing existing public realm to promote heritage assets and create an attractive environment for pedestrians and cyclists.
- ▶ **Consolidation of town centre car parking** to enable the demolition of Airedale Centre Multi-storey car park, with re-provision of appropriate car parking further to the east of the town centre. This will reduce reliance on the private car and utilise space more efficiently within Keighley.
- ▶ **Improved signage within the town centre** as well as the use of public realm place markers and appropriately scaled development at key gateway locations to enhance the legibility of the town.



▶ Town Centre & Civic Core - Gateway Connections

#### Key

- |                                      |                           |                               |
|--------------------------------------|---------------------------|-------------------------------|
| Gateway Connections                  | Key Heritage Assets       | A. Existing Town Hall Square  |
| Key Gateway                          | 2. North Street           | B. Proposed New Town Square   |
| Pedestrian and Active Travel Circuit | 3. Keighley Shared Church | C. Proposed Temple Square     |
| Town Centre / Civic Core             | 4. Town Hall              | D. Existing Church Green      |
| Potential Development Sites          | 5. Cavendish Street       | E. Proposed Open Market       |
| Committed Sites                      | 6. Keighley Train Station | F. Proposed Station Forecourt |
|                                      | 7. Low Mills              |                               |





## 07. Spatial Framework

### Character Area 1

#### 04. Public Realm

Whilst there are public spaces within Keighley town centre, the location of these as well as existing size limits their suitability for hosting larger-scale events. Spatially, they are also dispersed across the town centre and therefore there is no one single central flexible events space which can be used throughout the year to attract new visitors into the town. The current solution is to utilise the Market Hall Car Park, which is not centrally located.

Public sector investment has previously been used to improve Low Street and create an attractive pedestrian street within the retail core. Positively, Towns Fund Funding will be used to extend these works to the west. It is considered that these improvements could be expanded elsewhere in Keighley to improve the quality of the built environment.

As set out within the Draft Development Framework, there is potential to create new public squares which, alongside appropriate uses, will generate greater dwell-time and activity within the town centre, improve the perception of the town and address the quality of the public realm at key gateways, including an improved gateway at the entrance to Keighley Railway Station.

Improved public realm and traffic calming measures on key routes between these public squares will improve the legibility and connectivity across the retail core, whilst helping to frame the heritage assets in these locations. It also provides an opportunity to facilitate the Food & Beverage and night-time economy offer in the form of alfresco seating.

#### 05. Design Principles and Considerations

Reconfiguration and demolition of poorer quality buildings, such as the Airedale Shopping Centre, through the reinstatement of the historical street pattern will help to enhance the design quality of the built environment leading to better placemaking.

High quality design, including appropriate scale and massing will be encouraged at key gateway sites to support wayfinding and visual sightlines within the town centre.

Design must be sensitive to the existing heritage assets in Keighley, particularly the Grade II listed ornate terraced Victorian and Edwardian sandstone buildings along North Street and Cavendish Street.



Retail Church Street



Market Hall



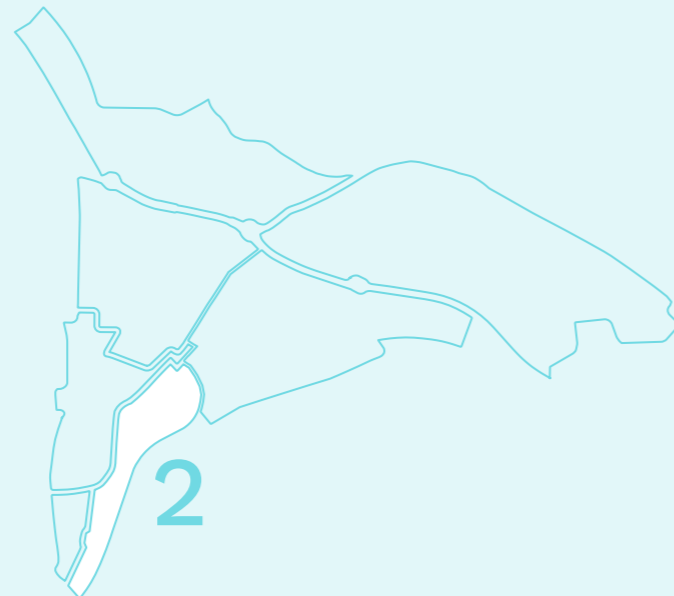
07. Spatial Framework

# Character Area 2: River Worth Linear Park

Realising the opportunity to better connect into the River Worth and create a new thriving and active mixed-use development with access to Keighley's under-utilised blue infrastructure.

Key development opportunities comprise:

- ▶ **Activation of the River Worth** – Reorientating the town to front the River Worth and activate the riverside.
- ▶ **Residential uses** – Relocation of existing industrial uses to provide new riverside residential sites.
- ▶ **Reconfiguration of Low Mills** – to provide a high quality mixed use development which makes the most of the heritage asset.



## Overview

The character area comprises of 22ha of land, incorporating land to the east and south of the A6035 Worth Way, which sits alongside the River Worth. The area is bound to the north by Keighley Railway Station, by the railway line to the east and south and the A6035 Worth Way to the west.

The River Worth dissects the site, however access to the river is limited and the buildings in the area currently turn their back on the river due to its previous industrial nature and purpose, meaning that the river and the surrounding environment is currently very poor quality.

There is poor connectivity and legibility within the character area, due to a number of barriers to movement (River Worth, Railway Line, A6035 Worth Way) which dissects the site into a number of smaller parcels. The industrial nature and low quality public realm means that the character area is an unwelcoming environment for pedestrians and cyclists.

The area is currently characterised by brownfield land and former mill buildings, most of which are occupied by commercial uses. However, there is a proposal for a new retail park at former Alexandra Mills (21/04831/MAF) which will change dominant use to retail comprising a food store (ALDI), retail pods (Class E) and coffee drive-thru.





## 07. Spatial Framework

### Character Area 2



### 01. Existing Uses

The Character Area is currently dominated by commercial uses and brownfield land. Commercial uses are made up of a mixture of former mill buildings and newer industrial sheds. However there are a number of underutilised existing mill buildings, such as the Grade II listed Former Mill Buildings at Low Mills.

There are a number of live and consented planning applications in the area which are changing the nature of the area. For example, work is currently underway on proposed retail park at former Alexandra Mills (planning ref: 21/04831/MAF) which will change the dominant use to retail. Proposals include food store (ALDI), retail pods (Class E) and coffee drive-thru. There is also a live application for additional industrial uses at Walk Mills and land east of Marriner's Walk for the provision of new B2 and B8 uses, which is currently pending consideration (planning ref: 23/00435/MAF).



## 07. Spatial Framework Character Area 2

### 02. Proposed Interventions and Land Use

The overarching aim is to create an attractive, mixed-use riverside community which provides improved access to the River Worth and create a more attractive environment for pedestrians and cyclists.

Key interventions include:

#### 48 Create River Worth Linear Park

Creation of a new linear park along the River Worth, to create a healthier, greener and more prosperous town centre. Currently access to the River Worth is limited within the town centre, and the existing industrial buildings turn their back on the river, creating a low quality environment.

It is considered that a new linear green park and heritage trail could be provided along the banks of the River Worth, to improve access to green and blue infrastructure for residents of the town whilst highlighting the rich industrial heritage of the town.

The River Worth is susceptible to flooding, with the land adjacent to the river in this location falling within flood zones 2 and 3. Therefore the creation of a new linear park provides an opportunity to provide new permeable green spaces and increase the flood resilience of the area.

#### Riverside Residential Living Offer

Creation of a new residential zone to the south east of the River Worth. Currently this area is very industrial in nature, with a mixture of former mill buildings and more modern industrial sheds. It is a very low quality and car dominated environment, with limited pedestrian and cycle connections.

Whilst historically, its' location between the railway line and the River Worth, would have created the perfect location for mills, today it is considered to provide an attractive and sustainable location for residential development. Therefore it is proposed that the existing businesses are relocated to more suitable locations, such as the Business Development Zones, and the area is reconfigured to provide a high-quality, sustainable, riverside living opportunity.

#### Heritage Trail

As a once thriving industrial hub, the area is home to a number of attractive former mill buildings, including the Grade II listed Low Mill. In addition to its proximity to the Keighley & Worth Valley heritage railway (KWVR), it provides the perfect opportunity to showcase Keighley's heritage.

It is proposed that Low Mill and Low Mills will be repurposed as a leisure led mixed-use development, including a food & beverage offer. Its proximity to the Railway station will provide visitors to the town with a showcase of Keighley's heritage. The River Worth linear park will also provide a heritage trail running alongside the KWVR, providing a showcase of the town's industrial heritage.



River Worth Linear Park - Proposed Development Sites

#### Key

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<span style="display:inline-block; width:15px; height:15px; background-color: #8000ff; border: 1px solid black;"></span> Residential	<span style="border: 1px dashed black; padding: 2px;">P</span> Parking	<span style="display:inline-block; width:15px; height:15px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #808080 2px, #808080 4px); border: 1px solid black;"></span> General Manufacturing / Industrial OR Residential	<span style="display:inline-block; width:15px; height:15px; background-color: #ff69b4; border: 1px solid black;"></span> 6. Keighley Train Station
<span style="display:inline-block; width:15px; height:15px; background-color: #00ffff; border: 1px solid black;"></span> Hotel	<span style="display:inline-block; width:15px; height:15px; background-color: #ff69b4; border: 1px solid black;"></span> Committed Sites	<span style="display:inline-block; width:15px; height:15px; background-color: #ff4500; border: 1px solid black; border-radius: 50%;"></span> F. Proposed Station Forecourt	<span style="display:inline-block; width:15px; height:15px; background-color: #4682b4; border: 1px solid black;"></span> 7. Low Mills
<span style="display:inline-block; width:15px; height:15px; background-color: #32cd32; border: 1px solid black;"></span> Proposed Green Space	<span style="display:inline-block; width:15px; height:15px; background-color: #d8bfd8; border: 1px solid black;"></span> Potential Development Sites		
<span style="display:inline-block; width:15px; height:15px; background-color: #2e8b57; border: 1px solid black;"></span> Existing Green Space			





## 07. Spatial Framework Character Area 2

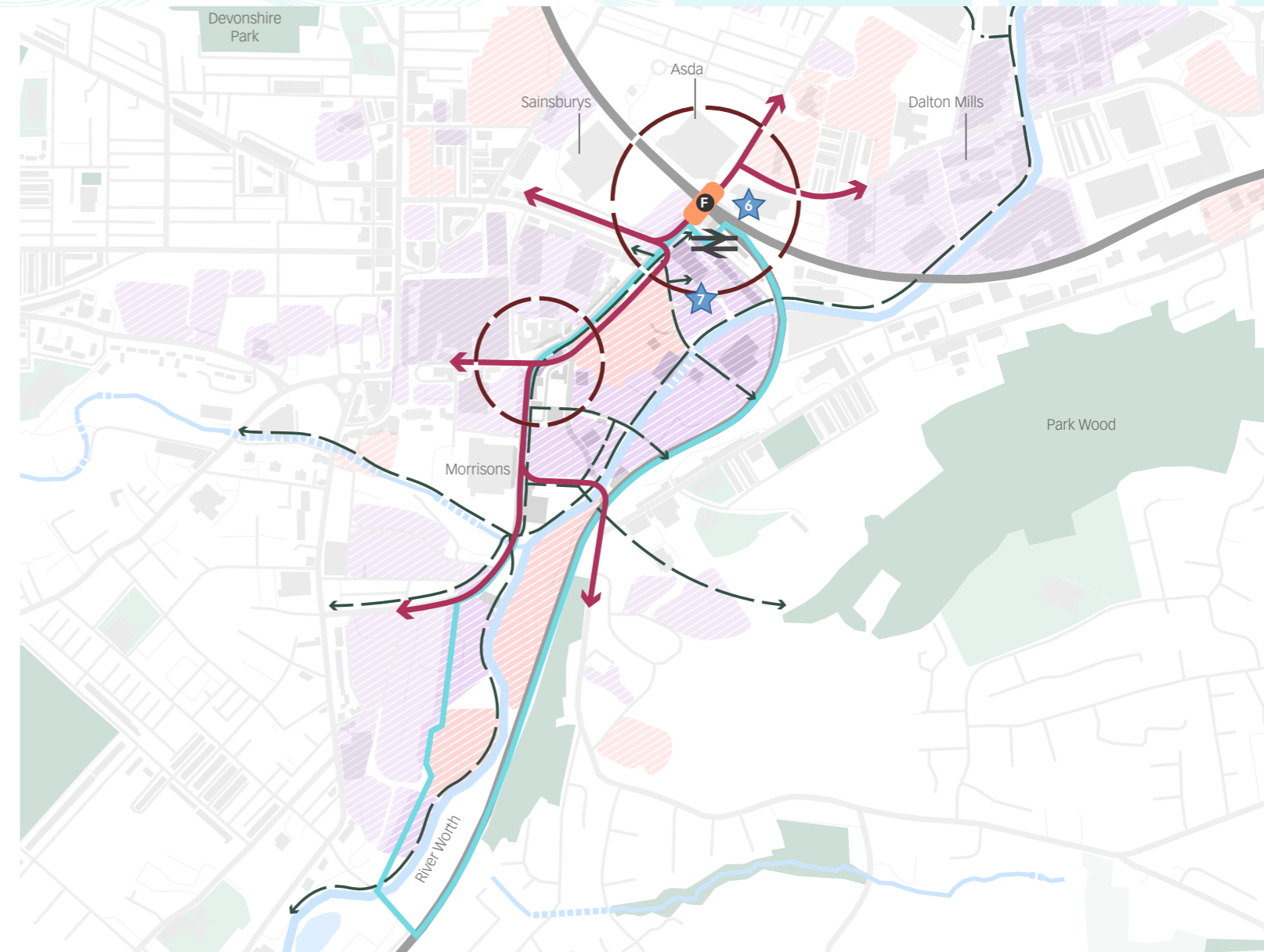
### 03. Movement and Connectivity

At present, the area is very car dominated and industrial in nature, which creates an unwelcoming environment for pedestrians and cyclists.

The Worth Way is an 11-mile circular walking route which starts at Low Mill Lane and continues south along the railway, before joining the River Worth in the south and continuing onwards to Oxenhope, Haworth and Oakworth before circling back to Keighley. However the quality is poor in places and access onto the route is limited. Therefore the River Worth Linear Park will provide opportunities to improve and expand on this route to create a new high-quality walking and cycling route within the town centre, increasing residents' access to green and blue infrastructure and encouraging active travel.

The A6035 Worth Way, which bounds the site to the west, is overengineered and provides a car dominant environment, particularly the junction of Cavendish St/Worth Way. This creates a barrier to movement between this zone and the retail core to the west. Active travel connections and public realm improvements will be provided throughout this character zone, improving the connectivity between the town centre and this eastern zone.

Keighley Railway station is located directly to the north of this character area, which provides a range of services to Leeds, Bradford and Skipton. Therefore improving connectivity to the station from this area will be key. Improvements along the A6035 Worth Way will also reduce journey times for pedestrians and cyclists to the station and encourage sustainable travel modes.



River Worth Linear Park - Gateway Connections

#### Key

- Gateway Connections
- Key Gateway
- Key Heritage Assets
  - 6. Keighley Train Station
  - 7. Low Mills
- River Worth Linear Park
- Potential Development Sites
- Committed Sites
- F. Proposed Station Forecourt
- Pedestrian and Active Travel Circuit





## 07. Spatial Framework Character Area 2

### 04. Public Realm

The River Worth Linear Park will provide a new high-quality greenspace and increase access to the River Worth for residents of Keighley.

Improvements to public realm to create pedestrian and cycling friendly public realm, ensuring safe and well-lit spaces are provided to improve connectivity of this area.

The proposed Aldi scheme at Alexandra Mills also proposes some landscaping and a small area of public realm in the vicinity of the pedestrian access on East Parade. The scheme will also increase the connectivity of the area for pedestrians, providing a route between East Parade, Coney Lane and Gresley Road, through what is currently an inaccessible brownfield plot.

### 05. Design Principles and Considerations

▶ **Reconfiguration and demolition of poor quality industrial buildings to provide a new mixed-use riverside development will be encouraged.**

▶ **Design must be sensitive to the existing heritage assets in Keighley ensuring that these are retained and adapted where possible, particularly the Grade II listed Low Mills, which is proposed to be adapted to provide a mixed use offering.**

▶ **Heights in this area should complement the previous mill uses, in line with a scale of 3 to 4 storeys.**



Low Mill



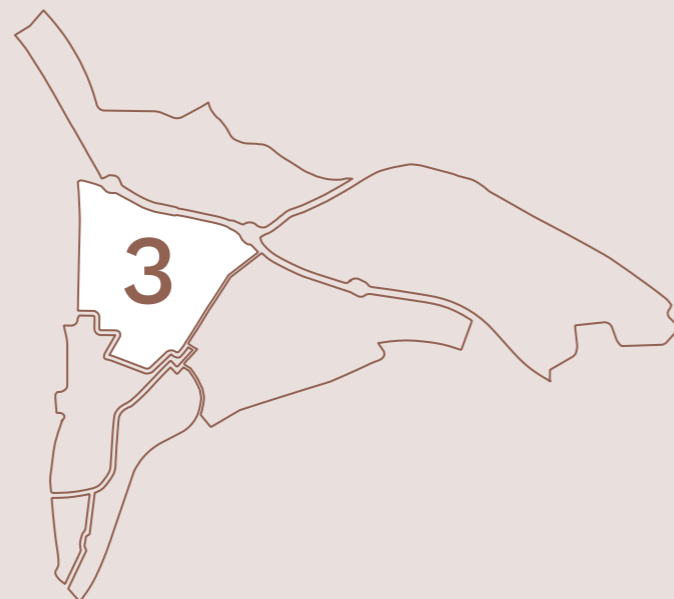
07. Spatial Framework

# Character Area 3: Victoria Park Residential Zone

Building upon the existing residential and commercial uses within the area to create a high quality, residential led zone, north of the town centre.

Key interventions in this area include:

- ▶ **Expanded commercial offer** – completion of proposed redevelopment at Aire Valley Business Centre and repurposing under-utilised sites to provide commercial and business uses.
- ▶ **Improved leisure connectivity** – improve the connection from the town centre to Victoria Park / Leisure Centre to the north east and Devonshire Park / Cliffe Castle to the north west.
- ▶ **Town centre residential offer** – relocation of low quality commercial uses along Parson Street to provide new residential uses.



## Overview

The character area comprises of 51ha of land, comprising land to the north of the retail core. Bound by A650 Hard Ings Rd to the north, to the east, Cavendish St and Alice Street to the south and Skipton Road to the west. This area comprises a mixed use area including Sainsburys, ASDA, Keighley Leisure Centre, residential (primarily terraced housing), retail and business parks as well as Victoria Park, which is Grade II listed.

The character area is bound on all sides by key highway infrastructure. Hard Ings Road located to the north (recently widened) provides the main highway route into Bingley and Bradford – becomes Aire Valley Road to the east. A6035 Bradford Road is the main route into Keighley town centre, and is also a key public transport route providing frequent bus services and a connection to Keighley Railway Station to the south.

The Aire Valley Business Centre was approved for redevelopment of a former mill building (planning ref: 21/02307/MAO) to provide more modern commercial and business units and construction is underway.





## 07. Spatial Framework

### Character Area 3

#### 01. Existing Uses



Although the area is mixed use in nature, there is a large proportion of existing residential dwellings provided in the form of tight knit residential streets, which form a strong grid pattern to the north and west of the character area. The existing commercial and retail uses are generally located to the south of the character area and along Lawkholme Lane. These units are larger in nature and impact the connectivity between the residential areas and the retail core to the south.

56



Cliffe Castle

57



Asda Supermarket



Alice Street





## 07. Spatial Framework

### Character Area 3



#### 02. Proposed Interventions and Land Use

Consolidation of the commercial and businesses uses within the character area will create a more residential focused character to the north of the town centre, whilst improving connectivity and legibility between the town centre and the key leisure facilities to the north of Keighley.

##### Consolidation of Commercial Uses

Following the completion of the redevelopment of the Aire Valley Business Centre, Lawkholme Lane (planning reference: 21/02307/MAO) to provide modern commercial and business units (Class E, B2 and B8), the underutilised sites along Admiral Way can be reconfigured to provide additional land for commercial units.

It is proposed that other areas of commercial uses within the character area, such as Parson Street, are consolidated to free-up future sites for residential development.

##### Town Centre Residential Living Offer

Following the consolidation of the commercial offer in the character area, it is proposed that additional residential development can be provided along Parson Street. This includes a number of sites which have previously been allocated for residential development in the Local Plan, including:

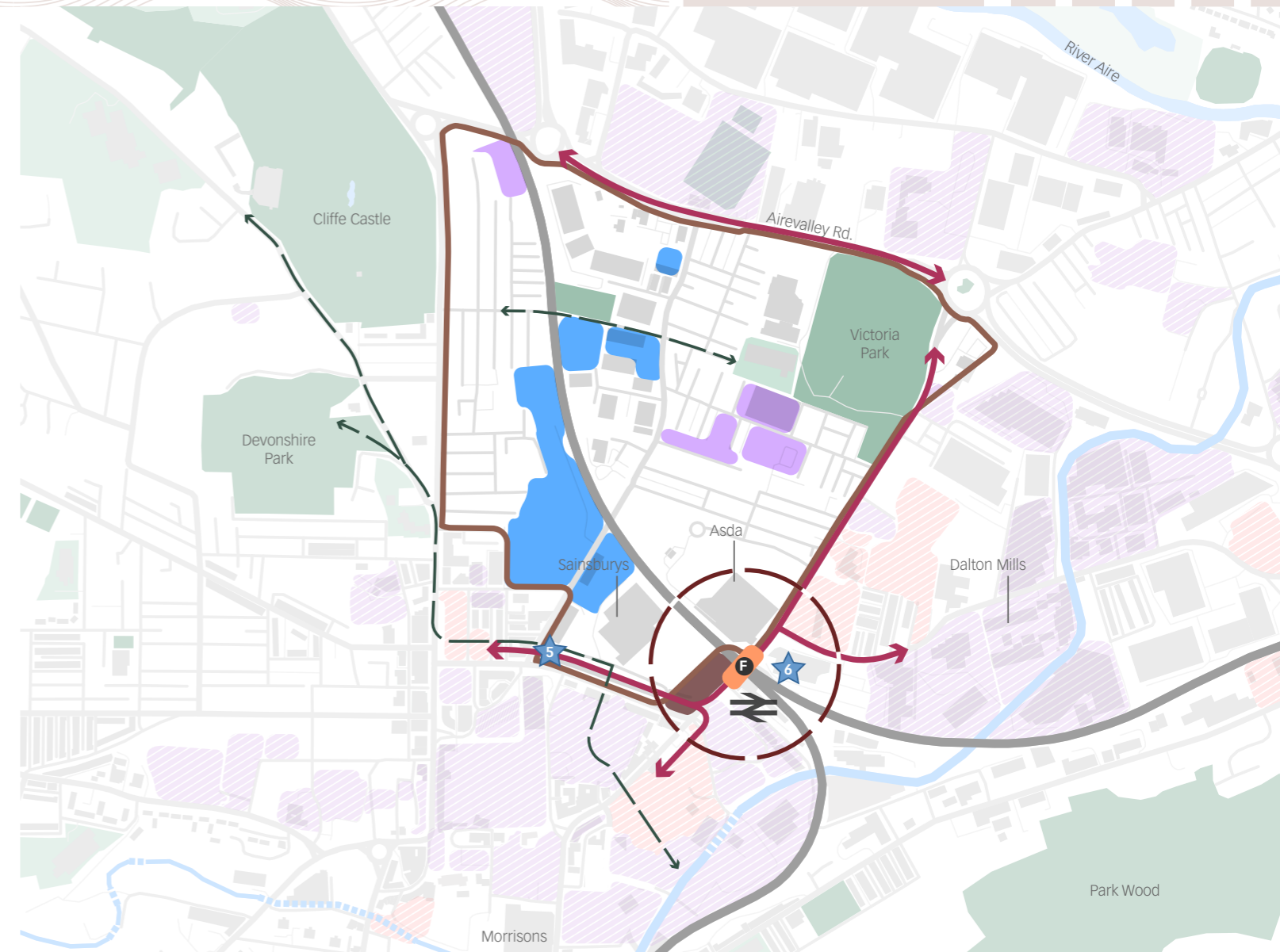
► **Parsons Street (KY44/H)** is a former mill building currently occupied by businesses and storage and was put forward as part of the SHLAA. Potential capacity of 35 dwellings.

► **Grange Street (KY43/H)** and is proposed on the site of a former museum, commercial and business uses, part of which has already been cleared. There is scope to deliver 25 dwellings.

##### Connectivity To Leisure

A number of Keighley's key leisure destinations, such as Cliffe Castle, Devonshire Park, Victoria Park, Keighley Leisure Centre and Keighley Cougars, are located to the north of the town, and as such, those wishing to access these facilities from the south need to pass through this character area.

The public realm in the area is generally low quality at present, with limited walking and cycling infrastructure. These connections will be improved to increase the connectivity and legibility of the area, and encourage active travel trips between the leisure uses in the north and the town centre in the south.



Victoria Park Residential Zone - Proposed Development Sites & Connectivity and Movement

#### Key

Residential	Commercial	Victoria Park Residential Zone	F. Proposed Station Forecourt
Existing Green Space	Committed Sites	Key Heritage Assets	5. Cavendish Street
Potential Development Sites	Pedestrian and Active Travel Circuit	6. Keighley Train Station	Gateway Connections
Education	Key Gateway		





## 07. Spatial Framework

### Character Area 3

#### 03. Movement and Connectivity

The railway runs diagonally through the centre of the character area, with Lawkholme Lane providing the only vehicular connection across the railway line within this character area. There is a small underpass provided on East Avenue, however this is pedestrian only and is generally low quality. Therefore the railway creates a barrier to movement both east to west and north to south.

It is unlikely that additional railway crossings can be provided in this area, and therefore the quality and legibility of the existing routes will be paramount to improving the connectivity of the area.

Improved walking and cycling routes will be provided along key routes in the character area to encourage active travel trips between the retail core to the south and the residential area to the north.

Connections to the existing high frequency bus routes on the A6035 Bradford Road and Keighley Railway Station in the south east will also be prioritised, to encourage residents in the area to travel sustainably for longer distance trips.

#### 04. Public Realm

Victoria Park is a large Victorian park situated in the north east corner of the character area, it is generally good quality with a number of facilities such as green spaces, play area and court. However connections into the park from the neighbouring leisure centre and primary school are dominated by car parking. It is important that the public realm in this area is refocused on pedestrian and cycle movements, to encourage active travel and increase the natural surveillance of the park.

Connections from the retail core in the south to the leisure facilities in the north are also constrained. Connectivity is limited by the railway line, which creates a barrier to movement and the legibility and poor quality of the public realm in this area also contributes to the area's poor connectivity. The quality of these routes should be improved to promote active travel both within the character area and beyond.

#### 05. Design Principles and Considerations

Development in the area should be in keeping with the existing uses, with heights around 2-3 storeys. Any development in the north east of the character area will need to be mindful of the Grade II listed Eastwood House within Victoria Park, an attractive two storey sandstone building.



▲ Aire Valley Business Centre



▲ Picture House





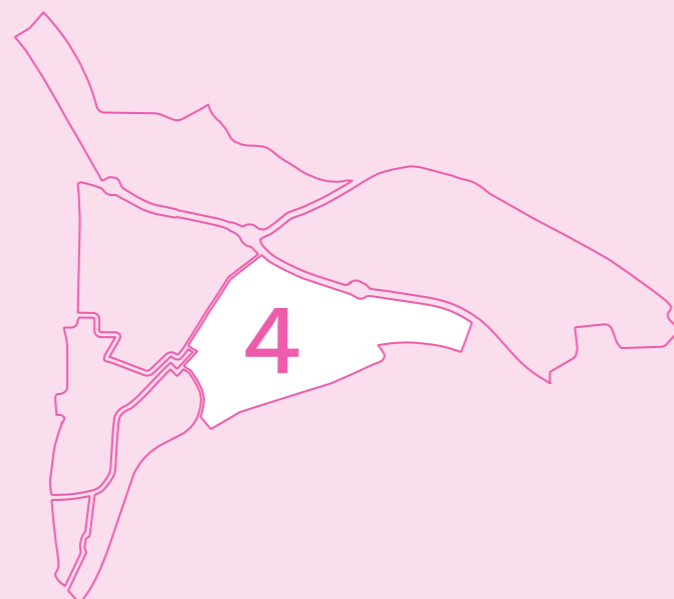
## 07. Spatial Framework

# Character Area 4: Learning & Maker Creator Zone

Improvement of the Worth Village business development zone to provide a cutting edge commercial and educational zone in a highly sustainable location.

62 Key interventions proposed are:

- ▶ **New high quality business development** – redevelopment of Victorian mills and low quality industrial uses on Dalton lane, linking to Keighley College.
- ▶ **Improving public realm** – creating an attractive environment for pedestrians and cyclists to improve connections to the train station and town centre.
- ▶ **Reprofiling low quality industrial uses** – to provide modern, high quality B2 and B8 units which are fit for purpose.



63

## Overview

The character area comprises of 59ha of land, comprising land to the north east of Keighley Train Station. Bound to the north by Aire Valley Road, to the south east by the railway line and by the A6035 Bradford Road to the west. The character area is well located for connectivity to the local road network, with Dalton Lane connecting Airevalley Road in the North to the A6035 in the East. Dalton Lane also provides a bus route (60 Aireline) which provides a connection between Keighley and Leeds City Centre, via Bingley and Shipley.

The area is mainly industrial in nature, and is made up of a mixture of large scale industrial sheds and number of former Victorian mill buildings. The area developed during the Victorian period with mills and worker's homes for the textiles industry. The finer urban grain of the area largely survived from this period, as well as some buildings, such as the Grade II\* listed Dalton Mills, which is a significant townscape feature, and the adjacent Grade II listed Porters Lodge. There

are alternative uses, mainly in the east along Bradford Road, which include Keighley College and Keighley Fire Station.

The River Worth runs north-south through the character zone, creating a barrier to movement between sites in the east of the character zone and the town centre to the west. There is limited access to the River Worth in this location, apart from access to the Airedale Greenway, to the north of the character area. The majority of the buildings turn their back on the river due to their former mill uses, and therefore creates a low quality environment along the river in this area. Similarly, the railway runs along the southern edge of the zone, creating a barrier to movement to the south.

There are no green spaces in the area and there is a lack of informal green infrastructure such as street trees due to the industrial nature of the area. There is a small park located on the southern end of Fredrick St, however this is badly maintained and lacking play equipment.





## 07. Spatial Framework

### Character Area 4



▶ Dalton Mill



▶ Manufacturing Businesses in Keighley



▶ Keighley College

### 01. Existing Uses

The area developed during the Victorian period for mills and factories associated with the textiles industry. The area is still dominated by industrial and commercial uses, with a number of manufacturing companies in this area. The urban grain is mixed, with fine grain Victorian terraces and courser block patterns formed by historic mills and new industrial sheds, however the street patterns are largely similar to the original Victorian layout.

Keighley College is located in the southwest corner of the site, which provides high education facilities for A Levels, T Levels, apprenticeships, vocational and adult courses.

Additional commercial units are coming forwards in this area, such as Providence Park (21/01531/MAF) and Beecroft Street (22/02209/MAF) which will provide additional B2, B8 and office spaces. Positively, Keighley College are also planning to provide additional education space within Providence Park.

There are some limited leisure uses, such as Studio 5 Live and Wishbone brewery at Melbourne House and the Keighley Bus Museum at River Technology Park. There are also a small number of residential dwellings, mainly Victorian terraces, which are mixed in with the industrial uses.





## 07. Spatial Framework

### Character Area 4



02.

### Proposed Interventions and Land Use

Re-profiling of dated, poor quality industrial and commercial buildings to provide a modern and fit for purpose business zone to build upon Keighley's status as a hub for manufacturing.

Key interventions will include:

#### Strengthening Links To Keighley College

Keighley College provides a range of courses and has excellent links with employers, providing students with work experience and employment opportunities. It is proposed that these links are strengthened throughout this area, providing students with in-demand skills and creating a pathway for students to continue to live and work in Keighley. Providence Park, will provide additional B2, B8, office spaces as well as educational space for Keighley College.

#### Employment Uses

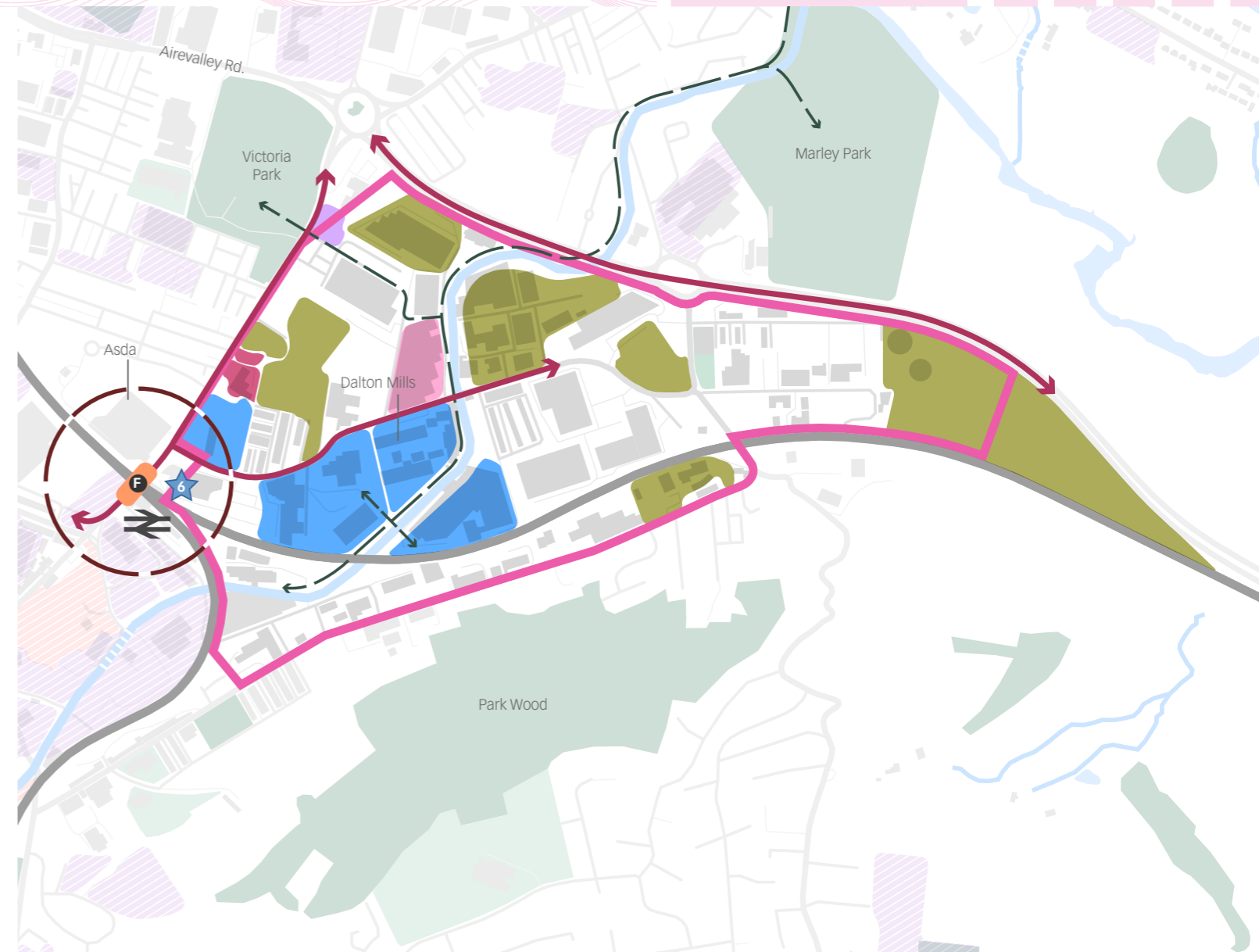
Existing businesses will be supported to grow and expand within the proposed Business Development Zone at Worth Village, particularly those which are in high-value employment sectors, including advanced manufacturing. Redevelopment of existing low-quality employment sites, to provide modern, high quality and fit for purpose commercial and industrial units will help drive the growth of the existing manufacturing industries in Keighley.

#### Improving Access To The River Worth

The River Worth creates a barrier to movement across the character area, with limited access and visibility of the river itself within the area creating a low quality environment. Access to the River Worth will be improved via the creation of a riverside walkway connecting into the proposed River Worth Linear Park to the south and Marley Park to the north. This will improve the quality of the environment and increase access to blue and green infrastructure for both employees and existing residents in the area.

#### Build On Keighley's Industrial Heritage

Building on Keighley's heritage as an industrial town, special attention will be paid to key former industry buildings, such as the Grade II\* listed Dalton Mills and adjacent Grade II listed Porters Lodge. The riverside walk along the River Worth will provide an opportunity to highlight the rich industrial heritage of the area and showcase these heritage assets.



Learning And Maker / Creator Zone - Proposed Development Sites & Connectivity and Movement

#### Key

Mixed-Use	Commercial	Learning and Maker/ Creator Zone	F. Proposed Station Forecourt
Residential	General Manufacturing / Industrial	Key Heritage Assets	
Existing Green Space	Health / Public Amenity	6. Keighley Train Station	
Potential Development Sites	Committed Sites	Pedestrian and Active Travel Circuit	
Key Gateway	Gateway Connections		





## 07. Spatial Framework

### Character Area 4

#### 03. Movement and Connectivity

Car dominance within the key routes will be encouraged to be reduced and active travel connections into the town centre, particularly in the vicinity of Keighley College, will be promoted. The area currently has very poor quality public realm due to industrial nature of the area, with low quality pavements and lack of frequent street lighting, which needs to be improved to create an attractive environment for walking and cycling.

68 Utilise existing public transport connections, such as the existing bus route on Dalton Lane (60 Aireline) and improve connections to Keighley train station, which provides a range of services to Leeds, Bradford and Skipton.

The River Worth runs through the centre of this area, which creates a barrier to movement east to west. Whilst the Airedale Greenway runs along the River Worth to the north, there is no access to the riverfront elsewhere. Connections to the river will be improved by the proposed linear park, which should be extended into this character area to improve access to green and blue infrastructure. There is the opportunity to improve the quality of the Airedale greenway, particularly along Dalton Lane and the connection underneath the Airevalley Rd which is poorly lit and lacks natural surveillance.

#### 04. Design Principles and Considerations

- ▶ **Development in the area** should be kept in keeping with the existing uses, with heights of circa 4/5 storeys in accordance with the former industrial mill buildings.
- ▶ **Heritage assets** such as the Grade II\* listed Dalton Mills and adjacent Grade II listed Porters Lodge should be retained where viably possible to highlight the town's rich industrial heritage.
- ▶ **Other development** in the vicinity should be sensitive to these existing heritage assets.



Keighley Bus



Dalton Mill



07. Spatial Framework

# Character Area 5: Worth Valley

Relocation of poor quality and underutilised commercial uses to the Business Development Zones within Keighley to create an opportunity for a new sustainable and high-quality residential area to the south of the town centre.

The key proposed interventions are:

- ▶ **Consolidation of Commercial Uses** – existing low quality and underutilised commercial uses to be consolidated and relocated where appropriate to the Business Development Zones within Keighley, albeit with the potential of retaining some manufacturing/ industrial space in this area in the short-medium term.
- ▶ **Improving Access to the River Worth** – continuation of riverside links from proposed River Worth Linear Park to the north.
- ▶ **New Sustainable Residential Development** – creation of new high-quality, sustainable residential development located to the south of the town centre, making the most of the Riverside location.



## Overview

The character area comprises of 6ha of land, consisting of land to the south of Keighley town centre. It is bound to the north by the A6035 Worth Way, by the River Worth to the east and south, and South Street to the west. Worth Way provides vehicular connections between South Street in the west and Hard Ings Road to the north. South Street connects to A629 High Street in the north and continues south towards Denholme in the opposite direction.

The River Worth and Keighley Railway both run north-south along the eastern edge of the site. This, alongside the steep topography to the east, creates a barrier to movement between the Character Area and the existing residential areas to the east of Keighley.

The area is mainly commercial in nature, with a mixture of older Victorian mills and modern industrial sheds, which are primarily used for commercial purposes; however there are a handful of other uses dispersed within the area. The street patterns are largely unchanged from Victorian times, meaning that units generally have a smaller footprint than modern commercial units. A number of the buildings, such as the Grade II listed Keighley Business Centre (Knowle Mill), are attractive former Victorian Mills, which will be retained where possible.

There is limited green space and a lack of informal green infrastructure in the area due to its' industrial nature.





## 07. Spatial Framework

### Character Area 5



#### 01. Existing Uses

This is a primarily commercial area located to the south of the town centre, which consists of a mixture of Victorian mills and more modern industrial sheds, used for commercial purposes. Whilst there is a wide mix of commercial uses, a large proportion of the businesses specialize in vehicle sales, repairs and manufacturing.

There are also a handful of other uses in the area, mainly along the northern and southernmost parts of the site, including takeaways, leisure uses such as gyms and snooker halls, and some retail units.

Additional industrial uses are proposed to come forward - the site located between Mariner Road and the River Worth is proposed for 3 industrial units (planning ref: 23/00435/MAF), albeit the application is still pending determination.



Keighley Business Centre



## 07. Spatial Framework

### Character Area 5

#### 02. Proposed Interventions and Land Use

##### Relocation and Consolidation of Commercial Uses

The area is home to a number of low quality industrial and commercial buildings, which create a poor quality environment and which are at odds with the proximity of the retail core. It is considered that these uses may be best located elsewhere in Keighley to free up land for residential development in a highly sustainable location.

74 Commercial and industrial uses will be consolidated in this area, and relocated to other more suitable locations such as the proposed business development zones. A number of these buildings, such as Keighley Business Centre (Knowle Mill), are attractive former Victorian Mills, and so it is proposed that these buildings could be retained and converted into residential uses, where possible.

##### Creation Of Sustainable Residential Zone

It is considered that this area may be best suited for the provision of a new residential zone, due to its vicinity to the town centre to the north.

This would create an opportunity to provide high-quality residential development in a sustainable location, where residents can walk and cycle across Keighley and benefit from the good public transport connections that the town has to offer. This would also benefit the health and vibrancy of the town, by increasing footfall into the town centre.

##### Improving The Built Environment

The industrial nature of the area creates a poor quality built environment, with limited or poor quality pedestrian and cycling infrastructure, a lack of street lighting and poor natural surveillance on the street. The buildings themselves are of mixed quality, but a number of lower quality commercial buildings create a poor sense of place.

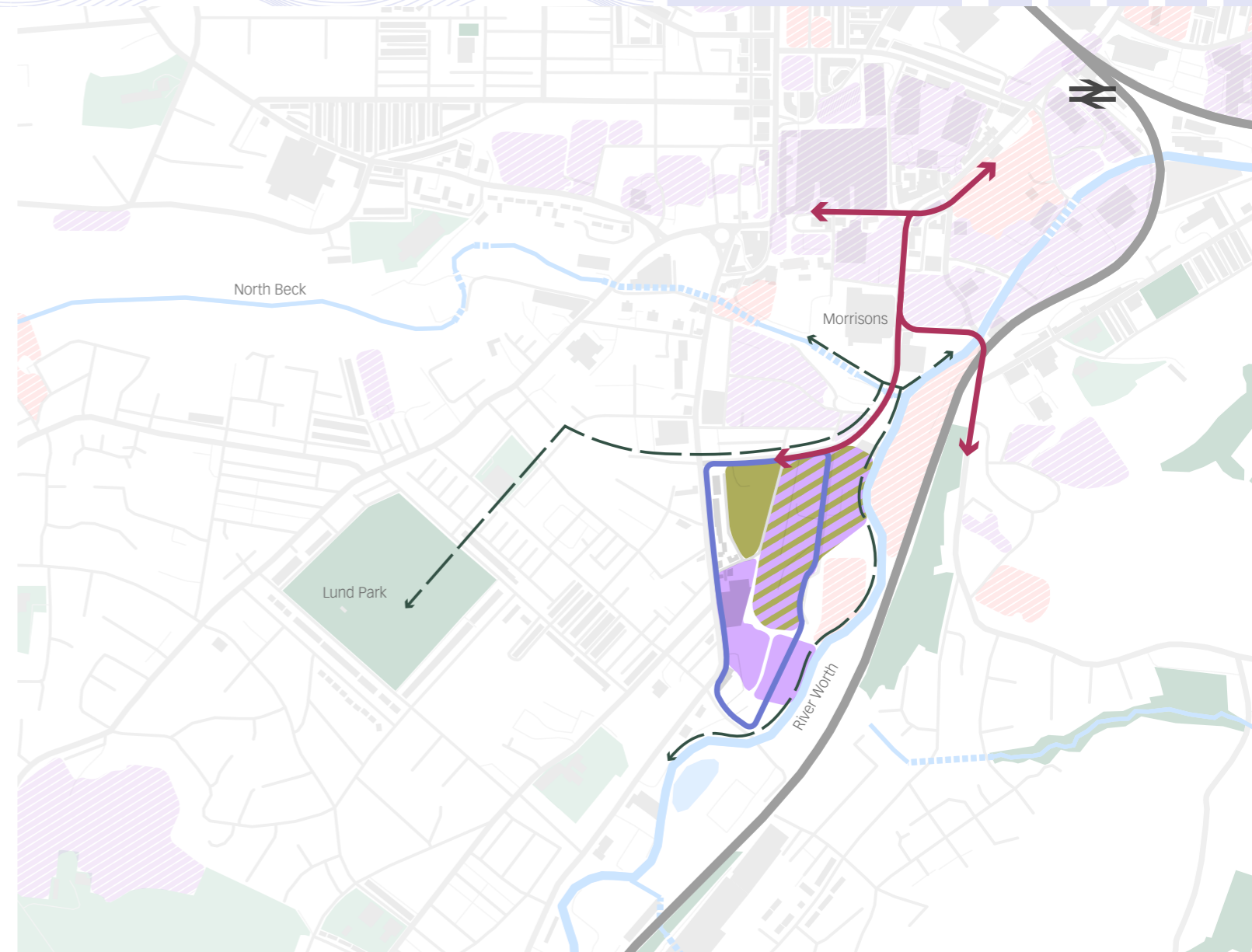
Therefore it is proposed that the public realm and quality of the built environment in this area is improved through a number of smaller scale interventions to create an attractive environment for residential living, and to encourage walking and cycling throughout the zone and beyond into Keighley.

Currently there is very limited green space in the area due to its industrial nature, therefore connections to surrounding green spaces in the vicinity such as Lund Park and the River Worth will be improved and signposted.

##### Improving Access To The River Worth

The area benefits from proximity to the River Worth, however the current and historical industrial nature of the area means that buildings turn their back on the river and creates a low quality environment. There are also limited access points to the River Worth in this area at present, meaning it is largely unnoticed.

Access to the River Worth will be improved via the creation of a riverside walkway connecting into the proposed River Worth Linear Park to the north. This will improve the quality of the environment and increase access to blue and green infrastructure for both employees and existing residents in the area.



Worth Valley Manufacturing Zone - Proposed Development Sites & Connectivity and Movement

#### Key

- Residential
- Existing Green Space
- General Manufacturing / Industrial
- General Manufacturing / Industrial OR Residential
- Gateway Connections
- Pedestrian and Active Travel Circuit
- Worth Valley Character Area





## 07. Spatial Framework

### Character Area 5

#### 03. Movement and Connectivity

Due to industrial nature of the character area, the area is very car dominated, with narrow poor-quality footways and a lack of regular street lighting. There is also a lack of natural surveillance due to the types of uses in the character area, which creates an unwelcoming environment for pedestrians and cyclists.

The Worth Way is an 11-mile circular walking route which starts in Keighley and follows the River Worth in this area. It is proposed that connections into this route will be improved and connected into the proposed River Worth Linear Park to the north.

#### 04. Design Principles and Considerations

- ▶ **Development in the area** should be kept in keeping with the existing uses, with maximum heights of 3/4 storeys in accordance with the former industrial mill buildings.
- ▶ **Attractive Victorian Mill buildings** to be retained and converted into residential uses where possible to highlight Keighley's rich industrial heritage, particularly the Grade II listed Keighley Business Centre (Knowle Mill).
- ▶ **Other development in the vicinity** should be sensitive to these existing heritage assets.



Wayfinding in Keighley



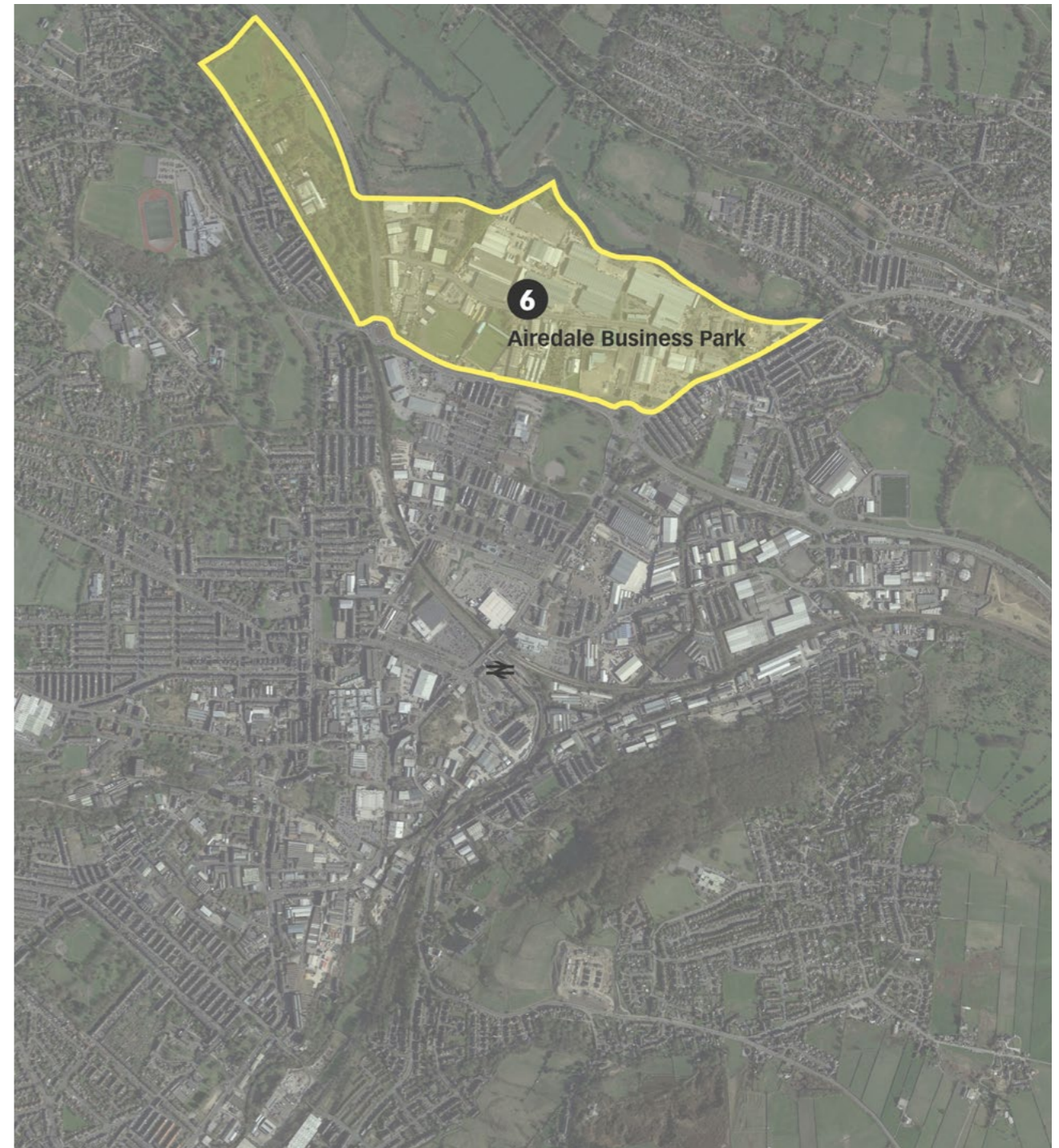
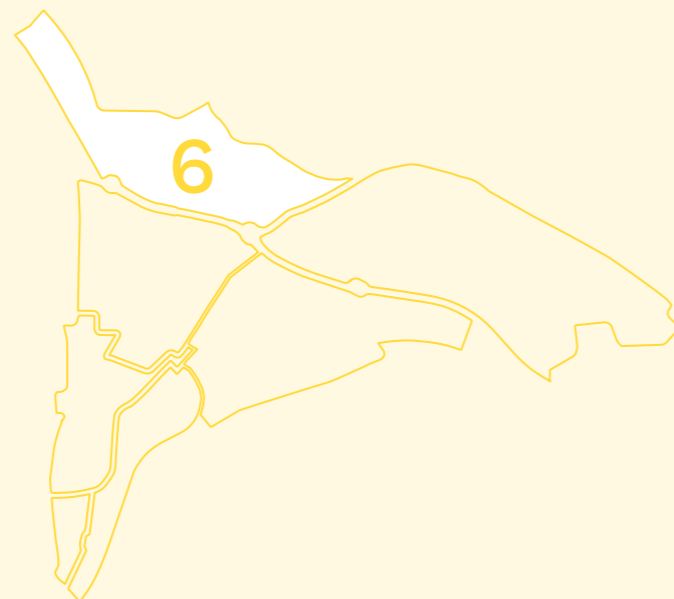
07. Spatial Framework

# Character Area 6: Airedale Business Park

Airedale Business Park will provide an established home for green manufacturing and precision engineering, and focusing on promoting the area as a high-quality employment and innovation zone within Keighley. Existing businesses will be supported to grow and expand within the Business Park and new start-ups encouraged.

Key development sites include:

- ▶ Redevelopment of brownfield sites for high-quality employment, including land at the corner of Hard Ings Road and Ashton Road, the redevelopment of Stockbridge Depot, and creation of a new industrial park at Beechcliffe.



## Overview

The Airedale Business Park Character Area covers 59Ha and is located to the north of Hard Ings Road (A650). The Character Area is bounded by Hard Ings Road to the south, Bradford Road to the east, the River Aire to the north and the railway line to the west. The area is already an established employment area, forming part of Keighley's Business Development Zone (Royd Ings) in recognition of the need to strengthen Keighley's position as a major industrial location within the Airedale Corridor.

This Character Area can positively contribute towards Keighley's economic future, offering high-quality employment land which can support Keighley's existing established businesses as well as attract new start-ups that want to relocate to the area, and build upon the established manufacturing cluster that is already present.





## 07. Spatial Framework

### Character Area 6



#### 01. Existing Uses

Whilst existing employment uses are present, the area has more of a mixed character given the location of leisure and greenspace provision, being the home of Keighley Cougars rugby stadium, Keighley Cricket Pitch and existing allotments, as well as the location of the Police and Ambulance Station, and the Council depot/ waste management site.



Hard Ings Road



Keighley Cricket Club



Keighley Cricket Club



Keighley Cougars



## 07. Spatial Framework Character Area 6

### 02. Proposed Interventions and Land Use

The focus for this Character Area should continue to be employment, and promoting the opportunity that this area provides in terms of excellent access to the strategic highway network, and the existing employment clustering and scope for collaboration and innovation.

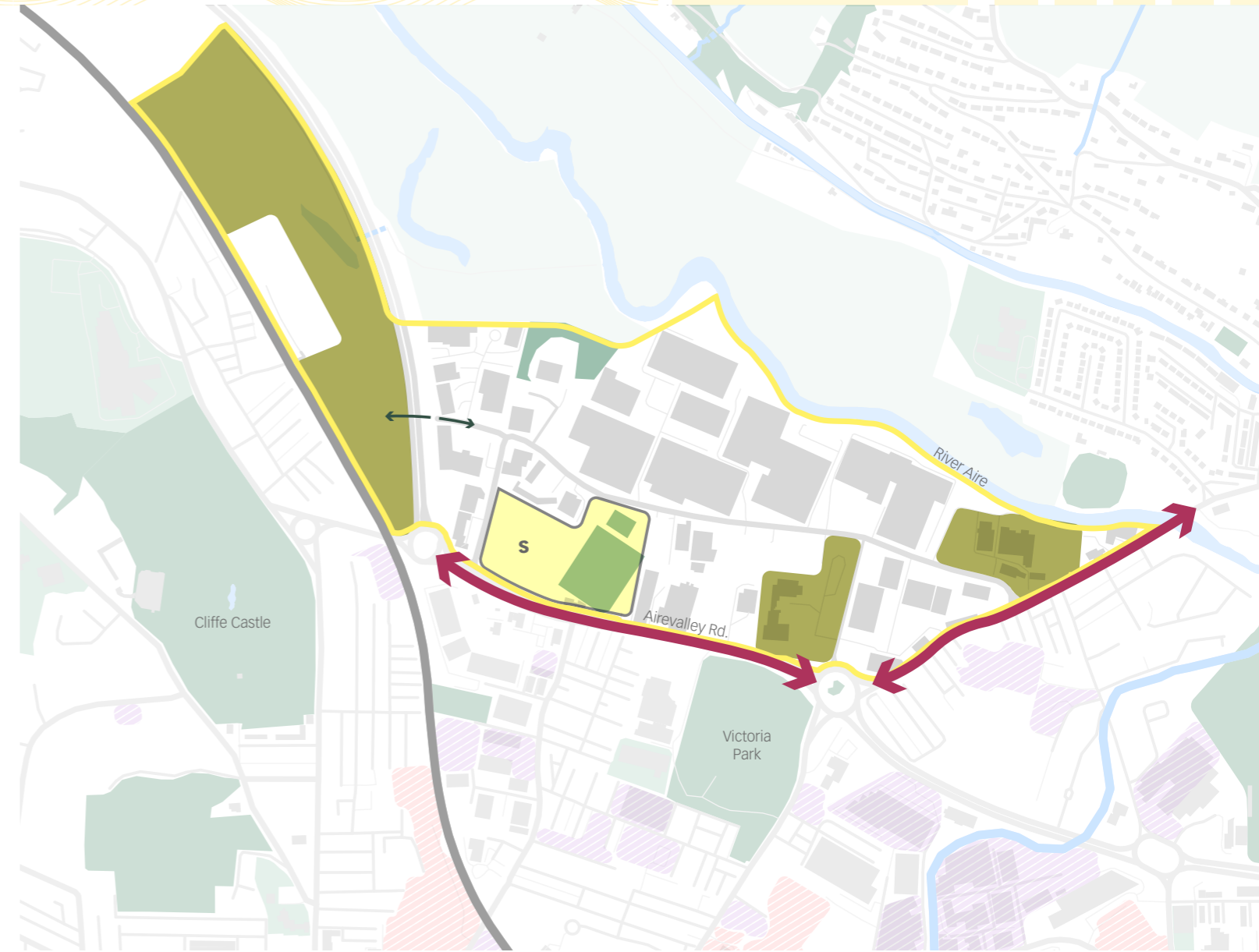
It will be important to maximise the area's potential for green infrastructure, recognising the benefit of creating an environmental corridor through the area which links with the green/blue infrastructure of the River Aire and countryside to the north. There is an opportunity to reposition this area as a high-quality/ high-value employment zone through providing this enhanced amenity, providing some respite to existing and prospective future employees of the business occupants.

As with commercial provision, there is an increasing 'flight to quality' for occupiers, wanting to ensure that there is better amenity for their workers. This could also include some ancillary food & beverage outlets and the potential to introduce some incubator/ innovator space, aligned with Keighley College and Bradford University, bringing research and industry together.

Positively new development is already forecasted, with the Beechcliffe site (land parcel sitting to the west of A629) proposed to be remediated and unlocked through Towns Fund Funding to create circa 150,000sqft employment space. This Development Framework will support this new employment development coming forward.

A summary of the proposed interventions in this Character Area are as follows:

- ▶ **Development of Beechcliffe Business/ Industrial Park** – supportive of the Towns Fund Funding project which proposes to remediate the land to the west of the A629 and secure infrastructure access, thus enabling the site to accommodate circa 150,000sqft new employment floorspace. The site is, in the majority, owned by Bradford Council and could therefore come forward in the shorter-term dependent on market interest.
- ▶ **Redevelopment of vacant Brownfield land within the existing Business Development Zone (BDZ)**– encouraging high-quality employment uses on existing vacant sites within the BDZ including land to the east of Keighley Ambulance Station.
- ▶ **Redevelopment of the Council's depot site** – in the longer-term, the Council's depot and waste management site could come forward for redevelopment, subject to finding an alternative site for this community asset within the wider Keighley area. High-quality employment uses would be encouraged to come forward on this site.
- ▶ **Enhancing the green infrastructure, public realm and links to the River Aire** – A key asset for Keighley is the blue and green infrastructure, and in this location, the proximity of the Character Area to the River Aire. Whilst the long-term plan is to relocate some of the leisure amenity provision in this area, new development coming forward should be encouraged to provide high-quality amenity, greenspace and encourage better access to the river for all to benefit from.



▶ Airedale Business Park - Proposed Development Sites & Connectivity And Movement

#### Key

- Existing Green Space
- General Manufacturing / Industrial
- Sports Stadium
- Airedale Business Park
- Gateway Connections
- Pedestrian and Active Travel Circuit





## 07. Spatial Framework Character Area 6

- ▶ **Potential incubator and collaboration space** – as part of the redevelopment of this area, there is the potential to create a focused incubator space, with support from Keighley College and Bradford University, this would help local businesses collaborate and access support, promote knowledge sharing and help to upskill the local community aligned with the needs of local industries, and provide additional amenity (e.g. Food & Beverage outlet) for employees.
- ▶ **Encouraging high-quality and high-value employment** - Keighley is well-known for its manufacturing heritage and already provides home to highly-regarded manufacturing businesses which have long been established in the town. Building on this as part of Keighley's economic growth strategy will be key, and tapping into new growth sectors, including the opportunities presented by the green economy. Occupier perception is also important and this Character Area occupies a prominent gateway site into the town, highly visible from the strategic road network, yet its' current appearance fails to promote the skills, expertise and ambition on offer. Repositioning this area as Airedale Business Park, providing suitable and attractive sites to the market, with an improved amenity offer will help to attract these occupiers in.

### 03. Movement and Connectivity

This Character Area is heavily reliant on car-dominated modes but public transport accessibility and active travel modes could be promoted further as there are reasonably good existing better connections back into Keighley town centre and the railway station.

Improving the environment and wider setting of the business park will help to encourage more walking and cycling, particularly if new links are created to link the park with the River Aire, and create dedicated cycleways as part of the wider environmental improvements.

### 04. Public Realm

The key proposals relating to public realm within this Character Area are to create new pockets of greenspace and amenity provision within the heart of the new business park, promoting health and wellbeing to attract the quality of businesses into the area.

Redevelopment should consider incorporating this amenity space as sites become available.

Alongside this, improved links and opening up a new walkway along the River Aire will be encouraged.



Construction in Keighley



Industrial Unit



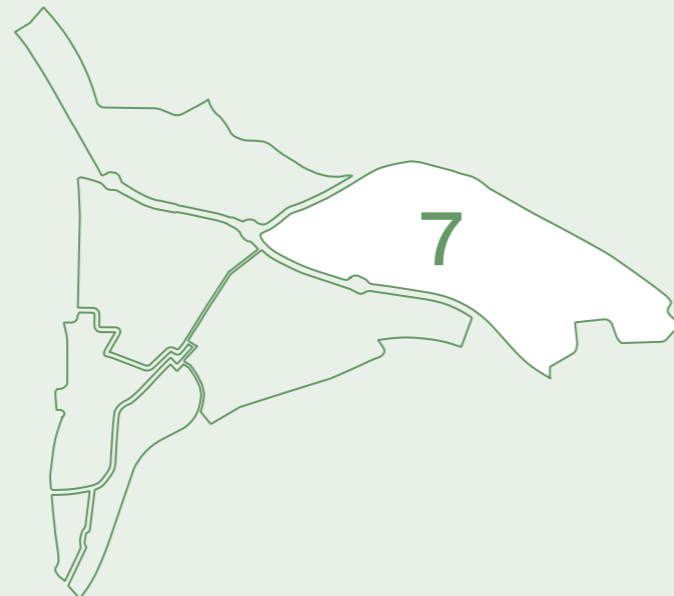
07. Spatial Framework

# Character Area 7: Marley Park

Connecting Keighley Town Centre to the abundance of green & blue infrastructure and leisure facilities that Marley Park has to offer.

The key interventions in this area include:

- ▶ **Creation of Marley Country Park** – broaden the current open space provision and amenity offering to create an enhanced Marley Country Park.
- ▶ **Relocation of commercial uses** – relocation of incompatible commercial uses on Harclo Street and Marland Road.
- ▶ **Provision of new residential uses** – provision of new residential development on former commercial sites.
- ▶ **Strengthening connections to Marley Park** – aligning with the proposed River Worth Linear Park to improve access for residents to blue and green infrastructure in Keighley.



## Overview

The Marley Park character area covers 105Ha, and comprises land to the north of the Worth Valley Business Park. It is bound to the north and west by Bradford Road, by A650 Airevalley Road to the south and by the Marley Water Treatment Works to the east. The River Aire flows East- West through the centre of the zone, before forming the River Worth tributary, which then flows southwards towards Keighley. These rivers create two barriers to movement, both east-west and north-south.

The majority of the site is taken up by Marley Playing Fields, a large area of open

space which contains a range of sports and leisure facilities. Generally other uses are limited to the east of the site where access can be reached from the main roads surrounding the zone.

The site is well located for access to the local road network, with the A650 Airevalley Road and Bradford Road both providing onwards connections to Bingley, Shipley and Bradford in the east. Aireworth Road runs through the eastern part of the zone and is served by the K4 bus, which provides hourly services to Keighley, Riddlesden, Bingley and several rural villages such as Cullingworth in the east.





## 07. Spatial Framework

### Character Area 7



#### 01. Existing Uses

This character area is mainly used for leisure purposes. The majority of the site contains Marley Playing Fields, which is a large area of open space and is home to an activity centre, playing fields and includes a wide range of facilities such as: full size floodlit football pitch, indoor sports hall, eight grass football pitches, rugby grass pitch, miniature railway and changing rooms.

To the north of the River Aire, is East Riddlesden Hall and adjacent barn, which are Grade I listed buildings owned by the National Trust and can be accessed by members of the public, and Airedale Cricket Club.

The remainder of the character area is made up of residential uses, the majority of which are made up of tightly packed rows of terrace housing, with a few areas of larger semi-detached properties along Worth Avenue and Beechwood Avenue in the north west corner.

However there are a handful of commercial units to the west of the zone, concentrated along on Harclo Street and Marland Road, many of which appear to be vacant.



East Riddlesden Hall



Marley Activities & Coaching Centre



Airedale Cricket Club



Minature Railway





## 07. Spatial Framework Character Area 7

### 03. Proposed Interventions and Land Use

In line with the emerging Local Plan, the focus of this character area should still be for open space and leisure purposes, but with an increased focus on better connecting and serving the surrounding areas of Keighley, which suffer from a lack of green spaces, particularly within the town centre core. Longer-term, a consolidation of existing commercial uses which are out of keeping with the character of the area will be encouraged, and over-time replacing these with more appropriate residential development.

Key interventions in this area will include:

► **Improving Access To Green Spaces**  
Building upon the proposed River Worth Linear Park to the south, connections along the River Worth should be improved to increase connectivity into the rest of Keighley to the south. Access to Marley Park should be improved via the provision of a footbridge over the River Worth, connecting the park to the proposed linear park concept and removing the barrier to movement to the west.

Improved connectivity to Marley Park will also benefit residents elsewhere in Keighley, better connecting and serving the surrounding areas of Keighley, which suffer from a lack of green spaces, to the wide range of facilities and large areas of open space within Marley Park.

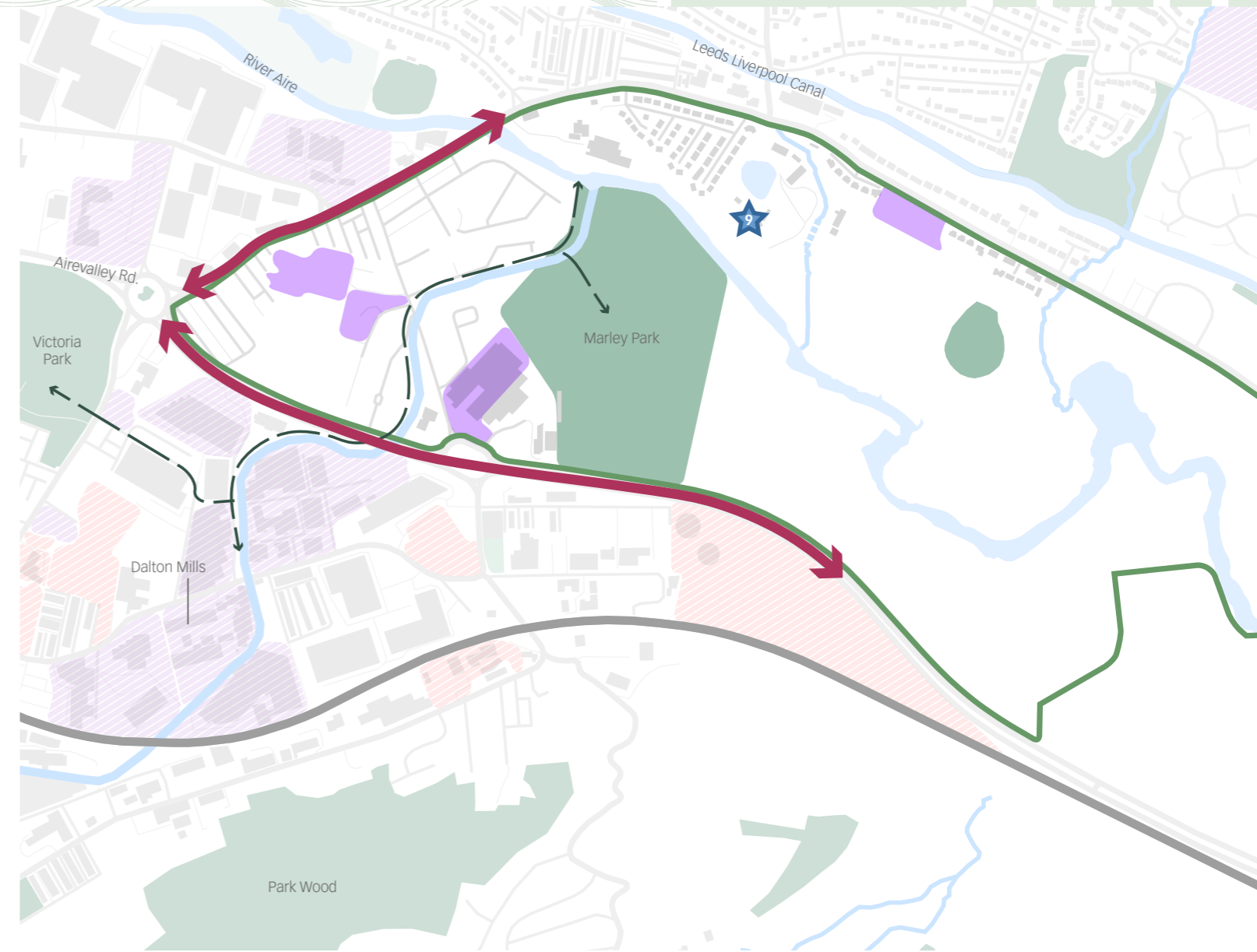
► **Creation of Marley Country Park Initiative**  
The aspiration is to broaden the current open space provision and amenity offering to create an enhanced Marley Country Park, in partnership with key stakeholders. This would also include investment in Marley ACC, providing a new all-weather pitch, changing facilities and amenities on site.

► **Creation of Marley Country Park** – broaden the current open space provision and amenity offering to create an enhanced Marley Country Park, working alongside the National Trust and Yorkshire Water. This would also include investment in Marley ACC, providing a new all-weather pitch, changing facilities and amenities on site.

► **Relocation of Commercial Uses**  
The area which is not covered by open space is generally residential focused, with a handful of commercial premises present on Harlco Street and Marland Road. Many of these commercial premises appear to be vacant at present. It is considered that these uses are not sympathetic to the surrounding residential areas, and therefore there could be the potential to consolidate these uses and where appropriate seek to relocate these to other more suitable locations in Keighley, such as the proposed Business Development Zones.

► **Provision of New Residential Development**  
It is considered that new residential development should be encouraged, which could be located as part of any brownfield land redevelopment, where existing commercial uses are currently located. The location is well connected to Keighley town centre and to public transport via the bus stops on Aireworth Road and it is well served by open space and leisure amenities for local residents. These sites could provide high-quality infill development, which is in keeping with the character of the area.

There is also a development opportunity site to the north of the River Aire, on Bradford Road (KY14/H) which has been selected as suitable for infill residential development accommodating c. 22 dwellings.



► Marley Park - Proposed Development Sites & Connectivity And Movement

#### Key

- |                      |                     |                                      |  |
|----------------------|---------------------|--------------------------------------|--|
| Residential          | Gateway Connections | Pedestrian and Active Travel Circuit | Marley Park                                    |
| Existing Green Space | Committed Sites     | Potential Development Sites          | Key Heritage Assets<br>9. East Riddlesden Hall |





## 07. Spatial Framework Character Area 7

### 04. Movement and Connectivity

The zone is well located for access to the local road network, bound by both the A650 Airevalley Road and Bradford Road providing onwards connections to Bingley, Shipley and Bradford in the east.

Aireworth Road is served by the K4 bus, providing services to Keighley, Riddlesden, Bingley and several rural villages such as Cullingworth in the east. Any new residential development in the area will be well located for access to these bus stops, and sustainable modes of travel will be encouraged.

Keighley Train Station and town centre are located within walking and cycling distance of the site, ensuring a highly sustainable location for the provision of new residential uses. However there is currently limited cycle infrastructure connecting the zone to the town centre at present.

Building upon the proposed River Worth Linear Park to the south, connections along the River Worth will be improved to improve connectivity into the rest of Keighley to the south. This will also improve quality of life for residents elsewhere in Keighley, by improving their access to the existing green spaces and leisure uses in Marley Park.

### 05. Public Realm

The area is already well served by a large amount of open space at Marley Playing Fields. However access to the playing fields is via a poor quality entrance on Marland Road, which is very car dominated with no pedestrian and cycling facilities and a number of barriers. This creates an unwelcoming environment for those travelling on foot or by bike. Pedestrian and cycling links into Marley Playing Fields will be improved to encourage active travel.

The Worth Way is an 11-mile circular walking route which starts in Keighley and follows the River Worth in this area, it is proposed that connections into this route will be improved and connected into the proposed River Worth Linear Park to the south.

Public realm in the vicinity of the existing residential areas is mixed, with some narrow pavements and uneven surfaces. As new residential development comes forwards in this area, it is anticipated that the public realm shall be upgraded.

### 06. Design Principles and Considerations

The large area of open space to the east of the zone, and the presence of the Grade I listed East Riddlesden Hall and barn to the north, will require sensitive redevelopment in this location.

Building heights should be in accordance with the existing buildings, with a suggested maximum height of 2/3 storeys.



East Riddlesden Hall



Cycling Indicative Image



Worth Way



