Keighley Town Centre
A Masterplan & Strategy for Airedale

An Annex to
Airedale Corridors
A Masterplan & Strategy for Airedale
Contents

1.0 Positioning Keighley
   1.1 The Brief 1
   1.2 The Airedale Masterplan 1
   1.3 The Vision for Airedale 2
   1.4 Keighley at the Crossroads 3
   1.5 The Masterplan Process 3
   1.6 The Masterplan Purpose 3
   1.7 Masterplan Status 3
   1.8 Location 5
   1.9 History 5
   1.10 Setting 6
   1.11 Town Centre Description 6
   1.12 Built Form 8
   1.13 Access 8
   1.14 Retail 9
   1.15 Catchment 11
   1.16 Residential 11
   1.17 Other Land Uses 11
   1.18 Masterplan Context 12
   1.19 Views of the People of Keighley 12
   1.20 Priorities for Change 13

2.0 Vision for Keighley Town Centre
   2.1 Vision 15
   2.2 The Role of the Town 15
   2.3 The Identity of the Town 15

3.0 Change in Keighley
   3.1 Masterplan Concept 17
   3.2 Key Catalysts for Change 17
   3.3 Development Projects 18
   3.4 Transport Projects 23
   3.5 Environmental Projects 25

4.0 Making Change Happen
   4.1 Delivery 27
   4.2 Timetables 28
   4.3 Funding 29
   4.4 Closing Statement 30
1.0 Positioning Keighley

The Masterplan for Keighley town centre has been produced as a supplement to the Airedale Masterplan. The vision, objectives and interventions described by the Airedale Masterplan are supported by the proposals set out in this document. The Airedale Masterplan sees the strengthening of Keighley town centre as a priority project that can contribute to the re-invigoration of the valley as a whole.

Keighley benefits from retaining many fine buildings and streets but these are peripheral to the less attractive core that is dominated by traffic and the inward looking Airedale Centre. Keighley does not need to expand; it needs to intensify activity within its town centre. It is also important that where new development takes place in central Keighley this should be sympathetic to the character of the town, helping to strengthen its identity. The Keighley Town Centre Masterplan sets out a vision for the sympathetic and ambitious transformation of the town centre.

1.1 The Brief

The starting point for the Keighley Town Centre Masterplan is the brief document produced by the City of Bradford MDC for the Airedale Masterplan and Strategy. The brief makes it clear that the central purpose of the Airedale Masterplan is to deliver the 2020 Vision that was identified for the area during 1999. This sets out a positive future for the settlements of Airedale based on high-quality research and development activity, supported by manufacturing, set within a well-connected and attractive context.

The brief identifies that the principal towns of Airedale must play a major role in the transformation of the valley and that town specific sub-area masterplans should be produced for Keighley, Shipley and Bingley to guide urban renaissance and regeneration.

1.2 The Airedale Masterplan

The Airedale Masterplan recognises the critical importance of the town centres in contributing towards the regeneration of the valley. The three town centres all require significant intervention if they are to realise their full potential and make a significant contribution to a change in the perception and performance of Airedale. Without the reinvigoration of the town centres via improved commercial, physical, cultural and social provision, Airedale as a whole will struggle to become a place that is perceived by existing and future residents, workers and investors as a place for long term commitment. Civic pride in the town centres must be encouraged and the Airedale Masterplan identifies wide ranging positive change throughout the valley that can contribute towards this objective.

The Airedale town centres are physically very different but all have been weakened during the post war period by significant redevelopment which has often been of a modest quality. The towns must now demand that new development, infrastructure and public realm is of the highest quality in order to secure the confident and successful future that they must all expect.

Despite the erosion of their historic cores, all three towns retain enough quality fabric to ensure that the successful transformation of their central areas is deliverable. It is essential, however, that inappropriate development both in terms of use and design is prevented, as further erosion of the architectural and townscape quality of the Airedale towns (and a reduction in the diversity of their retail offer) would frustrate positive change.

The balance between the needs of pedestrians and motorists lies at the heart of many of the challenges facing the Airedale towns. The dominance of central parking; the poor quality street furniture, lighting and highways signage; narrow pavements; barriers to access and a lack of controlled crossings all help to limit the appeal of the town centres. It is a valley-wide objective of the Airedale Masterplan to address these highways and public realm issues.
1.3 The Vision for Airedale

The vision for the valley described by the Airedale Masterplan consists of the following elements:

**Creative Corridor**
Internationally recognised for its focus on commercial research, design and development of products and services; a place specialising in innovation and business start-up driven by the widespread integration of digital technology in Airedale.

**Connected Corridor**
A model of integrated transport and communications for road, rail, air and broadband that supports the new and existing world-class companies within Airedale; a place where leadership is strong and committed to the regeneration of Airedale.

**Lifestyle Corridor**
Draws on the raw material of the outstanding rural landscape, town centres, World Heritage Site and waterways to provide a highly desirable quality of life; a place that is well-educated, diverse and cosmopolitan in its outlook and proud of being Airedale.
1.4 Keighley at the Crossroads

The Airedale Vision can only be delivered if the ‘shop windows’ of the valley, the highly visible town centres, match the aspirational future described by the vision. Weak, degraded urban cores dominated and fragmented by traffic served by mediocre facilities will frustrate the delivery of the Airedale Vision. Conversely strong, attractive, vibrant, diverse and inclusive urban cores will accelerate it. The latter requires that important investment and policy choices will have to be made that will ultimately shape the future of the valley and Keighley for many years. The Keighley Town Centre Masterplan identifies some of the changes that will be required to help deliver the positive future that Keighley needs and deserves.

1.5 The Masterplan Process

The research that has informed the production of the Keighley Town Centre Masterplan has been gathered as an integral part of the wider Airedale Masterplan process. Public consultation, stakeholder interviews, field survey work as well as desk based research has all contributed to the content of the masterplan. Where possible, interventions have been identified that address identified weaknesses, satisfy identified needs and contribute to the delivery of policy and Airedale Masterplan objectives.

1.6 The Masterplan Purpose

The Keighley Town Centre Masterplan has been produced to direct policy and investment within the central area of the town in a degree of detail that is not possible within the overall Airedale Masterplan.

1.7 Masterplan Status

It is assumed that the City of Bradford MDC will adopt the Keighley Town Centre Masterplan as an integral supplement of the Airedale Masterplan. It is the intention of Bradford MDC that the Airedale Masterplan will be translated into Planning Policy, within the Bradford District Local Development Framework, as soon as is practicable.
1.8 Location
Keighley is situated about a mile to the south west of the confluence of the Rivers Aire and Worth. Keighley is located about seven miles to the south east of Skipton and the boundary of the Yorkshire Dales National Park and about eight and a half miles north west of Bradford. Ilkley is situated to the north of the town on the far side of Rombalds Moor via an indirect route of over nine miles. Haworth and Halifax are both located to the south about three and a half miles and ten miles away respectively. Keighley railway station is the junction between the Airedale line and the preserved Keighley and Worth Valley steam railway. The River Aire, the Leeds & Liverpool Canal and the A650 skirt the town to the North and separate it from the residential village of Riddlesden.

1.9 History
A settlement developed where the River Aire meets the River Worth, it was not until the Domesday Book of 1086 that the first documented evidence of Keighley emerged. The original industry of Keighley was farming, although by the mid-eighteenth century a cottage industry of milling and carpentry had established itself. The Industrial Revolution brought the Leeds & Liverpool canal to Keighley and this was followed by the arrival of the railways and steam power, all of which served changed to transform the economy and environment of Keighley. These changes led to a period of unprecedented growth with the establishment of merchandised factories and mills together with a massive increase in population. Buildings of this period are typically grand, built to reflect the civic pride in the town and stand as evidence of the town’s wealth, prestige and history.

During the Great War Keighley transformed its economy to produce munitions. The inter-war period saw the start of a prolonged period of decline which has been halted only recently. The gradual erosion of Keighley’s town centre has been a disappointing story that can hopefully now be concluded and reversed.

Keighley Library: The First Carnegie Library
1.10 Setting

Keighley town centre is surrounded to the west by residential development. Employment land surrounds the centre to the north, east and south. Residential development is located beyond the belt of employment to the south and to a much lesser degree to the east. To the north and north west, residential and employment uses are mixed. To the east of the town centre the east side of the Worth Valley rises sharply and it is the green back drop of the valley side that dominates views from the town centre rather than the limited residential development in this area (the Parkwood Towers excepted).

1.11 Town Centre Description

The initial impression of Keighley is one of a town that was until the recent past, both attractive and prosperous, which has been repeatedly let down by mistaken investment decisions. These have left the historic core broken, weakened and compromised. Despite this, the town retains a remarkably strong and distinct character and the careful unpicking of recent mistakes could restore Keighley to a delightful place to live, work and visit. The quality environment that survives in central Keighley is now at a critical point. The further erosion of the surviving residual historic core or the further expansion of edge of town type development in the central area will inevitably push Keighley towards the point of no return.

The centre of Keighley is constrained by the railway to the north and east and by the River Worth to the east. There is a lack of attractive walking routes from the central core to the areas to the east and north. Traffic congestion on many of the principle town centre streets compounds movement difficulties within the commercial core.
Keighley town centre is dominated by a number of large impermeable blocks that restrict pedestrian movement around the town centre. These include the Airedale Centre (closed after 6.30pm), the Airedale Car Park, the Cavendish Retail Park and the Bus Station. Many of these ‘barrier blocks’ not only frustrate movement but also undermine the townscape quality of the town centre by completely ignoring their context. There are two significant public open spaces within the town centre; the Town Hall Square and the area around the parish church.

There are significant areas of high-quality townscape within Keighley, including Church Street, North Street and Cavendish Street, as well as isolated residential and employment areas. Much of the town centre has a poor townscape quality resulting from the inappropriate development that has taken place during the post war period. The quality of the public realm within Keighley is generally poor and fragmented and makes little impact on the perception of the retail heart of the town. Levels of frontage activity within Keighley are low. This may result from much of the retail floor space of the town being located within the Airedale Centre. Inactive frontages in the vicinity of the town centre make many routes feel unsafe.

Keighley is an almost uniformly stone built settlement with the exception of many of the large structures (identified above) that dominate the central core. Most of the town’s residential and employment development is constructed from local stone. Keighley town centre has many buildings of three to four storeys, reflecting the historic wealth of the town. There are a number of residential towers to the south and east of the town centre.

Land use within central Keighley is dominated by retail activity. This is largely concentrated within the Airedale Shopping Centre but does extend to Low Street and Cavendish Street. The retail core has been expanded by supermarkets operated by Wm Morrisons to the south and by Sainsbury’s to the north east. The food and drink offer within Keighley is distributed around the perimeter of the core. Leisure and cultural activity is concentrated to the north west of the town centre. Employment sites dominate the valley floors and sides of the North Beck and the River Worth.

The town centre of Keighley is generally well used during the day. However, there are opportunities to intensify the use of many buildings within the core. Intensification of use should include the encouragement of a more dynamic, inclusive and diverse night-time economy. The major areas of opportunity are located within the North Beck and Worth Valley areas, though there are many other significant opportunity sites elsewhere within the town. Much of the built fabric of Keighley could benefit from refurbishment, or in some cases, redevelopment.
1.12 Built Form

The historic core of Keighley encompasses its oldest buildings and early street layout, marking its evolution from a small agricultural settlement to a Victorian industrial town.

The Victorian/Edwardian area of Keighley is characterised by wide streets with three-storey ornate buildings designed in an eclectic mix of styles. The Old Town area of Keighley has an organic street pattern with irregular plots and spaces. Buildings are generally small and simpler, although some later buildings now integrate with them. In this area the irregular plot sizes and heights of buildings creates interesting intricacy of form. Stone flagged surfaces and other traditional materials add to the character of this area of Keighley. The uniformity of materials helps to create a pleasing harmony in both colour and texture.

1.13 Access

The Keighley town centre environment is dominated by local and passing traffic, making it unattractive for pedestrians and cyclists. Abundant car parking is available within the central retail core area and car park seeking traffic is thought to contribute to congestion which is common, in particular at the ends of Cavendish Street. At peak times there is stationary traffic throughout the central area. This is exacerbated by illegal parking, car park search traffic, heavy right turning proportions and bus signal priority on North Street. Pedestrian links connecting the bus and rail stations are particularly poor. There is an opportunity to introduce restricted access and turning movements in some parts of the town centre to reduce traffic levels.
1.14 Retail

Keighley is the largest town within the Airedale area. It has a population of almost 50,000 providing a focal point for shopping, public services and further education for people across the locality. The town has a strong retail mix with a number of high profile stores and good independents; these are complemented by two supermarkets, Sainsbury’s and Morrisons, to the north and south respectively of the retail core.

The town centre benefits from the successful Airedale Shopping Centre which is compact and flat, with a central bus station and large car parks allowing for easy pedestrian access. The Airedale Centre lies at the heart of the retail core and houses many of the town’s biggest name retailers.

The town’s new bus station, opened in 2002 adjacent to the Airedale Centre on the north side, brings a steady stream of customers from the surrounding area to the town. On the south side of the Airedale Centre is the town’s indoor market building. The strategic siting of the bus station to the north and the market building and Morrisons supermarket in the south facilitates a strong north-south pedestrian movement corridor within the Airedale Centre.
In their 1999 study, Colliers Erdman Lewis identified a small quantitative need for convenience space, subsequently filled by the expansion of the Sainsbury’s supermarket and a substantial need for additional comparison good floorspace in larger floorplate units.

This need for space is currently proposed to be addressed through development in the expansion areas designated in the Bradford Unitary Development Plan Proposals Map. The key UDP site is the area to the south and east of Worth Way and East Parade. Downgrading of the East Parade road corridor is also suggested in the UDP in order to link this area effectively to the retail core. A proposed new link road between Worth Way and Gresley Road makes this downgrade possible. By realigning the road network this site, presently occupied by a number of industrial buildings, some of which are derelict, could also be opened up to the waterfront. This could facilitate potential residential development alongside the new retail units and within mixed use blocks.

Keighley’s city council run market is located indoors in the dedicated building between the Airedale Centre and Morrisons supermarket. The city council works to re-roof the building are currently underway; however, improved marketing, on a par with the Bradford city markets, would be beneficial. The market currently operates from Monday to Saturday with a half day on Tuesdays. There are 55 stalls of which 53 are currently let. The market is the largest in the Airedale region and performs well.

Comparison and convenience spend per head of the population are broadly similar in Keighley to town’s of a similar population. However, although not a significant difference, both the comparison and convenience spends are below the national index score. As such we expect to see this change in time in line with fluctuations of the index score.
1.15 Catchment
Keighley attracts almost 85% of its primary shopping catchment, representing a figure of around 34,000. The estimated total retail catchment for the town extends to Burnley to the west, Halifax to the south, Bradford to the east and into the Craven District to the north. The catchment includes the affluent towns of Skipton and Ilkley.

1.16 Residential
The majority of housing within central Keighley consists of mid to late C19th stone built terraced properties. Low income families now occupy much of this stock. There are few flats available within the town and therefore the market for this type of property is uncertain.

Property values within Keighley have risen sharply over the past five years. However, average prices remain considerably lower than those for the other Airedale towns. Recent house building in Keighley has tended to be on the periphery of the town and this trend is set to continue with market interest and planning applications focusing on the edge of town rather than the centre. This may reflect lack of quality housing opportunity sites within the central area but is also likely to be a product of a negative perception of the urban core.

The masterplan must change this perception and help provide a positive context for town centre residential development activity. Many of the central, riverside sites will remain unattractive to developers if their surroundings remain degraded and walking routes to the retail core and the station are weak and unsafe.

1.17 Other Land Uses
Keighley Town Hall lies adjacent to both the Airedale Shopping Centre and Keighley bus station in the heart of the town. To the north of the town hall is the Town Hall Square. This area is shielded from the retail core by the bus station. Keighley College lies at the junction of North Street and Cavendish Street and a number of other business uses are located in this area. The college is set to relocate to a site adjacent to the railway station and it is vital that the loss of footfall and spend resulting from the college relocation is compensated by whatever new uses are introduced to this site.

Industrial uses congregate to the east and south east of the town centre, on sites that have been identified as possible town centre expansion land. Further open space within the town centre is located around the church to the west of the existing enclosed market building. This area is underutilised and has no specific function but is valuable space that should be capitalised upon.

The existing town centre leisure offer is concentrated on, and adjacent to, North Street. The cinema and theatre, together with clubs and bars, are located in this area. Despite the proximity of these various leisure uses to each other there is currently little to suggest a cluster that would deliver benefits of association.
1.18 Masterplan Context

The Airedale Masterplan envisages that a number of investment projects are taken forwards in the vicinity of Keighley. Most of these projects are focused on stimulating investment in high quality employment. This will result in significant high value job creation and as a consequence spend on local goods and services should increase.

Dalton Lane is located to the north east of the town centre and will be promoted as an area for new business to locate. The new Keighley College building, located at the junction of Bradford Road and Dalton Lane, will mark the gateway to this area. Dalton Mills will be refurbished and converted into a high-quality mixed use development.

1.19 Views of the People of Keighley

As part of the Airedale masterplan process extensive public and stakeholder consultation was undertaken between October and November 2004. This included events to engage the community within Keighley. General conclusions of the consultation process identified that the people of Keighley value their environment and community. The principle concerns raised related to transport, personal security, housing, community and the environment. This apparent contradiction may be explained by the fact that neither community nor the environment are uniform in Keighley.
1.20 Priorities for Change

Improved permeability and connectivity are priorities for central Keighley. The fragmented core of the town needs to be put back together and, in order to allow this to happen, the severance caused by excessive vehicular traffic and large barrier blocks must be addressed.

The retail heart of Keighley needs to be reinforced on Low Street with new and improved pedestrian routes connecting it to other parts of the central area and the residential areas beyond. Cavendish Retail Park should be removed and replaced by more appropriate town centre development in the form of retail streets connecting Cavendish Street to The Airedale Centre and Low Street.

The encroachment of low quality and edge of town type retail and other development should be stopped and, where possible, reversed. It is important to state clearly that further supermarket space will not be desirable or acceptable despite the illusory benefit of short-term investment. What Keighley needs is a strong, diverse and attractive retail core and this is where effort and investment must be targeted.

Other town centre uses such as leisure, service provision and offices must also be encouraged and improved in order to compliment the retail offer. A strong mix of town centre functions will help to deliver a more vibrant and attractive place.

The lost assets of the River Worth and North Beck need to be rediscovered and opened up to public access and to appropriate forms of development. Improving the quality of the town centre environment and, where possible, developing the environment as a community asset would address some of the concerns and aspirations of Keighley’s community.

The weaknesses within Keighley town centre can be summarised as follows:

- Fragmented and poorly connected commercial core
- Power of retail anchors is not fully tapped by the town centre
- Inappropriate and poor quality development dominates and defines the heart of Keighley
- Neglect and under investment in high quality surviving historic fabric
- Untapped potential for commercial core to accommodate other uses
- Under performing public open space
- Poor quality public realm
- Central area dominated by traffic, buses and parking
- Neglect of water courses

The interventions described by the masterplan are aimed at addressing these weaknesses but must be viewed as component parts of a unified strategy that seeks to deliver the aspirational vision for the future of Keighley.
2.0 Vision for Keighley Town Centre

2.1 Vision

Keighley needs to reposition itself as the focus, or even capital, of Airedale, rather than as Bradford’s junior and lesser satellite. To warrant this status Keighley must work hard, not only to improve its physical appearance and content but also to change the aspirations and expectations of its communities. Keighley is a distinctive and (apart from elements of its commercial core) a largely attractive town set within a remarkable context.

The vision for Keighley can be summarised as follows:

- Keighley will become the administrative and regeneration capital for Airedale
- Keighley will reconnect, restore and repair its historic commercial core to make it a place that will encourage and deliver investment, confidence and commitment
- Keighley will develop its existing commercial functions but will diversify making the town centre offer different and distinct from that found elsewhere in the sub-region.

2.2 The Role of the Town

Keighley will become the focus for Airedale investment and development policy decision making. Real power will be restored to the town and with it pride and confidence. Keighley will have a number of existing roles transformed. Retail will be expanded with the provision of appropriate town centre units and the removal of poor quality urban retail development. New business space will be provided close to the town centre.

Keighley will also develop significant new town centre roles. The leisure offer including arts facilities, hotel, conference and spa facilities will completely transform the town, making Keighley a destination capable of capturing some of the benefits of the surrounding countryside and business activity. Residential development close to the centre will also transform the character of the town. A successful town centre property market will help to deliver this aspiration.

2.3 The Identity of the Town

Keighley must develop itself as a place at the centre of Airedale rather than at the edge of Bradford. It must have some administrative and investment power restored. The many assets that Keighley has, including its stunning rural backdrop, its urban watercourses, its large stock of high quality buildings, its many opportunity sites and its unique and diverse communities, need to be acknowledged for their value and then put to work to help reveal the hidden potential of this special town.
3.0 Change in Keighley

3.1 Masterplan Concept
At the heart of the Keighley town centre masterplan is the reconnection of the town. This will entail stitching the fabric of the core as well as linking the core back to its residential communities and the surrounding countryside. In addition, the neglected and often hidden watercourses of Keighley will be revealed and developed as an asset for the benefit of all. Land uses within the town will be developed and diversified with the emphasis on access for all. New investment will be stimulated by improved traffic management and public realm improvements.

The principal components of the masterplan are described below and the underlying concept can be described as follows:

- The reconnection of the town centre with new and improved walking routes pulling together disparate elements of retail activity to provide a reunified whole.
- The removal of inappropriate development where possible and encouraging its replacement with high-quality development that provides uses, routes and fabric that strengthen the identity and appeal of Keighley.
- The introduction of diversity and intensity into the town centre making it a more enjoyable, interesting and safer place to visit.
- Unlocking the potential of existing neglected and underused assets throughout the town centre, especially the watercourses.
- Correcting the balance between vehicles and people in the centre of Keighley.

3.2 Key Catalysts for Change
The masterplan has identified a range of important physical interventions within the town centre that can contribute towards the delivery of the vision for central Keighley. These fall into three categories:

- Development Projects
- Transport Projects
- Environmental and Public Realm Projects

These are described in more detail as follows:
3.3 Development Projects

Cavendish Square

The principle development proposal within the town centre focuses on the removal of the Cavendish Retail Park. This edge of town development of large floor plate stores surrounding a large central car park should be replaced by new retail development that seeks to strengthen north-south pedestrian movement through the town. A new shopping street should be introduced that extends the quality retail core to the east, integrates retail on Cavendish Street back into the core and provides a new high quality retail environment with well serviced units of a size and format that will appeal to retailers. The size of the site would allow it to accommodate a large leisure unit, such as a cinema, that could help to stimulate pedestrian activity in the area during the evening. Car parking will be retained on the site but this will be at a reduced level, with shoppers encouraged to park on the edge of the retail core rather that at its heart.

Relocation of displaced uses to alternative out of town sites should be resisted. Some large floorplate retailers could be relocated to the identified town centre expansion sites to the south and east of East Parade. Others could be rehoused within the high quality urban context of the new development.

Cavendish Street Link

A new pedestrian route will connect Cavendish Street via a new archway through to Sainsbury’s and then over a new railway footbridge to the business park on the existing Peter Black site and the surrounding residential area. This will help to integrate Sainsbury’s into the town as an effective northern anchor and encourage more combined retail trips.
Hanover Street Link
The existing entrances to the Airedale Centre from Hanover Street will be mirrored by the introduction of new pedestrian routes linking into the proposed Cavendish Square development. These new routes will be open retail streets.

East Parade Link
The existing and recently refurbished arcade on East Parade suffers from relative isolation from the main retail core and is located at a dead end, so not benefiting from through footfall. Both these problems will be addressed by making this arcade the southern gateway to the new Cavendish Square development.

Airedale Centre - North Street Link
The Airedale Centre currently dominates the town centre but pedestrian movement through it east to west is weak. It is proposed that new links are opened up to the west to pull the south end of North Street back into the retail core. This link will require the use of either existing coach arches on North Street East or the creation of a new opening. Space will also be required within the Airedale Centre to accommodate the new link, though it will also provide additional retail frontage opportunities.

Arcade Chambers – North Street Link
Arcade Chambers is an attractive but neglected retail environment with little footfall. For the arcade to realise its full potential it needs pedestrian activity. This will be provided by firstly capturing pedestrians emerging onto North Street from the new Airedale Centre link and secondly by the introduction of a new link to the west connecting into the new Temple Square.

Temple Bazaar
The existing occupier of the imposing former Wesleyan chapel should be relocated to more suitable accommodation in order to free up the building for use as a speciality retail location. The attractive streets and spaces around the chapel will be freed of parking and a new public square established. The chapel and the square will act as a pause point on the new Arcade Chambers link and will form a secondary retail destination within the town helping to spread and diversify the retail offer.

Airedale Centre
The Airedale Centre will remain at the heart of retail activity in Keighley, but by introducing stronger links to other parts of the central area aimed at eliminating fragmentation and by providing additional central space for appropriate and complementary town centre retail, Keighley will prosper. The external and internal refurbishment of the Airedale Centre should be encouraged. This should include an assessment of the feasibility of the following:

- The removal of roof level servicing allowing the demolition of the Hanover Street ramp system
- The recladding of principal facades
- The introduction of an additional one or two storeys of office or residential accommodation above the retail floors.
- The introduction of active frontages to Hanover Street
- The introduction of prolonged concourse opening hours.
Airedale Car Park

The Airedale car park is a dominant landmark within the town centre that is currently inactive after 6.30pm. This structure should be made to work much harder for Keighley. The upper deck should have a restaurant unit constructed on it that will have its front door on Cavendish Street. Lifts will take customers up to the restaurant that will have panoramic views of the town and Airedale. The undeveloped area of the upper deck should be made into a public roof garden. This will be an elevated new square for Keighley and will be a public observation platform from which to view the stunning context of the town. In addition ground level frontages must be introduced to face onto and enliven Hanover Street and a lighting scheme should be introduced for the car park to capitalise on its surface geometry.

North Street Hotel

The departure of Keighley College from their North Street site will provide a major opportunity for re-use or redevelopment in the heart of the town centre. The site benefits from having a southern aspect overlooking the Town Hall Square and is located at the junction of Keighley’s two most impressive central streets. The proximity of the site to existing and proposed arts, leisure and retail activity makes this an ideal site for a prestigious high visibility town centre hotel. A hotel on this site could contribute to the growing leisure focus of the area and health spa, restaurant and conference facilities should be encouraged.
Alice Street Arts Centre
The existing Central Hall and Playhouse cinema will be combined to form a new comprehensive arts venue for Keighley. The Arts Centre will wrap around a new south facing square that will be able to accommodate external events and exhibitions. The Arts Centre will be a key component of the Keighley arts and leisure cluster that be focused on the upper part of North Street.

Low Street Link
Although the Keighley indoor market appears to trade well it provides a constrained link between the Keighley’s southern anchor, Morrisons, and the town centre. The relocation of the market is a longer term objective of the masterplan. A new up-market retail arcade based on the template provided by existing Victorian arcades within the town should be provided to link Morrisons to Low Street and thus encourage combined retail trips.

Outdoor Market
It is the long term ambition of the masterplan to re-establish an external market in Keighley on a new market square to the north of the parish church. This would be supported by a compact new purpose-built market building.
Town Centre Living

There are a number of opportunities to introduce town centre living to Keighley. These can be summarised as follows:

- **Living above the shop.** There is much un-used, under used and inappropriately used space above retail premises in central Keighley. It is important that landlords of existing and future town centre, rented accommodation adopt a responsible attitude towards their lettings policy. A socially diverse mix of responsible tenants who will both value and contribute to town centre life should be encouraged.

- **Intensification of use.** The scale of the North Street Hotel site suggests that it may be able to accommodate a degree of residential accommodation. The Airedale Shopping Centre may also be capable of housing some residential within future development above its retail floors.

- **Mill Conversions.** Industrial buildings in the vicinity of the North Beck and the River Worth offer an opportunity to provide desirable residential accommodation of a type that will appeal to Leeds and Bradford commuters. These conversions should be encouraged to house supplementary uses such as retail, office and leisure.

- **New Build.** There are a number of major opportunity sites along the banks of the North Beck and the River Worth. These should be developed in a manner that adds to the character of the mills. Scale, height, relationship to street and watercourses will all be critical if a sense of place and quality is to be achieved. As with the conversions other appropriate supplementary uses should be encouraged.

Bus Station

The historic accident that has left Keighley with a concentration of bus movements at its geographic centre cannot be unpicked by the masterplan. The introduction of an urban planting scheme around the bus station area may, however, help to reduce air and noise pollution impact. Planting should be restricted to trees such as Plane with a high canopy. Low level planting should be avoided.
### 3.4 Transport Projects

Many of the Keighley town centre proposals are based upon the strengthening of pedestrian links and helping to reintegrate existing retail areas that have become fragmented from the core. These links are vital but will only be delivered once the underlying highways and traffic problems of the central area have been addressed.

#### Addressing Congestion Issues

Congestion outside the town centre, at A650 Hard Ings Road, is thought to influence route choice throughout the Keighley area and this contributes to traffic problems throughout the town. This road section should be improved to dual two lanes with junction improvements as a priority.

Keighley town centre’s problems affect through traffic and appear to be caused by junction congestion compounded by a high proportion of right turn movements and circulating traffic. A package of suggested measures to address the problems include the removal of through traffic from Cavendish Street and Hanover Street, reduction of parking available in the central core and improvements to the perimeter routes to coordinate traffic signals, prevent free flow obstruction and reduce right turn blocking, whilst improving access to relocated town centre fringe parking sites. A new link to deliver a town centre expansion area, south and east of East Parade, could be justified if the market delivers regeneration in the heart town centre but should not neutralise high value waterfront residential sites.

#### Supporting Leisure & Retail Sites

The prime retail core will be fed by a number of retail spokes along principle pedestrian routes linked to relocated perimeter parking sites. These will make use of the town’s existing arcades, opening them up to through footfall and, where necessary, introducing new small specialised retail arcades. The reinvention of the Market Hall and Cavendish Court will contribute to this strategy.

The pedestrian routes to the town centre need to be charged with foot traffic from improved car parking and also by new residential and business development within walking distance. Prime waterfront sites should be the location for new residential development with some limited supplementary uses aimed at encouraging some two-way foot traffic.

The Airedale Shopping Centre car park should be retained, as it can provide secure 24 hour parking to support the proposed improvements to the town centre’s evening attractions. Bus and rail services can also be enhanced to serve the new off peak travel demand and address rural accessibility issues.
Harnessing Public Transport Assets

Keighley railway station is a key asset and provides the catalyst for attracting new commuting wealth to the town. The station was designed to be integrated with the Keighley and Worth Valley Railway and should be restored to its full Victorian condition throughout. It will then become an attractive gateway to the principal tourist attraction of the area.

The Dalton Lane regeneration proposals, including the proposed relocation of Keighley College, create an opportunity to increase footfall through the railway station. This will provide natural surveillance benefits and raise the profile of the station within the community.

Existing traffic congestion on Bradford Road is caused in part by pedestrian flows between the station and the town centre. This can be addressed by establishing a new pedestrian access to the town centre beneath the existing bridge arches from the rail platforms, via existing subways that should be reopened. Associated with this is an opportunity to relocate the Metro ticket office to the existing car park to release the original station buildings for leisure and heritage uses.
3.5 Environmental & Public Realm Projects

The centre of Keighley is dominated and fragmented by traffic that blights the most attractive streets within the town centre. The public realm within the retail core should be improved with pavements being widened and highways clutter removed to reflect the balance between car and pedestrian that the masterplan aspires to. Materials used for new public realm works should be sourced from local quarries and foundries where possible. The public realm of Keighley should be made in Keighley. A design guide should be produced to assist with the implementation of public realm projects throughout the town centre.

Town Hall Square

The Town Hall Square is the most significant public open space in central Keighley. The square is cut off from areas to the north and west by heavy traffic and poorly sequenced crossings. To the east, a taxi rank cuts the square off from an existing café and the potential for future cafés and bars. To the south, the north facing elevations of the Town Hall are dead. Trees with low canopies dominate the square itself and the square even manages to accommodate a small amount of car parking in its south east corner.

This space needs to be made to work much harder for Keighley. The reduction of town centre traffic will help but in addition the square should be extended up to the frontages of Cooke Street to the east. The dead elevations need to be enlivened, the car parking removed and the tree canopies lifted. The review of the square should be done in a comprehensive manner, however, with the key objective being the establishment of an attractive, relaxing and safe public space for all the communities of the town.

Market Square

The space to the north of the parish church is currently occupied by functionless grass mounds, an area of York Stone paving, again devoid of function and an area of car parking. This is a prime location within the town, adjacent to a dominant central landmark and close to the retail heart. A formal market square should be established at this highly visible location. The square should be flexible enough to accommodate other uses when the market is not operating and should be designed to complement the church and the buildings within the adjacent conservation area. The square should work with the proposed new market building which should accommodate demountable stalls.

Temple Square

The existing space in front of the Wesleyan Chapel will be improved to provide a venue for events and specialised markets associated with the Temple Bazaar. It is likely that at certain times car parking for mobility impaired drivers will be permitted.

North Beck & River Worth

Residential and mixed use conversions and developments along the banks of the North Beck and River Worth provide an opportunity to open up these water courses to public access. Continuous waterside walkways should be developed with safe walking routes linking to the town centre, residential areas and the countryside. The riverside walkways should be part of a chain of green spaces that help to pull the ever visible countryside into the heart of the town as an amenity and environmental asset for all to enjoy.
4.0 Making Change Happen

4.1 Delivery

Delivering the Airedale Masterplan is a long-term project spread between the years 2005 and 2020. This masterplan identifies a range of projects that will change Keighley town centre for the benefit of the surrounding area. Some of the projects are catalysts that will trigger a chain reaction of regeneration while others will serve to reinforce the overall quality of Keighley and its position as the principal town of Airedale.

The initial challenge for the masterplan to overcome are the problems of image and identity that continue to hold Keighley back. The town is not in a strong starting position and, more than any of the other Airedale towns, direct public sector financial intervention, through Objective 2 funding, will be required to help it to deliver the dramatic changes envisaged.

There are obvious benefits to be derived from the co-ordination and integration of investment initiatives within the town and there is likely to be considerable public and private sector investment over the coming years. This investment needs to be managed to ensure all investments are supportive of the overarching vision expressed within the Airedale Masterplan and the objectives of the Keighley Town Centre Masterplan.

The proposals outlined in this report have been developed in such a way that existing barriers to private sector development, such as town centre traffic congestion, poor pedestrian connectivity and onerous residential planning conditions can be separated from the developer requirement in order to maximise development potential. Development in the town centre must be of the highest quality and therefore investors should not be required to provide additional contributions to construct affordable housing. The increased financial returns on developments must be captured through the planning system and invested in delivering other elements of the town centre masterplan.

Projects identified in the masterplan will be overseen by the executive body, The Airedale Partnership, but in many cases the responsibility for delivery will lie with other organisations, including Bradford Council, Yorkshire Forward, Metro and the private sector. The key to releasing the potential in Keighley town centre is in harnessing private sector’s enthusiasm to invest in the town to supplement public sector funding to enable the projects identified to become reality.

Carnegie Library: Future

A range of factors could threaten the success of the masterplan and these must be anticipated and carefully managed to minimise any adverse impacts or missed opportunities. A strong project champion and supporting team will help identify risks and determine ways of tackling these through integrated solutions that are part of a comprehensive masterplan for Airedale.

Key risks for the masterplan for Keighley are the growth of competition from retail schemes outside the town centre, and the ongoing issue of traffic congestion and car dominance in the central area. Proposals for developments on Bradford Road (Asda) and at the Bingley Auction Mart site will dilute the town centre’s potential and represent a significant threat to town centre regeneration. Strong planning decisions must be taken to prevent such unsustainable developments from progressing.

Resolving the traffic issues will also require strong political decisions. Initial efforts should focus on securing investment to address congestion on the A650 and to develop an updated traffic model for Keighley. This is urgently needed to enable detailed proposals to remove through traffic from the retail core to be tested.
4.2 Timetables

This masterplan was launched in March 2005. Three time blocks for projects to be delivered have been identified to take the plan up to 2020; in the short, medium and long term. The timeframes identified are:

- **Short Term** 2005 - 2008 (3 year period)
- **Medium Term** 2008 - 2012 (4 year period)
- **Long Term** 2012 - 2020 (8 year period)

The short term period coincides with the Objective 2 funding period and it is critical that key projects are progressed to secure funding. Funding must be committed by 2006 and spent by 2008, so it is essential that rapid progress is made in the submission of funding applications. During this short term period key projects will require further work in the form of feasibility studies and preparation of outline designs. There will also be relatively simple projects delivered in this period that will require project management.

Short term projects in Keighley should focus on addressing the key issues of image and identity through environmental and accessibility improvements, led by the redevelopment of the heritage railway station to create a fitting arrival point to the town. This will be supported by development and promotion of town centre living and the creation of a landmark hotel and conference centre on the site of the existing Keighley College. These interventions will begin to change perceptions of Keighley, bringing increased demand in the property market and generating interest in developer communities, underpinned by Objective 2 funds where projects need to be pump primed.

The medium term represents a period of intense delivery of major infrastructure projects where developments are initiated that will themselves stimulate further regeneration. This will create large volumes of work for the planning authority and resources need to be committed to ensure that the quality of development is not compromised through lack of management or control.

Medium term projects in Keighley should include the development of enhanced retail areas through the Cavendish Square scheme, removal of through traffic from the heart of the town centre and the establishment of a diverse leisure offer, bringing activity and investment into the town centre in the evening. The continued growth of town centre living will bring value to the property market and provide funding to reinvest in further public realm improvements and facade renovation.

The long term projects are strategic for Airedale, Bradford District and the City Region and will take time to plan, fund, design and implement. These projects will require promotion and steering from very early on in the delivery programme to ensure successful delivery in the long term.

Longer term projects in Keighley will be market led, including improved specialist retail, enhanced leisure facilities and an ever growing demand for residential and business accommodation in and around the central area. By the end of the masterplan period Keighley will become recognised as the principal town in Airedale, an example of how carefully selected gap funded interventions can become the catalysts for market led regeneration.
4.3 Funding

The regeneration of Airedale is critical to Bradford District and the City Region and consequently requires substantial funding, equivalent to the resources channelled into Bradford city centre. The proposed role for Airedale as a centre for commercial research and development is vital for the Yorkshire and Humber Region and its contribution towards the Northern Way and should be supported with the resources accordingly. The majority of central government funding is being channelled into health, education and transport. This masterplan aims to make the most of these resources by co-ordinating it in such a way as to achieve maximum benefit for regeneration. Consequently education establishments and new developments are closely linked to employment sites and located in such a way as to complement other regeneration initiatives.

The conditions and infrastructure need to be put in place so that private developers are encouraged to invest. In the short and medium term there may be a requirement for public private partnerships to be developed to implement difficult or marginal projects through gap funding. There has to be an acceptance that the strength of the residential market must be harnessed to deliver state-of-the-art office premises through mixed use schemes. The balance of this will change as the economy matures and develops so that high-quality business space can be delivered on its own. Private land owners dominate throughout Airedale and strong working relationships will be required to deliver change.

Project proposals in Keighley town centre are designed to address existing environmental and accessibility issues, encourage town centre living, establish diverse new cultural facilities and enhance retail quality. The primary objective of each of these interventions is to address existing issues of image and identity with a view to stimulating private sector investment in the town.

The North Street Hotel is identified as a priority project and catalyst for change in the town centre. Yorkshire Forward should be encouraged to purchase the existing Keighley College to facilitate delivery of the North Street Hotel development proposals. Once the site is secured, Bradford Council will be able to prepare and market a development brief to attract private sector investment. Market conditions may dictate a need for revenue support in the initial operating period sourced through the Objective 2 initiative, and this should be explored through developer negotiations. Supplementary uses, including bars, restaurants, specialty retail and a health club will support revenue, generate activity and promote secondary development locally.

Redevelopment of Keighley Railway Station is also identified as a priority project in the masterplan. The objective 2 funded land purchase to support new development funded by the private sector. Cultural facilities can draw upon funds from the Arts Council, Heritage Lottery Fund, Bradford Council and Yorkshire Forward. Waterfront improvements can be delivered through residential development supported by the Environment Agency and British Waterways.

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Projects</th>
<th>Responsibility</th>
<th>Key Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>Waterfront Access Improvements</td>
<td>Developers</td>
<td>British Waterways, Environment Agency Developers</td>
</tr>
<tr>
<td></td>
<td>Public Realm Enhancements</td>
<td>Bradford Council</td>
<td></td>
</tr>
<tr>
<td>Creative</td>
<td>North Street Hotel and Conference Centre</td>
<td>Yorkshire Forward</td>
<td>Developers</td>
</tr>
<tr>
<td></td>
<td>Commercial Office Accommodation</td>
<td>Developers</td>
<td>Bradford Council, Yorkshire Forward</td>
</tr>
<tr>
<td>Connected</td>
<td>Railway Station Improvements</td>
<td>Metro</td>
<td>Network Rail, Keighley College, Bradford Council, Heritage Lottery Fund, Bus Operators, Developers</td>
</tr>
<tr>
<td></td>
<td>Town Centre Accessibility and Traffic Management</td>
<td>Bradford Council</td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Retail Projects</td>
<td>Bradford Council</td>
<td>Bradford Council, Yorkshire Forward, Heritage Lottery Fund, Arts Council</td>
</tr>
<tr>
<td></td>
<td>Keighley Arts Centre</td>
<td>Developers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Residential Developments</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Town centre living is a key element of Keighley’s future, exploiting the town’s excellent existing rail access and capitalising on the railway station redevelopment. Residential developments at Gresley Road and South Street will initiate a step change in the housing market and town centre environmental improvements will encourage existing properties owners to provide additional residential units above shops, improve retail frontages and convert town centre fringe employment sites. Residential value should be used to support accessibility projects and be invested in public realm improvements, supplemented by funding from tourism sources, to enhance links to the heritage railway attraction, and from the Heritage Lottery Fund.

Other proposals for town centre developments will be funded from a variety of sources. Retail enhancements may require Objective 2 funded land purchase to support new development funded by the private sector. Cultural facilities can draw upon funds from the Arts Council, Heritage Lottery Fund, Bradford Council and Yorkshire Forward. Waterfront improvements can be delivered through residential development supported by the Environment Agency and British Waterways.
4.4 Closing Statement

Keighley can become a distinctive and attractive town with excellent retail and leisure facilities in a remarkable rural setting. This masterplan provides a vision for the regeneration of the town centre that will address the issues of image and identity that currently hold the town back. The initial interventions are targeted at breaking the mould and setting a base for private sector investments that will encourage and assist with delivery of lasting positive change. The delivery of this masterplan will create a distinctive town centre that is well placed to become the focus for administration and regeneration in Airedale.
Acknowledgements

Arup would like to thank all the individuals who took part in the preparation of the masterplan or took part in the consultation process. Particular thanks go to the Airedale Partnership, Bradford Council and Yorkshire Forward for their help and guidance. We would also like to thank the Steering Group for their advice through the development of the masterplan.

Arup
(Project Management, Engineering & Graphic Design)

Consultants

Latham Architects: Urban Design
(Masterplanning and Urban Design)

Civic Regeneration
(Education and Skills and Training)

Colliers CRE
(Land and Property)

Charles Monck Associates
(Economics)

Stephen Feber
(Tourism and Leisure)

Bradford University
(Stakeholder Participation)

Consortia of Ethnic Minority Organisations
(Steering Group Member)

Photography

Where photography copyright is not credited, photographs are supplied by project team members. Copyright details can be obtained from Arup.

Contact

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arup</td>
<td>0113 242 8498</td>
</tr>
<tr>
<td>Airedale Partnership</td>
<td>01535 618 095</td>
</tr>
</tbody>
</table>