


# SG-12c Emersons Green (Vertex Park and Residual)

## A: BASELINE SITE INFORMATION

<b>A1. Baseline/Context – All baseline data to be provided by SGC either via AMR, GIS layers or other sources</b>			
A1.1 Site Typology	Existing	✓	<i>Tick relevant box</i>  <i>Note: Subject to the type of site being considered, not all fields in this proforma will be populated.</i>
	Committed (permitted)	✓	
	Allocated (in Local Plan)	✓	
	Proposed (submitted to HELAA)		
A1.2 Site Name & Address (Inc Site reference, if applicable)	<b>Emersons Green (Vertex Park and Residual), Jenner Boulevard East, BS16 7LR</b>		
A1.2a Sub Area	Bristol East Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	21.5ha		
A1.5 Site Context	This is one of three land parcels making up the large-scale Emersons Green employment site (SG-12), which covers most of the Emerson Green Enterprise Area in the East Fringe of Bristol. This is the land parcel which runs parallel to the M4, including large-scale distribution premises and trade counters at Vertex Park. This is the only remaining section of the site with available land without consent.		
A1.6 Policy Status (existing/emerging)	Site is safeguarded for economic development by Core Strategy Policy CS12. Policy PSP27 B8 Storage and Distribution Uses allocates the site for storage and distribution subject to a number of criteria.		
A1.7 Planning history	The site was permitted as part of the wider urban extension in the area ( <b>PK04/1965/O</b> ), with applications such as <b>PK15/1404/RM</b> (Erection of a three storey office), <b>PK17/3486/RM</b> (seven B2 and B8 units totalling 3646sqm), <b>PK18/4996/RM</b> (extra care apartments) and <b>PK16/1047/RM</b> (parcel distribution facility totalling 6642 sqm) are all either completed or under construction. Only a small parcel of land to the south and to the east remains undeveloped although a		

	planning application <b>P19/1275/F</b> has been received for the erection of 398 dwellings on the most easterly site.
A1.8 Location	The large-scale Emersons Green site is situated to the south of the M4 in the Bristol East Fringe and bounded by the A4174 to the west. The site is strategically located between the cities of Bristol and Bath, located north of Emersons Green town centre. This section of the site is bounded to the north by the M4, with Jenner Boulevard to the south bounding the residential area of Lyde Green. To the east is farmland, and to the west is the remainder of the wider Emersons Green site.

**A2. Current Use** (*Existing employment and town centre sites only*)

A2.1 Current role and sectors served by site	<p>Main Employment Sectors within the site include: Administrative &amp; Support Service Activities - Accommodation &amp; Food Service Activities - Transportation &amp; Storage - Financial &amp; Insurance Activities</p> <p>Key employers within the site include: ALD Automotive Ltd - DPD Group UK Ltd</p> <p>Emersons Green is a significant employment location for South Gloucestershire and the wider sub-region, accommodating modern office space, specialised industrial activity and strategic distribution units. This section of the site includes Vertex Park - an established warehousing and industrial park with modern, high-spec accommodation in a strategic location. Occupiers at Vertex Park include a range of key market sectors, such as trade counters for Screwfix and Toolstation, and strategic distribution units for DPD and Huboo. The only remaining vacant land parcel without consent at Emersons Green is located in the east of this site, in a relatively rural location adjacent to the M4.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	One vacant land parcel of approximately 3.6ha adjacent to the M4, suitable for distribution purposes.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 11 business units operating within the site.
A2.2b Number of vacant units	According to SGC NDBR records, in June 2020 there were 0 unoccupied business units within the site - indicating that the vacancy rate is approx. 0%
A2.2c Estimate of total number of jobs on site (where possible)	There are approximately 570 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The site is currently an important distribution cluster, which boasts strong functional linkages and leading national occupiers. The existing stock is largely modern and suitable for its uses, situated in a prime location for distribution. This includes purpose built, large footprint, high bay warehouses with 24/7 access - suitable for regional distribution activities. Demand is expected to be sustained for the site in future across the key market sectors, with potential for increased demand as a result of trends accelerated by COVID.
A2.3a Age and suitability of stock	Built 2000 onwards; quality as 'Grade A' specification to attract national/corporate occupiers; FRI or close to condition. Industrial - 6.5m plus eaves; Offices – open plan accommodation on single floor plates, air conditioning.
A2.3b Evidence of significant vacancies	There is no evidence of significant vacancies.
A2.3c Suitability of buildings for modern occupiers	Highly regarded; very good market appeal; attracts and achieves prime values.

A2.3d Onsite facilities	Good parking and loading facilities; good car parking ratio.
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<b>A3. Description of qualitative features of site (sourced from available data, previous ELRs, GIS &amp; other secondary sources)</b>	
A3.1 Strategic connectivity	<p>Adjoining major trunk road or motorway junction, easy access for all vehicles, access to rail station, metrobus and other key bus routes airport or seaport.</p> <ul style="list-style-type: none"> <li>• Emersons Green lies alongside the A4174 ring road providing excellent transport access around the eastern edge of the city and directly to the M32 and M4/M5 motorway corridors.</li> <li>• The site provides ease of access for HGVs, with the local road network in good condition and suitable parking/loading provision available on site.</li> <li>• Emersons Green is strategically located between Bristol and Bath, attracting commuters from a range of major residential areas.</li> <li>• The site is well served by key bus routes into and from Bristol and Bath, although relatively remote from the rail network.</li> <li>• Bristol Port and airport are within reasonable driving distance from the site via the motorway.</li> </ul>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>The Emersons Green site is well served by the 462, M3 and 48 bus routes, which run into Bristol City Centre. These buses also offer links to UWE, Fishponds and Broadmead. The A4174 ring road runs adjacent to the site, offering connections into Bristol and directly into the M4/M5 motorway corridors. There is a Park and Ride scheme in Lyde Green, located to the south of the site. The nearest train stations are located at Yate or Bristol Parkway, approximately 6 miles away.</p>
A3.2a Reducing carbon from travel to work (Walking / Cycling)	The site has pedestrian access however is not within 100m of a strategic cycle route.
A3.2b Reducing carbon from travel to work (Public Transport)	The site is within 400m of a bus stop and is within 800m of a metrobus route.
A3.3 Accessibility to town centres/local amenities	<p>Site is within 1.2km from Emersons Green town centre</p> <p>There are local amenities available on the Emersons Green site which serve the working population, including staff canteens and other small eateries. The Emersons Green town centre is also located south of the site. It contains a Sainsbury's and Lidl supermarkets, Costa Coffee, postal facilities, cash machine, petrol station and pharmacy, as well as other retail stores and amenities. There are several sport facilities, including a gym and cycling track, available within 1.2km.</p>
A3.4 Digital Connectivity	<p>The Think Broadband UK Broadband Coverage and Speed Test Result: Superfast – download speeds up to 24mpbs</p> <p>This is relatively limited digital connectivity compared with other sites in the East Fringe, with some sections of the site registering scores of less than 10mpbs – approaching a basic level of coverage and speed.</p>
A3.5 Compatibility with neighbouring uses/character of wider area	<p>Mixed commercial area with residential nearby; mainly compatible uses</p> <p>Emersons Green is a major employment location for South Gloucestershire and the wider sub-region. The site is wholly compatible with the neighbouring</p>

	provision of industrial and distribution uses in the wider Emersons Green site. The area is dominated by large-scale warehouses and manufacturing facilities, as well as local retail parks. The site is well screened from residential dwellings via the A4174 and the designated Green Belt land, which extends northwards beyond the M4.
A3.6 Strength of functional and/or spatial linkages	Clear functional and spatial linkages exist between the distribution premises on site and port activity at Avonmouth, as well as further linkages into the West of England due to its role as a distribution centre. The site possesses a number of spatial linkages through the motorway network for regional distribution. The existing uses on site will thrive on the functional linkages and clustering currently in place, which will continue to grow as employment activity at Emersons Green develops.
A3.7 Access to Local Workforce	Site within East Fringe: More resident workers than jobs (job to worker ratio <0.5).

## B: QUALITATIVE ASSESSMENT – SITE SUITABILITY

<b>B1. Site Potential and Opportunities – Application of market sector frameworks</b>					
B1.1 Suitability of site/cluster for key market sectors	This section of the Emersons Green site predominantly houses purpose-built, large footprint, high bay and automated warehouses with 24/7 access. Such warehouses offer good circulation and strong parking provision for large space users, including land for storing vehicles, freight and other goods. This is a prime location, boasting strong connectivity via the M4/M5 corridor and links to the Port of Bristol at Avonmouth. The site is therefore primarily suitable for Transport and Logistics uses but can also accommodate large-scale businesses from the Aerospace and Advanced Engineering and trade counters. The site is viable and offers a range of modern premises which are ready to occupy, as well as a vacant land parcel for development, and fully meets the locational and premise requirements of the sectors outlined.				
B1.2 Strength of existing or potential suitability and rationale	✓				
	Fully, readily and viably meets market / sector needs	Committed infrastructure or other planned investment will enable market / sector needs to be met	Potentially meets sector / market needs if uncommitted infrastructure or constraints are overcome	Only partial potential to meet needs and/or marginal viability being likely	Does not meet sector / market needs and/or demonstrates notable market failure (unviable)
	The site is an important hub for regional distribution, which boasts strong functional linkages and leading national occupiers. The existing stock is largely modern and suitable for its uses, situated in a prime location for distribution adjacent to the M4 and A4174 ring road. This includes purpose built, large footprint, high bay warehouses with 24/7 access - suitable for regional distribution activities. Demand is expected to be sustained for the site in future across the key market sectors, with potential for increased demand as a result of trends accelerated by COVID. The parcel of vacant land on site presents a reasonable scale of opportunity for further Transport and Logistics activity.				
B1.3 Scale of Opportunity	There is a parcel of undeveloped land at the east of the site (approx. 3.6ha), which provides an opportunity for new development or intensification of the existing distribution activity on site, if demand does exist for this. This presents a reasonable scale of opportunity for future employment growth on the site.				

B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	No significant requirements for infrastructure investment, as existing stock is largely modern and functioning well. Development of the vacant land parcel will require investment to improve accessibility. The issue of surrounding Green Belt uses would need to be addressed for further major development in the long term.		
<b>Short-term Recovery (COVID-19)</b>			
B1.5 Significant opportunity to provide short term job generation or supply chain support to drive short-term recovery from COVID-19 pandemic	✓		
	Likely to provide significant jobs or supply chain support within the next year  Scores to reflect scale of job opportunities		Not Likely to provide jobs or supply chain support within the next year  Scores to reflect scale of job opportunities
<b>Inclusive Growth</b>			
B1.6 Potential to provide significant job and/or skills opportunities for priority socio-economic groups and/or areas of high deprivation.	✓		
	High to good degree of proximity to areas of high deprivation and scale / type of employment likely to be generated	Reasonable proximity to high deprivation and/or provision of suitable jobs	Very low to low degree of proximity to areas of high deprivation and poor suitability of employment likely to be generated
B1.6a Within 2km of designated Priority Neighbourhood	Yes – Within 2km of Priority Neighbourhood.		
<b>Clean Growth</b>			
B1.8 Potential to meet demand for new/emerging green industries	The site has reasonable potential due to the level of research and development carried out in the wider Emersons Green area. There is some potential to meet demand for emerging or new green industries within the high-tech and high-spec industrial premises on site. The location is suitable for emerging green industries, owing to its distance from residential uses and large floorplates, however market testing will be required here to gauge the demand from green industry businesses.		
B1.9 Potential to contribute to zero/low carbon growth?	The nature of existing employment activity is reliant on in high levels of vehicular trips and therefore has a low potential to contribute to low carbon growth. However, the development of the vacant land could focus on incorporation of sustainable building techniques and green initiatives. Sustainable build quality is encouraged in Emersons Green and throughout the West of England in new builds, suggesting the site would be built to low carbon standards.		
<b>Regeneration (existing sites only)</b>			
B1.10 Potential for (in-situ) expansion of businesses/ intensification/ repurposing /redevelopment to meet sectoral demand	✓		
	Strong to good market demand with solid viability prospects for repurposing / redevelopment to key sector use.	Reasonable market demand with viability prospects good subject to site or wider infrastructure investment.	Very low to low market demand and/or likely viability constraints for repurposing / redevelopment to key sector use.
The undeveloped land parcel offers reasonable space for expansion of the existing distribution and manufacturing uses on the site. There would likely			

	be some demand from major occupiers to intensify their activities on the site, depending on the market circumstances. The current available land has physical constraints also imposed by the M4 and nearby residential development, thus limiting the scale of opportunity however.		
<b>Cross-sectoral spatial needs</b> (if not yet captured above)			
B1.11 Can provide space for social enterprise	The existing stock on the site is arguably unsuitable for flexible/co-working space. The site's role as an area of retail and distribution also means there is unlikely to be significant demand for remote working facilities. There may be some potential to provide incubator/start-up hub space on the vacant parcel of land, but market demand is unlikely here. The Bristol and Bath Science Park site includes significant co-working and start-up hub space, with provision of grow-on space, which will likely absorb any existing demand within the Emersons Green area.		
B1.12 Capable of providing flexible/co-working space / and/or facilitate remote working			
B1.13 Capable of providing incubator/accelerator/start-up hub space.			
<b>Delivery</b>			
B1.14 Ownership	No known ownership constraints.		
B1.15 Physical and/or environmental constraints	The M4 directly to the north and residential development to the south pose a physical constraint for further growth of the site. The neighbouring residential uses and major road frontage also act as restraints to further intensification of existing employment activity. There is some limited land available in the east of the site for expansion of existing premises or new development, with limited constraints in this area of site.		
	✓		
	No significant or relatively minor constraints that will not undermine development feasibility, viability or deliverability.	Some constraints that can be addressed or mitigated through achievable infrastructure investment or other measures. Costs of doing so may reduce but not significantly diminish development viability or deliverability	Major or prohibitive constraints that will undermine development feasibility, viability or deliverability.  Environmental constraints sufficiently important to prevent development for employments.
B1.15 Likely Delivery Timeframe	6-10 years.		
<b>C1 Regional Conclusion and Recommendations</b>			
<b>C1.1 Conclusion:</b> Considered alongside the other two land parcels which comprise Emersons Green, the site has strong strategic potential to contribute to employment growth and sector prioritisation across South Gloucestershire.		<b>RAG Summary</b> <b>Strong</b>	
<b>C1.2 Justification/rationale</b> – The site is a part of regionally significant employment location and one of South Gloucestershire's designated Enterprise Zones. The site specialises in accommodation of large-scale warehouse and distribution – representing a significant contribution to the key market sectors. This includes a major distribution centre for DPD and trade counters for Screwfix and other major retails. The site is a prime location for such uses, benefitting from strong connectivity via road			

and direct links to the M4/M5 corridor, as well as existing modern stock which is ready to be used by a range of occupiers from the key market sectors. As demonstrated by the rapid development in recent years, demand is expected to increase further in the future with the increase in online retail, automation and last mile distribution. The vacant land parcel offers an opportunity for accommodation of such demand, with the potential to contribute to employment growth.

**C1.3 Recommendation –**

- Retain and continue to safeguard the land for employment use.
- Encourage development of vacant land parcel.