


SG-14b Tower Road, Warmley (Western Site)

A: BASELINE SITE INFORMATION

A1. Baseline/Context – All baseline data to be provided by SGC either via AMR, GIS layers or other sources			
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)	Tower Road North (Western Site), Warmley, Bristol, BS30 8XP		
A1.2a Sub Area	Bristol East Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	2.6ha		
A1.5 Site Context	Tower Road North is an out-of-centre industrial park located in Warmley, a residential area to the east of Bristol. This smaller western section of the site predominantly accommodates small-scale manufacturing, service-based industrial activity and trade counters in traditional industrial sheds, as well as some small-scale office uses. The site straddles Tower Lane, and is where Tower Lane, Tower Road North and Tower Road South meet. The site is predominantly surrounded by residential properties.		
A1.6 Policy Status (existing/emerging)	Site is a safeguarded area for economic development in Core Strategy Policy CS12. Should an application for B8 storage be sought on the site, policy PSP27 would need to be satisfied.		
A1.7 Planning history	The site was approved around the mid 1970's and also had multiple applications on the site up until the mid 1980's. More recently, application P19/0482/F was		

	approved allowing the change of use from D2 Assembly and Leisure to B8 Storage and distribution and application P19/7267/F was for the installation of 2 flues to roof and change of use of existing building to a car spraying unit.
A1.8 Location	The Tower Road site is located edge-of-centre in the village of Warmley, approximately 6 miles east of Bristol City Centre. The site is situated within the East Fringe FEMA, with good access to the A420 and A4174. This section straddles Tower Lane, at the confluence of Tower Lane, Tower Road North and Tower Road South. It is largely surrounded by residential development, with Warmley Care Home located to the north.

A2. Current Use (<i>Existing employment and town centre sites only</i>)	
A2.1 Current role and sectors served by site	<p>Main Employment Sectors within the site include: Professional, Scientific & Technical Activities - Administrative & Support Service Activities - Construction</p> <p>Key employers within the site include: Mannings Facilities Management - Acorn Health and Safety Limited</p> <p>This section of the Tower Road site provides for smaller general industrial and warehouse uses, particularly construction and development businesses (such as building material suppliers) and businesses relating to the automobile industry (including repair shops and tyre shops). The site also includes small office and leisure uses (such as Acorn Health and Safety and CBE Crossfit), demonstrating the relative flexibility of the industrial sheds on the site.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	None identified.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 26 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 190 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The existing stock on the Tower Road site is in reasonable to good condition, albeit ageing. The industrial premises are generally small, low-spec and relatively with poor parking provision, and thus are suitable for local or smaller occupiers. There is evidence of letting activity at the industrial units.
A2.3a Age and suitability of stock	Built before 1980; inadequate specification compared to modern units, suitable to local businesses. Industrial - 5m eaves or below; Office – cellular offices.
A2.3b Evidence of significant vacancies	There is little evidence of vacant premises.
A2.3c Suitability of buildings for modern occupiers	Displays market appeal; day to day churn; attracts secondary value.
A2.3d Onsite facilities	Poor loading and parking; minimal parking and basic fit out.

A3. Description of qualitative features of site (sourced from available data, previous ELRs, GIS & other secondary sources)	
A3.1 Strategic connectivity	<p>Restricted access for HGVs, restricted access to major road networks</p> <p>The Tower Road site is located approximately 5 miles from J18 of the M4, with limited connectivity to the motorway network. However, the A420 and A4174 do provide strong links into Bristol and key employment locations like Emersons Green. The site is particularly remote with regards to the strategic rail network, with the closest station offering regional links located 4 miles away at Keynsham – providing connections to Bath Spa, Bristol Parkway and Gloucester. Access to the site is relatively restricted and narrow, potentially unsuitable for HGVs.</p>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>The village of Warmley is well served by six local bus routes, three of which run into Bristol City Centre. These buses also offer links to Bath, Kingswood and Cribbs Causeway. The A420 road runs through the village and connects with the Avon Ring Road immediately to the west of the village, offering connections west towards Bristol and east towards Chippenham. However, the rail network and Metrobus routes are not easily accessible from the site.</p>
A3.2a Reducing carbon from travel to work (Walking / Cycling)	<p>The site has pedestrian access and is within 100m of a strategic cycle network.</p>
A3.2b Reducing carbon from travel to work (Public Transport)	<p>The site is within 400m of a bus stop however is not within 800m of a metrobus route.</p>
A3.3 Accessibility to town centres/local amenities	<p>The site is not within close proximity to a town centre.</p> <p>The site is located in relative proximity to the local amenities available in Warmley, which are situated within walking distance. Although limited compared to larger town centres, these include food and drink establishments such as Tesco Express and convenience services such as a post office and pharmacy.</p>
A3.4 Digital Connectivity	<p>The Think Broadband UK Broadband Coverage and Speed Test Result: Ultrafast – download speeds up to 300mpbs.</p>
A3.5 Compatibility with neighbouring uses/character of wider area	<p>Mixed commercial area with residential nearby; mainly compatible uses.</p> <p>The site may not necessarily be compatible with the surrounding residential area, as the current industrial uses may pose noise nuisance, however there is some screening present. The existing employment land in the immediate local area is relatively limited, beyond the industrial/logistics activity occurring at Chapel Lane (SG-13) on the other side of the A420. The small-scale 2-8 London Road site (SG-28) is also located nearby to the site, with service-based industrial uses.</p>
A3.6 Strength of functional and/or spatial linkages	<p>The existing businesses on the site mainly solely serve the local area, thus there is no evidence of existing functional linkages with other sites. However, there is likely to be synergies between the current occupiers relating to both the automobile and construction industries, including with the eastern section of the site (SG-14a).</p>
A3.7 Access to Local Workforce	<p>Site within East Fringe: More resident workers than jobs (job to worker ratio <0.5).</p>

B: QUALITATIVE ASSESSMENT – SITE SUITABILITY

B1. Site Potential and Opportunities – Application of market sector frameworks					
B1.1 Suitability of site/cluster for key market sectors	The Tower Road site is predominantly made up of well-functioning, albeit ageing industrial stock. This includes low rise, low spec manufacturing facilities with poor parking provision and reasonable broadband speed. The existing premises on the site are suitable for service-based industrial and manufacturing activities, as well as trade counters and more flexible uses such as leisure. This could include provision of flexible workshop space for smaller businesses and local traders, if the demand exists here.				
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 serves its function as an employment location for service-based industrial uses in Warmley, as well as strongly functioning trade counters. The Tower Road site's location does not necessarily meet the locational demands of distribution and manufacturing uses; however, the current uses are predominantly local scale. The existing stock on the site is suitable for these current smaller scale uses, although a reconfiguration of the site and existing units would be required to deliver viable premises to meet the market and sector needs of more modern and larger-scale occupiers. The presence of leisure uses, such as a gym, on the site demonstrate the potential flexibility of the sheds.				
B1.3 Scale of Opportunity	N/A – the scale of opportunity is low considering the limited availability of developable land within the site.				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	There is currently little opportunity for new development within the site, so no requirement for infrastructure investment. However, the refurbishment / redevelopment of ageing industrial stock may be required to meet the demand of modern occupiers if demand exists.				
Short-term Recovery (COVID-19)					
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	
Inclusive Growth					
B1.6 Potential to provide significant job and/or skills opportunities for			✓		
	High to good degree of proximity to areas of high		Reasonable proximity to high	Very low to low degree of proximity to areas of high deprivation and	

priority socio-economic groups and/or areas of high deprivation.	deprivation and scale / type of employment likely to be generated	deprivation and/or provision of suitable jobs	poor suitability of employment likely to be generated
B1.6a Within 2km of designated Priority Neighbourhood	Yes – Within 2km of Priority Neighbourhood.		
Clean Growth			
B1.8 Potential to meet demand for new/emerging green industries	Limited potential to meet demand for emerging green industries, as this is not compatible with the existing trade offer and there is limited opportunity for new development expected on site. There is a small opportunity to redevelop the industrial premises to serve such industries, however it is unlikely that demand will exist in such a service-based industrial location. The largely residential uses surrounding also limit the range of activity which can occur on the site.		
B1.9 Potential to contribute to zero/low carbon growth?	Currently limited potential to contribute to zero or low carbon growth, as this is not compatible with the existing uses and supply chain. There is limited opportunity expected for new development or redevelopment expected on the site. The service-based industrial and trade uses which dominate the site are unlikely to contribute towards low carbon growth without significant investment in redevelopment.		
Regeneration (existing sites only)			
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.
There is limited physical and market demand potential for in-situ expansion of businesses on the industrial section of the Tower Road site, due to the constrained and secluded location of the site. There may be potential for redevelopment of the traditional industrial sheds for a wider range of sectors in the long term.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The existing stock on site could potentially provide flexible workshop or community space for social enterprises, however there is not likely demand for this in Warmley. In addition, the site could be capable of providing flexible/co-working space, if the industrial sheds are refurbished accordingly to meet the spatial requirements. The site is situated in a relatively remote residential area; however, demand may increase for remote working hubs in such areas as a result of the COVID-19 pandemic. The site may be suitable for incubator or start-up hub space, however its edge-of-town location may indicate a resultant lack of market demand.		
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.			
Delivery			
B1.14 Ownership	No known ownership constraints.		

B1.15 Physical and/or environmental constraints	The site is physically constrained by the road boundaries of neighbouring Tower Lane and Tower Road, as well as the surrounding residential area and Warmley Care Home. The existing site currently has no land available for new development or intensification of existing activity, combined with a lack of market demand.		
			✓
	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	N/A – no significant development expected on the site.		
C1 Regional Conclusion and Recommendations			
C1.1 Conclusion: Considered alongside the other land parcel which comprises Tower Road, the site has reasonable strategic potential to contribute to employment growth and sector prioritisation across South Gloucestershire.		RAG Summary Reasonable	
C1.2 Justification/rationale – This section of the Tower Road site is a small employment area with provision of traditional industrial sheds for relatively small-scale industrial uses relating to construction and the automobile industry, as well as flexible leisure uses. The site accommodates general industrial activity, warehousing and sui generis trade counter units for a range of key market sectors. It provides predominantly good quality stock in an edge-of-centre location, although the majority of premises are ageing and unlikely to be suitable for all modern occupiers. Although access to local amenities and the rail network are fairly limited, the Tower Road site offers links by road into Bristol City Centre and key employment locations like Emersons Green. The site should be safeguarded to protect existing employment activity occurring on this section of the site.			
C1.3 Recommendation – <ul style="list-style-type: none">• Retain and continue to safeguard to protect existing employment activity.			