


# SG-18 Station Road, Kingswood

## 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>Station Road, Kingswood, BS15 4JP</b>		
A1.2a Sub Area	East Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	10.1ha		
A1.5 Site Context	<p>The Station Road site is comprised of four land parcels in Kingswood, accommodating general industrial activity, incubator space and sui generis retail east of the A4175. The site has displayed strong market demand in recent years, largely as a result of its connectivity to Bristol City Centre and key employment areas like Emersons Green and Filton. The site is bounded by residential to the</p>		

	south, west and north west, a cycle path to the north east, and playing fields/residential to the west.
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 has been used for industrial purposes for a number of years and the development of the site pre-dates the oldest records held in the area (earlier than the 1970's). Applications on the estate tend to be change of use applications. For example, application <b>PK13/2450/F</b> for the change of use from B1 to a day nursery (D1 use class), and application <b>PK18/1756/F</b> for the change of use of unit 6 from a handrail supplier to a non-residential institution providing education and training was approved in 2018. This application has also been implemented.
A1.8 Location	The Station Road site is situated north-east of Kingswood, in an edge-of-centre urban location within the East Fringe FEMA. The site is located near a major road, the A4174, which is a ring road that provides access into Central Bristol, Filton and the wider sub-region. It is bound by residential uses to the south, west and north west, the A4175 to the west and designated local green space to the east (including Siston Park Common, Rodway Hill Common and the Bristol and Bath Railway Cycle Path). Bridge Road runs through the north of the 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 - Manufacturing - Professional, Scientific &amp; Technical Activities</p> <p>Key employers within the site include: Flowbird Smart City Uk Ltd - Construction Site Scaffolding Ltd - Impact Mentoring Ltd - Sovereign Cleaning Ltd</p> <p>The site accommodates a range of general industrial activity, incubator space and sui generis wholesale retail units, as well as the Kingswood DVSA Driving Test Centre. The premises include standalone industrial sheds, the Bridge Road Industrial Estate and Station Road Workshops (which provides 48 individual light industrial workshop units from 270 to 2,000 sq ft with grow-on space). These flexible workshops include occupiers from a range of sectors such as Project Graphics (digital printers), Minton Communications (telecommunications service provider), Bomber Bikeworks (bicycle repair shop), GingerBeard's Preserves (craft food trader), Ballyhoo Clothing (sporting goods shop) and Blackfields Furniture (furniture manufacturer). Occupiers in Bridge Road Industrial Estate include businesses serving the automobile industry, as well as more varied small-scale occupiers like Phoebe Smith Ceramics and Database Communications. The site also includes a day care centre and a large open storage site for the container supplier Toucan Environmental.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	The Station Road site is almost fully developed out, with a small vacant parcel of land (approx. 0.75ha) available in the centre of the site with potential for intensification of existing activities or small-scale new development.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 141 business units operating within the site.
A2.2b Number of vacant units	According to SGC NDBR records, in June 2020 there were 8 unoccupied business units within the site - indicating that the vacancy rate is approx. 6%
A2.2c Estimate of total number of jobs on site (where possible)	There are approximately 630 (employment) jobs associated with this site. (ONS, 2019)

A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The majority of the stock on the site is in good condition, albeit ageing in certain sections, with poor parking provision available. There may be some refurbishment required on the Bridge Road premises in order to ensure compatibility with more modern employment activity. The Station Road Workshops offer flexible light industrial units in good condition with large loading bays, as well as self-contained office units suitable for sole operators up to medium-size businesses.
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 currently evidence of some significant vacancies on the site, including some availability within the Station Road Workshops.
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 site is situated in an edge of centre location, with access to the M4 situated approximately 5 miles away. The site is also located with good access to the A420 and A4174, providing routes into Bristol City Centre and Filton in under 20 minutes by road. Although the site does possess relatively good access to the strategic road network, it lacks strong connectivity via rail. Lawrence Hill station does offer regional links; however, Station Road is located approximately 5 miles from Filton Abbey Wood (the closest station which provides interregional services). Furthermore, there is restricted access for HGVs and narrow entrances to the site.</p>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>Station Road is 4 miles east of Lawrence Hill railway station, offering links to Bristol Temple Meads, Cardiff Central and Avonmouth. Local buses run regularly from the High Street and connect the town to surrounding areas including the City Centre, Staple Hill and Fishponds. The A4174 provides a direct route to the M32 into Bristol City Centre in approximately 20 minutes. The site is primarily accessible by car and therefore there are limited opportunities to reduce carbon through travel. However, the Bristol and Bath Railway Cycle Path is located adjacent to the site, offering opportunities for workers to cycle to work.</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 however is not within 800m of a metrobus route.
A3.3 Accessibility to town centres/local amenities	<p>The site is within 1.2km from Kingswood town centre.</p> <p>There are some minor amenities available on the site, including a coffee shop. Kingswood town centre is located approximately a mile walk away (20 minutes), where a range of food and drink establishments, as well as</p>

	services like banks and a pharmacy can be accessed. These include a Sainsbury's, Boots and Costa Coffee.
A3.4 Digital Connectivity	The Think Broadband UK Broadband Coverage and Speed Test Result: <ul style="list-style-type: none"> <li>• Ultrafast – download speeds up to 300 mpbs</li> </ul>
A3.5 Compatibility with neighbouring uses/character of wider area	Mixed commercial area with residential nearby; mainly compatible uses. The immediate area surrounding the Station Road site is dominated by residential dwellings and designated open space. Although this is not necessarily compatible, the site is relatively well screened and does not provide a major nuisance for the suburban area. The site has reasonable compatibility with the employment offer in the wider area, with similar premises located in and around Kingswood and Soundwell, however this is the largest-scale site of such uses in the wider area.
A3.6 Strength of functional and/or spatial linkages	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 the automobile industry. The incubator space at the Station Road Workshops will encourage clustering and functional linkages to develop.
A3.7 Access to Local Workforce	Site within Eat 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	The Station Road Workshops provide flexible, lightweight structures and workspace for multiple uses, with the option of grow-on space for SMEs and start-ups. These premises and the edge-of-centre site make this a prime location for medium-size businesses and start-ups from Creative and Digital, Broader Manufacturing, Food and Rural Enterprise, Small Industry Services and Retail. The office space within these premises are small, self-contained suites with the opportunity for development of co-working space for sole traders and start-ups. The Bridge Road Industrial Estate and neighbouring premises are made up of traditional, high density industrial sheds in ageing condition with inadequate specification for modern occupiers. These are predominantly suitable for the existing occupiers from the automobile industry and smaller distribution uses. The edge of centre location may attract demand for last mile distribution as online commerce continues to dominate the retail market.				
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 Station Road Workshops are fully ready and flexible, offering turn-key solutions for start-ups and SMEs in an edge-of-centre location. The premises meet the market needs of such businesses and will encourage clustering in the long term. The existing occupiers within these premises are operating strongly, and demand is likely to increase. Although relatively					

	ageing and low spec, the industrial sheds in the north of the site are suitable for current occupiers from the automobile and manufacturing industries, however refurbishment would be required to meet premise requirements of modern uses.		
B1.3 Scale of Opportunity	There is a small parcel of vacant land for development in the centre of the existing site and limited opportunity for intensification of existing activity.		
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	Limited infrastructure investment required to deliver the small amount of potential future supply. However, the refurbishment of certain premises in the Bridge Road Estate may be required to accommodate modern occupiers if sufficient market demand exists.		
<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	There is reasonable potential to meet demand for new and emerging green industries through policy support (Policy CS29 of the South Gloucestershire Core Strategy). The flexible industrial workshops provided at Station Road Workshops could provide accommodation for SMEs and start-ups from the green industries, with the potential for grow-on space. The site's edge-of-centre location may attract occupiers in search of affordable workspace.		
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 site location. The site is primarily accessible by car and serves the automobile industry in parts, thus reducing opportunities to limit carbon emissions.		
<b>Regeneration (existing sites only)</b>			
B1.10 Potential for (in-situ) expansion of businesses/intensification/repurposing		✓	
	Strong to good market demand with solid viability prospects for repurposing /	Reasonable market demand with viability prospects good	Very low to low market demand and/or likely viability constraints for repurposing / redevelopment to key sector use.

/redevelopment to meet sectoral demand	redevelopment to key sector use.	subject to site or wider infrastructure investment.	
There is likely to be reasonable market demand for in-situ expansion of businesses, but with relatively limited physical space for redevelopment or intensification – owing to the physical constraints of the high-density site and bordering residential/green space uses.			
<b>Cross-sectoral spatial needs (if not yet captured above)</b>			
B1.11 Can provide space for social enterprise	The existing Station Road Workshops provides a flexible form of incubator space for start-ups and SMEs, including light industrial workshop units and small self-contained office suites. This includes the option for businesses to move to a larger unit on site or take on additional units as they develop. There is also reasonable potential to repurpose the existing office suites to deliver flexible/co-working space within the site, with demand likely to increase for such spaces post-COVID (particularly for neighbourhood co-working hubs in residential areas). There is the potential to provide space for social enterprise within this.		
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 designated local green space to the east and south poses 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. Flood Zone 3 runs along the eastern spine of the site. There is some limited land available in the centre of the site for expansion of existing premises or small-scale 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	The small parcel of land available for development could be delivered within 6-10 years, owing to the relatively limited constraints.		
<b>C1 Regional Conclusion and Recommendations</b>			
<b>C1.1 Conclusion:</b> The site has strong strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire in the long term.		<b>RAG Summary</b>  <b>Strong</b>	

**C1.2 Justification/rationale –** The Station Road site is a large industrial estate with provision of flexible industrial workshops for SMEs and start-ups within the Station Road Workshops premises and more traditional ageing high-density industrial sheds in the Bridge Road Industrial Estate. The site accommodates general industrial activity, incubator space and sui generis wholesale retail units for a range of key market sectors. It provides predominantly a range of differing quality stock in an edge-of-centre location, with some of the premises unsuitable for modern occupiers. Although access to local amenities and the rail network are limited, the Station Road site offers links by road into Bristol City Centre and key employment clusters at Filton and Emersons Green. The vacant parcel of land in the centre of the site offers potential for new development or intensification of existing activities. There is also scope for the Station Road Workshops to develop into a thriving incubator space with policy support, including the opportunity to support key growth sector development.

**C1.3 Recommendation –**

- Retain and continue to safeguard for employment use.
- Encourage new development/intensification on the vacant land parcel.