


SG-19 North of Douglas Road

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)	North of Douglas Road (Wood Road/Moravian Road), Kingswood, Bristol, BS15 8NF		
A1.2a Sub Area	Bristol East Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	6.2ha		
A1.5 Site Context	<p>The North of Douglas Road surrounds Wood Road and Moravian Road in the East Fringe and is within close proximity of Kingswood town centre boundary. The site is surrounded by residential properties and encompasses three land parcels. The site is bound by the B4046 to the east, residential dwellings to the north and west, and Douglas Road to the south. It includes general industrial and warehouse premises, interspersed by residential streets, accommodating a range of key market sectors.</p>		

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). Application PK10/1640/RM was approved and sought the demolition of some of the existing units on the site, and the erection of B1 light industrial units (totalling 1059sqm) plus 14 dwellings were approved which have since been implemented.
A1.8 Location	The site is located in Kingswood, east Bristol, within an urban centre. The site is located within the East Fringe FEMA. It is bound by the B4046 to the east, residential dwellings to the north and west, and Douglas Road to the south. The area to the south of Douglas Road, including the former Douglas Motorcycle Works, is safeguarded for redevelopment of the land for housing (including 306 residential units and a 40-bed nursing home).

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 & Support Service Activities - Manufacturing - Wholesale & Retail Trade; Repair Of Motor Vehicles</p> <p>Key employers within the site include: Universal Balancing Ltd - Boxes and Packaging (Bristol) Ltd - P.S.I.L.S Ltd - Long Engineering Limited</p> <p>The North of Douglas Road site provides for small-scale general industrial and warehouse uses, particularly automobile services (such as MOT garages, second-hand car dealerships and repair shops) and wide-ranging local-scale manufacturing (including Kingswood Canvas, Independent Welding Services and Air Balloon Gates & Automation). The site also includes leisure uses in the central and northern section, such as gyms and combat sports training centres (such as Ministry of Fitness, Bristol Titans Krav Maga and It's Leisure) and small-scale retail (incorporating takeaways) – which demonstrates the relative flexibility of the current warehouses/industrial premises located within the area. The key market sectors served include Aerospace and Advanced Engineering, Retail and Leisure.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	The site is almost fully developed out, with very limited opportunity for intensification and no significant undeveloped land for new development.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 86 business units operating within the site.
A2.2b Number of vacant units	According to SGC NDBR records, in June 2020 there were 1 unoccupied business units within the site - indicating that the vacancy rate is approx. 1%
A2.2c Estimate of total number of jobs on site (where possible)	There are approximately 370 (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 generally characterised by ageing low-rise and low-spec industrial stock and warehouses, which requires extensive refurbishment to accommodate modern occupiers. The layout of the site also lacks any specific order, with restricted circulation and constrained open storage space (especially considering the existing uses). The site has inadequate specification for modern occupiers. Parking provision is available, but relatively informal and limited. The site could

	be attractive to SMEs / micro-businesses owing to its central location and relative affordability.
A2.3a Age and suitability of stock	Built before 1980; inadequate specification suitable for refurbishment or redevelopment; only attract smaller, local businesses
A2.3b Evidence of significant vacancies	There is no evidence of significant vacancies, however some of the smaller units appear to be unoccupied.
A2.3c Suitability of buildings for modern occupiers	Occupier resistance; limited market appeal; longer void rates; command below 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 relatively remote in terms of strategic connectivity, with limited immediate access to the strategic rail network or a strategic transport hub. Access to the M4 motorway is located approx. 7km away. However, the existing uses on site are relatively local scale, which benefit from the site's location in the centre of Kingswood, situated a 3-minute drive/10-minute walk from the High Street. The roads surrounding the site and Douglas Road are relatively narrow, including on-street parking, which restricts access 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 North of Douglas Road site is situated 3 miles east of Lawrence Hill railway station, offering links to Bristol Temple Meads, Cardiff Central and Avonmouth. Local buses run fairly regularly from the High Street and connect Kingswood to surrounding areas including Bristol City Centre, Staple Hill and Fishponds. The A420 provides a direct route to Bristol City Centre, via the High Street, in approximately 20 minutes. The site is primarily accessible by car and therefore there are limited opportunities to reduce carbon through travel.</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 Hanham town centre</p> <p>The site is well served by local amenities, owing to its proximity to the primary shopping areas of Kingswood and Hanham town centres. A range of food and drink establishments, as well as convenience services like banks and a pharmacy can be accessed within walking distance. These include a Sainsbury's, Lidl, Greggs, Boots and Costa Coffee within a 10-minute walk of Douglas Road.</p>
A3.4 Digital Connectivity	<p>The Think Broadband UK Broadband Coverage and Speed Test Result:</p> <ul style="list-style-type: none"> • Ultrafast – download speeds up to 300 mpbs

A3.5 Compatibility with neighbouring uses/character of wider area	Mainly residential with few commercial uses; incompatible uses The site is bound and interspersed by residential streets, which limit the range of industrial activity which can occur on site. The lighter industrial and leisure uses within the site are generally compatible with the residential surroundings, posing little nuisance. However, there is limited compatibility with the wider character of the surrounding 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 developing functional linkages with other sites.
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

B1. Site Potential and Opportunities – Application of market sector frameworks					
B1.1 Suitability of site/cluster for key market sectors	The North of Douglas Road site is predominantly made up of well-functioning, albeit ageing industrial stock. This includes low rise, low spec manufacturing facilities with inadequate parking provision. The existing premises on the site are suitable for service-based industrial and manufacturing activities, as well as trade counters and workshop-based uses. As exemplified by the presence of gyms and fitness centres on the site, these premises are relatively flexible and can be repurposed for other uses. While not necessarily a prime location for manufacturing or distribution, the occupiers benefit from its residential surroundings – particularly the automobile industries. The site is therefore suitable for businesses from the Aerospace and Advanced Engineering and Transport and Logistics sectors, as well as further occupiers from the Leisure sector to complement the existing uses on the site.				
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 performs well as a key employment location for the automobile industry/service-based industrial uses, acting as a manufacturing hub for the local area, as well as strongly functioning leisure uses. The North of Douglas 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.				
B1.3 Scale of Opportunity	No significant development potential, with a lack of developable land for intensification. However, there is a reasonable opportunity to redevelop and modernise the existing facilities to meet the demands of modern occupiers.				

B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	In order to attract demand from modern occupiers, investment will be required to rationalise the site layout and redevelop the existing ageing industrial stock. However, no investment is required to maintain the employment activity currently occurring on site.		
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 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		
Clean Growth			
B1.8 Potential to meet demand for new/emerging green industries	There is currently no potential to meet demand for new or emerging green industries, owing to the current low-tech/low-spec stock and the unlikelihood of development of the site in the short to medium term.		
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.		
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 likely to be reasonable market demand for the redevelopment of existing premises for modern occupiers, but with relatively limited physical space for redevelopment or intensification – owing to the constraints of the high-density site and bordering residential uses.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The North of Douglas Road may be suitable for flexible or co-working space; however, this would require significant investment to repurpose the		

	majority of units to create shared office space or workshops. The area may see demand increase for flexible neighbourhood working hubs as lockdown continues, particularly due to the site's proximity to residential populations and the town centre. There is some limited potential for provision of affordable and flexible workshop/studio space for start-ups and SMEs, however the existing uses of the site means grow-on space could not be provided here and thus the range of uses would be limited. There is an existing social enterprise in the northern units of the site.		
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	The site is in multiple ownership with ongoing pressure for residential development.		
B1.15 Physical and/or environmental constraints	The site is significantly constrained physically by the surrounding residential development, and the streets which intersperse the existing facilities. This also limits the range of employment activity which can occur on site, particularly with regards to industrial uses. The land to the south is currently safeguarded for residential development, which may pose a threat to the site, thus it is important that this area North of Douglas Road is safeguarded to protect the existing employment activity occurring on 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	N/A – no significant development potential.		
C1 Regional Conclusion and Recommendations			
C1.1 Conclusion: The site has reasonable strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire in the long term.		RAG Summary Reasonable	
C1.2 Justification/rationale – The North of Douglas Road site is a fairly important employment area for Kingswood, with the potential to contribute to key growth sectors at a local scale. The site may require investment in the long term to redevelop the ageing industrial and warehousing stock to accommodate more modern occupiers. The existing premises are physically constrained by the residential streets surrounding the site, which also limits the types of employment activity which can occur on site. The land to the south is currently safeguarded for residential development, which may pose a threat to the site, thus it is important that this area North of Douglas Road is safeguarded to protect the existing employment activity occurring on site.			

C1.3 Recommendation –

- Retain and continue to safeguard for employment use.