


SG-25 Former Kleeneze 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)	Former Kleeneze Site, Martins Road, Hanham, BS15 3EW		
A1.2a Sub Area	Bristol East Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	3.1ha		
A1.5 Site Context	<p>The Former Kleeneze Site is located in Hanham, East Bristol. The majority of the site is vacant, with no extant planning permission, with a purpose-built manufacturing facility located in the west of the site. The site is bound by residential units to the west, south and east, with the rear of various high street businesses bordering the site to the north. The vacant land had originally been given permission for a construction of a supermarket, however said permission has since lapsed.</p>		
A1.6 Policy Status (existing/emerging)	<p>Site is a safeguarded area for economic development in Core Strategy Policy CS12 and also falls within the town centre boundary for Hanham (policy CS14 and PSP31). Should an application for B8 storage be sought on the site, policy PSP27 would need to be satisfied.</p>		

A1.7 Planning history	The site was operational pre-1970 and thus records on the former uses are not available prior to this date. In 1974 permission was granted for the erection of a petroleum spirit store (K389/2) and application K389/3 for the redevelopment of the existing factory premises with 191,700 sqft of buildings for the production of brushes and ancillary was approved in 1975. In 2012, application PK12/1619F was approved to demolish the existing warehouse building and construction of a food store (2918sqm GIA). The factory has since been demolished, but no further developments on the site have taken place.
A1.8 Location	The site is located to the west of Martins Road, Hanham, and bound by Ansteys Road to the north, Memorial Road to the west, and New Walk to the South. The site is bound by residential properties on all aspects. The site is unoccupied brownfield land, located off the A431 in a predominantly residential area. It is situated in the Bristol East Fringe FEMA, approximately 4 miles south east of Bristol City Centre.


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: Manufacturing</p> <p>Key employers within the site include: Kleeneze – Koti Limited</p> <p>The majority of the Former Kleeneze site is currently vacant and unoccupied, following the demolition of a previous warehouse facility. In the west of the site, there is a single purpose-built manufacturing premises with associated parking.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	The majority of the site is developable, assessed to be approximately 2.9ha.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 3 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 40 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The purpose-built manufacturing premises are a fairly ageing and low-spec facility in reasonable condition, with a fairly limited amount of parking provision and restricted circulation. The remaining area of the site is characterised by dilapidated land and will require significant redevelopment.
A2.3a Age and suitability of stock	Mainly built 1980's onwards; adequate specification, more suitable to local businesses. Industrial - 5m to eaves upwards.
A2.3b Evidence of significant vacancies	There is no evidence of significant vacancies.
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 relatively remote in terms of strategic connectivity, with limited immediate access to the strategic road network or a strategic transport hub. Access to the M4 motorway is located approx. 10km away. There may be access issues for HGVs, owing to the narrow residential roads which bound the site. Lawrence Hill railway station is approx. 3.5 km away, although this station only serves an infrequent local service to Bristol Temple Meads and Severn Tunnel Junction.</p>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>The site is well served by frequent local bus services, which link the site to Bristol City Centre, Cadbury Heath and Keynsham. The site is also located in close proximity to the A431 and A4174 ring road, as well as arterial routes between Bristol and Bath. There is a prevalence of on street parking in the residential streets leading to the site, with limited pedestrian access and isolated from strategic cycle routes and Metrobus routes.</p>
A3.2a Reducing carbon from travel to work (Walking / Cycling)	<p>The site has pedestrian access and is not within 100m of a strategic cycle route.</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 stop.</p>
A3.3 Accessibility to town centres/local amenities	<p>The site is within 1.2km from Kingswood and Hanham town centres.</p> <p>The site is located in the centre of Hanham, with various local amenities situated within walking distance. Although limited compared to larger town centres, these include food and drink establishments such as Lidl, Co-op and coffee shops, as well as 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 300 mpbs</p>
A3.5 Compatibility with neighbouring uses/character of wider area	<p>Mainly residential with few commercial uses; incompatible uses.</p> <p>The site is surrounded by an area of residential development and relatively narrow roads, suggesting a lack of compatibility with the character of the wider area. The location of the Former Kleeneze Site within a residential area limits the range of employment activity which could develop on the vacant land on the site.</p>
A3.6 Strength of functional and/or spatial linkages	<p>The manufacturing premises located on site will have functional and spatial linkages with the wider supply chain in the UK, enabled by access links via the A4174 and A431. This may include links with the Port of Bristol for imports and exports.</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 existing premises comprises a purpose-built, fairly ageing manufacturing facility with poor parking provision. Although not necessarily a prime location for manufacturing, the site does offer reasonable connectivity via the A431 and A4174. The site is therefore suitable for the current uses, serving the occupier's market needs and connectivity requirements. The vacant parcel of land provides potential to offer accommodation for a range of activities in the key market sectors - including last mile distribution, studio-based creative/digital and traditional retail or leisure uses.				
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 current occupier is performing well and benefits from the site's relative connectivity. However, the site's suitability for the key market sectors is limited by its location in a residential area, as well as the surrounding narrow roads. It is currently unclear which varieties of key market sector activities/premises could be viable in this location. There is the potential to accommodate last mile logistics premises, service-based industrial activity or retail/leisure uses (such as a gym or supermarket) to compliment the employment offer in Hanham town centre. The surrounding residential area will limit the range of employment activity which could be feasible on the site.				
B1.3 Scale of Opportunity	The site is largely vacant, offering the opportunity for relatively significant development.				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	Significant infrastructure investment would be required to enable the site to reach its potential. This includes ground remediation, addressing the Combined Sewer Outflow (CSO) and developing the site from its currently dilapidated, vacant form.				
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			✓		
	High to good degree of proximity to areas of high deprivation and scale /		Reasonable proximity to high deprivation	Very low to low degree of proximity to areas of high deprivation and poor suitability of employment likely to be generated	

groups and/or areas of high deprivation.	type of employment likely to be generated	and/or provision of suitable jobs	
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	The refurbishment of vacant land could help towards meeting demand for new/emerging green industries. However, this is unlikely due to the surrounding residential uses and relatively problematic location in Hanham – suggesting there would be limited demand for such industries here.		
B1.9 Potential to contribute to zero/low carbon growth?	The redevelopment of the site could focus on incorporation of sustainable building techniques and green initiatives. Sustainable build quality is encouraged in Hanham and throughout the West of England in new builds, suggesting the site would be built to low carbon standards. The site's location also means it is easily accessible by public transport and bicycle.		
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 physical scope for intensification or expansion of the business activity currently occurring within the site. The site is physically constrained by bordering residential uses, however. Reasonable market demand could exist for the repurposing / refurbishing premises; however, this is unlikely to be a viable option in the short to medium term considering the financial cost and nuisance for local residents.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The site is not considered to be in a prime location for office space and it is unlikely that this type of development will occur, thus limiting the opportunities for flexible/co-working space. However, there is some potential for development of an incubator/start-up hub, if significant investment is available. The edge-of-centre location would be beneficial for such a facility, however this land parcel may be too expensive to make this viable. If the site is released for mixed-use development in future, it is possible that social enterprise or flexible/co-working space could be incorporated.		
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 on all sides by the surrounding residential development, which could also limit the type of employment activity which can occur on site. Furthermore, a combined Sewer Overflow (CSO) is located within the Kleeneze car park – this would need to be considered when developing the 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.		
C1 Regional Conclusion and Recommendations			
C1.1 Conclusion: The site has limited strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire in the long term.		RAG Summary 	
C1.2 Justification/rationale – The Former Kleeneze Site is a relatively small-scale employment area, offering accommodation for manufacturing / industrial uses. Currently, the quality of the existing premises and configuration of the site would make it challenging to support significant key market sector growth. The remaining areas of the site has been dormant for some time and appears dilapidated, with an urgent need for redevelopment. It is currently unclear whether premises for key market sectors can be viably accommodated on this site, with the range of possible employment activity restricted by the surrounding residential area. A joined-up employment strategy should be considered for this site and other dilapidated sites in Hanham (for instance, the ageing industrial stock at Hanham Business Park). If sufficient demand does not exist for this vacant land, then it should be released for mixed-use development/residential uses.			
C1.3 Recommendation –			
<ul style="list-style-type: none"> • Retain and continue to safeguard to protect existing employment activity. • Consider joined up strategy for Hanham employment land or release vacant land for mixed-use development. 			