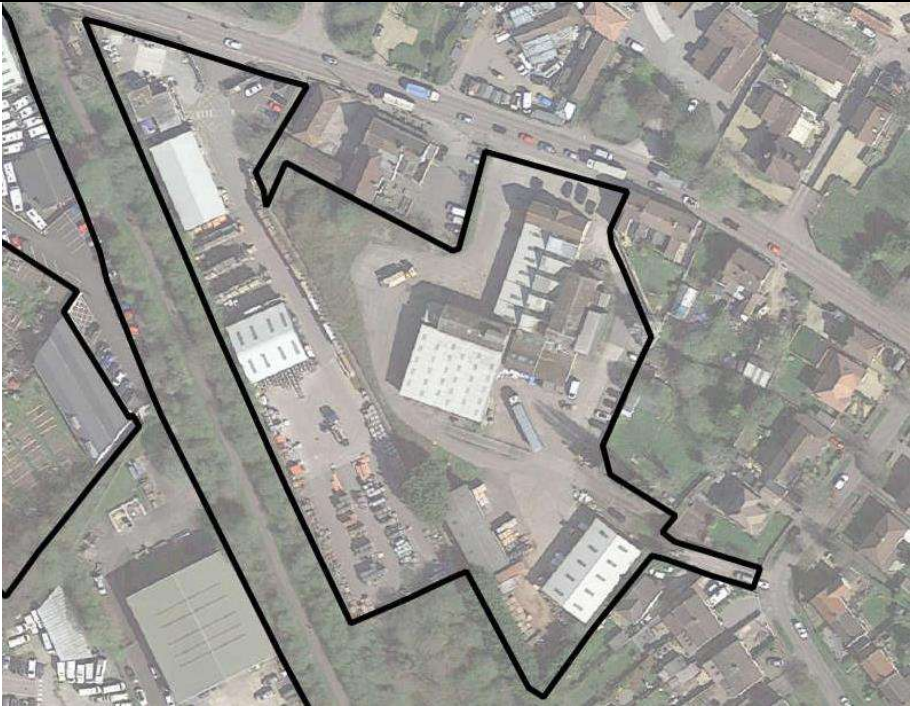


# SG-28 2-8 London Road, Warmley

## 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>2-8 London Road, Warmley, BS30 5JB</b>		
A1.2a Sub Area	Bristol East Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	1.4ha		
A1.5 Site Context	<p>This is a small site within Warmley, accommodating service-based industrial and trade counter uses fronting London Road, in ageing industrial stock. The site neighbours the Tower Road site (SG-14), and forms part of a wider cluster of locations for storage and distribution. It is bound by residential dwellings and the green belt boundary.</p>		
A1.6 Policy Status (existing/emerging)	<p>The site is safeguarded for economic development by Core Strategy Policy CS12. 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 has been operational as industrial predating the 1970's. The most recent application on the site is in 2011, for the demolition of the existing brick trade counter and office building, to enable the erection of a two-storey extension to the existing storage building ( <b>PK11/1258/F</b> ).
A1.8 Location	The London Road site is located edge-of-centre in the village of Warmley, approximately 5.5 miles east of Bristol City Centre. The site is to the south of the A420 and is bounded by the Bristol and Bath railway path to the west, and residential to the south (Goldney Avenue). The site is situated within East Fringe, with good access to the A420 and A4174.

## **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: Construction – Wholesale &amp; Retail Trade</p> <p>Key employers within the site include: Jewson - Serenity Leisure</p> <p>The 2-8 London Road site provides for small-scale general industrial use (B2 and B8 buildings), including a builder's yard and open storage. The current occupiers are Jewson Bristol (building materials supplier) and Serenity Leisure (caravan dealer)</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 9 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 10 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The London Road site is comprised of ageing small-scale industrial stock in reasonable condition, with poor parking provision on the site for the current occupiers. The existing premises would require extensive refurbishment in order to provide suitable accommodation for modern occupiers, if market demand existed to make this viable.
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 no evidence of significant vacancies.
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)**

<p>A3.1 Strategic connectivity</p>	<p>Restricted access for HGVs, restricted access to major road networks</p> <p>The London Road site is located approximately 6 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 4.5 miles away at Keynsham – providing connections to Bath Spa, Bristol Parkway and Gloucester. Access to the site is relatively restricted, with narrow entrances, limiting possible HGV access.</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 site is located on the A420 road, which connects with the Avon Ring Road immediately to the west of the village, offering connections west towards Bristol and east towards Chippenham.</p>
<p>A3.2a Reducing carbon from travel to work (Walking / Cycling)</p>	<p>The site has pedestrian access and is within 100m of a strategic cycle route.</p>
<p>A3.2b Reducing carbon from travel to work (Public Transport)</p>	<p>The site is within 400m of a bus stop however is not within 800m of a metrobus stop.</p>
<p>A3.3 Accessibility to town centres/local amenities</p>	<p>The site is not within close proximity to a town centre.</p> <p>Although isolated from major town centres and retail locations, 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>
<p>A3.4 Digital Connectivity</p>	<p>The Think Broadband UK Broadband Coverage and Speed Test Result: Superfast – download speeds up to 24 mpbs.</p>
<p>A3.5 Compatibility with neighbouring uses/character of wider area</p>	<p>Mainly residential with few commercial uses</p> <p>The site is generally compatible with the surrounding residential area, as it is relatively well screened from housing and the current uses pose little nuisance. The existing employment land in the immediate local area is relatively limited, beyond the industrial/logistics activity occurring at the neighbouring Tower Road (SG-14).</p>
<p>A3.6 Strength of functional and/or spatial linkages</p>	<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.</p>
<p>A3.7 Access to Local Workforce</p>	<p>Site within East Fringe: More resident workers than jobs (job to worker ratio &lt;0.5).</p>

## 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 London Road site is made up of small, single storey industrial sheds with reasonable parking provision in an edge-of-centre location. These flexible, low-spec structures could accommodate a range of small-scale service-based industrial and distribution activities, within the Transport and Logistics and Aerospace and Advanced Engineering sector. Workshop-based activities for local Creative and Digital businesses could be accommodated with minor refurbishment of the premises, as well as Food and Rural Enterprise 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 London Road premises are only really suitable for limited and small-scale industrial activity, while demand for the area remains relatively slim. It does not currently meet the premise and locational requirements of the majority of key market sectors, with future major development or intensification unlikely to occur on site.				
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 to no opportunity for new development within the site, so no requirement for infrastructure investment. However, the refurbishment /redevelopment of the existing industrial premises may be required to meet the demand of modern occupiers if 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 currently limited to no potential to meet demand for emerging or new green industries, as this is not compatible with the existing uses. The site is small-scale and existing stock is ageing, therefore significant infrastructure investment would be required if demand did exist here.		
B1.9 Potential to contribute to zero/low carbon growth?	There is currently no potential to contribute to zero or low carbon growth on the site, as this is not compatible with the existing uses or ageing stock. No major development is expected on the site in future.		
<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.
There is limited physical and market demand potential for in-situ expansion of businesses on the London Road site, due to the secluded location of the site and lack of available land. There may be potential for redevelopment of the existing premises for a wider range of sectors, however it is unlikely that market demand exists for this.			
<b>Cross-sectoral spatial needs (if not yet captured above)</b>			
B1.11 Can provide space for social enterprise	The site may be suitable for flexible or co-working space; however, this would require the repurposing of 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 reasonable potential for provision of affordable and flexible workshop/studio space for start-ups and SMEs, however the small-scale of the site means grow-on space could not be provided here and thus the range of uses would be limited.		
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 site is physically constrained by the surrounding residential development and major road (A420) which borders the site, undermining the feasibility of future development and limiting the range of employment activity which can occur on site. There is also a listed building located adjacent to the site, in addition to the Bristol and Bath Railway Path which bounds the site to the west.		

			✓
	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.		
<b>C1 Regional Conclusion and Recommendations</b>			
<b>C1.1 Conclusion:</b> The site has limited strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire in the long term.		<b>RAG Summary</b> <span style="color: red; font-weight: bold;">Low</span>	
<b>C1.2 Justification/rationale –</b> The London Road site is small selection of industrial/retail premises located in the village of Warmley, approximately 5 miles east of Bristol City Centre. The site accommodates general small-scale industrial and local retail activity in the current ageing stock. It is suitable for the current SME and sole trader businesses occupying the site; however, it is unlikely to be able to accommodate more modern occupiers or larger scale uses. The site is physically constrained by the residential surroundings and poor access, although it does have strong connectivity to Bristol via the strategic road network. There is potential for the accommodation of start-up units with minor refurbishment, however it is unlikely that market demand will exist for this. The site is unlikely to be of significant strategic importance in the short to medium term.			
<b>C1.3 Recommendation –</b>			
<ul style="list-style-type: none"> <li>• Retain and continue to safeguard to protect existing employment activity.</li> <li>• Alternative strategies for the employment land area should be considered, as the site does not currently contribute significantly to employment or economic growth and is unlikely to in future.</li> </ul>			