


SG-45c Severnside Employment Area, Central Park

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 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)	Severnside Employment Area (Central Park), Severn Beach, BS35 4DF		
A1.2a Sub Area	Severnside		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	209.4ha		
A1.5 Site Context	Severnside Employment Area is a regionally significant employment location with strategic scaled distribution centres, logistics, manufacturing premises, an energy centre, recycling recovery and car dealerships. The site includes one of the sub-region's designated Enterprise Areas, which specialises in accommodation of large-scale industrial, warehouse and distribution, energy and waste processing		

	sectors. This specific site is one of five land parcels which make up the Severnside Employment Area, including the major distribution parks of Central Park and Western Approach. This section of the site is the most densely developed, acting as a strategic distribution hub and accommodating an array of major occupiers from the Transport and Logistics sector – including Amazon, DHL and The Range.
A1.6 Policy Status (existing/emerging)	Site is a safeguarded area for economic development in Core Strategy Policy CS12 and is allocated as an Enterprise Area under PSP26. Policy PSP27 B8 Storage and Distribution Uses allocates the site for storage and distribution subject to a number of criteria.
A1.7 Planning history	The site forms part of the larger allocation for the area, SG4244 which was permitted in 1957/58. In recent years, application PT17/2269/F was permitted allowing the erection of a building for B2/B8 purposes at land to the rear of units 6010 and 6020 Western Approach.
A1.8 Location	The site is situated in the Severnside FEMA, located between Bristol and the Severn Estuary, and includes the Avonmouth Severnside Enterprise Area. The Severnside Employment Area offers a strategic location adjacent to the M5 and M49 motorways, near to the Port of Bristol at Avonmouth and possesses strong connectivity via road. This section of the site runs to the east of the M49, following the curve of Palmer Avenue and Govier Way. The site is surrounded by allocated employment land (and the majority of it is built out, or is under construction). To the north, Severn Beach village is within close proximity.

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: Transportation & Storage - Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles</p> <p>Key employers within the site include: Amazon - GKN Aerospace Services Ltd - Royal Mail Group Ltd - Warburtons Ltd - DHL Supply Chain Limited - The Range</p> <p>This section of the Severnside site is a regionally significant employment location for distribution and logistics and acts as regional distribution centre. The existing uses on site are large-scale distribution and logistics activities, focused on the distribution parks of Western Approach and Central Park. Occupiers include major distribution centres for Lidl, Next, The Range and Amazon. The site has seen an intensified desire for larger buildings and greater eaves heights, termed as 'super sheds', to accommodate the rise in economies of scale and automation – for instance, the Central Park warehouse and distribution development accommodates buildings in excess of 750,000 sq ft and eaves heights of up to 40m.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	This parcel of land is almost fully developed/consented through the large-scale distribution parks, with approx. 6.8ha of available land for development/intensification of existing logistics activity.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 17 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 2280 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and	The site is currently a regionally important distribution cluster, which boasts strong functional linkages and leading national occupiers. The existing stock is largely modern and suitable for its uses, situated in a prime location for

premises (existing sites only)	distribution. This includes purpose built, large footprint, high bay warehouses with 24/7 access - suitable for regional distribution activities. Demand is expected to be sustained for the site in future across the key market sectors, with potential for increased demand as a result of trends accelerated by COVID. The existing permissions highlight the scale of opportunity for growth on the site.
A2.3a Age and suitability of stock	Built 2000 onwards; quality as 'Grade A' specification to attract national/corporate occupiers; FRI or close to condition. Industrial - 6.5m plus eaves; Offices – open plan accommodation on single floor plates, air conditioning
A2.3b Evidence of significant vacancies	There are several current listings of vacancies including on the former Astra Zenica site and Central Park development.
A2.3c Suitability of buildings for modern occupiers	Highly regarded; very good market appeal; attracts and achieves prime values.
A2.3d Onsite facilities	Very good loading and parking facilities; excellent car parking ratio

A3. Description of qualitative features of site (sourced from available data, previous ELRs, GIS & other secondary sources)

A3.1 Strategic connectivity	<p>Close to major road network, easy access for all vehicles</p> <p>Sevenside Employment Areas boasts impressive strategic connectivity, including access to 45 million people via road, rail and port connections. The site possesses strong strategic connectivity by road, and is well connected to the M4, M5, M18 and M49. Rail freight facilities are available at the strategic transport hub at the Port of Bristol in adjacent Avonmouth, as well as port connections to the USA and Europe. Passenger rail services can be obtained within reasonable driving distance at St Andrews Road. The site has limited provision of affordable public transport, but there are supposed to be buses put on by companies that operate on the site, such as Amazon, which get their workers into the site.</p>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>Despite the site's strong connectivity via road, it is relatively isolated for public transport and pedestrians. The site is served by two local bus routes and St Andrews Road provides passenger railway services, along with the company-provided buses. The local highway network is designed specifically for large volumes of HGV movements, which benefits the existing uses and occupiers. Employees on the site will likely need to access their place of work by car.</p>
A3.2a Reducing carbon from travel to work (Walking / Cycling)	The site has pedestrian access and is 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 not within close proximity to a town centre.</p> <p>Although a major site, Sevenside Employment Area is relatively remote from amenities and town centres. The only amenities for workers are situated at the motorway service station. Some local amenities are provided on the adjoining Avonmouth site, owing to the size and significance of this regional distribution centre and its associated uses. The range of amenities available are fairly limited, and will be restricted to the types of food and drink establishments situated in Avonmouth that serve the working population, i.e. Co-op, Greggs, Subway, small coffee shops, burger vans etc. If the site</p>

	continues to grow at its current rate, increased provision of retail will be required to maintain the working population. This is also likely to improve once the junction on the M49 is completed as this will be a motorway service station, as well as a link into Severnside and Avonmouth.
A3.4 Digital Connectivity	The Think Broadband UK Broadband Coverage and Speed Test Result: <ul style="list-style-type: none"> • Ultrafast – download speeds up to 300 mpbs.
A3.5 Compatibility with neighbouring uses/character of wider area	Established commercial area; mainly compatible and uniformity of uses. The site is compatible with the wider character of the Severnside Avonmouth employment area, with the current distribution and logistics use correlating to those in the area. The Severnside Employment Area dominates the character of the wider area and is expected to expand along with Avonmouth.
A3.6 Strength of functional and/or spatial linkages	Clear functional and spatial linkages exist between Severnside and port activity at Avonmouth, as well as further linkages into the West of England due to its role as a regional distribution centre. The site possesses a number of spatial linkages through the motorway network for regional distribution. The existing uses on site will thrive on the functional linkages and clustering currently in place, which will continue to grow as the Severnside Employment Area develops.
A3.7 Access to Local Workforce	Site within Severnside: Broad balance between resident workers to jobs (job to worker ratio 0.5-1.5)

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 Severnside Employment Area predominantly houses purpose-built, large footprint, high bay and automated warehouses with 24/7 access. Such warehouses offer good circulation and strong parking provision for large space users, including land for storing vehicles, freight and other goods. This is a prime location, boasting strong connectivity via road and direct links to the Port of Bristol at Avonmouth. The site is therefore primarily suitable for Transport and Logistics uses but can also accommodate large-scale businesses from the Aerospace and Advanced Engineering and Circular Economy sectors. The site is viable and offers a range of modern premises which are ready to occupy, and fully meets the locational and premise requirements of the sectors outlined.				
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 is currently a regionally important distribution cluster, which boasts strong functional linkages and leading national occupiers. The existing stock is largely modern and suitable for its uses, situated in a prime location for distribution. This includes purpose built, large footprint, high bay warehouses with 24/7 access - suitable for regional distribution activities. Demand is expected to be sustained for the site in future across the key market sectors, with potential for increased demand as a result of					

	trends accelerated by COVID. The existing permissions highlight the scale of opportunity for growth on the site.		
B1.3 Scale of Opportunity	There is reasonable scope for physical expansion of the existing activities on site, in addition to the current permissions on the site. These demonstrate the significant scale of growth expected within the Severnside Employment Area. There is expected to be continued demand for premises in the area, particularly for larger sites (as exemplified by Amazon's major development).		
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	The scale of growth projected will require some infrastructure investments, including further energy capacity. This could well be provided at the SUEZ Recovery Centre. However, the existing road network will continue to serve its purpose, and the current premises are largely viable and ready to use for a range of occupiers. Continued traffic modelling and growth monitoring will be required.		
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	No – Not within 2km of Priority Neighbourhood.		
Clean Growth			
B1.8 Potential to meet demand for new/emerging green industries	There is some potential to meet demand for emerging or new green industries, owing to the high-tech and high-spec premises on site. The location is suitable for emerging green industries, owing to its distance from residential uses and large floorplates, however market testing will be required here to gauge the demand from green industry businesses.		
B1.9 Potential to contribute to zero/low carbon growth?	The nature of existing employment activity is reliant on high levels of vehicular trips and therefore has a low potential to contribute to low carbon growth. The distribution centres could support the transition to an electric vehicle fleet; however, this would require significant investment.		
Regeneration (existing sites only)			
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 subject to site or	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.	wider infrastructure investment.	
There is strong demand for viable development, particularly in light of the accelerated trends in online retail and economies of scale. There is reasonable land available for intensification and in-situ expansion of businesses. This will require continued traffic modelling and monitoring growth.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The site's Enterprise Zone designation encourages the uptake of new technology and innovation, suggesting the area is capable of providing incubator and start-up hub space if infrastructure investment is carried out. However, the question remains as to whether there will be demand for such uses in Severnside, as these businesses typically require affordable premises in more central locations. There is also unlikely to be demand for social enterprise space in the employment area, largely owing to the site's location and existing uses. In line with this, the site is also likely not capable to provide flexible or co-working space as the current occupiers are largely industrial and distribution uses – positioned remotely from residential uses.		
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	Severn Estuary is an internationally important ecological zone, Special area of conservation, SSSI, Ramsar and SPA. These protections impose significant environmental constraints on the site, as does the physical border of the M49. There is limited developable land left in this section of the site. Moreover, it is important to recognise that the site is essentially only suitable for strategic scale activities from the sectors of Transport and Logistics and Broader Manufacturing, as well as the Circular Economy.		
		✓	
	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	1 to 5 years if development is currently permitted, 6 to 10 years for speculative development not currently permitted.		
C1 Regional Conclusion and Recommendations			
C1.1 Conclusion: Considered alongside the other four land parcels which comprises Severnside, the site has strong strategic potential to contribute to employment growth and sector prioritisation across South Gloucestershire.		RAG Summary Strong	

<p>C1.2 Justification/rationale – The site specialises in accommodation of large-scale warehouse and distribution – representing a significant contribution to the key market sectors. This includes major distribution centres for leading national brands like Lidl, Next, The Range and Amazon. The site is a prime location for such uses, benefitting from strong connectivity via road and direct links to the Port of Bristol at Avonmouth, as well as existing modern stock which is ready to be used by a range of occupiers from the key market sectors. As demonstrated by the existing permissions in place, demand is expected to increase further in the future with the increase in online retail, automation and last mile distribution. The scale of site requested is also expected to increase, with larger floorplates and greater eave heights ('super sheds') in future. The site is also part of a regionally significant employment location and one of the West of England's designated Enterprise Zones, being one of three within South Gloucestershire.</p>	
<p>C1.3 Recommendation –</p> <ul style="list-style-type: none">• Retain and continue to safeguard for employment use.	