


# SG-47b Cribbs Causeway, The Laurels

## 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>Cribbs Causeway (The Laurels/Laurel Court), Patchway, BS10 7TU</b>		
A1.2a Sub Area	Bristol North Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	10.0ha		
A1.5 Site Context	<p>Cribbs Causeway is a large out-of-town 'big box' retail location and distribution hub in the Bristol North Fringe, including retail parks and a range of warehousing options. The site is a significant employment location within South Gloucestershire, serving a number of key market sectors. This is one of three land parcels which make up the wider site, running parallel to the A4018 and west of Filton Airfield. This section predominantly comprises car dealerships and other big box retail uses, as well as a hotel and restaurant.</p>		

A1.6 Policy Status (existing/emerging)	Site is an interim safeguarded area for economic development in Core Strategy Policy CS12. 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 majority of the site was approved around the mid 1980's, with the remaining coming forward since. More recently, application <b>PT15/3491/F</b> sought to change the use of Unit 1 from B8 to a motor dealership, Additionally, application <b>PT13/2146/F</b> was for the erection of a restaurant/public house with first floor accommodation for staff. Both of these permissions have been implemented.
A1.8 Location	The three large parcels of land (of which this is one) are located within the Filton Enterprise Area, in the North Fringe FEMA. The site is situated to the west of Patchway, just beyond the M5 J17. The major enclosed shopping centre of The Mall adjoins the site to the north east. The Filton Airfield site, which is to be developed into the major YTL mixed-use Brabazon development, sits directly to the east. The Cribbs Causeway site is to be included in the new Cribbs/Patchway neighbourhood. The site is in an area predominated by commercial outlets.

## **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: Wholesale &amp; Retail Trade; Repair of Motor Vehicles &amp; Motorcycles - Administrative &amp; Support Service Activities - Arts, Entertainment &amp; Recreation</p> <p>Key employers within the site include: Dick Lovett Limited - Bristol Rugby Club Limited - BMW - Aston Martin - Lamborghini</p> <p>Cribbs Causeway is a significant employment location for South Gloucestershire and the wider sub-region, accommodating large out-of-town 'big box' retail and distribution units. The Cribbs Causeway area has become a major hub to many car dealerships in recent years including Aston Martin, BMW, Lamborghini and Porsche in this section of the site. This land parcel also occupies other 'big box' retail uses, including a GAME store and Tropical Marine Centre. The Leisure sector is also served in this section of the site, featuring a Premier Inn and carvery.</p>
A2.2 Amount of undeveloped land on site/within cluster (ha)	The site is largely developed out, with limited undeveloped land for redevelopment. Any open space surrounding the site is likely to be developed out in the new Cribbs/Patchway neighbourhood.
A2.2a Total number of units on site	According to SGC NDBR records, in June 2020 there were 16 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 570 (employment) jobs associated with this site. (ONS, 2019)
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	The retail and distribution premises on site are generally modern and in good condition, including high quality 'big box' facilities with reasonable parking provision, good circulation and accessibility. New use classes include B2, B8 and E. The site is in a prime location for out-of-town retail warehousing and trade counters, as well as regional distribution centres. The various car dealerships on the site will benefit from its road frontage and significant levels of open storage.
A2.3a Age and suitability of stock	Mainly built 1990's onwards; modern specification may attract national occupiers; FRI or 75% condition. Industrial - 6m plus eaves;

A2.3b Evidence of significant vacancies	There is no evidence of significant vacancies.
A2.3c Suitability of buildings for modern occupiers	Well regarded; good market appeal; attracts close to prime values.
A2.3d Onsite facilities	Adequate parking and loading facilities; adequate 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>Reasonable site access for all vehicles, indirect or restricted access to major road network.</p> <p>Cribbs Causeway is relatively well connected with good strategic connectivity, primarily as a result of its location adjacent to J17 of the M5. This provides strong access into Bristol, Gloucester and beyond into the UK. The motorway provides links to the strategic transport hub of the Port of Bristol at Avonmouth, which benefits the out-of-town retail and distribution uses on the site. The strategic rail network can also be accessed at Patchway, located within 5 miles of the site. The site has reasonable access for HGVs and other larger vehicles.</p>
<p>A3.2 Local accessibility and opportunities to reduce carbon through travel</p> <p>Indicator compiled by the following:</p>	<p>The site also possesses strong local accessibility, including frequent local bus routes from Lysander Road into Bristol and the wider West of England area. The local highway network is in good condition and serves the HGV movement required by the existing occupiers, providing strong access to arterial routes in and out of Bristol. The site has pedestrian access throughout.</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 and is 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 the site is not within proximity to a town centre, local amenities are provided on site and in The Mall at Cribbs Causeway, with the site well served for such amenities. The Mall and the surrounding retail parks offer a range of amenities and convenience services, such as food establishments, banks and gyms. This includes Marks and Spencer, John Lewis, McDonald's, Morrisons and Asda.</p>
A3.4 Digital Connectivity	<p>The Think Broadband UK Broadband Coverage and Speed Test Result: Basic – download speeds up to 10 mpbs</p> <p>The site has recorded basic levels of broadband speed in recent years, which suggests significant infrastructure investment would be required to attract modern occupiers seeking strong levels of broadband coverage.</p>
A3.5 Compatibility with neighbouring uses/character of wider area	<p>Established commercial area; mainly compatible and uniformity of uses.</p> <p>The site is largely compatible with the neighbouring provision of retail and distribution uses in Patchway, as well as the Aerospace and Advanced Engineering cluster in Filton. The area is dominated by large-scale warehouses and out-of-town retail, as exemplified at Cribbs Causeway. The small amount of residential uses which neighbour the site are screened well via trees and open green space. The development of the neighbouring Filton</p>

	Airfield site into a major mixed-use scheme may threaten the compatibility with the character of the wider area.
A3.6 Strength of functional and/or spatial linkages	The site possesses strong functional linkages with the retail activity occurring in the surrounding area, as well as distribution links into Avonmouth and Severnside, and into Patchway. The car showroom on the site will have links with other showrooms in the West of England. In addition, the site's proximity to the motorway presents a number of strong spatial linkages into Bristol and the wider West of England area.
A3.7 Access to Local Workforce	Site within North Fringe: Fewer resident workers than jobs (job to worker ratio >1.5)

## 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 site offers a range of 'big box' retail and out-of-town warehousing options, which are modern and remain in good condition for a range of occupiers. This includes prime, purpose-built premises for low density retail warehouses and trade counters, as well as sui generis sites to house car showrooms. These provide good circulation and open storage, with strong access options. The site is therefore suitable for Transport and Logistics and Retail uses, in line with the existing occupiers and stock on the site. Cribbs Causeway is a prime location for such uses, offering strategic links into Avonmouth and Bristol, and beyond into the West of England area via a highway network suitable for HGV movements.				
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 Cribbs Causeway site currently meets market needs and demand for regional distribution, offering low density and modern warehousing options in an edge-of-centre location with strong connectivity via road. However, demand from this sector is increasingly moving to Avonmouth and Severnside (as well as more urban locations). The site is also important for out-of-town retail uses, including purpose-built single storey and low density options for a range of occupiers.				
B1.3 Scale of Opportunity	There is limited growth potential on this site, with no undeveloped land and restricted opportunities for intensification. Existing occupiers are currently unlikely to vacate the site.				
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	The existing site is currently functioning at full potential, and therefore requires limited investment. However, the site may require significant investment in the surrounding area to support the transition from out-of-town retail location to a traditional district centre, in line with the policy aspirations of the YTL Brabazon mixed-use scheme.				
<b>Short-term Recovery (COVID-19)</b>					
B1.5 Significant opportunity to provide short term job generation or supply chain support	✓				
	Likely to provide significant jobs or supply chain support within the next year		Not Likely to provide jobs or supply chain support within the next year		

to drive short-term recovery from COVID-19 pandemic	Scores to reflect scale of job opportunities	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	Currently limited potential to meet demand for emerging green industries, as this is not compatible with the existing trade offer and there is limited potential for development.		
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 supply chain. There is limited opportunity expected for new development expected on the site, as future development in the area is dominated by the major YTL Brabazon mixed-use scheme. The car showrooms which dominate the site are unlikely to contribute to low or zero carbon growth, however the rise in sales of electronic vehicles suggests optimism for the sector.		
<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 scope for intensification as the site is developed out, and arguably currently meets sectoral demand. The airfield to the east of the site is to be developed as part of the new Cribbs neighbourhood, reducing opportunities for intensification of existing retail/warehousing activity.			
<b>Cross-sectoral spatial needs (if not yet captured above)</b>			
B1.11 Can provide space for social enterprise	The existing stock on site is not suitable to provide space for social enterprise. In addition, the site is arguably not currently capable of providing flexible/co-working space or incubator/start-up hub space, due to the existing stock and market demand in the location. The site is situated in a predominantly distribution and retail focused location, so demand will be		

B1.12 Capable of providing flexible/co-working space / and/or facilitate remote working	limited for social enterprise or co-working space. Furthermore, there is limited new development expected on the site to provide space for such business uses.		
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 constrained by the major A4018 which bounds the site to the west, as well as the committed new mixed-use scheme on the Filton Airfield to the east and the residential development to the south. Therefore, there is limited opportunities for physical expansion or development of this section of the Cribbs Causeway 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 expected.		
<b>C1 Regional Conclusion and Recommendations</b>			
<b>C1.1 Conclusion:</b> Considered alongside the other two land parcels which comprises Cribbs Causeway, the site has strong strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire.		<b>RAG Summary</b>  <b>High</b>	
<b>C1.2 Justification/rationale –</b> The existing use on the site performs well as an out-of-town retail and leisure location, which serves the key sectors of Retail and Leisure well. This includes a leading car dealership and smaller trade counters, with reasonable potential to contribute to employment growth. Cribbs Causeway is a prime location for such uses, offering strategic links to the rest of South Gloucestershire, as well as Avonmouth, Bristol and beyond via a highway network suitable for HGV movements. The site is constrained by the bordering uses of the site, including the committed new mixed-use scheme and major road network, as well as limited available land for development. The enduring vacancy of the major warehouse and cold store suggests possible lack of demand. There are a range of potential long term uses of this site; including retail, commercial, mixed use and residential, but all should seek to make more effective use of land in this relatively sustainable location.			
<b>C1.3 Recommendation –</b>			
<ul style="list-style-type: none"> <li>Retain and continue to safeguard for employment use.</li> <li>Consider long-term strategy for site.</li> </ul>			

