


SG-50 Pearce/Auto Techniques 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)	Pearce/Auto Techniques Site, Hunts Ground Road, BS34 8RS		
A1.2a Sub Area	Bristol North Fringe		
A1.3 Location Plan / Geospatial reference			
A1.4 Site area (ha)	0.9ha		
A1.5 Site Context	The Pearce/Auto Techniques site is a vacant consented parcel of land in Stoke Gifford, situated in close proximity to Bristol Parkway station. The land has been given permission for the construction of The Approach, which includes 163,000 sq ft of HQ office space and flexible workspace, with associated car parking and landscaping.		
A1.6 Policy Status (existing/emerging)	The site is safeguarded for economic development by Core Strategy Policy CS12.		
A1.7 Planning history	The site is currently cleared, having previously had applications on it for Offices (N443/11). Recently, application P19/4944/O for the erection of 18,500sqm B1 office		

	accommodation was approved for the site, and includes land to the north that is not contained within this allocation.
A1.8 Location	The site is located close to Bristol Parkway mainline railway station in Stoke Gifford. The site is bounded by Hunts Ground road to the west, the railway line to the south, and residential properties to the north/east. It is situated in close proximity to Parkway North Business Park (SG-11).

A2. Current Use <i>(Existing employment and town centre sites only)</i>	
A2.1 Current role and sectors served by site	Main Employment Sectors within the site include: N/A Key employers within the site include: N/A The Pearce/Auto Techniques site is currently vacant and consented for development of 163,000 sq ft of office and flexible workspace.
A2.2 Amount of undeveloped land on site/within cluster (ha)	N/A – the site is fully consented for development.
A2.2a Total number of units on site	N/A – the site is clear.
A2.2b Number of vacant units	N/A – the site is clear.
A2.2c Estimate of total number of jobs on site (where possible)	N/A – the site is clear.
A2.3 Quality and fitness of purpose of existing site and premises (existing sites only)	N/A – no existing premises.
A2.3a Age and suitability of stock	The site is fully vacant.
A2.3b Evidence of significant vacancies	The site is fully vacant.
A2.3c Suitability of buildings for modern occupiers	N/A – no existing premises.
A2.3d Onsite facilities	N/A – no existing premises.

A3. Description of qualitative features of site <i>(sourced from available data, previous ELRs, GIS & other secondary sources)</i>	
A3.1 Strategic connectivity	Reasonable site access for all vehicles, indirect or restricted access to major road network. The site benefits from reasonable access to the M4 and M32 via the newly constructed Stoke Gifford Bypass. Bristol Parkway is a park and ride station within walking distance from the site. It provides an hourly service on the London to South Wales and cross-country routes. Bristol Port and airport are within reasonable driving distance via the motorway. There is limited pedestrian access in places.

A3.2 Local accessibility and opportunities to reduce carbon through travel Indicator compiled by the following:	The site is adjacent to the Stoke Gifford Bypass, which is in good condition and links to the A4174 ring road. There is one bus stop outside the site on Parkway, served by routes 19 and Y6 – providing an hourly service between Bath, Cribbs Causeway, Southmead and Yate. The M1 Metrobus route provides a Rapid transit bus service between Hengrove Park and Cribbs Causeway. The nearest stop is adjacent to the site on Great Stoke Way.
A3.2a Reducing carbon from travel to work (Walking / Cycling)	The site has some pedestrian access and is also 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	The site is within 1.2km from Stoke Gifford town centre. Stoke Gifford town centre is situated in close proximity to the site. It contains a Sainsburys, Tesco Express, postal facilities, cash machine, petrol station and gym, as well as other retail stores and amenities. Bristol Parkway station is an 8-minute walk from the site.
A3.4 Digital Connectivity	Think Broadband UK Broadband Coverage and Speed Test Result: <ul style="list-style-type: none"> • Superfast – download speeds up to 24 mpbs.
A3.5 Compatibility with neighbouring uses/character of wider area	Mainly residential with few commercial uses. The surrounding uses are predominantly residential, which the office development will have some compatibility with. The office accommodation is compatible with Bristol Parkway station and the nearby Parkway North Business Park. The Approach is expected to fortify the area's employment offer.
A3.6 Strength of functional and/or spatial linkages	N/A – no occupiers on site at present.
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

B1. Site Potential and Opportunities – Application of market sector frameworks					
B1.1 Suitability of site/cluster for key market sectors	The Approach development is anticipated to deliver 163,000 sq ft of modern office space. This will include headquarter office buildings (Grade A offices with large floorplates), as well as more flexible workspace. As a result, the future site should be considered suitable for larger occupiers from the key market sectors of Professional Services, Creative and Digital and Housing, Construction and Development, as well as smaller occupiers seeking flexible working options.				
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 /	Potentially meets sector / market needs if uncommitted infrastructure or constraints are overcome	Only partial potential to meet needs and/or marginal viability	Does not meet sector / market needs and/or demonstrates notable market failure (unviable)

	sector needs to be met	being likely	
	The consented office development of The Approach is expected to deliver premium office space, designed to WELL and BREEAM compliant standards. The site is situated adjacent to Bristol Parkway station, connecting with key national destinations like London, Cardiff, Swansea and Birmingham. It is also strategically located to provide easy access to three motorways. Consequently, it has strong potential to deliver desirable Grade A office space in a strategic location.		
B1.3 Scale of Opportunity	The Pearce/Auto Techniques site is consented to deliver 163,000 sq ft of office space and flexible workspace, providing a strong scale of opportunity on site.		
B1.4 Requirement for infrastructure investment to enable suitability potential to be realised.	There will be significant infrastructure investment required to develop the vacant site to enable its employment land potential, in line with the plans outlined.		
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 potential for the new employment land to accommodate new and emerging green industries when the site is developed, particularly due to its location in the Bristol North Fringe.		
B1.9 Potential to contribute to zero/low carbon growth?	There is potential for the new employment land to contribute to low or zero carbon growth when the site is developed, dependent on the premises which are constructed. The current plans include development to WELL and BREEAM compliant standards. However, it is important to recognise that the extensive construction of the new office premises will likely contribute significantly to 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.
N/A – no existing premises.			
Cross-sectoral spatial needs (if not yet captured above)			
B1.11 Can provide space for social enterprise	The outlined plans for the development include co-working offices, alongside more traditional office space. As a result, there is significant potential for accommodation of start-up hub/incubator space and flexible/co-working space once the site is developed. This sits in line with the significant high-skilled employment proposed in the Bristol North Fringe in the long-term.		
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 appears to be a largely unconstrained site for future development, as demonstrated by the major plans in place for The Approach. There are some minor constraints presented by the railway line to the south and the residential development to the east.		
	✓		
	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	1-5 years for the consented development.		
C1 Regional Conclusion and Recommendations			
C1.1 Conclusion: The site has strong strategic potential to contribute to employment growth and key sector prioritisation across South Gloucestershire in the long term.		RAG Summary Strong	

<p>C1.2 Justification/rationale – The high-quality employment floorspace committed on the site through The Approach development offers strong potential to contribute to employment growth and key sector prioritisation. This provision of employment land is to include co-working offices and Grade A office floorspace in a desirable location. Considering the site's location in the established North Fringe, there is potential for strong functional linkages to develop with the nearby cluster of Aerospace and Advanced Engineering businesses. The site is well located in respect of Bristol Parkway Station, the M4 and M32 which will benefit office occupiers and will be complimented by the East of Harry Stoke New Neighbourhood developments.</p>	
<p>C1.3 Recommendation –</p> <ul style="list-style-type: none">• Retain and continue to safeguard for employment use.• Encourage provision of flexible workspace on the site.	