06 March 2015

Strategic City Planning Team  
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Dear Sirs

**JOINT STRATEGIC PLANNING STRATEGY – CALL FOR SITES**

I am writing to you with reference to the Joint Strategic Planning Strategy – Call for Sites consultation. I ask for you to accept this letter and the accompanying details as response to the questions on the Call for Sites form and as a submission for the promotion of the following site within the Joint Strategic Planning Strategy.

**Site Details**

Colliers International acts as the planning consultant on behalf of the land owner at the following site:

Showcase Cinema, Avonmead Retail Park, Bristol, BS2 0UG. Please see attached plan for exact location.

**Total Site Area: 3.5ha**

**Current Use & Adjacent Land Uses:** The development site is a brownfield site consisting of a Showcase Cinema. The site is located in the northern proportion of the Avonmeads Retail Park, which consists of a number of retail and leisure uses, including a Hollywood Bowl, Mothercare, Range, McDonalds and Costa Coffee.

The site borders a railway line to the north, east and west. St Phillips Causeway, the A4320, is located beyond the railway to the west of the site and Hollywood Bowl to the south east. There is also a car park ancillary to the retail park located south of the proposed development site.

Neighbouring designations not affected by our Client’s proposal include the railway line to the north of the Site which is identified in the SAADMO as ‘Important Open Space’ and the River Avon, which is considered a Site of Nature Conservation Interest in this document also.
Access: The western boundary of the retail park borders the A4320, St Phillips Causeway. Based on the existing lawful use of the proposed development site, it is assumed that access can satisfactorily be achieved from the existing roundabout which leads into the retail park. St Phillips Causeway, via Bath Road, provides excellent access to Bristol City Centre, or via Easton Way onto the M32 Motorway.

Potential Uses & Capacity

The current use of the site falls under use class D2 Assembly & Leisure. In line with the current uses on the established retail park, we foresee the site to lend itself well to alternative commercial uses, which may include uses such as A1, a Retail Warehouse; A3, a restaurant; C1, a hotel or a Sui Generis use, such as a Casino. In addition we feel that the site is appropriate to attract uses such as B1, light industry or B8, Storage or Distribution.

Site Suitability Issues

Does the site have any physical constraints (e.g. topography, access, severe slope, vegetation cover etc.)?

The site is brownfield in nature, however it does not have any known physical constraints relating to topography, access or alike.

Is the site subject to flooding?

The site is within Flood Zone 1.

Is the site affected by any ‘bad neighbour’ uses (e.g. power lines, railway lines, major highways, heavy industry)?

With regard to ‘bad neighbour’ uses, as previously stated, the site is located adjacent an active railway line on the north east and north west. The site is also located within close proximity to the west to the A4320 St Phillips Causeway. However, following a detailed assessment of the likely impacts caused by this facility, as would accompany any future planning application, it is likely that with sufficient landscaping, i.e. buffer planting, and through careful master-planning of the site these impacts could be sufficiently mitigated.

Is there a possibility that the site is contaminated?

It is not clear whether there is any contamination on site. The planning history of the site is not available on line and has been archived. A contaminated land survey may have been submitted as part of any previous planning applications and as such it is reasonable to presume the site has been remediated in line with the recommendations in that report.

Can satisfactory vehicular access to the site be achieved?
The existing permitted uses on this well-established Retail Park allows for satisfactory access to be achieved from St Phillips Causeway which has a significant roundabout, from which articulated Lorries and waste management trucks access the retail park on a regular occurrence.

Utilities / Infrastructure Provision

The current utilities and services that are currently available to the site include Mains Water Supply; Electrical Supply; Landline Telephone; Mains Sewerage; Gas Supply; and Broadband Internet.

Site Availability Issues

The Showcase Cinemas site can be made available for development in the short term. National Amusements Ltd LLC continues to explore alternative use opportunities.

Site Achievability Issues

Is there a realistic prospect that the site would come forward for the proposed use?

There is a realistic prospect that the site will come forward for commercial use as the site has a willing land owner, who is actively engaged in a formal planning process. The ultimate objective is to achieve a planning consent.

Additional Comment

In summary, this site should be considered appropriate for redevelopment. It should be included in the West of England Partnership’s Strategic Housing and Economic Land Availability Assessment as a site that is Achievable, Deliverable and has Realistic Prospects of achieving Commercial Development Land in a sustainable location.

If further information regarding this site is required, please do not hesitate to contact me.

I would like to be notified of any progress make with regard to the Joint Strategic Plan Strategy and would like to be made aware of any further consultation periods relating to its development.

Yours faithfully

Tom Stanley
ASSOCIATE DIRECTOR

Enc. Site Location Plan