Emersons Green Town Centre
Draft Profile Updated to June 2014

Please send any further suggestions for change to PlanningLDF@southglos.gov.uk

This is one of a series of draft town centre profiles which will be used to inform future planning policy. Initial comments were invited to arrive by 31st December 2013.

Comments were made by:
- CBRE on behalf of David Lloyd Leisure who control land south east of the existing town centre and consider that site suitable for town centre uses.
- DPP on behalf of Loc8 who are seeking to purchase the David Lloyd Leisure land and develop a discount food store (for Lidl), family public house, two drive thru restaurants and a drive thru coffee shop
- Response to the parish council questionnaire

Detailed comments are summarised at Appendix 1.

### Emersons Green Town Centre

#### 1. Location

Emerson’s Green is a major development area within the Bristol East Fringe.

The Town Centre is located together with the principal residential areas just west of the A4174 Avon Ring Road.

Across the Ring Road to the north and east are major employment areas, including a Science Park, and the new residential area of Emerson Green East which is under construction and will provide for about 2,500 new dwellings. To the south east David Lloyd Leisure had approval for a leisure centre which has not been developed.

#### 2. Origin

Emersons Green Town Centre has developed from the late 1990s to serve the residential and employment area of the new community.

![Figure 1 - Emersons Green Town Centre location](image-url)
3. Character

The Centre is all modern but has two main character areas. The main car park and retail stores face east and follow a typical format for an out-of-town retail park with large single storey unit stores on two sides of a very large open car park.

This contrasts with the retail and community uses along Emmerons Way which have more in common with a traditional high street/shopping parade.

There has been no major change in layout since the centre was built although the Sainsbury store has been extended twice and has planning permission for a decked car park.

At the time of the initial development a site was reserved for future leisure development and shown within the South Gloucestershire Local Plan (2006) at policy LC1.3 as 0.7 hectares to accommodate indoor and outdoor leisure facilities. Approximately half of that area has been developed for a skate board park which is in active use. The remaining area to the north has remained largely unused.

4. Strategies and Research

There is no specific strategy for further development of the town centre.

Initially the aim was to concentrate all principal town centre and retail uses west of the Ring Road. Subsequently there was discussion of trying to unify the east and west parts of Emmerons Green through an expanded town centre straddling the Ring Road via a new footbridge between the area of the skate park and gateway site to the east.

While the second bridge is still planned it is not yet built and the approved Development Framework Plan for Emmerons Green East (application PK04/1965/O - reproduced as Appendix 2) does not carry forward the idea of a centre straddling the Ring Road. It shows residential development on the ‘gateway site’ immediately across the Ring Road from the main Town Centre.

The masterplan reinforces the original idea of concentrating town centre uses west of the Ring Road with only limited provision for retail development (up to 2,450 m2 of small scale A1, A2, A3 A4 and A5 uses) within the emerging residential community at Emmerons Green East. Provision is however made for a new secondary school, primary school(s) and community building(s) within the new development area and these could provide a focus for other compatible uses.

The position was slightly complicated by the granting of planning permission, at appeal, for the David Lloyd Leisure Centre to the south east of the Rosary roundabout. That permission has lapsed and David Lloyd Leisure is looking to sell the site with an expectation of providing for some town centre uses. The site is not generally well connected to either the existing town centre or developing residential areas at Emmerons Green East and for this reason is not considered to be a ‘town centre’ site.

Within the existing town centre opportunities for development are limited without either replacement or intensification of existing buildings, or construction over the car parks.

The one open site is currently identified for leisure use. This is now used in part for a skate board park which is popular with young people. There is an issue whether the balance of that land could be better laid out for recreational facilities and whether that might include some built form development for commercial leisure or community use allied to the open space e.g. for a café. The leisure land will form part of a key pedestrian route between the town centre and the Science Park and should be well laid out and ideally have lighting and informal supervision/some overlooking to enhance perceived safety.
5. Catchment Area and Competition

Emersons Green has quickly become established as a major retail centre which serves communities of the East Fringe and the rural areas beyond.

It seems likely that the community uses including library serve the more local needs of Emersons Green residents.

The convenience role is anchored by Sainsbury and concessions within that store but also by Lidl and a number of small unit shops and services. There is limited internal competition.

The Town Centre competes strongly with other centres and major stores in the East Fringe partly due to its accessibility and ease of parking.

As a modern major centre there is a choice of large format comparison units which may be assumed to have a wide catchment area.

Emersons Green appears to be stronger as a retail destination than the older suburban centres of the East Fringe but has to compete with Longwell Green, Cribbs Causeway and Bristol City Centre.

More locally the rural community also has access to Yate and Bradley Stoke for convenience and comparison shopping.

Emersons Green should benefit from the further development of housing (around 2,500 dwellings) and employment areas (around 6,000 jobs) east of the Ring Road within which only limited retail facilities are planned.

6. Retail provision

“This centre serves the residential development of Emersons Green and provides a diverse range of locally accessible facilities commensurate in scale and function with the nature of the development. Some 6 units front Emerson Way. The anchor store is provided by a Sainsbury’s foodstore, which is supported by 12 other retail units. At the time of the survey Boots, Brantano, Store Twenty One, Peacocks, Sports.Direct.com, Argos and Lidl occupied 7 of these units. The remaining units comprise smaller unit shops, estate agents, a bank, and betting office. There are a total of 11,543 square metres of retail floorspace and at the time of the survey all the units were occupied.

Retail Floorspace summary:

<table>
<thead>
<tr>
<th>2013</th>
<th>Floorspace sq m</th>
<th>%</th>
<th>Units</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Town Centre</td>
<td>11,543.3</td>
<td></td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Convenience</td>
<td>6,661</td>
<td>57.7</td>
<td>2</td>
<td>16.7</td>
</tr>
<tr>
<td>Comparison</td>
<td>4,718.8</td>
<td>40.9</td>
<td>8</td>
<td>66.7</td>
</tr>
<tr>
<td>Service Uses</td>
<td>163.5</td>
<td>1.4</td>
<td>2</td>
<td>16.7</td>
</tr>
<tr>
<td>Vacant floorspace</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Edge of Centre</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Key community uses: Library, Village Hall.

Markets: There is no market at present.
7. Retail Frontages

The South Gloucestershire Local Plan 2006 identifies shopping frontages for Emersons Green as:

- **Primary frontages** –
  - Units 1-7
  - Units SU 5 - SU8
  - Sainsbury’s (part)

- **Secondary frontages** –
  - Units SU1 –SU4
  - Emerson Way – Even Nos. 106 -118

**Monitoring**

The Council’s monitoring at August 2013 shows:

<table>
<thead>
<tr>
<th>Retail Frontages</th>
<th>Total (m)</th>
<th>In A1 Use</th>
<th>% in A1 Use</th>
<th>Non A1 Use</th>
<th>% Non A1 Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>340.6</td>
<td>285.3</td>
<td>83.8</td>
<td>55.3</td>
<td>16.2</td>
</tr>
<tr>
<td>Secondary</td>
<td>107.4</td>
<td>26.5</td>
<td>24.7</td>
<td>80.9</td>
<td>75.3</td>
</tr>
<tr>
<td>Total</td>
<td>448.0</td>
<td>311.8</td>
<td>69.6</td>
<td>136.2</td>
<td>30.4</td>
</tr>
</tbody>
</table>

Source: Drawn from SGC Town Centre and Retail audit August 2013

8. Health check (Drawn from Roger Tym & Partners February 2010).

“3.26 Emersons Green is defined as a Town Centre. Overall the low vacancy rate and presence of multiple operators suggest that the town centre is performing well in retail terms. There are a range of retail uses and services including some limited evening economy potential. With the high levels of growth anticipated the other side of the ring road, which this centre abuts, it is likely to continue to perform well in the future. However, potential to expand in size is limited with the ring road and dense housing surrounding the site. If an expanded centre was required in this location then consideration would have to be given to either allowing the land currently allocated in the Local Plan for indoor and outdoor leisure facilities to be used or by intensification of the existing centre though reducing the car park footprint and/or increasing the density of the shops by introducing more levels within the development.” Drawn from Roger Tym work (2008 -2010).

9. Non-retail uses

Emersons Green appears to be a primarily retail centre but with:

- **Commercial floorspace** – limited banks and building societies, property agents, and relatively limited office floorspace. There are relatively few non-retail jobs within the centre but the expanding Science Park east of the Ring Road is within walking distance.

- **Community Uses** – The Village Hall and Library provide for local community needs. The Skateboard Park is well used.

- **Service uses** – Emersons Green Medical Centre (GP Services) is located at St Luke’s Close.

  - There is a pharmacy and Opticians within Boots.
- Emersons Green NHS Treatment Centre is located east of the Ring Road at the Brooms. It provides a wide range of day surgery and in-patient services. It opened in 2009 in a purpose-built facility and provides diagnostic scanning technology, including X-rays and ultrasound, plus four operating theatres, an endoscopy suite and physiotherapy department.

- **Hotels and pubs and commercial leisure** – there is one central pub, and some cafe/restaurants.

- **Residential uses** – the main retail area is closely bordered by residential development on all but its eastern Ring Road side.

**Community Activity** –
Events tend to be focused around the library and village hall:
- http://www.egvh.org.uk/events/
- http://www.mangotsfield-pc.gov.uk/

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### 10. Evening Economy

The evening economy is limited to one pub, a restaurant and takeaways. The nearest Cinema and major leisure facilities are at Longwell Green.

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### 11. Governance

There is an active Parish Council. The main centre is in two or three main ownerships. Traders tend to be large format stores and the landlords are not located locally to give a really strong sense of direction experienced in other centres.

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### 12. Safety and Security

No major issues raised.

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### 13. Accessibility issues

- **Pedestrian and cycle routes** into the Centre are generally good. Pavement areas are generally of adequate width but there are some level changes which are potentially problematic with steps and ramps. Walkways are not covered.

While there is access to the Ring Road Cycle Path and an existing pedestrian bridge links with Emersons Green East a second bridge is planned to facilitate full integration with emerging residential areas there.

- **Public Transport** – Buses use the southern end of the town centre as an interchange. The Bus Rapid transit system is proposed to link through the Science Park and terminate close to Emersons Green town centre.

- **Parking** is primarily within one major car park and with limited on street parking on Emersons Way. Access to the Ring Road has resulted in this being a popular but car dominated destination.

- **Mobility issues** - Steps and ramps are a potential issue.

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### 14. Environmental Quality

- **Heritage** – The Town Centre environment is functional. As a new centre there is limited heritage interest.

- **Environment** – The Centre appears generally clean and well maintained although car dominated.

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### 15. Tourism

Limited tourism at present. There are no hotel or visitor attractions within the Centre.
There is scope to benefit from business tourism given the potential for job creation east of the Ring Road.

### 16. Health Check Summary

<table>
<thead>
<tr>
<th>Health Check Tests</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>o Diversity of uses</td>
<td>Primarily a retail centre with limited office space or evening activity.</td>
</tr>
<tr>
<td>o Proportion of vacant street level property</td>
<td>Nil vacant floorspace at August 2013</td>
</tr>
<tr>
<td>o Commercial Yields on non-domestic property</td>
<td>No data available.</td>
</tr>
<tr>
<td>o Customers’ views and behaviour</td>
<td>No data available but assumed to be generally positive given it is a modern, busy, functional centre.</td>
</tr>
<tr>
<td>o Retailer representation and intentions to change representation</td>
<td>Dominated by large stores. No data on future intentions</td>
</tr>
<tr>
<td>o Commercial rents</td>
<td>No data available.</td>
</tr>
<tr>
<td>o Pedestrian flows</td>
<td>Generally busy largely indicated by high occupancy of car parks.</td>
</tr>
<tr>
<td>o Accessibility</td>
<td>Generally very good although level changes within the centre could be problematic for some.</td>
</tr>
<tr>
<td>o Perception of safety and occurrence of crime</td>
<td>Assumed no major issues,</td>
</tr>
<tr>
<td>o State of town centre environmental quality</td>
<td>Generally well maintained but lacking in identity and character.</td>
</tr>
<tr>
<td>o Health issues</td>
<td>The extent to which the town centre makes a positive contribution to healthy life styles needs to be further examined.</td>
</tr>
</tbody>
</table>

### 17. Key Messages from Roger Tym Study

- Although not a traditional town centre Emersons Green has some potential to expand and is adjacent to one of the District’s larger mixed-use allocations. Therefore its classification as a ‘town centre’ is considered to be appropriate.
- With the development anticipated east of the Ring Road it is likely to continue to perform well in the future. The centre should be allowed to expand to meet the needs of the new growth.
- New floorspace could be accommodated by either allowing the land currently allocated in the local plan for indoor and outdoor leisure facilities to be used or by intensification of the existing centre through reducing the car park footprint and /or increasing the intensity of shops by introducing more levels within the development.
18. Consultation and Feedback

This profile was published in draft in December 2013. In preparing a revised profile account has been taken of both feedback from a questionnaire sent to town and parish councils and more general consultation on the draft profile. These are detailed at Appendix 1 but in summary:

- Mangotsfield Parish Council point to positive aspects of the town centre but question whether there is capacity for public services to accommodate future growth.
- CBRE on behalf of David Lloyd Leisure and Loc8 seek confirmation that land south east of the Rosary roundabout is suitable for town centre uses.

19. Policy: Role and Function

Core Strategy Policy CS14 defines Emerson’s Green as a town Centre with opportunity to expand to serve new housing.

Area Specific Policies – the Core Strategy Vision for the East Fringe refers to “well designed housing development, including the major development at Emersons Green, will be integrated with and connected to existing communities. This will achieve a stronger town centre at Emersons Green and support balanced and quality neighbourhoods throughout the urban area”

Policy CS29 refers to future employment development at the science park and to the consolidation of town centres with additional comparison floorspace ’as appropriate’.

The primary aim of the policy is to deliver the significant new development at Emersons Green (East) to provide much needed high quality new employment opportunities, as well as new neighbourhoods and associated facilities.

Given this strategic priority there is likely to be pressure for further growth of the town centre.

20. Suggested Vision

Emersons Green town centre will develop further as a retail, service and community centre to meet the needs of the expanding residential and employment area east of the Ring Road.

21. Land use issues and opportunities

| Strategy | The suggested strategic aim is facilitate a wider mix of uses, to provide for greater retail competition within the town centre and to encourage the potential for linked trips and for growth in the evening economy. There is limited scope to expand within town centre other than through re-use/intensification of existing retail units e.g. by adding additional floors or building over car parks. The strategic options to consider now include:
|-----------|-------------------------------------------------------------------------------------|
|           | - Whether to further intensify the town centre and if so how
|           | - Whether it is still possible or appropriate to provide for any town centre uses on the 'gateway site' to help the town centre expand to straddle the ring road and to help unite Emersons Green East and West.
|           | - Whether to make more pro-active use of at least part of the reserved Leisure land adjacent to the town centre and if so to consider what form of indoor or outdoor leisure uses are appropriate. |
- Whether to provide for any town centre uses on the David Lloyd leisure Land
- Whether to allow for town centre uses in or adjacent to the science park and other employment areas within Emersons Green East to serve and complement both the residential and employment areas there.

**Development needs/ sites:**
Consultation has identified potential need for:

- Further retail development
- Appropriate access to library facilities for the new Emersons Green East development (a financial contribution will be made towards the enhancement of facilities within the existing library).
- Leisure Centre facilities including a public swimming pool
- Youth Centre / facilities

With the exception of the contribution to library facilities the funding for and viability of providing and maintaining additional facilities needs to be evaluated.

**Retail growth**

1. **Convenience floorspace**
   There were no outstanding commitments at 2011 or approved since that date.

   The working assumption based on the Roger Tym’s Study is that there is limited need for additional convenience floorspace given planned provision within the Emersons Green East area. However some additional convenience floorspace within the town centre might help to bolster local competition and choice.

   Loc8 with Lidl have argued (Appendix 1) for a new store for LIDL on the David Lloyd Leisure Land. The Officer response to date has been that this site is not within the primary retail area, is not well related to the existing centre or to the emerging new residential areas, other than by car, and that convenience floorspace would tend to undermine planned investment in local centres proposed within Emersons Green East.

2. **Comparison floorspace**
   There were no outstanding commitments at 2011 or approved since that date.

   There is potential for some growth in comparison floorspace and the working assumption is that the Primary Retail Area could accommodate in the order of 2,000 sq m towards the recognised need for 34,000 sq m across the District. This could be met in a number of ways including partial redevelopment and intensification of the existing buildings.

**Markets**
Market stalls are perhaps best provided as part of special promotional and charity events.

**Public Realm**
The main retail units are approaching twenty years old and may require a ‘facelift’ or redevelopment within the plan period. This might usefully include consideration of covered walkways.

**Public Transport**
The main proposal is to bring the MetroBus rapid transit project to Emerson Green.

**Walking, Cycling**
The main proposal is to construct a new bridge across the Ring Road to
<table>
<thead>
<tr>
<th><strong>routes</strong></th>
<th>provide for better integration between Emembers Green East and the town centre.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobility:</strong></td>
<td>No specific measures have been identified</td>
</tr>
<tr>
<td><strong>Parking</strong></td>
<td>The centre has generous provision of parking space relative to the existing retail floorspace and there is permission to deck part of the car park nearest to the Sainsbury store. Pressure on parking space may increase with growth in housing east of the ring Road unless good provision is made for walking, cycling and public transport.</td>
</tr>
<tr>
<td><strong>Traffic management</strong></td>
<td>No specific measures have been identified</td>
</tr>
<tr>
<td><strong>Centre Management</strong></td>
<td>Consider funding for and appointment of a Town Centre Manager.</td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td>As a vibrant centre any further promotional activity is likely to be at the instigation of existing traders.</td>
</tr>
<tr>
<td><strong>Visitors/Tourism</strong></td>
<td>The principal opportunity identified is to capitalise on any potential business tourism related to the Science Park and employment areas.</td>
</tr>
<tr>
<td><strong>Evening economy</strong></td>
<td>Consider scope to provide better family leisure facilities. The leisure land/skate park could provide a focal point and stopping point on the cycle and footpath network.</td>
</tr>
<tr>
<td><strong>Community</strong></td>
<td>Emembers Green is a relatively new community with further growth planned. Emembers Green East will have its own primary schools, a secondary school and community buildings. Integration between the two principal residential areas and the employment area may need some attention.</td>
</tr>
</tbody>
</table>

**22. Emembers Green Town Centre Summary:**

Emembers Green is a modern town centre with generally large format stores arranged around a large car park with smaller retail and service uses along Emembers Way. Core Strategy Policy CS14 aims to consolidate Emembers Green as a town centre with the opportunity to expand to serve new housing and employment areas which are developing to the east of the Ring Road. The proposed town centre boundary includes a primary retail area based on the existing retail units. Primary and secondary retail frontages are shown. These are not proposed to be changed from those adopted in the SGLP of 2006. While there may be retail capacity for new comparison floorspace the town centre is physically constrained and opportunities may be limited to the intensification of existing units and development over existing car parks. Sainsbury already has permission to deck the car park at that end of the site. Open land north-east of the main retail area is proposed to be retained for indoor or outdoor leisure uses. The area unused for the skate park could be considered for more active use than at present and ideas are invited. The option of expanding the town centre to the east of the Ring Road, to include land which has a lapsed approval for a commercial sports centre (David Lloyd), has been considered but discounted because of the degree of severance from the main centre. On the basis of the above it is assumed that there is capacity for in the order of 2,000 sq m new comparison floorspace to be achieved through intensification of uses within or adjacent to the primary...
There is a range of promotional and management actions which can also be considered to enhance the vitality of the centre. More detail is set out in the town centre profile.

Emersons Green Town Centre Proposed Policy Diagram

Legend

- Proposed Town Centre Boundary
- Proposed Primary Retail Area
- Proposed Primary Retail Frontage
- Proposed Secondary Retail Frontage
## Appendix 1 – Em electrical Green Town Centre – feedback from consultation

### a) Town and Parish Council Questionnaire feedback

**Q3.** Please list any land use/building projects that your local community consider would benefit their area and where known your preferred location. Responses relevant to the Town Centre.

<table>
<thead>
<tr>
<th>Response from</th>
<th>Project/Proposal</th>
<th>Preferred Location (if known)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mangotsfield RPC</td>
<td>1 Allotments for the Parish, - SGC should handover their portion of the allotment gardens to the Parish Council to ensure the lands’ future use as allotments.</td>
<td>Dibden Lane, BS16</td>
</tr>
<tr>
<td></td>
<td>2 Allocate further land for allotments</td>
<td>Emkers Green East</td>
</tr>
<tr>
<td></td>
<td>3 Provide library facilities for the new Emersons Green East development.</td>
<td>Emkers Green East</td>
</tr>
<tr>
<td></td>
<td>4 Leisure Centre facilities including a public swimming pool</td>
<td>Bristol &amp; Bath Science Park Area</td>
</tr>
<tr>
<td></td>
<td>5 Youth Centre / facilities</td>
<td>Emersons Green</td>
</tr>
</tbody>
</table>

### Q4

(a). Please indicate any significant issues/problems your community feel are present in the town centres that they most frequently use.

For example do the community have good access to shops, banks, cultural and community facilities etc?

(b) Please also indicate if there are positive aspects of particular town centres that the community value.

<table>
<thead>
<tr>
<th>Comment by</th>
<th>Issue/Problem with Centre</th>
<th>Positive Aspects of Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mangotsfield PC</td>
<td>• Is the medical centre large enough to accommodate an increase in the number of residents</td>
<td>• Library, Village Hall, • Emersons Green Park, • Emersons Green Shopping Centre</td>
</tr>
</tbody>
</table>
b) Feedback on the draft Profile

1. CBRE on behalf of David Lloyd Leisure

We write on behalf our client, David Lloyd Leisure, in response to South Gloucestershire Council’s recently published Policies, Sites and Places Plan and the Draft Town Centre Profile for Emersons Green.

We have reviewed the above document and respond accordingly with regard to future development at their land ownership between Avon Ring Road (A4174) and Folly Brook, Emersons Green, Bristol, South Gloucestershire, BS16 7QZ. A location plan is enclosed.

Site Description
The site currently comprises vacant grass land, which sits adjacent to the A4174, directly opposite the existing built-up area of Emersons Green. The site had planning permission for the following:

‘Erection of racquets and health and fitness club, including indoor and outdoor tennis courts, swimming pools, multi-purpose sports hall and related facilities, associated car and cycle parking, landscaping and highway works on land between the A4174 and Folly Brook Tributary, Emersons Green’.

Permission was granted subject to conditions on 14th September 2010 (SGC Ref: PK10/1325/REP), but this has not been built-out. The principle of development of ‘town-centre’ uses on the site, however, has been established.

Representations
We understand that this is the first informal stage of consultation and this document will be revised in early 2014 following consultation feedback. At this stage we therefore wish to indicate to the Council that this site is suitable, available and viable for the purposes of consideration of future development sites in Emersons Green. We consider, given the planning history of the site and the established approval, that town centre uses could be appropriate.

Suitability
The site is capable of being brought forward as a stand-alone development site, accessible from the A4174 and Rosary Roundabout.

In addition, we recognise the site is allocated in the Local Plan (2006), as part of the wider mixed use development ‘Emersons Green East’ (M2) and could easily form a focus for commercial uses linked to the wider scheme.

Availability
David Lloyd Leisure owns the freehold for the site. The site is currently vacant and available immediately.

Viability
The client has already received interest from a number of commercial developers and a viable development can be achieved.
2. DPP on behalf of Loc8 Developments limited.

We write on behalf of our client, Loc8 Developments Limited, in response to the above consultation document recently published by South Gloucester Council. We understand that CBRE have recently responded to this document on behalf of their client, David Lloyd Leisure, who own the subject site i.e. land situated between the A4174 and Folly Brook (as shown on the attached Plan). We fully support their representation.

Our client is proposing to develop the subject site for a mix of uses comprising a discount food store, a family public house, two drive-thru restaurants and a drive-thru coffee shop – this proposal having been the subject of a pre-application meeting with Officers on 10th December 2013.

The foodstore is specifically intended to meet Lidl's pressing need for a unit that is considerably larger than that which they presently occupy at Emersons Green – a need which, importantly, cannot realistically be accommodated within or adjacent to the existing centre for the foreseeable future. With regard to the other proposed uses, these are targeted at meeting the refreshment needs of existing/future residents and pass-by trade associated with the Ring Road.

You will be aware that until September 2013, the subject site benefited from a planning permission for a major sports and leisure facility (Ref. no. PK10/1325/REP). Whilst this consent has lapsed, it clearly demonstrates the acceptability of the subject site for a comparatively major “town centre” use.

As evidenced by the “health check” set out in the consultation document, the district centre performs well against the relevant vitality and viability performance indicators. Emersons Green is demonstrably popular and there is not a single unoccupied unit in the centre. Moreover, we are advised by local commercial property agents that there is a strong demand from operators seeking representation at Emersons Green.

The consultation document also acknowledges the major housing and commercial growth planned on the opposite side of the Ring Road and the strong likelihood that this will further enhance the centre’s vitality and viability, whilst also adding pressure for new and improved facilities to be provided at Emersons Green. In this respect we note the major constraints affecting the potential expansion of the centre and the recognition that any extension of the centre may only be possible, for example, at the expense of the allocated leisure site adjacent to the existing centre.

Given the subject site’s “strategic” location adjacent to the existing centre and the planned growth area, and the A4174, we believe it is ideally placed to make an important contribution towards meeting the needs of the local community, as existing and planned, whilst also providing facilities for essentially pass-by motorists. In so doing, such a development would, in our view, contribute positively towards the policy objective of reinforcing Emersons Green’s overall role and attraction within the local shopping hierarchy. Importantly, the subject site’s proposed development is for uses that are complementary to the existing centre and, as such, these would neither materially harm the centre nor prejudice any proposal for its future expansion.

We believe that the subject site can accommodate an element of the operator demand for new facilities that could not, for the foreseeable future, realistically be expected to be accommodated within or immediately adjacent to the existing centre. The opportunity therefore exists for the subject site to play an important role in a planning strategy aimed at ensuring Emersons Green realises its full potential in meeting both current and future needs.
### Principal Planning Application

PK04/1965/O:

Description of development: Urban extension on 99 hectares of land comprising of:

- Residential development of up to 2550 dwellings;
- Up to 100,000m² of B1, B2, B8 and C1 employment floorspace.
- Up to 2,450 m² of small scale A1, A2, A3, A4 and A5 uses.
- One, 2 - form entry primary school,
- A land reservation for a second 2 - form entry primary school and a land reservation for a secondary school.
- Community facilities including a community hall and cricket pavilion (class D1).
- Transportation infrastructure comprising connections to the Folly roundabout on Westerleigh Road and the Rosary roundabout on the Ring Road and the construction of the internal road network.
- A network of footways and cycleways.
- Structural landscaping.
- Formal and informal open space.
- Surface water attenuation areas. (Outline) with means of access to be determined.