

South Gloucestershire Council

Policies, Sites & Places Plan Draft Town Centre Profiles

Filton 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.

No additional comments were made received. Filton Town Council provide comment in response to the Parish and Town Council questionnaire (Summary at Appendix 1)

Filton Town Centre

1. Location

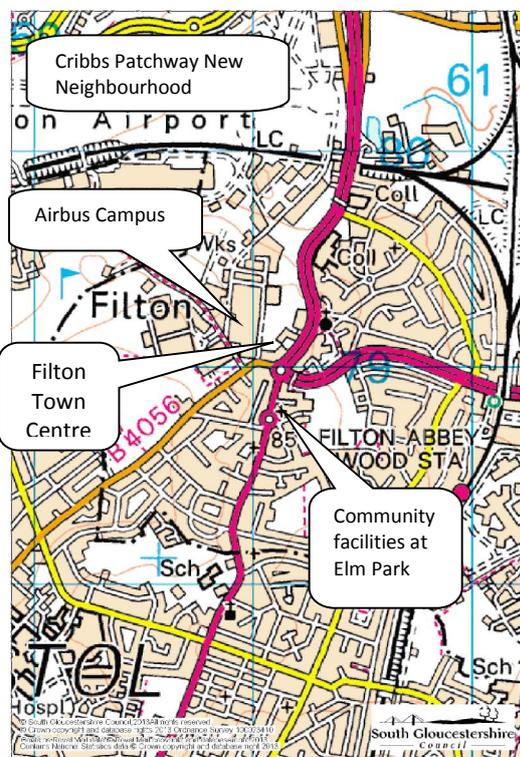
The main retail area of Filton Town Centre is located between the A38 and the Avon Ring Road. It sits on a ridge of a high land.

The main Airbus/GKN campus is located across the A38 to the west and there are residential communities to the north, east and south.

The town centre may also be considered to include facilities at Elm Park south of the Ring Road.

The Airbus campus, including the recently refurbished Pegasus House, provide a strong visual landmark to the town centre.

A new neighbourhood with housing and jobs is proposed at the Cribbs Patchway area to the north.



Filton Town Centre – location

2. Origin

The town centre has developed in a number of phases with two parades opposite the aircraft works dating from between the wars. The Shield Centre developed in the 1990s and has also witnessed some recent expansion.

3. Character

Within the shopping area there is a contrast in character between the shopping parade and the Shield Centre which is more like a small retail park. The Shield Centre tends to be inward looking and it is the character of the Ring Road and A38 and hotel at their junction which sets the overall character of the town centre. Development of the Airbus Campus and refurbishment of Pegasus House has helped to improve the perception of

the area. These are at the heart of the Filton Enterprise Area which is intended to promote the development of opportunities in aerospace and advanced engineering.

The Elm Park area with leisure and community facilities feels quite separate from the retail area.

4. Strategies and Research

There is no specific strategy for the future enhancement and development of the Filton Town Centre.

5. Catchment Area and Competition

The Town Centre developed originally to serve the surrounding residential community which in itself developed largely to support the expansion of the aircraft works. There are also local centres at Northville and within the residential areas along Filton Avenue. The traditional catchment remains.

Recent investment in the Airbus Campus and the future employment and residential development at the Cribbs Causeway new neighbourhood may help to bring trade across the A38 into the retail area. For comparison shopping Filton has to compete with Cribbs Causeway, Abbeywood Retail Park and Fox Den Road, Stoke Gifford.

Filton has some specialist/niche outlets and its future would appear stronger if it can retain its convenience and niche market role.

Development of more modern facilities within the Cribbs Patchway New Neighbourhood could be a potential threat which Filton may need to address to retain its customer base.

6. Retail provision

This centre comprises two older shopping parades and a newer centre, largely completed in early 1999. In total the centre provides 2,788 square metres of A1 retail floorspace and is supported by leisure and community uses, as well as a Premier Inn hotel. At the time of the August 2013 survey there were 21 units with a reasonable range of comparison, convenience and service retail functions serving the day to day and "top up" needs of the area.

Comparison shopping forms the majority of retailing activity in the town centre with 64% of the floorspace totalling 1,780 square metres but only 38% of the units.

Convenience functions account for 38% of all A1 units totalling 807 square metres, while service functions account for 14% of all A1 units and only 5% of the available A1 floorspace. At the time of the survey there were 2 vacant A1 units.

Retail Floorspace Summary

2013	Floorspace sq m	%	Units	%
Total Town Centre	2,788.4		21	
Convenience	806.6	28.9	8	38.1
Comparison	1779.6	63.8	8	38.1
Service Uses	141.8	5.1	3	14.3
Vacant floorspace	60.4	2.2	2	9.5
Edge of Centre				
Key – traders	No major convenience anchor (supermarket) at present.			

Key community uses.	Library within the Shield Centre. Swimming Pool and Community Centre at Elm Park. Local Churches.
Markets	There are no street markets, indoor markets/arcade Framers markets etc in Filton at present.

- data excludes 2 units at Shield Centre under construction at August 2013 = 1482 sq m (PT11/3054F)

Source: Drawn from annual Town Centre and Retail audit. *August 2013*

7. Retail Frontages

The South Gloucestershire Local Plan 2006 defines primary and secondary shopping frontages in Filton as:

- Primary Frontages
 - Shield Centre – Units 1-3, 5, 6 ,8, 9.
 - Gloucester Road 122a -138
 - Church View 1-8
- Secondary Frontages
 - Shield Centre – Unit 4 and Library
 - Gloucester Road 144 -156.

Retail Frontage summary

Retail Frontages	Total	In A1 Use	% in A1 Use	Non A1 Use	% Non A1 Use
Primary	171	141.7	82.9	29.3	17.1
Secondary	60.6	13.7	22.6	46.9	77.4
Total	231.6	155.4	67.1	76.2	32.9

8. Health check Drawn from Roger Tym work (2008 -2010).

Filton is defined as a minor town centre. Overall, there is a good variety of retailers and a mix of different unit sizes. The Shield Centre offers the best of the comparison shopping and hence attracts the majority of visits to Filton. The parades on Gloucester Road and Church Road are mainly focused on provision of local convenience and comparison offer. Filton is close to Cribbs Causeway and Abbeywood Retail Park (which is separate to Filton minor town centre) and as such this proximity affects Filton"s ability to grow.

9. Non-retail uses

Filton is predominantly a retail centre with limited non-retail floorspace.

- **Commercial floorspace** – limited banks and building societies, property agents. Major office floorspace at the Airbus Campus and allied employment areas to the west should contribute greatly to walk-in trade and diversity.
- **Community Uses** – The Library is within the Shield Centre and serves a catchment including Stoke Gifford. The Leisure Centre, including a swimming pool, and Filton Community Centre are located outside of the main retail area south of the Ring Road at Elm Park. The Police Station that was previously located here is relocating closer to Patchway. Local Churches have function rooms including some youth provision.
- **Service uses** – Doctors are not located within the Town Centre (nearest Concord

on Gloucester Road North and Northville on Filton Avenue).

- **Hotels and pubs and commercial leisure** – There are local pubs and a hotel.
- **Residential uses** – the main retail area is closely bordered by residential development to the east but the main road network adds to a feeling of severance from areas to the south.

Community Activity – details of local events are available from organisations including:

- Filton Town Council web site. <http://www.filtontowncouncil.gov.uk/>
- Filton Folk Centre - <http://filtonfolkcentre.webs.com/>
- BAWA - <http://www.bawa.biz/bristol-entertainment-sports/entertainment-events>
- Local churches – who have their own web pages

10. Evening Economy

Besides the pubs and any community/Church events there is limited evening activity.

11. Governance

The town centre is in separate ownerships.

There is a Safer and Stronger Community Group for Filton.

There is no clear strategy for the centre at present.

12. Safety and Security

Any issues raised through further consultation will be reflected here.

13. Accessibility issues

Pedestrian and cycle routes into the Centre are fragmented by the major road network. Within the centre there are pedestrianised areas.

Public Transport – The A38 is a show case bus corridor.

Parking – the principal car parking areas are located within the Shield Centre with access from the Ring Road (east bound only). West bound traffic has to loop around the Southmead Road roundabout.

Mobility issues – Gradients and road crossings suggest that this is not an easy centre to negotiate for those with impaired mobility.

Overall while Filton Town Centre is central to large residential communities and intensive employment areas it currently feels difficult to access.

14. Environmental Quality

Heritage – There are few historic buildings of note in and around the centre with the exception of Pegasus House.

Environment – The impact of traffic on main routes, the generally tired appearance of the main parade of shops and inward looking nature of the Shield Centre result in a centre which is less attractive than might otherwise be the case. There is scope for cosmetic change to give the centre a lift. Leading companies are keen that the environment should be improved to aid recruitment.

15. Tourism

There is a central hotel which it is assumed caters mainly for business tourism.

While there is significant potential for interest in an aviation museum this is likely to be located on the former airfield. Filton will not necessarily benefit from this unless specific linkages are made.

16. Health Check Summary	
Health Check Tests	Comments
○ Diversity of uses	Primarily a retail centre with limited diversity of uses but with potential to further capitalise on its proximity to aerospace employment at Filton.
○ Proportion of vacant street level property	At the time of survey there were only two small units vacant and 2 under construction for which it is assumed occupiers have been identified.
○ Commercial Yields on non-domestic property	No data available.
○ Customers' views and behaviour	No data available – feedback welcomed.
○ Retailer representation and intentions to change representation	For a small centre Filton has a relatively broad mix of retailers including some specialist and niche traders.
○ Commercial rents	No data available
○ Pedestrian flows	No data available
○ Accessibility	Generally accessible but with significant feeling of severance from residential and employment areas due to the scale of strategic roads (A38 and A4174 Ring Road).
○ Perception of safety and occurrence of crime	No data available
○ State of town centre environmental quality	The main parade appears tired and the town centre as a whole feels slightly fragmented.
○ Health issues	Any issues raised from further consultation will be reflected here.
17. Key Messages from Roger Tym Study	
<ul style="list-style-type: none"> • Development opportunities are constrained by main roads and green space. • Major redevelopment would be required to generate significant additional floorspace. This does not appear viable at present. 	
18. Consultation and feedback	
There was no response to the initial consultation on the draft profile. Any future feedback will be added at Appendix 1.	
19. Policy: Role and Function	
Core Strategy:	
Policy CS14 defines Filton as a town centre with the role of a convenience shopping and service centre.	
Area Specific Policies – Filton is within the Bristol North Fringe. The Core Strategy Vision is for this area to be major economic driver for the region. The main focus of future	

investment will be within the Cribbs Patchway new neighbourhood and East of Harry Stoke. The extent to which Filton will be able to benefit from this investment by attracting trade is questionable. Other centres and out of centre floorspace may be in a better position to compete. It is for this reason that Filton may need a clear strategy for local improvement and to capitalise on its proximity to local jobs.

20. Suggested Vision

Filton will consolidate and improve to meet the needs of the local resident population and workforce. It should develop as a more mixed retail and commercial service area.

21. Land use and issues and opportunities

The main town centre area is in separate ownerships which does not aid a unified presentation of the centre.

There are few if any available sites for retail development beyond the two units recently completed at the Shield Centre.

There may be scope to attract more retail expenditure and to broaden the evening economy by responding to the major workforce at Filton and at the proposed Cribbs Patchway new neighbourhood. However that area is likely to have its own local retail facilities which may compete with those at Filton.

Strategy	<p>There is currently no detailed policy or strategy for the town centre. Scope for major remodelling appears limited.</p> <p>The focus of activity should perhaps be to ensure that the Town Centre capitalises on expenditure within the local aerospace workforce and residential communities. For this the centre will need to be well maintained and more accessible.</p>
Development needs/ sites:	No needs identified.
Retail growth	<p>1. Convenience Floorspace – none committed post 2011 and assumed potential is limited by a lack of sites.</p> <p>2. Comparison Floorspace - 1482 sq m committed and built at Shield Centre post 2011. Assumed that further potential is limited by a lack of sites.</p>
Markets	There is not a market at present and no specific proposals for one.
Public Realm/ Sense of place	<p>The public realm is of variable quality. The original units are in varying states of repair and some appear tired. The Shield Centre is inward looking with the external frontage to the main roundabout dominated by a hotel with limited street level activity.</p> <p>The recently refurbished Pegasus House and Airbus Office Campus provide positive landmark buildings which contrast with the shopping area. The A38 is heavily trafficked with crossing points which are essential but of 'engineered' appearance.</p>
Public Transport	The Centre is on a show case bus route.
Walking, Cycling routes	Although accessible by foot and cycle routes into the centre are generally indirect and could be improved visually.
Mobility	No specific proposals for improvement are identified at this stage.
Parking	The main car park is within and privately managed by the Shield Centre. It is adequate in quantity, free and time limited. It is

	difficult to expand the centre without losing some parking space.
Traffic management	No specific proposals for improvement are identified at this stage.
Centre Management	No specific proposals for change are highlighted at this stage.
Promotion	Publicity material is largely on behalf of individual retailers rather than the Shield Centre or Town Centre as a whole.
Visitors/Tourism	Filton has a hotel and there will be some business tourism associated with the aerospace industry. There could be future benefit from the proposed Aviation Museum at the former Airfield.
Evening economy	No specific proposals for change are highlighted at this stage but opportunities may arise for restaurants etc with growth in local employment. Major facilities would have to compete with the 'leisure offer' at Cribbs Causeway.
Community	No specific proposals for change are highlighted at this stage.

22. Filton Town Centre Summary

Filton has three broad areas – the older retail units fronting Gloucester Road, the modern retail units of the Shield Centre and a range of community and sporting uses off Elm Park south of the Ring Road.

Core Strategy Policy CS14 aims to consolidate Filton as a town centre with a convenience shopping and service centre role. It is proposed to define a town centre boundary which includes the three areas identified above with the primary retail area based on the existing shops.

Primary and secondary retail frontages are shown. These are not proposed to be changed from those adopted in the SGLP of 2006.

There has been recent development of new comparison floorspace within the Shield Centre and further opportunities are likely to be limited by the physical capacity of the centre. On this basis it is not assumed that there will be any new comparison floorspace although investment would be welcomed in principle.

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.

Filton Town Centre Proposed Policy Diagram

Legend	
	Proposed Town Centre Boundary
	Proposed Primary Retail Area
	Proposed Primary Retail Frontage
	Proposed Secondary Retail Frontage



Appendix 1 – Filton Town Centre – feedback from consultation

a) Town and Parish Council feedback

<p>Q3 Please list any land use/building projects that your local community consider would benefit their area and where known your preferred location.</p> <p><i>You may wish to refer to specific objective/proposals within your community or parish plan.</i></p>		
Response from	Project/Proposal	Preferred Location (if known)
Filton TC	1 Review school provision for primary places	
	2 Retain and improve elderly facilities and care housing	
	3 Provision for single affordable lifetime housing	
	4 High value Engineering and technology and maximising Aerospace Centre of Excellence	Filton Airfield
<p>Q4</p> <p>(a). Please indicate any significant issues/problems your community feel are present in the town centres that they most frequently use.</p> <p>(b) Please also indicate if there are positive aspects of particular town centres that the community value.</p>		
Comment by	Issue/Problem with Centre	Positive Aspects of Centre
Filton TC	<p>Parking and traffic congestion</p> <p>Large business's forcing out small traders</p>	<p>Good access to amenities, shops, library, banks, restaurants, leisure facilities</p>

b) Feedback on the draft profile

None to date