

## Whitehouse Street Industrial Intensification, Bristol

Whitehouse Street, BS3

The proposed site, Whitehouse Street Industrial Intensification is located at the southern edge of Bristol City Centre. The area presents a unique and exciting opportunity to create a vibrant and sustainable new neighbourhood which incorporates best practice placemaking and sustainability principles, and delivers a significant number of new homes, employment floorspace and community facilities.

The site is predominantly occupied by industrial and office uses and is designated as a Primary Industrial and Warehousing Area (PIWA). A

Regeneration Framework is currently being developed to guide the transformation of this industrial area into a mixed-use community of new homes, employment and community spaces. Bristol City Council is seeking to ensure no net loss of jobs during this transformation.

Bidding teams are invited to help us achieve our aspirations through proposals that will deliver an innovative industrial intensification scheme on a plot within the area that will enable high levels of both employment and residential space to successfully coexist.



### Plot Area:

Approximately 10,000 m<sup>2</sup>.

coming forward in the wider regeneration area.

### Expected Land Use:

The proposed project is expected to deliver between 6,000m<sup>2</sup> - 8,000m<sup>2</sup> of employment floorspace, with a focus on industrial space. Engagement with existing businesses in the area is important to understand their operational requirements and how they could be accommodated within the scheme, should they wish to remain in the area.

Teams should consider how proposals will enable the employment space on this site to successfully coexist with the homes bordering the site and the new homes

### Site Ownership:

Bristol City Council is the freehold owner of the site. There are several leaseholds on the site.

### Type of Property transfer intended:

Bristol City Council invites proposals from bidding teams as to their preferred type of property transfer (sale or lease).

### Deadline for the submission of the Expression of Interest:

September 21, 2022 11:00 a.m. (local time - GMT+1).

## Presentation of the site and development expectations

The City of Bristol is projected to experience significant growth, with the current population of c460,000 expected to grow to 550,000 by 2050. Demand for both housing and employment space remains extremely high, and Bristol City Council are focussing on solutions that will help make more efficient use of land and resources to support this growth, while minimising the price the planet pays for meeting these needs.

The Whitehouse Street area is located at the southern edge of Bristol's City Centre and has been identified as an area of growth and regeneration in Bristol City Council's Local Plan Review. Currently, the site is predominantly occupied by industrial and office uses and designated as a Primary Industrial and Warehousing Area (PIWA). However, emerging policy seeks to remove this PIWA allocation to support growth and regeneration that includes a mix of residential, workspace and community uses with a focus for development of a more urban scale and form. Given the proximity to the city centre, Bedminster local centre, key public transport routes and amenities, it is considered that the Whitehouse Street area is a highly sustainable location for a new mixed-use neighbourhood, comprising new homes, employment space and community facilities. Bristol City Council is working collaboratively with two adjoining landowners to develop a Regeneration Framework for the area which will guide its transformation. Further information can be found [here](#).

The Regeneration Framework will be underpinned by a bespoke Employment Land Strategy, which will seek to achieve c.12,000-15,000m<sup>2</sup> of employment space across Whitehouse Street creating a mixed economy and allowing as many existing tenants as possible to remain post redevelopment, if they wish to do so and are suitable for locating near residential homes.

The Whitehouse Street Regeneration Framework and Employment Land Strategy are still subject to consultation but the emerging proposals have identified an aspiration for Plot 1a to deliver an industrial intensification scheme to accommodate existing businesses where possible and respond to demand for industrial employment space.

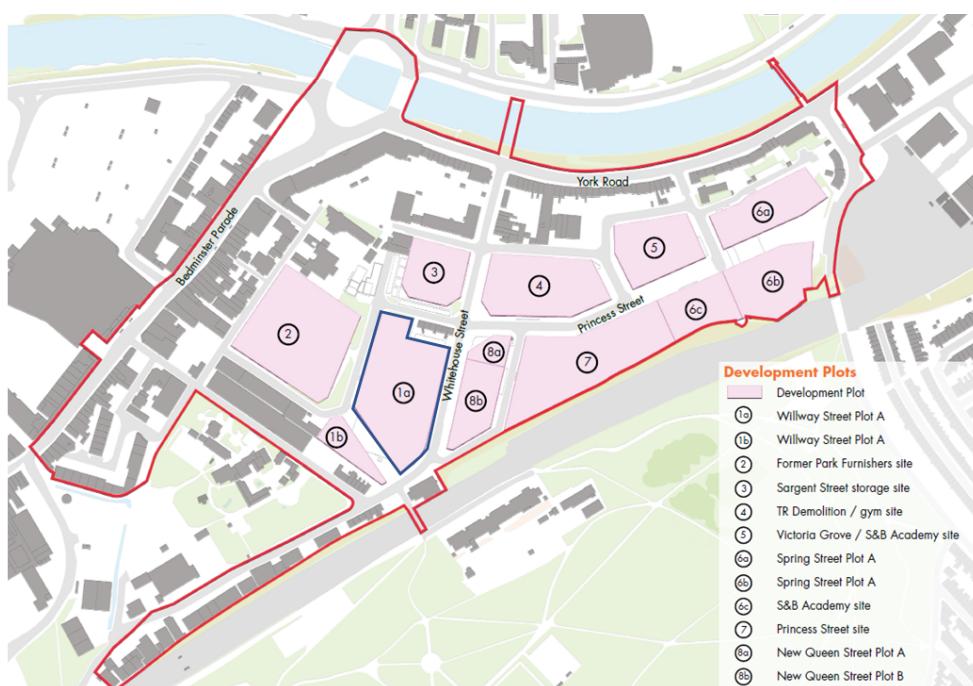
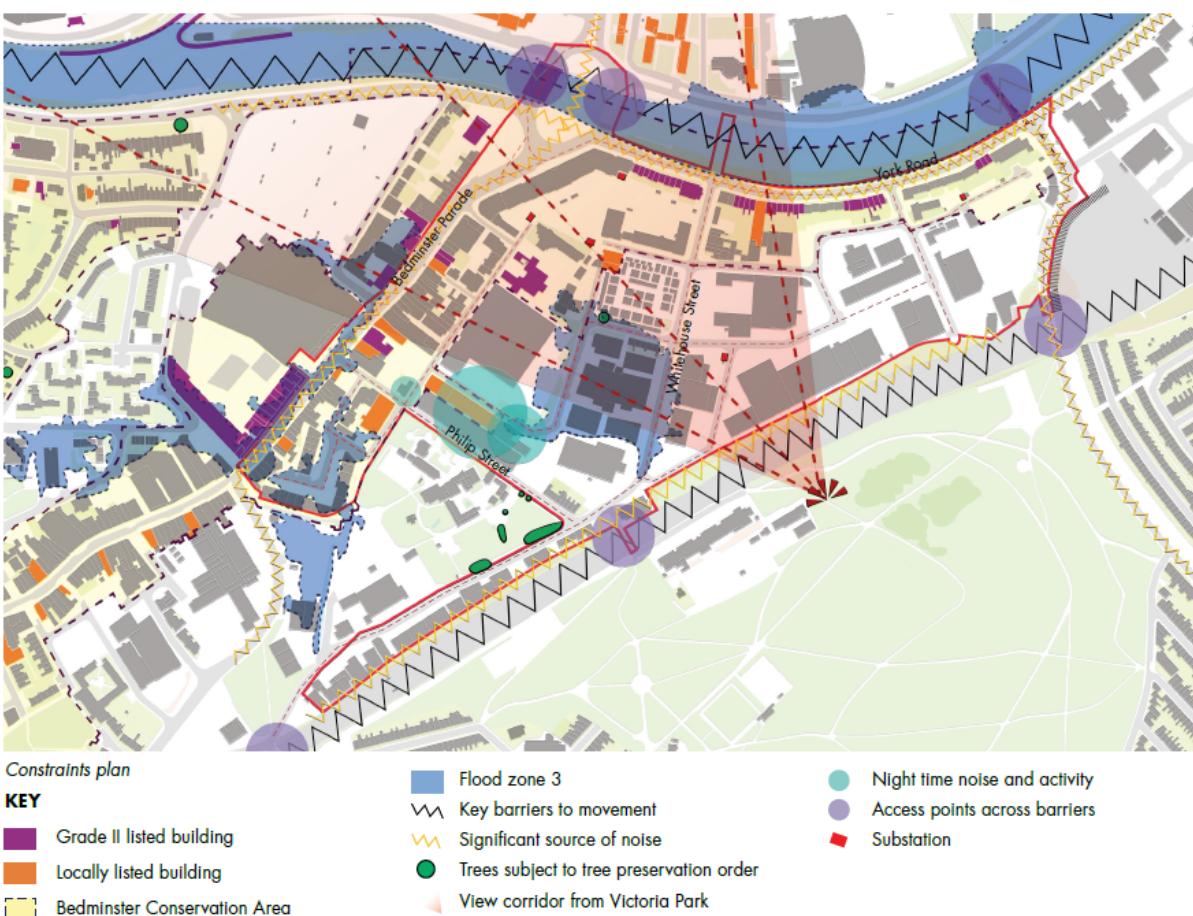


Figure 2: Development plots for Whitehouse Street Regeneration Area.  
**(the proposed site is the development plot 1a - with the blue outline)**

## Specific planning rules and regulations

The site is currently designated as a Primary Industrial and Warehousing Area (PIWA) and adjoins the Bedminster Conservation Area. Emerging policy seeks to remove this allocation and create an area of mixed-use growth and regeneration (Whitehouse Street Industrial Intensification). The majority of the site also lies within Flood Zone 3.



Alongside adjoining landowners, Bristol City Council is developing a Regeneration Framework for the area. This framework is a non-statutory placemaking document that will form a material consideration in the determination of planning applications. The framework sets out a vision, principles and coordinated approach to development across the framework area. Development proposals will need to take account of national and local planning policies and guidance. Key planning policy objectives are summarised as follows.

Development shall:

- Contribute towards mixed residential, workspace and community uses, which reinforce Bedminster as a mixed and inclusive community.
- Take account of the Bedminster Conservation Area.
- Reflect Bristol's urban character by maximising opportunities to re-use previously developed land and deliver high-quality, well-designed environments at optimal densities.
- Improve connectivity by strengthening pedestrian and cycle links between Bedminster Town Centre and the surrounding area.

- Take account of the Council's climate emergency declaration and positively contribute towards mitigating and adapting to climate change, and to meeting targets to reduce carbon dioxide emissions, working towards zero carbon.
- Be resilient to flooding through design and layout and reduce surface water run-off to ensure it does not increase flood risks elsewhere.
- Take account of the Council's ecological emergency declaration and maximise opportunities to enhance biodiversity.
- Provide green infrastructure and public realm enhancements.

Planning context for consideration:

- The policies of the [current Bristol Local Plan](#) (and any neighbourhood development plans)
- The application of the presumption in favour of sustainable development set out in national planning policy (where existing policies are out of date)
- The policy direction given by the emerging [Bristol Local Plan Review \(March 2019\)](#)
- Urban Living SPD (2018)
- Whitehouse Street Employment Land Strategy (2022) (draft, and subject to consultation).

## City climate priorities and environmental issues

Bristol City Council became the first council in the UK to declare a climate emergency in 2018. In 2019, Bristol became the first city in the UK to adopt a goal of achieving carbon neutrality by 2030. The Bristol One City Climate Strategy (2021) sets out ten key areas where climate action is needed:

- Transport
- Buildings
- Heat decarbonisation
- Electricity
- Consumption and waste
- Business and economy
- Public, voluntary, community and social enterprise services
- Natural Environment
- Food
- Infrastructure interdependencies.

Current Local Plan policies expect development proposals in Bristol to deliver energy efficient buildings with reduced emissions. The council's Climate Change and Sustainability Practice Note (July 2020) provides advice on the implementation of these policies. The council encourages developers to exceed the current local plan requirements and where proposals go beyond these current standards, the benefits can be considered as a material consideration in the determination of planning applications.

The following policy objectives should be taken into account:

- Development should contribute to both mitigating and adapting to climate change both now and in the future, and meeting targets to reduce carbon dioxide emissions.
- Development should aim to achieve zero carbon in relation to heating, cooling, lighting, and power in new and existing buildings.
- Development should be resource efficient and have a low impact during construction phases.
- Flood risk and water management plays a critical role in ensuring development is resilient to the effects of climate change. All development should include water management measures to reduce surface water run-off, including sustainable drainage systems (SUDS).

A Clean Air Zone (CAZ), the boundary of which adjoins the regeneration area boundary, is coming into effect summer 2022. A map of the CAZ can be found [here](#).

## Provisional calendar

- Deadline for submitting Expressions of Interest: September 21, 2022
- Finalists announcement date: November 2022 (provisional date)
- Deadline for submission of final proposals: April 2023 (provisional date)
- Date of the announcement of the winning project: June 2023 (provisional date)