

## Bromsgrove Employment Land Study

**Site Name:** Site 3 – Cofton Hackett

**Site Address:** Groveley Lane, Longbridge, B31

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 14ha
	Vacant Available Area	
General Site Description	<p>Occupiers:            Unit 1 – EH Smith (Builders Merchant) – 20,715 sq.ft.            Unit 2 – PRG Europe (Supplier of entertainment technology) – 157,000 sq.ft.            Unit 3 – To Let / For Sale Industrial / Warehousing – 27,072 sq.ft.            Unit 4 – To Let / For Sale Industrial / Warehousing – 47, 502 sq.ft.            Unit 5 &amp; 6 – Undeveloped – 30,000-225,000 sq.ft.</p> <ul style="list-style-type: none"> <li>• Output Area: 006 (Lower SOA 006A and 006B)</li> <li>• Ward: Hillside</li> <li>• Sub Area: North</li> </ul> <p>Policy Allocation</p> <ul style="list-style-type: none"> <li>• Designated as employment land within the Bromsgrove District Local Plan</li> <li>• Allocated in the emerging Longbridge Area Action Plan under Proposal EZ3 for uses within Class B1(b), (c) and B8.</li> </ul>	

### Market Attractiveness

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*				✓
	Quality of the external environment**			✓	
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing			✓	
Accessibility	Ease of access to the Strategic Highway Network		✓		
	Quality of local road access			✓	
	Quality of site access				✓
Market Conditions / Perception of Demand	Duration of availability**			✓	
	Marketing and enquiry interest				✓
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding			✓	
<b>Market Attractiveness Score</b>		<b>3 - 4</b>			

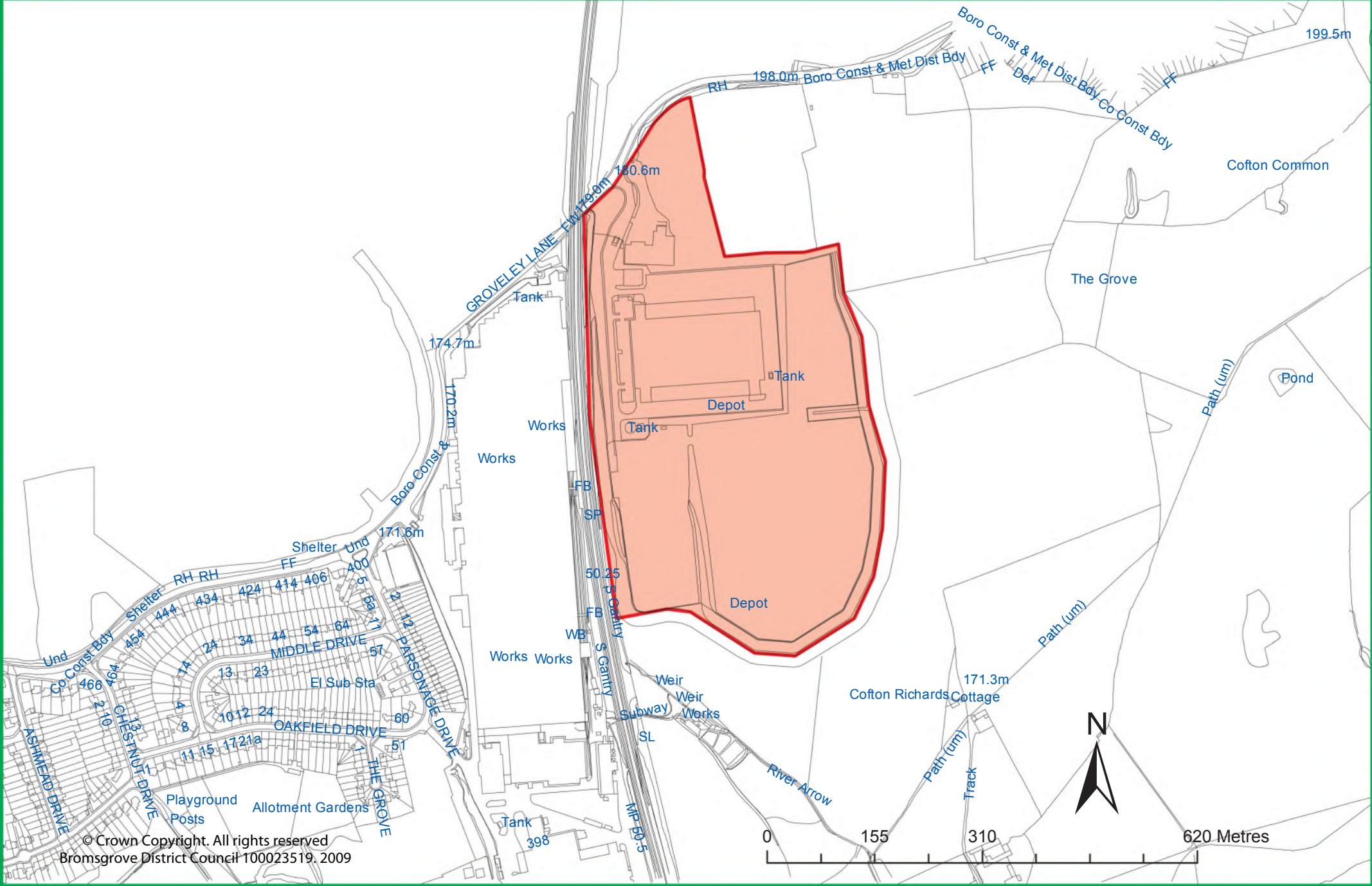
## Environmental Sustainability

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification				✓
	Ease of access to public transport				✓
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓		
<b>Environmental Sustainability Score</b>		3			

## Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices	✓			
	Ability to deliver specific regeneration objectives			✓	
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development			✓	
<b>Strategic Planning Score</b>		2			

# Cofton Hackett



## Bromsgrove Employment Land Study

**Site Name:**

Site 4: Longbridge Eastworks

**Site Address:**

Groveley Lane, Longbridge B31 /B45

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 16.1ha
	Vacant Area	16.1ha
General Site Description	Vacant, cleared site. <ul style="list-style-type: none"> <li>• Super Output Area: 006 (Lower SOA 006A)</li> <li>• Ward: Hillside</li> <li>• Sub Area: North</li> </ul> Policy Allocation – <ul style="list-style-type: none"> <li>• Allocated as employment land within the Bromsgrove District Local Plan.</li> <li>• Allocated in the emerging Longbridge Area Action Plan under Proposal H2 for residential (minimum 700 dwellings) and new local facilities and shops.</li> <li>• Planning application was submitted in May 2008 for development comprising mixed use relating to use classes C3, C2, A2, A3, A5 and D1.</li> </ul>	

### Market Attractiveness

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*		N	a	
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing				✓
Accessibility	Ease of access to the Strategic Highway Network		✓		
	Quality of local road access			✓	
	Quality of site access				✓
Market Conditions / Perception of Demand	Duration of availability**			✓	
	Marketing and enquiry interest		✓		
Ownership	Ownership / owner aspirations	✓			
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**				✓
	Ground conditions / Contamination**			✓	
	Flooding			✓	
<b>Market Attractiveness Score</b>		3			

## Environmental Sustainability

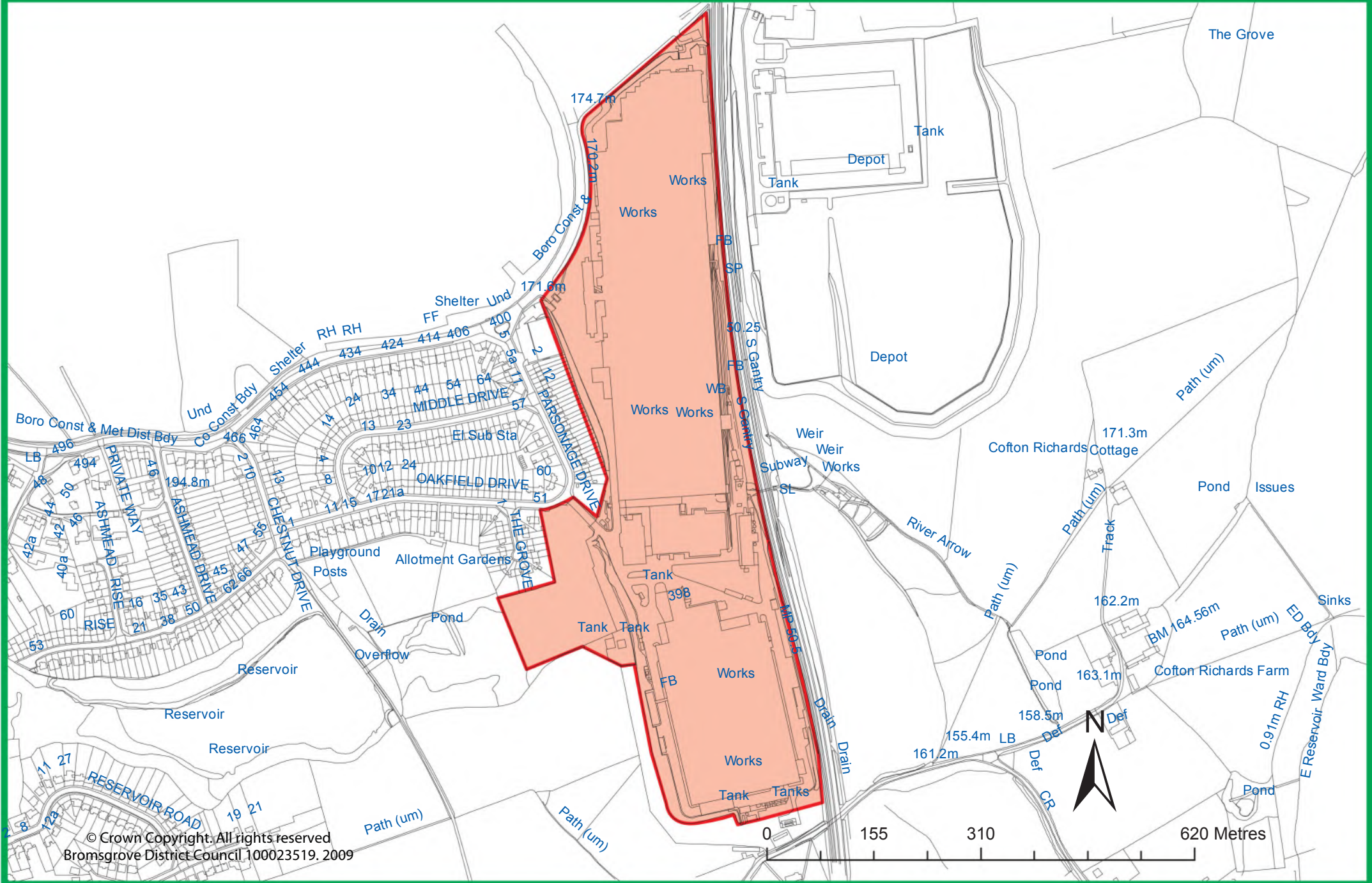
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification				✓
	Ease of access to public transport				✓
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**			✓	
<b>Environmental Sustainability Score</b>		3			

## Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices	✓			
	Ability to deliver specific regeneration objectives			✓	
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development		✓		
<b>Strategic Planning Score</b>		2			



# Longbridge East Works



## Bromsgrove Employment Land Study

**Site Name:**

Site 5: Rubery

**Site Address:**

The Avenue, Rubery B45

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 3.3ha
	Vacant Available Area	0ha
General Site Description	<p>Industrial estate of poor to moderate quality within residential area, with some vacancies. Occupiers include Pet Brands, INTU Interiors, Simply Stone and Rolabond.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 003 (Lower SOA 003B/D)</li> <li>• Ward: Waseley</li> <li>• Sub Area: North</li> </ul> <p>Policy Allocation -</p> <ul style="list-style-type: none"> <li>• Site is a designated employment site within the Bromsgrove District Local Plan</li> </ul>	

### Market Attractiveness

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*		✓		
	Quality of the external environment**		N	a	
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses		✓		
	Road frontage visibility		✓		
	Availability of local facilities including retail and housing			✓	
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access		✓		
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**		N	a	
	Marketing and enquiry interest			✓	
Ownership	Ownership / owner aspirations		✓		
Site Development Constraints	Environmental Constraints and abnormal development requirements**		N	a	
	Physical site features**		N	a	
	Ground conditions / Contamination**		N	a	
	Flooding			✓	
<b>Market Attractiveness Score</b>		<b>2</b>			

## Environmental Sustainability

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification				✓
	Ease of access to public transport	✓			
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		N	a	
<b>Environmental Sustainability Score</b>		2 - 3			

## Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices		✓		
	Ability to deliver specific regeneration objectives		✓		
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development		✓		
<b>Strategic Planning Score</b>		2			



# Rubery

