



## early-stage feasibility intelligence report

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## 1. Site Information

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**Site Address:** Broadcasting House Site, Whiteladies Road, Clifton, Bristol, BS8

**Site Type:** Mixed Use – Commercial, Office, Residential, Student Accommodation

**Asking Price:** POA

**Site Area:** 3.28 acres

**Planning Status:** Sui Generis planning consent with potential for redevelopment subject to consents

**Occupancy Status:** Recently vacated by BBC; formerly operational broadcasting facility

## 2. Executive Summary

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**Commercial Opportunity:** Redevelopment of a prime mixed-use site with potential for residential and student accommodation aligned with Clifton's strong demand profile.

**Implementation Sensitivity:** Moderate; heritage-listed elements and phased delivery are material considerations requiring detailed sequencing and retention strategies.

**Strategic Positioning:** Well-located on Whiteladies Road adjacent to University of Bristol, supporting residential and education-linked uses within a conservation area.

**Viability Position:** Moderate; subject to balanced density and heritage retention, with moderate delivery complexity impacting cost and timing.

**Planning Confidence:** Moderate-High; existing sui generis consent exists but redevelopment requires further consents with heritage considerations.

**Acquisition Attractiveness:** 7.2 – Represents a good acquisition opportunity with clear redevelopment potential and market alignment but moderate planning and delivery risks.

**Best-Fit Development Strategy:** Phased mixed-use redevelopment combining residential and student accommodation, sensitively integrating retained heritage assets with complementary commercial uses.

### 2a. Key Metrics Snapshot

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- **Existing Income:** Not specified
- **ERV:** Not specified
- **Floorspace:** Not specified
- **Development Typology:** Mixed use including commercial, office, residential, and student accommodation

## 3. Site Overview

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- **Existing Uses:** Former BBC broadcasting and production centre with offices, production spaces, and ancillary buildings.
- **Income Position:** Income generation unclear; site recently vacated by main tenant.
- **Building Characteristics:** Mix of listed villas and Broadcasting House structures requiring heritage-sensitive treatment.
- **Delivery Context:** Potential for a phased approach integrating site clearance and refurbishment to mitigate operational and heritage complexities.
- **Strategic Positioning:** Located at strategic junction of Whiteladies Road and Tyndalls Park Road, benefiting from proximity to University of Bristol and affluent residential neighbourhoods.

## 4. Planning & Constraints

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- **Planning Position:** Sui generis consent in place, but redevelopment proposals subject to further consents given conservation area status and heritage assets.
- **Heritage / Structural Constraint:** Presence of listed villas and heritage structures introduces retention and design constraints impacting reuse and demolition scope.
- **Access & Servicing:** Not explicitly detailed; likely standard urban servicing but potential constraints due to surrounding buildings and conservation area restrictions.
- **Phased Delivery Constraint:** Recommended phased redevelopment to manage heritage retention and minimise operational disruption.
- **Density Calibration:** Moderate density recommended respecting heritage context and local area character, avoiding overdevelopment given conservation area designation.

### 4a. Government Planning Constraints Check

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- **Conservation Area:** Yes
- **Listed Building:** No record returned (but onsite listed villas documented)
- **Article 4 Direction:** Yes — Local ward coverage confirmed
- **Flood Risk:** No record returned
- **Green Belt:** No record returned
- **Source:** Planning Data England API

### 4b. Constraint Matrix

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- **Planning Risk:** Moderate
- **Delivery Risk:** Moderate
- **Market Risk:** Moderate
- **Occupancy Risk:** Unknown
- **Infrastructure Risk:** Moderate
- **Cost Risk:** Moderate
- **Income Delta:** Insufficient brochure evidence to quantify

## 5. Market & Demand Insight

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- **Demand Drivers:** Proximity to University of Bristol underpins demand for student accommodation; affluent Clifton area supports premium residential and mixed-use.
- **Occupier Alignment:** Student housing, professional residential, and flexible commercial uses align with local demand and demographic profile.
- **Competing Supply:** Existing student and residential stock in adjacent areas; developments constrained by conservation area limiting over-supply risk.
- **Market Positioning:** Clifton's established residential and education market supports higher-value mixed-use propositions.
- **Market Constraint:** Heritage and planning constraints limit density and typology flexibility, affecting supply-side responsiveness.

## 6. Development Direction

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- Adopt phased mixed-use redevelopment preserving key heritage structures with selective intensification in non-sensitive areas.
- Prioritise residential and student accommodation with ground-floor commercial/office components to support local amenity and demand.
- Incorporate operational resilience through retention of structurally sound buildings and staged demolition where appropriate.
- Restrict density to levels compatible with surrounding conservation area to manage planning risk and maintain local character.
- Plan servicing and access logistics upfront to accommodate heritage-sensitive site operations and deliveries.

## 7. Indicative Commercial Snapshot

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- **Income Support:** Limited current income; redevelopment-driven uplift anticipated subject to market conditions.
- **Delivery Complexity:** Moderate; heritage retention and phased delivery increase complexity.
- **Servicing Exposure:** Standard urban servicing with potential constraints from conservation area controls.
- **Capital Sensitivity:** Sensitivity to cost impacts from heritage works and market absorption of student and residential accommodation.
- **Commercial Resilience:** Moderate; diverse mixed use supports risk mitigation but dependent on phased planning consent.

## 8. Key Risks

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- Heritage retention requirements may limit reconfiguration and increase remedial costs.
- Phased delivery complexity could extend programme and increase holding costs.
- Planning risk due to conservation area status and sui generis consent limitations.
- Potential servicing and access limitations impacting construction logistics.
- Market absorption risk for student accommodation if local supply increases materially.

## 9. Recommendation

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- Commission detailed heritage and structural condition surveys to establish retention and adaptation scope.
- Engage with local authority pre-application to clarify planning requirements and potential density thresholds.
- Conduct servicing and access logistics review focusing on conservation area constraints.
- Review tenancy and occupancy status to inform phased delivery and interim use strategies.
- Validate local infrastructure capacity and utilities availability to support redevelopment scale.

## 10. Market Intelligence Overlay

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- **Local Development Context:** The site is positioned adjacent to the established University of Bristol campus within Clifton, an area characterised by stable, high-end residential and purpose-built student housing developments.
- **Planning Context:** The sui generis planning consent provides a framework for redevelopment, but heritage asset retention and conservation area restrictions necessitate careful design and approvals strategy, limiting aggressive density uplift.
- **Market Positioning Context:** Demand remains focused on student accommodation and quality residential units supported by Clifton's affluent demographic profile; the presence of listed buildings tempers speculative intensification.
- **Demand Context:** Student market fundamentals remain solid due to university adjacency, with complementary demand from professionals seeking high-standard residences nearby.
- **Strategic Implication:** Development must balance heritage preservation with modest density enhancement to unlock value, requiring phased delivery and active stakeholder management to secure planning and market acceptance.

This evidence base suggests moderate development potential conditioned by heritage and planning constraints; a sensitive mixed-use scheme with phased implementation is the most viable path forward.

## 11. Indicative Cost & Delivery Benchmarks

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**Development Quantum Used:** Unavailable

**Source:** No explicit development floorspace supplied within brochure.

**Confidence:** Unavailable

**Build Cost Positioning:**

- **Lower-Spec Benchmark:** £2,200–£3,000 per sqm
- **Higher-Spec Benchmark:** £3,000–£3,800 per sqm

Cost drivers are primarily heritage retention/remediation, phased construction logistics, and potential uplift complexity associated with mixed-use delivery within a conservation area.

**Capital Exposure:**

Capital exposure cannot be reliably estimated from available brochure evidence and should be confirmed through scheme design and cost planning.

**Delivery Complexity:** Moderate

The site demands careful sequencing and heritage-sensitive works, leading to moderate delivery complexity typical of mixed-use redevelopment in conservation areas.

**Key Cost Sensitivities:**

- Heritage retention and associated specialist works
- Phased occupation and demolition logistics
- Access and servicing restrictions within a conservation area
- Potential utilities reinforcement dependent on scheme density
- Specification quality balancing residential and student uses