

Public Document Pack

Southend-on-Sea Borough Council

Legal & Democratic Services

Strategic Director: John Williams

📍 Civic Centre, Victoria Avenue, Southend-on-Sea, Essex SS2 6ER

☎ 01702 215000

🌐 www.southend.gov.uk

Working to make
lives better
www.southend.gov.uk



07 June 2021

CABINET - TUESDAY, 15TH JUNE, 2021

SUPPLEMENTARY PACK: SOUTHEND NEW LOCAL PLAN APPENDICES

Please find enclosed, for consideration at the next meeting of the Cabinet taking place on Tuesday, 15th June, 2021, the appendices to Agenda Item 6 – Southend New Local Plan that were unavailable when the agenda was printed.

Agenda No Item

6. Southend New Local Plan (Pages 1 - 334)

Appendices attached

Robert Harris
Principal Democratic Services Officer

This page is intentionally left blank

Southend New Local Plan

Planning for Growth and Change

Consultation 2: Refining the Plan Options

Refining the Strategy for Growth and Change



Introduction

Having an up-to-date Local Plan that is shaped through community engagement, provides an important tool to help manage future development proposals that would otherwise come forward without local policies guiding the type, scale and location of new development.

The Covid Pandemic has had a significant impact on the global and local economy. The New Local Plan can play a key role in helping to act as a catalyst to recover from this impact. It will be important that we continue to monitor the impacts of Covid and the post pandemic recovery as the New Local Plan is prepared.

This document represents the second stage of consultation in the preparation of the Southend New Local Plan. We are seeking views on refining the Plan before we develop specific policies and proposals.

Your views are vital if we are to build a future plan for the Borough that is comprehensive and inclusive.

2

The document does not set out a preferred strategy or criteria-based policies, rather it sets out draft proposals, potential development sites and possible interventions to generate feedback as we progress the New Local Plan.

About This Consultation

Why are we consulting again?

In early 2019 we consulted on the *Southend New Local Plan Issues and Options*¹ document. This represented the first stage in the preparation of a New Local Plan for Southend to guide future development decisions over the next 20 years.

The New Local Plan will address needs and opportunities in relation to housing, the local economy, community facilities and infrastructure. It will also seek to safeguard the environment, enable adaptation to climate change and help secure high-quality accessible design. Specific policies to manage development, such as those relating to Climate Change and housing design and tenure will be included and gain a prominent focus in the next iteration of the New Local Plan.

The New Local Plan provides a degree of certainty for communities, businesses and investors on future development proposals, and a framework for guiding decisions on individual planning applications.

The Issues and Options document identified several major planning issues facing the future development of the Borough and possible options for resolving these. Meeting the varied needs requires some tough choices to be made on how we use land, how we design buildings and communities, and where and how we develop.

You responded in your hundreds to this challenge and gave us considerable feedback for tackling these issues and identified a number of other important planning matters. The feedback, including a summary report of the main issues, is available on the New Local Plan website [here](#).

Your feedback has proved invaluable in helping us prepare this next stage of the New Local Plan's preparation, *Refining the Plan Options*.

We are now seeking your help again in refining the Plan options before we develop specific policies and proposals.

¹ Southend New Local Plan Issues and Options, Southend on Sea Borough Council February 2020

Contents

The Plan is divided into three Parts: 1. Aim and Objectives; 2. Spatial Strategy; 3. Southend Neighbourhoods. The primary focus of the consultation is seeking views on the Aim and Objectives and Spatial Strategy. The Neighbourhood sections set out the draft proposals in more detail for those wishing to focus on certain areas of the Borough or where they live.

- **Introduction**
- **(Part 1) Aim and Objectives**
- **(Part 2) Spatial Strategy**
 - **Economic Recovery and Meeting Employment Needs**
 - **Providing Community Services and Infrastructure**
 - **Providing New Homes**
 - **Retail Provision and Centres Hierarchy**
 - **Town Centre and Central Seafront**
 - **Protecting and Enhancing Green Space and the Coastline**
 - **Transport and Access**
 - **London Southend Airport**
- ↳ • **(Part 3) Southend Neighbourhoods**

Other land use considerations and criteria-based policies that help to shape and manage the form and function of development, such as those that address housing tenure and climate change, have not been explicitly identified within this consultation document. They will be included in the next stage of the preparation of the New Local Plan.

There is a legal duty on local authorities to ensure climate change mitigation and adaptation are integrated across all local planning policy. The New Local Plan must also take into account the Council's declaration of a climate emergency and be the spatial expression of the Council's corporate policies and strategies.

Seeking to prevent and mitigating the impacts of Climate Change will be integral to the preparation of the New Local Plan. This is included within the draft Aim and Objectives set out in this consultation document. Specific policies relating to Climate Change will be included and gain a prominent focus in the next iteration of the New Local Plan.

How to Have Your Say

It is important to tell us what you think is the best approach to take in developing Southend and its different places. You do not need to respond to all the sections and suggested questions set out below, you can focus on what interests you.

If you have any questions about the consultation or would like to discuss some of the issues, please do contact us.

How to Contact Us

Comment online and download questions at: localplan.southend.gov.uk

You can email us at: planningpolicy@southend.gov.uk

Or write to us at:

Business Intelligence Officer,
Performance & Business Support,
Department for Place,
Southend-on-Sea Borough Council,
PO Box 6,
Civic Centre,
Victoria Avenue,
Southend-on-Sea,
SS2 6ER

You can also follow us on: @PlanSouthend and @SouthendBCOfficial

Please reply by 5pm on 17 September 2021

If you would like to be notified of future planning policy consultations you can sign up to our planning policy consultation database. Please contact planningpolicy@southend.gov.uk or telephone 01702 215408.

What Happens Next?

This is the second in a number of public consultations on the New Local Plan. As the Plan is progressed through its statutory stages of preparation there will be further opportunities to comment on its contents. A 'live' timetable of preparation is available [here](#).

Following feedback on this 'Refining the Options' we will prepare a 'Preferred Approach' document. This will be subject to further public consultation before being amended based on the feedback we receive, and submitted to the Government who will appoint a Planning Inspector to undertake an independent examination in public of the Plan. Their role will be to examine all evidence, including comments made, and consider it against national planning policy to determine whether the New Local Plan is sound and legally compliant and may be adopted by the Council to become planning policy.

Figure 1: Southend New Local Plan Preparation Timetable



Calendar Year (action listed commencing)

As an approximation, the period from submission to adoption may range from 9 to 12 months dependent on the scope of the plan, issues arising during examination and scheduling of meetings

Where the New Local Plan Fits with Other Policy and Strategies

We understand that to plan effectively for Southend ([Map 1](#)) we must look beyond our local area and plan strategically with neighbouring authorities. To help achieve this and provide co-ordinated leadership on strategic matters across South Essex the local councils of Basildon, Brentwood, Castle Point, Rochford, Southend and Thurrock together with Essex County Council committed to the establishment of the Association of South Essex Local Authorities (ASELA) (see [Figure 3](#)).

ASELA has also committed to the preparation of a South Essex Strategic Framework that will inform the preparation and review of detailed Local Plans by the six Local Authorities and provide an effective 'joined up' approach for strategic infrastructure planning and growth across South Essex.

Similarly, the Borough Council has prepared a Southend '2050 Vision' (link [here](#)) in partnership with the local community which considers the future development of the Borough and how it affects the everyday lives of the people that live, work and visit here. Over 35,000 people were reached through the work with 4,000 people actively taking part through a wide variety of events, surveys, workshops and forums across the Borough. The Joint Strategic Framework and Southend New Local Plan together will be a key driver and steppingstone in delivering towards the Southend 2050 shared ambition and sub-regional initiatives.

The hierarchy of strategies and plans related to Southend is depicted in [Figure 2](#) below.

Figure 2: Hierarchy of strategies and plans related to Southend

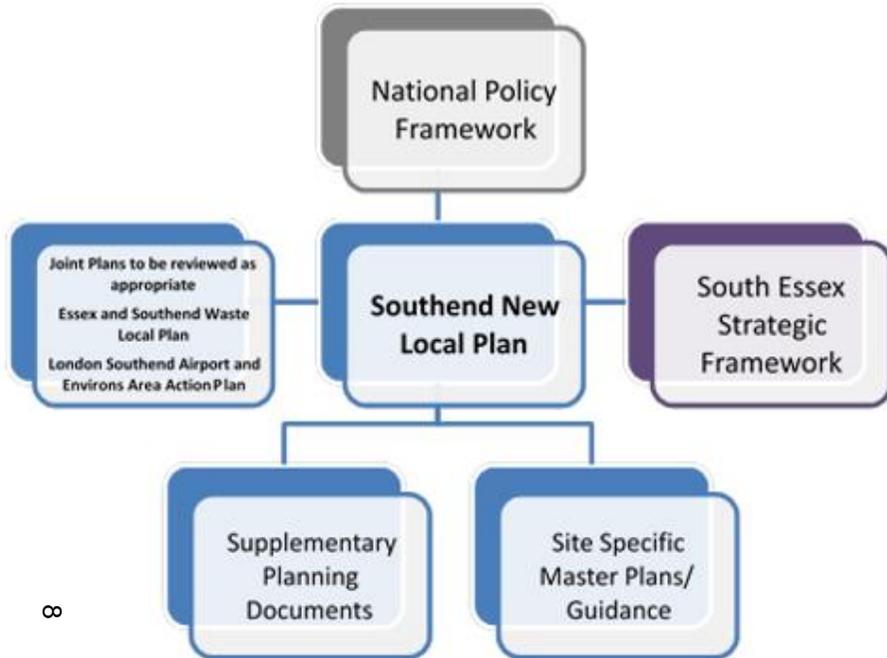


Figure 3: South Essex Strategic Map



National Planning Policy

The way we prepare our New Local Plan and what it contains is carefully regulated². Although there is some flexibility in how we go about it, we must prepare formal draft documents before the Plan is 'submitted' to be examined by an independent Inspector.

Local Plans must incorporate the principles of sustainable development³ which were first adopted by the United Nations in 1992 and lie at the heart of the National Planning Policy Framework⁴. This provides that there is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking.

In January 2016 the United Nations refined its sustainability objectives to include new areas such as climate change, economic inequality and innovation. These have been adopted as 17 interconnected 'Sustainable Development Goals'⁵. It will be important that the New Local Plan embraces these objectives.

Local Plans should be aspirational but realistic. To support the production of the New Local Plan, evidence based documents have and will continue to be prepared for various topics. These can be viewed on the Council's web site (localplan.southend.gov.uk).

The New Local Plan will replace the Southend Core Strategy, the Development Management Document, the Southend Central Area Action Plan and potentially some of the strategic policies within the London Southend Airport and Environs Joint Area Action Plan (JAAP), with a single document. The Essex and Southend Waste Local Plan (prepared jointly with Essex County Council) will be subject to its own review.

Proposed Changes to the Planning System

The Government recently published a White Paper⁶, 'Planning for the Future'. The consultation on this closed in October 2020.

² Town and Country Planning Regulations 2012.

³ Sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.

⁴ <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

⁵ Adopted by the United Nations as part of 'Agenda 21', a comprehensive plan of action to build a global partnership for sustainable development to improve human lives and protect the environment.

⁶ Planning for the Future, Ministry of Housing, Communities and Local Government, March 2020 - planningforthefuture@communities.gov.uk

The White paper contained a package of measures which seek to radically reform the planning system. The paper contained 24 individual proposals within three 'pillars' intended to 'streamline and modernise the planning process, improve outcomes on design and sustainability, reform developer contributions and ensure more land is available for development where it is needed'.

The proposals also seek to change how Local Plans are prepared and presented. In meeting identified development needs it proposes that all land be apportioned to three new categories:

- **Growth areas** suitable for substantial development;
- Existing built-up **Renewal areas** suitable for re-development;
- **Protected areas** where development is restricted.

If approved, the White Paper proposals will have a major impact on how the Southend New Local Plan is prepared and taken forward. The preparation of this 'Refining the Plan Options' document is designed to provide a degree of flexibility so that the changes proposed in the White Paper can be satisfactorily accommodated as appropriate as the New Local Plan progresses.

Issues and Options Consultation

01

The Issues and Options document was published for public comment between February and April 2019. Over 34,000 people were reached on social media and 532 people were engaged at face-to-face events. In response 1,210 comments were received on the web site, by post or email by 92 individuals or organisations. Of these 630 representations were in support of the vision or question set out in the Issues and Options document; 79 objected to content of the document and 501 made specific comments.

The details of this consultation feedback were published in August 2019 in a *Consultation Report*⁷, available at localplan.southend.gov.uk

This consultation feedback has been instrumental in helping to shape this next stage of the New Local Plan preparation.

⁷ Southend New Local Plan Issues and Options Consultation Report Southend on Sea Borough Council, August 2019

1. Aim and Objectives

A key and integral part of developing the New Local Plan will be to embed the Southend 2050 ambition and present an aim for where we want to be in 20 years' time together with a set of Spatial Objectives that relate to planning. The comments you have fed back to us on the Issues and Options document will be considered as part of this process.

The Spatial Objectives need to embrace the essence of the Plan's aim and expand on this to provide a framework for the development of specific planning policies and guidance.

What You Said

As part of the consultation on the Issues and Options document you told us that you were in broad agreement with the key messages of the Southend 2050 vision relating to planning issues, particularly around:

- ➔ joint working with partners, including across South Essex;
- a strong community, safety and inclusivity;
- opportunities for young people, education;
- meeting housing need and providing more jobs and attractive town centres;
- connections and getting around the Borough, green and innovative travel; and
- protecting and enhancing the environment and sea front.

However, you considered that further emphasis was required on:

- protecting and enhancing the environment, including combating climate change, improving urban greening and biodiversity, managing flood risk, cleaner air, sustainable construction and use of minerals;
- developing Southend together needs to be supported by officer and member behaviour;
- acknowledging that Southend isn't one place and can be defined in multiple ways;
- greater emphasis on supporting infrastructure, particularly regarding access and improved community services including health;
- the importance of making it easy for residents and visitors to be able to get in and around the Borough using sustainable means of transport, but there are conflicting views on levels of parking provision and management;

- the need to incorporate other aims and objectives that balance aspiration with what is deliverable, especially in terms of infrastructure and delivering affordable housing;
- incorporating the United Nations Sustainable Development Goals within policy development.

Southend 2050 Vision Refresh

The Council has a shared vision of the future – the Southend 2050 ambition, 26 outcomes and delivery roadmap. This was developed through substantial engagement and co-design with stakeholders and communities. The ongoing engagement activity has brought people and communities together to identify where they want Southend to be in the future.

The Council reviewed and refreshed the 2050 vision, outcomes and roadmap in September 2020 to take into account the impact of the Covid-19 pandemic on the local economy.

It is important to recognise that there is frequent new information concerning Covid-19 and its impact that affect Government decisions and policy makers. Therefore, it is essential that the recovery plans in Southend are fluid enough to respond to changes and this will mean that the 2050 outcomes and roadmap will be closely monitored and updated to ensure the very best for the Borough.

For [→]more information on Southend 2050 please see [Figure 4](#), and you can visit the website at <https://www.southend.gov.uk/southend2050>

Figure 4: Southend 2050 Themes and Outcomes (where we want to be)



By 2050 Southenders are fiercely proud of, and go out of their way, to champion what our city has to offer.

1. There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.
2. The variety and quality of our outstanding cultural and leisure offer has increased for our residents and visitors and we have become the region's first choice coastal tourism destination.
3. We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.
4. Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors.
5. We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.



By 2050 people in Southend-on-Sea feel safe in all aspects of their lives and are well enough to live fulfilling lives.

1. People in all parts of the borough feel safe and secure at all times.
2. Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.
3. We are well on our way to ensuring that everyone has a home that meets their needs.
4. We are all effective at protecting and improving the quality of life for the most vulnerable in our community.
5. Residents feel safe and secure in their homes



By 2050 we have a thriving, active and involved community that feel invested in our city.

1. Even more Southenders agree that people from different backgrounds are valued and get on well together.
2. Residents feel the benefits of social connection, in building and strengthening their local networks through common interests and volunteering.
3. Residents are routinely involved in the design and delivery of services.
4. A range of initiatives help increase the capacity for communities to come together to enhance their neighbourhood and environment.
5. More people have physically active lifestyles, including through the use of open spaces.



By 2050 Southend-on-Sea is a successful city and we share our prosperity amongst all of our people.

1. The Local Plan is setting an exciting planning framework for the Borough.
2. We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.
3. Our children are school and life ready and young people are ready for further education, training or employment.
4. Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough.
5. Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.
6. Southend provides fulfilling careers for our residents, and enough job roles to match the needs of the population.
7. Southend businesses feel supported to respond to economic shock; adapt to evolving global markets; and, have the tools to preserve their businesses by responding effectively and positively to change.



By 2050 people can easily get in, out and around our borough and we have a world class digital infrastructure.

1. Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long-term aspiration to open new routes, enabling a wider accessibility to public transport options.
2. People have a wide choice of transport options.
3. We are leading the way in making public and private travel smart, clean and green.
4. Southend is a leading digital city with world class infrastructure that reflects equity of digital provision for the young, vulnerable and disadvantaged.

Our Response

In developing a draft aim for where we want to be in 20 years' time and a set of draft development principles and spatial objectives for the Southend New Local Plan we need to take into account all the above considerations.

[A profile for Southend and some of the main opportunities and challenges facing the Borough are displayed following Question 1.1 below](#)

We would now like your views on what you think the Aim and Spatial Objectives should be and what our key priorities are for new development

Draft Aim – where we want to be in 20 years' time

Significant progress on the way to achieving the Southend 2050 ambition

Southend has led the way in how to grow a sustainable, inclusive city. We have made the best use of new technologies to meet the challenges of climate change, improve quality of life and reduce inequalities, while cherishing our Estuary identity and the unique character of our neighbourhoods. We are well on the way to meeting our ambition to be a Green City, with low carbon growth, improved energy efficiency, and protected and enhanced natural spaces, biodiversity and habitats.

Southend city centre has a more diverse mix of leisure, cultural and business floorspace, homes and improved public realm, and the scale and range of uses within local centres reflect their roles as local community hubs. Southend's built heritage and natural environment are protected and enhanced, and new buildings and spaces respect and complement the local distinctiveness of Southend's neighbourhoods.

Southend as the region's first choice coastal tourist destination has benefited from continued growth of both overnight and longer stays and with increasing visitor numbers. With its reputation for creativity and culture, as well as the draw of the seaside, Southend is a place that residents and visitors alike can enjoy in all seasons and the seafront and green spaces continue to be attractive places to spend time all year round.

New leisure and entertainment uses better connect the seafront with the town centre, and new workspaces within the town centre support innovation in technology and commerce. New homes, employment and local facilities are built in accessible locations with civic spaces where people can connect with each other and feel safe during both daytime and evening.

Carefully planned new neighbourhoods provide homes that are adaptable and flexible, meeting the needs of people at all stages of their life, and infrastructure has been provided to support mixed communities and personal independence. Health inequality has been reduced by new and improved green spaces and a network of walking and cycling routes increase opportunities for physical activity and enhanced mental wellbeing.

More residents have improved education and skills levels, enabling them to benefit from growth in innovation and enterprise, facilitated by Southend's position as a leading digital and cultural city. Excellent transport connectivity has been further enhanced by the extension of Crossrail, and improved surface transport links to London Southend Airport and new neighbourhoods.

Draft Development Principles

The draft Development Principles set out below will establish what our key priorities are from new development. A balanced approach to how they are implemented will be needed to ensure development is viable and can come forward.

Your comments will help us draft policies to manage development proposals that will be presented in the next consultation version of the New Local Plan.

- DP1** Deliver high quality, well designed and attractive urban, historic and natural environments that foster healthy living, are safe and people friendly, distinctive, and enhance existing character and local amenity.
- DP2** Ensure development is supported by necessary infrastructure, high quality digital connectivity and access improvements.
- DP3** Prevent or minimise the impact of climate change, including energy and water efficiency, renewable energy, improved air quality, sustainable drainage, electric vehicle charging and urban greening measures.
- DP4** Enhance biodiversity and improve access to green space, safeguard environmental assets and manage constraints such as flood risk.
- DP5** Prioritise the use of suitable previously developed land for development.
- DP6** Deliver a range of housing types and tenures, including affordable and Council housing, that are designed to be adaptable so local people can reside independently in their local community through all stages of their lives and seek to safeguard existing family housing.
- DP7** Promote modal shift through improved sustainable and active travel and proportionate parking standards that reflect car ownership levels, local on-street parking stress and the convenience of public transport and off-street public parking.

Draft Spatial Objectives

Draft Spatial Objectives are set out below to guide your feedback. They are relevant to different areas of the Borough. You may consider that some are appropriate, or you may have different ideas as to what topics the spatial objectives should cover:

- SO1** Achieve the urban renewal and sustainable regeneration of Southend's urban area and optimise the use of suitable previously developed land for development, particularly within town centres and other locations well served by public transport.
- SO2** Deliver sustainable new neighbourhoods to the north of the Borough to meet local housing and economic needs, particularly affordable and family housing. This will have regard to environmental considerations and the need to provide for supporting infrastructure including transport, health, education, community, recreation and leisure facilities.
- SO3** Define the broad extent of the Green Belt boundary around the urban areas of Southend to prevent the coalescence of neighbouring towns. This will include reviewing the Green Belt to deliver new neighbourhoods and support managed growth of the town and supporting infrastructure during this plan period and beyond.
- SO4** Identify, create, enhance and protect a comprehensive green and blue infrastructure network across the Borough, including existing public open green space and corridors linking to the provision of a new Country Park to the north-east of Southend, that would compensate for the loss of any land within the Green Belt and improve access to the surrounding countryside.
- SO5** Secure economic recovery and enhance Southend's important sub-regional role as a place for economic growth and opportunity and safeguard key business clusters, including those focussed round the town and district centres and London Southend Airport.
- SO6** Establish a network of town, neighbourhood and local centres to serve as the heart of local communities; providing opportunities for higher density living and being the focus for economic and social activity and improving health and wellbeing through improved access by train, bus, foot and cycle to a mix of uses including shopping, services and jobs.
- SO7** Promote and enhance the tourism, cultural and leisure offer, including visitor accommodation, having regard to the assets offered by the area, to attract greater visitor numbers and promote more overnight and longer stays.
- SO8** Identify new and improved strategic transport corridors, including highways, rail, bus, cycle and pedestrian provision, essential to realising economic growth.
- SO9** Promote modal shift through improved sustainable and active travel and the effective management of parking that supports growth of the town centre, tourism sector and London Southend Airport.
- SO10** Secure the social and physical infrastructure related to improving the health, education, lifelong learning and wellbeing of all sectors of the community.

- SO11** Facilitate the delivery of a relocated stadium for Southend United Football Club at Fossetts Farm in north Southend.
- SO12** Facilitate growth of London Southend Airport to realise its potential in becoming a zero carbon regional transport hub providing for significant new employment opportunities and improved strategic surface access subject to environmental safeguards.
- SO13** Ensure heritage assets and their setting are conserved and enhanced so they continue to make a full contribution to the character of Southend.
- SO14** Secure the sustainable use of the River Thames and its Estuary as an asset for transport, leisure and business while respecting its environmental sensitivity.
- SO15** Secure delivery of the plan's spatial objectives through all relevant delivery bodies and their strategies.

1.1 Aim and Objectives

Have your say.....

Please explain your answers

- a. → What are your views on the draft Aim for the Southend New Local Plan, setting out where we want to be in 20 years' time?
- b. Do you agree with the draft Development Principles or have we missed anything?
- c. Do you agree with the draft Spatial Objectives or have we missed anything?

Southend Borough

comprises 8 distinct neighbourhoods

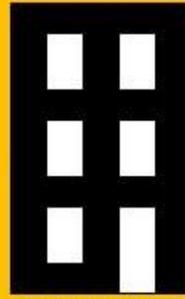


82,000

Existing homes



Density 19.6 homes per hectare



23,620 homes required by 2040



529.9 hectares of protected greenspace

20,000+ Street Trees



15 Allotments

8 Nature conservation areas

Resident Population

183,100

7+ million day visitors per annum pre Covid-19



7 miles of coastline

Theme Park & Pleasure Pier



3 Theatres



Cultural facilities

2 nationally recognised art companies

1 International Airport



9 Train Stations



50+ Sport facilities and pitches



58 Schools



2 Colleges



1 University

64,700 jobs in Southend

48 Commercial Areas (93 hectares)



11,000 new jobs by 2040

20 Business/ Industrial Estates (118.3 hectares)



Extensive Bus Routes



1.09 cars per household
1.31 cars per house
0.65 cars per flat



Map 1: Southend-on-Sea Borough

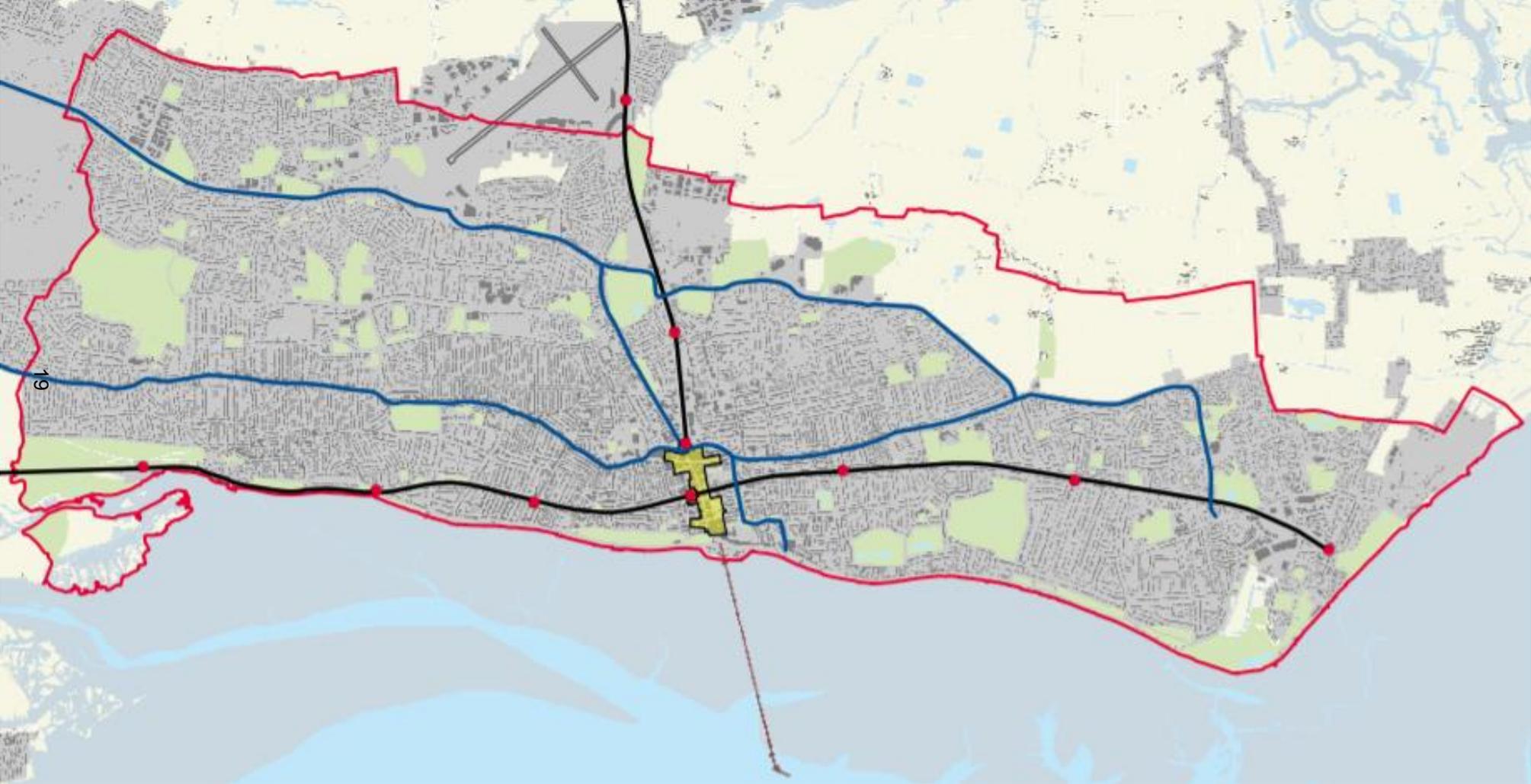


Figure 5: Strengths and Opportunities

7 miles of coastline



32 parks,
36 play areas



Strong entrepreneurial culture.
86% of companies employ 10 staff or fewer



Employment Growth Sectors – digital, cultural and creative; healthcare technology; advanced manufacturing and engineering; and tourism

Recover and grow visitor economy

7m Visitors Per year



Expanding Airport and business park



Hub for culture and higher education



Low car ownership.
1 car per household on average



9 railway stations



Frequent bus routes



Expanding cycle network



99% of all development in last 15 years on brownfield land

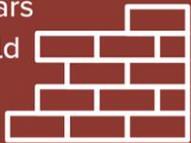


Figure 6: Challenges



2. Spatial Strategy

The New Local Plan must set out a positive overall strategy for the pattern, scale and quantity of development. It will be important that the strategy seeks to satisfactorily accommodate future development needs, including new homes, jobs and supporting infrastructure and services, whilst safeguarding the character and amenities of areas and the natural and the historic environment.

In relation to housing, Local Authorities must seek to meet their identified need in full. The Government has recently introduced a new standard methodology for calculating housing need. This represents a significant uplift on the number of homes that have been built in Southend in recent years. The latest calculation of need is set out in **Table 1**.

Table 1: Housing and Economic Identified Needs

District/Borough	Homes per annum	Jobs per annum
Southend	1,181 ⁸	550 ⁹

The Issues and Options document (2019) set out three possible options for meeting future development needs, namely:

- Option 1:** all development provided within the existing built up area
- Option 2:** most development provided within the existing built up area with some development on the urban edges on green field and Green Belt land in Southend
- Option 3:** Option 2 + working with neighbouring authorities to develop a comprehensive new settlement on Green Belt land (strategic scale development).

The advantages and disadvantages of each option were detailed in the Issues and Options document¹⁰ (pages 24 to 26). Only Option 3 had the potential to deliver all development needs.

⁸ Government Standard Methodology

⁹ South Essex Economic Development Needs Assessment (2017)

¹⁰ <https://localplan.southend.gov.uk/local-plan-issues-and-options-pdf>

What You Said

Of the three options, Option 3 attracted the most support as it provided the best opportunity for accommodating the necessary growth.

Those respondents favouring Option 1 focussed on the need to redevelop brownfield sites. Those opposing this Option were concerned that further development in the existing built-up areas would worsen perceived over-crowding and high-density development, increasing traffic problems and placing infrastructure under strain.

Respondents favouring Option 2 considered this to be the best compromise of the 3 options available, promoting use of brownfield sites whilst also allowing some expansion of the urban area, ensuring that new residents could easily access facilities in the existing urban area. Opposition came from those wishing to see the Green Belt protected and others who considered that this approach would not be sufficient to meet the Borough's needs.

Option 3 attracted the most support, although it was highlighted that building on a certain amount of Green Belt land and countryside is regrettable it would allow for the building of new neighbourhoods and provide homes to suit all people and provide the space to deliver successful communities with the required infrastructure to support them.

Views were also expressed that the delivery of a comprehensive new settlement (Option 3) will take a long time, with most of the new housing delivered towards the end of the plan period and beyond. As such, it was also suggested that all options could be implemented plus all suitable and deliverable sites beyond Southend's boundaries, including land south of Great Wakering, to meet its unmet needs.

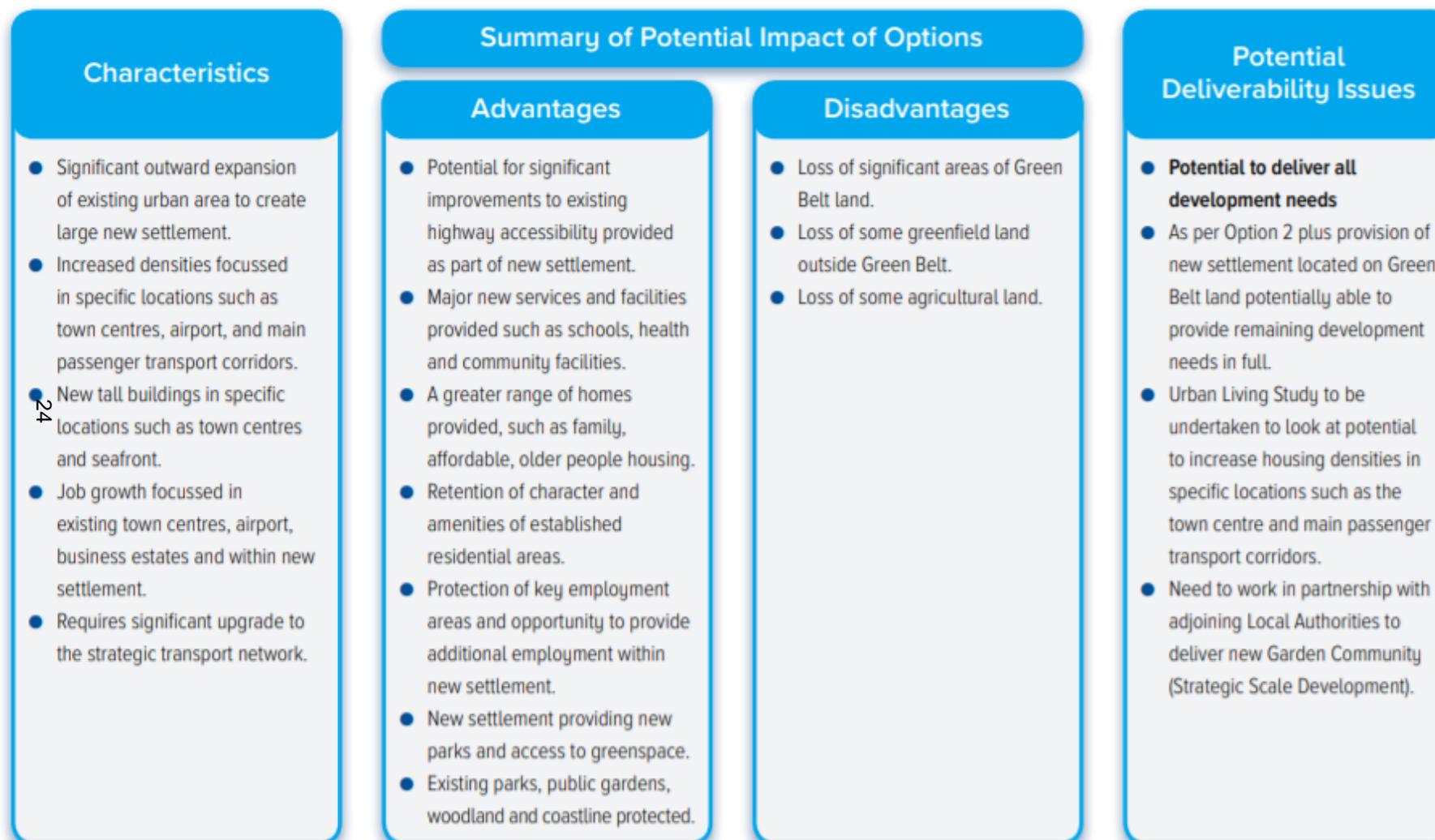
A number of comments noted that other areas assessed and dismissed in the Growth Locations Study¹¹ might have potential to accommodate development, but at a smaller scale than that tested in the Study.

¹¹ [South East Essex Strategic Growth Locations Assessment 2019](#)

Spatial Strategy Option 3 as presented in the New Local Plan Issues and Options Document (2019)

OPTION 3:

Option 2 + working with neighbouring authorities to develop a comprehensive new settlement on Green Belt land. (Strategic scale development)



Our Response

Having regard to your feedback we are actively exploring with neighbouring local authorities the potential to develop Option 3 as the Council's emerging preferred spatial strategy.

However, it is also clearly apparent from your feedback that we need to identify the full development potential from within the existing urban area of the Borough that can be achieved without detrimentally affecting the character and fabric of the urban environment. This is critical to determining what level of need is required to be accommodated outside the existing urban area and to provide an evenly phased development programme across the whole of the plan period.

Before we can develop a detailed strategy we therefore wish to establish where new housing development can satisfactorily be accommodated and what supporting employment, parks and green space facilities and transport improvements are needed to meet our future needs. Draft policies on how we manage new development, such as those that will guide design, heritage, carbon reduction and amount and type of affordable housing and the necessary infrastructure improvements will be included in the next stage of the Southend New Local Plans preparation.

25

We would now like your views on the detailed housing, employment, parks and green space and transportation aspects of the strategy in order that we may develop a comprehensive strategy which will be consulted on as part of the next stage of the New Local Plan preparation.

To help us develop the strategy we have commissioned a variety of technical evidence base studies to quantify and qualify the scale of need for different types of land uses, including housing (including houses of different types, tenures and sizes), employment, retail and leisure. A number of these studies have been commissioned with our South Essex Local Authority partners.

2.1 Economic Recovery and meeting Employment Needs

The Covid Pandemic has had a significant impact on the global and local economy, including consumer and travel to work patterns. The New Local Plan can play a key role in helping to act as a catalyst to recover from this impact. It will be important that we continue to monitor the impacts of Covid and the post pandemic recovery as the New Local Plan is prepared.

This section focusses on employment land provision for office, business, industrial and warehousing uses. However, the subsequent sections of the New Local Plan will all play an important role in facilitating job growth. The provision of new homes will provide construction jobs and attract investment and spending to the area, whilst a growing population will generate more jobs in schools and health related services as well as shops, cafes and restaurants in our town, neighbourhoods and local centres. Transport and access improvements for all modes of travel will be vital for attracting economic investment and there remains considerable economic growth potential at London Southend Airport.

The Southend Employment Topic Paper (2021)¹² summarises the latest available evidence on the employment space requirements and land supply position to inform how the New Local Plan should address the Borough's future employment land needs. This includes a summary of the South Essex Economic Development Needs Assessment (EDNA) which was published in 2017.

The Borough will need to plan for around 11,000 new jobs over a 20-year period according to the EDNA which identified 'growth clusters' as having the potential to achieve future economic growth in Southend. These are: **Southend Town Centre, London Southend Airport and northern Southend corridor centred around Progress Road, Airborne Close and Stock Road/ Temple Farm employment areas**. Within these areas the principal growth drivers are identified as being the **digital, cultural and creative; healthcare technology; advanced manufacturing and engineering; and tourism sectors**. There is also potential within the **climate change technology sector**. The EDNA recommended that support and investment for education, skills and training is targeted towards these occupations and industries to help boost the qualifications and skills levels of local people in these sectors.

Southend is a very constrained area where employment land has seen significant losses in recent years, however for the New Local Plan to positively encourage sustainable economic growth it must not overlook potential opportunities for growth. Conversely, it should not underutilise land with unjustifiable designations if there is no reasonable prospect of the land meeting future employment needs. This will include a balanced approach of: safeguarding the existing stock, additional land provision, and re-allocation of employment land to other uses

¹² <https://localplan.southend.gov.uk/new-evidence>

A key catalyst for meeting employment needs and supporting economic growth is delivering quality infrastructure improvements. The EDNA specifically states that without adequate infrastructure provision the employment growth scenarios for Southend will not be achieved. This aspect is considered within [Section 2.7 Transport and Access](#) below and will need to be further developed as the New Local Plan is prepared.

Safeguarding the Existing Stock

It is proposed that a number of key employment areas should continue to be designated and safeguarded for such uses as set out in [Table 2](#). These employment areas are identified in [Map 2](#).

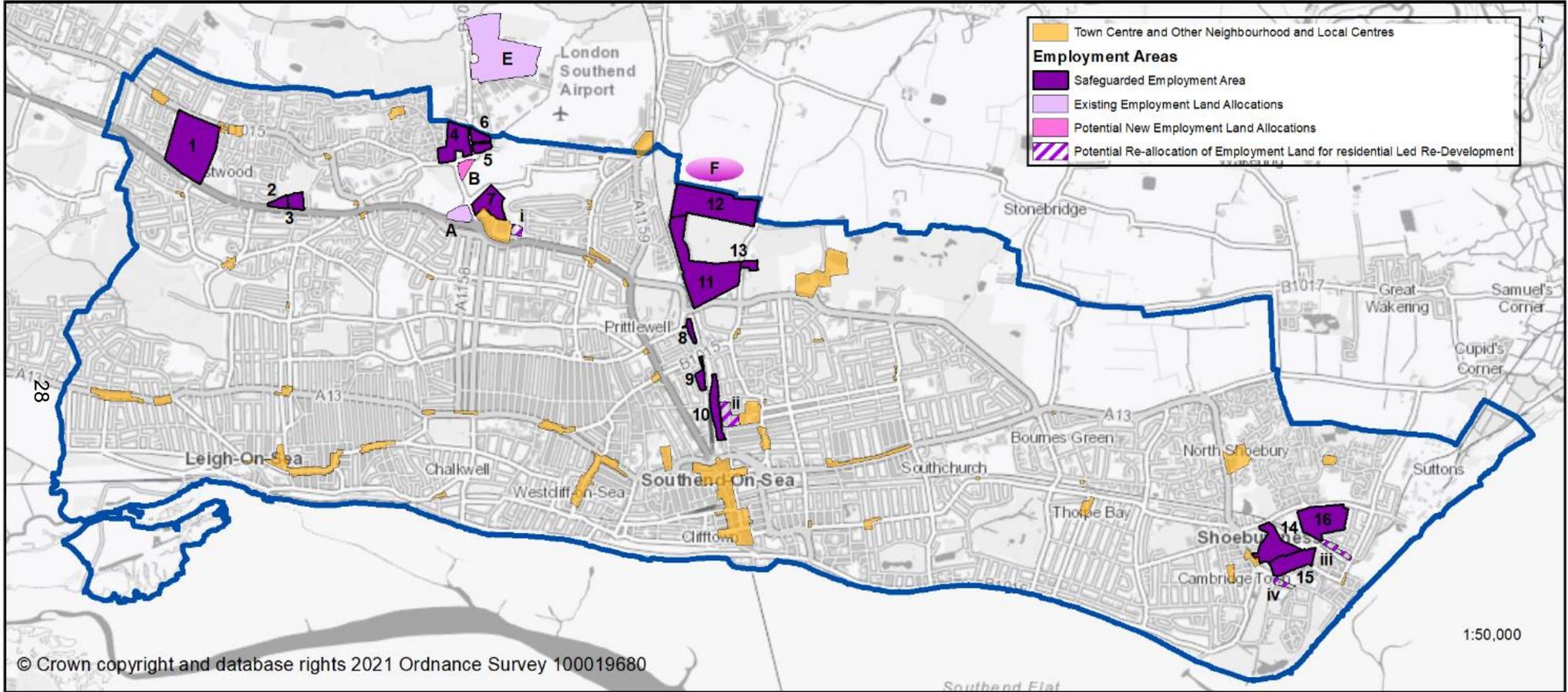
It is considered that a number of the sites listed in [Table 2](#) below could also provide additional employment floorspace of 500 sqm and above through the intensification of uses, notably at Progress Road and Stock Road/Temple Farm and should be promoted as such as part of the New Local Plan.

Table 2: Proposed Employment Land Designations

Map Ref.	Site	Description	Neighbourhood Area	Land Area (ha)
1	Progress Road	General Industrial and Business	Eastwood	21.46
2	Airborne Industrial Estate	General Industrial and Business	Eastwood	1.39
3	Airborne Close	General Industrial and Business	Eastwood	2.02
4	Comet Way	General Industrial and Office	Eastwood	7.16
5	Laurence Industrial Estate	General Industrial	Eastwood	1.26
6	Aviation Way	General Industrial and Business	Eastwood	1.59
7	Thanet Grange	Business	Prittlewell	5.41
8	Priory Works	General Industrial	Prittlewell	0.96
9	Tickfield Avenue	General Industrial and Business	Southend (Central)	1.42
10	Short Street	General Industrial and Office	Southend (Central)	4.03
11	Stock Road	General Industrial and Business	Edge of Southend/ New Neighbourhood	21.4
12	Temple Farm	Modern General Industrial and Business	Edge of Southend/ New Neighbourhood	18.9
13	Rosshill Industrial Park	General Industrial and Business	Edge of Southend/ New Neighbourhood	1.13
14	Towerfield Road	General Industrial and Business	Shoeburyness	7.25
15	Campfield Road	General Industrial and Business	Shoeburyness	6.13

16	Vanguard Way	General Industrial and Business	Shoeburyness	10.69
	Total			112.2

Map 2: Proposed Employment Land Designations



Additional Employment Land Provision

National Policy Guidance outlines that local authorities should develop an idea of the future economic needs of their area based on a range of data and forecasts of quantitative and qualitative requirements. In this respect, planning for growth should avoid relying upon using single sources of data or forecasts which tend to rely on a number of different variables that are inevitably subject to change.

The Employment Topic Paper¹³ reviews a number of economic growth scenarios including those set out in the EDNA and concludes that:

- in terms of office employment requirements, these are more likely to be around 16,000 sqm - this consists of the lowest positive projection across the scenarios tested in this analysis. Although, the office market is currently characterised as weak and very localised, the New Local Plan should provide for long-term and future growth needs without overestimating the levels of demand.
- in relation to the industrial and distribution requirements, it is estimated that the combined figure should be around 7,280 sqm reflecting increasing labour supply protection. This level of demand reflects better the past and emerging trends that have been recorded by the market, allows for some flexibility and unearths any latent demand.

To meet this identified need and to provide for a degree of flexibility, it is proposed that:

- land at Nestuda Way¹⁴ is designated for employment use;
- smaller sites that will deliver a proportion of employment floorspace are promoted as part of mixed-use developments, within local neighbourhood centres; and
- niche office developments are promoted as part of regeneration proposals for the Southend town centre – see [Section 3: Southend Neighbourhoods](#).

The EDNA identifies the important role that town centres play in not only providing opportunities in the digital, cultural and creative sector but also providing the opportunity more generally to encourage smaller and more diverse employment activity. A level of professional and business sector growth in particular could be expected to locate in town centre environments considering their strong link with population clusters, and the level of service, amenities and facilities they provide in one location.

In addition to the above sites and opportunities, the Borough Council is actively pursuing the provision of new employment land to the north of Southend in liaison with Rochford District Council as part of a joint approach to meeting future development needs in the sub-region. This includes land at the Airport

¹³ <https://localplan.southend.gov.uk/new-evidence>

¹⁴ Land at Nestuda Way is currently identified for employment use in the London Southend Airport and Environs Area Action Plan.

Business Park and potentially to the north of the Temple Farm estate, both situated within the administrative district of Rochford. If agreed, these sites will be identified in the emerging Rochford New Local Plan.

Collectively, these sites and their potential contribution to future employment land provision are set out in [Table 3](#) and identified in [Map 2](#).

Table 3: Potential New Employment Land Allocations

	Map Ref.	Broad Development Type	Name	Potential Use	Neighbourhood Area	Land Area	Comments
Within Southend Borough	A	Provision of new Employment land within Southend	Nestuda Way	Range of employment, including convenience retail, EV charging hub	Eastwood	2.75	Being promoted for a range of uses including potential retail and/ or EV charging hub. Currently allocated for employment within Airport Joint Area Action Plan.
	B		Land at Nestuda Way/ Eastwoodbury Lane	General Employment	Prittlewell	1.56	Promoted for potential car show room. However, proximity to airport runway may prohibit development.
	C	Intensification of economic uses within existing employment areas	Southend Town Centre and other neighbourhood and local centres	Niche/ small scale office development as part of mixed-use schemes/ refurbishment	Southend town centre and other neighbourhoods	Various	No specific allocations. See section 2.4.
	D		Existing employment areas along A127/ A1159 corridor	Intensification of existing employment uses	Various	Various	No Specific allocations. Focussed around Progress Road, Temple Farm and Stock Road (Map Ref – 1, 2, 3
Within Rochford District	E	Provision of new employment land on the edge of Southend with Rochford District	Airport new business park	Range of employment	North of Airport	27.05	Proposed within Airport Joint Area Action Plan – Committed site being built out. To be considered as part of Rochford New Local Plan.
	F		Land to the north of the Temple Farm Estate	Range of employment and flexible work spaces	As part of a series of new neighbourhoods on the edge of Southend	TBC	Currently agricultural land. To be considered as part of Rochford New Local Plan as part of a series of new neighbourhoods to the north of Southend. See Section 2.3 Development Opportunity D.

Re-allocation of Employment Land to housing-led redevelopment

A number of economic forecasts summarised in the Employment Topic Paper¹⁵ indicate a negative land requirement for industrial uses within the Borough. As such the opportunity for re-allocating such employment use to other uses, such as housing, is identified. The report identifies three sites as having the weakest offer, suffering from high levels of vacancies, namely:

- Prince Close - the continued employment use at this site has been severely reduced by recent permissions for residential development. Once the permissions are implemented the site will lose most of its employment footprint and this combined with its context and restricted access do not make it attractive for employment investment.
- Grainger Road - is identified as being unlikely to be appropriate for future employment use due to its location, the vicinity of retail and residential properties and its poor quality and poor accessibility.
- Terminal Close - is currently underutilised with half of the site being vacant and difficult to let due to the poor condition of premises and the unviable nature of the significant investment that would be required to bring the site up to modern day standards.

In addition to the above three sites, part of the Shoebury Garrison (Phase 1) regeneration scheme is identified for employment uses. However, since its designation take up rates have been slow and only a small proportion of the site is occupied by employment activities. The only newly developed commercial space in the area relates to a retail food store. Given this context and that the employment area will mainly comprise residential uses once existing planning permissions are built out, it would be inappropriate to continue promoting the site as an employment area.

Having regard to all these considerations it is proposed that the New Local Plan should re-allocate these designations for housing led redevelopment as set out in **Table 4** and **Map 2**.

Table 4: Potential Re-allocation of Employment Land to housing led redevelopment

Map Ref.	Site	Description	Neighbourhood Area	Land Area (hect.)
i	Prince Close	General Industrial	Eastwood	0.90
ii	Grainger Road	General industrial	Southend (Central)	2.76
iii	Terminal Close	General Industrial	Shoeburyness	0.94

¹⁵ <https://localplan.southend.gov.uk/new-evidence>

iv	Shoebury Garrison	Smaller Scale General Industrial	Shoeburyness	1.49
Total				6.09

Other Policy considerations

Due to recent changes in planning law to the General Development Order¹⁶, it is now possible to change an employment use to other uses without the need to apply for express planning permission. As such existing planning policies to protect employment space will become less effective where these relate to existing B1(a/b/c)¹⁷ premises, because there will no longer be the same degree of planning control to change an employment use to retail, leisure and community use. The New Local Plan will therefore need to state clearly the protection of office – Use Class E(g)(i)/(ii), light industrial – E(g)(iii), industrial, B2 General Industrial, and B8 Storage or distribution uses - by labelling as appropriate within the emerging policies and allocations. This will be justified in Southend where there is pressure from other Class E uses and there is also a constrained land supply in general.

Economic Recovery and Meeting Employment Needs

What does this issue cover?

- Protection of important employment sites and premises
- Identification of new employment locations and opportunities
- Potential release of underused employment areas for new uses (redevelopment of poorer quality employment sites)

What information or evidence do we need for this issue?

- Housing and Employment Land Availability Assessment (HELAA) (2020)
- Southend Economic Strategy (2017)
- South Essex Economic Development Needs Assessment (EDNA) (2017)
- Southend Employment Topic Paper (2021)

¹⁶ The Government recently introduced under the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 changes regarding the Use Class Order which took effect on 1 September 2020.

¹⁷ Use Class B1 – Business, (a) Office other than a use within Class A2, (b) Research and Development of products or processes, (c) For any industrial process (which can be carried out in any residential area without causing detriment to the amenity of the area).

Related Southend 2050 Outcomes - where we want to be

- Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough.
- Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.
- Southend provides fulfilling careers for our residents, and enough job roles to match the needs of the population.
- Southend businesses feel supported to respond to economic shock; adapt to evolving global markets; and, have the tools to preserve their businesses by responding effectively and positively to change.

2.1 Economic Recovery and Meeting Employment Needs

Have your say.....

Please explain your answers

- a. ³³ Do you agree with the employment sites proposed to be safeguarded as set out in **Table 2** and **Map 2**? Please reference the site.
- b. Do you agree with the identified potential new employment sites as set out in **Table 3** and **Map 2**? Please reference the site.
 - i. Should we prioritise the *provision of new employment land within Southend* (Sites A + B); or
 - ii. Should we prioritise *the intensification of economic uses within existing employment areas* (Areas C + D); or
 - iii. Should we prioritise the *provision of new employment land on the edge of Southend in partnership with Rochford District Council* (Sites D + E)? or
 - iv. Should we prioritise all or a combination of the above?
- b. Do you agree with the identified potential re-allocation of employment sites to residential-led redevelopment as set out in **Table 4** and **Map 2**?
- c. Do you have any other views you would like to make on meeting employment needs?

2.2 Providing Community Services and Infrastructure

Providing quality services for the future health, education, sports and leisure and community needs of the Borough's residents are fundamental factors in achieving a high quality of life, and with a growing population it is essential that these are planned in such a way that they meet the future demands that are placed upon the town. **Growth within Southend needs to be infrastructure led, ensuring key services and facilities are delivered when and where they are needed, taking account of existing capacity and the phasing of future development.**

Good quality infrastructure is essential to enable growth to occur. This includes physical infrastructure such as utilities (water, electricity, gas, digital, etc) as well as wider social infrastructure such as schools, health, sports and leisure facilities. It is known that there are localised issues with infrastructure within the Borough that will require addressing in the future. Examples are some schools being full with others undersubscribed, sewer capacity limitations and weaknesses in the electricity grid in parts of Leigh.

New development can exacerbate current problems if these are not addressed but also has the potential to significantly improve the situation through new investment that also benefits existing users. An example of this would be a new Link Road (multi-modal) between the A127 and Shoeburyness, which would be vital in facilitating new neighbourhood/s to the north of Southend, whilst providing relief to the local network to the east of the borough ([See Section 2.7](#)).

A ³⁴high-level assessment of different infrastructure types in Southend has already been undertaken as part of the South Essex Strategic Infrastructure Position Statement (SIPS)¹⁸. The provision of community services and infrastructure is the responsibility of a range of public and private bodies. Discussions have been held with various providers which will continue as part of detailed plan preparation as it becomes clearer what sites will be included within the New Local Plan.

A detailed Infrastructure Delivery Plan will be prepared for the New Local Plan to identify what the current issues are and the implications of growth. It will also identify potential timescales for improvements and how these will be funded. Examples of funding mechanisms include the Business Plans of individual providers and developer contributions, including through a review of the Community Infrastructure Levy and legal agreements such as Section 106 Agreements under the Town and Country Planning Act.

Providing Community Services and Infrastructure

¹⁸ <https://localplan.southend.gov.uk/new-evidence>

What does this issue cover?

- Community facilities and other infrastructure priorities
- Planning for future demand for social and community infrastructure for people at all stages in their lives

What information or evidence do we need for this issue?

- Southend and Rochford Settlement Role and Hierarchy Study (2020)
- Southend Playing Pitch Strategy and Built Facilities Strategy (2018)
- South Essex Strategic Infrastructure Position Statement (2019)
- Infrastructure Delivery Plan (to be reviewed)

Related Southend 2050 Outcomes - where we want to be

- Residents feel the benefits of social connection, in building and strengthening their local networks through common interests and volunteering
- A range of initiatives help increase the capacity for communities to come together to enhance their neighbourhood and environment
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors
- Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives
- People have a wide choice of transport options
- Southend is a leading digital city with world class infrastructure that reflects equity of digital provision for the young, vulnerable and disadvantaged.

2.2 Providing Community Services and Infrastructure

Have your say.....

Please explain your answers

Please refer to **Part 3: Southend Neighbourhoods** to comment and view infrastructure priorities for each neighbourhood within Borough and **Section 2.7: Transport and Access** to comment on transportation.

- a. Are there any specific issues regarding community services and infrastructure provision that you consider need to be addressed with respect to new development?

2.3 Providing New Homes

Housing is an important issue, particularly its affordability, not just for Southend but nationally. The Government Standard Method for calculating the number of homes required over a 20-year period for Southend indicates the need for **23,620 new homes** (1,181 homes per annum). Only about a third of this rate was built each year between 2001-2020, the majority of this development taking place on previously developed land within the existing built-up area of Southend.

If we do not meet the Government housing target, either by ourselves or through South Essex Authorities working together, the Government's 'Housing Delivery Test' will apply a presumption in favour of development that will make it harder to reject proposals that do not comply with the New Local Plan on matters such as poor design or loss of existing land uses. There is therefore a clear imperative to look at all opportunities for how and where our housing need can be met.

Housing in Southend, and South Essex as a whole, has become less and less affordable in recent years. Indeed for many, it is simply unaffordable. When compared to the national average, we have high rates of overcrowding, enforced house sharing, and homelessness. We continue to see rising house prices and private rents outstripping local wage levels. Not enough housing is being built in the area and the New Local Plan needs to facilitate a step-change in housing delivery in the future whilst respecting climate change implications, protecting our parks, delivering new infrastructure, including schooling and transport and safeguarding the character of the town.

Having an up-to-date Local Plan that is shaped through community engagement, provides an important tool to help manage future development proposals that would otherwise come forward without local policies guiding the type, scale and location of new development.

Housing Issues

Southend Population 183,100
Area 4175.6 hectares



82,000
Existing homes

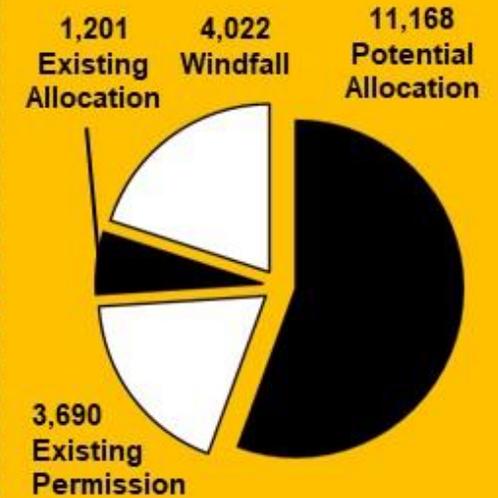
Density 19.6
homes per
hectare



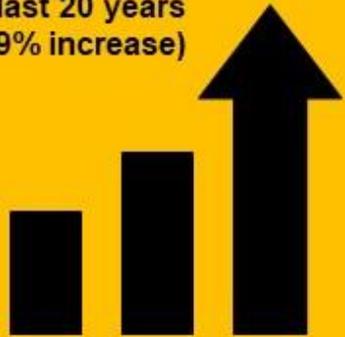
23,620 homes
required by 2040



Supply - potential
number of new homes
within Southend **20,081**



6,274 new homes built over
the last 20 years
(8.29% increase)



Of which **773 new affordable**
homes built over the last 20
years



Around **570 – 650 new**
affordable homes required
each year (SHMA 2016)

1,419 families on the
Southend Council housing
waiting list



2020 average house price
10.62x local earnings
(national average 7.84x)



2000 average house price
3.88x local earnings

Average age of first time
buyer

31



Average price of a home has
increased **320%** over the
last 20 years within Southend



National
average =
211%



Low growth in housing
compared to other large
towns and cites

Need to
deliver
more
family
housing



As described above within **Section 2: Spatial Strategy**, the Issues and Options consultation document (2019) set out three possible options for meeting future development needs, namely:

Option 1: all development provided within the existing built up area.

Option 2: most development provided within the existing built up area with some development on the urban edges on green field and Green Belt land in Southend.

Option 3: Option 2 + working with neighbouring authorities to develop a comprehensive new settlement on Green Belt land (strategic scale development).

Of the three options, Option 3 attracted the most support as it provided the best opportunity for accommodating the necessary growth.

Having regard to your feedback we are actively exploring with neighbouring local authorities the potential to develop Option 3 as the Council's emerging preferred spatial strategy.

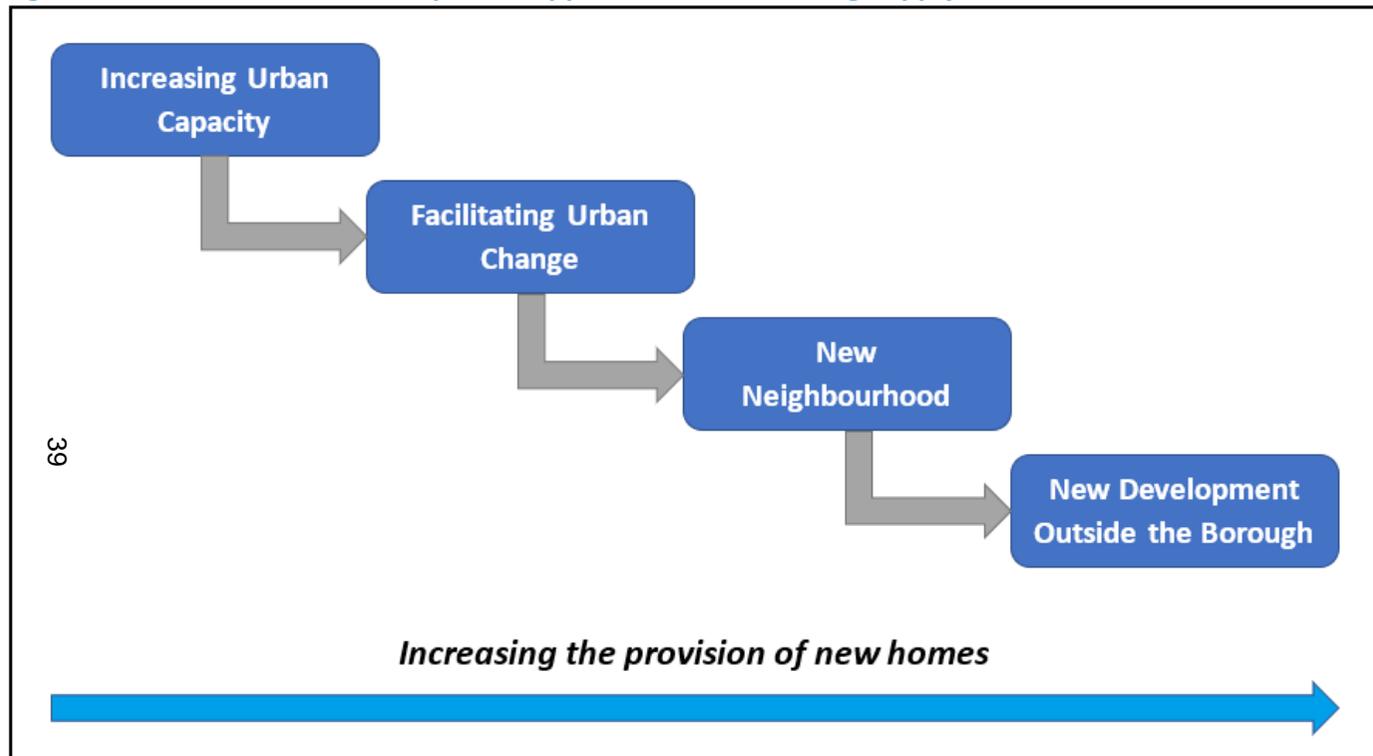
In taking forward Option 3 we have identified four mutually inclusive broad development opportunities that can contribute to the supply of new homes to meet our future housing needs (see also, **Figure 7**). These are:

- **increasing Urban Capacity** – sites that broadly accord to existing plan policies located on previously developed land.
- **facilitating Urban Change** – sites that would likely require a change to existing plan policies to come forward or would include the redevelopment of some existing residential accommodation.
- **provision of a new Neighbourhood** – comprising sites within the Green Belt and at Fossetts Farm within Southend Borough.
- **new Development Outside the Borough** – comprising sites that could provide expanded new neighbourhoods on the edge of Southend located within the Green Belt in Southend Borough and Rochford District or sites elsewhere in South Essex.

To determine the likely contribution that these types of development can make to meeting local housing needs various studies have been undertaken. A Land Availability Assessment, Urban Capacity Study and Complete Communities Study have been completed to determine potential development rates within the existing urban area having regard to density and character and form of the area. These can be viewed on the Councils' website at <https://localplan.southend.gov.uk/new-evidence>.

Green Belt and Landscape Quality Assessments¹⁹ have been completed to assess the contribution Green Belt in Southend makes to national Green Belt policy objectives and the impacts that might arise if parts of it were to be developed.

Figure 7: Potential Broad Development Opportunities of Housing Supply



39

The number of new homes that could potentially be achieved from each broad development opportunity and component of growth is detailed below in **Table 5**.

This approach follows national planning policy by ensuring all opportunities to meet housing needs are explored before looking at sites within the Green Belt, including making as much use as possible of sites within urban areas, underutilised brownfield land and optimising densities in locations served well by public transport.

¹⁹ <https://localplan.southend.gov.uk/new-evidence>

Each component of growth and development opportunity consists of a number of individual sites that are being promoted to us for development.

We are interested in your views on the merits and disadvantages of each ‘development opportunity’ and ‘component of growth’ from a broad sense. To view and comment on individual sites please refer to Part 3: Neighbourhoods.

Alternatively you can use the interactive mapping tool via the New Local Plan website - <https://localplan.southend.gov.uk/>

The number of new homes coming forward on sites already with planning permission has been included within Table 5. However, they are not the focus of this consultation as the decision cannot be changed by its outcome. Sites with planning permission can be viewed in Appendix A – it is proposed that these sites will also be allocated if they have not been implemented before we finalise the New Local Plan.

Table 5: Potential Housing Contribution from Development Opportunities

Local Area	Development Opportunities	Components of Growth	Potential No. of New Homes	Compliance with existing policy ²⁰	
40 Southend Borough	A. Increasing Urban Capacity	Sites with Planning Permissions ²¹	3,690	Yes	
		Windfall (no-sites)	4,022		
		Existing Allocated Sites	1,201		
		Urban Area Sites (previously developed land)	1,705		
	Total (A)			10,618	
	B. Facilitating Urban Change	Housing Regeneration Sites	866	No	
		Employment Land Release Sites	740		
		Sites on Agricultural Land within Settlement Limits	331		
		Sites on Green Space within Settlement Limits ²²	322		
	Total (B)			2,259	
Supply within Urban Area (A+B)			12,877		
		Fossett Farm Sites	1,859	Yes	

²⁰ refers to likely compliance with existing policy, not a detailed assessment of the current adopted development plan. Sites within scenarios classified as non-compliant could still come forward now depending on the policy constraint and other material considerations, but generally would require policy review as part of the preparation of this new Local Plan.

²¹ Includes both large (5 homes or more) [2,664 dwellings] and small sites (less than 5 homes) with planning permission and those sites being implemented as of April 2019 [1,026]

²² Currently protected as public open space

	C. Provision of new Neighbourhood on edge of Southend	Sites currently designated as Green Belt	5,345 ²³	No
	Total (C)		7,204	
	Total Provision in Southend Borough (A+B+C)			20,081
South Essex Local Authorities	D. Development outside the Borough	Provision of new neighbourhood on edge of Southend in Southend Borough (Development Opportunity C) PLUS Assistance from Rochford District Council to provide a series of new neighbourhoods on the edge of Southend currently designated as Green Belt ²⁴	4,890 ²⁵ <i>(Total C+D = 12,094)</i>	No
		Neighbourly help from elsewhere	To be confirmed	

Meeting Housing Need

As set out above national policy outlines that Local Plans must seek to meet housing need in full as well as any needs that cannot be met within neighbouring areas where it is possible to do so. The number of homes that is needed in Southend by 2040 is **23,620** (1,181 homes per annum).

Table 5 sets out the maximum amount of housing that could be delivered within the existing urban area is **12,877** new homes (**Development Opportunity A and B**). This represents a significant uplift in the past deliver of housing within Southend. However, 8,913 of these new homes are from sites that already have planning permission, are already allocated for development or are assumed to come forward over the plan period from windfall supply and therefore do not comprise any new allocation within the New Local Plan.

If a new neighbourhood (**Development Opportunity C**) were to be delivered on the edge of the urban area but within Southend, an additional 7,204 homes could be provided, which includes up to 5,345 homes on Green Belt land. This would result in a maximum supply of between **19,356 - 20,081** new homes

²³ 4,620 homes estimated to be delivered within Plan Period to 2040

²⁴ Exploring strategic scale development on the edge of Southend. [South East Essex Strategic Growth Locations Assessment 2019](#)

²⁵ 3,950 homes estimated to be delivered within Plan Period to 2040

within Southend by 2040²⁶, which represents a shortfall of 3,539 to 4,264 in the number of homes needed during the plan period (see [Table 6](#)). This shortfall may increase if sites presented within the New Local Plan are not brought forward or lead in times are such that less homes are delivered by 2040.

In such circumstances the Borough Council will continue to engage with Castle Point Borough Council and Rochford District Council as neighbouring authorities and other South Essex authorities to determine whether the shortfall in housing need can be delivered elsewhere.

Strategic scale development through the delivery of a series of new neighbourhoods (**Development Opportunity D**), on the edge of Southend including land within Rochford District, has the potential to deliver an additional 4,890 homes²⁷ which would help meet the Government’s assessed Standard Method for housing needs for the area over a 20-year period.

Table 6: Housing Need versus Potential Supply

	Housing Supply (estimated)		Housing Need (Government Standard methodology)	Shortfall/ Surplus (estimated)	
	by 2040	Total		by 2040	Total
Total supply in Southend, including the delivery of a new neighbourhood on Green Belt land (Table 2: A + B + C)	19,356	20,081	23,620	-4,264	-3,539
Supply in Southend if new neighbourhood on Green Belt land is not delivered (Table 2: A + B + Fossetts Farm Sites)	14,736	14,736		-8,884	
Total supply including assistance from Rochford District Council to provide a series of new neighbourhoods on the edge of Southend (Table 2: A + B + C + D)	23,306	24,971		Potential to meet housing need	

²⁶ 19,356 new homes within the Plan Period to 2040, due to the long lead in times to deliver a new neighbourhood as part of Development Opportunity C. Around half of the supply (11,168 new homes) is from sites that would represent a new allocation in the New Local Plan, with the remainder comprising windfall, existing permissions or existing allocations.

²⁷ 3,950 within Plan Period to 2040 due to the long lead in times to deliver a series of new neighbourhoods as part of Development Opportunity D

Providing New Homes

What does this issue cover?

- Exploring identified housing need and the supply of new homes
- Identifying sites for future housing to meet anticipated needs
- Identification of comprehensive new neighbourhoods

What information or evidence do we need for this issue?

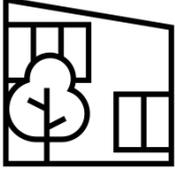
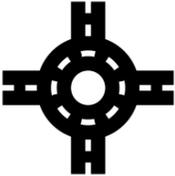
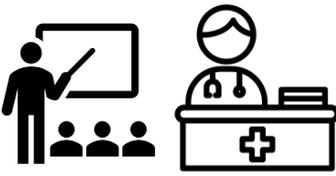
- Housing and Employment Land Availability Assessment (HELAA) (2020)
- South East Essex Strategic Growth Locations Assessment (2019)
- South Essex Strategic Growth Locations Study (2020)
- Housing, Homelessness and Rough Sleeping Strategy (2018)
- Southend and Rochford Settlement Role and Hierarchy Study (2020)
- Rochford and Southend Joint Green Belt Study (2020)
- Rochford and Southend Landscape character, sensitivity and capacity study (2019)

Related Southend 2050 Outcomes - where we want to be

- We are well on our way to ensuring that everyone has a home that meets their needs
- Residents feel safe and secure in their homes
- We are all effective at protecting and improving the quality of life of the most vulnerable in our society

Development Opportunity A - Increasing Urban Capacity

Headlines - Development Opportunity A

			
<p>Potential 10,618 new homes (mainly flats, of which 10 – 20% affordable)</p>	<p>Opportunity to regenerate & invest in existing urban area/ derelict land</p>	<p>4,891 new homes with planning permission or already allocated, a further 4,022 via windfall</p>	<p>Shorter lead in times for development</p>
			
<p>£42m estimated contribution to new/improved infrastructure²⁸ 44</p>	<p>Transport mitigation & improvements likely to be made off-site, improving existing network</p>	<p>Requirements for education & health likely to be met through expansion of existing facilities</p>	<p>Access to parks & leisure facilities likely to rely on existing provision</p>
			<p>SOUTHEND BOROUGH</p>
<p>£1.9bn estimated Construction Value 13,600 estimated direct Construction Jobs²⁹</p>	<p>£53m estimated first occupation expenditure³⁰</p>	<p>£276m estimated additional residential expenditure per annum to help support local jobs³¹</p>	<p>All sites within Southend Borough</p>

²⁸ Assumes S106 of £1,400 per dwellings, averaged CIL rate of £50per sqm, average size of dwellings size of 65sqm, 20% affordable housing

²⁹ Assumes average house size of 100sqm, BCIS Jan 2021 for Southend £/sqm, 30% affordable housing; construction turnover per worker based on ONS Annual Business Survey

³⁰ Assumes £5,000 per dwelling; resident expenditure based on ONS Family Spending Survey (all households)

³¹ Assumes average household size of 2.5 persons, resident expenditure based on ONS Family Spending Survey (all households)

This comprises development within the existing urban area of Southend and includes windfall, existing allocations and sites located on previously developed land. The delivery of sites under this scenario is broadly compliant with existing planning policy.

Windfall

Windfall sites³² are those that are not specifically identified from the outset in the Local Plan. They normally comprise previously developed land that has unexpectedly become available. These could include, for example, large sites resulting from an unforeseen factory closure or small sites such as a residential conversion or a new flat over a shop.

As Southend is almost exclusively urban, it is inevitable that there will be further intensification of the existing urban area and a continual supply of land and buildings reaching the end of their useful life in their current use that may be suitable for residential use or redevelopment. Such developments assist with regeneration, urban renewal and inward investment but must conform with development management and design led policies to ensure there is not a detrimental impact on the local area.

Based on analysis of historic and future trends and ensuring there is no double counting with sites listed below, it is estimated that around 4,000 new homes can be provided through windfall development over the next 20 years. This figure is further supported by the Southend Urban Capacity Study³³.

Permitted and Existing Allocated Sites

Around 3,700 homes can be delivered from **Sites with Planning Permission** and are not the focus of this consultation. **Existing Allocated sites** are those currently allocated in the Southend Central Area Action Plan (SCAAP) adopted in 2018, where the principle for development has already been set and therefore will be included within the New Local Plan.

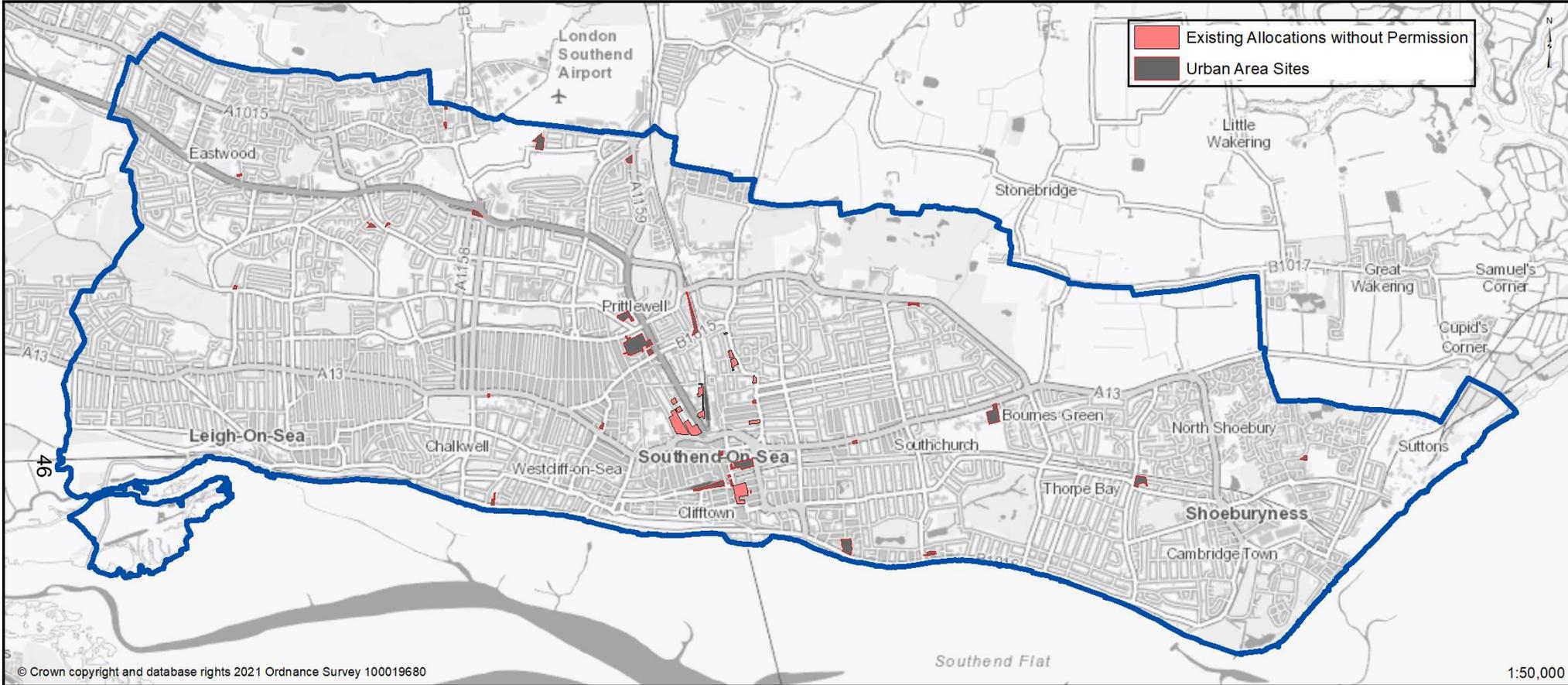
Urban Area Sites (sites submitted to us as part of New Local Plan process)

Other **Urban Area Sites** are those not currently allocated in the SCAAP, which sit within the existing urban area of the Borough and have development potential. Most will be characterised as previously developed land. The Government supports the redevelopment of such sites to assist urban renewal, ensuring the efficient use of land as well as providing for additional homes (see **Map 3**).

³² Windfall can include permitted development that does not require planning permission, and therefore, the Borough Council has limited influence on managing such development.

³³ <https://localplan.southend.gov.uk/new-evidence>

Map 3: Increasing Urban Capacity Sites³⁴



³⁴ Does not depict those sites with planning permission – please refer to Appendix A to view sites with planning permission.

Table 7: Increasing Urban Capacity

Component of Growth	Number of new sites as part of Local Plan	Number of sites with PP or Existing Allocation	Total number of sites	Potential number of new homes as part of Local Plan	Number of new homes with PP or Existing Allocation	Total number of potential new homes
Sites with planning permission on small sites (less than 5 homes) or those being implemented as of April 2019	0	225	225	0	1,026	1,026
Sites with planning permission on large sites (5 homes or more)	0	47	47	0	2,664	2,664
Existing Allocated Sites	0	13	13	1,201	0	1,201
Urban Area Sites	33	0	33	1,705	0	1,705
Sub Total	33	285	318	2,906	3,690	6,596
Windfall				4,022		4,022
Total	33	285	318	6,928	3,690	10,618

Please refer to [Section 3: Neighbourhoods](#) to view and comment on individual sites. A full list of potential sites is also available at [Appendix A](#).

The easiest and simplest way to view and comment on the document and proposed sites is by visiting the Council's [New Local Plan website](#) and [interactive mapping tool](#).

2.3a Providing New Homes – Development Opportunity A: Increasing Urban Capacity

Have your say.....

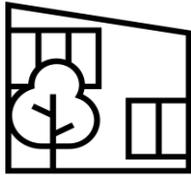
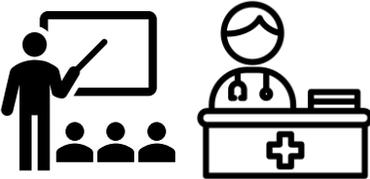
Please explain your answers

You can view and comment on specific sites within Section 3: Neighbourhoods or via the website

- Government supports the development of **Urban Area Sites** and therefore should be included within the New Local Plan. Do you have any comment to make regarding this?
- The Southend Central Area Action Plan, adopted in 2018, includes a number of **Existing Allocated Sites**. It is proposed that the New Local Plan will continue to allocate these sites for development. Do you have any comment to make regarding this?

Development Opportunity B - Facilitating Urban Change

Headlines - Development Opportunity B

			
Potential 2,259 new homes (mainly flats, of which 10–20% affordable)	Renewal or redevelopment of council property to provide quality homes for local people	Repurpose underused industrial estates and vacant premises	Small number of sites on green space and agricultural land
			
±£9m estimated contribution to new/improved infrastructure ³⁵	Transport mitigation & improvements likely to be made off-site improving existing network	Requirements for education and health likely to be met through expansion of existing facilities	Access to parks & leisure facilities likely to rely on existing provision
			SOUTHEND BOROUGH
£0.4bn estimated Construction Value 2,900 estimated direct Construction Jobs ³⁶	£11m estimated first occupation expenditure ³⁷	£58m estimated additional residential expenditure per annum to help support local jobs ³⁸	All sites within Southend Borough

³⁵ Assumes S106 of £1,400 per dwellings, averaged CIL rate of £50per sqm, average size of dwellings size of 65sqm, 20% affordable housing

³⁶ Assumes average house size of 100sqm, BCIS Jan 2021 for Southend £/sqm, 30% affordable housing; construction turnover per worker based on ONS Annual Business Survey

³⁷ Assumes £5,000 per dwelling; resident expenditure based on ONS Family Spending Survey (all households)

³⁸ Assumes average household size of 2.5 persons, resident expenditure based on ONS Family Spending Survey (all households)

In addition to the above (Development Opportunity A), there are other opportunities for facilitating urban change which could contribute further to meeting future housing needs. These all comprise sites submitted to us as part of New Local Plan process and include:

- **Housing Regeneration Sites** located on existing housing estates in public ownership that may benefit from some renewal, redevelopment or expansion to help assist in regenerating the area, providing quality homes for local people, including meeting the needs of an ageing population so residents can remain living in the community.

To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping any of these sites unless the site is already allocated or has planning permission, for example Better Queensway.

- Outmoded/under used **Employment Land Release Sites** that could be put to alternative residential use by providing additional new homes that relate better to nearby existing residential properties and may include an element of new commercial floorspace. Please refer to [Section 2.1](#) above to view and comment on the sites.
- Sites on **Green Space and Agricultural Land** within settlement limits that could be suitable for housing. This comprise 8 sites in total. Please refer to [Section 2.6](#) below to view and comment on the sites.

49

The delivery of sites under this scenario will broadly rely on review of existing planning policy as part of the New Local Plan. See [Map 4](#) and [Table 8](#).

Map 4: Facilitating Urban Change³⁹

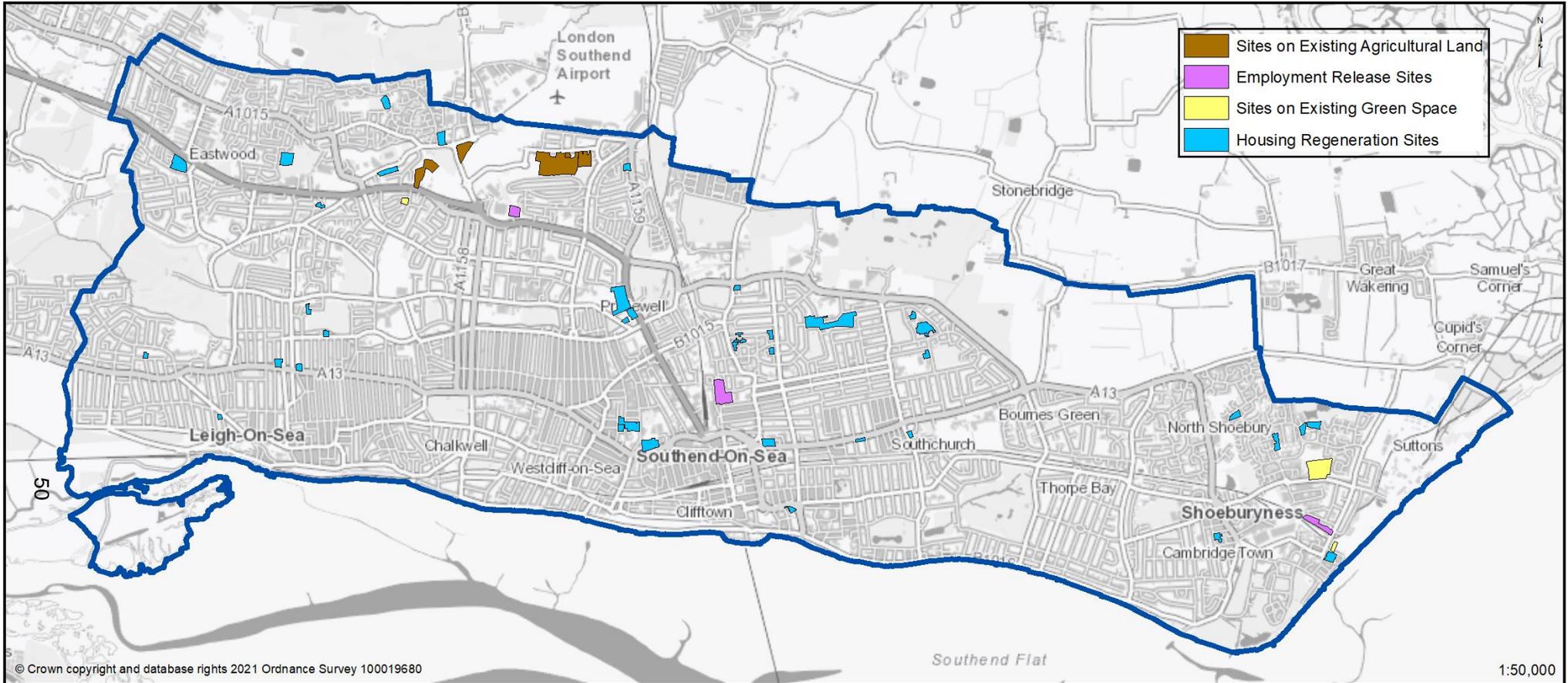


Table 8: Increasing Urban Capacity Sites

Component of Growth	Number of sites as part of Local Plan	Potential number of new homes as part of Local Plan	Total number of potential new homes
Housing Regeneration Sites	40	866	866
Employment Land Release Sites	4	740	740

³⁹ Does not depict those sites with planning permission – please refer to Appendix A to view sites with planning permission.

Agricultural Land within Settlement Limits	5	331	331
Site on Green Space within Settlement Limits	3	322	322
Total	52	2,259	2,259

Please refer to [Section 3: Neighbourhoods](#) to view and comment on individual sites. A full list of potential sites is also available at [Appendix A](#).

The easiest and simplest way to view and comment on the document and proposed sites is by visiting the Council's [New Local Plan website](#) and [interactive mapping tool](#).

2.3b Providing New Homes - Development Opportunity B: Facilitating Urban Change

Have your say.....

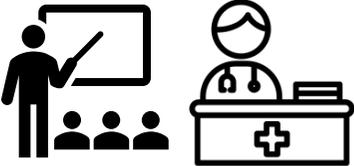
Please explain your answers

You can view and comment on specific sites within Section 3: Neighbourhoods or via the website

- Do you support or disagree with the principle of allocating **Housing Regeneration Sites** for housing led redevelopment, as shown on [Map 4](#) and [Table 8](#)?
- Do you support or disagree with the principle of allocating **Employment Land Release Sites** for housing led redevelopment, as shown on [Map 4](#) and [Table 8](#)?
- Do you support or disagree with the principle of allocating a small number of sites that are currently located on public **Green Space** for housing led redevelopment, as shown on [Map 4](#) and [Table 8](#)?
- Do you support or disagree with the principle of allocating a small number of sites that are currently located on **Agricultural Land** for housing led redevelopment, as shown on [Map 4](#) and [Table 8](#)?

Development Opportunity C - New Neighbourhood on the edge of Southend

Headlines - Development Opportunity C

			
<p>Potential 7,204 new homes (primarily family housing, of which 30% affordable)</p>	<p>New parks, leisure facilities & improved access to remaining Green Belt</p>	<p>New and improved access, but some uncertainty of linking effectively to the A127</p>	<p>Up to 3 new primary schools & new health facilities</p>
			
<p>£243m estimated contribution to new/improved infrastructure⁴⁰</p>	<p>Development at Fossetts Farm & on existing Green Belt agricultural land - may direct investment away from urban area</p>	<p>Potential repurpose/ relocation of part of Garon Park golf course</p>	<p>longer lead in times for development</p>
			<p>SOUTHEND BOROUGH</p>
<p>£1.3bn estimated Construction Value 9,250 estimated direct Construction Jobs⁴¹</p>	<p>£36m estimated first occupation expenditure⁴²</p>	<p>£188m estimated additional residential expenditure per annum⁴³ to help support jobs and creation of new local centres</p>	<p>All sites within Southend Borough</p>

⁴⁰ Assumes S106 of £30,000 per dwellings, averaged CIL rate of £50per sqm, average size of dwelling 100sqm, 30% affordable housing

⁴¹ Assumes average house size of 100sqm, BCIS Jan 2021 for Southend £/sqm, 30% affordable housing; construction turnover per worker based on ONS Annual Business Survey

⁴² Assumes £5,000 per dwelling; resident expenditure based on ONS Family Spending Survey (all households)

⁴³ Assumes average household size of 2.5 persons, resident expenditure based on ONS Family Spending Survey (all households)

Development on the edge of the existing urban area of Southend has the potential to create a comprehensive new neighbourhood including new jobs, supporting infrastructure, parkland and green space. This includes 1,859 new homes at Fossetts Farm and an estimated 5,395 additional homes on land currently designated as Green Belt (**Table 9**). The delivery of sites currently designated as Green Belt will rely on review of existing planning policy as part of the New Local Plan.

Table 9: New Neighbourhood on the edge of Southend

Component of Growth	Number of sites as part of Local Plan	Potential number of new homes as part of Local Plan	Total number of potential new homes
Fossett Farm Sites	4	1,859	1,859
Sites within Green Belt on the edge of Southend	11	5,345	5,345
Total	15	7,204	7,204

Sites at Fossetts Farm

In total around 1,800 new homes, a new football stadium and other supporting uses are being promoted across 4 sites at Fossetts Farm (see **Map 5** and **Table 10**) on land currently designated as Safeguarded Land for future development (post 2021)⁴⁴. Three of these sites are at advanced planning stage where permission could be granted this year.

⁴⁴ Southend Borough Local Plan Second Alteration 1997

Map 5: Land Use Proposals at Fossetts Farm

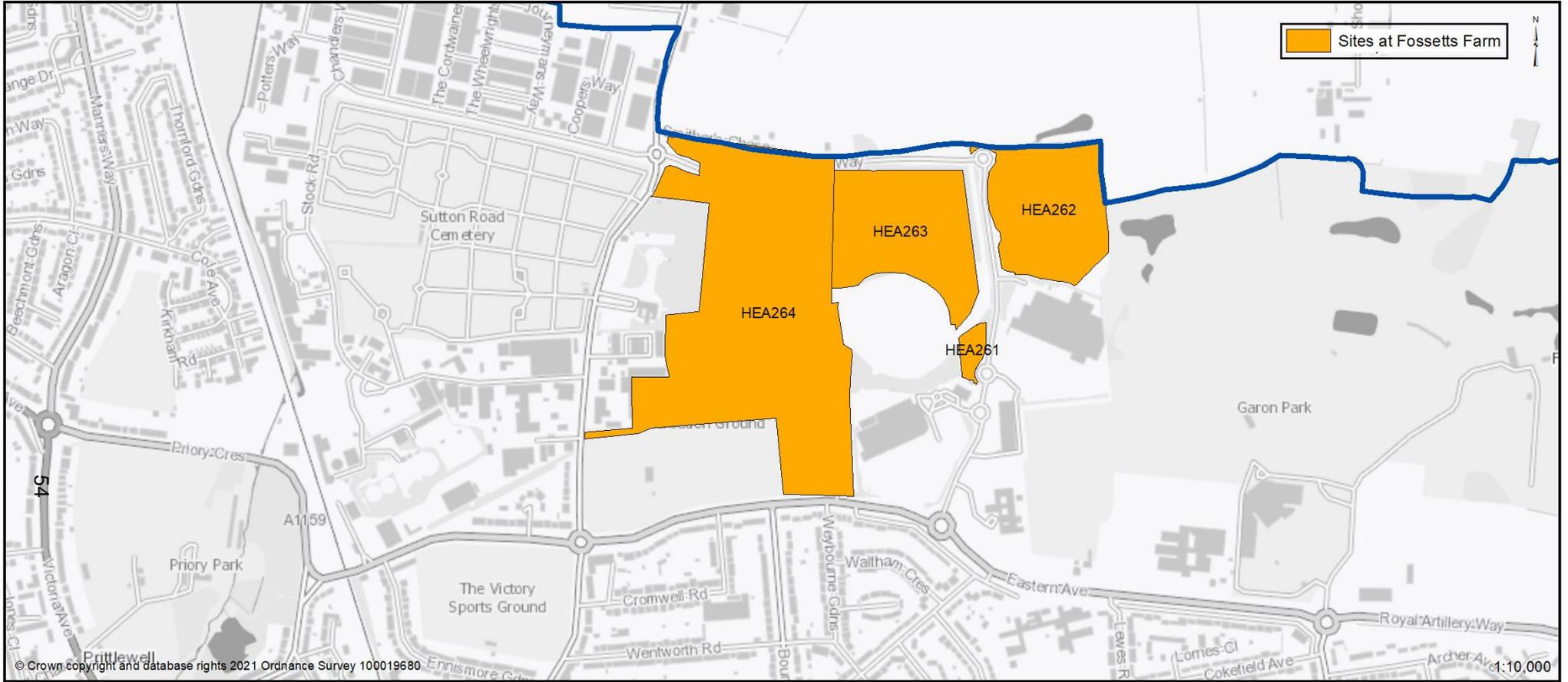


Table 10: Land Use Proposals at Fossetts Farm

Site ref	Name of Site	Context and Surrounding uses	Proposed Land Use	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA261	Land West of Fossetts Way	A vacant site adjacent to Fossetts Way with an ancient monument (archaeological) to the west.	Residential Led	Fossetts Farm Sites	46	46
HEA262	Land East of Fossetts Way	A vacant site adjacent to Fossetts Way, with a trading estate to the south, and a golf course to the east.	Residential Led	Fossetts Farm Sites	221	221
⁵⁵ HEA263	Land West of Fossetts Way	A vacant site adjacent to Fossetts Way, with an ancient monument (archaeological) to the south.	Residential Led	Fossetts Farm Sites	131	131
HEA264	SUFC Training Ground Eastern Avenue	A large parcel of land that sites the former Southend United training ground and playing pitches, with the majority of the site currently vacant. An ancient monument (archaeological) is located to the east.	Football stadium and supporting uses including residential	Fossetts Farm Sites	1,461	1,461
Total						1,859

Sites within Green Belt on the edge of Southend

Green Belt is a national planning policy designation to check the sprawl of large built-up areas, prevent towns merging into each other, stop encroachment into the countryside, protect the setting and special character of historic towns and assist in urban regeneration by focussing development in urban areas. Southend has areas of Green Belt around its north and western edges, which form part of the extensive Metropolitan Green Belt stretching from the borders of east London across South Essex.

A change to Green Belt boundaries should only be made through the Local Plan process and in exceptional circumstances, for example when development needs cannot be met within the existing urban area or on land not designated as Green Belt, and when release would promote sustainable patterns of development. **Table 6** above clearly demonstrates that there will be a substantial deficit in the supply of new homes when considered against needs⁴⁵ over the next 20 years if areas of green belt land is not developed. It is therefore important that the existing Green Belt designation to the north of Southend is reviewed to assess its continuing contribution to the stated purposes of Green Belt and whether parts of it would be more appropriately allocated for sustainable development to meet future needs.

As part of the 'call for sites'⁴⁶ process a number of sites, currently in agricultural use and designated as Green Belt on the northern edge of Southend, are being promoted for development by the landowners/agents. **Table 11** and **Map 6** show the individual land parcels located on existing Green Belt land being promoted for development as part of a new neighbourhood/s on the edge of Southend.

The Green Belt Study⁴⁷ found that the majority of this land continues to serve the stated purposes of the Green Belt well, in particular by maintaining the openness of the countryside. However, it identifies a number of pockets of land adjacent to the existing urban edges that make a weaker contribution to the stated purposes of the Green Belt.

Harm to the Green Belt is only one factor that needs to be considered when establishing whether the necessary exceptional circumstances for release exist. Whilst the ideal would be to minimise harm to the Green Belt, it may be that sites resulting in higher harm to the Green Belt purposes are released if they promote sustainable patterns of development to help meet the economic, social and environmental objectives of the planning system. For example, this might be through delivering a comprehensive new neighbourhood/s with supporting infrastructure. A judgement will therefore be required to establish on balance the most suitable sites to meet the needs of the Borough for this plan period and beyond.

If land were to be considered suitable for release from the Green Belt it will be important to ensure that mitigation measures are put in place as an integral part of the development process. These could include:

- extensive landscaping and the provision of open space to help integrate the scheme into the surrounding countryside;
- designing development and landscaping measures so as to create a new definable and defensible Green Belt boundary;
- creating a visually staged transition from urban to rural, using built density, height, materials and landscaping to create a more permeable edge to the development;

⁴⁵ As per the Government Standard methodology

⁴⁶ <https://www.southend.gov.uk/local-planning-framework/southend-call-sites>

⁴⁷ <https://localplan.southend.gov.uk/new-evidence>

- enhancing public access to the surrounding countryside;
- promoting the development of a new Country Park within the Green Belt to the north-east of Southend;
- maintaining separation between existing and new settlements, particularly with Rochford;
- if land is released from the Green Belt then first consideration should be given to land that is well served by public transport;
- designing road infrastructure so as to limit the perception of increased urbanisation associated with new development.

Map 6: Land Use Proposals on Green Belt Land



Table 11: Land Use Proposals on the edge of Southend currently designated as Green Belt

Sites currently designated as Green Belt			
Site ref	Existing use, access and site context	Area (Ha)	Proposed Use
HEA219/16	The site is currently used as part of golf course, with a golf complex located at the centre of the site.	61.12	Delivered as part of a new neighbourhood/s comprising new homes, public green space, access and supporting infrastructure and services
HEA219/5	This site is currently in use as part of the existing golf course and is bordered on the western edge by the A1159.	3.34	
HEA219/21	The site is currently used as part of a golf course, adjacent to agricultural land to the east and the wider golf course to the west.	28.55	
HEA219/18	The site is currently used as part of a golf course, adjacent to agricultural land to the east and the wider golf course to the west.	1.41	
HEA219/17	Currently in agricultural use located adjacent to the golf course and bordered on the north by residential dwellings that sit alongside Barling Road.	18.81	
HEA219/22	The site is currently in agricultural use, with the golf course to the west. The eastern edge is bounded by Wakering Road.	14.94	
HEA144	Agricultural land bordered to the east by Wakering Road. Bordered to the west by the A1159 and golf course.	5.91	
HEA145	On the outskirts of Southend, currently in use as a horticultural nursery by the Council. Mix of uses in surrounding area, which is largely open, including agricultural and residential.	1.75	
58 HEA143	Agricultural land bordered to the north by Southend Road. Bordered to the west by Wakering Road, Alleyn Court School and Thorpe Hall School. Bordered to the south by Bournes Green Chase which is the boundary the urban area of Southend.	91.5	
HEA219/19	Agricultural land located west of Great Wakering. The site is greenfield, however is located opposite a number of light industrial units.	8.57	
HEA219/36	Currently in agricultural use north of Poynters Lane. And west of Great Wakering. On the eastern boundary, the site is in close proximity to new housing development along the B1017 and a number of light industrial units.	58.34	

New Neighbourhood on the edge of Southend

To facilitate the delivery of a new neighbourhood, a range of complimentary services and other uses would be required, including but not limited to improved transport and access, new schools, health facilities, parkland and green space and other supporting infrastructure.

To aid consultation feedback **Figure 8** provides an indicative sketch of what a new neighbourhood on the edge of Southend could look like for illustrative purposes only. This has been submitted to the Borough Council by the site promoters and is available on the Council's website⁴⁸.

⁴⁸ <https://localplan.southend.gov.uk/new-evidence>

Figure 8 - Indicative Concept of Potential New Neighbourhood within Southend Borough (Development Opportunity C)

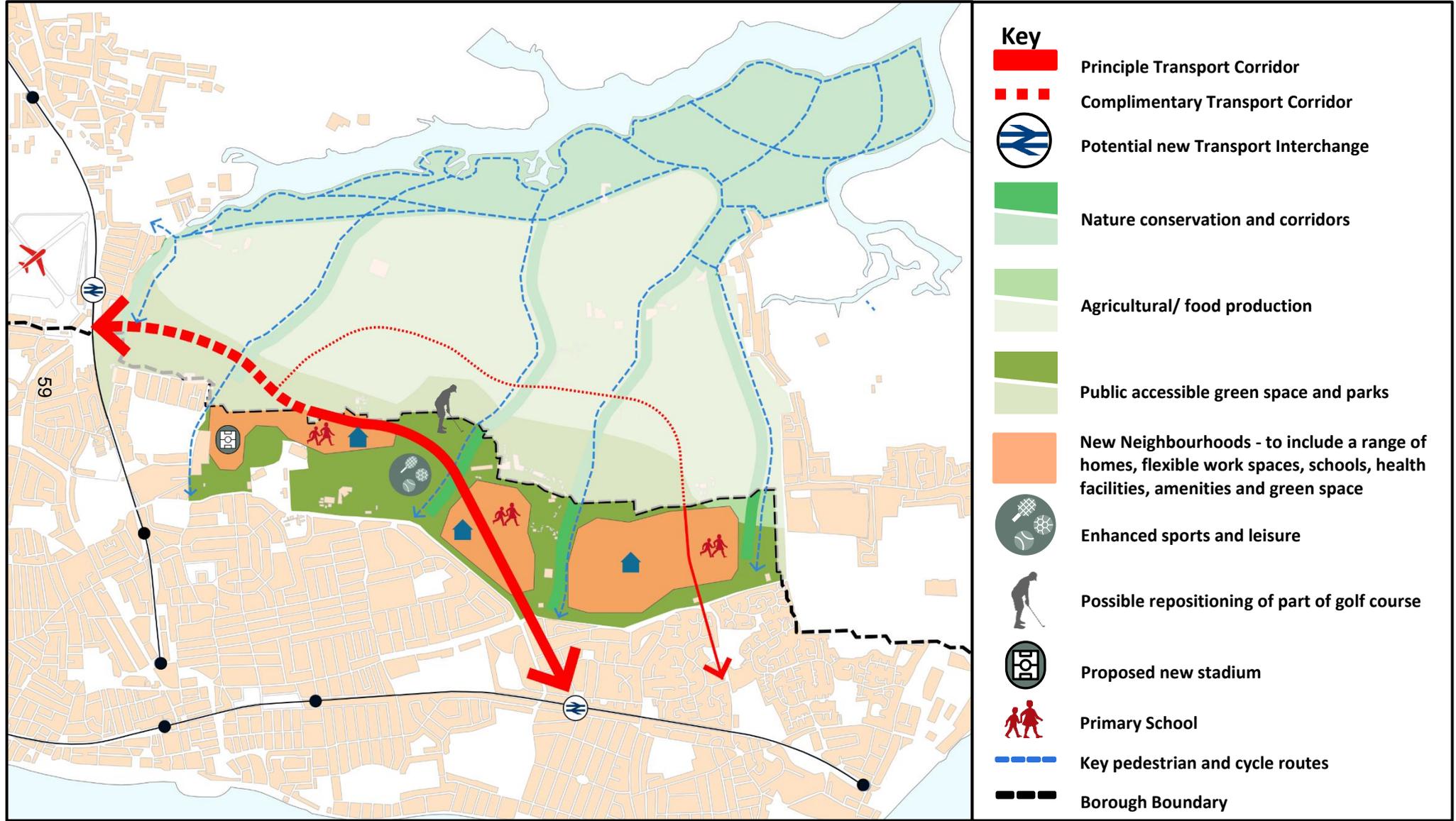


Diagram submitted to the Borough Council as evidence - 'Potential growth options in Rochford and Southend – Proof of Concept' (2021) Icenl on behalf of Cogent Land

The provision of new road links will be essential to deliver a new neighbourhood on the edge of Southend, along with other upgrades to the existing transport network. For any road link to be effective it is likely that part of the route would need be located within Rochford District. As **Development Opportunity C** only considers land within Southend Borough, effective co-operation would be required with neighbouring Rochford District Council and the transport authority, Essex County Council, to bring forward comprehensive improvements to the transport network within both administrative areas.

Please refer to the [Section 2.7: Transport and Access](#) for more information and to comment on potential new road links.

The easiest and simplest way to view and comment on the document and proposed sites is by visiting the Council's [New Local Plan website](#) and [interactive mapping tool](#).

2.3c Providing New Homes - Development Opportunity C: New Neighbourhood

Have your say.....

Please explain your answers

- a. Do you support the principle of providing a new neighbourhood on the edge of Southend (**Figure 8**) to provide for comprehensive development to include new homes and family housing, jobs, improved public green space and access, community services and supporting infrastructure?
- b. If a new neighbourhood came forward on the edge of Southend do you have a view on what our priorities should be – what types of services, open green spaces and infrastructure should be prioritised?
- c. How can the development successfully integrate with existing communities, town and local centres and the wider transport network?

Commenting on **individual sites at Fossetts Farm**:

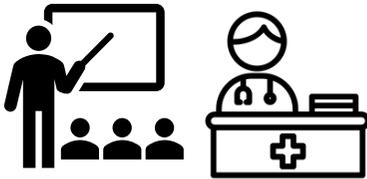
- d. Do you support the allocation of the sites shown in **Map 5** and **Table 10** for a new stadium, new homes and supporting uses? Please reference the site you are referring to.

Commenting on **individual sites currently designated as Green Belt**:

- e. Do you support the allocation of the sites shown in **Map 6** and **Table 11** to deliver a New Neighbourhood, comprising housing, jobs, improved public green space and access, community services and supporting infrastructure? Please reference the site.
- f. Do you believe that any of the sites shown in **Map 6** and **Table 11** could come forward individually for housing led development that is not part of a wider strategic new neighbourhood? Please reference the site.

Development Opportunity D – New Development Outside the Borough (to provide a series of new neighbourhoods on the edge of Southend)

Headlines - Development Opportunities C+D

			
<p>Potential 12,094 new homes (primarily family housing, of which 30% affordable)</p>	<p>Creation of a Country Park, new leisure facilities and improved access to remaining Green Belt</p>	<p>New Link Road and improved access</p>	<p>Up to 6 new primaries + 1 new secondary school & new health facilities</p>
<p>61</p> 			
<p>£405m estimated contribution to new/improved infrastructure⁴⁹</p>	<p>Development on existing Green Belt and agricultural land - may direct investment away from urban area</p>	<p>Potential repurpose/ relocation of part of Garon Park golf course</p>	<p>longer lead in times for development</p>
			
<p>£2.1bn estimated Construction Value 15,450 estimated direct Construction Jobs⁵⁰</p>	<p>£60m estimated first occupation expenditure⁵¹</p>	<p>£318m estimated additional residential expenditure per annum⁵² to help support jobs and create new local centres</p>	<p>Comprehensive development within Southend Borough and Rochford District</p>

⁴⁹ Assumes S106 of £30,000 per dwellings, averaged CIL rate of £50per sqm, average size of dwelling 100sqm, 30% affordable housing

⁵⁰ Assumes average house size of 100sqm, BCIS Jan 2021 for Southend £/sqm, 30% affordable housing; construction turnover per worker based on ONS Annual Business Survey

⁵¹ Assumes £5,000 per dwelling; resident expenditure based on ONS Family Spending Survey (all households)

⁵² Assumes average household size of 2.5 persons, resident expenditure based on ONS Family Spending Survey (all households)

Rochford District Council is preparing a new Local Plan and is also considering a range of spatial options and sites to meet its own development needs. One option that could contribute to meeting housing needs within both Rochford and Southend is through providing a series of new neighbourhoods on the edge of Southend. These neighbourhoods could be created with distinct identities or be part of a comprehensive Garden Settlement.

This would build upon a possible new neighbourhood within Southend on land currently designated as Green Belt (5,345 new homes as part of **Development Opportunity C**), as set out above, by potentially delivering an additional 4,890 homes within Rochford District. These neighbourhoods could be created with distinct identities or be part of a comprehensive Garden Settlement comprising of some 10,235 new homes, though not all those homes would necessarily be developed in the period up to 2040 – some may be provided on a slightly longer timescale.

The advantage of such a comprehensive development would be the greater opportunities it provides in delivering new jobs and infrastructure including education, health, new public open space forming a South Essex Estuary Park (SEE Park) and supporting community facilities to provide for sustainable communities. A comprehensive development would also include all the land necessary to deliver, and attract investment for, the new road links necessary to facilitate the delivery of land both within Southend and Rochford District.

To aid consultation feedback **Figure 9** provides an indicative sketch of what a series of new neighbourhoods or Garden Settlement on the edge of Southend, within both Rochford and Southend administrative areas, could look like for illustrative purposes only. This has been submitted to the Borough Council by the site promoters and is available on the Council's website⁵³.

53

⁵³ <https://localplan.southend.gov.uk/new-evidence>

Figure 9 - Indicative Concept of a Series of New Neighbourhoods within Southend Borough and Rochford District (Development Opportunity C + D)

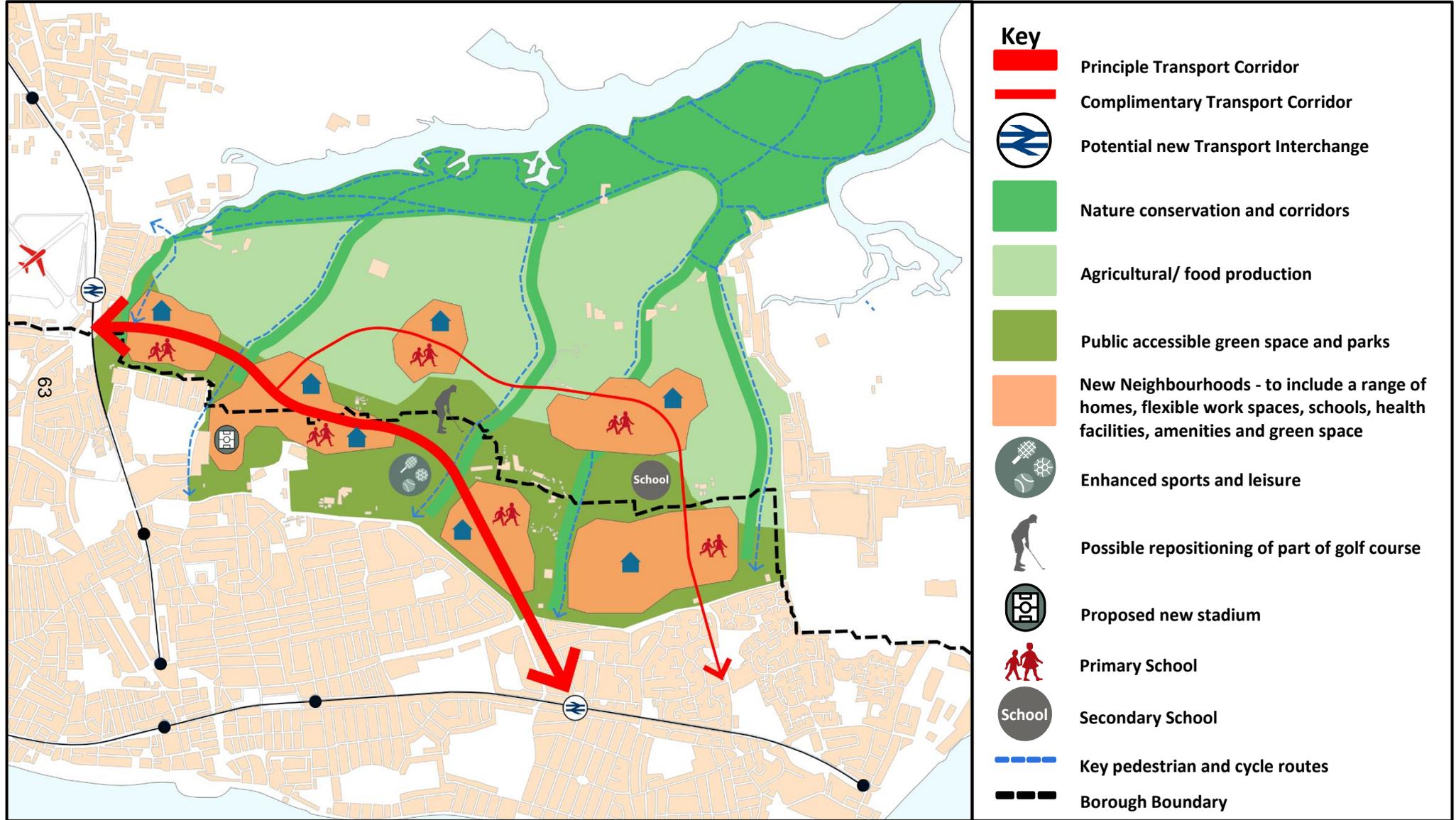


Diagram submitted to the Borough Council as evidence - 'Potential growth options in Rochford and Southend – Proof of Concept' (2021) Icenl on behalf of Cogent Land

As part of the wider development area lies outside Southend Borough, it would be for Rochford District Council to consider whether it supports **Development Opportunity D** as a good option to help meet its development needs, as part of the preparation of its own Local Plan, and it may choose a different approach to meeting the areas housing needs.

Rochford and Southend Council's would need to co-operate effectively to plan and provide for the new neighbourhoods to come forward under this scenario if the more comprehensive development were to be pursued.

A comprehensive new Garden Settlement being developed would help meet the Government's assessed housing needs for the area over a 20-year period. Without this comprehensive option coming forward, the Borough is unable to fully meet its housing requirements within or on the edge of Southend.

2.3d Providing New Homes - Development Opportunity D: series of new neighbourhoods on the edge of Southend

Have your say.....

Please explain your answers

- a. Do you support the provision of a series of new neighbourhoods on the edge of Southend to create a Garden Settlement (**Figure 9**) to include new homes and family housing, jobs, a new country park, community services, transport links and supporting infrastructure?
- b. What would your priorities be if a series of new neighbourhoods were delivered - what types of supporting facilities, services, green space and infrastructure should be provided?
- c. How can the development successfully integrate with existing communities, town and local centres and the wider transport network?

2.4 Retail Provision and Centre Hierarchy

Southend town centre, the district centres of Leigh and Westcliff and the network of neighbourhood and local centres offer a wide range of retail, leisure, employment and other community services and facilities to both residents and those who visit the Borough.

It is important that the vibrancy and vitality of these commercial centres are maintained and enhanced to ensure we provide for healthy, complete neighbourhoods that are accessible for local residents and encourage local employment opportunities. National planning policy advocates that local planning authorities implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation. These issues are considered in more detail in the relevant neighbourhood sections.

The centres play an important role in providing a range of facilities and services in the heart of our communities, offering easy access to the full range of services and goods required for daily living.

The centres enable sustainable economic growth, offer diverse retail and commercial uses, generate local employment, and provide a wide range of social and environmental benefits as a cornerstone for social interaction within neighbourhood areas. These centres and their classification are shown in [Table 12](#).

Southend Town Centre will continue to be the first preference for all forms of retail development and for other town centre uses attracting large numbers of people. The centres of Westcliff (Hamlet Court Road/London Road) and Leigh (focussed along the Broadway and Leigh Road) will support Southend Town Centre as District Centres providing a range of local comparison shopping, convenience shopping and services to the surrounding neighbourhoods. Existing centres elsewhere will be supported as Neighbourhood and Local Centres and will meet the day-to-day convenience and community needs of their local residents.

*Please refer to the Southend Central neighbourhood in **Section 3: Neighbourhoods** to view and comment on detailed proposals for Southend Town Centre.*

Table 12: Commercial Centres

Map Ref.	Name of Centre	Neighbourhood
Town Centre		
1	Southend Town Centre	Southend Central
District Centre		
2	Leigh (focussed along the Broadway and Leigh Road)	Leigh

3	Westcliff (Hamlet Court Road/London Road)	Westcliff
Neighbourhood Centre		
4	Eastwood (Rayleigh Road)	Eastwood
5	London Road (Thames Drive and Hadleigh Road)	Leigh
6	London Road / West Road	Westcliff
7	Sutton Road South	Southchurch
8	Southchurch Road	Southchurch
9	Woodgrange Drive	Southchurch
10	Thorpe Bay (Broadway)	Thorpe Bay
11	Shoeburyness (West Road)	Shoeburyness
Local Centres		
12	Rayleigh Road, (The Oakwood PH)	Eastwood
13	Rayleigh Road / Whitehouse Road	
14	Rayleigh Road, Kent Elms Corner	
∞ 15	Eastwood Old Road	Leigh
16	Eastwood Road	
17	London Road, The Elms	
18	Elmsleigh Drive	
19	Bridgewater Drive, Kent Elms Corner	
20	The Ridgeway	
21	London Road, Chalkwell School	
22	Bridgewater Drive South	
23	London Road, Chalkwell Park	
24	Rochford Road	Prittlewell
25	Eastwoodbury Crescent	
26	The Bell Prince Avenue	
27	Hobleythick Lane /Prince Avenue	
28	Earls Hall Parade (Cuckoo Corner)	

29	Fairfax Drive	Westcliff
30	Victoria Avenue/ West Street,	
31	Sutton Road North	Town Centre and Central Seafront
32	Sutton Road Centre	
33	Southchurch Avenue	Southchurch
34	Cluny Square	
35	Hamstel Road	
36	Woodgrange Drive East	
37	Shoebury Road (Bournes Green)	Thorpe Bay
38	Barnstaple Road	
39	Ness Road	Shoeburyness
40	The Renown	
41	High Street, Shoeburyness	

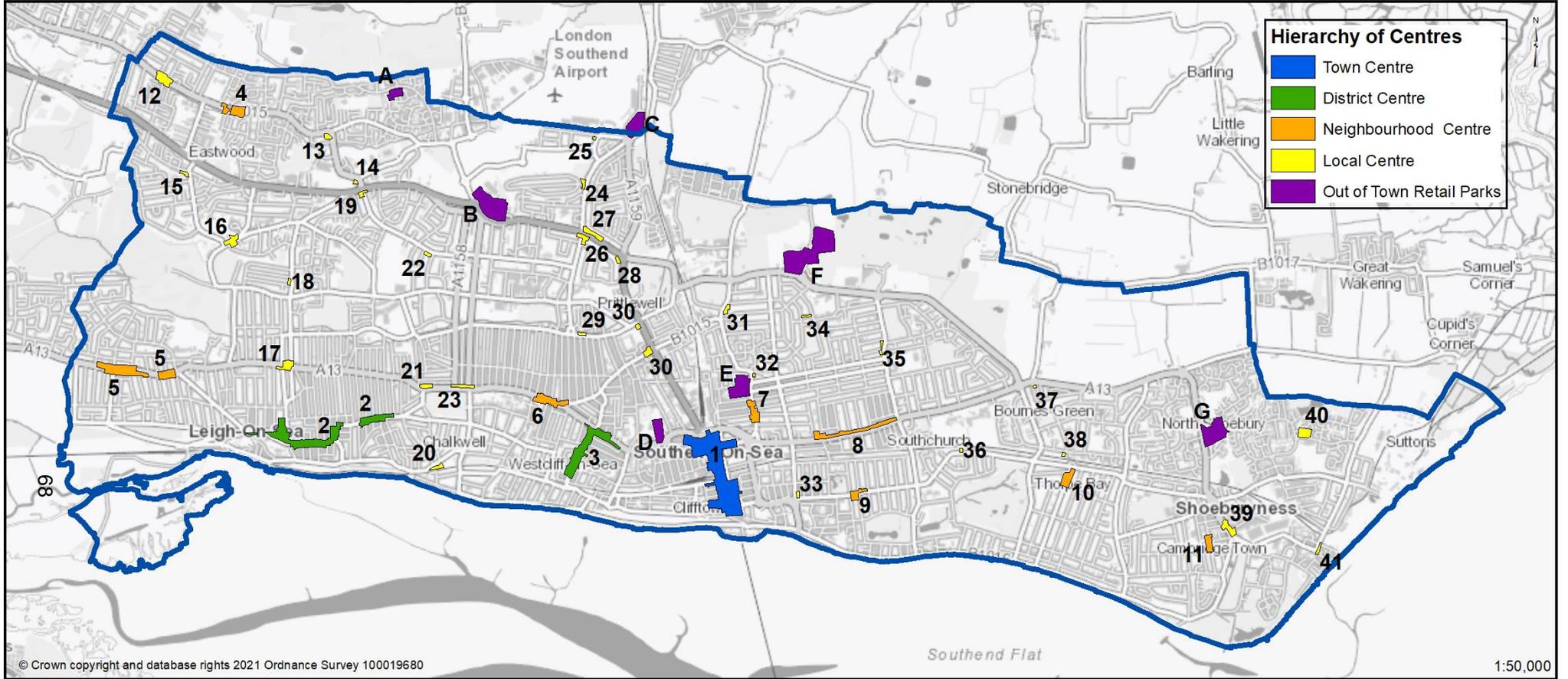
In addition to these centres the Borough has a number of out of town retail parks as set out in [Table 13](#).

Table 13: Out of Town Retail Parks

Map Ref.	Name of Centre	Neighbourhood (see Section X)
A	Eastwood (Western Approaches)	Eastwood
B	Thanet Grange/Tesco	Prittlewell
C	Airport Retail Park	Prittlewell
D	London Road Retail Park	Westcliff
E	Greyhound Retail Park	Southend Central (Town Centre and Central Seafront)
F	Fossetts Park	Southchurch
G	North Shoebury	Shoeburyness

The location of all the all commercial centres and out of town retail parks are identified in [Map 7](#).

Map 7: Commercial Centres and Out of Town Retail Parks



Maintaining Healthy and Thriving Centres

The Government has recently introduced radical changes to the Use Class Order⁵⁴ that seek to promote the regeneration of centres by allowing greater freedoms for changing retail to other uses. As such the introduction of a new 'Commercial Use Class' (Class E) consolidates a number of different uses so that retail use is now included within a wide range of other uses, including: food, financial services, gyms, healthcare, nurseries, offices and light industry. Any change of use of a building or land between these uses does not, therefore, require planning permission. For this reason it is proposed to define all the centres listed in Table 6 and 7 as "Commercial Areas", where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential⁵⁵ without planning permission, although some tests will still need to be satisfied: premises must not be in a conservation area; must be under 1,500sqm in size; must be vacant for 3 months and there will be a consideration of the impacts of noise from nearby commercial uses on the intended occupiers. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential.

However, under Article 4 of the General Permitted Development Order⁵⁶ a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Table 12](#) and [13](#) and [Map 7](#) we are interested in your views on which centres if any we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

The proposed Commercial Areas are set out and mapped within [Section 3: Southend Neighbourhoods](#).

⁵⁴ The Government Recently introduced under the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 radical changes to the Use Class Order retail uses which fell within Use Classes Order A1 (Shops), A2 (Financial and professional services), A3 (Food and drink), have now been consolidated into a new Class E (Commercial, Business and Services). Office, research and development and light industrial uses which were in Use Classes B1 (Business) and medical and health services, creche, day nursery and day centre uses (Class D1), and indoor sports, recreation and fitness uses which were in Class D2 (Assembly and leisure) are also consolidated into the new Class E.

⁵⁵ Use Class MA

⁵⁶ An Article 4 direction is a direction under Article 4 of the General Permitted Development Order which enables the Secretary of State or the local planning authority to withdraw specified permitted development rights across a defined area. An Article 4 directions cannot be used to restrict changes between uses in the same use class of the Use Class Order. An Article 4 direction does not mean that planning permission will necessarily be refused but it brings it under local planning authority control.

Future Retailing Needs

The Southend Retail and Leisure Study⁵⁷ identified potential retail demand in the Borough over the next twenty years. This study was undertaken in 2018 before the impact of the Covid-19 pandemic and as such has to be treated with some degree of caution. However, it gives a good indication of future demand having regard to changing retail patterns and the growth in on-line shopping.

Although there has been limited activity in the retail sector in Southend Town Centre in recent years, the retail study highlights the potential demand for an additional 5,000m² net in convenience retail floorspace over the plan period. Commercial leisure uses will constitute a growing share of town centre floorspace driven in part by the increase in household leisure expenditure and reduced demand for retail space in secondary centres and identifies the significant growth potential of the food and drink sector.

There is little evidence of demand from comparison retailers despite falling rents in the prime areas, nor has there been any substantial investment in the town centre in recent years. Southend is not seen by national retail multiples as a location for expansion.

Whilst identifying qualitative deficiencies in the comparison offer in Southend Town Centre, the study notes that given the expansion at Lakeside and the improvements to Chelmsford's comparison offer, there is justification for supporting enhancements to Southend's comparison function in the longer term in order for the town to maintain its current role and function as a major centre and facilitate sustainable spending trips/patterns. Over the plan period it identifies a potential need for an additional 49,000m² net of comparison goods floorspace.

However, this in itself does not necessarily point to the need for an increase in comparison floorspace given the current vacancy rates in the town centre, which remain above the national average. Instead the Study notes that in the short term it may be beneficial to focus policy objectives on improving the role and function of the existing comparison floorspace within the town centre before the need for any additional provision is considered.

In the District Centres the Retail Study identified subdued demand for additional operators in Westcliff whilst in contrast the Leigh District Centre is identified as having a healthy demand. The latter is noted as having an excellent range of good quality retailers, both comparison and service outlets with a strong evening economy. The low vacancy rate illustrates the strength and good health of the Leigh District Centre. However, there needs to be a recognition of the potential imbalance between the numbers of hospitality outlets and protection of traditional retail and local businesses.

In the Neighbourhood Centres and out of centre retail parks the retail study does not recommend any changes.

⁵⁷ <https://localplan.southend.gov.uk/new-evidence>

These issues are considered in more detail in the respective [Section 3: Southend Neighbourhoods](#)

Retail Provision and Centres Hierarchy

What does this issue cover?

- Responding to rapid changes in national shopping patterns affecting the viability of town centres
- Assessing the need for a flexible approach to uses, such as allowing more food and drink, leisure and civic uses, along with more housing (above ground floor)
- Identifying the hierarchy of town and local centres in the Borough
- Identifying proposed changes to centre boundaries in some locations
- Strengthening walkable neighbourhoods, where day to day facilities are within easy reach

What information or evidence do we need for this issue?

- ↙ South Essex Retail Study (2017)
- Southend Retail Study (2018)
- Southend and Rochford Settlement Role and Hierarchy Study (2020)

Related Southend 2050 Outcomes - where we want to be

- There is a tangible sense of pride and local people are actively, and knowledgeably, talking up Southend
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors
- People have a wide choice of transport options

2.4 Meeting Our Retail Needs

Have your say.....

Please explain your answers

- a. Do you agree with the classification of centres and that they should be promoted in line with the proposed hierarchy (**Table 12** and **13** and **Map 7**)?
- b. Should we seek to define each centre as 'Commercial Areas' to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- c. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- d. Do you agree that we should focus on improving the role and function of existing comparison retail floorspace and their setting, including measures to reduce the number of vacant units, rather than providing additional retail floorspace in the short term?
- e. Should future convenience retail floorspace be directed towards the Town Centre in line with the proposed centre hierarchy, or should the focus be elsewhere – if so where?
- f. What role should the potential provision of new neighbourhood/s to the north of Southend play in terms of retail provision? Should we promote new centres, incorporating ancillary retail floorspace, to provide easy access to shops, services and facilities?
- g. Should we develop policies to protect small and local retail outlets in centres such as Leigh in order to provide a balance between retail and hospitality outlets?

2.5 Town Centre and Central Seafront

Recent Improvements and Committed Schemes

A number of recent improvements have either been completed or are committed in the town centre. These include:

- public realm improvements in the London Road between Queensway and College Way completed in 2018;
- improving highway accessibility to the east of the town centre from Queensway completed in August 2020;
- further public realm improvements to the London Road, east of College Way to be completed in 2021;
- public realm improvements around The Forum programmed for completion in September 2021;
- the Better Queensway housing regeneration led project recently granted planning permission;
- planning permission for a major leisure complex with associated car parking on Seaway at the southern end of Queensway;

The public realm improvements have principally been achieved through the successful securing of external funding.

73

The Borough Council has also recently taken a proactive role in seeking to regenerate the town centre by the purchase of the freehold for the Victoria Plaza indoor shopping area at the northern end of the High Street.

Southend Central Area Action Plan Proposals

The Southend Central Area Action Plan (SCAAP) was adopted in 2018 and establishes specific planning policies to control and promote development in the Central Area including site allocations.

The SCAAP establishes ten policy areas containing their own objectives and approach to guide and manage development proposals and investment. It also identifies eleven opportunity sites aimed at promoting the regeneration of the Central Area.

The Southend New Local Plan will supersede the provisions of the SCAAP and therefore its site proposals are considered further in this consultation document.

The SCAAP was prepared and adopted before the full impact of changes to retail shopping patterns mainly as a result of increases in on-line shopping, which dramatically affected the vitality of the High Street accentuated by the demise of several well-known national stores. There have also been radical changes

made to planning legislation by the Government which affects the level of controls over development proposals in the High Street moving from a retail policy approach to promoting a greater mix of uses. Even more significantly, the SCAAP was prepared before the significant impact of the Covid Pandemic.

Therefore, although there are many policy provisions in the SCAAP which are still valid and could be transferred to the New Local Plan, others need to be reviewed in the light of the major issues that face the future role and development of the area.

What You Told Us

In response to the New Local Plan Issues and Options document you highlighted a number of detailed issues and other matters of concern relating to the future development of the town centre and central seafront area. These included:

- the need for greater diversification from retail including community hubs;
- bringing vacant buildings back into use to improve the image of the centre;
- the supporting of higher density residential development close to the town centre and transport nodes and conversion of upper floors above shops;
- redevelopment of the Travel Centre with better integration between travel modes;
- key visitor car parking continues to be safeguarded and supported by other transport measures;
- improved links between the town centre and seafront;
- 74 implementation of Phase 2 of the City Beach scheme eastwards along Eastern Esplanade;
- comprehensive improvements to the public realm; and
- the identification of the area as being deficient in green infrastructure, notably the need for more tree planting, biodiversity measures, and sustainable drainage provision.

Developing Proposals for the Town Centre and Central Seafront

Building on your feedback and the relevant provisions of the adopted Southend Central Area Action Plan (SCAAP), whilst radically reviewing policy provisions in relation to the High Street and other opportunities, is key to providing for a future sound policy framework for the Town Centre and central seafront.

Your views on a vision, policy approach and specific land use proposals and opportunity sites are sought before a preferred detailed policy framework is developed for the next stage of public consultation on the Southend New Local Plan.

Vision

It will be important to develop a specific vision for Southend Central setting out what we want the area to look like in twenty years' time. This will provide the framework for the development of specific strategic objectives and policy approaches.

A suggested vision is set out below, building on that set out in the SCAAP:

'The town centre and central seafront will be a destination 'City by the Sea'. Regeneration and the reinvention of the town centre's traditional retail core with improved links to the Central Seafront has provided for a prosperous and thriving centre, resort and residential area. It will be an area that is vibrant, safe and hospitable, rich in heritage, commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips, overnight and longer stays. Its iconic Pier will be the focus of a thriving tourism industry reflecting Southend's status as one of the country's favourite coastal destinations'.

This vision is purely a suggestion to stimulate and guide comment.

2.5.1 Town Centre and Central Seafront - Vision

Have your say.....

Please explain your answers

- a. Do you agree with the suggested vision for the town centre and central seafront?

Town Centre and Central Seafront

What does this issue cover?

- Promoting Southend as the Region's first choice coastal tourism destination
- Identifying appropriate new sites and regeneration opportunities for tourism, leisure and new homes
- Assessing the need for a flexible approach to uses in the town centre, such as allowing more food and drink, leisure and civic uses, more housing (above ground floor)
- Improving links between Southend town centre, the central seafront area and surrounding residential areas
- Enhancing streets and spaces to create a quality, linked public realm, and improving access to and provision of green space
- Increasing the residential population within the town centre, with residents benefitting from easy access to a range of facilities
- Improving accessibility to the town centre and central seafront area for all transport modes, enhancing walking and cycling routes
- Identifying appropriate sites for visitor accommodation

What information or evidence do we need for this issue?

- Reimagining the Town Centre Joint Scrutiny Project 2018/19
- 76 Southend Retail and Leisure Study 2018
- Destination Southend on Sea
- National Statistics – Visit Britain – the national tourism agency
- Southend Culture Vision 2021

Related Southend 2050 Outcomes - where we want to be

- The variety and quality of our outstanding cultural and leisure offer has increased for our residents and visitors and we have become the region's first choice coastal tourism destination
- We have a fast evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities
- There is a tangible sense of pride and local people are actively, and knowledgeably, talking up Southend
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors
- People have a wide choice of transport options

Policy Approach

In the light of changing retail patterns and the need to move from a retail policy approach to promoting a greater mix of uses, the town centre needs to be reimagined and refocussed to ensure that it adapts and evolves to retain its role as a vibrant thriving regional centre that:

- is animated by day and by evening;
- offers a range of experiences and reasons to stay (including for families/for all ages);
- provides an environment where people want to live and visit;
- is designed to foster healthy living and addresses inequalities; and
- its characteristics are well understood, underpinned by robust evidence, and that the vision for the town centre and its unique selling points are well communicated.

One possible policy approach is to integrate the town centre based on seven main themes/ zones for different areas:

77

BOX 1: Potential themes and zones within the Town Centre and Central Seafront

- Support high quality urban living centred around Victoria Avenue and northern end of the high street as a gateway to the town centre.
- Pivot to a more local community focussed centre at the northern end of the high street.
- Develop the education and learning culture focussed around The Forum and that part of the high street.
- Promote and enhance the strong cultural identity of Clifftown.
- Consolidate retail function to the southern section of the High Street with improved linkages to the central seafront.
- Build upon the significant tourism, cultural and leisure potential of the central seafront area.
- Enhance the neighbourhood areas around the town centre through improved public realm, urban greening and connectivity.

These main themes would also incorporate a mix of leisure, community, niche office space and residential uses to promote a vibrant and liveable centre. Public realm improvements to provide for integrated walking and cycling facilities and the greening of the centre would also be vital ingredients. The heritage assets of the neighbourhood would be celebrated, reinforcing local character and distinctiveness, and providing an important link to the past. New development will be imaginative and dynamic in its design, delivering higher densities reflecting its central location.

The Town Centre will be the main transport hub for the Borough with integrated rail and bus facilities providing frequent and reliable services. Car parking facilities will support a thriving centre and be safeguarded in the southern section of the neighbourhood to promote and support the tourism sector whilst Travel Plans will look to even traffic flows, particularly in the peak summer months, through the use of smart technology and by encouraging the use of public transport, especially rail.

2.5.2 Town Centre and Central Seafront - Policy

Approach

Have your say.....

Please explain your answers

- a. Do you think this policy approach would form a sound basis for developing more detailed planning policies for the town centre and central seafront?
- b. Do you agree with the potential main themes/ zones for the Town Centre and Central Seafront as outlined in **Box 1** above?
- c. Do you think an alternative policy approach would be preferable? If so, please detail what you think this should be.

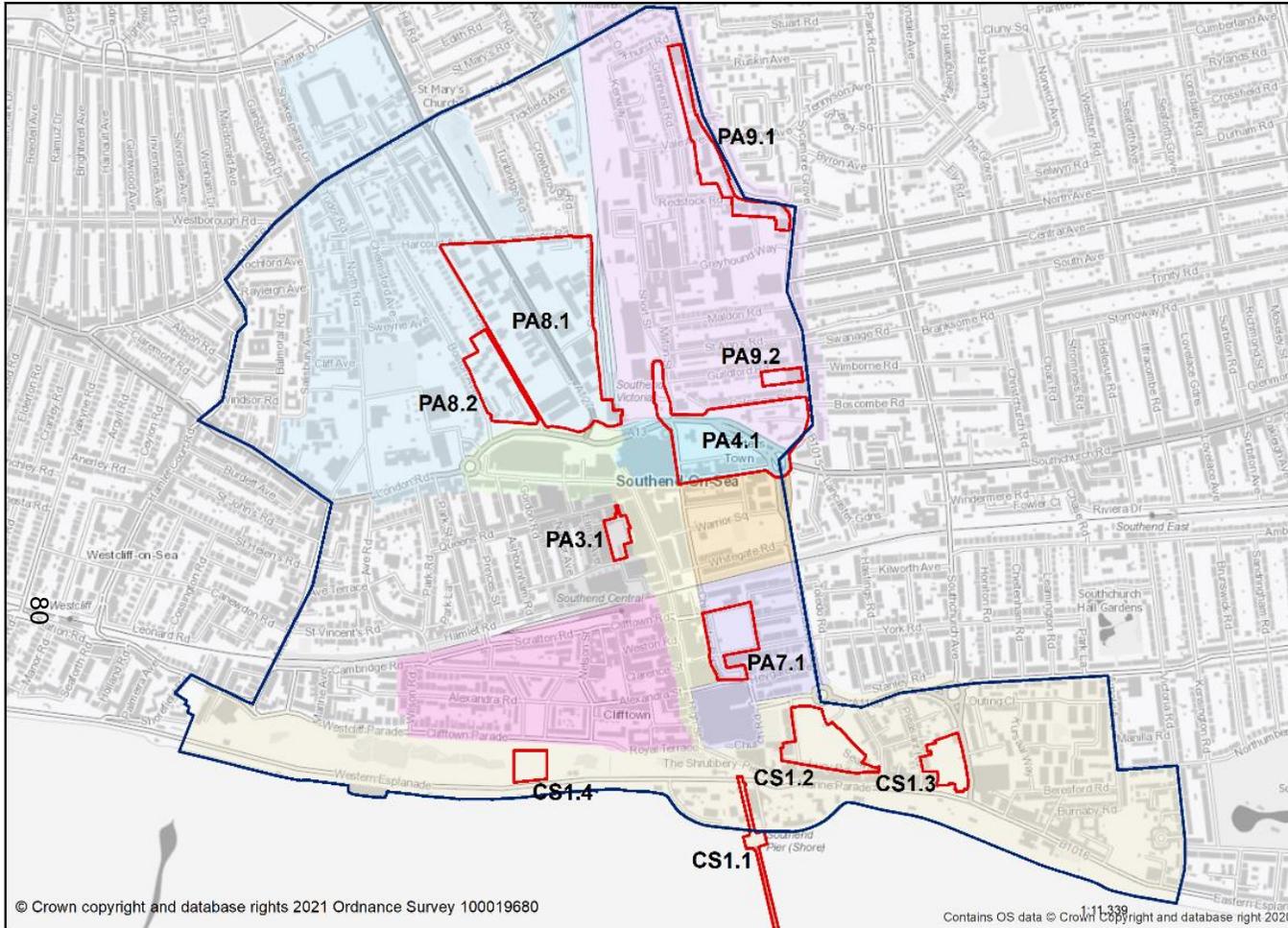
SCAAP Allocated Sites

There are a number of allocated sites identified in the SCAAP, some of which have since been completed or are committed for development with a valid planning permission. These are set out in **Table 14** and illustrated in **Map 8**. Those SCAAP sites that have planning permission and are committed will be re-allocated as such within the New Local Plan.

Table 14: SCAAP Allocated Sites

Policy No.	Site	Proposed Land Use (including number of new homes with or without planning permission)	Comments
PA3.1	Elmer Square Phase 2	Cultural and learning and supporting uses, including cafes, commercial workspace and studios	Short term delivery uncertain
PA4.1	Better Queensway Project	Residential (Approx. 1760 (Net 1268)), social and community uses, secondary town centre uses, including small retail units and cafes	Planning Permission. Committed Scheme.
PA7.1	Tylers Avenue Car Park	Retail, residential, public parking, transport interchanges	
CS1.1	Southend Pier	Leisure and cultural uses, including cafes, restaurants and small shops	
CS1.2	Seaways	Leisure, tourism, restaurants, cinema, hotel, public parking	Planning Permission. Committed Scheme.
CS1.3	Marine Plaza	Residential, leisure, restaurants, local shops	Planning Permission. Committed Scheme
CS1.4	New Southend Museum, Western Esplanade	Cultural, leisure, public parking, supporting café, restaurant and shops	Museum proposal in this location now not to proceed
PA8.1	Victoria Avenue	Residential, office, convenience retail, leisure, cafes, community facilities, public parking	Majority Complete
PA8.2	Baxter Avenue	Residential	
PA9.1	Sutton Road	Residential and community uses	Majority Complete
PA9.2	Guildford Road	Residential and convenience retail	

Map 8: SCAAP Allocated Sites

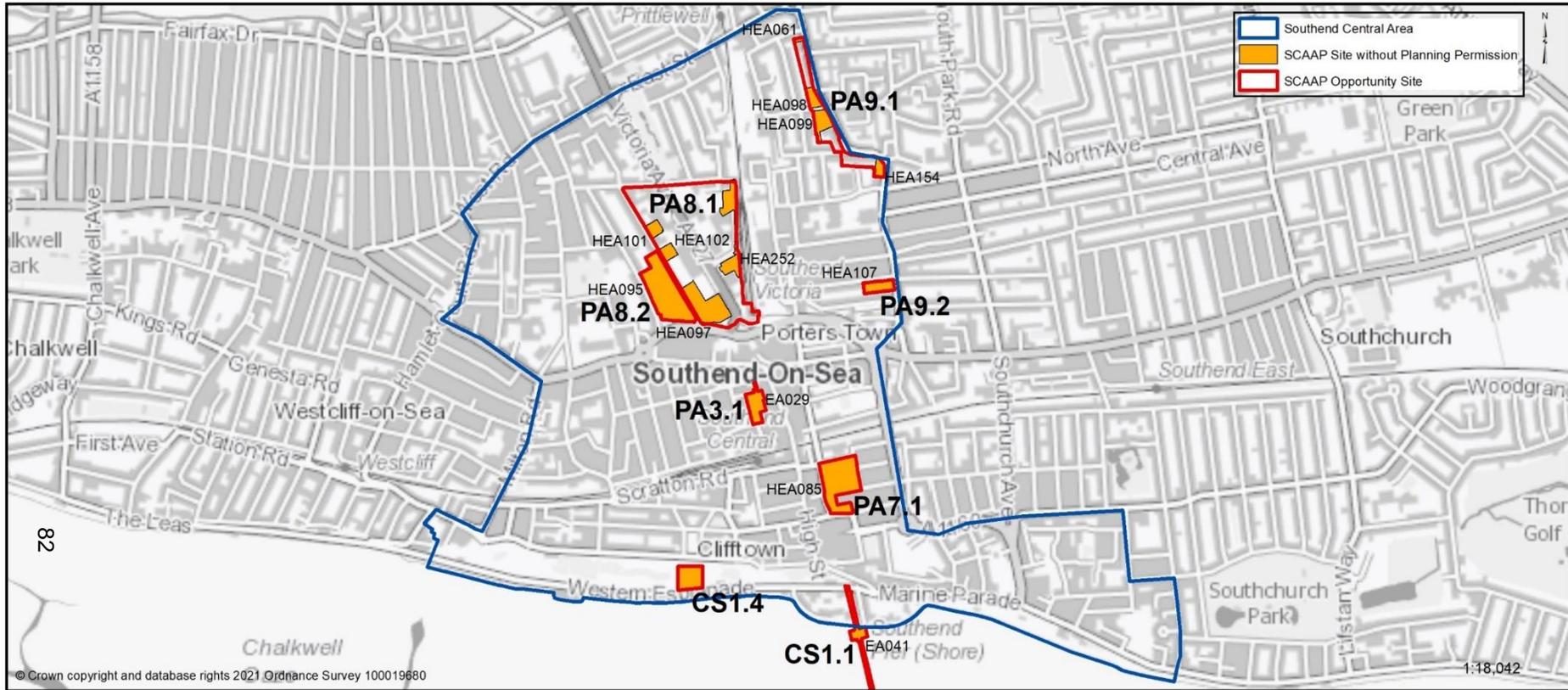


It is proposed that those allocated sites that are still outstanding be carried forward into the Southend New Local Plan with the Western Esplanade sites' proposed land use description amended to reflect the more recent decision not to proceed with a new museum development in this location. This site offers the opportunity to provide for either improved green space and recreational facilities or comprehensive development for a hotel, leisure and residential use and to facilitate the reinstatement of the Bandstand and associated facilities in this location on the roof of a new development scheme. These sites and the proposed revised land use description are set out in [Table 15](#).

Table 15: Allocated Sites from SCAAP proposed to be taken forward into New Local Plan

SCAAP Site Ref	Site Assessment Ref	Proposed Land Use (including number of new homes without planning permission)
Elmer Square Phase 2 (PA3.1)	EA029	Cultural and learning and supporting uses, including cafes, commercial workspace and studios
Tylers Avenue Car Park (PA7.1)	HEA085	Convenience retail, residential (approx. 150), public parking, transport interchanges
Southend Pier (CS1.1)	EA041	Leisure and cultural uses, including cafes, restaurants, and small shops
Western Esplanade Site (CS1.4)	12/00317/BC3M	Improved green and recreational space or a mixture of residential, hotel, cultural, leisure, public parking, supporting café, restaurant and shops. Roof gardens to complement Clifftown Parade gardens incorporating the reinstatement of Bandstand and associated facilities.
Victoria Avenue (PA8.1)	HEA097, HEA101, HEA102, HEA252	Several areas within the wider site yet to be developed for residential (Approx. 570)
Baxter Avenue (PA8.2)	HEA095	Residential (Approx. 610 (Net 350))
Sutton Road (PA9.1)	HEA061, HEA098, HEA099, HEA154	Remaining site yet to be developed for residential (Approx. 31 Sutton Road North and 56 Sutton Road South),
Guildford Road (PA9.2)	HEA107	Residential (up to 50), convenience retail

Map 9 – SCAAP Allocated Sites without Planning Permission



2.5.3 Town Centre and Central Seafront – Allocated Sites

Have your say.....

Please explain your answers

- a. Do you agree that the SCAAP Opportunity Sites and amended wording as set out in [Table 15](#) and [Map 9](#) should be carried forward into the Southend New local Plan? If not what amendments would you like? Please reference the site number when making your response.

Other Land use Proposals

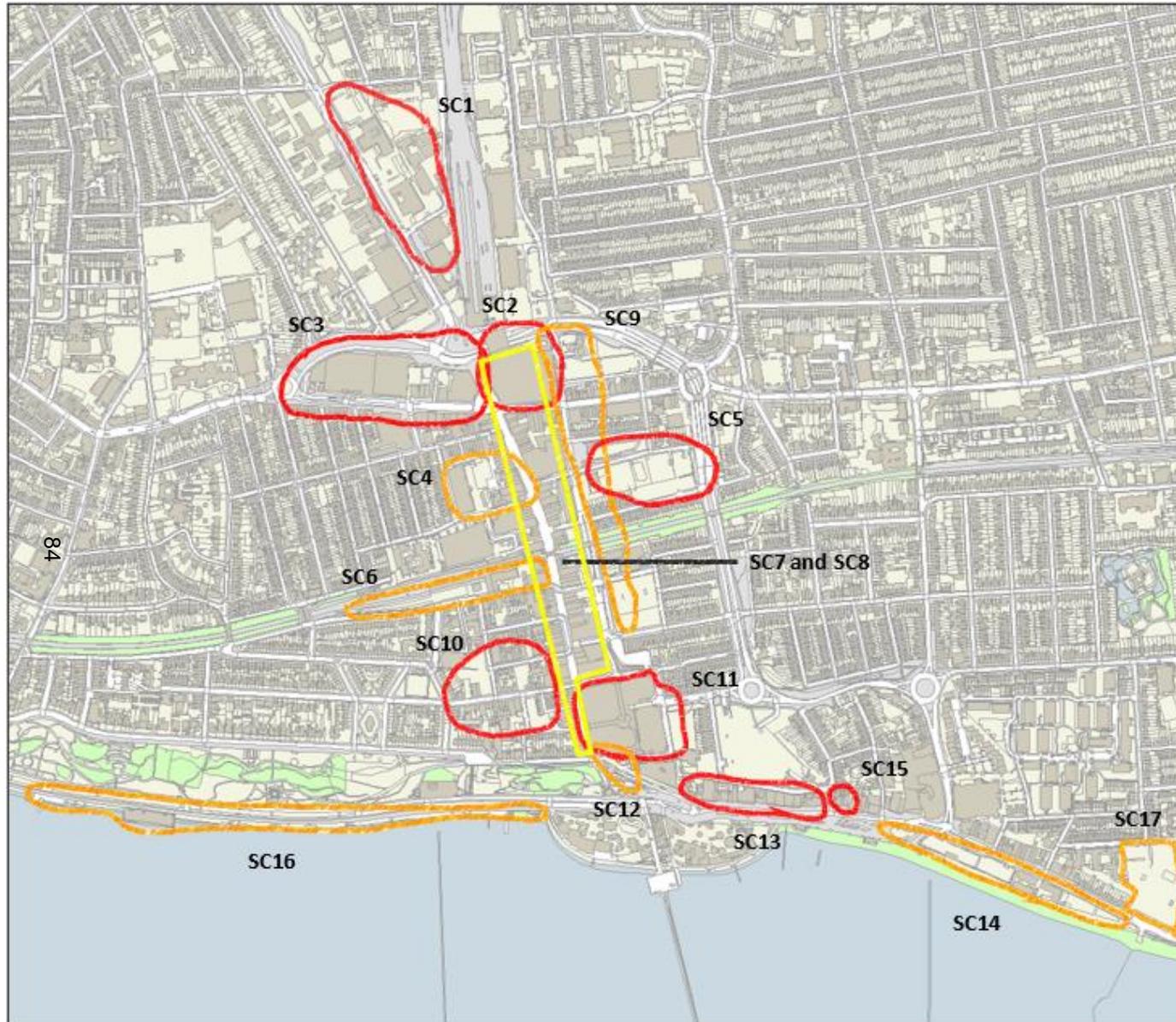
To view and comment on other land use proposals, including those sites being promoted to us for re-development, employment land designations, proposed protected green spaces and access to infrastructure please refer to [Part 3: Southend Neighbourhoods - Section 3.4: Southend Central](#)

Additional Opportunities and Interventions

If Southend Central is to be reimagined and refocussed to ensure that it adapts and evolves to meet future needs, a more radical visionary approach is needed to identify potential opportunities and interventions.

Such potential opportunities running from north to south of the neighbourhood are identified in [Map 10](#) and [Table 16](#). These opportunities are not currently adopted Council policy and are purely suggestions to stimulate and guide comment on how the town centre could be reimagined.

Map 10: Potential Additional Opportunities and Interventions



Southend Central Potential Opportunities and Interventions

- SC1 - Civic Quarter Victoria Avenue
- SC2 - Victoria Shopping Centre
- SC3 - Northern Gateway to Town Centre
- SC4 - High Street, north- west side
- SC5 - Warrior Square Car Park
- SC6 - Central Railway Station
- SC7 - High Street
- SC8 - High Street
- SC9 - Chichester Road
- SC10 - Market Place
- SC11 - Royals Shopping Centre
- SC12 - Royals precinct (top of Pier Hill)
- SC13 - Golden Mile Marine Parade
- SC14 - Eastern Esplanade
- SC15 - Kursaal, Eastern Esplanade
- SC16 - Western Esplanade
- SC17 - Former Gas Works, Eastern Esplanade

Table 16: Potential Additional Opportunities and Sites

Map Ref.	Site	Potential Land Use	Comments
SC1	Civic Quarter Victoria Avenue	Relocation of civic offices, art gallery and museum functions to town centre. Residential led development of the area.	Long Term Scheme
SC2	Victoria Shopping Centre	Refurbishment for mixed use scheme including shops, cafes, restaurants, public services, leisure and residential	Short - Long Term Scheme. Owned by Southend Borough Council
SC3	Northern Gateway to Town Centre	Mixed use redevelopment, comprising commercial, residential with the opportunity to provide taller buildings and visitor accommodation with good links to Victoria train station. Improved public realm, landscaping and seating and the creation of a wider/improved pedestrian gateway to the town centre	Short/Medium Term Scheme Links with public realm improvements to the London Road east of College Way
SC4	High Street, north-west side	Break through High Street to open up The Forum and facilitate the creation of public events space. Additional cultural and learning and supporting uses	Long Term Scheme. Potential to incorporate as part of the Elmer Square Phase 2 development (see Table 15 above).
SC5	Warrior Square Car Park	Possible redevelopment for residential (with possible relocation of civic services)	Medium/Long Term Scheme Local character and distinctiveness of the Warrior Conservation Area to be respected. Loss of existing parking could be offset through increased provision at Tylers (See Table 15 above).
SC6	Central Railway Station	Redevelopment of adjacent land for residential and civic space, including landscaping around station	Medium Term Scheme
SC7	High Street	Rationalisation of highway space to create extensive landscaping	Short/Medium Term Scheme
SC8	High Street	Encourage residential use above shop/commercial units	Short/Medium Term Scheme
SC9	Chichester Road	Rationalisation of road space to create cycle lane and extensive landscaping with links to High Street	Medium Term Scheme
SC10	Market Place	Promote plot by plot refurbishment and redevelopment for independent small-scale shops, boutiques, cafés, bars and small studio style workshops with live/ work units and residential uses above ground floor level	Medium Term Scheme. Local character and distinctiveness of the Clifftown Conservation Area to be respected.
SC11	Royals Shopping Centre	Mixed use scheme including shops, cafes, restaurants, leisure and residential	Medium/ Long Term Scheme

SC12	Royals precinct (top of Pier Hill)	Creation of outdoor seating/cafes/landscaping with public events space (linked to scheme 13)	Medium Term Scheme
SC13	Golden Mile Marine Parade	Contains Opportunities for mixed-use redevelopment, including for leisure, cafes and residential above. Creation of new pedestrian link to Marine Parade from the town centre designed around the concept of 'Spanish Steps'.	Medium Term Scheme
SC14	Eastern Esplanade	City Beach Phase 2 – Eastern Esplanade (from The Kursaal to Victoria Road)	Medium Term Scheme Extensive public realm improvements
SC15	Kursaal, Eastern Esplanade	Refurbishment for mixed use scheme including leisure, cafes, restaurants, hotel, residential, parking and ancillary shops	Short/Medium Term
SC16	Western Esplanade	City Beach Phase 3 – Western Esplanade (from The Pier to Cliffs Pavilion)	Long Term Scheme Extensive public realm improvements
SC17	Former Gas Works, Eastern Esplanade	Considered suitable for a major mixed-use scheme that could include residential, leisure, cafes and restaurants and parking	Long Term Scheme The site has now been cleared and laid out for temporary public parking

These potential additional opportunities and sites are aspirational in their approach, aimed at continuing the regeneration of the area and securing its long-term sustainable future. Your views are sought on these potential schemes and any other thoughts you may have on alternative schemes and how the regeneration of the area could be effectively promoted and achieved.

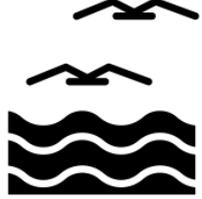
2.5.4 Town Centre and Central Seafront - Potential Opportunities and Interventions

Have your say.....

Please explain your answers

- Do you agree with the identified potential opportunities set out in **Table 16**? Please include the map reference when making your response.
- Do you have any other thoughts and ideas on how the regeneration of Southend Central could be effectively promoted and achieved?

2.6 Protecting and Enhancing Green Space and the Coastline

	<ul style="list-style-type: none"> • Proposing to protect 529.9 hectares of valuable Green Space • PLUS – ambition to create a new Country Park to the north of Southend as part of a new neighbourhood • 7 Green Flag Parks • 20,000+ street trees • Tree canopy cover is 12% of the Borough 		<ul style="list-style-type: none"> • 7 miles of Coastline • 5 blue flag beaches • 8 Nature Conservation Areas
--	---	---	--

Green infrastructure provides a range of environmental, social and economic benefits, including: increasing biodiversity; improving people’s physical and mental health and wellbeing; encouraging local food growing and healthy food environments; encouraging active travel and safer roads; and contributing to making places more attractive for visitors and investors. The Borough’s green infrastructure network also plays a vital role in climate change mitigation and adaptation. Open space, trees, soft landscaping such as green walls and roofs can reduce the urban heat island effect making the built environment more comfortable during the summer months, provide shade, reduce air pollution and store surface water and carbon.

Southend on Sea has almost 600 hectares of parks and green space, including district, local and neighbourhood parks, playing fields, sports areas, allotments and woodlands, and 5 designated sites for nature conservation. Seven parks were awarded Green Flag status in 2020, reflecting the quality and variety of their offer, and 7 miles of almost continuous coastline provides an important leisure asset, with 5 Blue Flag beaches designated for 2020.

A Tree Canopy Study undertaken in 2019 found that 12% of the Borough is covered by trees, including street trees, trees within parks and open spaces, woodland, and within private gardens. The Council’s Tree Policy aims to increase this to 15% through targeted action to plant within parks, provide new street trees in areas with gaps in coverage, and in partnership with community groups and individuals to encourage more trees to be planted within gardens and other private land.

Southend is a densely developed area with limited opportunities for new green space. However, there will be opportunities to create green space where new development is proposed, including enhanced public realm, as well as improving connections between green spaces through soft landscaping, tree planting and better signage and way finding. Such small interventions can make a significant impact as part of the wider network.

ASELA, the association of South Essex local authorities, has proposed the creation of South Essex Estuary Park (SEE).⁵⁸ The Park will be a single regional parkland system, with multiple benefits including flood risk management and climate change mitigation, featuring a continuous and accessible coastal path from Tilbury Fort to Shoeburyness. It will boost eco-tourism and biodiversity, support a green economic recovery and provide easy access for residents to high quality green space, restored marshlands and new woodland. Continuous access to the coast for pedestrians and cyclists is also promoted through the England Coast Path⁵⁹ and Sustrans national cycle route.⁶⁰ It also remains an ambition to improve the Cinder Path linking Leigh railway station/Old Leigh and Chalkwell Esplanade, which forms part of this strategic network to provide enhanced access for pedestrians and cyclists.

Southend's Coastline

Southend's blue infrastructure network includes the foreshore, which is protected as a habitat for bird species, with five internationally designated sites for nature conservation within the Borough, covering the intertidal part of the Thames Estuary. These sites support a wide range of important bird species, in particular providing overwintering feeding grounds. There are several ponds within Parks such as Priory, Friars, Southchurch and Gunners Parks, and Eastwood Brook and Prittle Brook, which provides an important link between Belfairs Woods and Priory Park as a wildlife corridor and for recreation and active travel. These will continue to be protected.

The cumulative impact of growth across South Essex is expected to increase pressure for recreational and leisure pursuits in or nearby European sites, impacting on their integrity. This impact is being addressed through the Essex Coast RAMS partnership, to implement mitigation measures to alleviate pressure on designated habitats from recreation, funded from developer contributions. While carefully managing the impacts of visitors on overwintering birds, public access to the coastline continues to be supported, including the implementation of the England Coast Path project to provide continuous coastal access for walkers and improve the quality of this route, for example with signage.

What You Told Us

In response to the New Local Plan Issues and Options document you highlighted a number of detailed issues and other matters of concern relating to parks and open spaces. These included:

- the need for a strategic approach to green and blue infrastructure as a cross-boundary issue

⁵⁸ [More than a park – vision for South Essex Estuary \(SEE\) Park... | ASELA](#)

⁵⁹ [England Coast Path: overview of progress - GOV.UK \(www.gov.uk\)](#)

⁶⁰ [The National Cycle Network - Sustrans.org.uk](#)

- the importance of greening the existing built up area, including Southend town centre and need for more tree planting, biodiversity measures, and sustainable drainage provision
- need to target any areas of green space deficiency and protect existing areas of green space
- net gain for biodiversity
- importance of green space for health and wellbeing
- climate change should feature more prominently

Climate change avoidance and mitigation is integral to the local plan and is included within the draft aim and objectives in Section 1. More detailed policies will be included in the next iteration of the plan as the Preferred Options are developed.

Protecting and enhancing Green Space

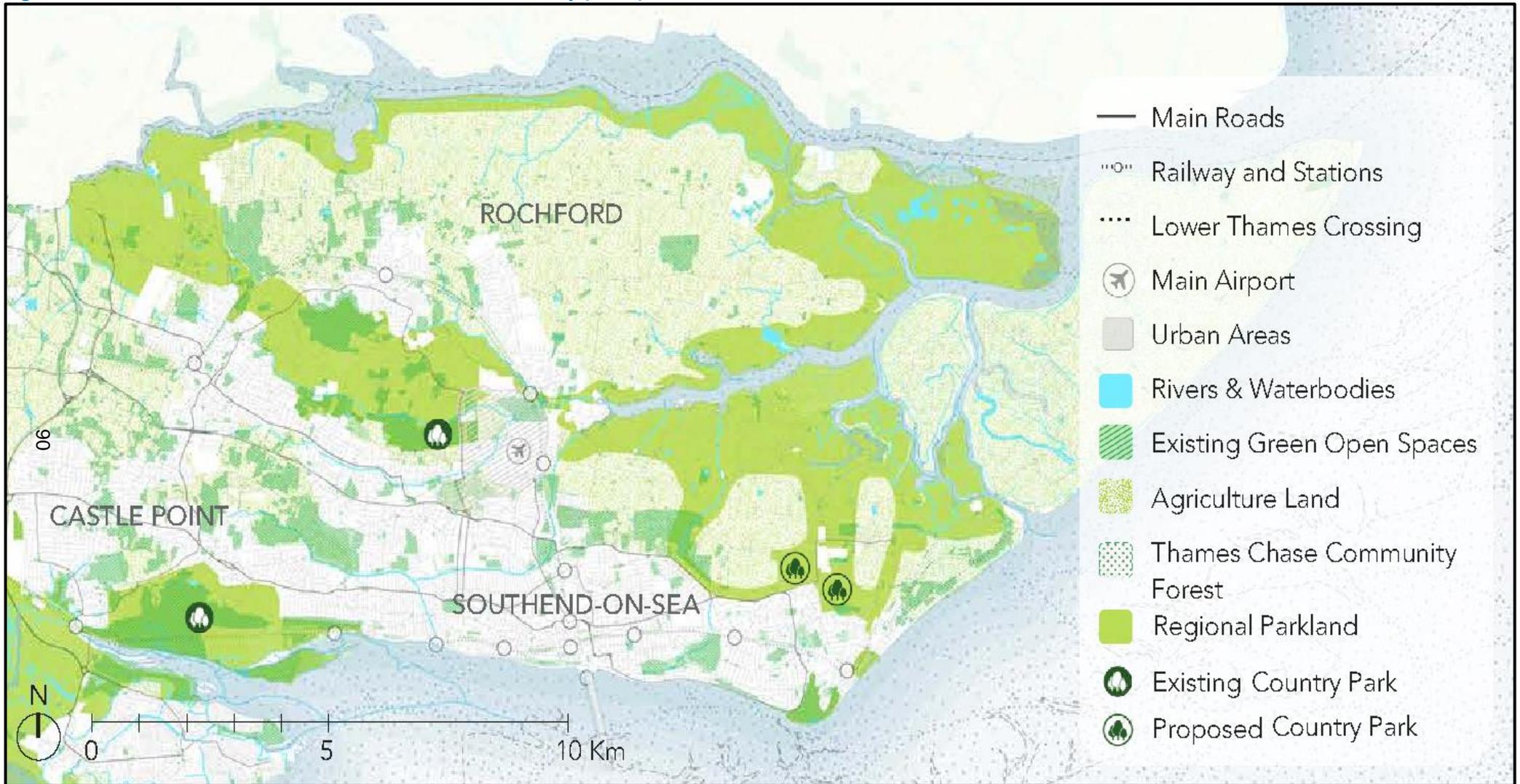
The New Local Plan therefore proposes to:

- protect green space from development;
- where justified designate green spaces of particular value to the community as ‘Local Green Space’⁶¹ providing them with increased special protection;
- continue to support the ambition to create a Country Park to improve access to green space for residents in the east of the Borough;
- identify areas of search/ indicative locations where new and improved green spaces will be promoted within areas lacking local access; and
- identify lower quality underutilised green spaces which provide potential for development for alternate uses.

The role of new Country Parks is explored as part of the South Essex Green and Blue Infrastructure Study (2020). If a new neighbourhood or neighbourhoods were to come forward on the edge of Southend or outside the Borough as part of Development Opportunity C and/or D, this would provide the impetus to realise a long held ambition of creating a country park to the north east of Southend, which would form part of the South Essex Estuary Park. This would better connect the urban area of Southend with the rural fringes of the Crouch Estuary by linking up existing rights of way and providing greater public access to green space – see **Figure 10** below. This is for indicative purposes only, and the precise extent of the country park would be determined through a master planning process, but green infrastructure provision could include community growing sites, meadowland burial provision or deliver other local priorities for green space and biodiversity. There may also be an opportunity in the longer term to create new greenways (for pedestrians, cyclists and equestrians) linking residential areas with the Roach Estuary, for example utilising the existing private road to Barling Landfill sites, Mucking Hall Road.

⁶¹ See [guidance on Local Green Space designation](#)

Figure 10 - South Essex Green and Blue Infrastructure Study (2020)



Composite Figure.30, Figure.33, Figure 36 and Figure.39 of the South Essex Green and Blue Infrastructure Study (2020)

All green spaces proposed to be protected can be viewed in [Appendix 2](#) and you can comment on them within [Section 3: Neighbourhoods](#).

[Addressing deficiencies in the quantity and quality of and access to green space](#)

Parks and green spaces are not evenly distributed across Southend with Central Southend and Westcliff neighbourhoods having the most limited provision of green space in the Borough. It is therefore important to protect green space in such areas, to seek to provide new provision or urban greening from new developments, and to provide better connections between them to promote active travel through walking and cycling. Where there are particular gaps in access to green space these are described in the relevant neighbourhood section. All existing allotment sites will continue to be protected.

In addition, a new Country Park in the north-east of the Borough provided as part of new Neighbourhoods on the edge of Southend (see [Section 2.3](#) above) would complement the existing facilities at Hadleigh and Cherry Orchard Jubilee Country Parks in Castle Point and Rochford, and ensure residents living within the built-up area of Southend have more equitable access to natural green space.

[Releasing Existing Green Space for Housing Development](#)

¹⁶ There are a number of green spaces and areas of agricultural land within the urban area that are being promoted for residential development. These are set out in [Table 17](#) and defined in [Map 11](#).

All sites proposed to be designated as green space or agricultural land can be viewed in [Appendix A](#) and you can comment on them within [Section 3: Neighbourhoods](#)

Map 11: Existing Protected Green Space or Agricultural Land with the Potential for Alternative Use

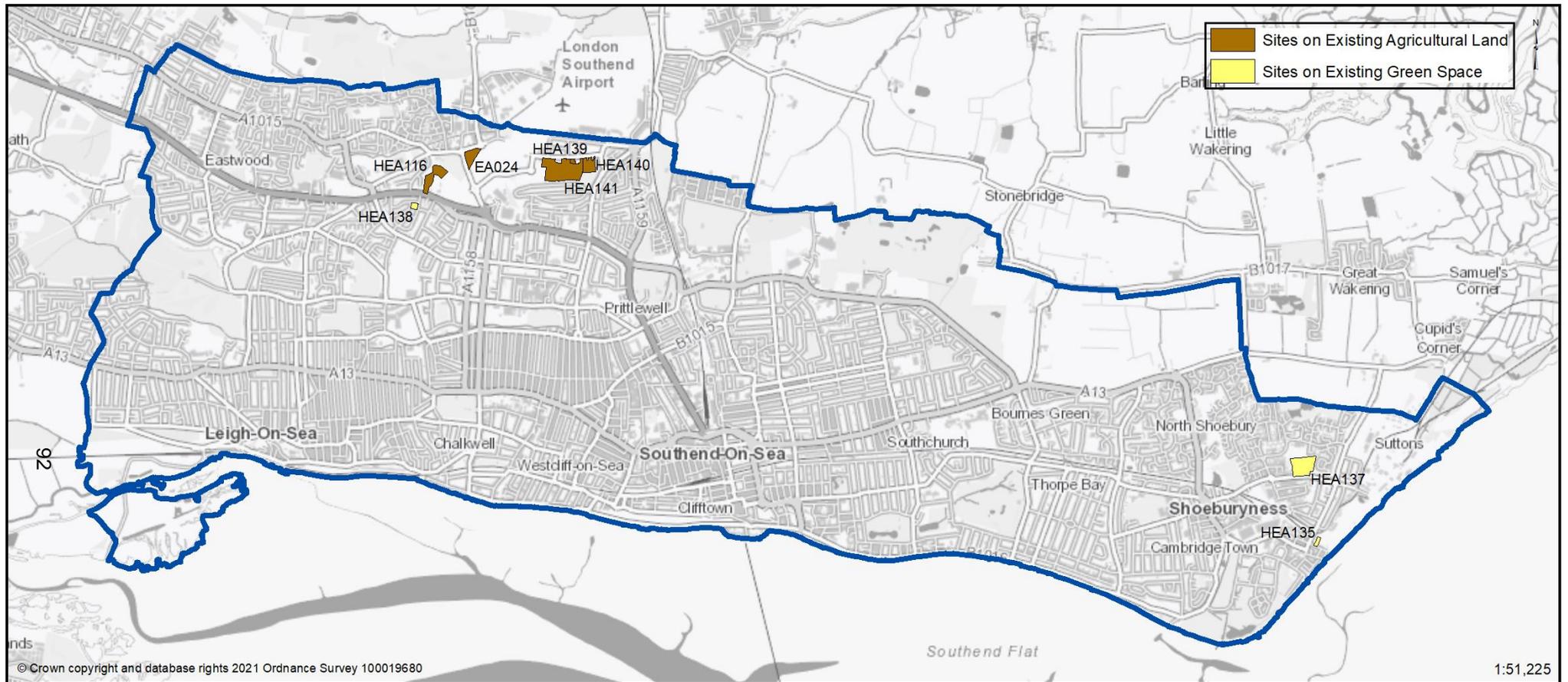


Table 17: Existing Protected Green Space or Agricultural Land with the Potential for Alternative Use

Map Ref.	Site	Description	Potential Alternative use	Neighbourhood Area	Area (Ha)	Justification
HEA138	Land at Mendip Crescent/ Dunster Avenue	Green Space	Residential. Tree planting on the remaining green space. A programme of tree planting has begun on the site which has been identified as having potential for woodland as part of the corporate strategy to increase canopy cover in the Borough.	Shoeburyness	0.39	Land is in public ownership and underutilised, with potential for residential development.
HEA137	Land at Elm Road	Green Space	Residential. Tree planting on the remaining green space would increase biodiversity. There is an existing programme of managing the habitat with controlled cutting regimes to increase biodiversity. Site remediation would also be required.	Shoeburyness	3.77	
HEA135	Land at George Street	Green Space, former playing field associated with Hinguar School. Covenant issues on land	Residential, potential to enhance adjacent East Beach recreational / environmental offer	Shoeburyness	0.32	
HEA141	Land to South of Eastwoodbury Lane	Agricultural Land	New transport access, school, residential, improvements to remaining green space	Eastwood	7.17	
HEA140	Land to South of Eastwoodbury Lane	Small Holdings	Residential, improvements to remaining green space	Prittlewell	1.63	
HEA139	Land to South of Eastwoodbury Lane	Small Holdings	Residential	Prittlewell	0.21	
HEA116	Land at Brendon Way/ North of Prince Close	Agricultural Land	Residential	Prittlewell	2.45	
EA024	Land at Nestuda Way/ Eastwoodbury Lane	Agricultural Land	Employment	Eastwood	1.56	
Please note additional sites are being promoted on agricultural land as part of the provision of a new neighbourhood on the edge of Southend – please see section 2.3						
Total					17.5	

Protecting and Enhancing Green Space and the Coastline

What does this issue cover?

- Protecting and enhancing the wide range of parks and open spaces and coastline within the Borough, contributing to the support of mental and physical wellbeing
- Maintaining the character and integrity of the undeveloped coast
- Identifying opportunities for greater biodiversity and strengthening of green corridors throughout the urban area of Southend, promoting opportunities for active travel
- Identifying opportunities to improve and create local green space where appropriate

What information or evidence do we need for this issue?

- South Essex Blue and Green Infrastructure Study (2019)
- Southend parks and open spaces assessment (2020)
- Essex Coast RAMS Strategy (2018)
- Tree Canopy Cover study (2019)
- Pollinator Study (2020)

Related Southend 2050 Outcomes – where we want to be

- We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset
- More people have physically active lifestyles, including through the use of open spaces
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors
- People have a wide choice of transport options
- There is a tangible sense of pride and local people are actively, and knowledgeably, talking up Southend

2.6 Protecting and Enhancing Green Space and the Coastline

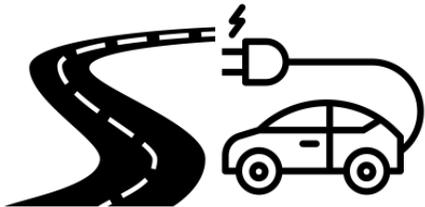
Have your say.....

Please explain your answers

You can view and comment on specific sites within Section 3: Neighbourhoods.

- a. Do you support the creation of new strategic green space or a new Country Park as part of the provision of a new neighbourhood/s to the north of Southend (**Figure 10**)?
- b. Do you have any comments on the green space sites / agricultural land identified as having the potential to be released for development (**Table 17** and **Map 11**)?
- c. Do you have any comments on the approach to protecting designated coastal habitats and supporting public access to the coast?
- d. Do you have any other comments on our proposed approach to green space policy?

2.7 Transport and Access

	<ul style="list-style-type: none"> • Nearly 30,000 daily outbound commuting journeys • 1.09 cars per household (1.31 cars per house/ 0.65 cars per flat) • 447 electric vehicles registered in Southend and rising 		<ul style="list-style-type: none"> • 9 train stations • 15.5 million - total rail trips in 2019 • Extensive bus routes • 13% drop in bus journeys between 2009/10 and 2018/19
--	---	---	---

Context

Transport in Southend is strongly impacted by the geography of the town. Situated on a peninsula the town is only accessible from the west. The Thames Estuary provides a barrier to the south and the east though it does offer opportunities for river transport ([Map 12](#)).

Map 12: Southend Context



Southend is well connected primarily by the A127 and A13 and the two railway lines to London (Fenchurch Street and Liverpool Street). However, longer journeys are funneled westwards to the A130, M11, M25 and London. These wider strategic networks are outside the remit of this New Local Plan but provide context on the transport challenge facing the Borough.

Within Southend there are issues with congestion at key junctions, particularly along the A127 and A13, and around the Town Centre and on Sutton Road. The Borough has a number of major bus routes that are all impacted by traffic congestion and a lack of priority measures. There are a number of cycle routes but there are gaps in this provision, with limited north-south cycleways and a lack of an overall network.

Tourism is an important part of the Borough’s economy, though this is highly seasonal. The result is that transport issues like congestion and overcrowding are particularly severe on a few key days. The Southend Central Area Action Plan (2018) included a number of measures to help address seasonal peaks in parking demand in the Central Seafront Area and Town Centre and the Council has implemented a new Parking Charges Strategy in 2021 to help manage parking more effectively. The Tourism Strategy going forward will support Southend as an all year round resort and staycation destination to level out seasonal peaks.

Southend Airport has been expanding rapidly with over 2 million passengers in 2019 and is capable under existing permissions to achieve 6 – 8 million passenger per annum depending on aircraft sizes. There remains a commitment to improving the use of public transport to get to and from the airport and thereby mitigate impacts on the road network.

Improvements to the Transport and Access Network

The Southend Local Transport Plan identified interventions required to deliver existing growth targets to 2021 as set out in the Core Strategy (2007) (6,500 homes, 13,000 jobs, plus impact of airport) and the Council has delivered a package of schemes, predominantly on the A127 Corridor and within the Town Centre. The schemes are listed in **Table 18**. However, the effects of the pandemic have hit the aviation industry hard and this is likely to push any further expansion for some time, coupled with any Government restrictions arising from the Climate Change agenda.

Table 18 – Completed or under investigation transport schemes

Scheme	Progress
A127 Progress Road Junction Improvement	Completed. Funding bid for further improvements made. Awaiting decision
A127 Cuckoo Corner Junction Improvement	Completed
A127 / A1015 Kent Elms Junction Improvement	Completed

A127 The Bell Junction Improvement	Under construction. Due for completion 2021
Southend Central Area Transport Schemes	East Street and Victoria Avenue in design. Victoria Avenue/Carnarvon Road/Great Eastern Avenue/Victoria Avenue Service Road/Public Realm improvements – Completed. London Road – Partially complete remainder in construction
A127 / A13 Victoria Gateway Improvements	Completed
A127 / B1013 Tesco Junction Improvement	Completed
City Beach Phase 1	Completed
Pier Hill Improvements	Completed
Better Buses Fund	Completed
South Essex Active Travel Fund	Completed
Local Sustainable Transport Fund	Completed
Better Queensway	Recent Planning Permission
Improved Car Park Signage and Guidance Systems	In progress
Car Parking in the Town Centre and Central Seafront	In progress

The Council is reviewing its current Local Transport Plan (LTP3), with updated policies and implementation plan. The development of a new LTP4 will be important in identifying transport priorities for the Borough and will be closely aligned with the New Local Plan as well as broader Council priorities.

Strategic Network

Work has been commissioned by the Association of South Essex Authorities (ASELA) on Transport issues. This examines the adequacy of the existing transport networks in meeting needs for movement. This identified three different “clusters” of centres which have functional links with each other. Southend is included within two of the clusters. Some of the links within and between towns are good (such as parts of the towns close to the rail corridors and along the A127). However, there are substantial gaps in north-south linkages by all modes and some areas are especially hard to access by public transport, e.g. employment and retail sites along the A127 and residential areas. The Study looks at how the different centres of South Essex could act as transport hubs with improved linkages between them. Ways of addressing this include developing strategic movement corridors such as Rapid Transit, incorporating segregated sections and development of enhanced transport hubs.

The concept has still to be developed in detail. For Southend, a new neighbourhood on the administrative boundary with Rochford district offers the potential to include a rapid transit corridor linking with the A127 as part of a holistic approach to movement and link into a broader network. This would be complemented by an enhanced central “hub” location for bus/rail/rapid transit linkages (location to be determined) and potentially a hub at the Airport.

At a Regional level, Transport East⁶² has been established by the Government to address how transport can be improved across the whole of the East of England. Work on producing a Strategy is still at an early stage.

All strategic transport improvements will require considerable investment and Government funding. Those schemes located outside the Borough are not within the control of the Council while even those within the town would, in many cases, require partnership working.

What You Said

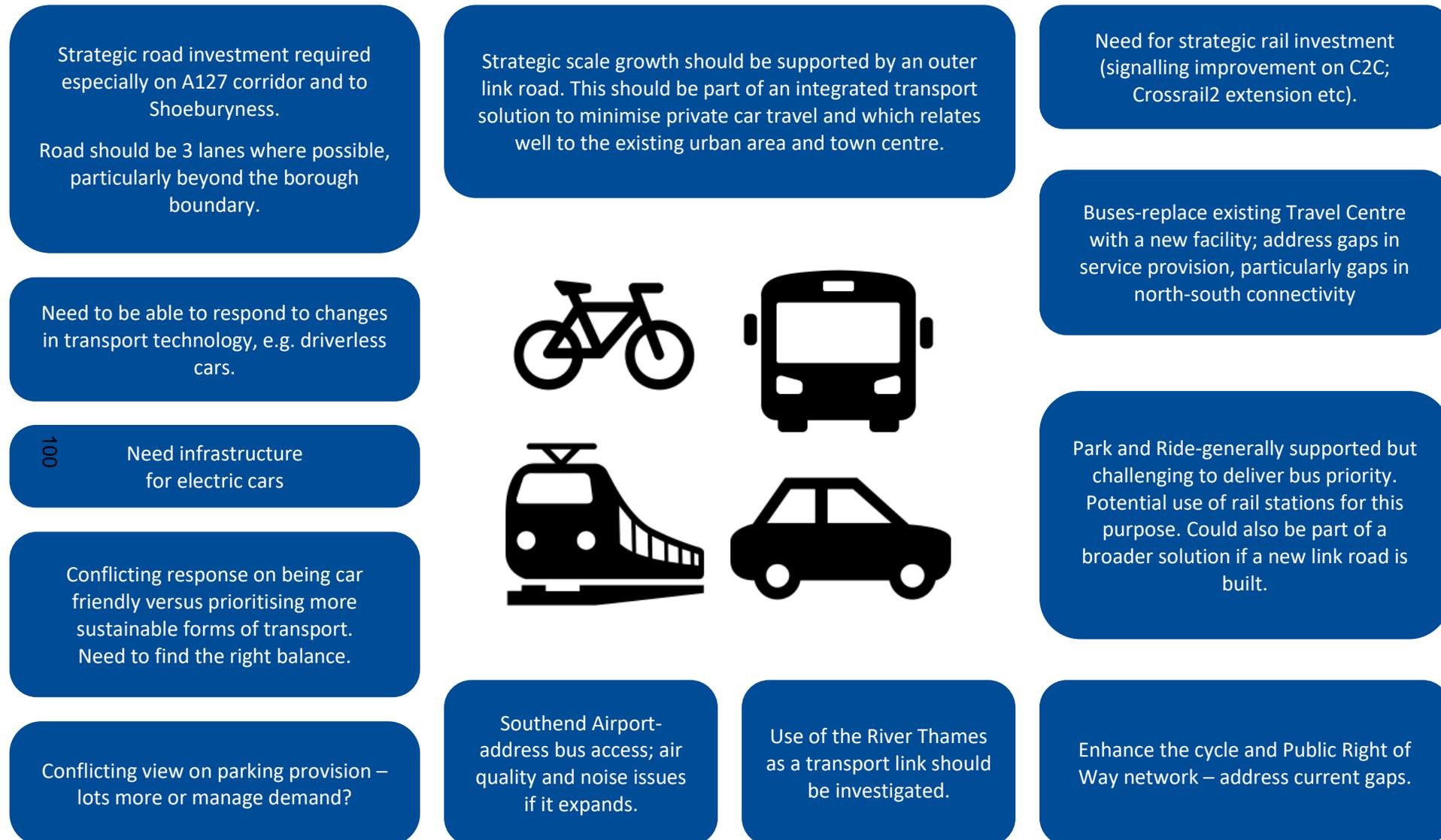
There were a broad range of comments on transport as part of the previous Issues and Options consultation on the New Local Plan held in early 2019. There was support for new infrastructure development with some respondents wanting the A127 to have major upgrades. There was also recognition that Strategic Option 3 (Urban extension) would require a Link Road with some of this being within the Rochford District. Various route options were suggested.

Enhancements to the road network were balanced by many respondents wanting to see improvements to walking, cycling and public transport networks, especially considering the growing importance of climate change. This included suggestions such as more bus priority measures.

Some respondents suggested reducing parking levels while other respondents wanted to see more. There was also recognition that Tourism brings its own transport challenges and that particular parts of the Borough have their own specific transport challenges. Comments are summarised in [Figure 11](#).

⁶² <https://www.transporeast.org.uk/>

Figure 11: Summary of Comments Made on Transport Elements of Issues and Options Report



Issues to be Considered

Impact of the Covid Pandemic

Covid-19 has had significant impacts on transport. In the Spring 2020 lockdown, traffic across the country dropped to levels last seen in 1957, and the use of public transport and the airport dropped by as much as 90%. In contrast, cycling nearly tripled. The consequent months have seen a divergence in fortunes by different modes of transport, with public transport in particular struggling to recover its passengers.

Working from home could have significant impacts on how people travel to employment in future. It could considerably reduce future levels of rail commuting to London in particular, especially at peak times. It draws out the potential increasing importance of neighbourhood centres as employment “drop-in” hubs and how access to these locations could be made more attractive for residents who walk and cycle. Greater working from home also draws out the importance of developing robust digital networks. An understanding of changing demands for transport as well as how to best provide for changing mobility patterns will require flexible responses and monitoring.

Public Transport, Walking and Cycling

The future level of services on the railways in Southend is tied to the outcomes of the Government’s Rail Review, which has indicated that there are likely to be considerable change to the current system of rail franchising. The future of the bus network is reliant on ensuring that core bus services become commercially viable again.

There has also been significant Government action in promoting walking and cycling as a mode of transport. For shorter trips (less than a mile), walking and cycling is being pushed by Government policy as the primary means by which people should get around, and Government is investing in delivering Active Travel Schemes. New design guidance⁶³ has also been produced which requires every transport project to be assessed for how it improves the environment for walking and cycling.

Significantly, the Climate Change Committee in the Sixth Carbon Budget identified the need to take action in reducing the amount of trips people take, especially by the most polluting modes of transport. This means designing towns and cities in a manner that reduces the need to travel – for example by ensuring homes are located close to a range of day-to-day services and facilities and that these services and facilities are within easy reach by foot, bicycle, or by public transport, with associated benefits related to improving physical and mental health and wellbeing.

Climate Change Impacts

⁶³ Local Transport Note 1/20

Climate change impacts will become increasingly challenging over the Plan period and will be addressed in the next iteration of the New Local Plan. Transport related emissions are around a third of overall emissions locally. It is important that the New Local Plan addresses this if the Council is to address its “Climate Change Emergency” aspirations. The delivery of electric vehicles, and associated charging infrastructure, will help to reduce emissions, and local councils will need to ensure that policies are in place to help support this.

Digital Technology

Within the New Local Plan period the impacts of digital technology will become more prevalent. Revolutionary technologies like Mobility as a Service⁶⁴ and autonomous cars may be adopted, but similarly some existing services could be augmented and improved by new technologies. This can include booking car parking spaces, booking car club cars to hire, and the supply chain becoming increasingly automated.

Car Parking

The availability of parking is an issue and can manifest in a number of ways. Average car ownership within Southend is 1.09 cars per household (1.31 cars per house and 0.65 cars per flat). The number of cars per household fluctuates between the different neighbourhood areas of Southend, for instance the rate within Southend Central, which comprises the town centre, is significantly lower than the Borough average being 0.69 cars per household (0.94 cars per house and 0.56 cars per flat).

In the more densely built up parts of the Borough with no off-street parking, there are challenges with the availability of on-street parking and its management. In suburban areas provision of parking for multi-car households needs to be assessed alongside overall design principles so that parking is incorporated in such a way that it doesn't dominate the street scene and local environment.

When designing future developments, how parking is incorporated in an attractive way is an important consideration. This needs to be balanced; setting parking standards too high, whilst potentially mitigating on-street parking stress, can underutilise land where off-street spaces are not all used, encourage greater car ownership and therefore increased trips on the local network, limit the amount of development/ provision of new homes and potentially limit amenity space/ green space that can be provided within the development.

For local and town centre businesses, the views expressed on parking during the Issues and Options consultation (2019) were more mixed. Improved car parking is on the one hand sometimes considered as essential to ensuring that people can support local shops and businesses. However, wider evidence

⁶⁴ This is the integration of several different transport service into a single service offering, such as a mobile phone application, available on demand, and with integrated ticketing and journey planning

suggests⁶⁵ that improving accessibility by bicycle, on foot, and by public transport is as important in encouraging people to shop locally. These modes can make up a significant proportion of local shopping trips. Supporting the accessibility of local businesses and retail by all modes should be considered.

The use of the car forms an important mode of tourism trips, particularly for families, and this needs to be taken into consideration in planning for future transport provision. This is recognised in the Southend Central Area Action Plan (SCAAP) which seeks to retain a level of parking provision in the Southend central area south of the railway line that supports the viability of the local tourism industry, whilst also recognising the important role other modes of transport play in helping people access the tourism offer.

Development Options and Transport Impacts

All new development has transport impacts. Increasing urban capacity (Development Scenarios A⁶⁶) has advantages where new development is concentrated in close proximity to existing services making it easier for more people to walk and cycle to meet their everyday needs. Individually, such development often has a relatively small impact on existing transport networks, however when considered cumulatively the impact can be significant, e.g. on parking and on key junctions.

For Development Scenario B Facilitating urban change, transport impacts will vary considerably according to location. Former employment sites close to stations and bus stops are more sustainable than more peripheral greenfield sites where there has previously been limited traffic generation, though with good design impacts can be reduced.

For Development Scenarios C and D the development of new neighbourhoods to the north-east of the Borough, including land at Fossetts Farm, needs careful consideration in terms of transport impacts. The A1159 (Eastern Avenue/Royal Artillery Way) which links Shoeburyness to the A127 already has congestion issues at peak periods, particularly from Sutton Road westwards.

The highly urbanised nature of Southend creates challenges for making transport improvements. The A13 is single lane and has shops along much of its length, on-street parking and many junctions. This makes it challenging to improve travel times. The A127 is dual carriageway but has housing along parts of the corridor. While there remains scope for selective widening in some places, making further improvements to junctions is challenging and is likely to be very costly. Limited carriageway capacity creates challenges in managing competing pressures. For example, an extra vehicle lane may require removal of a cycle path (though that could be mitigated by improving provision for cyclists on the other side of the road).

⁶⁵ Living Streets (2020) The Pedestrian Pound. Link: <https://www.livingstreets.org.uk/media/3890/pedestrian-pound-2018.pdf>

Transport for London (2018) The Economic Benefits of Walking and Cycling. Link: <https://tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling>

⁶⁶ Refer to Section 2.3 of the New Local Plan for reference to Development Scenarios

A “Park and Ride” site is a possible option, however, to be attractive to users it must offer a competitive journey time to visitor destinations. To achieve this, bus priority measures would need to be put in place, but these would take space from other vehicles on an already crowded road. Pricing would also need to be competitive to attract users and be cheaper than the equivalent of parking at visitor destinations such as the airport, town centre or seafront. A bus (or very light rail) rapid transit option would also be likely to have implications for highway capacity as priority measures would be required though some routes would be outside existing main corridors.

The Council is updating its multi-modal model to consider transport impacts. One transport improvement being considered is a new multi-modal link road. This could be routed between points A, B and C ([Figure 12](#)), where:

- Link A to B between A127 (Nestuda Way) and Harp house Roundabout is within Southend; and
- Link B and C between Harp House Roundabout and Bournes Green Chase would include land within both Southend and Rochford District.

Another option for improving strategic road connectivity would be to build a new road linking a new neighbourhood to the north of Southend through Rochford District to link up to the A130. This would considerably enhance road and possibly bus links from the east of Southend northwards towards Chelmsford. However, the cost of such a route is likely to be prohibitive and would be located within Rochford District and would need the full support of Essex County Council as Highway Authority. Delivery of this is outside the remit of the New Local Plan.

Any road-based solution would also need to be fully integrated with public transport, walking and cycling improvements with good access to existing train stations. Careful design of the neighbourhoods can also help to reduce the need to travel including through the design of “walkable neighbourhoods”.

Transport and Access

What does this issue cover?

- Strategic and local highways issues
- Provision of a new link road
- Providing for sustainable transport modes, public transport, walking and cycling, encouraging active lifestyles
- Implications of new technology on transport patterns, contributing to Southend being recognised as a Green City
- Encouraging enhancements to the public realm, providing well designed, well connected, streets and spaces to encourage active travel

What information or evidence do we need for this issue?

- Southend Transport Assessment (2021)
- Local Transport Plan 3 including monitoring
- Public Health and Air Quality statistics
- Health and Wellbeing Strategy (draft)
- Southend Air Quality Strategy
- Low Emission Strategy (2018)
- Transport operator figures
- Southend Borough-wide Parking and Access Strategy (2018)

Related Southend 2050 Outcomes - where we want to be

- We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling
- Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long-term aspiration to open new routes, enabling a wider accessibility to public transport options
- People have a wide choice of transport options
- We are leading the way in making public and private travel smart, clean and green
- More people have physically active lifestyles, including through the use of open spaces
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors

2.7 Transport and Access

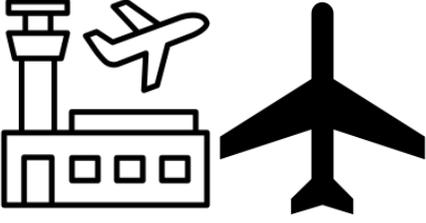
Have your say.....

Please explain your answers

- a. What are your transport priorities for Southend? Where choices are needed, should investment be focused on the private car or on walking, cycling and public transport (e.g. bus and train) and why?
- b. How can we improve take-up and use of low and zero carbon modes of transport?
- c. How can the New Local Plan better support accessibility to town and neighbourhood centres and tourism attractions?
- d. Do you agree with the principle of creating a new link road from the A127 to Shoeburyness to facilitate the development of a new neighbourhood/s to the north of Southend? Noting that its provision is only likely to be viable in combination with the delivery of a new neighbourhood/s to the north of Southend.
 - i. Should the link road be integrated into the existing network from points A, B and C (**Figure 12**) or can you suggest another route?
 - ii. How can the link road best cater for all modes of transport (car, bus, cycle, walking)?
- e. Do you think there is a need for a 'Park and Ride' facility to serve key visitor destinations such as the airport, town centre and central seafront, if so where should this be located?
 - i. Would you support priority bus measures, including dedicated bus lanes, and higher parking charges at key visitor destinations to make "Park and Ride" competitive in respect to both speed and price?
- f. Should we allow residential development schemes to come forward with lower levels of off-street parking in specific areas, such as the town centre, near train stations, along frequent bus routes or where there is access to overnight public parking?

107

2.8 London Southend Airport

	<ul style="list-style-type: none"> • 2.1 million passengers per annum (2019) • 93% reduction in passenger numbers because of Covid Pandemic • 3 – 5 years to recover to 2019 levels • Potential Growth 6 – 8million passengers per annum within existing planning consent 		<ul style="list-style-type: none"> • Planning consent required for 8 million+ passengers per annum • Increase from 1,500 jobs to 6,600 jobs • Drive to become a net zero carbon airport
--	---	---	--

National Policy

Local Plans must have regard to National Policy, including the National Aviation Policy Framework⁶⁷. Government supports growth in the aviation industry and the economic benefits an airport can bring to a local area are well documented. However, growth must be coupled with steps to mitigate environmental impacts such as carbon emissions, noise and air quality. The challenge for the New Local Plan is to balance the economic benefits of growth at the airport in terms of jobs created and its beneficial impact on the wider local economy, whilst setting an appropriate framework to manage the environmental impacts of airport activity in line with national policy.



London Southend Airport is partly within the Southend Borough boundary, but the larger part of the airport sits within Rochford District. In 2014 the two authorities jointly produced and adopted the **London Southend Airport and Environs Joint Area Action Plan (JAAP)**. The JAAP sets out proposals for management of the growth of the Airport to 2031, along with continued development of the Airport Business Park at Aviation Way, Saxon Business Park and Nestuda Way Business Park. These modern business parks focus on providing quality employment space, building on links to the Airport.

The JAAP’s shared vision for the future development of London Southend Airport and its environs is to deliver:

‘An area that realises its potential as a driver for the sub-regional economy, providing significant employment opportunities and ensuring a good quality of life for its residents and workers. To achieve this, the area’s assets and opportunities for employment need to be supported and developed’

Operating an Airport near a densely populated urban area has a number of challenges. These include noise, air quality and managing surface access. The JAAP includes a range of policies to complement the conditions within the planning consent, to help manage and monitor environmental impacts.

⁶⁷ National Aviation Framework (2013) and “The Future of UK Aviation: Making Best Use of Existing Runways” (2018)

The JAAP is now nearly seven years old and in need of updating and reviewing. As the Southend New Local Plan can only apply policy provisions to its own administrative area, in liaison with Rochford District Council, the Council is considering how best the JAAP should be reviewed and updated. Possible options could be:

- a. inclusion of a high-level policy within the Southend New Local Plan, developed through co-operation with Rochford District Council, with more detail being set out in an accompanying master plan; or
- b. development of new policies for the management of the Airport at a later date, as part of a review of the JAAP, jointly with Rochford District Council; or
- c. a combination of a) and b).

Whatever option is considered the most appropriate it will need to reflect key issues including the following:

- effective management of growth of the Airport and associated facilities such as parking and hotels;
- addressing noise issues both in the immediate vicinity of the Airport, such as provision of acoustic fences; and over the urban area (especially Eastwood/Leigh);
- 109 • appropriate management of air quality in and around the airport;
- an overall Environmental Management Strategy that supports the Airport in achieving its ambition to be a zero carbon operation as soon as possible; and
- surface access management, in particular addressing impacts on the A127, nearby roads and parking and looking more widely at the role of the Airport as a “Transport Hub” for the broader area.

Number of Flights

The JAAP and existing planning controls (09/01960/FULM) allow for 53,300 air traffic movements per annum (ATMs) at the airport, including for both commercial flights and other general aviation (mostly smaller planes; private charters; helicopters, flying school, etc). The JAAP envisaged this would facilitate no more than 2 million passengers per annum (mppa) during the plan period to 2031. However, the 2mppa was achieved through 37,000 ATMs in 2019/20. This is due to the increasing capacity of aircraft facilitated as part of the runway extension so many more passengers can now be moved per plane.

In 2019 the airport and businesses located at it supported approximately 1,500 jobs, bringing considerable economic benefits to the local economy, with a proportion of these being highly skilled. A further 2,200 jobs are supported indirectly in supporting the Airport. Expansion of the Airport would increase the economic impacts; for example, if the Airport reached the capacity of the existing consent (between 6 - 8 million passengers) this would result in around 4,000 jobs, plus an estimated additional 5,000 more with links to the airport.

The Airport is developing a Masterplan that will be subject to public consultation. The Masterplan will identify the level of flights that the existing runway can accommodate; what additional physical facilities will be required and how environmental impacts such as noise can be managed. It is anticipated that expansion could lead to the creation of a significant number of jobs, with up to 6,600 employed at the Airport and a significant number of jobs linked to the Airport.

Covid 19 has had a significant impact on passenger and employment numbers. One of the main operators, Easyjet, has closed its base at Southend. Passenger numbers have plummeted by over 90%. Cargo flights which are controlled by the current planning consent to 10% of total movements, have continued including those operated at night. Because of the nature of the logistics industry some cargo flights are only able to operate during this period. It is anticipated it will take 3-5 years to reach pre-Covid levels of passenger movements. Employment levels will also need to recover.

Esken, formerly Stobart Aviation, are responsible for development and operations of London Southend Airport. Despite the impacts of Covid, Esken remains confident that it will see a return to its pre-Covid growth trajectory over the medium and longer term as summarised in [Table 19](#), and indeed, will see a return to high levels of passenger travel earlier than other airports as it is more reliant on the short-haul travel market.

Esken estimates that the existing 53,300 ATM limit could allow for between 6 to 8 mppa by 2031, depending on the proportion of commercial flights and size of aircraft used. The existing runway has the capacity to accommodate more flights beyond the current permission.

Esken has indicated that construction of new airport facilities would be guided by their preparation of a Masterplan which will be subject to public consultation. The Masterplan will be an important element in delivering environmental ambitions as well as economic growth. The Airport has an ambition to become zero carbon by the mid 2020's.

Table 19: Planned and Projected Growth of the Airport

Planned/projected growth	Air traffic movements (atm) per annum at the Airport*	Number of Passengers per annum	Estimated capacity of passengers per annum	Estimated direct jobs supported by airport operation
Position at 2019/20	36,979	2.15 million		1,500
Planning Permission and JAAP policy provisions up to 2031	53,300 planned and allowed through current planning permission		6 – 8 million**	4,000

Future Masterplan	Over one quarter higher than permitted levels		Depends on capacity of aircraft used	6 600
--------------------------	---	--	--------------------------------------	-------

* including commercial and general aviation (mostly smaller planes; private charters; helicopters; flying school, etc)

** dependent on size of aircraft and proportion of commercial flights. Lower limit based on around 13,000 non-commercial ATMs; Upper limit based on 100% commercial ATMs. Size of commercial aircraft assumed 150 passengers.

Land use implications

Investment in London Southend Airport has helped realise several strategic transport improvements, including the then new railway station which opened in 2011, an enhanced bus service, and new pedestrian and cycle links within that part of the town. Growth of the Airport also assisted with the case to secure government funding to improve various junction capacity along the A127. Current modal split of passengers coming to the airport is broadly 70:30 road to rail. This could be improved to 60:40 through more frequent and reliable services (particularly at weekends) on the Southend Victoria to London Liverpool Street railway line with scope for becoming a market-lead in achieving 50-50 split.

The main peak hours of airport operation are generally early morning and late evening and flows of people travelling to and from the airport run counter to main commuting patterns. In that context, growth in passenger numbers can more easily be assimilated into rail capacity, though more frequent 'airport' services may be required as the airport continues to grow and encourage more people to travel by rail. Notwithstanding, continued growth in passenger travel will also create additional car journeys and this will also lead to the need to consider additional car parking at the airport. To minimise land take these could be provided as carefully designed multi-storey facilities. All new car parking would need to be EV enabled as the UK transitions towards electric and other environmentally friendly vehicles.

"Park and Ride" provision is another sustainable option and could potentially bring wider benefits to the transport network in Southend. Any such development would require planning consent. Consideration of the transport impacts of the Airport will need to be integrated with the overall transport planning for the immediate area and more widely.

The need for the air transport industry to address its contribution to achieving zero carbon is likely to promote further innovation; e.g. in use of electric and hydrogen fuelled aircraft. This will however take time to come to fruition and most fleets are unlikely to be so equipped until towards the end of the Plan period. The Airport has committed to the Airport Carbon Accreditation programme which involves auditing the Airport's carbon footprint; identifying carbon reduction measures, working with partners and identifying an offset programme. It is anticipated that this will take 3-4 years to achieve. Reductions in carbon reflecting national standards and ambitions will also need to be incorporated in any future planning applications.

Air quality is impacted by Air Traffic movements; aircraft maintenance and also by traffic generated by the Airport. Improved air quality monitoring will be necessary at and around the Airport to ensure that the impacts of this are identified and appropriate action taken.

Overall, the New Local Plan will need to balance the economic benefits future growth of the airport will bring to the town whilst mitigating environmental impacts. It will be important that the communities most affected are able to benefit from this growth as well as seeing environmental impacts reduced.

London Southend Airport

What does this issue cover?

- Airport growth and implications
- Strategic and local highways issues related to surface access to airport, encouraging sustainable modes of travel, enhancing opportunities for walking and cycling and public transport
- Airport Business Park promoted for its role in bringing prosperity and job opportunities to the Borough

What information or evidence do we need for this issue?

- 112 Local Transport Plan 3 including monitoring
- Public Health and Air Quality statistics
- Health and Wellbeing Strategy (draft)
- Southend Air Quality Strategy
- Low Emission Strategy (2018)
- Submission from airport operators to Local Plan (2021)
- Airport Economic Study (2020)

Related Southend 2050 Outcomes - where we want to be

- We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling
- Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long-term aspiration to open new routes, enabling a wider accessibility to public transport options
- People have a wide choice of transport options
- We are leading the way in making public and private travel smart, clean and green

2.8 London Southend Airport

Have your say.....

Please explain your answers

- a. $\vec{\omega}$ Should the New Local Plan include high-level policies, developed through co-operation with Rochford District Council, to guide future development at the airport or should new policies be developed at a later date, as part of a review of the JAAP, jointly with Rochford District Council?
- b. How valuable do you consider the Airport to be as an economic and tourist asset to Southend providing local jobs and global connections?
- c. If the airport is to grow beyond its current planning permission (53,300 ATMS) what policies should we include to positively manage economic growth and environmental impacts such as noise, air quality and the need for carbon reduction?
- d. What transport improvements do you think should be prioritised to facilitate growth of the airport and help to significantly increase the amount of passengers travelling by non-car modes? See [Question 2.7: Transport & Access](#) above concerning new link road and potential park and ride.

2.9 Sustainability Appraisal

Every Local Plan must also be informed and accompanied by a sustainability appraisal which is prepared in stages as the plan progresses⁶⁸. A sustainability appraisal for this consultation stage can be viewed via the website <https://localplan.southend.gov.uk/>. The Sustainability Appraisal is an assessment of the potential significant social, environmental and economic impacts of development. It forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. The Sustainability Appraisal is also used to assist in choosing the most sustainable plan policies and sites to take forward into the New Local Plan.

2.9 Sustainability Appraisal

Have your say.....

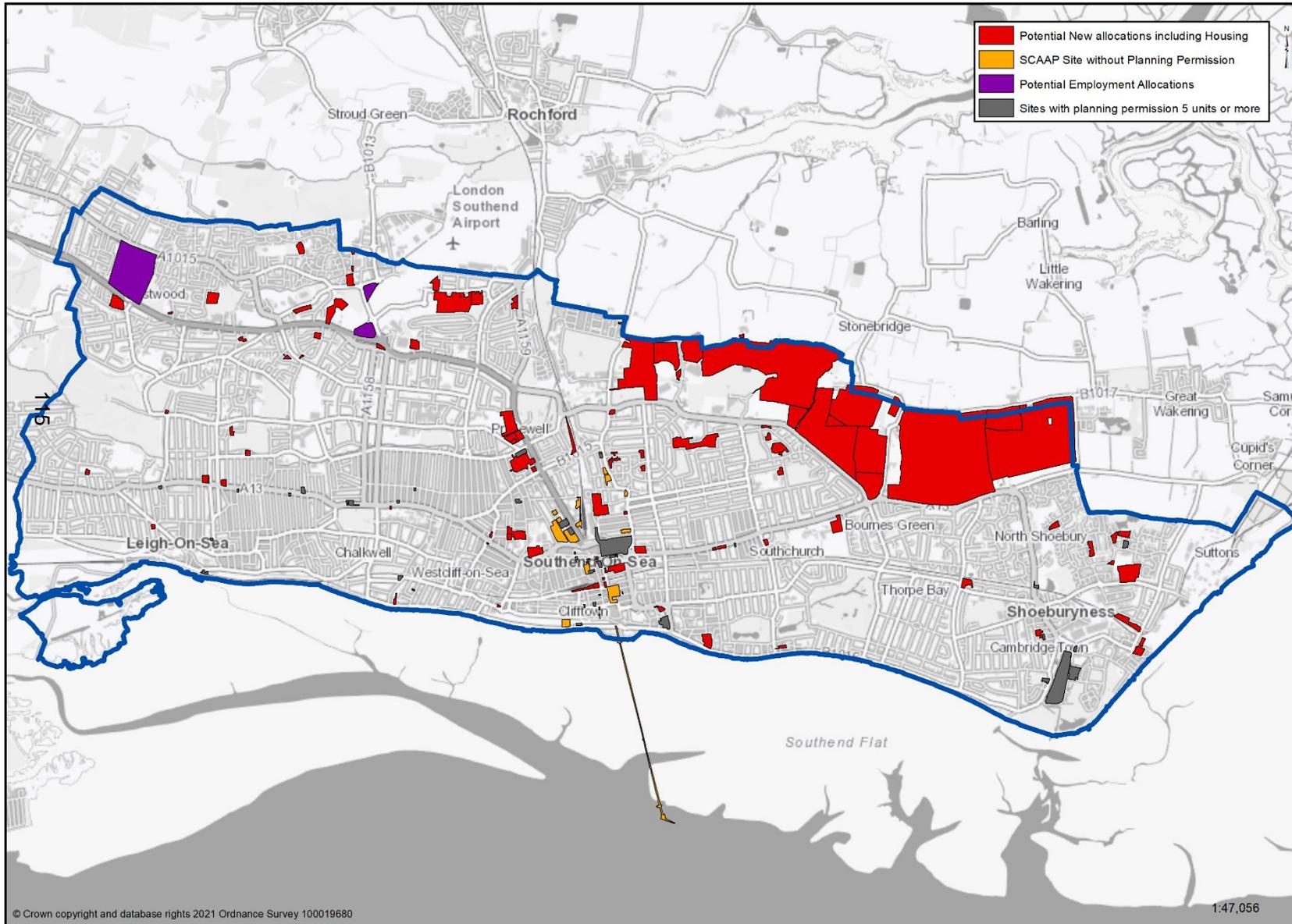
Please explain your answers

- a. Do you have any comments on the accompanying sustainability appraisal?

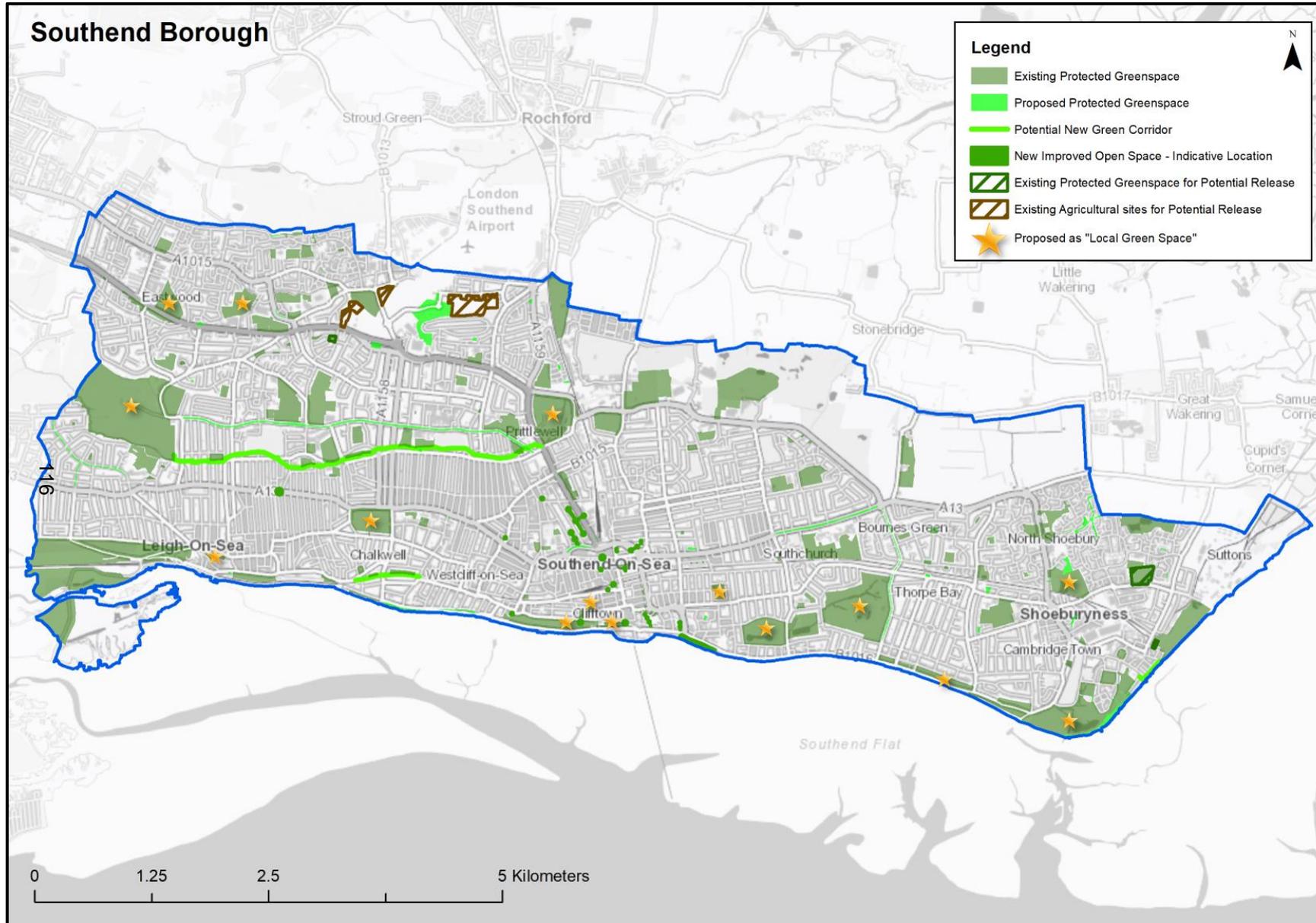
14

⁶⁸ There will be a fully independent integrated impact assessment which will include Sustainability Appraisal which assesses the potential environmental, economic and social impacts of the New Local Plan proposals. In the case of Southend, the New Local Plan must also be accompanied by a Habitats Regulation Assessment to assess the effects of the plans proposals on habitats or species on the foreshore which are designated as being of international and European importance. It will also assess potential impacts on Health and Well Being.

Appendix 1 – All new potential new allocations and sites with planning permission (5 units of more) [Economic and Housing]



Appendix 2 – Existing and proposed Protected Greenspace and potential release sites



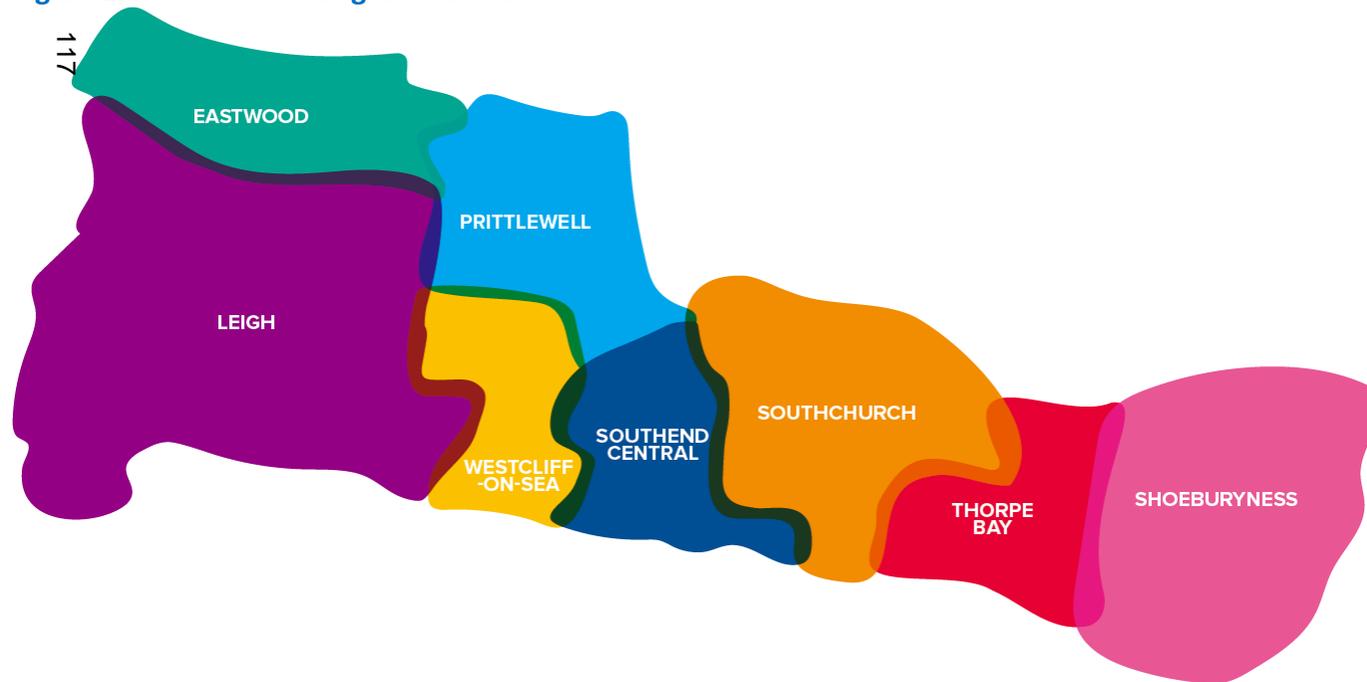
3. Neighbourhoods

Introduction

As with any Borough, Southend is not a single homogenous place. Rather, it is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the New Local Plan considers the issues facing the different communities of Southend.

As part of the Issues and Options document we identified eight neighbourhood areas at Eastwood, Leigh, Westcliff, Prittlewell, Southend Central, Southchurch, Thorpe Bay and Shoeburyness (Figure 13). We asked you what you thought were the key issues facing the neighbourhoods and possible options for resolving these.

Figure 13: Southend’s Neighbourhoods



What You Said

You identified the importance of the neighbourhoods to the local community and highlighted a number of issues, including the need for investment and regeneration, the importance of infrastructure and service provision and you told us about some of the impacts more development and housing has had on your local area.¹

Our Response

Having regard to your feedback we have developed a profile of each neighbourhood setting out:

- their key characteristics and some of the planning issues facing them;
- a draft vision/ priorities for the future planning of these areas;
- proposals for the neighbourhoods, including new housing and development schemes together with employment and green space designations.

It is not intended to present comprehensive information or definitive boundaries for these neighbourhoods, but rather to stimulate discussion about particular issues and options that you think they will face in the future. These will be refined and developed as part of the next stage of the New Local Plan preparation.

18

We would now like your views on what you think of the proposed Profiles for each of the neighbourhoods.

¹ The Local Plan Issues and Option Consultation feedback is available here: <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

3.1 Eastwood

3.1.1 General Character

Eastwood is a suburban predominantly residential area on the north-west fringes of the Borough. It is a relatively modern area of Southend principally featuring post-war buildings. It is defined to the south by the A127 and to the north by open countryside, designated as forming part of the Metropolitan Green Belt (**Map 12, Figure 14**).

A substantial part of Eastwood is laid out to cul-de-sac style residential development, largely lacking the classic grid structure that defines most of the Borough. The style and format of buildings varies significantly but includes chalet style houses and more substantial properties in the 'Nobles Green' area. Eastwood is a relatively low-density part of Southend. The neighbourhood is well served by public open space and has good accessibility to the adjoining Cherry Orchard Way Country Park and Edwards Hall Park.

The main retail focus is a Morrison's food store based on an out-of-town format at Western Approaches and a Lidl store situated on the junction of Progress Road and Rayleigh Road. Rayleigh Road contains a mix of small commercial uses, shops, restaurants and cafes as well as some community / health facilities, such as pharmacies and doctors' surgeries. It also provides the main transport corridor and bus route linking the Eastwood Neighbourhood with Southend town centre and Rayleigh. The area is not well served by public transport, with the nearest stations being at Leigh (3 miles away) and Rayleigh (2.5 miles away) in neighbouring Rochford district and with a lack of bus services, namely to Leigh and generally running north/ south. The area contains three important employment areas at Progress Road, Airborne Close and Aviation Way with smaller estates at Comet Way and Laurence Industrial Estate. Key issues for the Eastwood Neighbourhood include realising the full potential of the employment areas north of the A127 to provide for future employment needs.

Map 12: Eastwood Characteristics



Figure 14: Eastwood Characteristics

No. Homes	5,846	Land Area (ha)	332.9
Density	17.9 dph	Car Ownership per home	1.4

Eastwood

Area 332.9 hectares



5,846
Existing homes

Density 17.9
homes per
hectare



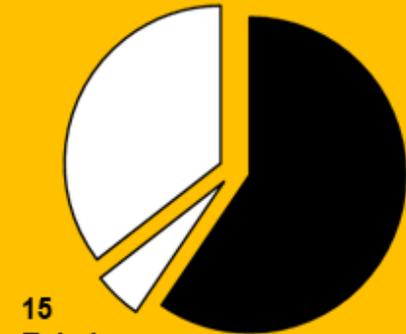
5 GP Surgeries
3 Pharmacies
1 Health Centre



Potential number of
new homes by 2040 **299**

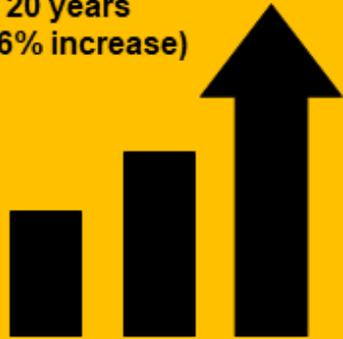
106
Windfall

178
Potential
Allocation



15
Existing
Permission

118 new homes built over the
last 20 years
(2.06% increase)



3 Primary
Schools



1 Secondary
Schools

1 Special
School

34.9 hectares of protected
greenspace



Zero Train Stations – good
links to Rayleigh Station



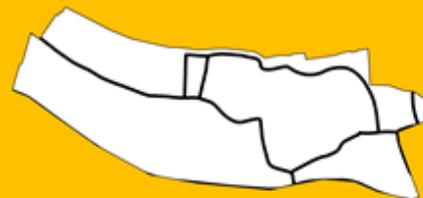
5 Commercial Areas
(4.8 hectares)



6 Business/ Industrial Estates
(34.9 hectares)



Frequent bus
service along
Rayleigh Road



1.40 cars per household
1.47 cars per house
0.69 cars per flat



3.1.2 Vision - Eastwood

Where we want to be

Eastwood will continue to be a suburban area interspersed with mature parkland with improved cycle and pedestrian links within the urban area and to the surrounding countryside. The vibrant Local Centres on the Rayleigh Road and at Western Approaches will continue to serve the local community, with the Rayleigh Road continuing to provide a public transport corridor, well served by buses, connecting the neighbourhood with Southend and Rayleigh town centres. The employment areas aligning the A127 Arterial Road will offer increasing employment opportunities. A draft set of priorities for Eastwood is set out below to aid feedback:

- Sustainable growth of the suburbs with intensification of residential development focused along Rayleigh Road, benefitting from a frequent bus service and access to a range of local shops and services.
- Residential development elsewhere in the neighbourhood mainly by infilling of existing plots and increasing the density of existing development.
- New residential development and conversions will be of a high standard of design, sensitive to the existing residential character.
- Promote the employment growth clusters at the major employment areas of Progress Road, Airborne Close and Aviation Way.
- Promote the smaller employment areas, Comet Way and Laurence Industrial Estate, for retention and renewal.
- Develop new employment land to the west of Nestuda Way to provide a quality offer.
- Development in the Eastwood Brook flood zone will be controlled by planning policies to mitigate flood risk.
- Strengthen walking and cycling connections throughout the area with enhanced routes and wayfinding, including links to the local centres, with improved bus links to Leigh and the Airport Business Park.
- Seek to safeguard existing green space, with access to Cherry Orchard Country Park and Edward Hall Park nature conservation area promoted and enhanced.
- Consider potential for agricultural land and smallholdings west of Nestuda Way to be released to realise strategic transport and housing ambitions.

3.1.2 Eastwood (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Eastwood - have we missed anything?

3.1.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Eastwood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)². The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Eastwood, by infrastructure type, is summarised in the rainbow image below. For example 74% of the neighbourhood lies within easy walking distance to a health facility and 63% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 23% is within easy walking distance of green space.

3.1.3 Eastwood (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Eastwood, and what should be the priorities over the next 20 years?

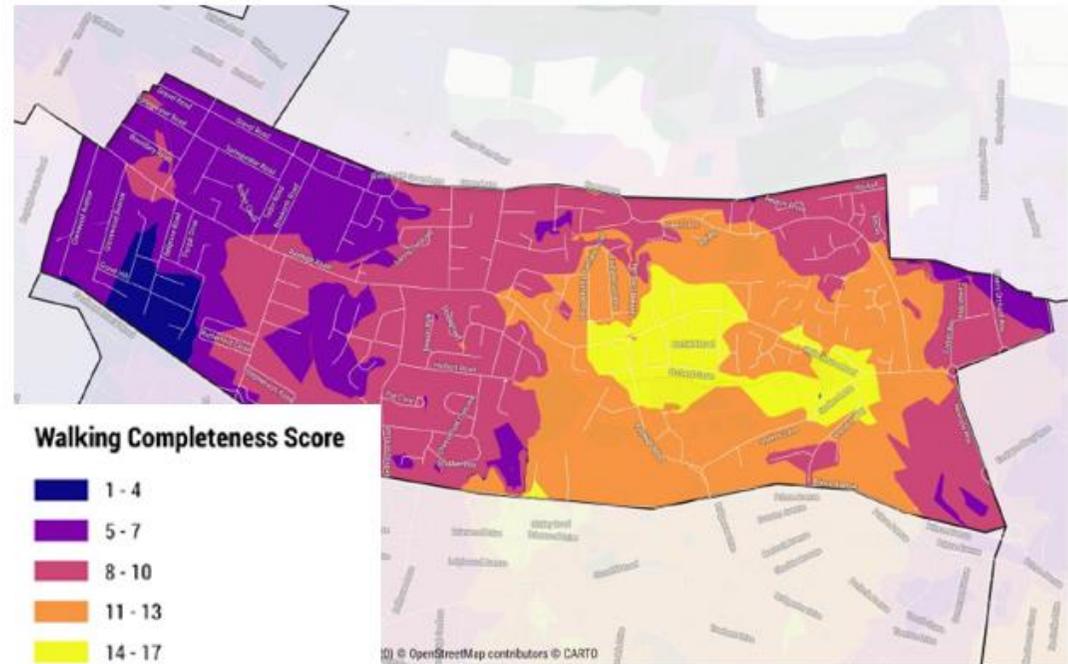
² nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres.

Infrastructure - Eastwood



- Infrastructure relatively spread across neighbourhood but connectively can be constrained by road layouts
- Good coverage of local centres on Rayleigh Rd and Western Approaches
- Western half of neighbourhood lacking in sports and green infrastructure
- Furthest neighbourhood from a railway station – although has direct bus route to Rayleigh station
- Slowest broadband speeds correlate with area of highest population density

Eastwood	% of neighbourhood within walking distance	
Education: 54%	Civic: 38%	Green Space: 23%
Health: 74%	Sports & Leisure: 63%	Town Centre uses: 49%



124



Eastwood 'Aggregated Completeness Score' = 50%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.1.4 Land Use Proposals - Eastwood

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.1.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 13. Table 20** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'components of growth' the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 20** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 20** below, or via the Councils website:

<https://localplan.southend.gov.uk/>

Map 13: Potential Residential Sites - Eastwood (excluding those with planning permission)

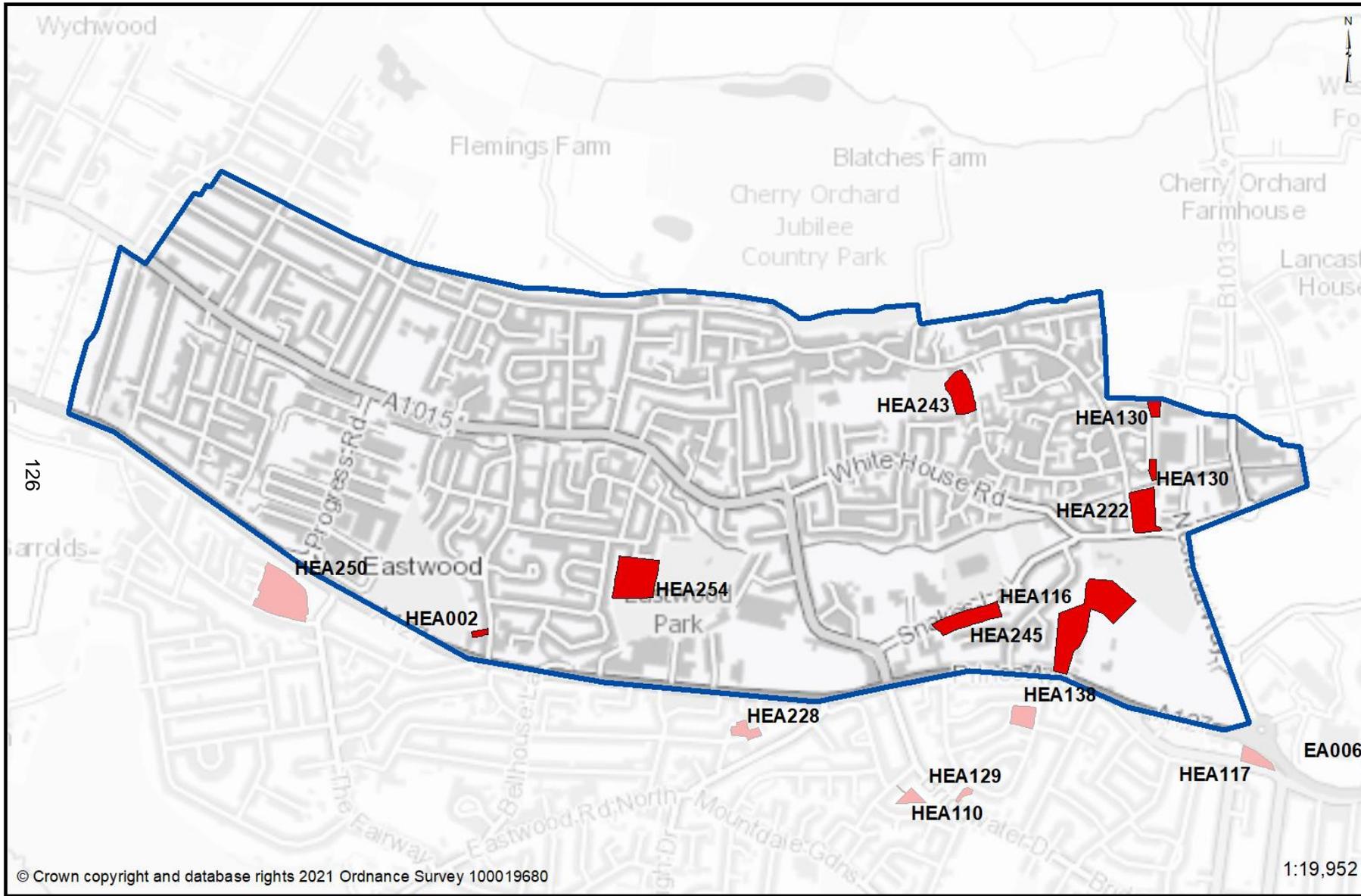


Table 20: Potential Residential Sites - Eastwood

Eastwood								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA002	112 Bellhouse Road	The site primarily consists of a single residential dwelling house located on a rectangular plot on the west side of Bellhouse Road, Eastwood. The site is also in close proximity to the A127 and Oakwood Park.	Small site with potential for 5 dwellings (net).	Residential development	Urban Area General	6	5	
HEA130	Vacant land to north and south of Lundy Close	Site includes two parcels of land either end of an area of green space (not designated) associated with the adjacent housing estate. Surrounding uses are mixed including housing and employment to the north and east (Comet Way Employment Area).	The site is Council owned and considered potentially available for future residential redevelopment.	Residential development	Urban Area General	7	7	
127 HEA222	Bishop House, Western Approaches	Predominantly 2 storey building currently in use as sheltered housing located in an existing residential area. Commercial uses to the east. Sports/recreation uses to the south. The site is in close proximity to the Airport.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	74	16	
HEA243	Scott House, 171 Neil Armstrong Way	Group of buildings, 1 to 3 storeys, in use as sheltered accommodation. Located in a low-rise residential area. The site is bounded by Scott Park to the west with a community centre and Morrisons supermarket to the east.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	74	16	

HEA245	68-114 Snakes Lane	2 storey blocks of flats with landscaped areas fronting Snakes Lane. Large areas of landscaped areas to the rear of the properties. To the south of the site are residential uses with the A127 beyond.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	82	34	
HEA254	Beaver Tower	Residential estate comprising 2 storey terraced properties, garages, and a 12 storey tower. The site is bounded by Eastwood Park in a residential area.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	136	40	
HEA116	Land at Brendon Way/North of Prince Avenue	Agricultural land within the built up area of Southend, a field and a western section of an adjoining larger field. Hedgerow runs north-south across the site. The site is bounded by Prince Avenue (A127) and to the north by sport facilities. Residential properties lie to the west. Employment land to the north surrounding Cherry Orchard Way. Southend Airport is to the north east. Development of the site would need to consider access arrangements, proximity of runway and loss of agricultural land.	This Council owned site has been submitted through the Call for Sites process for residential development.	Residential development	Agricultural Land	60	60	
Planning permission 5 units or more	None						0	
Planning permission 4 units or less							0	

Being Implemented							15	
Windfall							106	
Total							299	

3.1.41 Eastwood (Residential)

Have your say.....

Please provide comment in support of your choice

- a. Do you agree with the proposed housing sites for Eastwood? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 15: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Eastwood?

3.1.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 14 shows the Urban Forms of Eastwood neighbourhood. This has been informed by the Southend Borough Wide Character Study³ and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

³ <https://localplan.southend.gov.uk/new-evidence>

Figure 15 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Eastwood and within the different Urbans Forms as shown in **Map 14**. For instance you may believe the 'Secondary Centre' areas within **Map 14** should accommodate the highest density development, such as flats typology F2 and F3, within **Figure 15**.

Figure 15 - Development Typologies

Houses



H1: 25dph

H2: 40dph

H3: 60dph

Flats



F1: 60dph

F2: 90dph

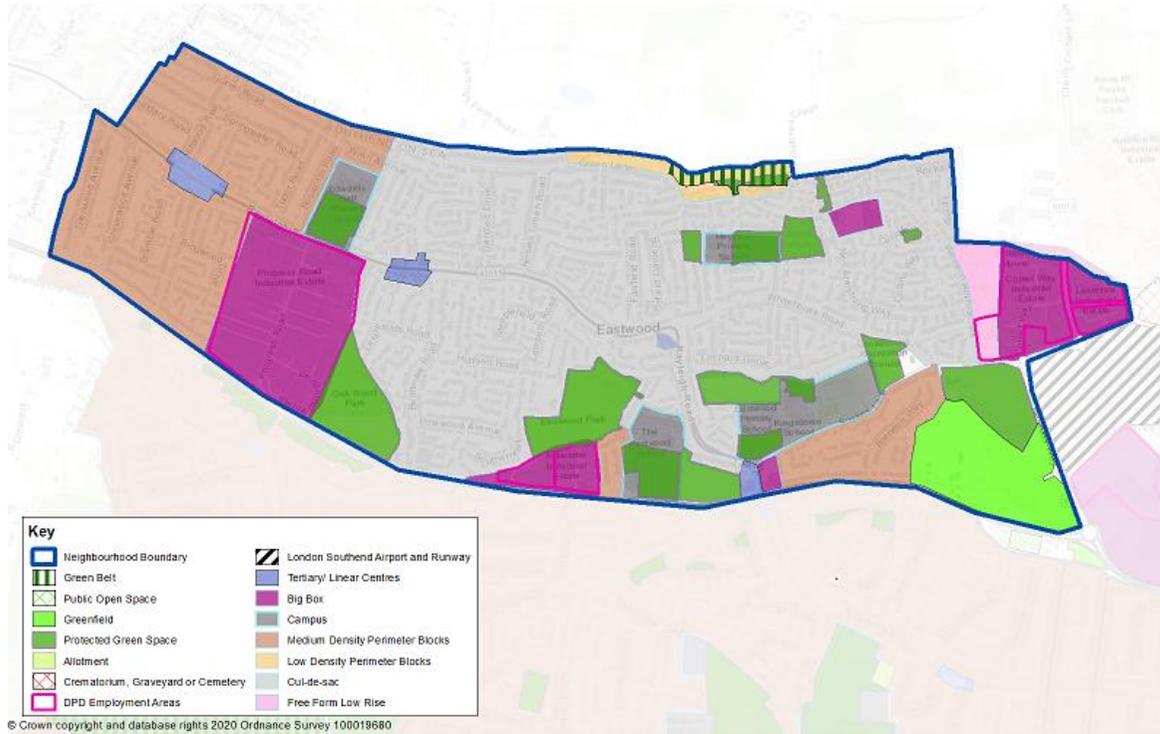
F3: 135dph



F4: 250dph

F5: 525dph

Map 14: Eastwood Urban Forms



132



Cul-de-Sac: Post-war development, typically from late 1960s onwards, featuring low densities often with poor permeability and legibility.



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.

3.1.42 Eastwood (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology ([Figure 15](#)) do you think should come in Eastwood? You may wish to refer to the different urban forms presented in [Map 14](#) in your answer.

3.1.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. In the Eastwood Neighbourhood it is proposed to safeguard the existing employment areas (promoting the employment growth clusters in the major employment areas at Progress Road, Airborne Close and Aviation Way, and promoting the smaller employment areas of Comet Way and Laurence Industrial Estate for retention and renewal), and to allocate a new employment area at Nestuda Way to provide a quality offer ([Map 15](#), [Table 21](#)).

Map 15: Eastwood Employment Areas

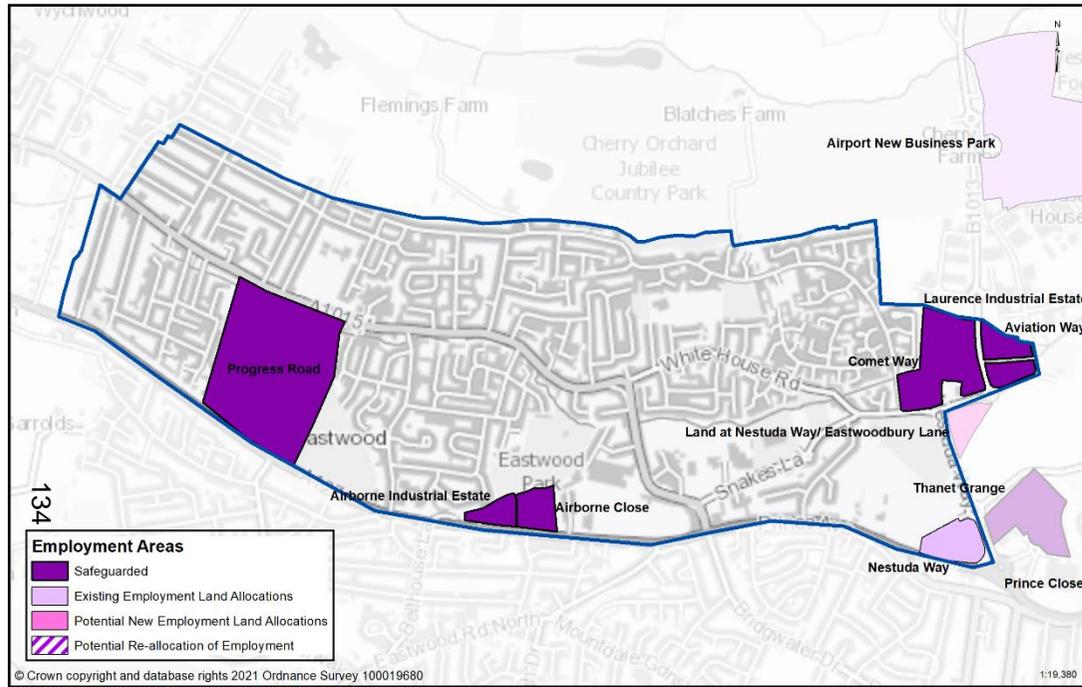


Table 21: Land Use Proposals in Eastwood – Employment Land

Site Name (ref)	Category	Hectares	Additional Floorspace
Progress Road (EA033)	Growth	21.46	6,200
Airborne Close	Renewal	2.02	
Airborne Industrial Estate	Renewal	1.39	
Aviation Way	Renewal	1.59	
Nestuda Way (EA023)	New Allocation	2.75	10,000
Comet Way	Renewal	7.16	
Laurence Industrial Estate	Renewal	1.26	

Total	37.63	16,200
--------------	-------	--------

3.1.43 Eastwood (Employment)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed employment sites for Eastwood? Please name the employment site you are referring to.
- b. Do you have any other comments on employment land provision in Eastwood?

3.1.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁴) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Eastwood’s commercial centres are set out in **Map 16** and **Table 22**.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified

⁴ <https://www.legislation.gov.uk/uksi/2020/757/made>

permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 16](#) and [Table 22](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

Map 16: Eastwood Commercial Centres

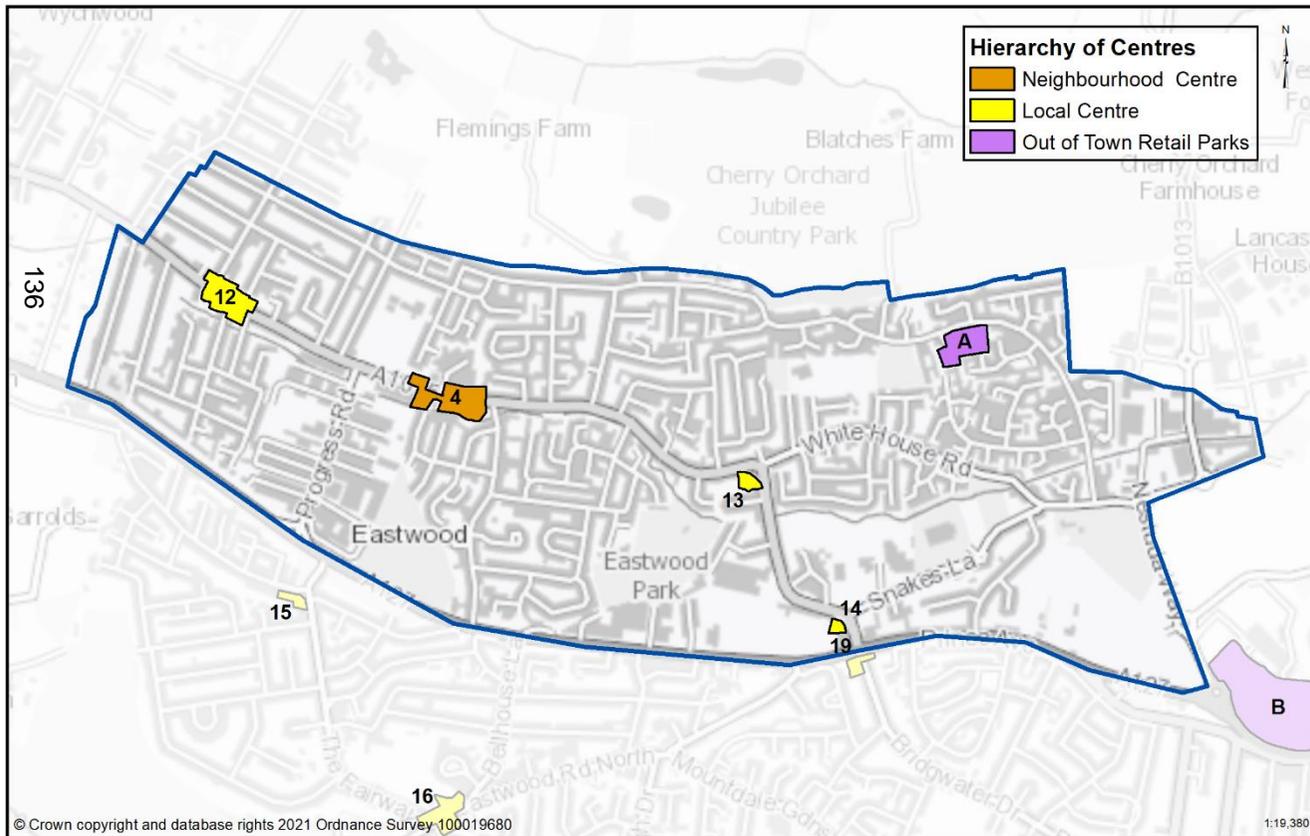


Table 22: Eastwood Commercial Centres

Ref	Name	Centre Type
4	Eastwood (Rayleigh Road)	Neighbourhood Centre
12	Rayleigh Road, (The Oakwood PH)	Local Centre
13	Rayleigh Road / Whitehouse Road	Local Centre
14	Rayleigh Road, Kent Elms Corner	Local Centre
A	Eastwood (Western Approaches)	Out of Town Retail Parks

3.1.44 Eastwood (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Table 22** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Eastwood Neighbourhood area that we haven't identified that should be promoted for commercial activities?

3.1.45 Green Space - Eastwood

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 23](#) and [Map 17](#).

Existing Green Space

Eastwood is well provided for with green space, with a number of medium sized parks distributed relatively evenly throughout the neighbourhood. Although a small area of the neighbourhood to the north-west falls outside the catchment of the existing local parks, Edwards Hall Park nature conservation area and Cherry Orchard Way Country Park lie just to the north within Rochford District, and are accessible on foot or bicycle for residents. Tree Canopy cover within Eastwood is broadly average for the Borough at 10% in St Laurence Ward and 12% in Eastwood Park, against a target in the Council's Tree Policy to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed 'Local Green Space' - Eastwood Park has a range of facilities including multi use games area, gym equipment, skate-park, children's playground, formal gardens and parkland. Oakwood Park provides a tranquil space for recreation bordered by woodland and providing a buffer between A127 and residential properties to the north and east. For these reasons the open spaces are special to the communities they serve, and are in close proximity to them. The outcome of this consultation will be particularly important in demonstrating that these spaces are special to the community ([Table 23](#)).

New Green Space

An amenity space at Brookfields is good quality with mature trees and is not currently protected. It is therefore proposed that it is designated as a new green space ([Table 23a](#)).

Map 17: Green Space in Eastwood



Table 23: Eastwood - Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E1	Eastwood Park	6.093
E2	Oakwood Park	6.160
E3	Cockethurst Park	1.445
E4	Scotts Park	1.338
Amenity Open Space		
E5	Repton Green Open Space	0.280
E6	Four Sisters Way Open Space	2.445
E7	Green Lane Open Space	0.584
E8	Coniston Open Space	0.177
E9	Benvenue Avenue - Dandies Park	0.495

Site Ref.	Name of Site	Size (Ha)
Playground		
E10	Benvenue Avenue - Dandies Park Childrens Play Area	0.046
E11	Eastwood Park playground	0.163
E12	Scotts Park playground	0.205
E13	Oakwood Park playground	0.063
E14	Cockethurst playground	0.092
Sports Ground		
E15	Eastwoodbury Lane Playing Fields	5.231
School		
S1	Edwards Hall Primary	2.066
S2	Kingsdown School	0.594
S3	Eastwood Junior School	1.005
S4	Eastwood School	4.894
S5	Heycroft School	1.486

140

Sites in **Bold** are proposed as ‘Local Green Space’

Note: Edwards Hall Park lies within Rochford District but is accessed via a path within Eastwood and is therefore used frequently by Southend residents. Sites in bold are proposed as ‘Local Green Space’.

Table 23a: Eastwood – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N1	Brookfields Open Space	0.211
N2	Green Lane Open Space - Extention	0.108
N3	Four Sisters Close / Rayleigh Road	0.147

Site Ref.	Name of Site	Size (Ha)
Pocket Park		
N4	Neil Armstrong Way	0.022

Table 24: Land Use Proposals in Eastwood – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA116	Land at Brendon Way/North of Prince Close	2.45	One field and part of a second field split by a hedgerow, to south of Len Forge Centre. Surrounding area predominantly residential but adjacent to A127, and close to Airport runway.	Southern section is high grade agricultural land.	N	60	Land is in public ownership and underutilised, with potential for residential development.

3.1.45 Eastwood (Green Space)

Have your say.....

Please explain your answer

- a. Do you support the proposed new green space designations at Brookfields, Four Sisters Close/Rayleigh Road, and Green Lane (**Table 23a**)? If not, can you explain why?
- b. Do you have any comments on the green space site identified as having the potential to be released for development (**Table 24**)?
- c. Do you agree with Eastwood Park and Oakwood Park being proposed as Local Green Space (**Map 17, Table 23**)? If not, can you explain your reasons?
- d. Are there any other green spaces that you think should be designated as Local Green Space, and why? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- e. Do you have any other comments regarding green space in Eastwood?

3.2 Leigh

3.2.1 General Character

Leigh is defined at its northern edge by the A127, which abuts Eastwood, and by the Thames Estuary to the south. To the west is the Borough boundary with Castle Point, and the Westcliff and Prittlewell neighbourhoods lie to the east (**Map 18, Figure 16**). Leigh is a large area and therefore to aid analysis and insight the New Local Plan has considered it in terms of two sub-areas, **Leigh (south)** and **Leigh (north)**.

Leigh (south) – The southern part of the Leigh (south) neighbourhood is focussed on a vibrant district shopping centre centred around the Broadway and Leigh Road on the hilltop overlooking the Leigh Old Town. Extending out from this core are residential areas largely built out in the Edwardian and Inter war period. This includes more tightly planned, often terraced housing close to Leigh district centre, with more semi-detached/detached housing to the west (Marine Estate), north (Highlands Estate) and to the east (Chalkwell Hall Estate). There are two mainline railway stations in the Leigh (south) Neighbourhood, Leigh-on-Sea to the west and Chalkwell to the eastern edge of the neighbourhood. One of the main issues affecting parts of Leigh, particularly the more tightly planned terraced streets around the heart of the district centre in Leigh (south), is pressure for on-street parking with many of the residential properties not having off-street parking facilities. This is compounded by added car parking pressures by visitors to Leigh district centre.

As well as the estuary, Chalkwell Park provides one of the main areas of open space in Leigh (south), and is enjoyed by residents from adjoining neighbourhoods and beyond. It is complemented by smaller areas of green space, including Leigh Library Gardens and Bonchurch Park, as well as the green space at Belton Way and Marine Parade, and at Leigh Marshes. There is access from the west of the neighbourhood to Two Tree Island nature reserve and through to Hadleigh Castle Country Park.

Leigh Old Town comprises a mix of traditional fishing and boat building industries and several bars, restaurants and cafes as well as beach and other leisure uses associated with the estuary. Leigh Town Council has produced a Spatial Plan for Old Leigh Port and Two Tree Island⁵ which sets out a vision for Old Leigh as a working port town, recognising that establishing a sustainable future for commercial activities, alongside cultural, community and residential uses is vital to the long term character of the place; this has informed the vision for Leigh Old Town within the New Local Plan. Leigh Old Town is one of four Conservation Areas in Leigh. Leigh Old Town, Chapmanslord, Leigh and Leigh Cliff Conservation Areas are all located in the Leigh (south) neighbourhood and make a positive contribution to the sense of place and provide important links with the past, and the historic development of Leigh.

⁵ [190617 Old Leigh Spatial Plan Final low res.pdf \(leighonseatowncouncil.gov.uk\)](#)

The London Road (A13) forms a spine through Leigh, providing a linear corridor for shops and services, with a greater prevalence of flats along its length. It is also the main focus for bus services and is accessible to many residents in both Leigh (south) and Leigh (north). Prittle Brook Greenway provides a well-used pedestrian and cycle route through the Leigh neighbourhood, linking to Belfairs Park and Woods in the west and through to Southend in the east.

Leigh (north) directly to the north of Leigh (south) is bordered by Eastwood to the north, the boundary formed by the A127. Belfairs Wood, Park and Nature Reserve form an important area of green space in the neighbourhood and provide a range of leisure activities including golf, horse riding and bowls, together with Belfairs Sports Ground, Blenheim Park to the centre of the neighbourhood and a number of other smaller green spaces. A large area of allotments can also be found to the south of the neighbourhood at Manchester Drive.

Leigh (north) does not have a dominant residential type, with a mix of terraced, semi-detached housing and bungalows, and some areas of housing estates in public ownership. The average population density in Leigh (north) is low, which partly reflects the mixed built form and presence of schools and parks, which occupy large areas of land in the neighbourhood.

Access to shops and services by foot is more limited than in Leigh (south), and it is partly dependent on facilities in nearby neighbourhoods and those provided in local centres. London Road and Leigh District Centre are accessible by foot/bike, particularly from the southern extent of Leigh North, and the A13 London Road is also nearby. North-south connections by public transport are also limited however. Blenheim Chase/Kenilworth Gardens provide an important, well-used east-west connection through the neighbourhood, with a number of schools to the eastern edge of the neighbourhood including Blenheim Primary School, St Thomas More High School and the Westcliff Girls and Boys Grammar Schools.

Map 18: Leigh Characteristics

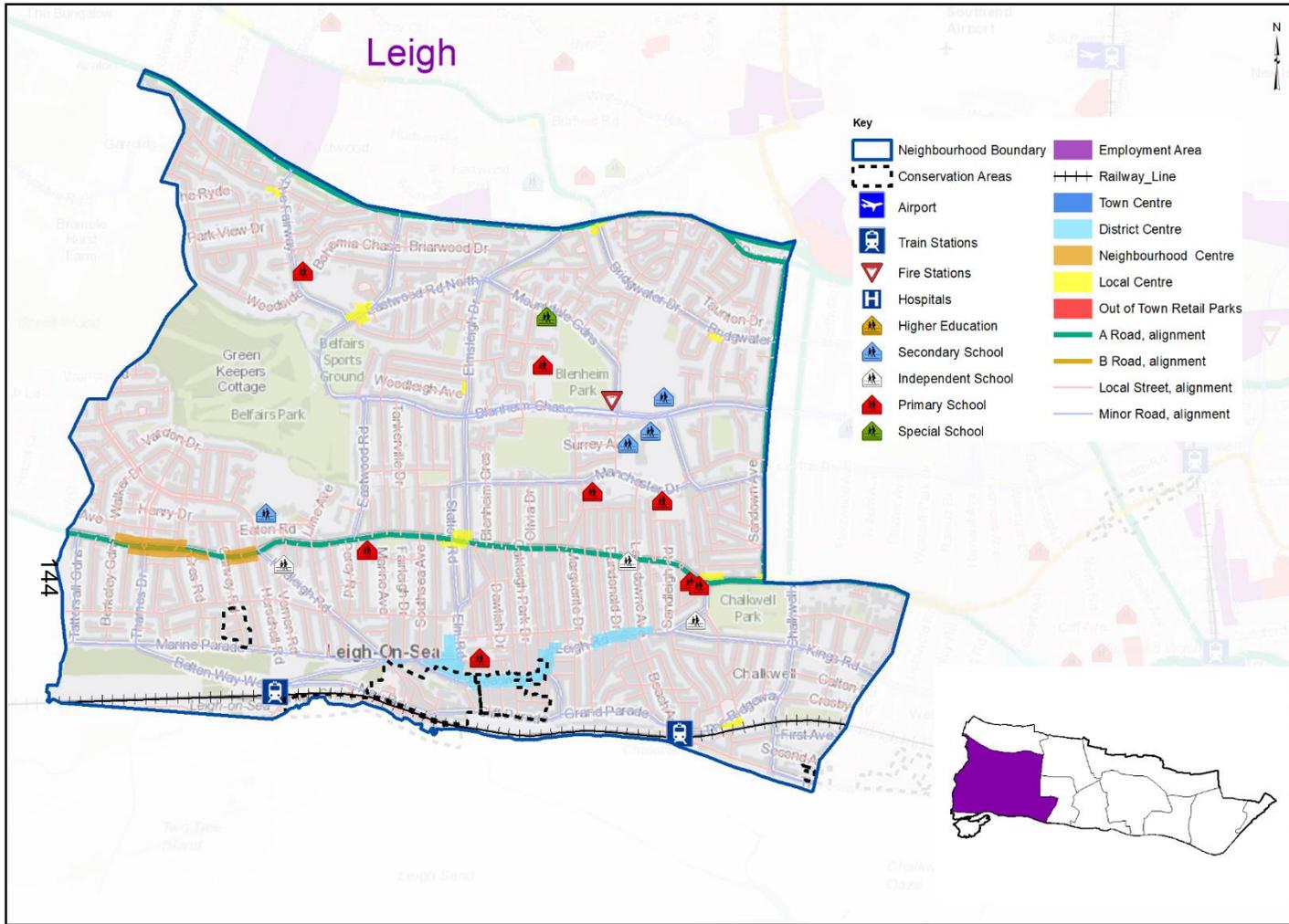


Figure 16: Leigh Characteristics

No. Homes	21,396	Land Area (ha)	1016.6
Density	21.04 dph	Car Ownership	1.18

Leigh

Area 1,016.6 hectares



21,396

Existing homes

Density 21 homes per hectare



8 GP Surgeries

10 Pharmacies

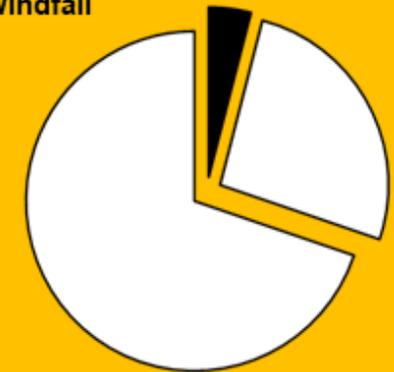
2 Health Centres



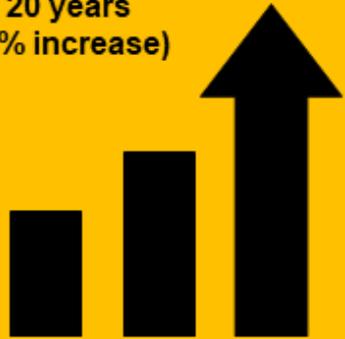
Potential number of new homes by 2040

891

622 Windfall
36 Potential Allocation
233 Existing Permission



999 new homes built over the last 20 years
(4.9% increase)

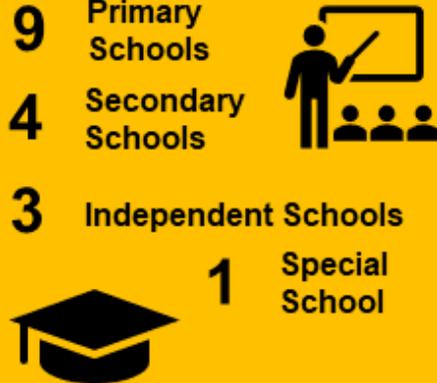


9 Primary Schools

4 Secondary Schools

3 Independent Schools

1 Special School



206.3 hectares of protected greenspace

1.3 miles of coastline



10 Commercial Areas
(17.6 hectares)



Zero Industrial Estates



Extensive Bus Routes
Particularly London Road



2 Train Stations



1.18 cars per household
1.37 cars per house
0.79 cars per flat



3.2.2 Vision – Leigh

Where we want to be

Leigh will continue to be a vibrant residential area with a successful commercial centre, complemented by local provision across the neighbourhood. The A13 London Road will remain an important public transport corridor, well served by buses, connecting the neighbourhood with Southend to the east and neighbouring towns to the west, and access enhanced between the north and south neighbourhoods wherever feasible to ensure residents in the north can readily access the services provided in the south of the neighbourhood; this will be complemented by the two mainline railway stations, Leigh-on-Sea and Chalkwell. Old Leigh will maintain its important function as a working port and leisure destination, ensuring these functions carry on in a sustainable manner, balanced with the conservation of the protected estuary environment and Conservation Area. A draft set of priorities for Leigh is set out below to aid feedback:

- Leigh will continue to be a vibrant residential area with a successful commercial centre (Leigh District Centre), extended to encompass Leigh Road, and complemented by local provision in the north and south of the neighbourhood, including at A13 (London Road), and a focus for creative and cultural industries.
- The A13 London Road will be a focus for sustainable growth, mainly through densification in a form that is well designed and respects existing residential character along this sustainable corridor, with residents benefitting from good design and access to a range of shops and services.
- Elsewhere in the neighbourhood new development and conversions will be sensitive to existing character and function of the place, where this doesn't put additional pressure on the function and sustainability of an area, such as putting pressure on on-street parking.
- Old Leigh will maintain its important function as a working port, residential area, and leisure destination, ensuring these functions carry on in a sustainable manner, balanced with the conservation of the protected estuary environment and heritage assets focussed on the Conservation Area.
- Strengthen walking and cycling connections throughout the neighbourhood with enhanced routes and wayfinding, including links to the railway network, district and local centres. The Cinder Path will be promoted as an enhanced walking and cycling route.
- The character and appearance of the four Conservation Areas (Leigh Old Town, Chapmanslord, Leigh and Leigh Cliff) will be conserved and enhanced;
- Residents and visitors will continue to benefit from a range of open spaces within easy reach.

3.2.2 Leigh (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Leigh – have we missed anything?

3.2.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Leigh. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁶. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Leigh, by infrastructure type, is summarised in the rainbow image below. For example 80% of the neighbourhood lies within easy walking distance to a health facility, 69% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 24% is within an easy walk of green space.

3.2.3 Leigh (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Leigh, and what should be the priorities over the next 20 years?

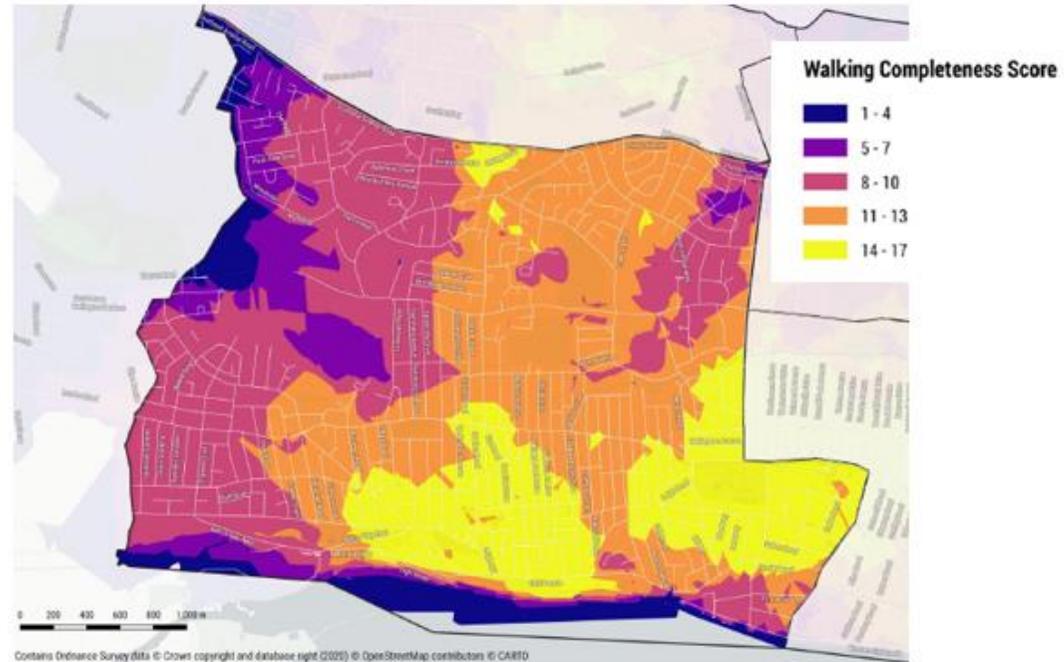
⁶ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Leigh

- Leigh District Centre and the London Road provides best access to services, but relatively good provision across the neighbourhood, particularly health care and education.
- Most infrastructure is evenly spread across the neighbourhood but the most complete 'hot spots' are Leigh Broadway district centre and the eastern fringe around Leigh Road and London Road.
- Broadband speeds generally more slower than central areas of Southend.
- Education provision is well distributed with a concentration of Secondary provision in the North Leigh area
- There are some localised deficiencies in green space provision but generally the area is well provided, particularly with Belfairs wood.



Leigh	% of neighbourhood within walking distance	
Education: 73%	Civic: 48%	Green Space: 24%
Health: 80%	Sports & Leisure: 69%	Town Centre uses: 50%



148



Leigh 'Aggregated Completeness Score' = 57

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.2.4 Land Use Proposals – Leigh

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.2.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 19. Table 25** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**. The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 25** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 25** below, or via the Councils website:

<https://localplan.southend.gov.uk/>

Map 19: Potential Residential Sites – Leigh (excluding those with planning permission)

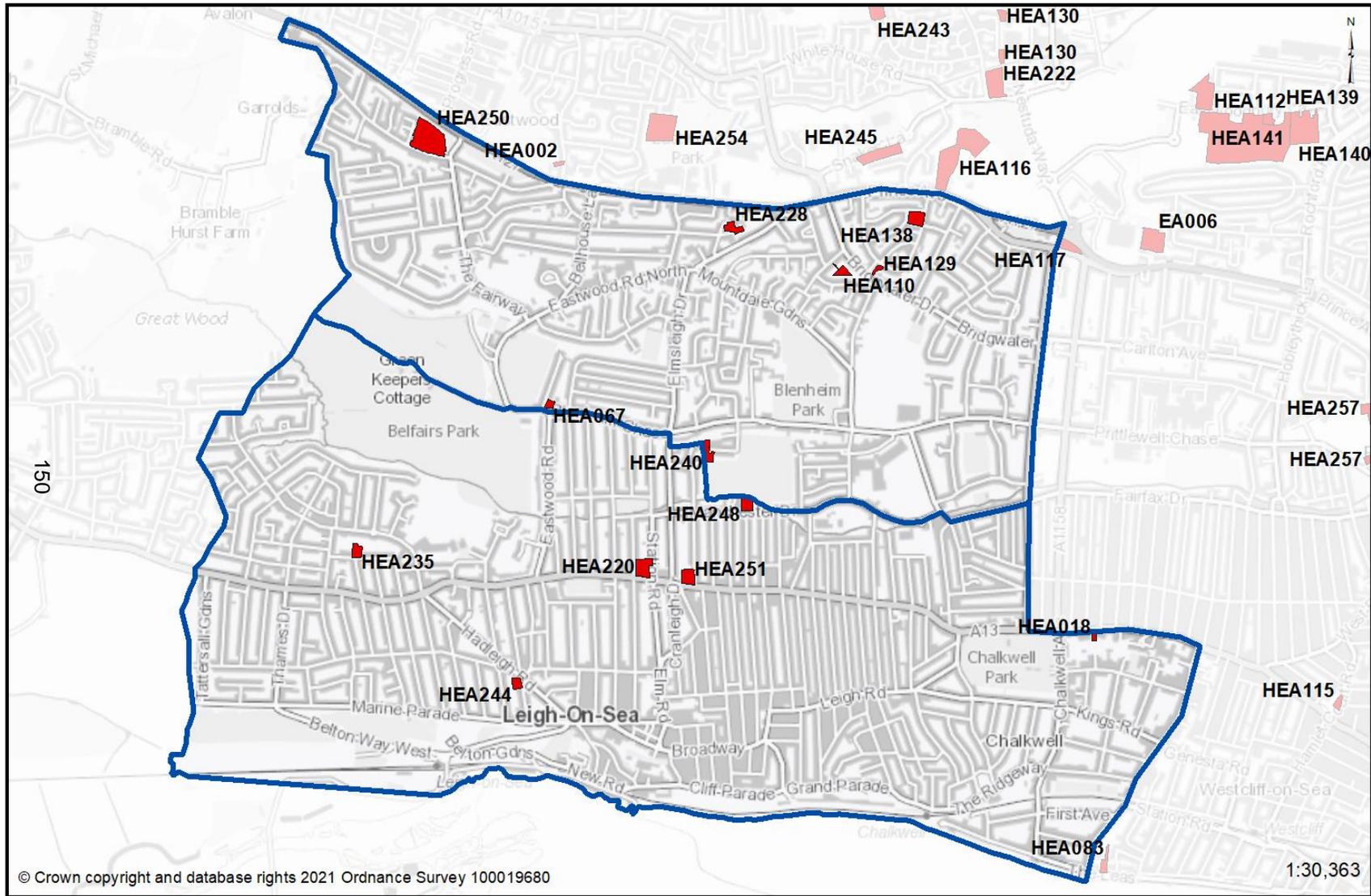


Table 25: Potential Residential Sites – Leigh

Leigh								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
Leigh North								
HEA067 151	Former Old Vienna Restaurant, Blenheim Chase	The site includes the remains of a two-storey detached building previously occupied by The Old Vienna Restaurant and large area of hardstanding fronting the property. The site is located on the roundabout junction of Eastwood Road and Blenheim Chase. The restaurant ceased operating in 2016 and has remained vacant since and some demolition works have taken place on the site. The surrounding area is predominantly residential. The building adjacent (to the east) is in use as a residential care home. The wider area is predominantly residential, interspersed with green space, including Belfairs Nature Reserve, Park and Sports Ground.	The site offers potential for residential development.	Residential development	Urban Area General	15	10	
HEA110	Vacant land to the rear of 11-33 Juniper Road	This site includes a triangular backland plot behind the residential gardens off Juniper Road, Hurst Way and Bridgewater Drive.	This Council owned site has been submitted through the Call for Sites for residential development.	Residential development	Urban Area General	7	7	
HEA129	Offices and Car Park, 2 Mendip Road	Site includes a single storey office building and adjoining car park. The car park slopes down towards Mendip Road. The site is located within a residential area, largely comprising 2 storey properties. St Cedd's Church is immediately south of the site.	This Council owned site has been submitted through the Call for Sites for residential development	Residential development	Urban Area General	6	6	

HEA228	Furzefield, 20 Priorywood Drive	2 storey sheltered housing block on a tight site. The site is surrounded by residential dwellings including Priory Mews.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0	
HEA240	18 – 72 Randolph Close	Group of 2 storey homes arranged as three terraces; currently in use as sheltered accommodation. The site is accessed by Randolph Close surrounded by residential uses. Large allotment to the south.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0	

HEA250	Westwood, 137 Eastwood Old Road	2 storey terraced properties and flats in use as sheltered accommodation. Includes landscaped areas and part of Bradford Bury park which separates the site from the Southend Arterial Road.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	73	0	
HEA138	Land at Mendip Crescent	Large area of green space within the centre of residential housing development. Bordered to the east by Medlock Avenue, the north by Dunster Avenue and east by Mendip Crescent.	This Council owned site has been submitted through the Call for Sites for residential development. Tree planting on the remaining green space. A programme of tree planting has begun on the site which has been identified as having potential for woodland as part of the corporate strategy to increase canopy cover in the Borough.	Residential development, improvements to remaining green space	Green Space Release Sites	6	6	
Leigh South								
HEA018	658 London Road	The site is located on the southern side of London Road. The site is a two storey building with roof accommodation. On the ground floor are offices and a café/restaurant. There is access to the rear of the building. Next to the building is an ALDI supermarket.	Small site with potential for 9 (7 net) dwellings and potential retention of a retail use at ground floor.	Residential development	Urban Area General	9	7	

HEA220	Adams Elm House, 1271 London Road	Occupied sheltered housing. Part 2 and 3 storey building fronting London Road. In a mixed area with retail along London Road and residential uses north and south.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	87	0	
HEA235	Mussett House, 49 Bailey Road	Part 2 and 3 storey building occupied as sheltered housing with car park and shared gardens. Located in a residential low-rise setting.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	21	0	

HEA244	Senier House, 39 Salisbury Road	2 storey building currently in use as sheltered accommodation on the corner of Hadleigh and Salisbury Roads. Located in a residential area of 2 to 3 storey high buildings.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	20	0	
155 HEA248	Trafford House, 117 Manchester Drive	2 storey building currently in use as sheltered accommodation fronting Manchester Road with onsite parking and landscaped areas. The site is in a low-rise residential area, large allotment to the rear.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	26	0	

HEA251	Yantlet, 1193-1215 London Road	Part 2 & 6 storey residential block currently in use as sheltered accommodation fronting the A13 and Blenheim Crescent. The area is mixed but primarily in residential use. Building of little merit.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	42	0	
Planning permission 5 units or more	HEA008, HEA019, HEA044, HEA063, HEA069, HEA079, HEA120, HEA121, 17/01823/PA3COU, 17/00908/FUL						107	
Planning permission 4 units or less							44	
Being Implemented							82	
Windfall							622	
Total							891	

3.2.41 Leigh (Residential)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed housing sites for Leigh? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 17: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Leigh?

3.2.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 20 shows the Urban Forms of Leigh neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 17 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Leigh and within the different Urbans Forms as shown in **Map 20**. For instance you may believe the 'Linear Centres' within **Map 20** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 17**.

Figure 17 – Development Typologies

Houses



Flats



Map 20: Leigh Urban Forms



© Crown copyright and database rights 2020 Ordnance Survey 100019680

159



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Secondary Centre: Provide a mix of comparison and convenience shopping, typically with a finer grain than primary centres, well integrated with their context.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.2.42 Leigh (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology (**Figure 17**) do you think should come forward in Leigh? You may wish to refer to the different urban forms presented in **Map 20** in your answer.

3.2.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. There are currently no designated employment sites in Leigh (the closest being to the northern side of the A127 within Eastwood). The working port at Old Leigh is an important part of the local economy, and maritime activities will continue to play a key role here, complemented by the leisure and tourism offer. Leigh will also continue to be a focus for creative and cultural industries.

3.2.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁷) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Leigh contains an important district centre, complemented by other designated shopping areas, mainly focussed along the Broadway, Leigh Road and A13 London Road, with smaller pockets elsewhere within the neighbourhood providing important local provision (**Map 21, Table 26**).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 21** and **Table 26** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

161

⁷ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 21: Leigh Commercial Centres

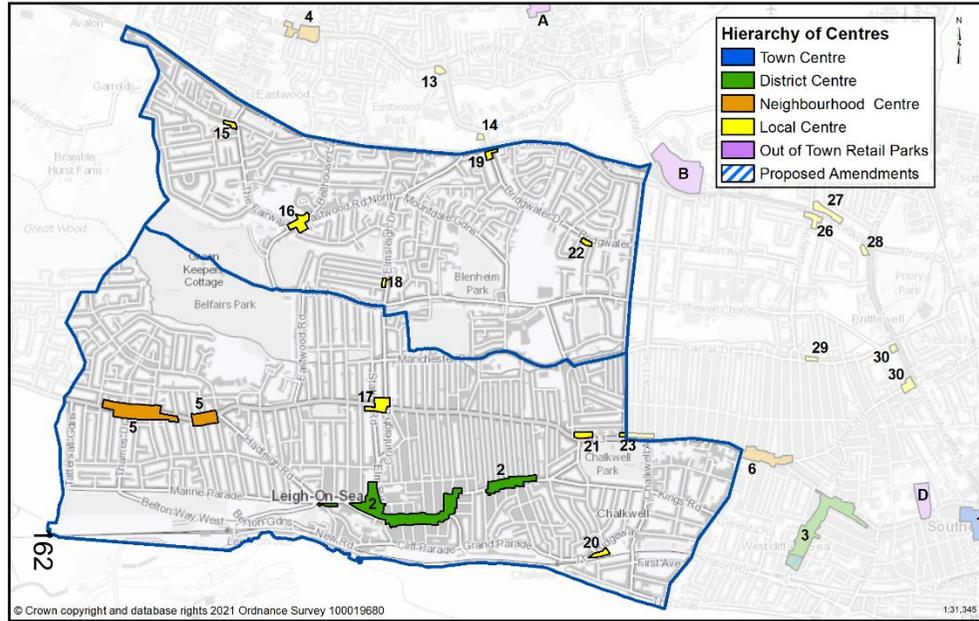


Table 26: Leigh Commercial Centres

Ref	Name	Centre Type
2	Leigh (focussed along the Broadway)	District Centre
5	London Road (Thames Drive and Hadleigh Road)	Neighbourhood Centre
15	Eastwood Old Road	Local Centre
16	Eastwood Road	Local Centre
17	London Road, The Elms	Local Centre
18	Elmsleigh Drive	Local Centre
19	Bridgewater Drive, Kent Elms Corner	Local Centre
20	The Ridgeway	Local Centre
21	London Road, Chalkwell School	Local Centre

3.2.44 Leigh (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Table 26** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Leigh Neighbourhood area that we haven't identified that should be promoted for commercial activities?

163

3.2.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 27](#) and [Maps 22](#) and [23](#).

Existing Open Space

Leigh is well provided with a variety of open spaces, from the wild expanses of Two Tree Island and Leigh Marshes, Belfairs Woods, the formal gardens of Chalkwell Park, Ridgeway Gardens and Leigh Library Gardens, and more informal spaces such as Blenheim Park, Bonchurch Park, Marine Parade and Leigh Cliffs ([Map 22](#) and [Map 23](#)). At the eastern edge of Leigh South, either side of the A13, south of Manchester Drive and north of Leigh Road, a section of Leigh is outside the walking catchment for local open space. The grid pattern of these streets limits potential for new green space, but tree planting and soft landscaping should be prioritised in this location. At the western edge of Leigh there is another area with a gap in provision, but nearby Belfairs Wood and Golf Course is accessible on foot from this area.

The Council's Tree Policy aims to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Tree Canopy cover within Leigh varies from 23.9% in Belfair Ward, the highest in the Borough reflecting the location of Belfairs Woods, 14.4% in West Leigh, 12.7% in Blenheim Ward, 12% in Chalkwell Ward, down to just 9.7% within Leigh Ward. Opportunities will be sought, particularly within Leigh Ward to plant additional street trees where appropriate.

The area between Chalkwell Park and Leigh Broadway (north and south of the London Road) is deficient in access to playgrounds as well as overlapping with the area deficient in access to local open space. Opportunities should be taken when development comes forward in this area to include children's play space or pocket parks where feasible. While there are also gaps within the Marine and Highlands estates, these are closer to natural areas such as Two Tree Island and Belfairs Woods, which offer opportunities for natural play and are also more suburban in character with spacious gardens.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Belfairs Woods has a unique character within Southend as the only significant expanse of woodland, and has nature conservation value, and educational value through outdoor classrooms. Essex Wildlife Trust also have a visitor centre adjacent to the woods. For these

reasons it is proposed to designate it as Local Green Space. This is a way to provide special protection against development for green areas of particular importance to local communities. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community. It is also proposed to designate Leigh Library Gardens as Local Green Space. The gardens were awarded a Green Flag in 2020 and have an active Friends group. This is a valued local green space connected with the public library, and located within a dense urban area, offering tranquillity, access to nature and space to play.

Proposed new Green Space Sites to be protected (Table 27a)

Highlands Boulevard and Sutherland Boulevard are wide green verges which are public land maintained by the Council. It is proposed to designate these as Linear Green Space, due to their value as wildlife corridors, visual and recreational amenity. Blenheim/Prittlewell Chase is proposed as a Linear Green Space for the same reason.

Millennium Open Space, just to the south of the A127, is proposed to be protected as a Local Park. This space is high quality with a woodland area and picnic benches.

The entire length of the Prittle Brook (from Belfairs Woods to Priory Park) is an important green corridor and waterway for wildlife, and pedestrian and cycle route for recreation and active travel. The Prittle Brook, along with the Victory Path which links the Ridgeway to Crowstone Road are proposed to be designated as Green Corridors, where biodiversity will be protected and enhanced and the route promoted for walking and cycling.

An area of search has also been identified either side of the London Road from Leigh Road to Manchester Drive where there is a deficiency in local open space and children's play space. The area has relatively narrow parallel streets so any improvements to green space could be focussed within London Road where opportunities arise.

Green Space proposed for release

Mendip Crescent is a large area of green space within the centre of residential housing development, bordered to the east by Medlock Avenue, the north by Dunster Avenue and east by Mendip Crescent. The site is Council owned and considered potentially available for future redevelopment (site HEA138). The site has been assessed by the Council as potentially suitable for 4 – 8 houses. Given this site is designated parks and open space, it is envisioned that further public consultation would be required in terms of its potential release.

Map 23: Protected Open Space in Leigh (south)

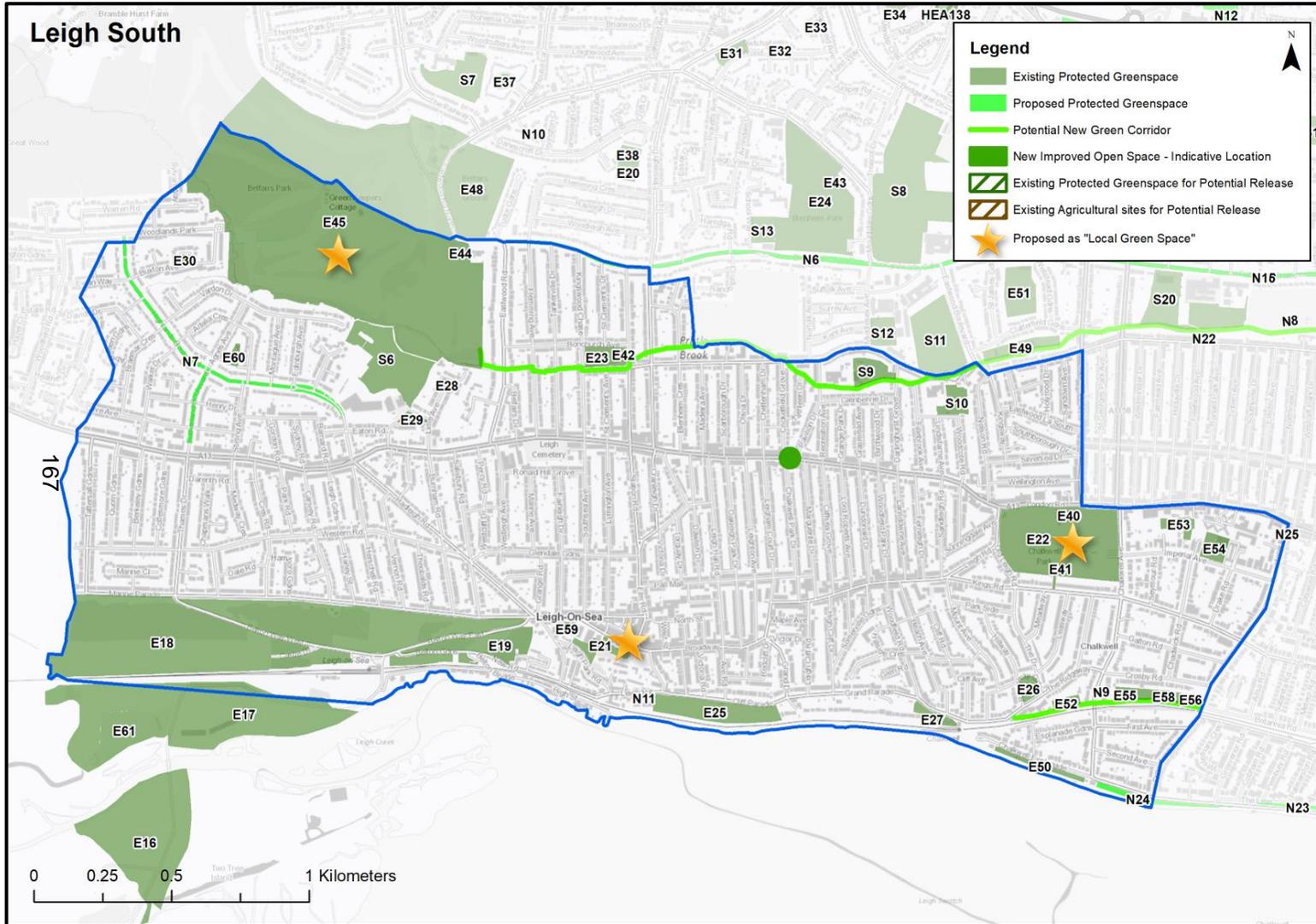


Table 27: Leigh – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Nature Reserve		
E16	Two Tree Island	11.869
E17	Leigh Marshes	17.555
E18	Belton Hills Nature Reserve	32.243
Local Park		
E19	Belton Gardens	3.573
E20	Danescroft Gardens	0.874
E21	Leigh Library Gardens	0.820
E22	Chalkwell Park	10.143
E23	Bonchurch Park	0.789
E24	Blenheim Park	9.200
E25	Leigh Cliffs	3.084
Amenity Open Space		
E26	Ridgeway Gardens	0.525
E27	Undercliff Gardens	0.633
E28	Underwood Square	0.155
E29	Fairview Gardens	0.259
E30	Buxton Square	0.117
E31	Owlshall Wood	0.539
E32	Stonehill Road	0.166
E33	Broomfield Avenue	0.170
E34	Dunster Avenue	0.285
E35	Belgrave Road	0.095
E36	Bradfordbury Open Space	0.971
Pocket Park/Playground		
E37	Wood Farm Close	0.251
Playground		
E38	Danescroft Gardens Park Play Area	0.044

Site Ref.	Name of Site	Size (Ha)
Woodland		
E45	Belfairs Woods and Golf Course	67.402
E46	Oakwood	1.242
E47	Woods North of Rothwell Close	0.138
Sports Ground		
E48	Belfairs Sports Ground	6.060
E49	Cavendish Sports Ground	1.150
E50	Chalkwell Esplanade	0.602
E51	Wellstead Gardens	1.910
E52	Westcliff Tennis Club	0.352
E53	Westcliff Lawn Tennis Club	0.567
E54	Imperial Avenue Bowling Green	0.795
E55	Invicta Tennis Club	0.377
E56	Crowstone School Sports Ground	0.199
E57	Leigh Road Baptist Tennis Club	0.238
E58	Crowstone Church Tennis Courts	0.300
E59	Leigh Bows Club - Rectory Grove	0.061
E60	Leigh Tennis Club - Adalia Crescent	0.244
E61	Golf Range - Two Tree Island	2.919
School		
S6	Belfairs High	4.664
S7	Fairways School	2.418
S8	St Thomas More High School	11.325
S9	Darlinghurst School	1.074
S10	Our Lady of Lourdes	0.894
S11	Westcliff Boys	3.916
S12	Westcliff Girls	0.932
S13	Blenheim Primary Playing Fields	0.794

E39	Leigh Library Gardens Play Area	0.029
E40	Chalkwell Park playground (older)	0.203
E41	Chalkwell Park playground (toddler)	0.167
E42	Bonchurch Childrens Play Area	0.280
E43	Blenheim Park Play Area	0.189
E44	Belfairs Park Playground	0.118

Allotments		
A1	Bridgewater Drive	0.499
A2	Manchester Drive	8.725
A3	Marshall Close	0.277
Crematorium, Graveyard or Cemetery		
C1	Leigh	1.174
C2	St Clement's Church	0.327
Release Site		
HEA138	Mendip Crescent	0.393

Sites in **Bold** are proposed as 'Local Green Space'

Table 27a: Leigh – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Local Park		
N5	Millennium Open Space	0.610
Linear Green Space		
N6	Blenheim Chase/Kenilworth Gardens	2.160
N7	Highlands Boulevard/Sutherland Boulevard	1.662

Site Ref.	Name of Site	Size (Ha)
Green Corridor		
N8	Prittle Brook	4,225m
N9	Victory Path Ridgeway to Crowstone Road	689m
Pocket Park/Playground		
N10	Oak Walk Pocket Park	0.065
N11	The Gardens	0.056

Table 27b: Land Use Proposals in Leigh – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA138	Mendip Crescent	0.39	Designated Green Space	Well maintained and recent tree planting. Overlooked by residential properties	N	6	Land is in public ownership and underutilised, with potential for residential development.

3.2.45 Leigh (Green Space)

Have your say.....

Please provide comment in support of your choice

- a. Do you support the proposed new green space designations (**Table 27a**)? If not, can you explain why?
- b. Do you have any comments on the green space sites identified as having the potential to be released for development (**Table 27b**)?
- c. Do you agree that the areas identified as deficient in green space should be promoted for additional tree planting, soft landscaping or children's play space where opportunities arise through new development?
- d. Do you agree with Belfairs Woods and Golf Course, Chalkwell Park and Leigh Library Gardens being proposed as Local Green Space? If not, can you explain why?
- e. Do you propose any other sites should be designated as Local Green Space? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- f. Do you have any other comments regarding green space in Leigh?

3.3 Prittlewell

3.3.1 General Character

Prittlewell forms the gateway to the town centre, with the A127 (Prince Avenue) forming a central spine through the area (**Map 24**). Prittlewell is largely characterised by low and medium density inter-war housing, particularly on key routes, although there are also substantial areas of post and some pre-fabricated housing. There is a key historic element to the neighbourhood, largely focussed around East and West Street and the junction with the busy Victoria Avenue, including St Mary's Church and the historic Prittlewell Priory in Priory Park to the north. Generally, population density is low within the

area, although this is skewed by the presence of parks and open spaces, including allotment gardens and open land associated with the airport. Where there are areas of higher density these tend to correlate with key movement corridors and local centres.

Prittlewell is home to a number of key focal points, including Southend University Hospital (Prittlewell Chase), Fair Havens Hospice (Priory Crescent) and Southend United Football Club (Roots Hall). Prittlewell does not have a particularly large retail centre, with the closest being Southend town centre.. There is however a range of local provision, including a large Tesco store and a number of local centres. The neighbourhood includes the highway access to London Southend Airport, the majority of which is situated within the adjoining Rochford district, and related retail park. There are two local employment areas at Priory Works and Thanet Grange. The area has a main line railway station (Prittlewell) and bus connections to the town centre, airport and beyond.

Key issues in the area include the redevelopment of Roots Hall and improving accessibility to east Southend due to the severance caused by Southend Victoria railway line.

Map 24: Prittlewell Characteristics

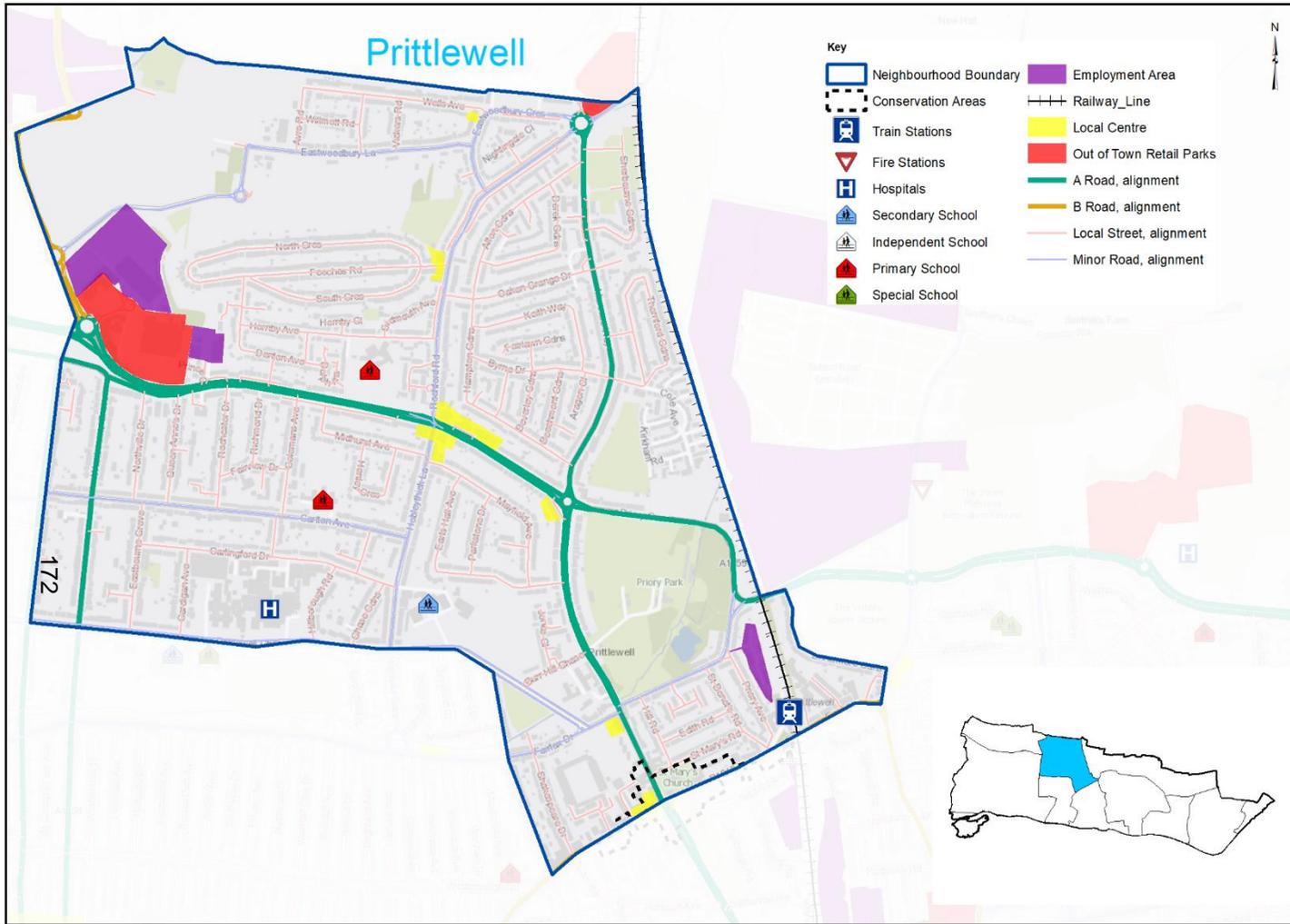


Figure 18: Prittlewell Characteristics

No. Homes	6,365	Land Area (ha)	370.9
Density	17.2dph	Car Ownership	1.21

Prittlewell

Area 370.9 hectares



6,365
Existing homes

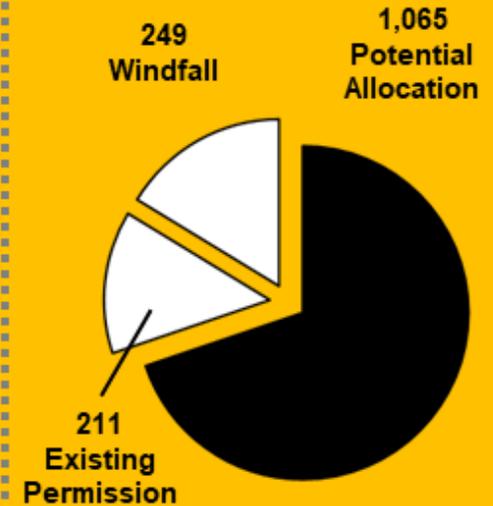
Density 17.2
homes per
hectare



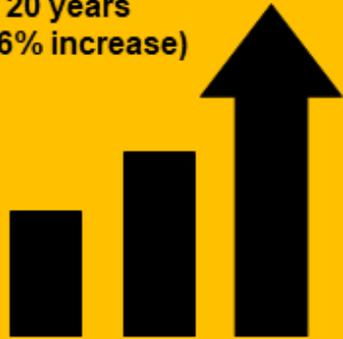
2 GP Surgeries
4 Pharmacies



Potential number of
new homes by 2040 **1,525**



464 new homes built over the
last 20 years
(7.86% increase)



2 Primary
Schools



1 Secondary
Schools

31 hectares of protected
greenspace



8 Commercial Areas
(11.7 hectares)



3 Business/ Industrial Estates
(7.3 hectares)



Good bus service along Victoria
Venue and Prittlewell Chase



1 Train
Station



1.21 cars per household
1.34 cars per house
0.58 cars per flat



3.3.2 Vision - Prittlewell

Where we want to be

The historic settlement focussed around the junction of East and West Street with Victoria Avenue and public open spaces including Priory Park will be conserved and enhanced, and the important role of Victoria Avenue as a key transport corridor will continue to be supported. Opportunities for additional homes will be focussed on key transport corridors and will be sympathetic in character with its surrounding context. As development comes forward opportunities will be sought to enhance connections between existing open spaces, and increase soft landscaping and tree cover within the area. A draft set of priorities for Prittlewell is set out below to aid feedback:

- Focus residential development along key transport corridors and improve air quality through design and landscaping mitigation and public transport enhancements.
- Victoria Avenue (A127) will continue to play an important role as the main approach to Southend town centre by road, and a new road link from the A127 at the Tesco roundabout to Warners Bridge will improve accessibility to the east of the Borough.
- Support the economic role of London Southend Airport and mitigate impacts on the local environment, including improved surface access for all transport modes to the Airport and railway station.
- Conserve and enhance designated heritage assets including St Mary's Church and Prittlewell Priory Scheduled Ancient Monument and the distinctive character of Prittlewell Conservation Area.
- Enhance parks and open spaces and improve walking and cycling links where feasible, whilst considering potential agricultural land and smallholdings at Eastwoodbury Lane to be released to realise strategic transport and housing ambitions.
- Promote the employment areas at Priory Works and Thanet Grange for retention and renewal. Redevelop Prince Close employment area.

3.3.2 Prittlewell (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Prittlewell - have we missed anything?

3.3.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Prittlewell. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁸. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Prittlewell, by infrastructure type, is summarised in the rainbow image below. For example 51% of the neighbourhood lies within walking distance to a health facility, 86% of the neighbourhood is within reach of sports and leisure facilities, while 18% is within an easy walk of green space.

3.3.3 Prittlewell (Infrastructure)

¹⁷⁵
Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Prittlewell, and what should be the priorities over the next 20 years?

⁸ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

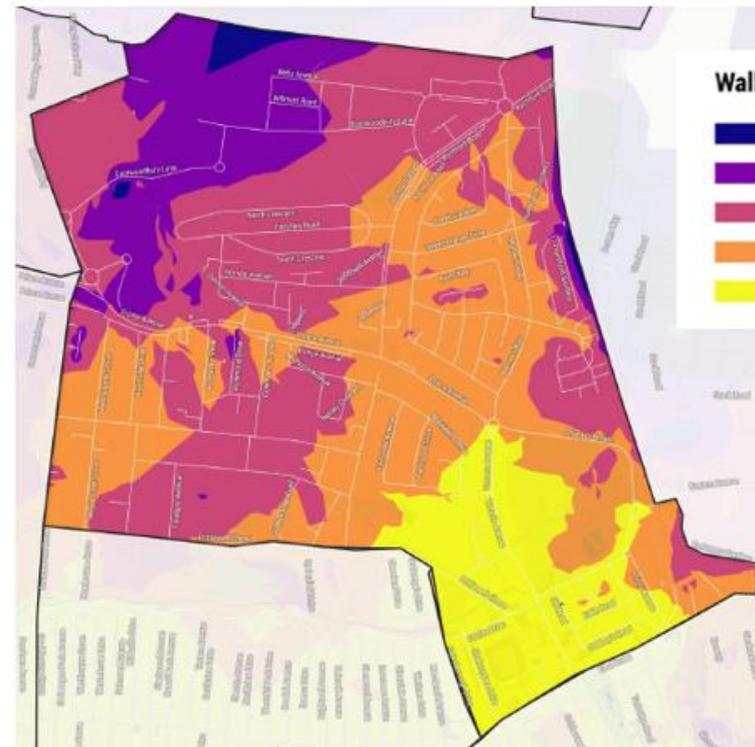
Infrastructure - Prittlewell



- Day to day facilities spread across neighbourhood but some severance caused by A127 and no overall 'focus point'
- Overall completeness score 'hotter' in south, on border with Central Southend and Westcliff
- Good sports and leisure provision
- Good broadband speeds correlating with areas of highest population density
- Limited schools and nurseries but good provision in surrounding neighbourhoods

Prittlewell	% of neighbourhood within walking distance	
Education: 77%	Civic: 41%	Green Space: 18%
Health: 51%	Sports & Leisure: 86%	Town Centre uses: 62%

176



Prittlewell 'Aggregated Completeness Score' = 56%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.3.4 Land Use Proposals – Prittlewell

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.3.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 25. Table 28** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new and what 'components of growth' the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 28** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 28** below, or via the Council's website:

<https://localplan.southend.gov.uk/>

Map 25: Potential Residential Sites - Prittlewell

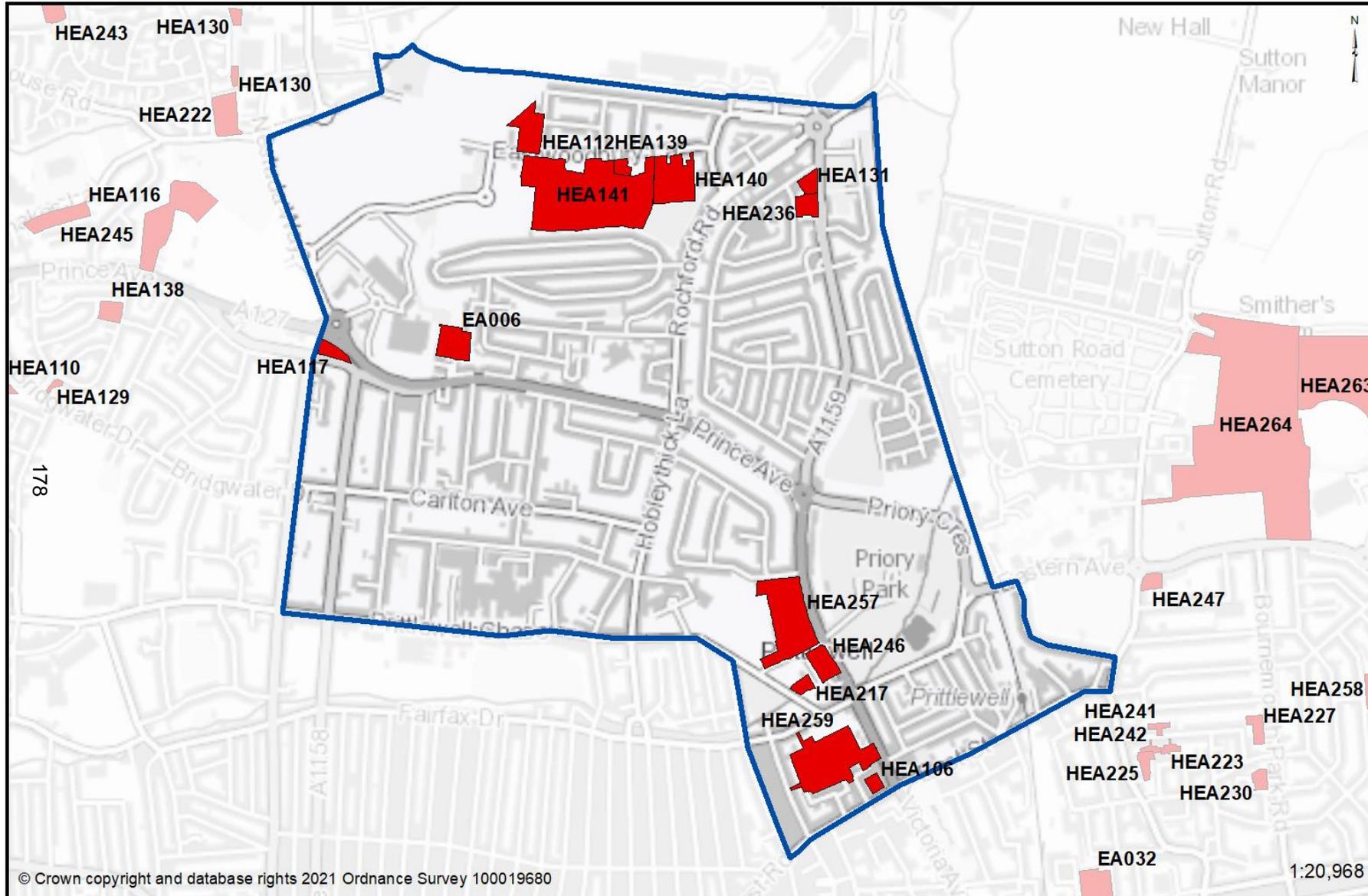


Table 28: Potential Residential Sites - Prittlewell

Prittlewell								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA106	Industrial uses between Roots Hall Avenue and Victoria Avenue	The site comprises an area of surface parking, a single storey building dating from the 1920's and a two-storey building which is currently in use as a Kung Fu Centre. Whilst the site remains largely in use, the land is underutilised with a large area of hard surfacing/ parking. The site is a backland plot surrounded to the north and west by two storey terraced dwellings. Roots Hall House is located to the south of the site and includes a 3-storey building of the little architectural merit with retail to the ground floor. Unimplemented Local Plan site from the former Borough Local Plan (1994).	Residential (flatted) development.	Residential Led	Urban Area General	8	8	
HEA112	Avro Centre, Avro Road	This site currently includes a single storey building (of limited architectural merit) in use as an adult training centre. The site also includes parking / hardstanding to the front of the building, and portacabins and substation to the western boundary. The opposite side of Avro Road includes 2 storey residential properties. To the north/ west of the site lies the Southend Airport Runway.	This Council owned site has been submitted through the Call for Sites process. Residential development will need to take account proximity of airport	Residential development	Urban Area General	50	50	

HEA117	Vacant Land between Prince Avenue and A127	Site includes an area of vacant grassland consisting of two small fields. There is a Cattery immediately to the west, The site is located between the A127 and Prince Avenue (A1158) and there is a large roundabout to the north. The surrounding area is largely residential, with Thanet Grange commercial area to the north/north east.	This council owned site has been submitted through the Call for Sites process as a site suitable for residential development. This would allow for the provision of a new access and some re-provision of open space to mitigate the scheme and potential noise impacts associated with the adjacent roundabout.	Residential development (subject to site access)	Urban Area General	8	8	
HEA131	St Stephen's Church, vicarage and play area, Manners Way	Site located on corner of Alton Gardens and Manners Way, includes a church and adjacent vicarage, as well as a children's playground. There are allotments to the east, and predominantly residential properties to the south and west, largely 2 storey. Southend Airport and the business park are to the north.	The site, (including the church buildings only) could potentially deliver 13 dwellings.	Residential led with potential for playground reprovision	Urban Area General	13	13	
HEA259	Roots Hall Stadium	Comprises Southend Roots Hall Stadium, car park and surrounding land. The site is in a mixed area with industrial and residential uses adjacent to the stadium.	The site is located within a suitable area for housing. The site may become available if the football stadium's relocation is confirmed to Fossetts Farm.	Residential Led	Urban Area General	502	502	
HEA217 180	Land at Prittlewell Chase, adjacent to Priory House	Part 1 and 2 storey care home. Mix of uses nearby including residential. West of Prittlewell Chase road and North of Prittle Brook.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment.	Residential	Housing Regeneration Sites	28	0	
HEA236	Nayland House, 203 Manners Way	Part 1 and 2 storey sheltered housing. In a low residential area fronting the A1159. Allotments to the east with Southend Airport c.300m north.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	43	16	

HEA246	Stephen McAdden House, 21 Burr Hill Chase	Group of part 1, 2 & 3 storey residential buildings currently in use as sheltered accommodation. Adjacent to Priory Park, residential uses, and care home.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	115	49	
HEA257	Cecil Court	2 & 3 storey properties accessed via Burr Hill Chase and a 12 storey tower block. Site adjacent to Southend High School for Boys with surrounding residential uses and Priory Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	287	109	
181								
HEA139	Land to the South of Eastwoodbury Lane (East)	Greenfield small holdings adjacent to residential dwellings to the east, south of Eastwoodbury Lane. Further open space/ agricultural land to the south / west. The immediate surrounding area is primarily residential. It is close to the Southend Airport Runway, to the north.	Potential for residential development. Consideration of existing green space and small holdings will need to be considered if the site comes forward. It is likely this site should be considered alongside HEA140 & HEA141.	Residential Development	Agricultural Land/ Green Space	10	10	

HEA140	Land to the South of Eastwoodbury Lane (West)	Greenfield small holdings adjacent to residential dwellings to the east, south of Eastwoodbury Lane. Further open space/ agricultural land to the south / west. The immediate surrounding area is primarily residential. It is close to the Southend Airport Runway, to the north.	Potential for a number of different uses, including residential, new transport access, and improvements to remaining green space. Consideration of existing green space and small holdings required if the site comes forward. It is likely this site should be considered alongside HEA139 & HEA141.	Potential for a number of different uses, including residential, new transport access, and green space.	Agricultural Land/ Green Space	81	81	
HEA141	Land to the South of Eastwoodbury Lane	Greenfield site located on agricultural land south of Eastwoodbury Lane adjacent to residential properties. To the east is open space / agricultural land. To west is St Laurence Park. Close to Southend Airport Runway to the north.	Potential for a number of different uses, including residential, new transport access, and improvements to remaining green space. If new transport access is provided a portion St Laurence Park will need to be re-positioned. Consideration of existing green space and agricultural land required if the site comes forward. It is likely this site should be considered alongside HEA139 & HEA140.	Potential for a number of different uses including: new school, new transport access, residential development.	Agricultural Land/ Green Space	180	180	
HEA260	Aldi Store, Eastern Avenue	Aldi supermarket with car parking. Site adjacent to sewage works, car wash, and a waste collection depot. The railway line is west with industrial uses North.	The site is not suitable for housing development given its designation for employment uses and adjacent uses that affect amenity. The site remains suitable for employment redevelopment.	Mixed Use	Urban Area General	Not Suitable	Not Suitable	
EA006 182	Prince Close	Existing employment site. Mixed industrial estate north of the A127 adjacent to a Tesco Extra and residential uses. The continued employment use at this site has been severely reduced by recent permissions for residential development. Once the permissions are implemented the site will lose most of its employment footprint and this combined with its context and restricted access do not make it attractive for employment investment.	The site offers the potential for residential development.	Residential Led	Employment Release Site	39	39	
Planning permission 5 units or more	None						0	
Planning permission 4 units or less							7	
Being Implemented							204	

Windfall							249	
Total							1,525	

3.3.41 Prittlewell (Residential)

Have your say.....

Please explain your answers

- Do you agree with the proposed housing sites for Prittlewell? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 19: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Prittlewell?

3.3.42 Urban Form and Development Typologies

183

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 26 shows the Urban Forms of Prittlewell neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 19 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Prittlewell and within the different Urbans Forms as shown in **Map 26**. For instance you may believe the 'Big Box' areas (that aren't designated for other non-residential uses) within **Map 26** should accommodate the highest density development, such as flats typology F4 and F5, within **Figure 19**.

Figure 19 - Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph



F4: 250dph



F5: 525dph

Map 26: Prittlewell Urban Forms



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.

3.3.42 Prittlewell (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology (Figure 19) do you think should come in Prittlewell? You may wish to refer to the different urban forms presented in Map 26 in your answer.

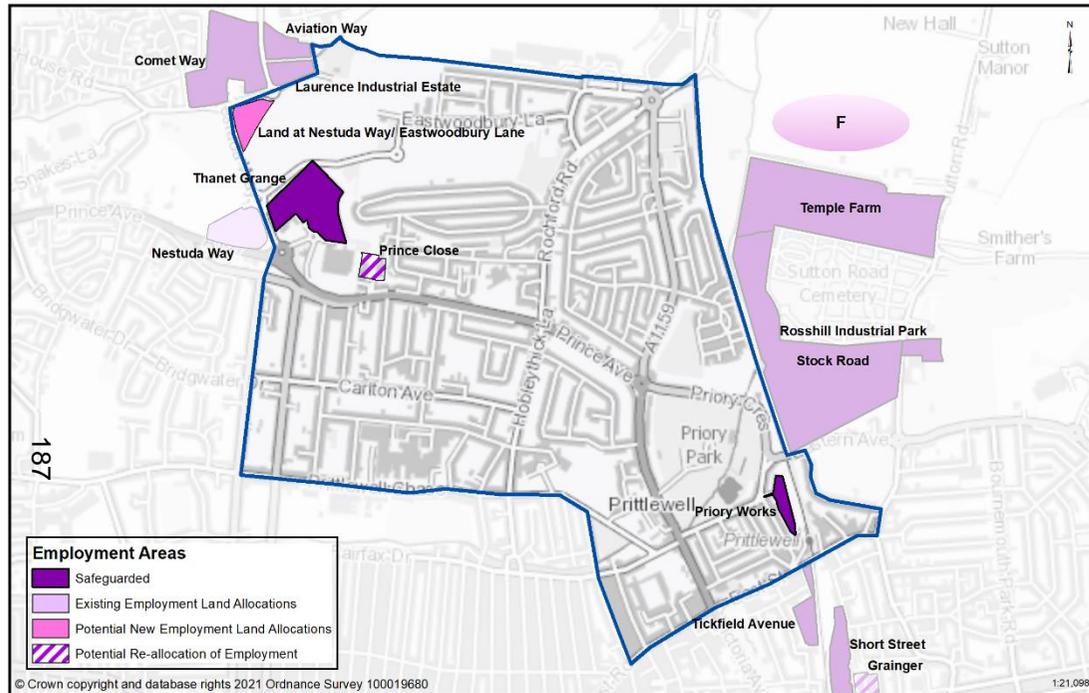
3.3.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. Table 29 and Map 27 set out the Employment Areas in Prittlewell, where existing areas are proposed for retention, areas proposed for re-allocation, and additional areas proposed.

Table 29: Land Use Proposals in Prittlewell – Employment Land

Site Name	Category	Hectares	Additional Floorspace
Priory Works	Local Employment Site	0.96	
Thanet Grange	Local Employment Site	5.41	
Land at Nestuda Way/Eastwoodbury Lane	Local Employment Site	1.56	
Prince Close	Potential Re-allocation	-0.9	
Total		7.03	

Map 27: Proposed Employment Designations - Prittlewell



3.3.43 Prittlewell (Employment)

Have your say.....

Please explain your answer

- Do you agree with the proposed employment site for Prittlewell? Please name the employment site you are referring to.
- Do you have any other comments on employment land provision in Prittlewell?

3.3.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁹) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Prittlewell are shown in **Map 28** and **Table 30**.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 28** and **Table 30** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁹ <https://www.legislation.gov.uk/ukxi/2020/757/made>

Map 28: Prittlewell Commercial Centres

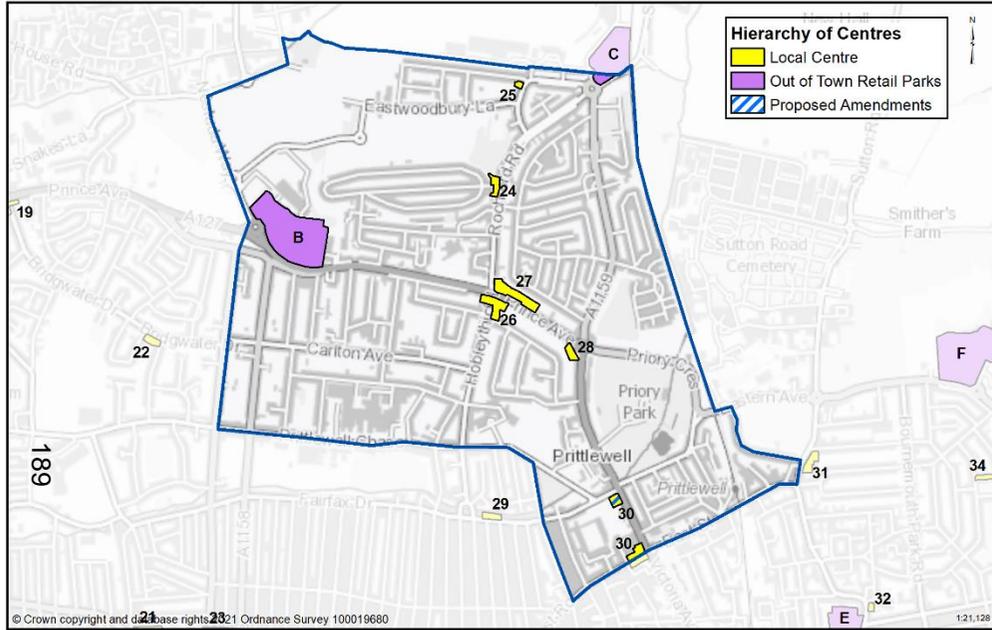


Table 30: Prittlewell Commercial Centres

Ref	Name	Centre Type
24	Rochford Road	Local Centre
25	Eastwoodbury Crescent	Local Centre
26	The Bell Prince Avenue	Local Centre
27	Hobleythick Lane /Prince Avenue	Local Centre
28	Earls Hall Parade (Cuckoo Corner)	Local Centre
30	Victoria Avenue/ West Street	Local Centre
B	Thanet Grange/Tesco	Out of Town Retail Parks
C	Airport Retail Park	Out of Town Retail Parks

There are amendments proposed to the Victoria Avenue/ West Street local centre due to the reduction of active frontages that reduce its ability to function as an effective commercial, business and service sector. The centre has a high vacancy rate, introducing a dispersed distribution of the retail provision. The proposed removal of its commercial centre designation will allow for a different policy approach, allowing for alternative uses, possibly as part of the wider regeneration of the Roots Hall site.

3.3.44 Prittlewell (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Table 30** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Do you agree with the proposed amendments as set out on **Map 28**?
- d. Are there any other areas within the Prittlewell Neighbourhood area that we haven't identified that should be promoted for commercial activities?

3.3.45 Green Space - Prittlewell

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in **Table 31** and **Map 29**.

Existing Green Space

The main recreation resource for residents in Prittlewell are the two local parks at Priory Park and St Lawrence Park. The area also contains allotments and community growing space at Growing Together, and a number of playgrounds and smaller amenity open spaces. St Mary's Churchyard also performs a role as green space within this urban area, providing a green link connecting Priory Park and Churchill Gardens. The residential area to the south west of Prittlewell is less provided for in terms of public open space, but the southern edge does benefit from the wide grassed boulevard of Prittlewell Chase which

contains many mature trees. Tree canopy cover in the neighbourhood ranges from 10% of the ward in Prittlewell to 14.4% in St Laurence ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Priory Park was gifted to the people of the town in 1917 by RA Jones. It contains the medieval Prittlewell Priory, now in use as a Museum, the Priory walled gardens, visitor centre, café, tennis and basketball courts, table tennis and chess, football pitches, children's playground, fishing lake and areas of natural wetland. The park is of importance for heritage, nature conservation, sports and recreation, and as a green lung in a busy urban area close to an Air Quality Management Area and dual carriageway. It therefore holds special importance for local people and is proposed as a Local Green Space. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community.

Proposed new green space

Two new pocket parks have been completed at Ecko Park, which connect the new housing development to Priory Park via a new pedestrian and cycle path. These are proposed for protection. Sidmouth Avenue playground has been recently improved with new equipment and is proposed for protection.

The entire length of the Prittle Brook (from Priory Park to Belfairs Woods) is an important corridor and waterway for wildlife, pedestrian and cycle route for recreation and active travel. It is therefore proposed to protect the route as a Green Corridor where its role will be protected and enhanced.

It is also proposed to designate the central verge along Prittlewell/Blenheim Chase from Fairfax Drive to Eastwood Road as a Linear Green Space, reflecting its important amenity and biodiversity value ([Table 31a](#)).

Table 31: Prittlewell – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E62	Priory Park	17.545
Amenity Open Space		
E63	Hobleythick Lane Open Space	0.108
E64	Prittlewell Prince Burial Ground - Priory Crescent	0.416
E65	Gainsborough Park	0.827
Playground		
E66	Priory Park Children's Play Area	0.478
E67	Gainsborough Park Playground	0.189
Community Growing Site		
E68	Growing Together Trust	0.234

193

Sites in **bold** are proposed as 'Local Green Space'

Table 31a: Prittlewell – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Neighbourhood Park		
N12	St Laurence Park	8.228
Playground		
N13	St Laurence Park Childrens Play Area	0.182
N14	Sidmouth Avenue Playground	0.148
N15	Manners Way Playground	0.131
Linear Green Space		
N16	Prittlewell Chase	1.735

Site Ref.	Name of Site	Size (Ha)
Sports Ground		
E69	Eastbourne Grove Tennis Court	0.057
E70	Ecko Sports Ground East of Manners Way	3.124
School		
S14	Earls Hall School Playing Fields	1.143
S15	Prince Ave School	1.366
S16	Southend High For Boys Playing Fields	5.514
Allotments		
A4	Rochford Road	1.644
A5	Manners Way	1.932
A6	Growing Together	0.303
Crematorium, Graveyard or Cemetery		
C3	St Laurence & All Saints	1.451
C4	St Mary's Churchyard	0.729

Site Ref.	Name of Site	Size (Ha)
Pocket Park		
N17	Ecko Park North	0.146
N18	Ecko Park South	0.119
Green Corridor		
N8	Prittle Brook	4,225m

Table 31b: Land Use Proposals in Prittlewell – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/ Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA139	Land to south of Eastwoodbury Lane	0.209	Smallholdings/ green space	High grade agricultural land, no public access. Part of site identified in Airport Joint Area Action Plan as designated public open space but not yet implemented.	N	10	Land is in public ownership and underutilised, with potential for residential development.
HEA140	Land to south of Eastwoodbury Lane	1.625	Smallholdings/ green space	High grade agricultural land, no public access.	N	81	Land is in public ownership and underutilised, with potential for residential development.
HEA141 194	Land to south of Eastwoodbury Lane	7.17	Smallholdings/ green space	Approximately 50% of site is high grade agricultural land and rest smallholdings, no public access.	N	180	Land is in public ownership and underutilised, with potential for residential development.

3.3.45 Prittlewell (Green Space)

Have your say.....

Please provide comment in support of your choice

- a. Do you support the proposed new green space designations (**Table 31a**)? If not, can you explain why?
- b. Do you have any comments on the green space sites / agricultural land identified as having the potential to be released for development (**Table 31b**)?

- c. Do you agree with Priory Park being proposed as Local Green Space? If not, can you explain why?
- d. Do you propose any other sites should be designated as Local Green Space? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- e. Do you have any other comments regarding green space in Prittlewell?

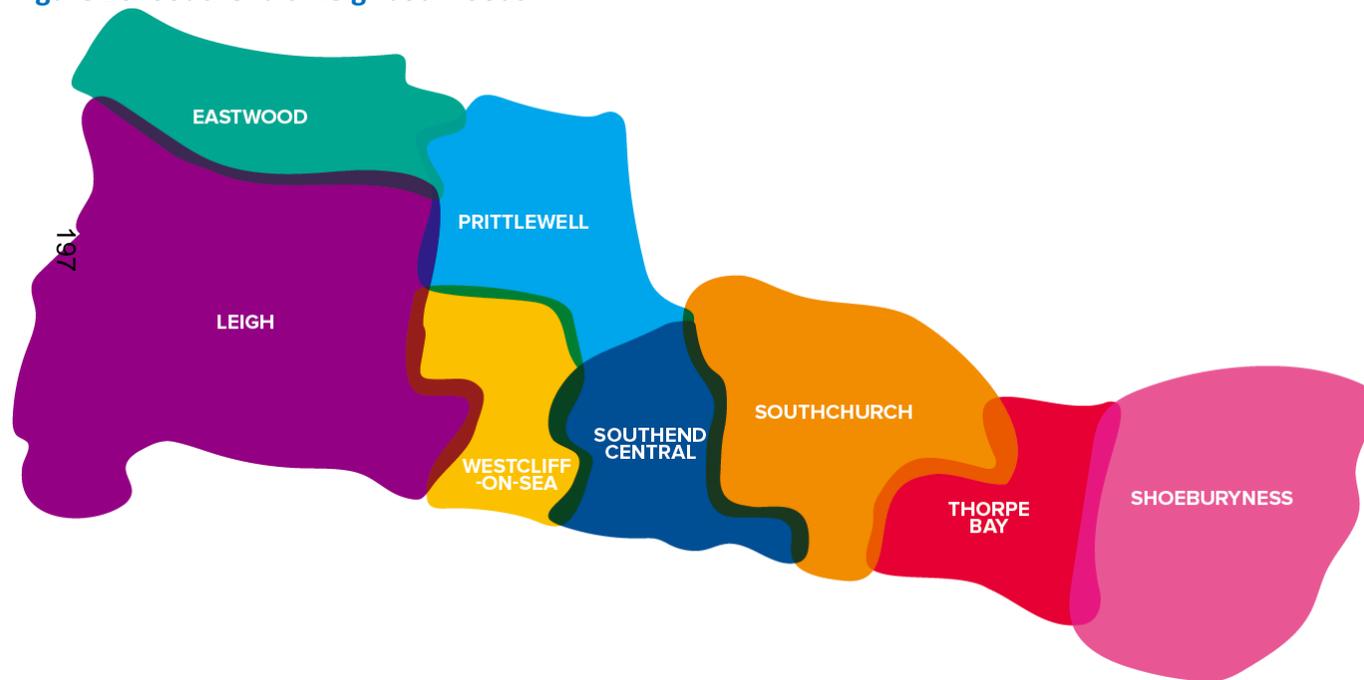
This page is intentionally left blank

3. Neighbourhoods

As with any Borough, Southend is not a single homogenous place. Rather, it is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the New Local Plan considers the issues facing the different communities of Southend.

As part of the Issues and Options document we identified eight neighbourhood areas at Eastwood, Leigh, Westcliff, Prittlewell, Southend Central, Southchurch, Thorpe Bay and Shoeburyness. We asked you what you thought were the key issues facing the neighbourhoods and possible options for resolving these.

Figure 20: Southend's Neighbourhoods



What You Said

You identified the importance of the neighbourhoods to the local community and highlighted a number of issues, including the need for investment and regeneration, the importance of infrastructure and service provision and you told us about some of the impacts more development and housing has had on your local area.¹

Our Response

Having regard to your feedback we have developed a profile of each neighbourhood setting out:

- their key characteristics and some of the planning issues facing them;
- a draft vision/ priorities for the future planning of these areas;
- proposals for the neighbourhoods, including new housing and development schemes together with employment and green space designations.

It is not intended to present comprehensive information or definitive boundaries for these neighbourhoods, but rather to stimulate discussion about particular issues and options that you think they will face in the future. These will be refined and developed as part of the next stage of the New Local Plan preparation.

We would now like your views on what you think of the proposed Profiles for each of the neighbourhoods.

¹ The Local Plan Issues and Option Consultation feedback is available here: <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

3.4 Southend Central

3.4.1 General Character

You may also wish to refer to [Section 2.5: Town Centre and Central Seafront](#) of the Local Plan, which includes a draft vision and other potential provisions for the area.

Southend Central ([Map 30, Figure 21](#)) comprises the town centre and central seafront and is characterised by four distinct quarters, alongside surrounding residential areas, namely:

- Town Centre – a sub-regional retail centre, dominated by comparison shopping including two retail malls at the northern and southern ends of the pedestrianised High Street. The area also includes high rise residential tower blocks and parades of shops, some with residential accommodation above. The Forum accommodates the public library and art gallery that is next to part of the University of Essex and South Essex College campuses. The town centre is the principal public transport hub for the Borough and includes two railway stations (Central and Victoria) and the bus station/travel centre interchange. The Kenway/Short Street area to the north of the High Street includes elements of employment land, as well as a range of residential development including the Queensway flatted developments and some more suburban type terraced housing. The Warrior Square Conservation Area to the east of the High Street is a residential community set around tree-lined open space.
- Milton and Clifftown – these areas mark the early expansion of Southend’s residential neighbourhoods and form an historic core with some particularly attractive planned streets and spaces, including the Prittlewell Square and Westcliff/Clifftown Parade Gardens. Much of the area is designated as a Conservation Area (Clifftown and Milton Conservation Areas).
- Civic Quarter – a grouping of a number of bulky post-war civic buildings, including the Civic Centre, Police Station, Courts, Art Gallery and Museum on the eastern side of Victoria Avenue. The opposite side of Victoria Avenue has now seen the conversion of a number of obsolete large office blocks into residential use, some with active commercial uses at ground floor. This area also includes the sunken gardens of Churchill Gardens providing a tranquil green setting to the north of the Civic Quarter, and part of the Prittlewell Conservation Area.
- Central Seafront – includes an extensive range of leisure and tourism functions focussed along Western Esplanade and Marine Parade including the historic Pier, Kursaal and Adventure Island. The City Beach (Phase 1) scheme has revitalised a key part of the central seafront, with key enhancements made to the public realm. Economic impact assessments show that the tourism and leisure facilities attract over 7 million day visitors² and a quarter of a million staying visitors to the area each year. The cliffs along Western Esplanade provide a green backdrop to the seafront with the Cliffs Pavilion, a major regional theatre, situated at its western end. To the east of the neighbourhood is the post-war Kursaal estate comprising terraced housing

² Covid-19 would have impacted this most recently

and flats, and the Grade II listed Kursaal building (part of the Kursaal Conservation Area) with Eastern Esplanade also providing a focus for leisure and tourism, as well as being home to the Eastern Esplanade Conservation Area.

There are a number of major issues and challenges facing the town centre and central seafront area over the coming years. These include the significant decline in the High Street's traditional comparison goods retail function in the face of increasing on-line shopping competition and the need to regenerate the area, building on its significant tourism, cultural and leisure potential. However, the Southend Retail Study³ highlighted the potential demand for additional convenience retailing in the town centre and the growth potential of the food and drink sector. The Better Queensway project is seeking to regenerate the area to the north east of the High Street as a residential led community project which will be better integrated with the town centre.

With good accessibility by road, rail and bus combined with supporting services and facilities, there are a number of opportunities for new housing development at higher densities within the neighbourhood that will contribute to the regeneration and vitality of the neighbourhood and to meeting a range of local housing needs.

³ Southend Retail and Leisure Study 2018 – Peter Brett Associates

Map 30: Southend Central Characteristics

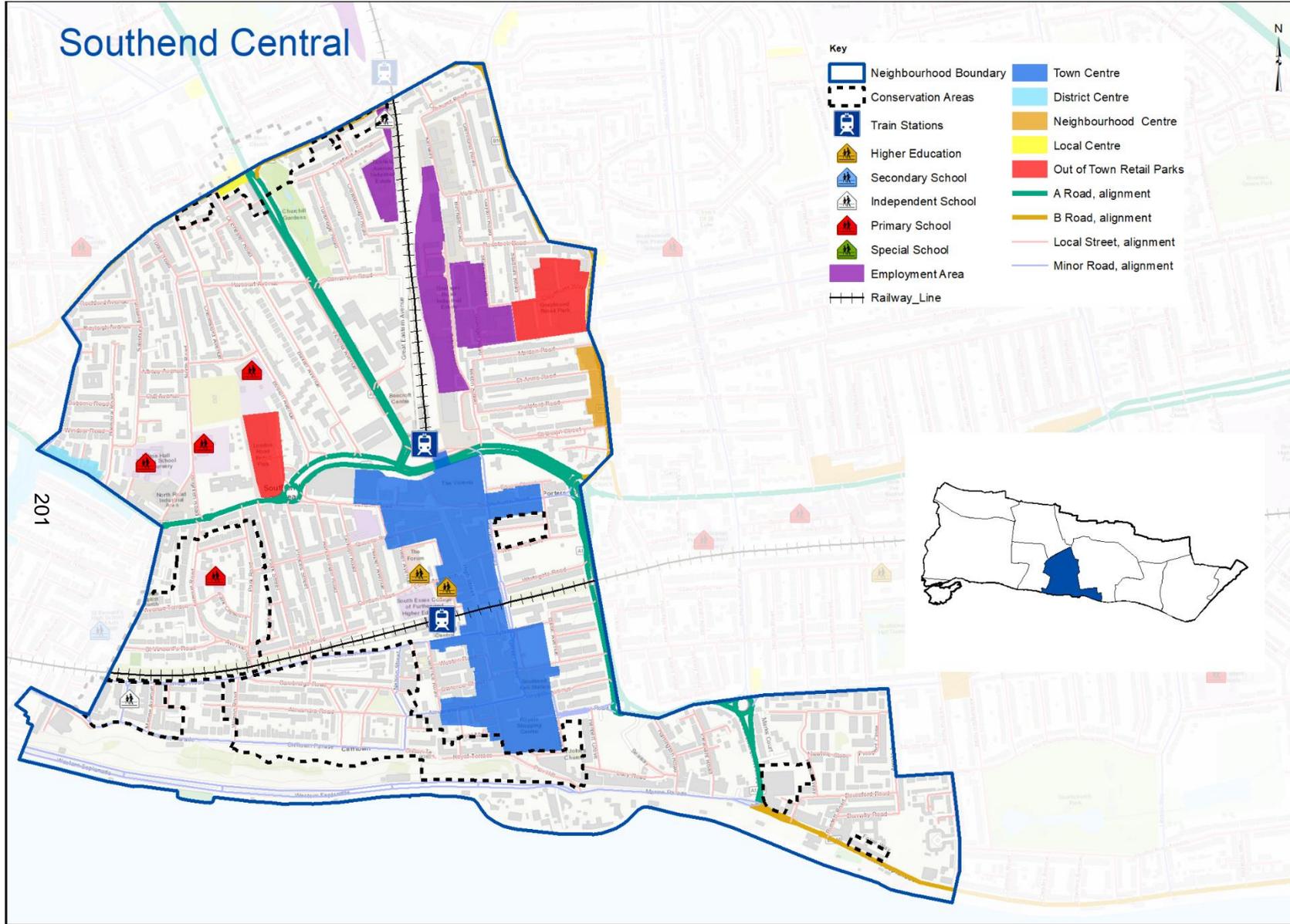


Figure 21: Southend Central Characteristics

No. Homes	9,787	Land Area (ha)	266.1
Density	36.8 dph	Car Ownership	0.69

Southend Central

Area 266.1 hectares



9,787
Existing homes

Density 36.8
homes per hectare

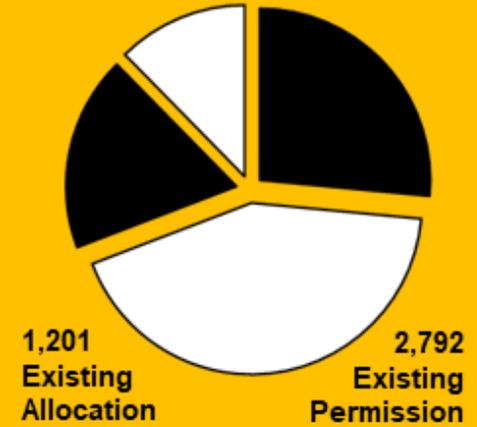


5 GP Surgeries
9 Pharmacies
1 Health Centre

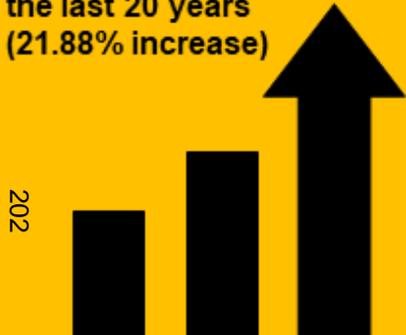


Potential number of new homes by 2040 **6,533**

810
Windfall
1,730
Potential Allocation



1,757 new homes built over the last 20 years
(21.88% increase)



4 Primary Schools



2 Secondary Schools



2 Higher Education

16.1 hectares of protected greenspace

1.7 miles of coastline



3 Commercial Areas
(24 hectares)



3 Business/ Industrial Estates
(8.2 hectares)



Extensive Bus Routes

0.69 cars per household
0.94 cars per house
0.56 cars per flat



2 Train Stations



3.4.2 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Southend Central. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁴. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Southend Central, by infrastructure type, is summarised in the rainbow image below. For example 90% of the neighbourhood lies within easy walking distance to a health facility, 51% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 18% is within an easy walk of green space.

3.4.2 Southend Central (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Southend Central, and what should be the priorities over the next 20 years?

Please refer to [Section 2.5: Town Centre and Central Seafront](#) to view and comment on a draft vision, existing allocations set out in the Southend Central Area Action Plan (SCAAP), and other potential opportunity sites and interventions for Southend Central.

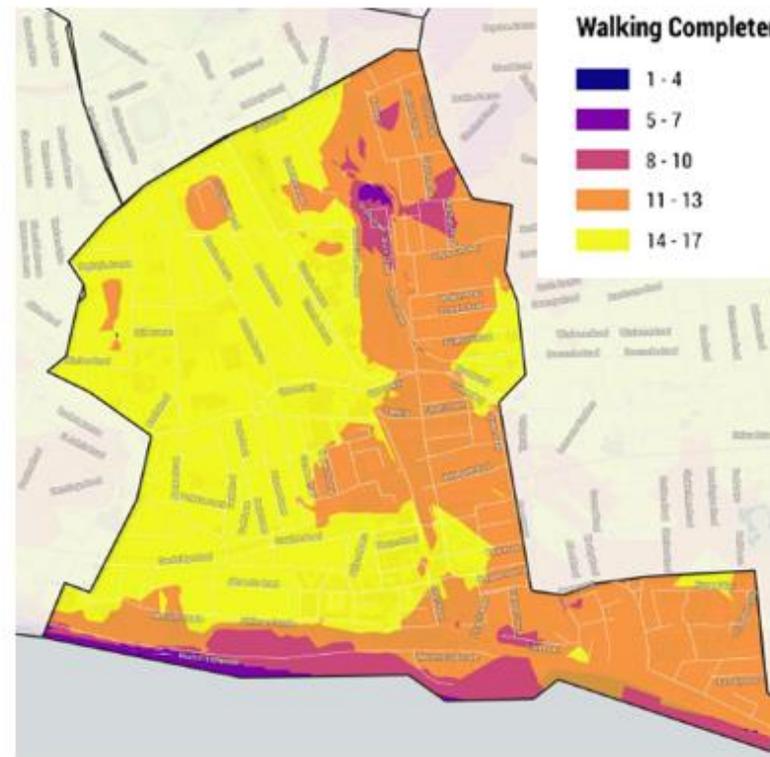
⁴ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Southend Central



- Highly complete – in walking catchment for most services and facilities
- West of High Street most complete for schools, doctors, dentist and civic facilities
- Public transport hub with good connections to local area and sub-region
- Parts lack convenient access to green space, especially within High Street although some quality local spaces and access to seafront area
- Limited access to sports and leisure facilities

Central Southend	% of neighbourhood within walking distance	
Education: 86%	Civic: 78%	Green Space: 18%
Health: 90%	Sports & Leisure: 51%	Town Centre uses: 82%



204



Southend Central 'Aggregated Completeness Score' = 68%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.4.3 Planned Changes: Land Use Proposals

In addition to the SCAAP Opportunity Sites, new land use proposals are identified for future housing, employment and green space within the Southend Central neighbourhood as set out below.

3.4.31 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development are set out in **Map 31** and **Table 32**. These have been promoted to us by landowners/ agents and are included here for comment. The sites are in addition to sites that are already allocated within the SCAAP (as set out above) or have planning permission.

For more information on each site an assessment can be viewed by clicking on the site reference in the various tables below or via the Council's website: <https://localplan.southend.gov.uk/>

Map 31: Potential Residential Sites – Southend Central (excluding those with planning permission)

Please refer to [Section 2.5: Town Centre and Central Seafront](#) to view sites already allocated for development as part of the SCAAP

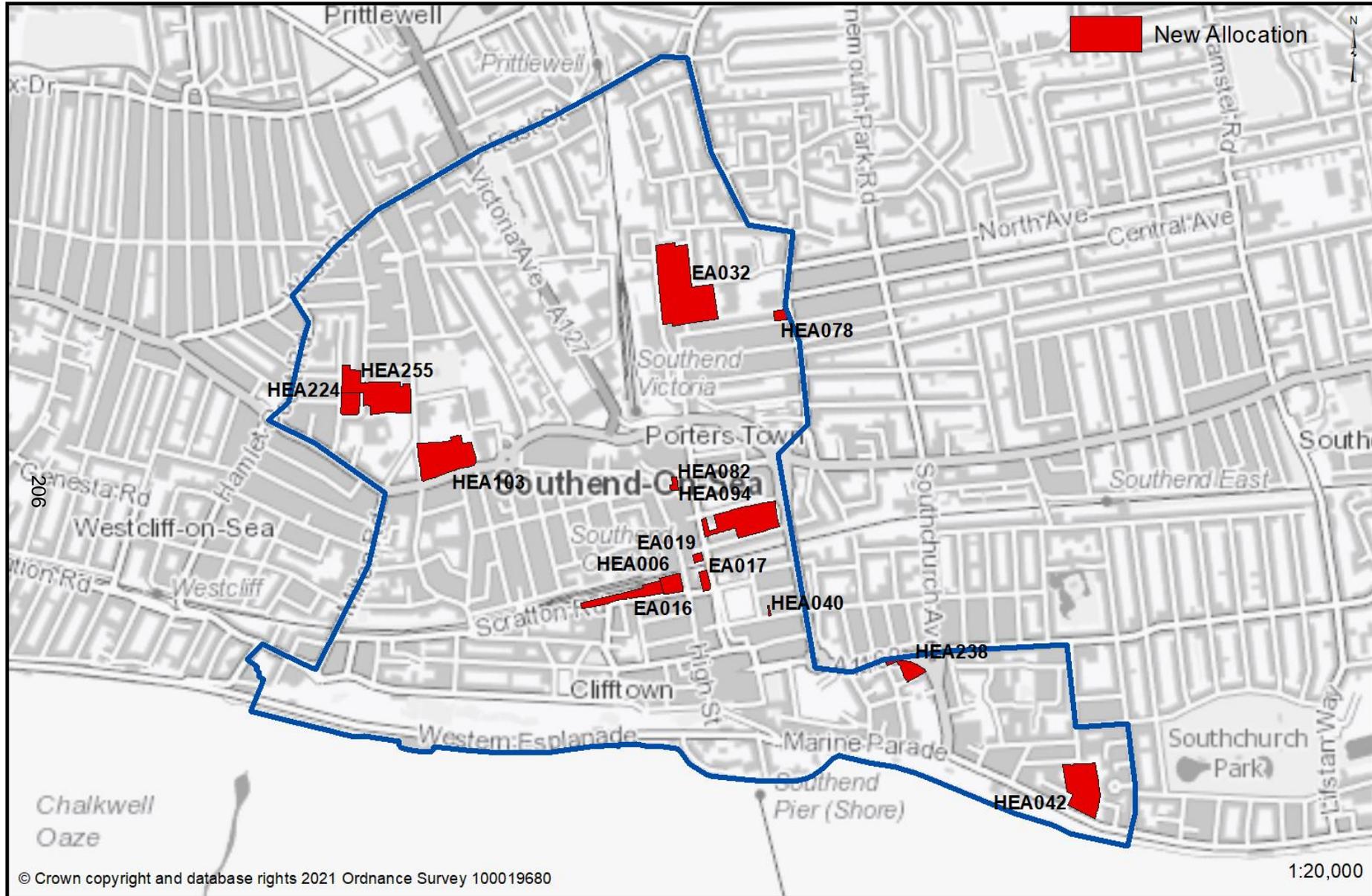


Table 32: Residential Sites – Southend Central

Southend (Central)								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA006	Central House, Clifftown Road	A 6 Storey building located on the northern side of Clifftown Road, adjacent to Southend Central Railway Station, where it intersects with the High Street. The building contains a retail unit and offices at ground floor and car parking. The surrounding area is commercial in character.	Part of this major site has planning permission for 28 dwellings	Residential led development	Urban Area General	170	170	
HEA040	57 York Road	A 3 storey building located on the northern side of York Road near the junction with Baltic Avenue. Surrounding properties are similar in terms of form and style. The site is located within a predominantly residential area.	This site has potential for 5 dwellings	Residential development	Urban Area General	5	4	
207 HEA042	Former Gas Works, Eastern Esplanade	The site is located on the north side of Eastern Esplanade, also fronting Burnaby Road to the north. The site has now been cleared and laid out for temporary public parking. The site falls within the SCAAP Central Seafront Policy Area. The surrounding uses are largely residential of between 2 to 5 storey (flats and houses), however there is also a 5 storey Premier Inn hotel to the east of the site.	The site is considered suitable for a major mixed-use scheme that could include public parking.	Residential led development	Urban Area General	216	216	
HEA048	215-215a North Road	The site is located on the western side of North Rd. It is boarded up and the previous buildings have been demolished. The streetscene in this part of North Road is predominantly made up of two storey residential properties.	Small site with potential for 9 dwellings.	Residential	Urban Area General	9	9	
HEA078	Styles Properties, 165 Sutton Rd	The site is located on the western side of Sutton Road, at the junction with Maldon Road. It was previously occupied by a single storey industrial building, and is stepped, taking into account of the changing levels on Maldon Road. Site is now vacant. There is a varied street scene in this location with a mixture of both residential and commercial uses.	Potential for a residential-led, mixed-use scheme with retention of some commercial use at ground floor on Sutton Road.	Residential led development	Urban Area General	7	7	

HEA082	Commercial Premises, 4 Southchurch Road	This site includes a 3-storey building located to the rear of Southchurch Road, overlooking a service deeping adjacent to the main High Street and Victoria Shopping Centre. The building includes commercial frontage, the middle floor and upper floor are in use as offices. There is an expired permission on the site for a part 4/part 5 storey building comprising 24 flats with a restaurant at ground floor.	Residential led scheme with commercial ground floor.	Residential led development	Urban Area General	24	24	
HEA094	Land at Warrior Square	The site currently includes surface parking areas, skate park and a central grassed area. The site was previously occupied by an indoor swimming pool. The proposed site does not include a 2-storey building in use as offices in the north west corner. A terrace of Victorian 2-storey dwellings sits directly adjacent the site to the south west of site. Warrior Square open space and more terraced housing is located to the north (designated Conservation Area) and further terraced dwellings to south. Part of the site is occupied by a skate park.	Likely to be suitable for a residential-led mixed-use scheme. Any redevelopment would need to consider the recently installed skate park.	Residential led development that may include re-provision of public parking, linked to additional parking provision at Tylers Avenue (see Table 30)	Urban Area General	300	300	
208 HEA122	Warrior House, 42 - 82 Southchurch Road	Located to south side of Southchurch Road and to the west of Warrior Square East. Contains a three storey commercial building. Surrounded by predominantly 2/3 storey buildings, with commercial ground floor, some with residential above. Queensway dual carriageway is to the east, Warrior Square Conservation Area is to the south, the town centre is to the west, the Better Queensway site is to the north.	Conversion of upper floors to residential use.	Residential Led	Urban Area General	15	15	
HEA103	Nazareth House, 111 London Rd	Located on the north side of the London Road, the former care home and associated accommodation, surrounded by garden/amenity space, with a tall brick wall running around the edge of the site. The area to the south of London Road is predominantly two storeys, commercial ground floor, with Milton Conservation Area further to the south. To the north the area includes two schools and tower blocks/residential streets beyond. A new flatted residential scheme lies to the west.	Residential development that maintains a good level of garden/ amenity space.	Residential Led	Housing Regeneration Sites	150	80	

HEA224	Buckingham House, Salisbury Avenue	Part 1 and 2 storey building currently occupied as sheltered housing. Located in a residential area adjacent to residential tower blocks and a community centre.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	68	40	
HEA238	Norman Harris House, 450 Queensway	Part 4 and 3 storey building currently in use as sheltered accommodation. In a prominent location fronting the A1160 onto a roundabout. Green space to the rear with car parking to the west.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	63	35	
209								
HEA255	Blackdown, Brecon & Grampian	Residential estate comprising three 16 storey towers, a community centre, garages and landscaped area. Surrounded by generally low-rise residential area with site adjacent to a primary school.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	309	78	
EA016	Central Station, Clifftown Road	The railway line is to the north of the site, college/university buildings beyond this. The High Street lies to the east, with commercial and residential uses to the south. The Site includes a range of uses including parking and a commercial garage. The Southend Central Station is locally listed and presently has a low quality forecourt. Was previously allocated in the Borough Local Plan (1994) but has not come forward.	Redevelopment could bring about associated public realm enhancements, improving setting of station and access to it. The site could be appropriate for office use or alternatively, comprehensive regeneration to include the station and residential uses could be considered.	Residential Led	Urban Area General	200	200	

EA032	Grainger Close Employment Area	The site is currently protected as an Industrial estate but has been identified for potential release. Surrounding uses are a mix of residential and other commercial buildings. Grainger Road cuts through the site.	Located within a suitable area for housing (if allocated) but has unknown availability. The site appears to be in multiple ownerships and may require assembly.	Residential Led	Employment Release Site	552	552	
Accepted HELAA sites without Planning Permission Total								1,730
SCAAP existing allocations (without permission) see Table B and Map X	HEA061, HEA085, HEA095, HEA097, HEA098, HEA099, HEA101, HEA102, HEA107, HEA154, HEA252,						1,201	
Planning permission 5 units or more 210	HEA001, HEA005, HEA009, HEA020, HEA031, HEA037, HEA045, HEA047, HEA054, HEA060, HEA072, HEA074, HEA096, HEA125, HEA156, 18/00485/FUL, 18/01541/FUL, 18/01142/FUL, 18/02151/FULM, 19/01591/FUL, 18/01616/PA3COU						2,261	
Planning permission 4 units or less							41	
Being Implemented							490	
Windfall							810	
Total							6,533	

3.4.31 Southend Central (Housing)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed housing sites for Southend Central?
You may wish to outline the type and scale of development you would like to see come forward on particular sites in reference to **Figure 22: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Southend Central?

3.4.32 Urban Form and Broad Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced. New development will need to be imaginative and dynamic in its design reflecting its central location.

Map 32 shows the Urban Forms of Southend Central neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 22 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Southend Central and within the different Urbans Forms as shown in **Map 32**. For instance you may believe the 'Primary Centre' and 'Campus' areas within **Map 32** should accommodate the highest density development, such as flats typology F5 and F6, within **Figure 22**.

The Council's adopted Development Management Document (2015) includes a Tall and Large Buildings Policy (DM4)⁵, which identifies Southend Central Area as the main focus for tall/large buildings, and sets out a number of design criteria including a consideration of local character and context, promoting active ground floor uses, and a focus on achieving high quality, sustainable design. We would also like your views on whether a tall buildings policy should be integrated into the New Local Plan to ensure tall buildings are directed to specific areas of the neighbourhood, for example close to public transport interchanges and how such a policy could guide the design of development.

⁵ <https://planningpolicy.southend.gov.uk/adopted-plans>

Figure 22 - Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

12

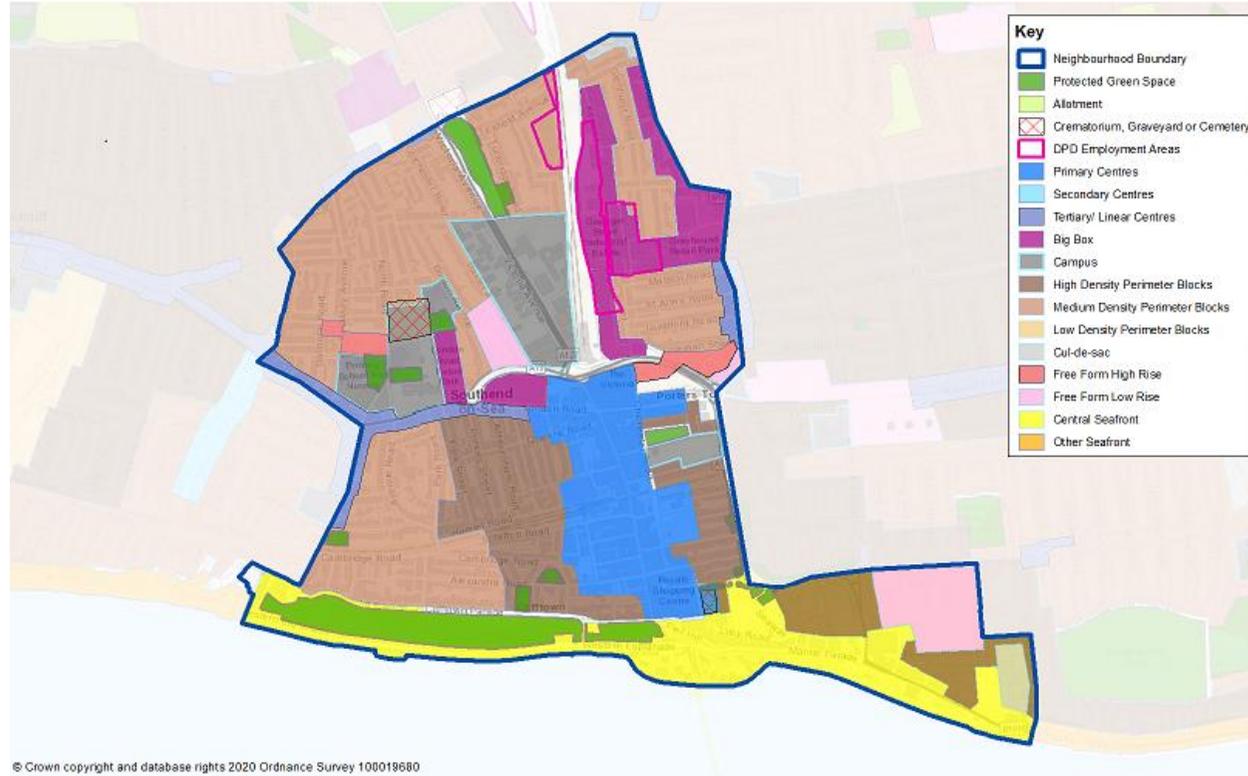


F5: 250dph



F6: 525dph

Map 32: Urban Form of Southend Central



213



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Free-form High Rise: tall buildings set within areas of landscape and parking.



Primary Centre: Southend town centre, characterised by large scale buildings and a variety of comparison shops, services and leisure opportunities.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



Central Seafront: Vibrant architecture associated with seafront leisure, providing a stark contrast to the orderly Victorian and Edwardian suburbs.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.

3.4.32 Southend Central (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology (**Figure 22**) do you think should come in Southend Central? You may wish to refer to the different urban forms presented in **Map 32** in your answer.
- b. Should a tall buildings policy be introduced to direct such development to specific areas of the neighbourhood? If so, what areas should be identified?

3.4.33 Employment Land

The retention and provision of employment sites is essential to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth.

Town centres play an important role in not only providing opportunities in the digital, cultural and creative sector but also providing the opportunity more generally to encourage smaller and more diverse employment activity. A level of professional and business sector growth in particular could be expected to locate in the town centre environments considering their strong link with population clusters, and the level of service, amenities and facilities they provide in one location.

The town centre will remain a major focus for employment particularly in the retail, office, cultural and creative arts sectors, and alongside the central seafront for tourism, food and leisure facilities. It will also continue to thrive as a centre of excellence for education, housing the South Essex College and University of Essex campuses. It will also be a location for niche, flexible office space.

In Southend Central designated employment land is situated in the northern periphery of the area in the Short Street/Kenway area and at Tickfield Avenue. This provides for a range of medium to small valuable business uses providing local employment opportunities. It is proposed that these areas are retained and enhanced ([Table 33](#) and [Map 33](#)). However, the Grainger Road area performs poorly as an employment area and is unlikely to attract sufficient occupiers and it is therefore proposed to re-allocate for residential redevelopment ([Table 34](#)).

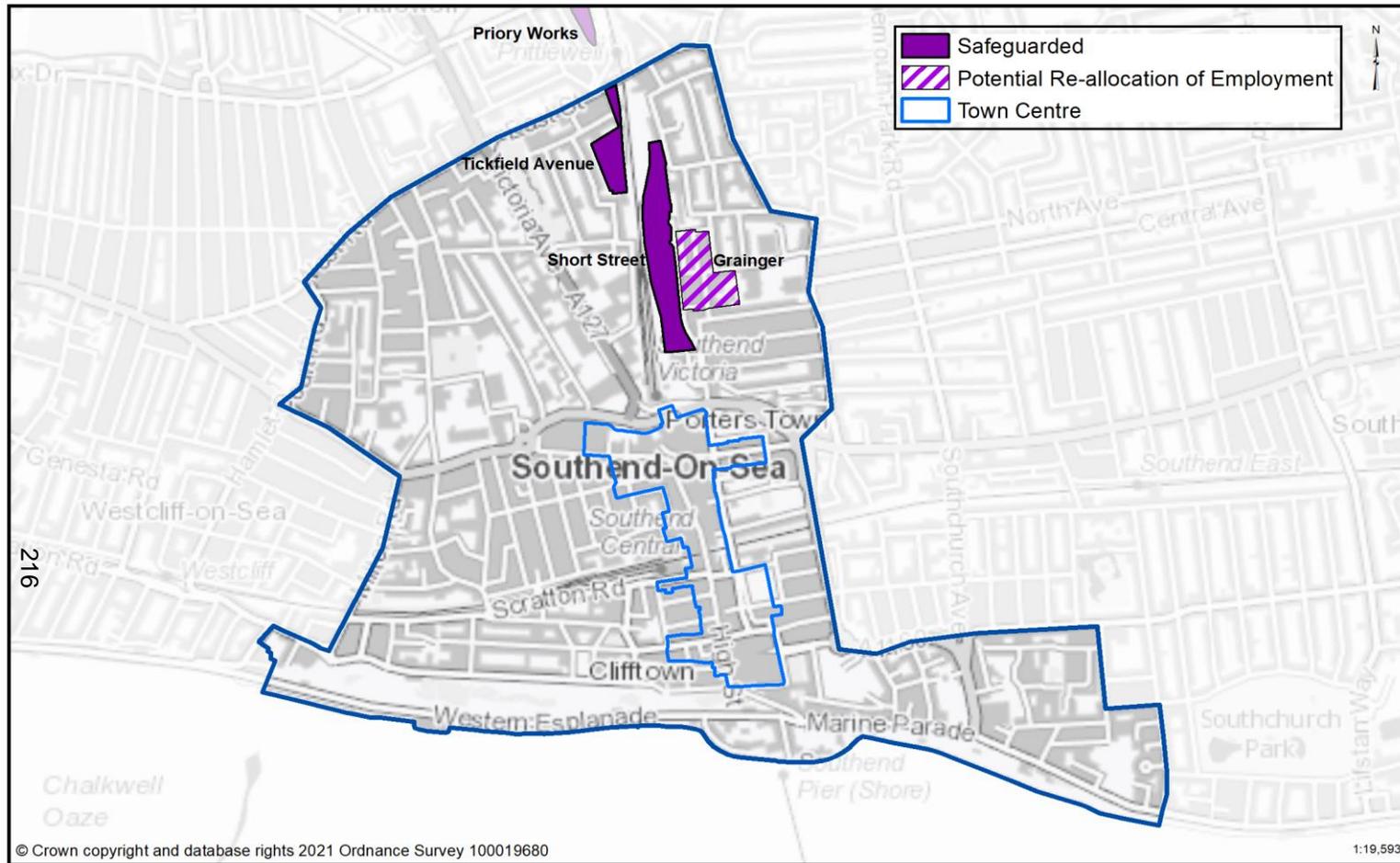
Table 33: Land Use Proposals in Southend town centre and central seafront neighbourhood – Employment Designations

Name of Site	Area (hects.)	Floorspace (m2)
Short Street/Kenway	4.03	
Land off Tickfield Road	1.42	
Total		

Table 34: Proposed Re-allocation of Employment Land to Housing Led Use

Name of Site	Area (hects.)	Floorspace (m2)
Grainger Road	-2.76	

Map 33: Proposed Employment Designations



3.4.33 Southend Central (Employment)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed employment sites for Southend Central? Please name the employment site you are referring to.
- b. Do you have any other comments on employment land provision in Southend Central?

3.4.34 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁶) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Southend Town Centre lies at the heart of the Borough providing a range of business, educational, retail and leisure facilities. It is focused on two indoor shopping malls connected by a long linear pedestrianised High Street.

There are other commercial centres within Southend Central that provide a vital commercial activity to local residents and these include the Sutton Road Neighbourhood Centre, the local centre at Victoria Avenue and West Street and the London Road and Greyhound retail parks. These are set out in [Table 35](#) and [Map 34](#).

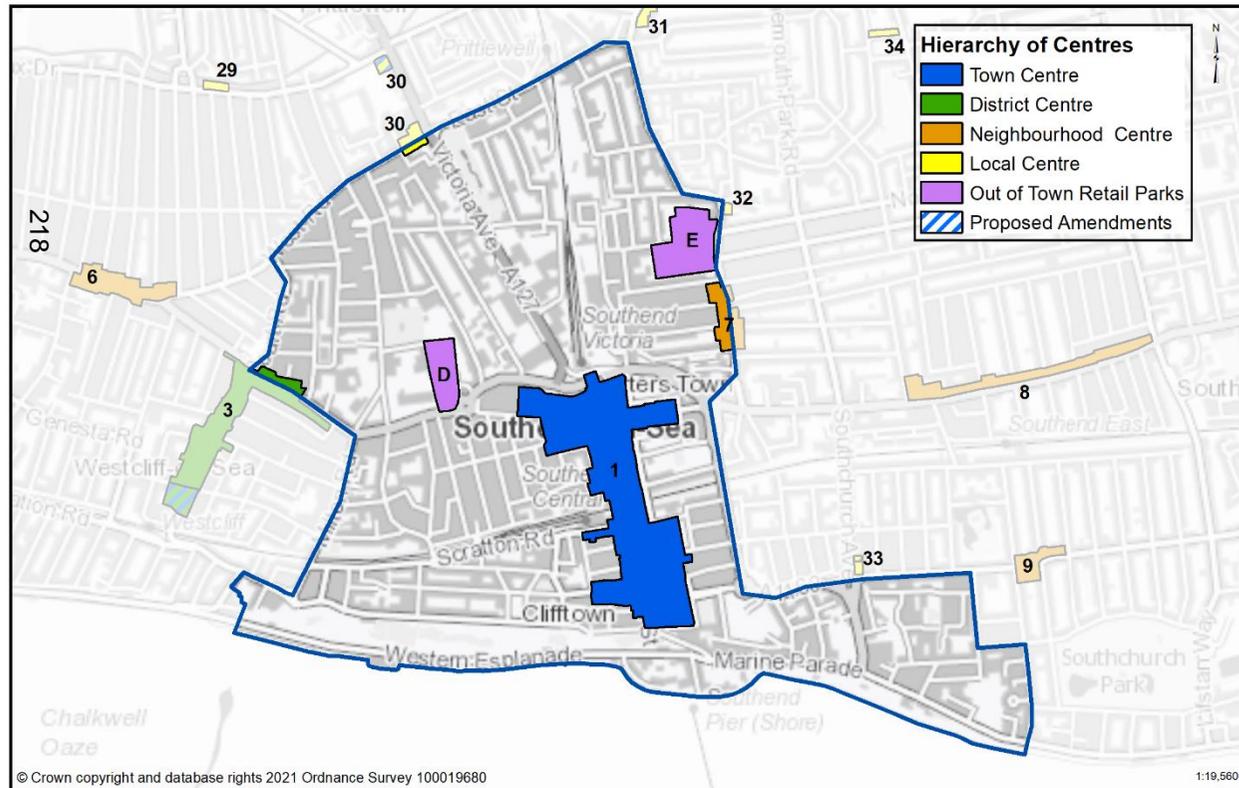
As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Table 35](#) and [Map 34](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁶ <https://www.legislation.gov.uk/uksi/2020/757/made>

Table 35: Southend Central Commercial Centres

Ref	Name	Centre Type
1	Southend Town Centre	Town Centre
7	Sutton Road South	Neighbourhood Centre
30	Victoria Avenue/ West Street	Local Centre
D	London Road Retail Park	Out of Town Retail Parks
E	Greyhound Retail Park	Out of Town Retail Parks

Map 34: Southend Central Commercial Centres



3.4.34 Southend Central (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in [Table 35](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Southend Central Neighbourhood area that we haven't identified that should be protected for commercial activities?

3.4.35 Green Space – Southend Central

The existing green space and parkland facilities in Southend Central provide a valuable green and open contrast to the dense built urban form. Such areas are essential for healthy living and wellbeing and provide valuable nature habitats. Nevertheless, the Settlement Role and Hierarchy Study⁷ has shown that despite a small number of parks of good quality and its proximity to the foreshore, Southend Central as a whole, and particularly in and around the High Street is poorly provided for in terms of green infrastructure. This is reflected in the relatively low tree canopy cover in the wards of Victoria, Milton and Kursaal of 9%, 9.7% and 10% respectively, which are some of the lowest in the Borough. The Council’s Tree Policy sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Whilst there are a number of constraints to tree planting within the area including underground services, additional planting will be included wherever opportunities arise. Other urban greening measures including green walls and roofs and rain gardens will also be promoted where appropriate.

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the existing green spaces as set out in [Table 36](#) and [Map 35](#).

⁷ <https://localplan.southend.gov.uk/new-evidence>

Table 36: Southend Central – Existing Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E71	Churchill Gardens	1.915
E72	Warrior Square Gardens	0.487
E73	Milton Road Gardens & Tennis Courts	0.261
E74	Prittlewell Square	0.366
E75	The Shrubbery	1.198
Local Parks		
E76	Southend Cliff Gardens	9.115
Area Open Space		
E77	Alexandra Bowling Green	0.247

Sites in **Bold** are proposed as ‘Local Green Space’

Table 36a: Southend Central – Proposed new green space

Site Ref.	Name of Site	Size (Ha)
Playground		
N19	Kursaal Playground	0.139
Pocket Park		
N20	Central Museum Wildlife Garden	0.048

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Prittlewell Square is a formally laid out ornamental garden with historic significance as an integral part of the Clifftown estate and Conservation Area, and benefits from expansive sea views due to its cliff-top setting. Due to its importance as a heritage asset and role as both a visitor attraction and a much loved local park for residents it is proposed to be designated as a Local Green Space. The Shrubbery also forms part of the Clifftown Conservation Area and is an important part of its setting, so it is proposed to also designate this as a Local Green Space (Table 36). The outcome of this consultation will be particularly important in demonstrating that these spaces are special to the community.

Site Ref.	Name of Site	Size (Ha)
Playground		
E78	Milton Road Gardens Playground	0.028
Sports Ground		
E79	Southend Bowling Club	0.341
School		
S17	Milton Hall School Playing Field	0.637
S18	St Helen's School Playing Field	0.413
S19	St Mary's School Playing Field	0.409
Crematorium, Graveyard or Cemetery		
C5	Prittlewell	1.626
C6	St John's Church	0.327

Site Ref.	Name of Site	Size (Ha)
Linear Green Space		
N21	Queensway Linear Green Space	0.478
Green Corridor		
N8	Prittle Brook	4,225m

Provision of new Green Infrastructure

If Southend Central is to accommodate a substantial increase in residential development and population it will be essential that the existing areas of open space are safeguarded and enhanced principally as places of leisure and relaxation and opportunities to increase provision in the central area actively explored as part of future development schemes ([Table 37](#) and [Map 35](#)).

There are two areas of green space not currently designated that are proposed for protection; these are the Central Museum Wildlife Garden (proposed for designation as a pocket park) and the Kursaal playground ([Table 36a](#)).

New and enhanced green space, such as pocket parks and play areas, linked to other attractive destinations in and around the Borough will also relieve recreational and development pressures on designated international and European habitat sites, and will form part of a wider South Essex Green and Blue Infrastructure network.

Table 37: Southend Central – Indicative locations for Green Infrastructure provision

Site Ref	Name/ Address	Type	Justification
223	CS1.2 Seaways	Civic Space – linked to food and drink and entertainment uses	Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity and provide functional outdoor space to support business.
	CS1.3 Marine Plaza	Pocket Park	New open space to be provided as part of a mixed use development.
	Better Queensway	Pocket Parks as part of comprehensive redevelopment scheme	3 new pocket parks will include SUDS, play equipment and increase biodiversity within a dense urban area, replacing the existing playground at first floor level.
	Victoria Circus	Civic Space and Urban Greening – Improved public realm, landscaping and seating.	Short Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity. Links with completed public realm improvements to the London Road east of College Way.
	High Street, north-west side	Civic Space – Break through High Street to open up The Forum and facilitate the creation of public events space and new museum	Long Term Scheme. Potential to incorporate urban greening as part of the Elmer Square Phase 2 development
	Central Railway Station	Civic Space and Urban Greening – Redevelopment of adjacent land for residential and civic space, including landscaping around station.	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.

	High Street	Rationalisation of highway space to create extensive landscaping	Short/Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Chichester Road	Rationalisation of road space to create cycle lane and extensive landscaping with links to High Street	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Royals precinct (top of Pier Hill)	Civic space – outdoor seating/cafes/landscaping with public events space (linked to scheme 13)	Medium Term Scheme. There is a long-standing ambition to increase urban greening within the High Street and better connect it with the seafront.
	Eastern Esplanade	Civic Space – City Beach Phase 2 – Eastern Esplanade (from the Kursaal to Victoria Road)	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Western Esplanade	Civic Space – City Beach Phase 3 – Western Esplanade (from The Pier to Cliffs Pavilion)	Long Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.

3.4.35 Southend Central (Green Space)

Have your say.....

Please explain your answers

- Do you agree that we should continue to protect the green space as set out in **Table 36** and shown on **Map 35**? If not, can you explain why?
- Do you agree with the proposed new green spaces, as identified in **Table 36a**? If not, can you explain why?
- Do you agree with the indicative locations for additional green infrastructure (**Table 37** and **Map 35**)?
- Do you agree with Prittlewell Square, Cliff Gardens and the Shrubbery being identified as Local Green Space? If not, can you explain why?
- Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.

- f. Do you propose any other sites within Southend Central should be designated as Local Green Space? Any proposals must be supported by evidence the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- g. Do you have any other comments on green space provision in Southend Central?

3.5 Westcliff

3.5.1 General Character

Westcliff neighbourhood lies between Leigh to the west and Southend Town Centre and Central Seafront to the east (**Map 36, Figure 23**). It stretches from the coast to the south to the Prittle Brook to the north and is bisected by the London Road (A13). The London Road marks a change in street pattern and defines the distinctive Westborough residential area in the northern part of the neighbourhood, a tightly knit grid pattern of terraced Victorian and Edwardian housing. The southern part of the neighbourhood contains a mixture of mainly Victorian and Edwardian residential streets with some larger properties particularly along the seafront route, including high rise flats.

Westcliff is the most densely developed neighbourhood in the Borough, having developed largely during the Victorian and Edwardian eras. Many properties have in the past been sub-divided into flats and average density in the area is around 46 homes per hectare. In places this has resulted in a lack of amenity space, including space for adequate and convenient waste storage.

The commercial and retail areas of the neighbourhood are centred along the A13 London Road and the adjacent district centre of Hamlet Court Road with its north-south axis. To the south of this commercial area is Westcliff Railway station, providing connections to Southend and London. Prittlewell Railway Station lies to the east of the neighbourhood and is in reasonable walking distance for many residents. The area benefits from regular bus services along the A13 London Road and Prittlewell Chase to the north, providing services to Southend Hospital, Southend, Eastwood, Leigh and Shoeburyness. However, bus services to some parts of the Borough are infrequent and often involve changes.

226
Key issues in the area include development pressure to convert family housing to flats, and associated impacts on residential amenity including on street parking pressure, and high-rise development along the seafront, the scale and massing of which can have an impact on the character of the area. Westcliff has the second lowest car ownership in the Borough, although there is still demand for on-street car parking spaces given the high number of conversions from houses to flats or houses in multiple occupation, and lack of off-street parking in many of the Victorian and Edwardian properties.

Map 36: Westcliff Characteristics

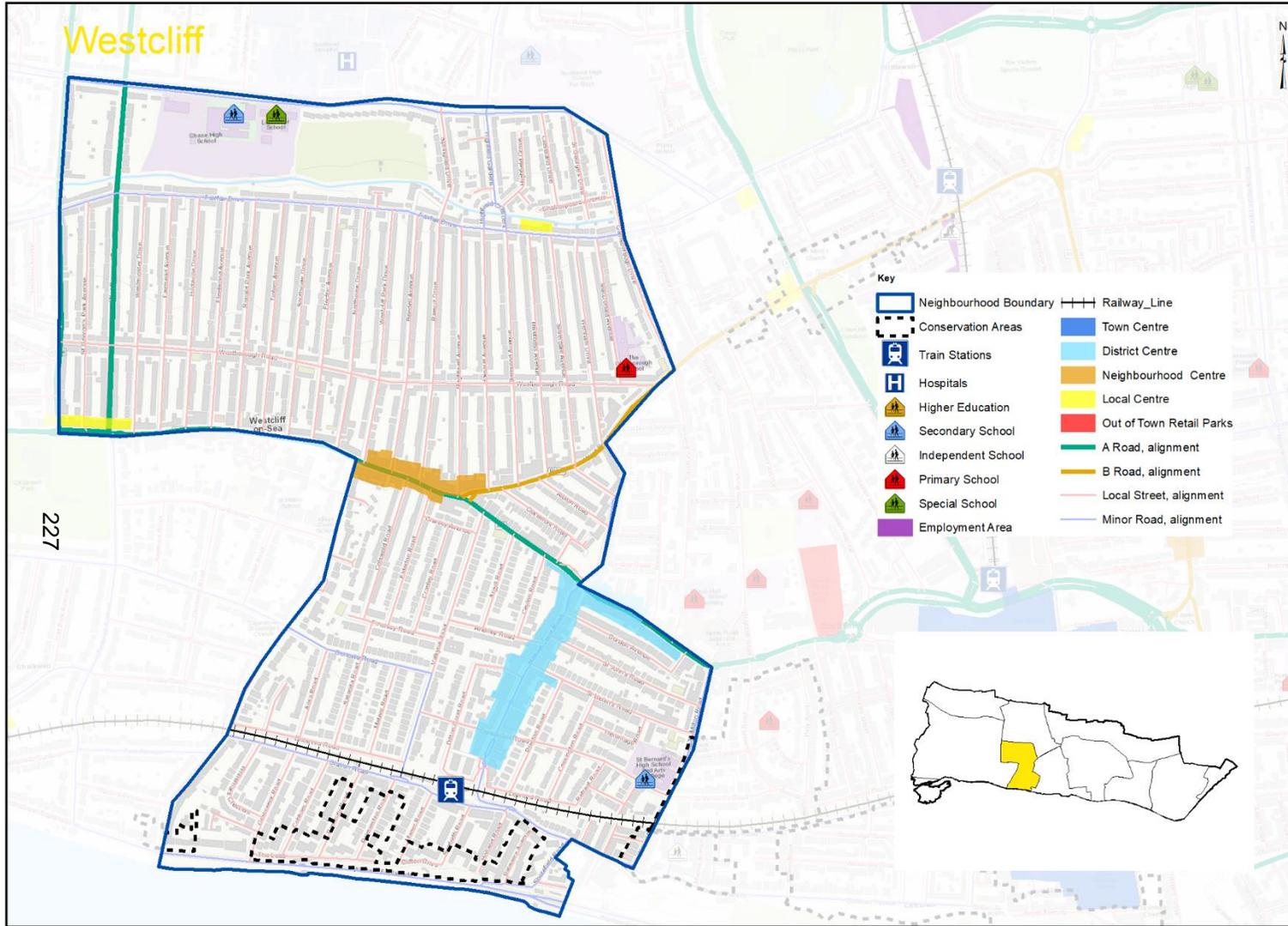


Figure 23: Westcliff Characteristics

No. Homes	10,602	Land Area (ha)	232
Density	45.7 dph	Car Ownership	0.96

Westcliff-on-Sea

Area 232 hectares



10,602
Existing
homes

Density 45.7
homes per
hectare



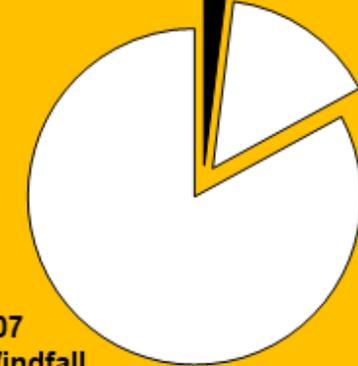
2 GP Surgeries
6 Pharmacies
1 Health Centre



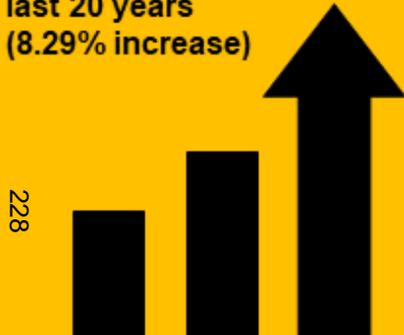
Potential number of
new homes by 2040 **853**

17
Potential
Allocation

129
Existing
Permission



812 new homes built over the
last 20 years
(8.29% increase)



228

1 Primary
Schools

2 Secondary
Schools

1 Special
School



4.1 hectares of protected
greenspace

0.6 miles of coastline



707
Windfall



1 Train
Station



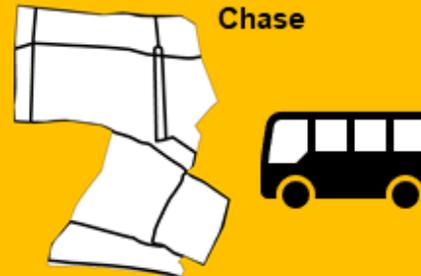
4 Commercial Areas
(9 hectares)



Zero Industrial Estates



Good bus service along
London Road and Prittlewell
Chase



0.96 cars per household
1.12 cars per house
0.73 cars per flat



3.5.2 Vision – Westcliff

Where we want to be

Westcliff will continue to be a vibrant and accessible neighbourhood, with every day goods and services within easy reach for residents. Hamlet Court Road District Centre remains the focus for everyday activity, complemented by businesses along the A13 London Road, and its community and cultural assets will be strengthened. A draft set of priorities for Westcliff are set out below to aid feedback:

- Focus day to day shops and services in Hamlet Court Road district centre including opportunities for co-working combined with commercial premises.
- Opportunities for new homes focussed along London Road public transport corridor and near train stations.
- Identify opportunities for new and improved green spaces and increased tree cover throughout the area, particularly around Hamlet Court Road/London Road.
- Conserve and enhance designated heritage assets.
- Strengthen local walking and cycling networks, including links to railway stations and centres, with improved wayfinding and public art, and seek opportunities to expand the Borough's Electric Vehicle charging infrastructure network.
- Carefully manage environmental assets and flood risk, including the foreshore and Prittle Brook.

3.5.2 Westcliff (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Westcliff – have we missed anything?

3.5.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Westcliff neighbourhood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total). The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Westcliff, by infrastructure type, is summarised in the rainbow image below. For example 84% of the neighbourhood lies within easy walking distance to a health facility, 69% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 18% is within an easy walk of green space.

3.5.3 Westcliff (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Westcliff in reference to the below, and what should be the priorities over the next 20 years?

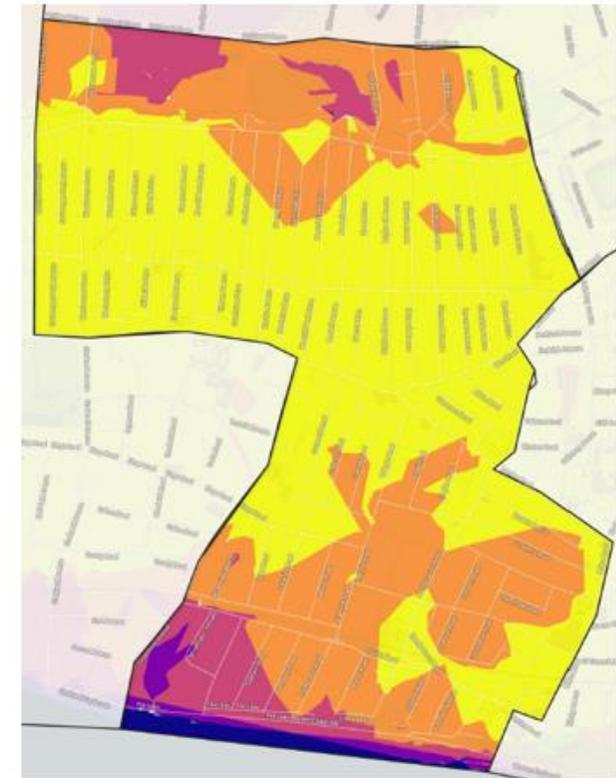
Infrastructure - Westcliff



- High proportion of neighbourhood within walking access to key types of infrastructure
- Services and facilities spread throughout neighbourhood, providing good walking access and choice to residents
- South of railway line has lower completeness score which has an impact on access to some services
- Neighbourhood lacking in local green space although District Parks - Priory Park and Chalkwell Park - are in adjacent neighbourhoods

Westcliff	% of neighbourhood within walking distance	
Education: 88%	Civic: 82%	Green Space: 18%
Health: 84%	Sports & Leisure: 69%	Town Centre uses: 75%

Walking Completeness Score



231



Westcliff 'Aggregated Completeness Score' = 70

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

Land Use Proposals – Westcliff

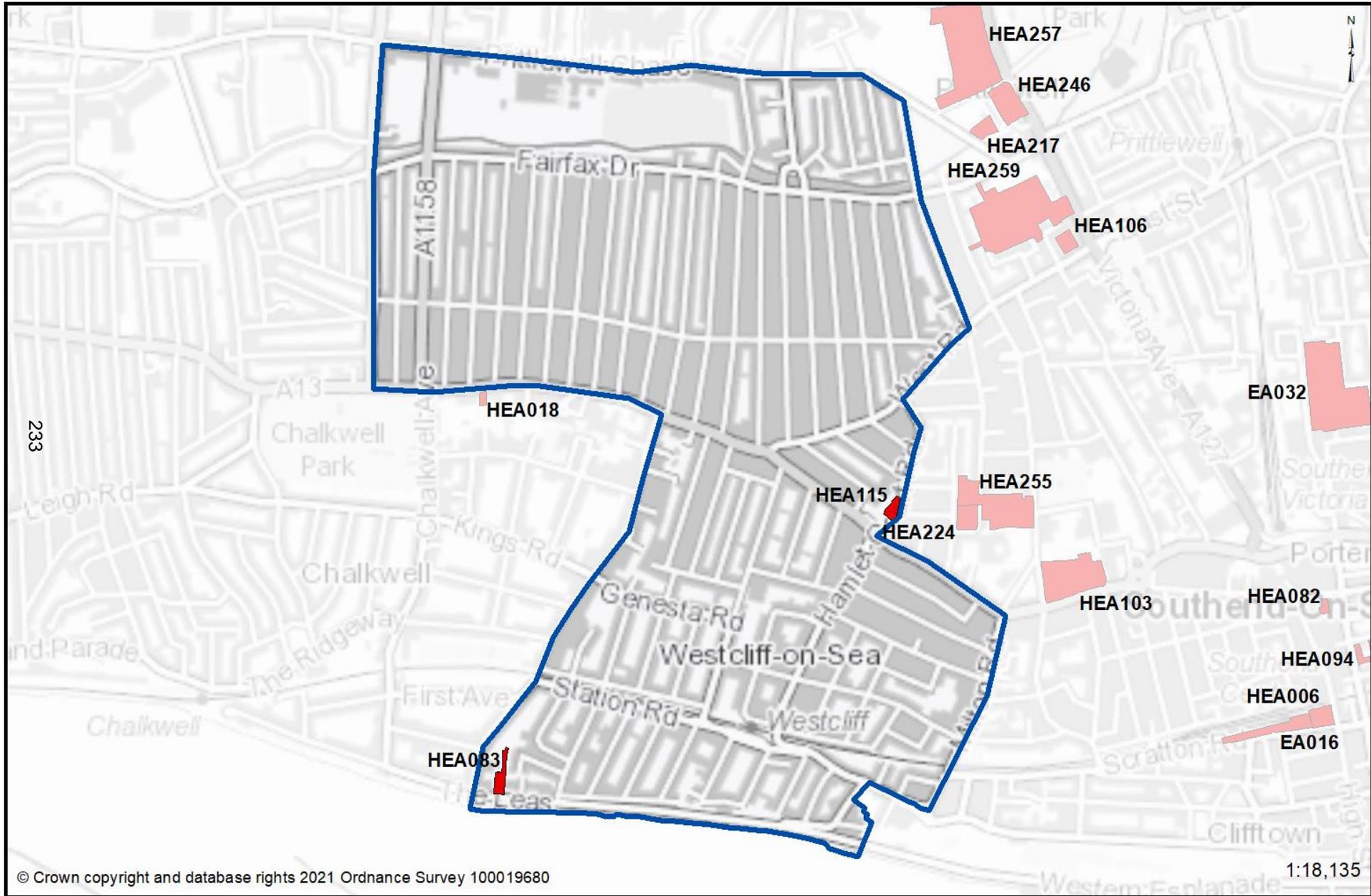
A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.5.4 New Homes

Potential site proposals for residential development can be viewed in **Map 37. Table 38** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘component of growth’ the site contributes to in reference to **Section 2: Meeting Our Housing Needs (Table 2)**. The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 38** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 38** below, or via the Councils website: <https://localplan.southend.gov.uk/>

Map 37: Potential Residential Sites – Westcliff (excluding those with planning permission)



© Crown copyright and database rights 2021 Ordnance Survey 100019680

1:18,135

Table 38: Potential Residential Sites – Westcliff

Westcliff on Sea								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA083	30-32 The Leas	The site previously contained 3 historic dwellings but following 2 fires in 2018 planning consent was granted to demolish the buildings due to health and safety concerns and this has been completed.	Subject to an assessment of the impact of any development on the character and appearance of the Crowstone Conservation Area, which the site lies within. Potential for residential conversion / development. Planning permission granted in 2020 for 9 residential units.	Residential development	Urban Area General	7	7	
HEA115	Part of Hamlet Court Road Car Park	Eastern half of the Hamlet Court Road car park (surface car park), residential properties to the north east, car park and public toilets to the south west. Surrounded by two storey residential buildings. District Centre of Hamlet Court Road to the south.	Subject to the consideration of loss of public parking the site is considered suitable in principle for housing development and would also benefit from some form of public green space.	Residential development	Urban Area General	10	10	
Planning permission 5 units or more	HEA024, HEA123, 17/01137/FUL, 18/01812/FUL						32	
Planning permission 4 units or less							46	
Being Implemented							51	
Windfall							707	
Total							853	

3.5.4 Westcliff (Residential)

Have your say.....

Please explain your answer

- a. Do you agree with the proposed housing sites for Westcliff? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 24: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Westcliff?

3.5.5 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 38 shows the Urban Forms of Westcliff neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 24 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Westcliff and within the different Urbans Forms as shown in **Map 38**. For instance you may believe the 'Linear Centre' of the London Road within **Map 38** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 24**.

Figure 24 – Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

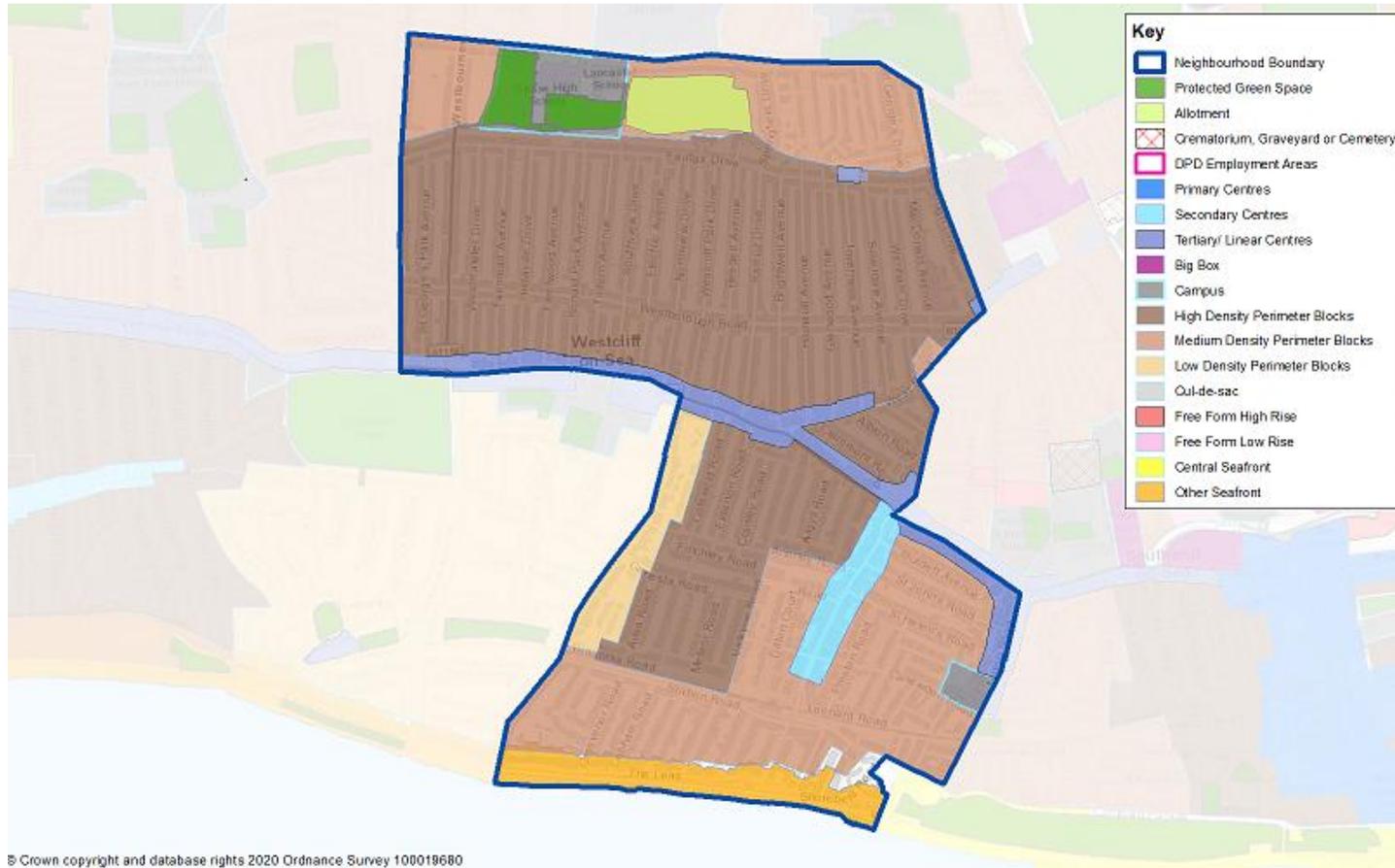


F4: 250dph



F5: 525dph

Map 38: Urban Form of Westcliff



237



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Secondary Centre: Provide a mix of comparison and convenience shopping, typically with a finer grain than primary centres, well integrated with their context.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.5.4 Westcliff (Urban Form)

Have your say.....

Please explain your answer

- a. What types of development typology (**Figure 24**) do you think should come in Westcliff? You may wish to refer to the different urban forms presented in **Map 38** in your answer.

3.5.5 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. Westcliff neighbourhood has no designated employment areas. Key employers in the area are Southend Hospital, local schools and the two theatres, as well as the many small businesses within Hamlet Court Road and along London Road. Proximity to Westcliff and Prittlewell stations also provides opportunity for residents travel out of the Borough for work.

3.5.6 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁸) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Westcliff are set out in **Table 39**.

⁸ <https://www.legislation.gov.uk/uksi/2020/757/made>

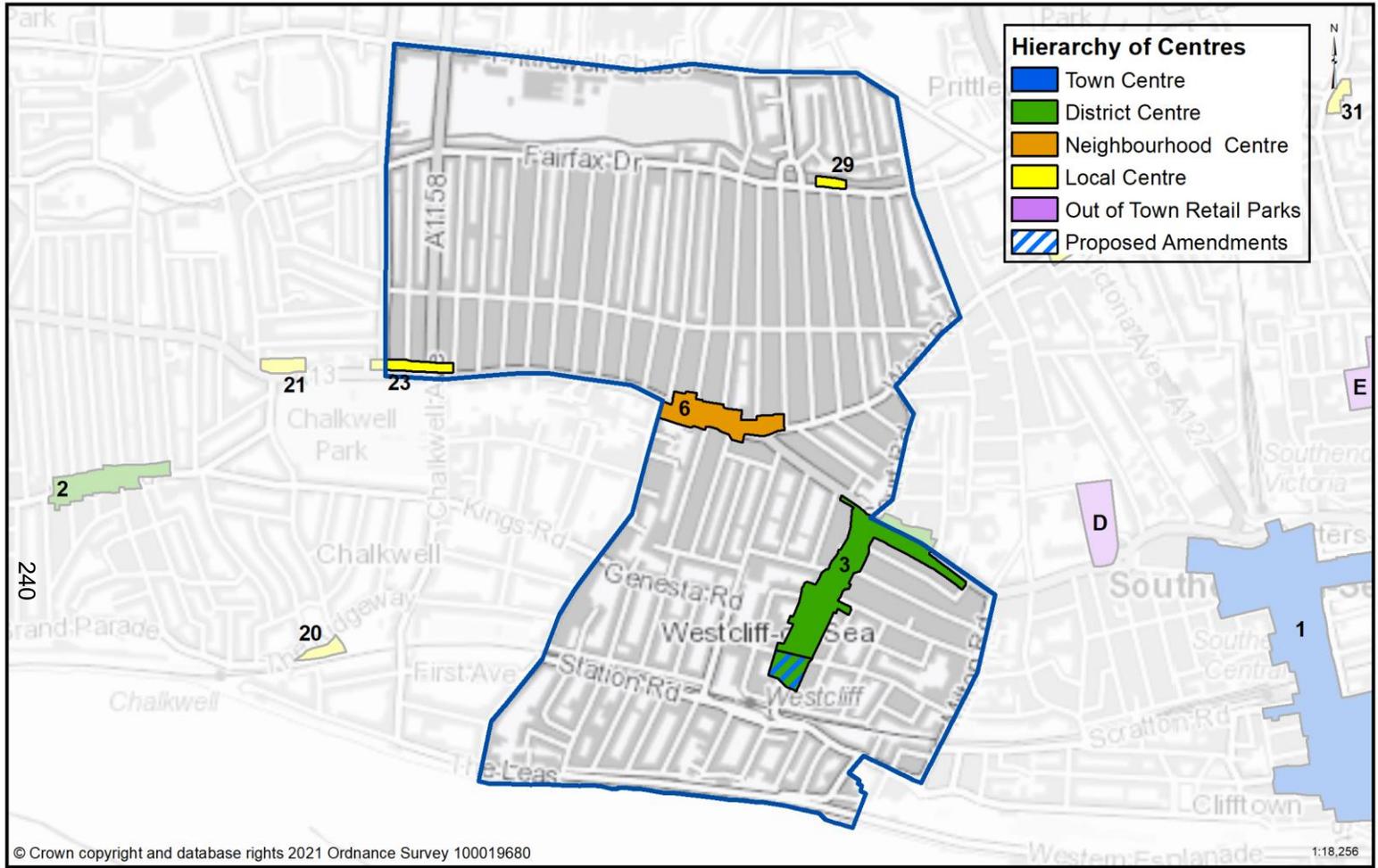
There are amendments proposed to the Westcliff (Hamlet Court Road/London Road) District Centre ([Map 39](#)) due to the reduction of active frontages in the south of the centre that reduce its ability to function as an effective commercial, business and service sector. The southern section has a high proportion of units in residential use, introducing a dispersed distribution of the retail provision. To ensure a healthy commercial centre which delivers the required improvements and which functions accordingly it might be necessary to consider the extent of the centre. Releasing this part of the centre by allowing for alternative uses, while the rest of the centre can be the focus for commercial uses, will consolidate and strengthen the whole centre.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Table 39](#) and [Map 39](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

Table 39: Westcliff Commercial Centres

Ref	Name	Centre Type
3	Westcliff (Hamlet Court Road/London Road)	District Centre
23 6	London Road / West Road	Neighbourhood Centre
23	London Road, Chalkwell Park	Local Centre
29	Fairfax Drive	Local Centre

Map 39: Westcliff Commercial Centres



3.5.6 Westcliff (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in [Table 39](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Do you agree with the proposed amendments as set out on [Map 39](#)?
- d. Are there any other areas within the Westcliff Neighbourhood area that we haven't identified that should be promoted for commercial activities?

3.5.7 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in **Table 40** and **Map 40**.

Existing Green Space

The neighbourhood itself has very little public green space. There is a playground at Fairfax Drive and allotments at Springfield Drive. Just outside the neighbourhood, Milton Gardens and Gainsborough Park and playground, although relatively small, are also well used by residents. There are large public parks at Priory Park, Chalkwell Park and Esplanade Gardens, to the east, west and south of the neighbourhood area, which also offer access to green space for residents. However the high-density nature of the neighbourhood and more urbanised character of the streets mean that it is less leafy in character than most of the other neighbourhoods. This is illustrated by the lack of tree cover, which at 8.5% of the neighbourhood is one of the lowest in the Borough. The Council's Tree Policy sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Tree cover should be increased whenever opportunities arise.

Residents in the western and eastern edges of Westcliff are within the walking catchment of Chalkwell Park and Priory Park, offering a range of facilities including cafes, cricket and bowling, football pitches and other sports facilities, and children's playgrounds. The south east corner of the neighbourhood is within walking distance of Milton Gardens and Esplanade Gardens. Nevertheless, there remains an area in the centre of Westcliff around West Road and the top of Hamlet Court Road that lies outside a comfortable walking distance of any open space facility. This area, which has one of the highest population densities in the Borough and is near to several primary schools is therefore a priority location for new local play space or pocket parks.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts. No Local Green Space sites are proposed in Westcliff. The outcome of this consultation will be particularly important in demonstrating whether any green spaces should have this designation.

Proposed New Green Space Sites (Table 40a)

It is proposed to designate a site at the junction of London Road and Crowstone Avenue which is already landscaped and provided with seating and bins, as a Pocket Park.

Landscaped areas at The Leas are proposed to be protected as Linear Green Space as they are not currently protected. For the same reason Fairfax playground is also proposed to be protected.

The Victory Path from the Ridgeway to Crowstone Road and the Prittle Brook are proposed to be designated as Green Corridors, where biodiversity will be protected and enhanced and the route promoted for walking and cycling.

An area of search has also been identified at Hamlet Court Rd/London Road, where new provision for pocket parks or local play space should be prioritised as part of any redevelopment proposals.

Map 40: Existing Green Space in Westcliff and Proposed New Green Space

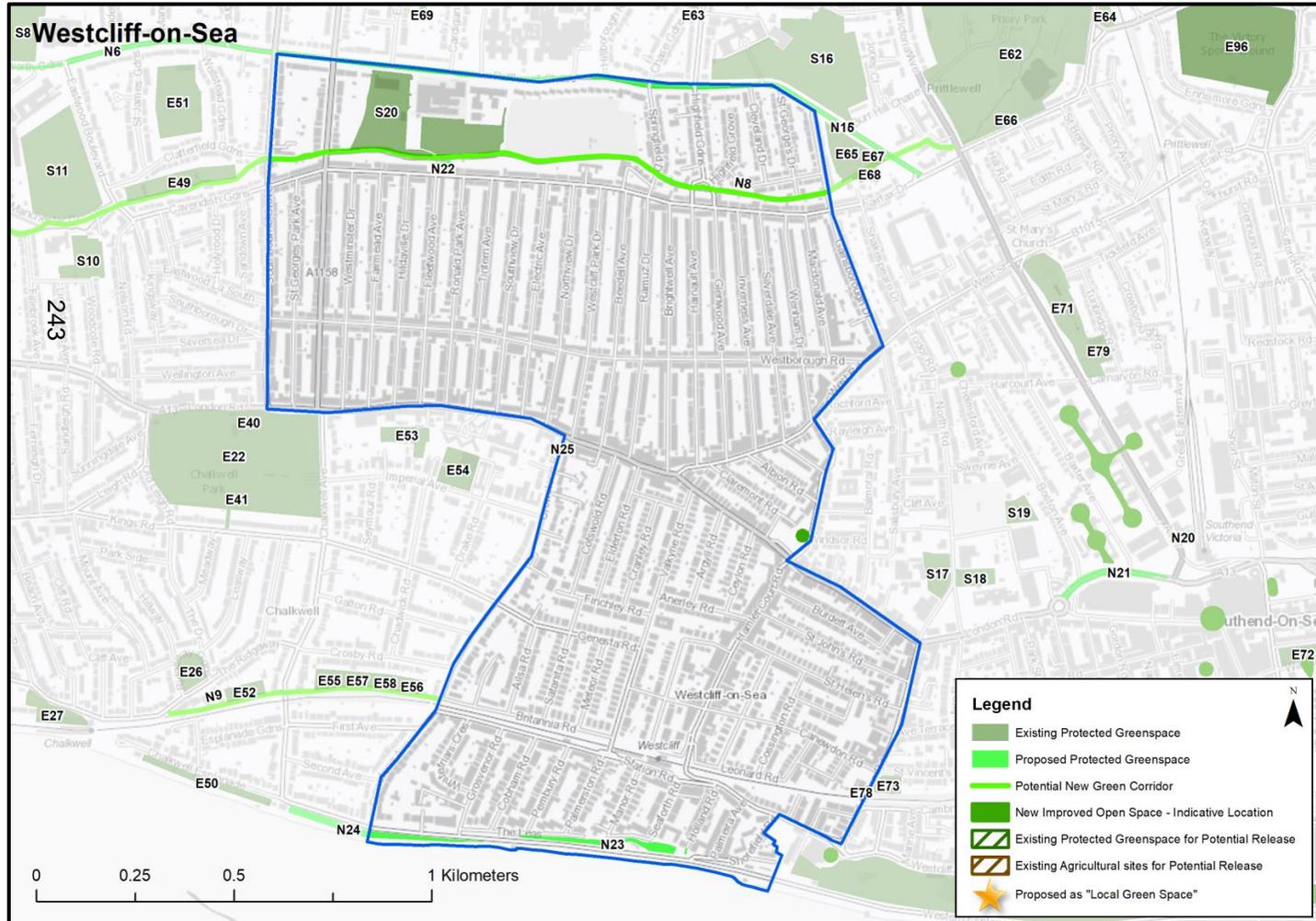


Table 40: Westcliff – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
School		
S20	Chase High	4.052

Site Ref.	Name of Site	Size (Ha)
Allotments		
A7	Westcliff (Springfield Drive) Allotment	4.582

Table 40a: Westcliff – Proposed New Green Space Designations

Site Ref.	Name of Site	Size (Ha)
Playground		
N22	Fairfax Playground	0.106
Linear Green Space		
N23	The Leas (East)	0.513
N24	The Leas (West)	0.671

Site Ref.	Name of Site	Size (Ha)
Pocket Park		
N25	Crowstone Road	0.025
Green Corridor		
N8	Prittle Brook	4,225m

3.5.7 Westcliff (Green Space)

Have your say.....

Please explain your answer

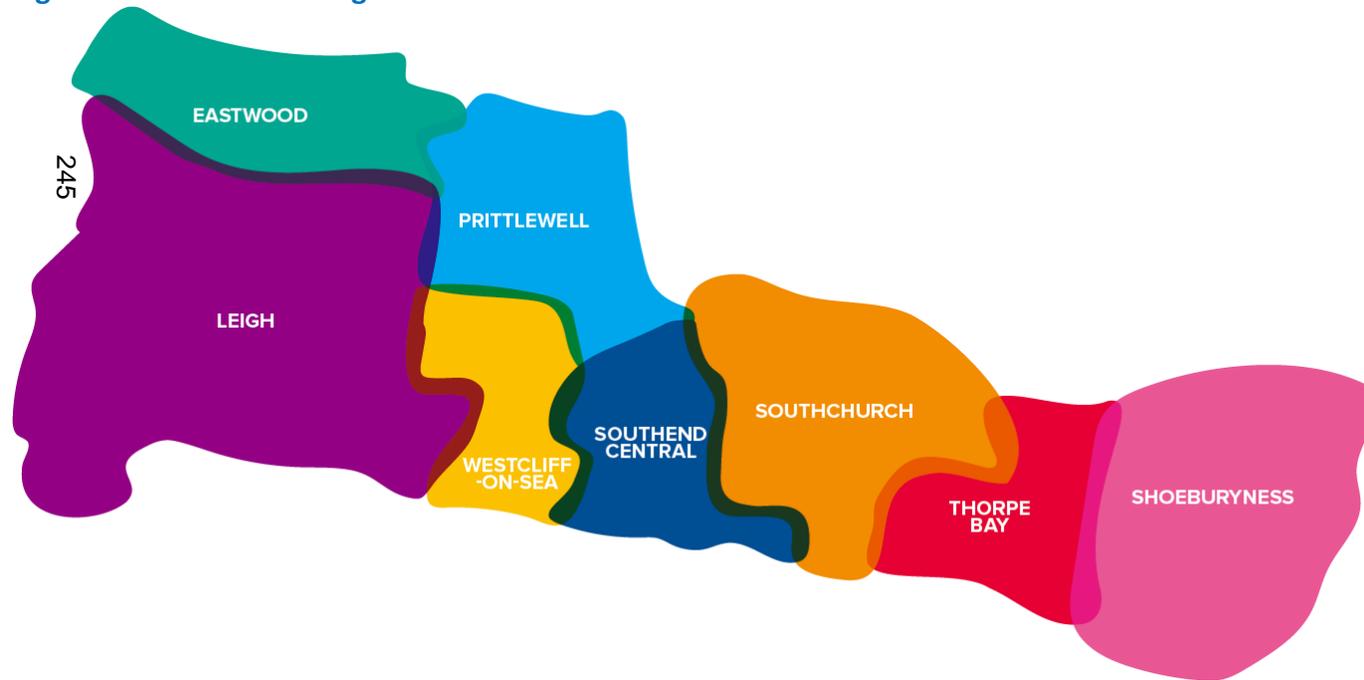
- Should we seek to protect the green space sites that are not currently protected as set out in **Table 40a**?
- Do you agree that the area identified on **Map 40** as an area of search should be promoted for additional tree planting, soft landscaping or children’s play space where opportunities arise through new development?
- Are there any other areas we haven’t identified that should be protected or promoted for green infrastructure?
Please provide an address.
- Do you propose that any sites within Westcliff should be designated as Local Green Space? Any proposals must be supported by evidence, for example the space is special in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- Do you have any other comments on green space provision in Westcliff?

3. Neighbourhoods

As with any Borough, Southend is not a single homogenous place. Rather, it is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the New Local Plan considers the issues facing the different communities of Southend.

As part of the Issues and Options document we identified eight neighbourhood areas at Eastwood, Leigh, Westcliff, Prittlewell, Southend, Southchurch, Thorpe Bay and Shoeburyness. We asked you what you thought were the key issues facing the neighbourhoods and possible options for resolving these.

Figure 25: Southend's Neighbourhoods



What You Said

You identified the importance of the neighbourhoods to the local community and highlighted a number of issues, including the need for investment and regeneration, the importance of infrastructure and service provision and you told us about some of the impacts more development and housing has had on your local area.¹

Our Response

Having regard to your feedback we have developed a profile of each neighbourhood setting out:

- their key characteristics and some of the planning issues facing them;
- a draft vision/ priorities for the future planning of these areas;
- proposals for the neighbourhoods, including new housing and development schemes together with employment and green space designations.

It is not intended to present comprehensive information or definitive boundaries for these neighbourhoods, but rather to stimulate discussion about particular issues and options that you think they will face in the future. These will be refined and developed as part of the next stage of New Local Plan preparation.

We would now like your views on what you think of the proposed Profiles for each of the neighbourhoods.

¹ The Local Plan Issues and Option Consultation feedback is available here: <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

3.6 Southchurch

3.6.1 General Character

Southchurch is a mainly residential area lying to the east of the town centre (**Map 41, Figure 26**). At its heart is the Southchurch Road neighbourhood centre which provides a range of shopping, commercial and community uses. Southend East railway station lies to the south of the local centre and regular bus services are focussed along Southchurch Road.

The residential streets spanning out from the centre provide for traditional Victorian/Edwardian housing of tightly knit terraced houses and flats/maisonettes on a grid street pattern. Housing types in the northern part of the neighbourhood are less distinctive comprising mainly inter-war housing including some public sector housing. There are approximately 10,800 homes within Southchurch with a density of 30 homes per hectare.

Lower density post war housing is provided to the east and south of the neighbourhood. To the east a mix of detached housing and bungalows is set within more generous plots focussed around Southchurch Boulevard, which provides a green lung running from the local centre into the neighbouring Thorpe Bay Neighbourhood. To the south mainly semi-detached housing is focussed around Woodgrange Drive neighbourhood centre containing a number of shopping and community uses, and Southchurch Hall Gardens and Southchurch Park which provide for a range of formal and informal recreation and leisure uses.

On the northern edge of the neighbourhood are a range of commercial and leisure uses. These include the Jones Memorial Recreation Ground, the Fossetts Way Retail Park, a number of employment estates centred around Stock Road, the Wellesley Hospital (private), Cecil Jones Academy and the Garon Park Sports Complex, which contains a range of indoor and outdoor sport and leisure facilities.

Bournes Green Park and children's play area in the north east of the neighbourhood, provides an additional area of open space, and there is a children's play area and allotments to the west of Lifstan Way. Cluny Square also provides an area of green space, with Cluny Garden (community garden, allotments) to the south.

Issues facing the area include parking stress in the more tightly planned residential areas due to the lack of off street parking facilities and the demand for on street parking from the Southchurch Road neighbourhood centre. On average there are 0.96 cars per household (1.19 per houses and 0.57 per flat)²

² 2011 Census based on Wards

Map 41: Southchurch Characteristics

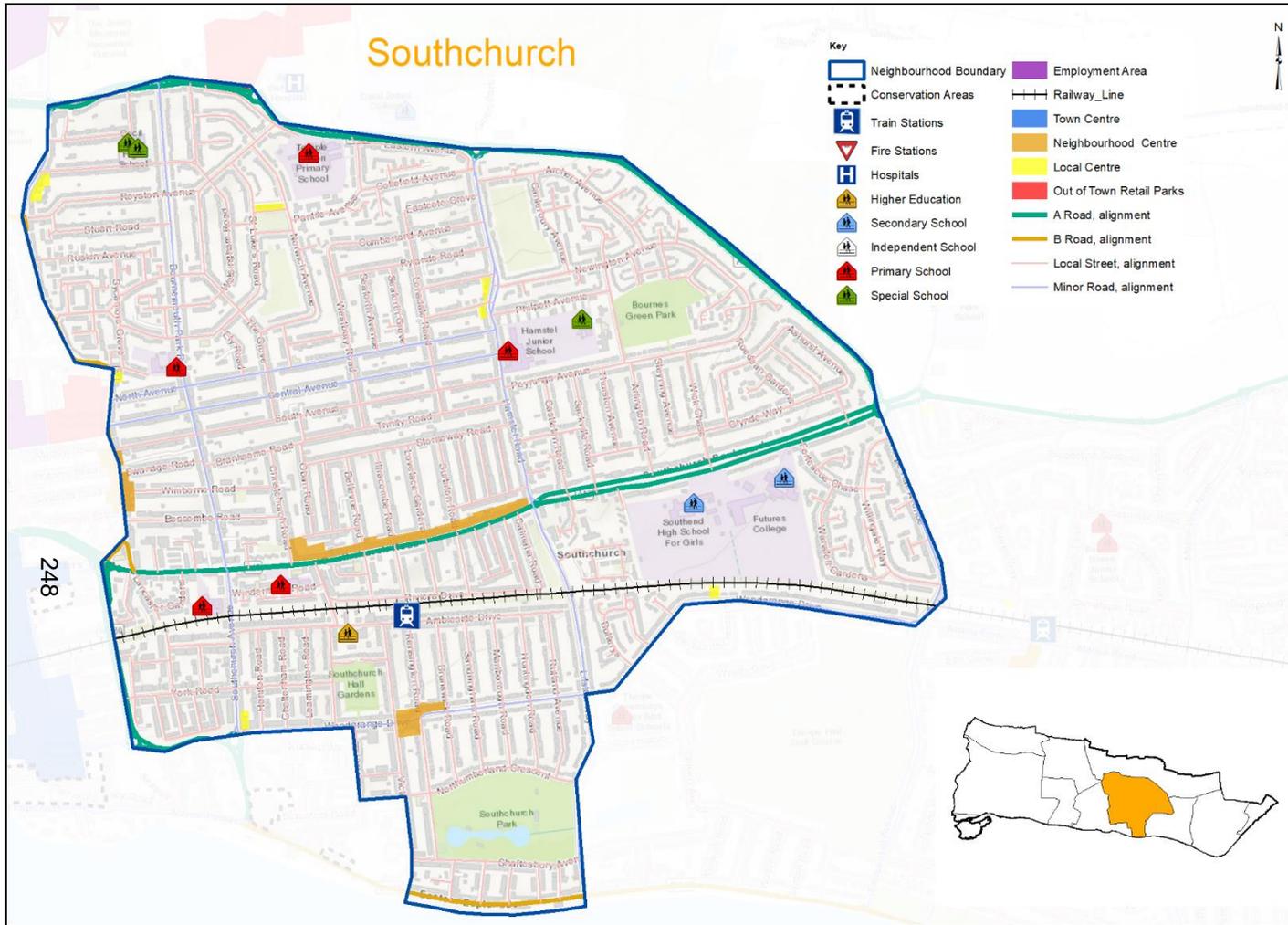


Figure 26: Southchurch Characteristics

No. Homes	15,180	Land Area (ha)	505.5
Density	30 dph	Car Ownership	0.96

Southchurch

Area 505.5 hectares



15,180
Existing homes

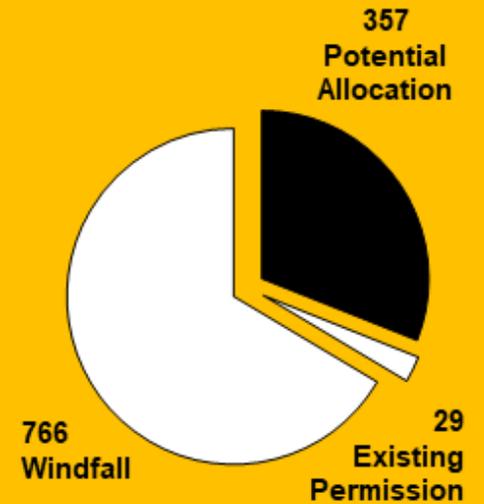
Density 30 homes per hectare



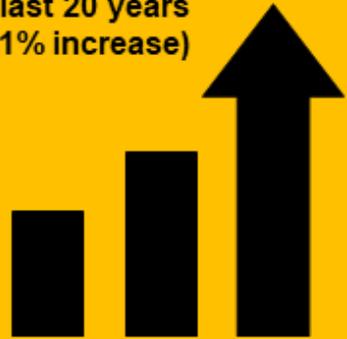
5 GP Surgeries
6 Pharmacies
2 Health Centres



Potential number of new homes by 2040 **1,152**



1,190 new homes built over the last 20 years (8.51% increase)



6 Primary Schools
3 Secondary Schools
3 Independent Schools
1 Higher Education



36.8 hectares of protected greenspace

0.4 miles of coastline



1 Train Station

10 Commercial Areas (16.8 hectares)



3 Business/ Industrial Estates located just outside area (41.4 hectares)



Frequent bus service, including along Southchurch Road

0.96 cars per household
1.19 cars per house
0.57 cars per flat



3.6.2 Vision - Southchurch

Where we want to be

Southchurch will continue to be an important residential area offering a diverse range of housing types to serve local needs set within a 'green' environment. The Southchurch Road neighbourhood centre will provide the focal point for local service and community needs. Cycle and footpath links will be improved to connect the community, transport facilities, the seafront and open spaces. A draft set of priorities for Southchurch is set out below to aid feedback:

- New development will be sensitive to the existing residential character of the neighbourhood, and public realm improvements will focus on the Neighbourhood Centre at Southchurch Road, including potential for a new community hub within a refurbished/redeveloped Library.
- Some sustainable residential growth will be focused around Southchurch Road mainly through densification in a form that respects existing residential character, retaining its distinctive 'village' feel.
- New housing to meet a range of local needs will be developed on the edge of the neighbourhood at Fossetts Farm as part of a comprehensive development scheme.
- Local employment opportunities will mainly be focused in the Southchurch Road neighbourhood centre.
- Essentially local services and community facilities will continue to be provided within easy walking distance for local residents, and enhanced to meet future needs.
- The open space and park facilities at Southchurch Hall, Southchurch Park, Bournes Green Park, Lifstan Way and Garon Park will be retained and enhanced, with enhanced connections including pedestrian and cycle links to new neighbourhoods to the north and addressing severance caused by the railway line and improved way finding.

3.6.2 Southchurch (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Southchurch – have we missed anything?

3.6.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Southchurch. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)³. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Southchurch, by infrastructure type, is summarised in the rainbow image below. For example 86% of the neighbourhood lies within easy walking distance of health and education facilities, 78% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 23% is within easy reach of green space.

3.6.3 Southchurch (Infrastructure)

251
Have your say.....

Please explain your answers

- a. What do you think are the main issues with infrastructure provision in Southchurch, and what should be the priorities over the next 20 years?

³ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

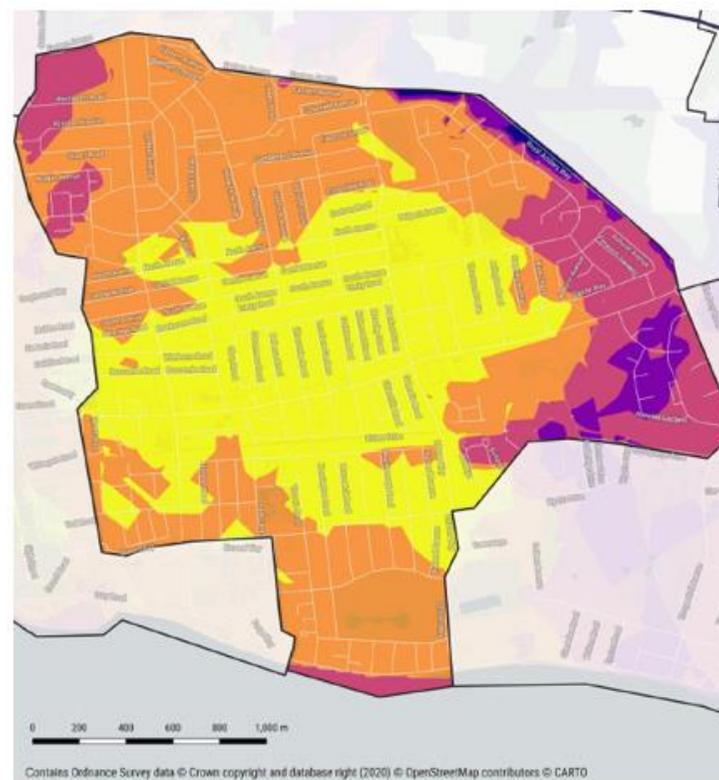
Infrastructure - Southchurch



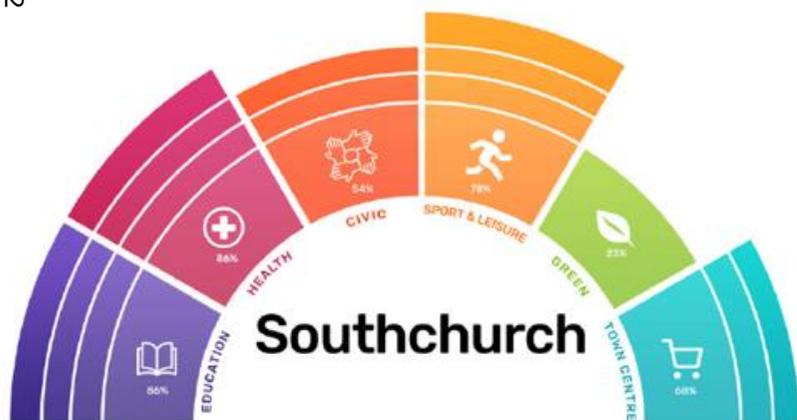
- Most day-to-day infrastructure facilities are relatively spread out across the neighbourhood.
- Numerous local centres in east and west which anchor other facilities such as health care and civic services. Largest service provision along Southchurch Road.
- Good selection of schools and nurseries in the area, all of which are located close to a local retail centre.
- Good provision of sports and green infrastructure
- The centre of neighbourhood has very good walking accessibility to key types of infrastructure
- Broadband speeds are consistently good across the entire neighbourhood, especially in the more densely populated areas.
- Bus services are concentrated on Southchurch Road with north-south connections being of poor quality. Southend East Station provides rail services.

Southchurch	% of neighbourhood within walking distance	
Education: 86%	Civic: 54%	Green Space: 23%
Health: 86%	Sports & Leisure: 78%	Town Centre uses: 68%

Walking Completeness Score



252



Southchurch 'Aggregated Completeness Score' = 66%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.6.4 Land Use Proposals - Southchurch

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.6.41 New Homes

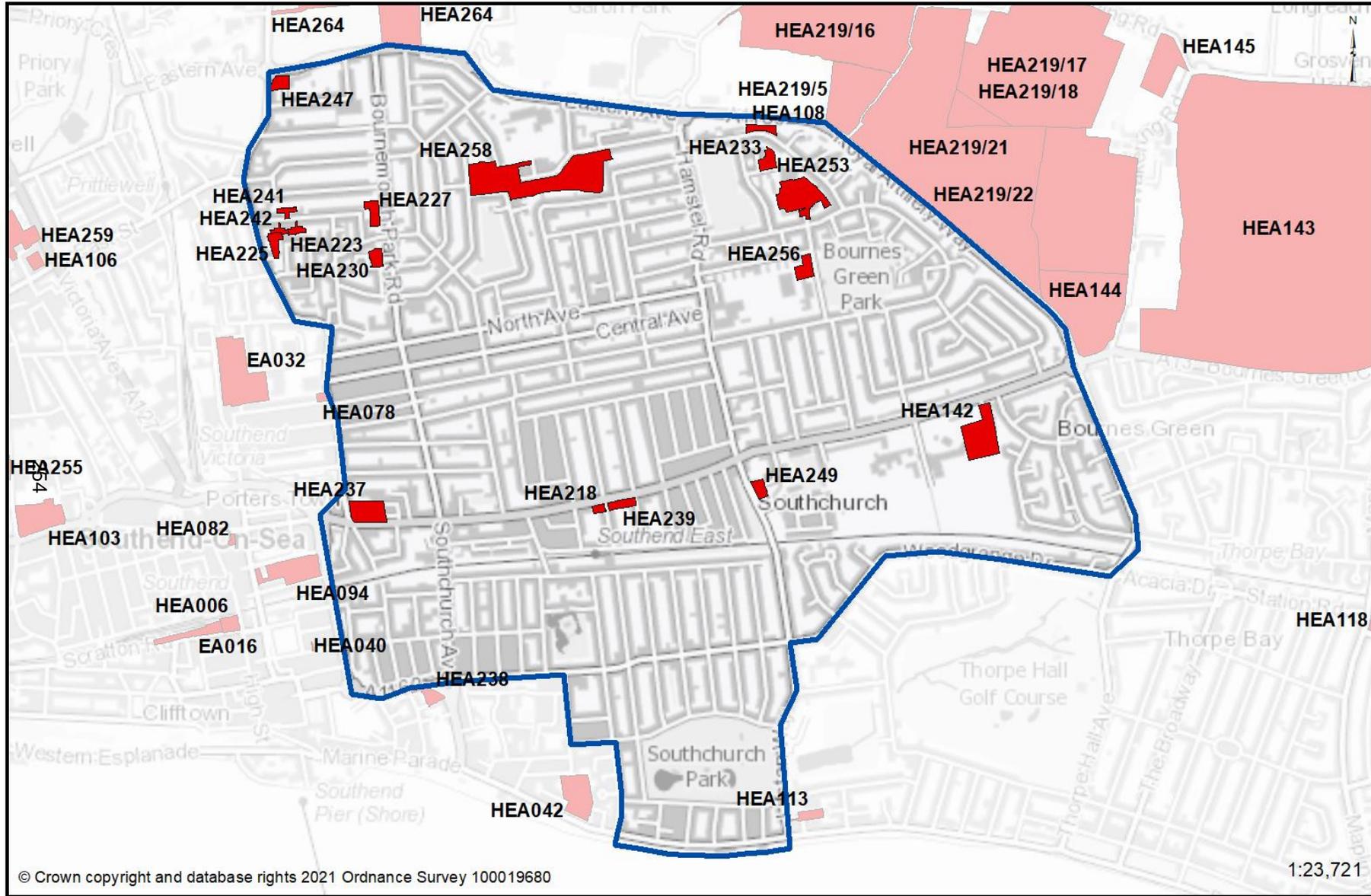
The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 42. Table 41** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'components of growth' the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 41** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 41** below, or via the Councils website: <https://localplan.southend.gov.uk/>

Map 42: Potential Residential Sites - Southchurch (excluding those with planning permission)



© Crown copyright and database rights 2021 Ordnance Survey 100019680

1:23,721

Table 41: Potential Residential Sites - Southchurch

Southchurch								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA108	Vacant land at Archer Avenue	The site currently includes green space off Archer Avenue, not designated, to the south of the Royal Artillery Way (A1159). In terms of the surrounding area, this is mainly residential with two storey housing bordering the site to the south, east and west. There are some mature trees to the west of the site.	The site has been put forward for residential development with the potential to improve the remaining green space	Residential development, green space	Urban Area General	6	6	
HEA142 255	School buildings and land, former Futures College, Southchurch Boulevard	Site includes school buildings. It is bordered to the rear by residential gardens. Southend High School for Girls is to the west. It forms part of a wider site to be combined for education purposes, with this part of the site intended to be released.	Council owned site submitted through the Call for Sites process for residential development.	Residential development	Urban Area General	20	20	
HEA218	Car Park, Ilfracombe Avenue	Car park fronting Southchurch Road. Located adjacent to a Tesco Express/petrol station. In a mixed area, generally low-rise with retail, services and residential uses.	Council owned site submitted through the Call for Sites process for residential development.	Residential	Urban Area General	8	8	
HEA223	Bronte Mews	Group of single storey properties currently occupied as sheltered housing. Located in a residential area accessed via a single road to Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	7	0	

HEA225	1-29 Cedar Close	Group of 3 and 2 storey buildings occupied as sheltered housing with on-site car park. In a residential area surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0	
HEA227	1-33 Dickens Close	Group of 2 and 3 storey buildings occupied as sheltered housing in a residential area. Large car park fronting Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	32	0	
256								
HEA230	Keats House, Shelley Square	Part 1 and 2 storey sheltered housing building with car park. In a residential setting surrounded by low rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	57	0	
HEA233	1-11 Lincoln Close	Series of bungalows fronting shared greenspace. Located in a residential area with primarily of 2 storey buildings. However there is a high rise tower to the south. A1159 to the north with sports facilities beyond.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives.	Residential	Housing Regeneration Sites	16	5	

			To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.					
HEA237	Nicholson House & The Barringtons, 299 Southchurch Road	Two 7-storey blocks currently in use as sheltered housing. Large central car park between the two buildings and another court of homes. Prominent central location fronting the A13. The Grade I listed Porters is to the south west and will need to be considered in any development.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	171	75	
257 HEA239	Nursery Place, 530-596 Southchurch Road	Predominantly 3 storey building fronting the A13. Parking on both the east and west of the building. The site is in a predominantly residential area but with multiple shops and services along the A13.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	34	0	
HEA241	Ruskin Mews, 14-24 Ruskin Avenue	Group of bungalows set between a landscaped area with parking and direct access to Ruskin Avenue. The site is in a low rise residential area on a tightly bounded site.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	7	1	

HEA242	Kipling Mews	Group of single storey buildings currently in use as sheltered housing. In a residential area accessed via a single road to Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	5	0	
HEA247	The Brambles, 20 Eastern Avenue	1 - 3 storey building currently in use as sheltered accommodation. The site is in a prominent location on a roundabout fronting the A1159. Nearby sports pitches and industrial uses.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	39	0	
258								
HEA249	Trevett House, 19a Rectory Chase	Part 2 & 3 storey building in use as sheltered accommodation. Site fronts the sloping Lifstan Way with main access from the rear. Surrounding area is mixed with retail, residential, and public house.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	29	0	

HEA253	Longbow and Sherwood Way	Large area of Council owned housing stock currently in residential use. The buildings primarily consist of 3 storey flatted developed surrounding a central 13 storey tower block with car parking.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	299	147	
HEA256 259	Bewley Court	11 storey tower block with car parking fronting Whittingham Avenue. Residential surroundings adjacent to a church and Bournes Green Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	76	0	
HEA258	Cluny Square	Residential estate including a range of low rise units and high-rise buildings. Includes Cluny Square which includes play spaces and a shopping frontage.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential (including retention of local green space and re-provision of retail)	Housing Regeneration Sites	361	95	
Planning permission 5 units or more	HEA073						14	

Planning permission 4 units or less							8	
Being Implemented							7	
Windfall							766	
Total							1,152	

3.6.41 Southchurch (Residential)

Have your say.....

Please explain your answer

- Do you agree with the proposed housing sites for Southchurch? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 27: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Southchurch?

260

3.6.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 43 shows the Urban Forms of Southchurch neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 27 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Southchurch, including the scale and form of any future residential development site listed in **Table 42**, and within the different Urbans Forms as shown in **Map 43**. For instance you may believe the 'Linear Centre' of the Southchurch Road within **Map 43** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 27**. Please select those densities you feel are most appropriate for each site. You may wish to take account of surrounding uses and the accessibility of the site.

Figure 27 - Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

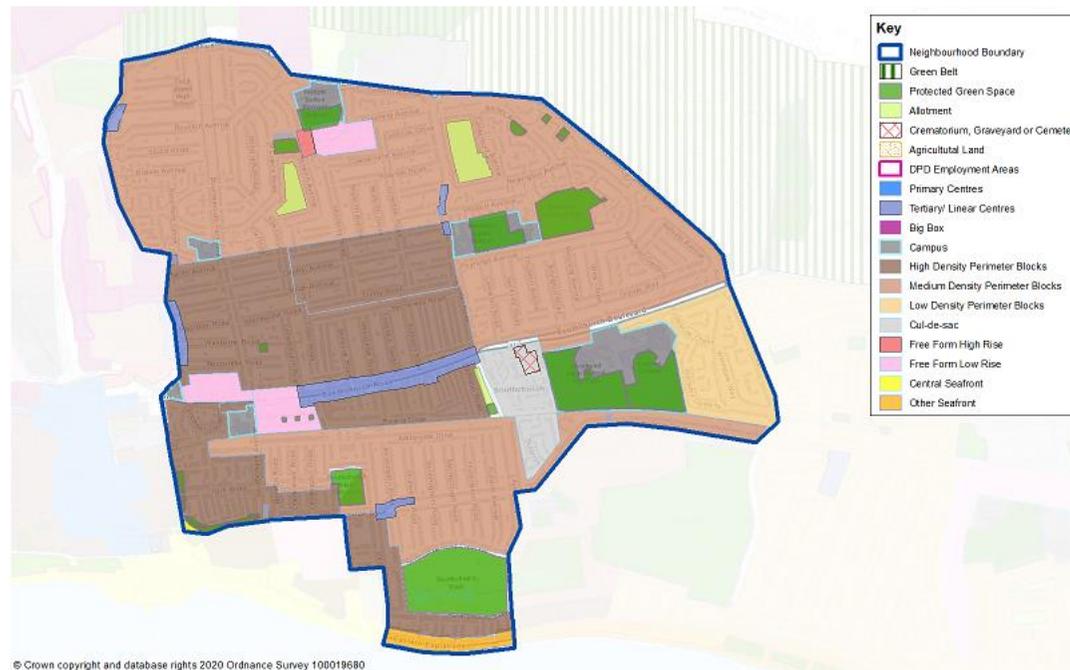


F4: 250dph



F5: 525dph

Map 43: Urban Form of Southchurch



263



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Free-form High Rise: tall buildings set within areas of landscape and parking.



Tertiary/Linear Centres: typically found as shopping parades within residential areas but also include the near-continuous strong of shops which line the most significant, historic routes in the Borough.



Cul-de-Sac: Post-war development, typically from late 1960s onwards, featuring low densities often with poor permeability and legibility.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.6.42 Southchurch (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology (**Figure 27**) do you think should come in Southchurch? You may wish to refer to the different urban forms presented in **Map 43** in your answer.

3.6.43 Employment

There are no allocated employment sites within Southchurch, however there are a number of employment areas located just outside the boundary. These are Tickfield, Short Street, Priory Works, Stock Road and Temple Farm Industrial Estate. The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, Grainger Road performs poorly as an employment area and is unlikely to attract sufficient occupiers and it is therefore proposed to re-allocate for residential redevelopment.

3.6.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁴) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Southchurch are shown on [Map 44](#) and detailed in [Table 43](#).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 44](#) and [Table 43](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

265

⁴ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 44: Southchurch Commercial Centres

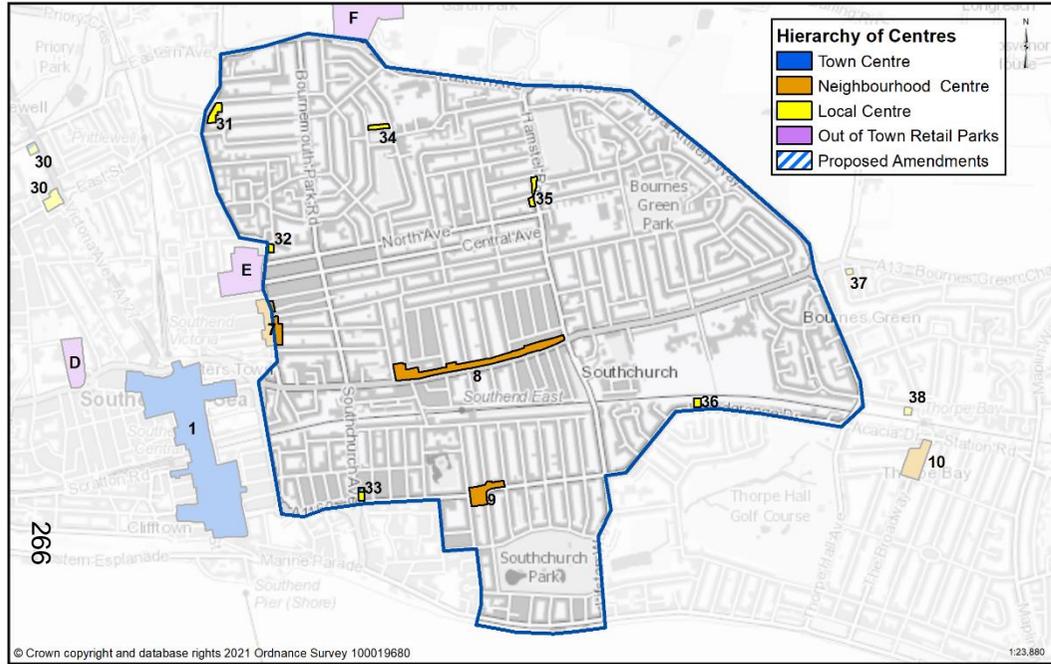


Table 43: Southchurch Commercial Centres

Ref	Name	Centre Type
8	Southchurch Road	Neighbourhood Centre
9	Woodgrange Drive	Neighbourhood Centre
31	Sutton Road North	Local Centre
32	Sutton Road Centre	Local Centre
33	Southchurch Avenue	Local Centre
34	Cluny Square	Local Centre
35	Hamstel Road	Local Centre

36	Woodgrange Drive East	Local Centre
F	Fossetts Park	Out of Town Retail Parks

3.6.44 Southchurch (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Map 44** and **Table 43** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- 267 c. Are there any other areas within the Southchurch Neighbourhood area that we haven't identified that should be protected for commercial activities?

3.6.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 44](#) and [Map 45](#).

Existing Green Space

Southchurch Park and Southchurch Hall Gardens are Green Flag parks with a range of facilities. Bournes Green Park, Cluny Square and Christchurch Park also include a children's playground, and there are several other smaller parks and amenity spaces in the neighbourhood. There are also number of allotment sites within the neighbourhood including Lifstan Way, Hamstel Road and Norwich Avenue. Jones Memorial, Victory and New Youth Sports Grounds lie just outside the neighbourhood to the north, along with Garon Park Leisure complex. Tree canopy cover in the neighbourhood ranges from 9.4% of the ward in Kursaal to 12.7% in St Luke's ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Opportunities for enhancement of green space will be pursued wherever possible.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Southchurch Park has a lake, children's playground, wildlife garden and café, and hosts Southend Manor Football Club. It is well used by the local community and is valued for beauty, recreation and as a tranquil respite within a dense urban area. It is therefore proposed to be protected as a Local Green Space. Southchurch Hall Gardens is also proposed as Local Green Space because of its heritage significance, biodiversity and tranquillity attributes. The outcome of this consultation will be particularly important in demonstrating that the space is special to the local community.

Proposed New Open Spaces

It is proposed to protect Southchurch Boulevard, which runs through the centre of the Neighbourhood, as a Linear Green Space, reflecting its amenity, biodiversity and recreational value. In addition, Christchurch Park is an existing public green space containing a children's playground that is not currently protected. It is therefore proposed to protect the site as a Local Park (see [Table 44a](#) for more details).

Map 45: Protected Green Space in Southchurch and Proposed Green Space

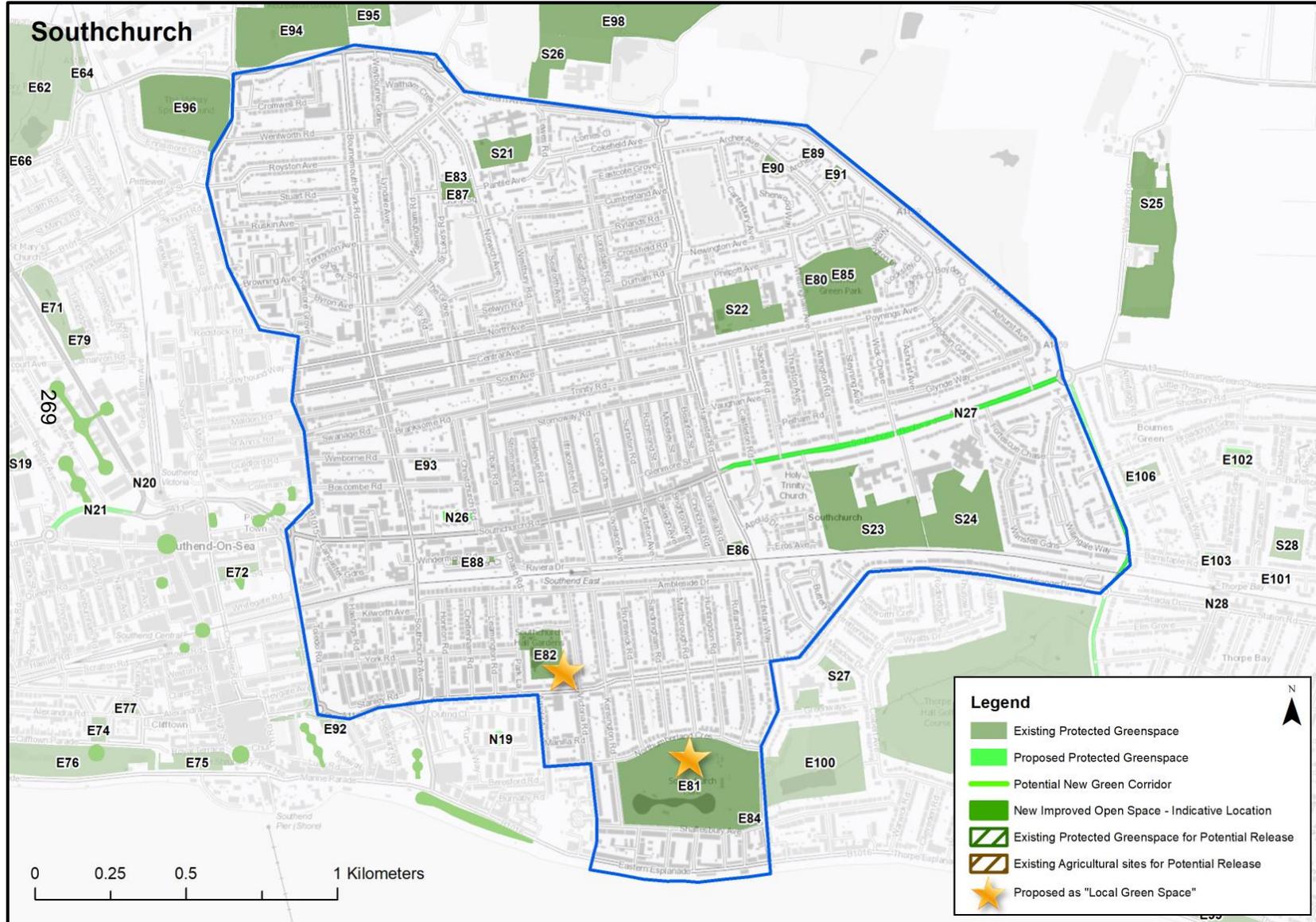


Table 44: Existing Public Green Space in Southchurch

Site Ref.	Name of Site	Size (Ha)
Local Parks		
E80	Bournes Green Park	4.579
E81	Southchurch Park	11.809
E82	Southchurch Hall Gardens	1.901
Playgrounds		
E83	Cluny Square Playground	0.243
E84	Southchurch Park Play Area	0.526
E85	Bournes Green Park Play Equipment	0.125
E86	Lifstan Way	0.169
Amenity Open Space		
E87	Cluny Square	0.375
E88	Windermere Road	0.092
E89	Archer Avenue	0.091
E90	Archer Close	0.267
E91	Vallance Close	0.150
E92	Queensway to Woodgrange Drive Clusters (part)	0.648

Green Space adjacent to neighbourhood		
Site Ref.	Name of Site	Size (Ha)
Sports Grounds		
E94	Jones Memorial Sports Ground	10.944
E95	Part of Fossets Farm SUFC Training Ground	4.140
E96	Victory Sports Ground	5.759
E97	Warners Bridge Sports Ground	10.448
E98	Garon Park	17.624

Sites in **bold** are proposed as 'Local Green Space'

Site Ref.	Name of Site	Size (Ha)
Sports Ground		
E93	Wimbourne Road Bowling Green	0.126
School		
S21	Temple Sutton Primary School	1.549
S22	Hamstel School	2.941
S23	Southend High School for Girls	6.628
S24	Futures College	5.248
Crematorium, Graveyard or Cemetery		
C7	Holy Trinity Churchyard	0.891
C8	Sutton Road Cemetery	21.846
C9	Sutton Road Crematorium	4.027
Allotments		
A8	Hamstel Road	3.504
A9	Lifstan Way	0.496
A10	Norwich Avenue	1.789

Green Space adjacent to neighbourhood		
Site Ref.	Name of Site	Size (Ha)
School		
S25	Allen Court School	6.911
S26	Cecil Jones College	2.871

Table 44a: Southchurch – Proposed new green space

Site Ref.	Name of Site	Size (Ha)
Local Park		
N26	Christchurch Park	0.239
Linear Green Space		
N27	Southchurch Boulevard	1.983

Site Ref.	Name of Site	Size (Ha)
Allotments		
A11	Eastern Avenue*	4.500

*Located close to the North of the Southchurch

3.6.45 Southchurch (Green Space)

Have your say.....

Please explain your answers

- Do you agree with the proposed new green spaces (**Table 44a**)? If not, can you explain why?
- Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.
- Do you agree with Southchurch Park and Southchurch Hall Gardens being identified as Local Green Space? If not, can you explain why?
- Do you propose any other sites within Southchurch should be designated as Local Green Space? Any proposals must be supported by evidence the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- Do you have any other comments on green space provision in Southchurch?

3.7 Thorpe Bay

3.7.1 General Character

Thorpe Bay is an affluent area, characterised by low density housing. It is bisected by the east-west main railway line and is served by Thorpe Bay station. To the south of the railway line and east of Thorpe Hall Avenue the area is characterised by a strong grid pattern drawn to generous proportions with wide plots of large, predominantly detached Edwardian and Inter-war housing, as well as a substantial phase of post-war bungalows and houses. The neighbourhood centre of Thorpe Broadway lies south of the station, providing a range of local shops and services to the neighbourhood (see [Map 46](#) and [Figure 28](#)).

Tree lined streets are a particular feature of the area, especially in the Burges Estate and benefits from attractive gardens, tennis courts, bowling green, as well as access to the seafront. To the west is a golf course and an area of largely smaller post-war housing, a proportion of which is located in the flood risk zone, to its north. North of the railway line is Bournes Green, a planned interwar development that was built out after World War Two, and a large area of housing dating from the 1980s to the west of Maplin Way North. The form of development is heavily influenced by the garden city movement, both in terms of building design and layout of a loose grid pattern, including small cul-de-sac in each block. To the northern extent of the neighbourhood Bournes Green Chase currently acts as a clear boundary to the built-up area. Land north of this is currently in agricultural use and designated as Green Belt. This land, however, has potential as a new neighbourhood on the edge of Southend, including a mix of uses and provision of new public accessible green space, as part of Development Opportunity C and D (see [Section 2.1: Providing New Homes](#)). Thorpe Bay has the lowest density within the Borough with approximately 12.8 homes per hectare.

Given the low densities in the neighbourhood, there is potential for some limited intensification of development, subject to respecting scale and character. Development along the seafront may be possible but the grain and scale of the area would need to be respected to preserve the areas distinct character.

Map 46: Thorpe Bay Characteristics

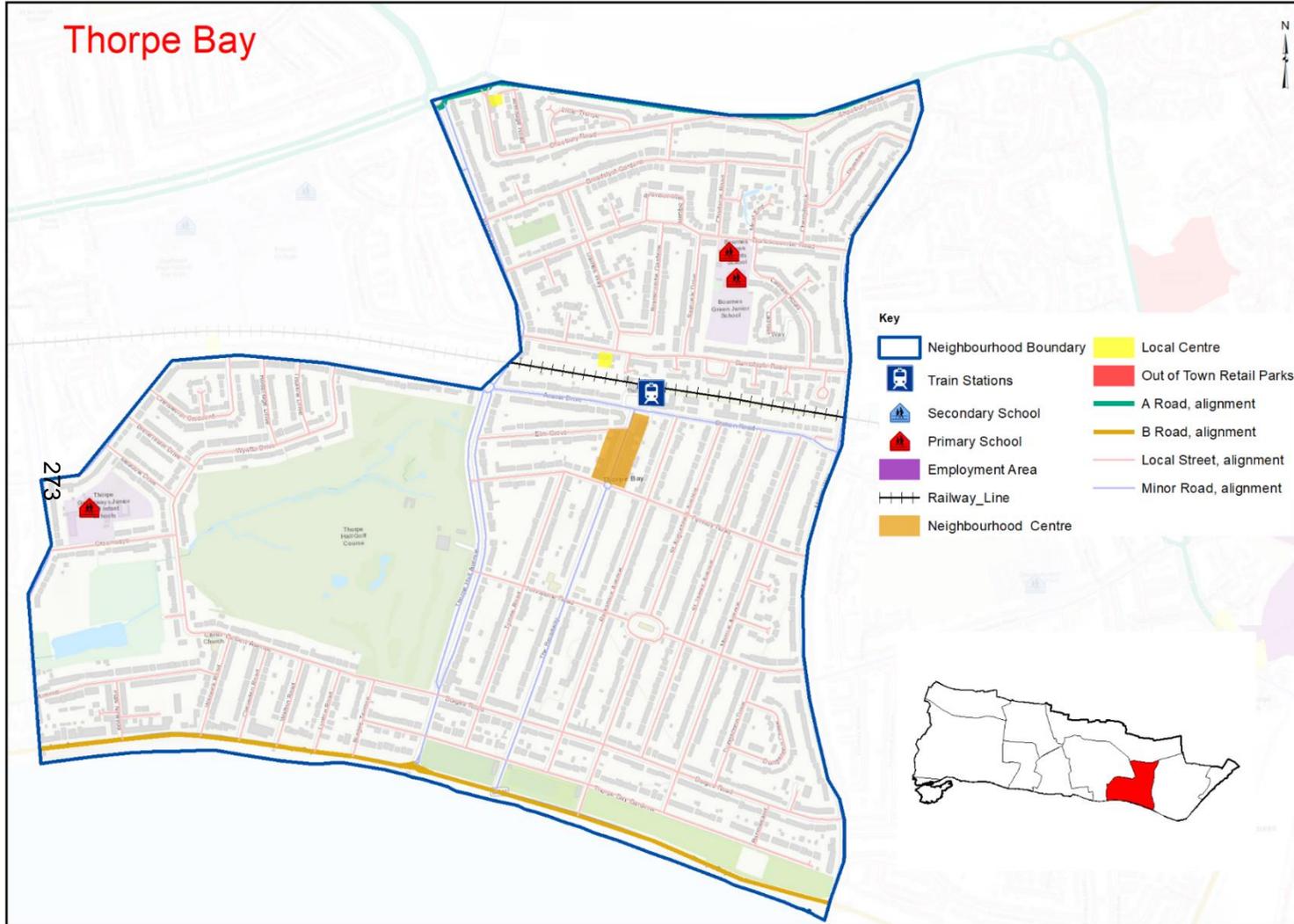


Figure 28: Thorpe Bay Characteristics

No. Homes	3,429	Land Area (ha)	267.3
Density	12.8 dph	Car Ownership	1.38

Thorpe Bay

Area 267.3 hectares



3,429
Existing homes

Density 12.8 homes per hectare



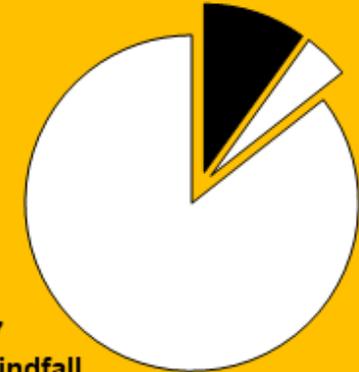
3 GP Surgeries
2 Pharmacies



Potential number of new homes by 2040

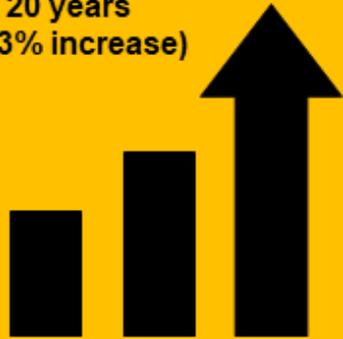
90

9 Potential Allocation
4 Existing Permission



91 new homes built over the last 20 years
(2.73% increase)

274



3 Primary Schools
2 Independent Schools to the north



52.2 hectares of protected greenspace

1.3 miles of coastline



77 Windfall

1 Train Station



3 Commercial Areas
(1.6 hectares)



Zero Industrial Estates



1.38 cars per household
1.54 cars per house
0.84 cars per flat



3.7.2 Vision – Thorpe Bay

Where we want to be

Thorpe Bay will remain an attractive residential area that benefits from landscaping and a strong tree canopy, with any selective redevelopment complementing local character. Thorpe Broadway neighbourhood centre will remain the commercial core of the neighbourhood, providing a range of shops and services to meet the day to day needs of the local community. There will be high quality walking, cycling and bus connections with the potential new neighbourhood north of Bournes Green Chase. A draft range of priorities for Thorpe Bay is set out below to aid feedback:

- Where acceptable in principle, new development in Thorpe Bay should be of high quality, respect the character of the area and incorporate greenery.
- Potential development of a major new community to the north of Bournes Green Chase, including a mix of uses and provision of new public accessible green space, with walking and cycling routes between the new community and existing neighbourhood.
- Thorpe Broadway neighbourhood centre to continue to act as a retail and service hub for the community, and fringes of the neighbourhood benefit from good services in Southchurch and Shoebury.
- Thorpe Bay Station to be a transport hub and new north-south cycle routes linked into this.
- The character and function of the foreshore will be conserved, protecting its value for different users while planning for the impacts of climate change and mitigating flood risk.
- There will continue to be good access to health and community facilities for local residents.
- Existing areas of Open Space will be retained and enhanced, with the potential new neighbourhood to the north of Bournes Green Chase providing opportunity for additional open green space, which will be accessible to residents in Thorpe Bay neighbourhood.

3.7.2 Thorpe Bay (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Thorpe Bay – have we missed anything?

3.7.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Thorpe Bay neighbourhood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total). The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Thorpe Bay, by infrastructure type, is summarised in the rainbow image below. For example 91% of the neighbourhood lies within walking distance of health facilities and 71% within walking distance of education facilities, but only 45% of the neighbourhood is within walking distance of civic, town centre and sport and leisure uses, while 18% is within easy reach of green space.

3.7.3 Thorpe Bay (Infrastructure)

Have your say.....

Please explain your answers

- a. What do you think are the main issues with infrastructure provision in Thorpe Bay, and what should be the priorities over the next 20 years?

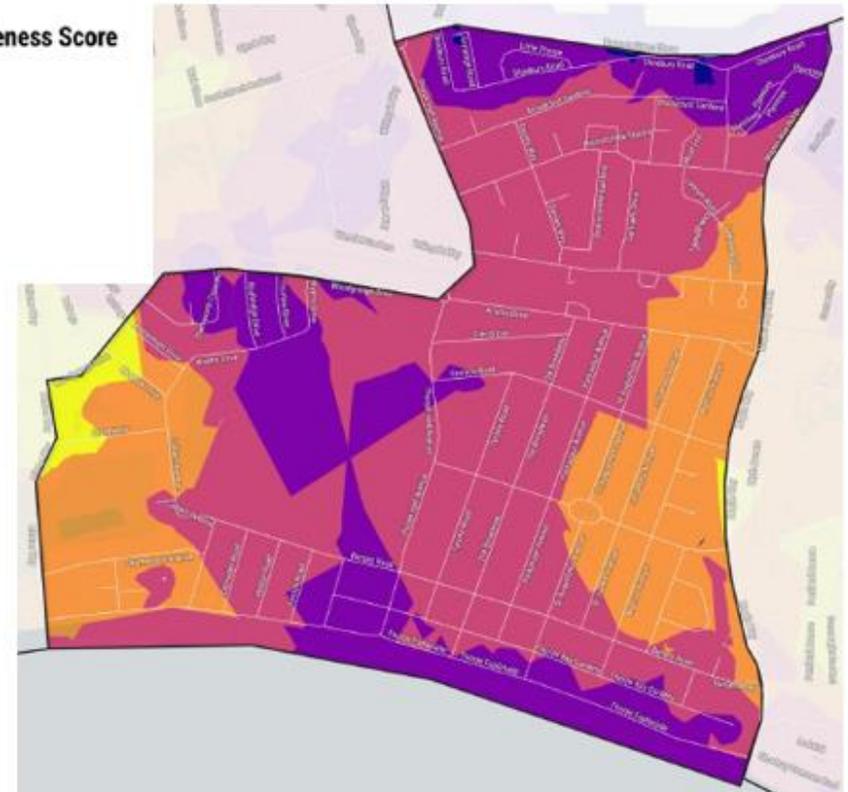
Infrastructure – Thorpe Bay



- Neighbourhood contains few infrastructure facilities itself e.g. schools, health care, civic so parts of neighbourhood have a very low completeness score
- Eastern and western parts lie within the catchment of services in Southchurch and Shoeburyness
- General low level of completeness correlates with low population densities seen across the neighbourhood
- Limited access to green infrastructure, particularly north of railway line, although properties and highways have soft landscaping which provides for a verdant character and access to the seafront

Thorpe Bay	% of neighbourhood within walking distance	
Education: 71%	Civic: 33%	Green Space: 18%
Health: 91%	Sports & Leisure: 28%	Town Centre uses: 45%

Walking Completeness Score



277



Thorpe Bay 'Aggregated Completeness Score' = 68%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.7.4 Land Use Proposals – Thorpe Bay

Limited potential land use proposals are identified for future housing, and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 45** below, or via the Council's website:

<https://localplan.southend.gov.uk/>

3.7.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 47. Table 45** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'components of growth' the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

²⁷ The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 45** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 45** below, or via the Councils website:

<https://localplan.southend.gov.uk/>

Map 47: Potential Residential Sites – Thorpe Bay (excluding those with planning permission)

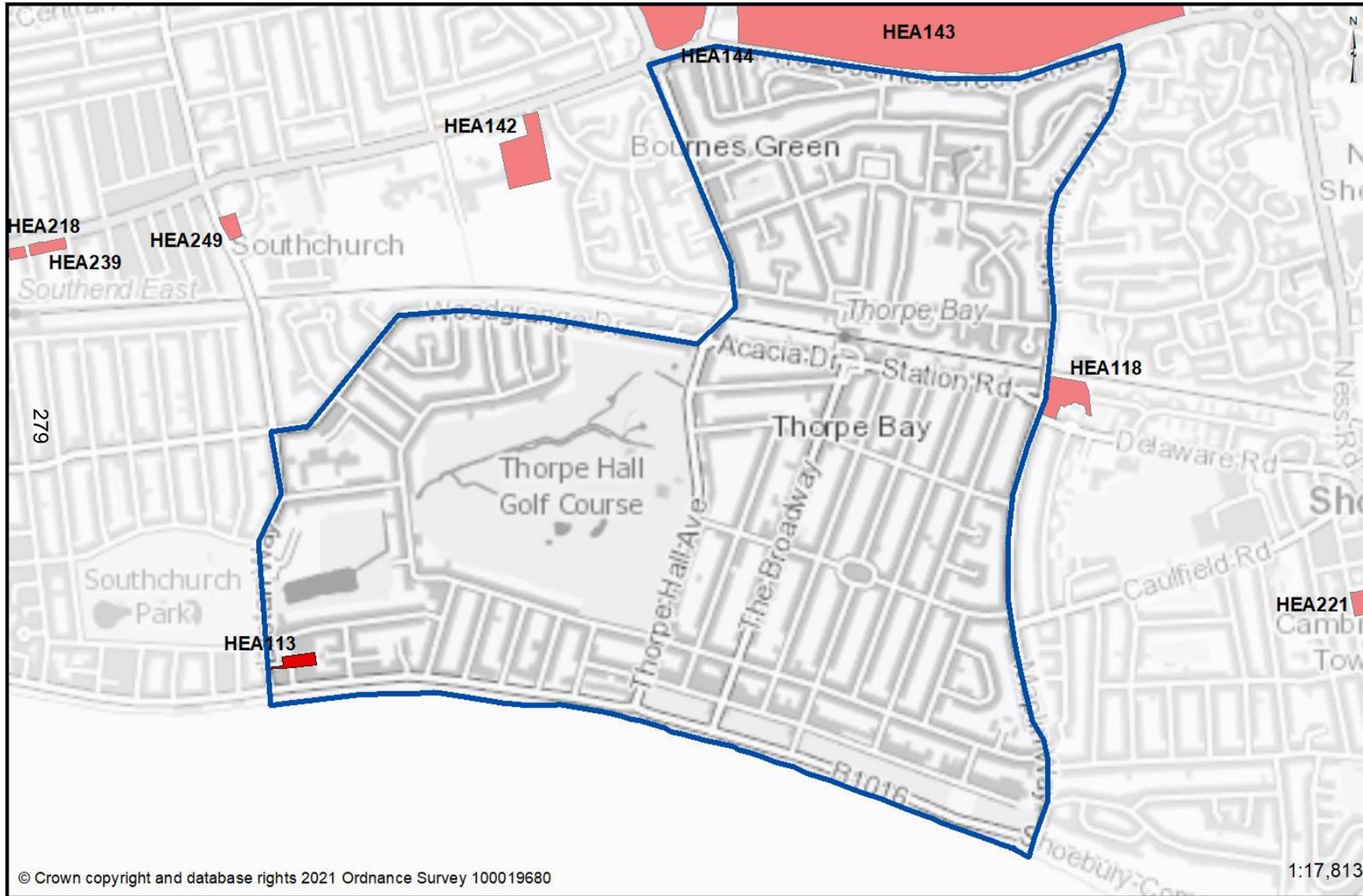


Table 47: Potential Residential Sites – Thorpe Bay

Thorpe Bay								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA113	Land rear of Camelia Hotel	Backland site forming rear of properties on Shaftsbury Avenue, Eastern Esplanade and Lifstan Way. In use as informal parking, providing access to a series of garages. The site is located within flood zone 3.	This Council owned site has been submitted through the Call for Sites process for potential residential development. A low-density scheme of 35 dph would equate to 9 dwellings (rounded) and should allow for enough land to appropriately deal with the noted constraints.	Residential development	Urban Area General	9	9	
Planning permission 5 units or more	None						0	
Planning permission 4 units or less							0	
280 Being Implemented							4	
Windfall							77	
Total							90	

3.7.41 Thorpe Bay (Residential)

Have your say.....

Please explain your answer

- Do you agree with the proposed housing sites for Thorpe Bay? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 29: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Thorpe Bay?

3.7.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 48 shows the Urban Forms of Thorpe Bay neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 29 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Thorpe Bay and within the different Urbans Forms as shown in **Map 48**. For instance you may believe the established residential area within **Map 48** should accommodate lower density development, such as house typologies H1 and H2, while you may believe the area around Thorpe Bay Station should accommodate development of a higher density, such as flat typology F2, within **Figure 29**.

Figure 29 - Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph



F4: 250dph



F5: 525dph

Map 48: Urban Form of Thorpe Bay



283



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Tertiary/Linear Centres: typically found as shopping parades within residential areas but also include the near-continuous strong of shops which line the most significant, historic routes in the Borough.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.7.42 Thorpe Bay (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology ([Figure 29](#)) do you think should come in Thorpe Bay?
You may wish to refer to the different urban forms presented in [Map 48](#) in your answer.

3.7.43 Employment

There are no proposals for new employment provision or existing designations in Thorpe Bay.

3.7.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁵) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. [Map 49](#) and [Table 46](#) shows the commercial centres in Thorpe Bay.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 49](#) and [Table 46](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁵ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 49: Thorpe Bay Commercial Centres



Table 46: Thorpe Bay Commercial Centres

Ref	Name	Centre Type
10	Thorpe Bay (Broadway)	Neighbourhood Centre
37	Shoebury Road (Bournes Green)	Local Centre
38	Barnstaple Road	Local Centre

3.7.44 Thorpe Bay (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Table 46** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Thorpe Bay Neighbourhood area that we haven't identified that should be protected for commercial activities?

3.7.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 47](#) and [Map 50](#).

Existing Green Space

Green Spaces in Thorpe Bay include the formal and natural green space at Southchurch Park East, the formally laid out Thorpe Bay Gardens on the foreshore and a number of smaller amenity spaces clustered around the north side of the railway line. The wide grass verge of Thorpe Hall Avenue also provides a recreational resource for residents including for dog walking. In addition, the Thorpe Hall private golf course provides a large area of green space with extensive tree cover and is traversed by a local public footpath link. These green facilities together with the lower density nature of development in the area, particularly south of the railway which includes properties with large gardens and wide-grassed verged streets, as well as extensive tree cover, means that the neighbourhood is verdant in character. Tree canopy cover in the neighbourhood is 13% of the Thorpe ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belt.

Proposed Local Green Space - Thorpe Bay Gardens is a grassed area opposite the foreshore. It is the main recreational space for the neighbourhood, and is valued in the main for the wide expansive views of the Estuary it offers. It therefore performs a key role for Thorpe Bay neighbourhood and is proposed as a Local Green Space. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community. In addition Thorpe Hall golf course is proposed as Local Green Space as the largest and best quality green space in the neighbourhood.

Proposed New Green Space

The wide grass verge of Thorpe Hall Avenue also provides a recreational resource for residents including for dog walking, but is not currently protected. It is therefore proposed to designate this as Linear Green Space. Thorpe Bay Station Gardens is a formally laid out garden with mature trees and shrubs which is not currently protected, so it is proposed to designate this space as Amenity Open Space.

Map 50: Protected Green Space in Thorpe Bay and Proposed New Green Space



Table 47: Thorpe Bay – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E99	Thorpe Bay Gardens	4.184
E100	Southchurch Park East	7.094
Amenity Open Space		
E101	Barnstaple Road	0.130
E102	Branscombe Square	0.372
E103	Burleigh Square	0.265
E104	Plymtree	0.155

Sites in bold are proposed as ‘Local Green Space’

Table 47a: Thorpe Bay – Proposed new green space

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N28	Thorpe Bay Station Gardens	0.139
N29	Branscombe Square (enlarged)	0.136
N30	Burleigh Square (enlarged)	0.050

Sites in bold are proposed as ‘Local Green Space’

Site Ref.	Name of Site	Size (Ha)
Sports Grounds		
E105	Thorpe Hall Golf Course	35.690
E106	Broadclyst Gardens	0.577
E107	Thorpe Esplanade Tennis Courts	1.392
E108	Thorpe Bay Bowling Club	0.157
School		
S27	Thorpe Greenways Playing Fields	1.101
S28	Bournes Green School	1.036

Site Ref.	Name of Site	Size (Ha)
Linear Green Space		
N31	Thorpe Hall Avenue	1.502

3.7.45 Thorpe Bay (Green Infrastructure)

Have your say.....

Please explain your answers

- Do you agree with the proposed new green space designations (**Table 47a**)? If not, can you explain why?
- Are there any other areas we haven’t identified that should be protected or promoted for green infrastructure? Please provide an address.

- c. Do you agree with the proposed designation of Thorpe Bay Gardens and Thorpe Bay golf course as Local Green Space ([Table 47](#))? If not please provide reasons.
- d. Do you propose any other spaces within the neighbourhood as Local Green Space? Any proposals must be supported by evidence, for example the space is special in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- e. Do you have any other comments on green space provision in Thorpe Bay?

3.8 Shoeburyness

3.8.1 General Character

The eastern most neighbourhood in the Borough, Shoeburyness is perhaps one of the most fragmented of the areas in Southend, displaying a wide range of spatial and architectural characteristics over a number of distinct zones ([Map 51](#) and [Figure 30](#)). The Garrison is a significant feature of the area, an important example of Victorian military establishment design with a strong urban form much of which is protected by Conservation Area status set in a generous layout of green spaces and parkland which abuts the coastline. The Garrison buildings have largely been converted to residential uses, and other areas of the wider site have been built out for residential, developed to integrate with the original form. The Garrison, and the neighbouring East Beach, forms part of the attractiveness of the area for tourism.

The rest of South Shoebury is more influenced by the neighbouring Thorpe Bay, following a grid pattern with relatively large plots although tight knit Victorian/Edwardian terraced housing predominates around the West Road neighbourhood centre and local centre in Shoebury High Street, both of which provide a range of shops and services. North Shoebury is characterised by cul-de-sac, often lacking in terms of legibility and permeability, and open-plan modern low-rise development. The area contains an out of town retail development, anchored by a large ASDA store. To the north, Bournes Green Chase / Poynters Lane, currently act as a clear boundary to the built-up area. Land north of this is currently in agricultural use and designated as Green Belt. This land has, however, potential as a new neighbourhood on the edge of Southend as part of Development Opportunity C and D (see [Section 2.1: Providing New Homes](#)), which could provide a new link road, country park, homes, jobs, education and health facilities and other supporting infrastructure.

Shoebury is also home to employment / industrial areas, providing an important local employment base. However, some of the older traditional industrial areas are in need of renewal or reallocation to other uses, and some employment allocations on the Garrison are primarily now in residential use. The MOD/Qinetiq still maintains a presence on the “New Ranges” and provides local employment.

There is a wide variation in socio economic conditions within the area. The Index of multi-deprivation indicates that areas around Delaware Road and the eastern end of Eagle Way are within the lowest 10% of Lower Super Output Areas in the country. In contrast parts of Shoeburyness, particularly in the north and west of the area are among the least deprived nationally.

Map 51: Shoeburyness Characteristics

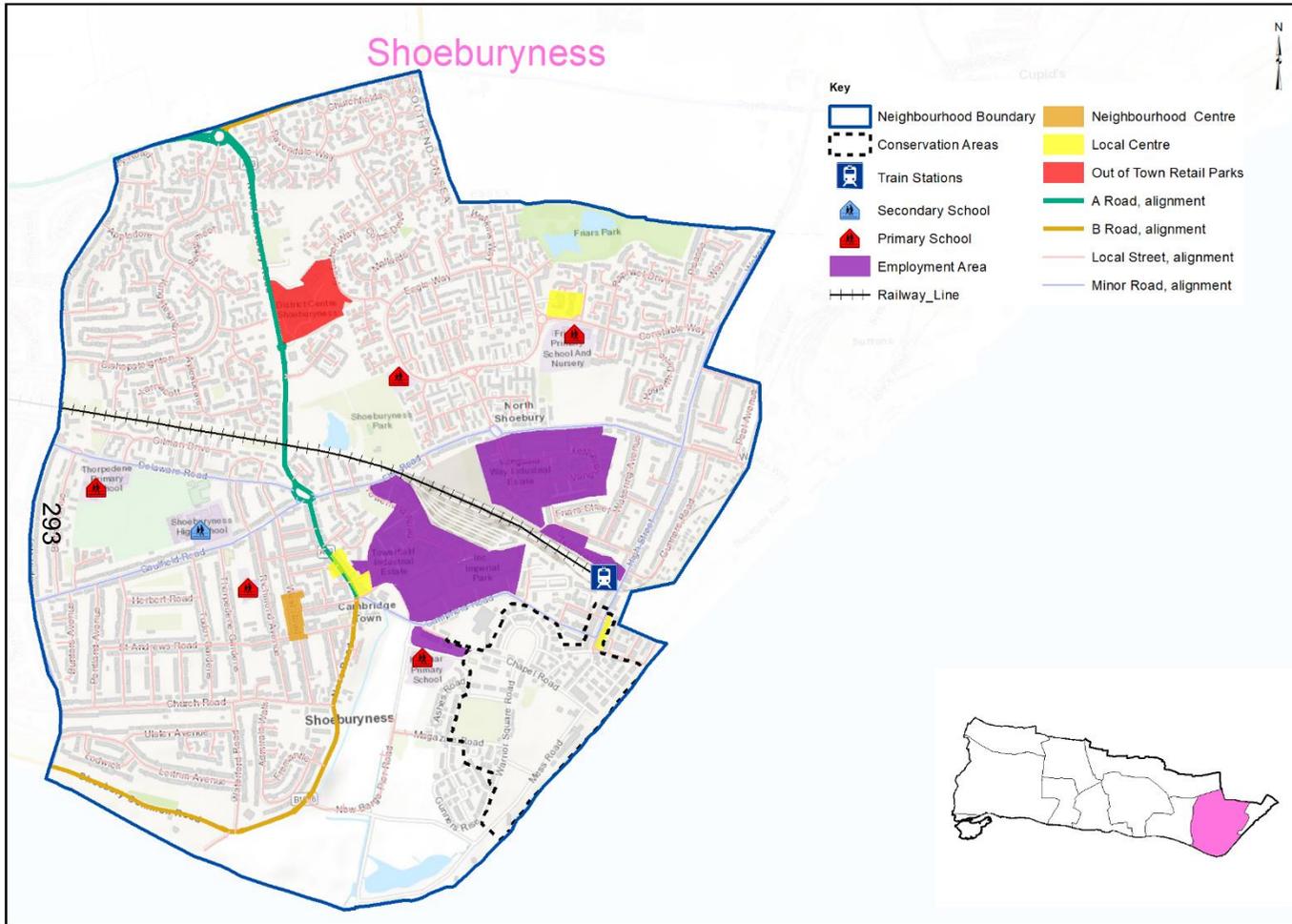


Figure 30: Shoeburyness Characteristics

No. Homes	9,339	Land Area (ha)	543
Density	17.2 dph	Car Ownership	1.2

Shoeburyness

Area 543 hectares



9,339
Existing homes

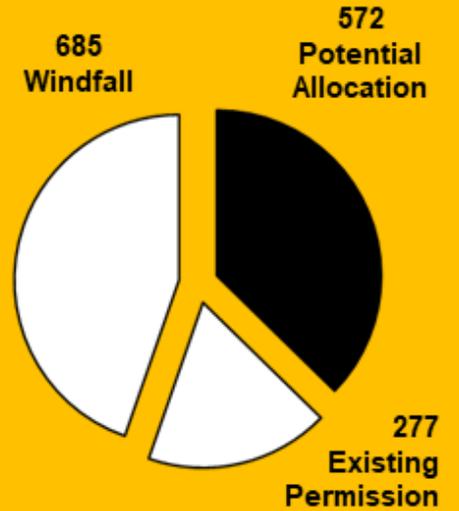
Density 17.2 homes per hectare



3 GP Surgeries
5 Pharmacies
3 Health Centres

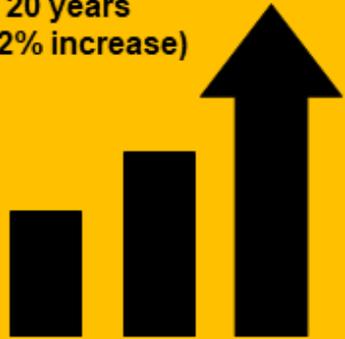


Potential number of new homes by 2040 **1,534**



843 new homes built over the last 20 years (9.92% increase)

294



5 Primary Schools



1 Secondary Schools

90 hectares of protected greenspace

2.1 miles of coastline



1 Train Station



5 Commercial Areas (7.5 hectares)



5 Business/ Industrial Estates (26.5 hectares)



Good bus service around Asda



1.20 cars per household
1.35 cars per house
0.62 cars per flat



3.8.2 Vision - Shoeburyness

Where we want to be

For Shoeburyness to grow in a sustainable way and adapt to change in a positive manner, enhancing its existing characteristics. The historic core around the Garrison will be conserved and East Beach carefully managed for both its tourism and ecological value. The range of local centres and facilities will be allowed to evolve and be enhanced to facilitate the role of Shoeburyness as a complete neighbourhood. To aid feedback a draft set of priorities for Shoeburyness is included below:

- New housing, where acceptable in principle, will be of high quality and enhance the characteristics of the local area.
- The Shoebury Garrison Conservation Area and other designated heritage assets will be conserved and enhanced.
- The environmental quality of employment areas will be enhanced, and the existing stock upgraded
- Opportunities to improve the offer of existing neighbourhood and local centres and shopping parades to serve the day to day needs of the local community will be encouraged, including community facilities and healthcare services, with improved walking and cycling connections to surrounding residential areas.
- Working with partners to facilitate East Beach as a key tourism, recreational and environmental asset, including sustainable access and enhanced links to Shoeburyness Railway Station.
- Effectively integrating Shoeburyness with potential new development to the north of Bournes Green Chase/Poynters Lane, potentially including new link road and new country park.
- Seek to enhance existing green space.

3.8.2 Shoeburyness (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Shoeburyness – have we missed anything?

3.8.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Shoeburyness. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁶. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Shoeburyness, by infrastructure type, is summarised in the rainbow image below. For example 66% of the neighbourhood lies within easy walking distance to a health facility, 80% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 24% is within easy reach of green space

3.8.3 Shoeburyness (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Shoeburyness in reference to the below, and what should be the priorities over the next 20 years?

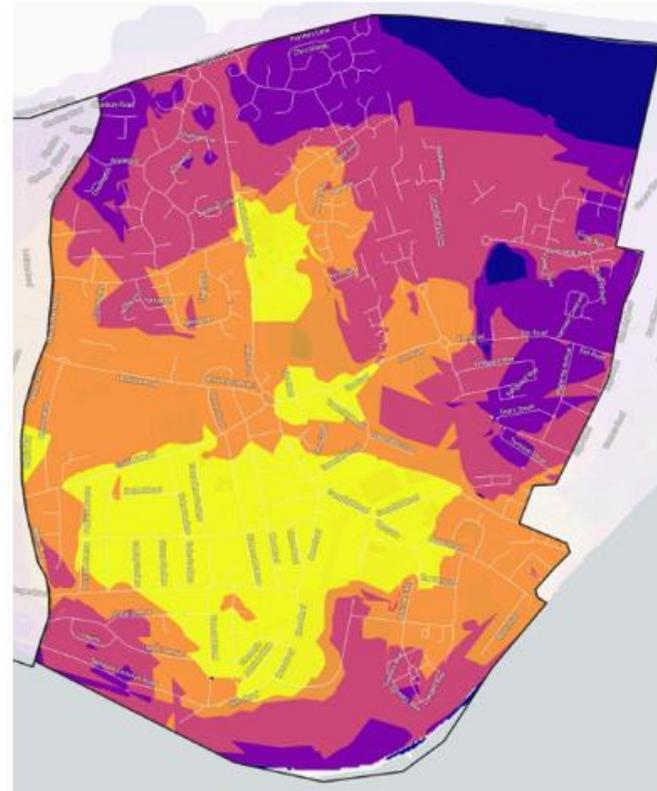
⁶ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Shoeburyness



- Most day-to-day infrastructure facilities fall south of the Railway line, and especially within the south-eastern part of the neighbourhood.
- One superstore (Asda) is located north and provides access to the majority of the neighbourhood.
- Rail corridor is a huge barrier to those living to north and accessing infrastructure by foot, especially schools, green infrastructure, and community infrastructure.
- Limited community infrastructure north of rail line
- The area just south of the rail corridor has the greatest level of access to the different types of infrastructure identified in this study.
- There is a good provision of sports and green infrastructure across the neighbourhood, including to the north-western portion.
- Bus services are poorest to the north of the area
- Lack of woodland in the north east of the Borough

Shoeburyness	% of neighbourhood within walking distance	
Education: 59%	Civic: 46%	Green Space: 24%
Health: 66%	Sports & Leisure: 80%	Town Centre uses: 46%



Walking Completeness Score

- 1 - 4
- 5 - 7
- 8 - 10
- 11 - 13
- 14 - 17



Shoeburyness 'Aggregated Completeness Score' = 53%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.8.4 Land Use Proposals – Shoeburyness

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.8.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 52. Table 48** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 48** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 48** below, or via the Councils website:
<https://localplan.southend.gov.uk/>

Map 52: Potential Residential Sites - Shoeburyness (excluding those with planning permission)

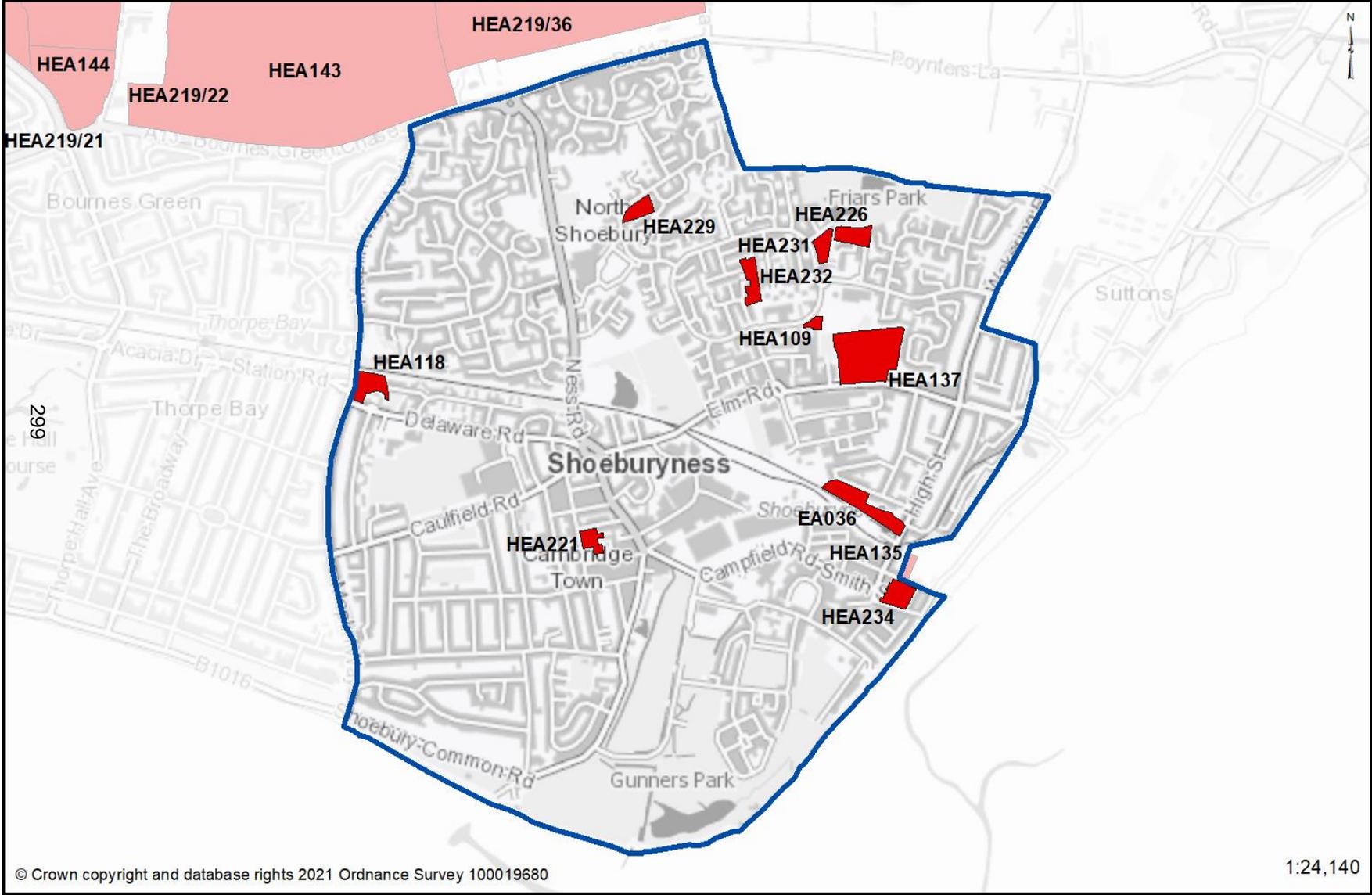


Table 48: Potential Residential Sites - Shoeburyness

Shoeburyness								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA109	Parking Area and adjacent areas at Eagle Way	A former Council owned garage site which has since been demolished with the area left open for parking. The land to the north which is included within the proposal is currently an under-utilised grass area with low-level planting (Not designated).	This Council owned site has been submitted through the Call for Sites process for residential development	Residential development	Urban Area General	12	12	
303 HEA118	Thorpedene Campus	Includes Delaware House, a two-storey residential care home, and Thorpedene Clinic, which includes NHS facilities. Railway track to the north. Surrounding area largely residential. Significant change in levels from Maplin Way North to Delaware Road.	This site has been submitted through the Call for Sites process. Existing building(s) in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential led development with potential for community use	Urban Area General	65	65	
HEA221	Avon Way / West Road, Avon Way	Group of 3 storey buildings currently occupied as sheltered housing. In a mixed area adjacent to a parade of shops surrounded by residential uses.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	63	0	

HEA226	Crouchmans, 46 Centurion Close	Group of 1 and 2 storey buildings currently occupied as sheltered housing. Located in a mainly residential area on the urban edge. Adjacent to Friars Park and surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	60	0	
HEA229 301	Great Mead, 200 Frobisher Way	Part 2 and 3 storey sheltered housing building with car park and shared gardens. Located in a residential estate fronting Frobisher Way. Near to a local centre.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	53	5	
HEA231	Kestrel House, 96 Eagle Way	Part 1 and 2 storey sheltered housing building with car parking and shared greenspaces. In a residential setting surrounded by low rise housing. Near to local centre and Friars Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	51	0	
HEA232	57-103 Kingfisher Close and 58-120 Sandpiper Close	Group of eight 2 storey buildings with car parking to the front and shared green spaces. In a low-rise residential area.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of	Residential	Housing Regeneration Sites	32	0	

			publication of this document no Council decision has been made on redeveloping this site.					
HEA234	Longmans, 11 Rampart Street	Group of mainly 2 storey buildings currently used as sheltered accommodation near to seafront. Area is generally residential of 1 to 3 storey buildings	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	77	25	
HEA135	Playing Field, George Street	Grassed playing field associated with former Hinguar School. Shoebury High Street to the north west, residential uses opposite the site, mainly 2 storey, open space public toilets and East Beach lie to the east and south east. Covenant issues on land	The site has been submitted through the Call for Sites process. Potential for residential development and to enhance adjacent East Beach recreational / environmental offer	Residential development	Green Space Release Sites	16	16	
302 HEA137	Land at Elm Road, Shoeburyness	Large site, designated protected green space, includes an area of landfill greened over. Mixture of uses surround the site including residential, school, open space.	The site has been submitted through the Call for Sites process. Potential for residential. Tree planting on the remaining green space would increase biodiversity. There is an existing programme of managing the habitat with controlled cutting regimes to increase biodiversity. Site remediation would also be required.	Residential development with improvements to remaining green space	Green Space Release Sites	300	300	
EA036	Terminal Close Employment Area	Existing employment site. Industrial estate made up of 1.5 storey buildings next to Shoeburyness train station, which may potentially cause noise issues. The site may also be contaminated: this requires further investigation. Site designated for employment.	Terminal Close is currently underutilised with half of the site being vacant and difficult to let due to the poor condition of premises and the unviable nature of the significant investment that would be required to bring the site up to modern day standards.	Mixed Use	Employment Release Site	149	149	
Planning permission 5 units or more	HEA004, HEA026, HEA032, HEA051, 18/01141/OUTM, 17/01473/FUL						251	

Planning permission 4 units or less							10	
Being Implemented							16	
Windfall							685	
Total							1,534	

3.8.41 Shoeburyness (Residential)

Have your say.....

Please explain your answer

- a. Do you agree with the proposed housing sites for Shoeburyness? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 31: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Shoeburyness?

3.8.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 53 shows the Urban Forms of Shoeburyness neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to low rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 31 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Shoeburyness and within the different Urbans Forms as shown in **Map 53**. For instance you may believe the medium density residential area within **Map 53** should accommodate similar development, such as house typologies H2 and H3, and flat typology F1, within **Figure 31**.

Figure 31 - Development Typologies

Houses



H1: 25dph

H2: 40dph

H3: 60dph

Flats



F1: 60dph

F2: 90dph

F3: 135dph

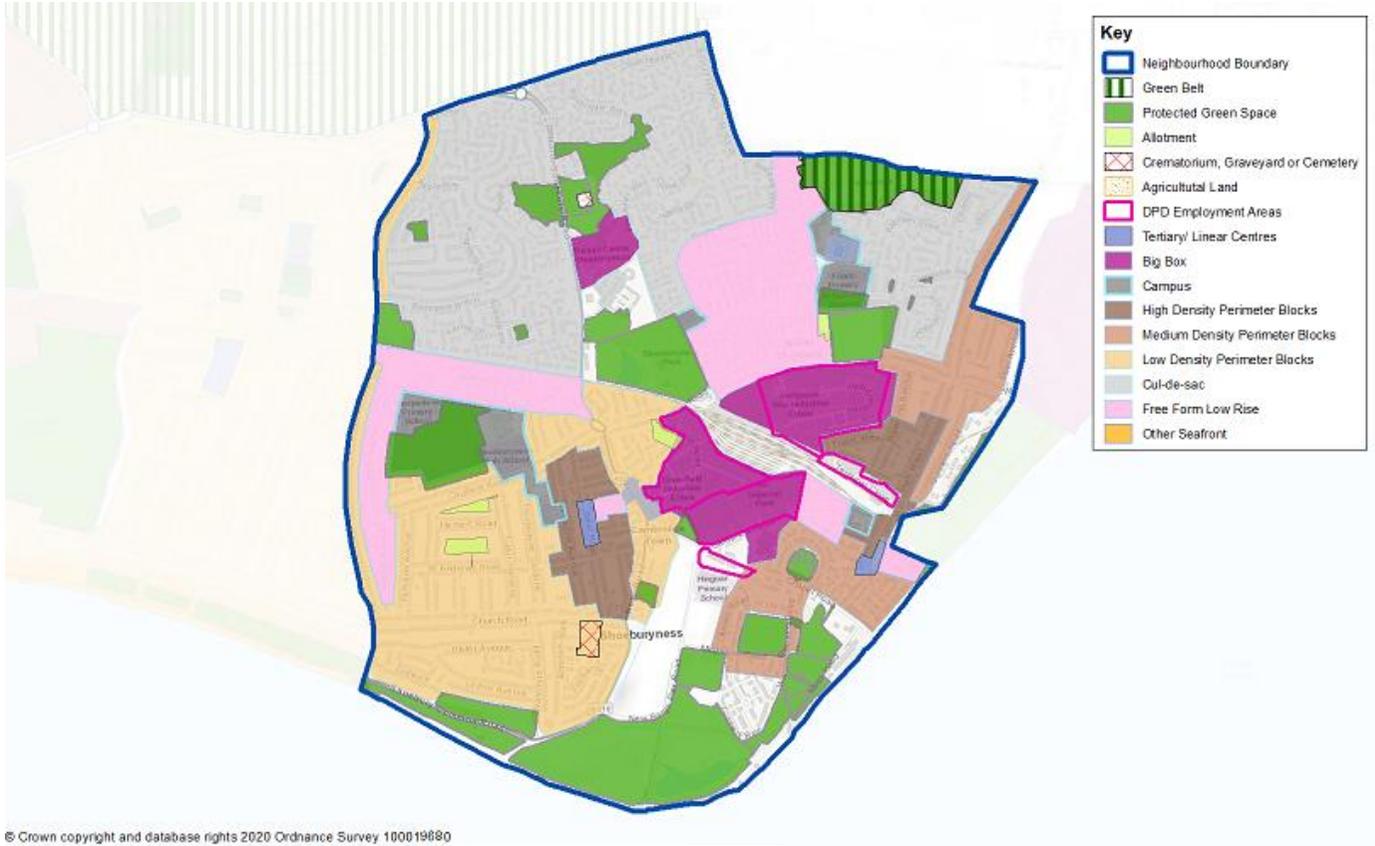


F4: 250dph

F5: 525dph

305

Map 53: Urban Form of Shoeburyness



© Crown copyright and database rights 2020 Ordnance Survey 100019680

306



Cul-de-Sac: Post-war development, typically from late 1960s onwards, featuring low densities often with poor permeability and legibility.



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.

3.8.42 Shoeburyness (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology (**Figure 31**) do you think should come in Shoeburyness? You may wish to refer to the different urban forms presented in **Map 53** in your answer.

3.8.43 Employment

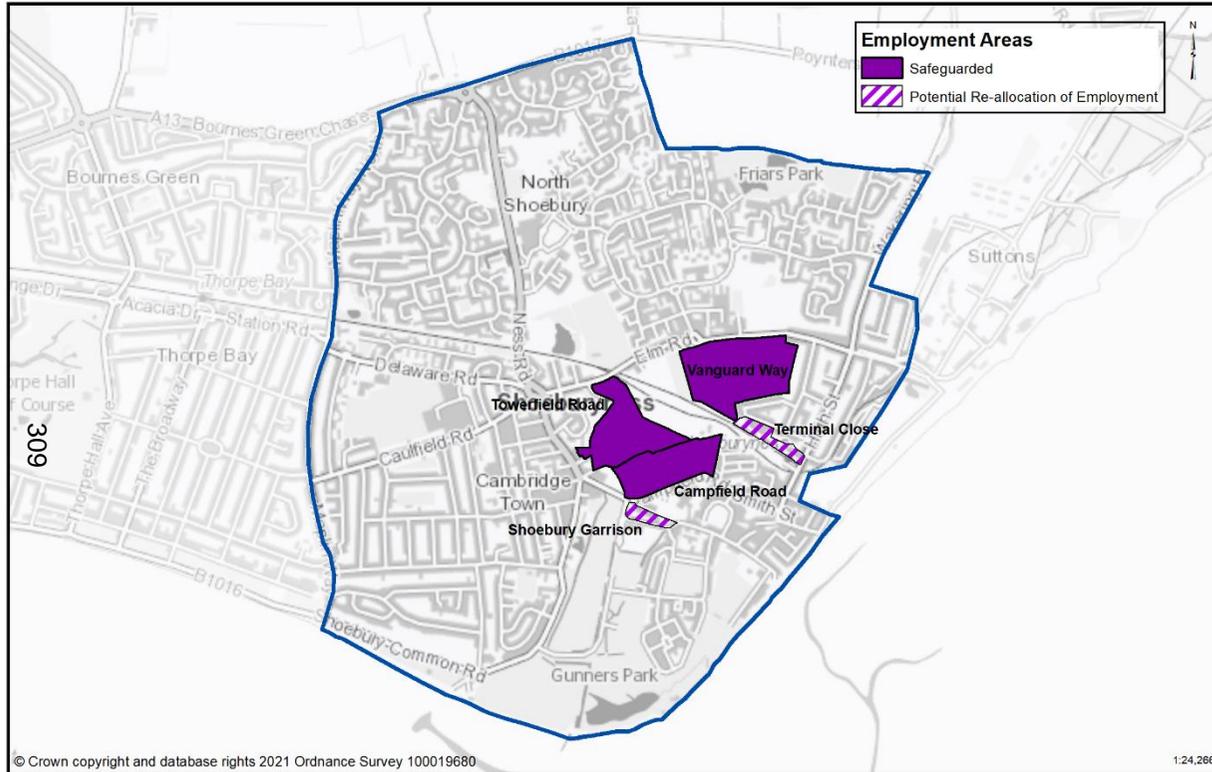
There are a number of industrial estates in Shoeburyness, largely clustered in the area close to the railway station and sidings. Vanguard Way, Towerfield Road and Campfield Road are particularly important locations offering a range of different sizes of units, from large format spaces accommodating major employers through to small business units such as the Seedbed Centre at Vanguard Way. It is intended they will be safeguarded for this purpose. Terminal Close and Shoebury Garrison Employment Areas may however offer opportunities for redevelopment for housing as they are currently functioning poorly as employment areas and have been identified for potential release. Terminal Close has a high vacancy rate and poor quality buildings, while Shoebury Garrison has lost most of its employment function to residential development and is likely to continue to do so as permissions have been granted for more residential development on other parts of the employment area. [Table 49](#) and [Map 54](#) sets out the employment land use proposals for Shoeburyness.

For businesses with regional and national markets, the location of Shoeburyness at the very end of the A13 creates access issues. It can take a considerable time at peak hours to negotiate traffic in Southend before reaching the Borough boundary. The proposed new Link Road offers the potential to improve accessibility to Shoebury's employment areas.

Table 49: Land Use Proposals in Shoeburyness – Employment Land

Ref. No.	Site Name	Category	Hectares	Additional Floorspace
806	Vanguard Way	Safeguarded	10.69	
	Towerfield Road	Safeguarded	7.25	
	Campfield Road	Safeguarded	6.13	
	Shoebury Garrison	Re-allocation	-1.49	
	Terminal Close	Re-allocation	-0.94	
Total			21.64	

Map 54: Land Use Proposals in Shoeburyness – Employment Land



3.8.43 Shoeburyness (Employment)

Have your say.....

Please explain your answers

a. Do you agree with the proposed employment sites for Shoeburyness? Please name the employment site you are referring to.

b. Do you have any other comments on employment land provision in Shoeburyness?

3.8.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁷) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Those centres within Shoeburyness are outlined in **Table 50** and **Map 55**.

310

A number of amendments are proposed to designate parts of existing centres as shown in **Map 55**. These are in areas which either suffer from high vacancies or has lost a commercial frontage at ground floor level.

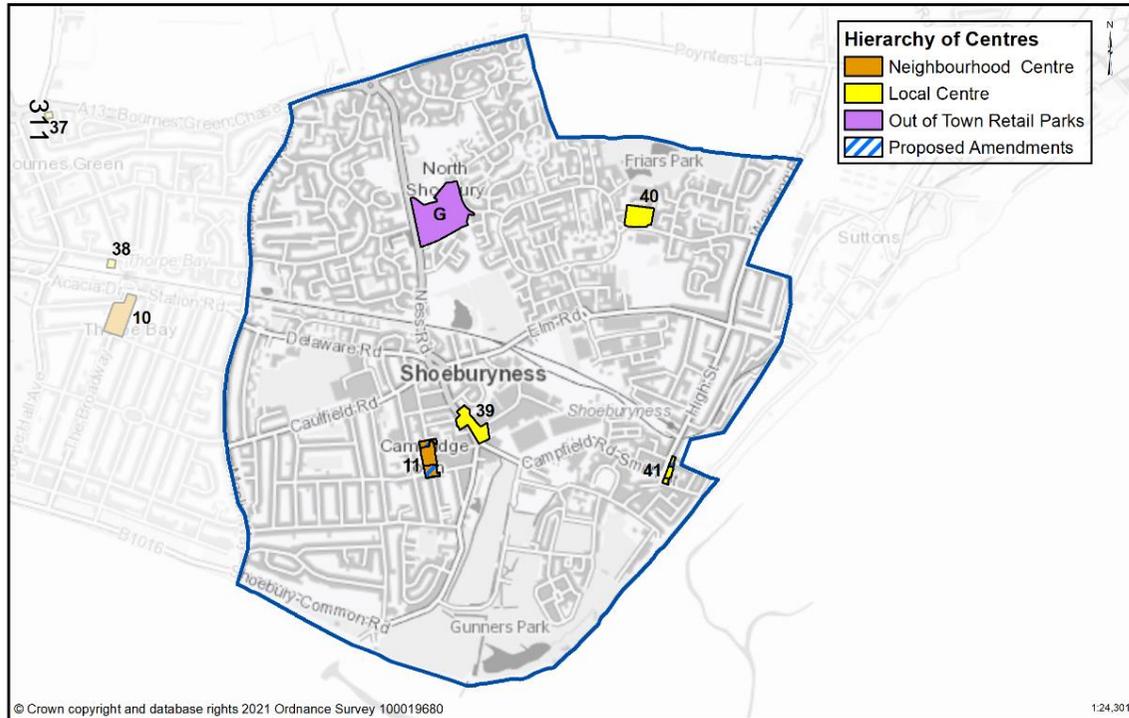
As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 55** and **Table 50** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁷ <https://www.legislation.gov.uk/ukSI/2020/757/made>

Table 50: Shoeburyness Commercial Centres

Ref	Name	Centre Type
11	Shoeburyness (West Road)	Neighbourhood Centre
39	Ness Road	Local Centre
40	The Renown	Local Centre
41	High Street, Shoeburyness	Local Centre
G	North Shoebury	Out of Town Retail Parks

Map 55: Shoeburyness Commercial Centres



There are amendments proposed to the Shoeburyness (West Road) Neighbourhood Centre due to the reduction of active frontages in the north and south of the centre that reduce its ability to function as an effective Commercial, business and service sector. The northern section has a high vacancy rate while the southern section has a high proportion of units in residential use, introducing a dispersed distribution of commercial activities along these parts of the centre. To ensure a healthy commercial centre which delivers the required improvements and which functions accordingly it might be necessary to consider the extent of the centre by redefining and consolidating the areas dedicated to commercial activities to ensure a focused approach with emphasis on the areas located in the middle of the centre.

There are similar amendments also proposed to the High Street, Shoeburyness local centre due to a high proliferation of residential uses on the northern and southern parts of the centre.

3.8.44 Shoeburyness (Commercial Centres)

Have your say.....

Please explain your answer

- 312
- a. Should we seek to define 'Commercial Areas' as set out in [Table 50](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
 - b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
 - c. Do you agree with the proposed amendments as set out on [Map 55](#)?
 - d. Are there any other areas within the Shoeburyness Neighbourhood area that we haven't identified that should be promoted for commercial activities at ground floor level?

3.8.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 51](#) and [Map 56](#).

Existing Green Space

Shoebury Park, Friars Park, Gunners Park and East Beach are key areas of green space within the neighbourhood. Gunners Park has been re-configured as a result of the redevelopment of the Shoebury Garrison and is a large area of informal public space, including a pond, areas of natural open space, children's play area, skateboard park and tennis courts. The areas of natural open space are managed by the Essex Wildlife Trust. The broader Garrison development includes a cricket field. Friars Park contains two ponds and a play area for older children. Other play spaces are located around the neighbourhood, such as off Caulfield Road. Tree canopy cover in the neighbourhood ranges from 8.6% of the ward in West Shoebury to 12.3% in Shoeburyness ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Opportunities for enhancement of green space will be pursued wherever possible, especially around East Beach where management of day visitors will be particularly important.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Gunners Park is proposed to be designated as a Local Green Space for its heritage and biodiversity value and unique character offering panoramic sea views. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community.

Proposed New Green Space

It is proposed to designate the coastal walking and cycle link between East Beach and the Garrison estate as a Green Corridor. The potential new settlement to the north and west of Shoeburyness would include substantial amounts of greenspace linking into a broader South Essex Regional Park. This would include significant green corridors that would make access to countryside easier particularly by walking and cycling ([Table 51a](#)).

Falcon Way and Colne Drive are existing green spaces adjacent to Colne Drive playground which are proposed to be protected as Amenity Green Space. Other existing green spaces proposed to be protected as Amenity Green Space are Jena Close, Goya Rise and Hogarth Open Space. These informal spaces perform a valuable amenity, recreational and biodiversity role.

Existing playgrounds at Delaware Road, Jena Close and Caulfield Road are also proposed to be protected.

Green spaces with potential for other uses

Playing Fields at George Street and land at Elm Road which are currently protected as green space in the local plan have been identified as public land which has potential for development, including for housing ([Table 51b](#)).

Map 56: – Protected Green Space in Shoeburyness and Proposed Green Space

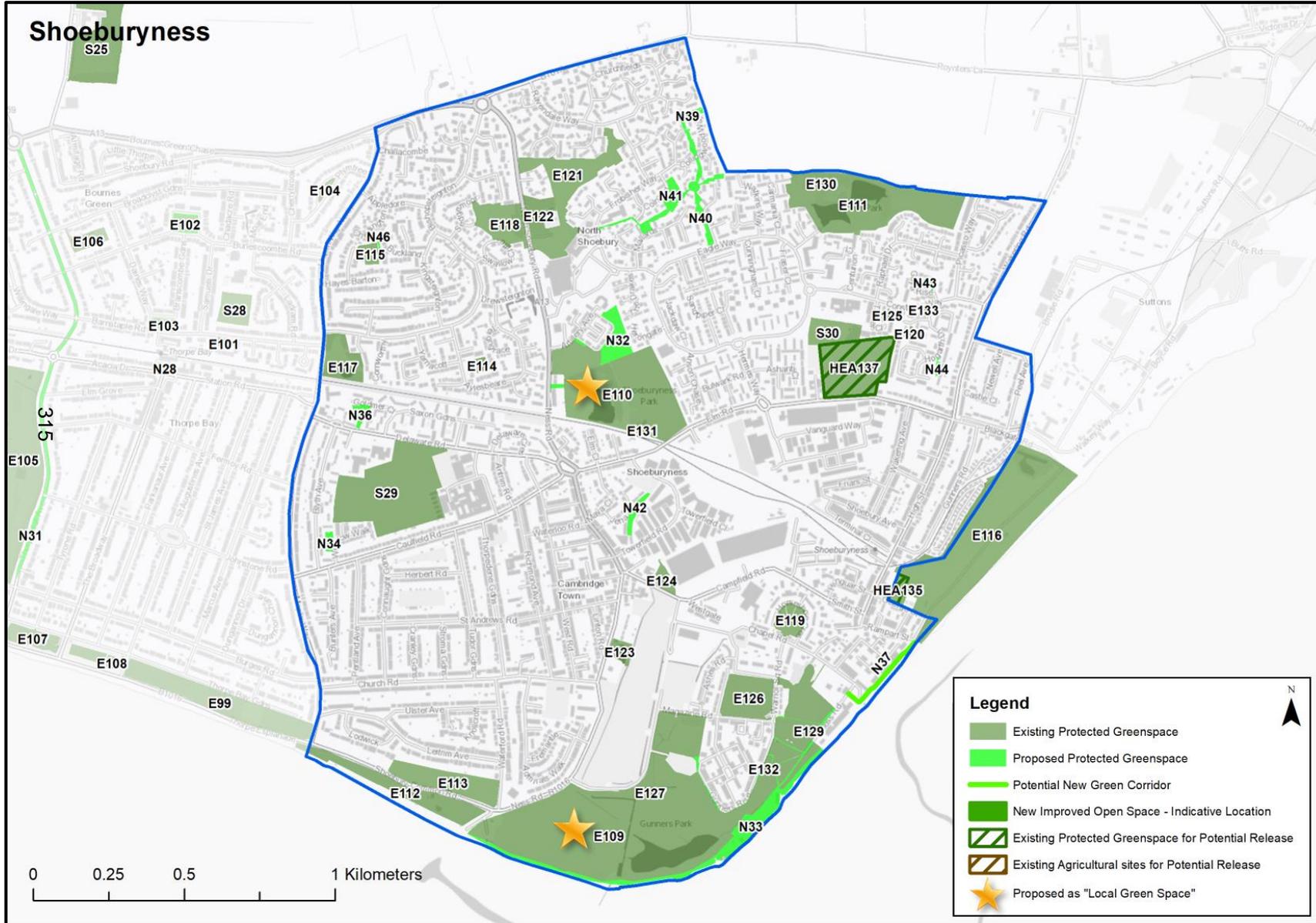


Table 51: Shoeburyness - Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Parks		
E109	Gunners Park	28.235
E110	Shoebury Park	9.261
E111	Friars Park	7.619
E112	Shoebury Common	2.769
E113	Shoebury Common North	2.495
Amenity Open Space		
E114	Aylesbeare Open Space	0.173
E115	Cheldon Barton Open Space	0.365
E116	East Beach Open Space	12.735
E117	Maplin Way Open Space	1.574
E118	Sedgemoor Open Space	1.900
E119	Horseshoe Crescent	0.838
E120	Whistler Rise Open Space	0.044
E121	St Mary's Green	4.011
E122	St Mary's Nature Reserve	0.975
E123	Ness Road	0.448
E124	Campfield Road War Memorial	0.422
E125	Turner Close Courtyard	0.041
Sports Grounds		
E126	Garrison Cricket Square	2.186
E127	Gunners Park - Wheeled Sports	0.034
E128	Gunners Park - Ball Sports	0.032
E129	Gunners Park - Tennis Courts	0.124

Sites in **bold** are proposed as 'Local Green Space'

Site Ref.	Name of Site	Size (Ha)
Playgrounds		
E130	Friars Park	0.402
E131	Shoebury Park Playground	0.191
E132	Gunners Park - Toddler Play Area	0.036
Pocket Park		
E133	Hogarth Drive Open Space	0.026
School		
S29	Shoebury High playing fields	7.646
S30	Friars Primary School Playing fields	1.206
Allotments		
A12	Growing Together Shoeburyness	0.349
A13	Elm Road/Towerfield Road	0.577
A14	Herbert Road	0.460
A15	St Andrews Road	0.821
Crematorium, Graveyard or Cemetery		
C10	St Mary's, Shoebury	0.258
C11	St Andrews	0.975
Release Site		
HEA135	Part of playing field George Street	0.318
HEA137	Land at Elm Road Sports Ground	3.880

Table 51a: Shoeburyness – Proposed Green Space

Site Ref.	Name of Site	Size (Ha)
Local Parks Parks		
N32	Shoebury Park Expansion	1.184
N33	Gunners Park update to boundary	3.061
Playgrounds		
N34	Caulfield Road (Wicklow Walk)	0.161
N35	Jena Close Playground	0.038
N36	Delaware Road	0.295
Green Corridor		
N37	East Beach path to Gunners Park	315m
Sports Ground		
N38	Colne Drive Sports Ground	0.026

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N39	Collingwood Open Space	0.450
N40	Falcon Way Open Space	0.557
N41	Colne Drive Open Space	0.768
N42	Jena Close Open Space	0.238
N43	Goya Rise Open Space	0.082
N44	Hogarth Open Space	0.066
N45	Aylesbeare Open Space Extension	0.033
N46	Cheldon Barton Open Space Extension	0.035

Table 51b: Land Use Proposals in Shoeburyness – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA135	Land at George Street	0.32	Former playing field associated with Hinguar School, about 0.5 miles from site.	Grassed playing field, maintained. Fenced off and sign states “for school use only”. Green space to north and east is publicly accessible and functionally part of East Beach recreation area.	N	16	Land is in public ownership and has potential for residential development. Redevelopment could enhance adjacent green space.
HEA137	Land at Elm Road	3.77	Former landfill site	Contamination issues, land actively managed for biodiversity, used by dog	Possible if removed in entirety	300	Land is in public ownership and has potential

				walkers/pedestrian link through area.			for residential development
--	--	--	--	---------------------------------------	--	--	-----------------------------

3.8.45 Shoeburyness (Green Space)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed new green space designations (**Table 51a**)? If not, can you explain why?
- b. Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.
- c. Do you agree with the sites identified for release from green space designations (**Table 51b**)? If not, can you explain why?
- d. Do you agree with Gunners Park and Shoebury Park being identified as Local Green Space? If not, can you explain why?
- e. Do you propose any other sites within Shoeburyness should be designated as Local Green Space? Any proposals must be supported by evidence the space is special to local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- f. Do you have any other comments on green space provision in Shoeburyness?

This page is intentionally left blank

Southend New Local Plan Refining the Plan Options Public Consultation

Non - Technical Summary
July 2021

Looking Ahead Towards 2040

How Should We Plan for the Future?

Make Your Views Known

As we recover from the unprecedented impact of the Covid pandemic and face the significant challenges of climate change and meeting our future housing, economic and community needs it is important that we look positively forward to plan for how we want our town to develop and look over the next 20 years.

We first consulted on an issues and options document in early 2019 as part of the first stage in preparing a New Local Plan for Southend. Building on the valuable feedback you provided we are now once again seeking your comments and views on 'Refining the Plan Options' which looks in more detail at possible options for preparing a new strategy and plan for the Borough and identifies specific sites that could contribute to meeting future needs.

Your input will be invaluable in contributing to and ensuring that a New Local Plan for Southend has the support of the resident and business community.

Please make your views and comments by 17th Sept 2021.

The ways you can do this are detailed on the back of this summary document.

Refining the Plan Options

Refining the Plan Options represents the second stage in preparing a New Local Plan for Southend. The New Local Plan will identify land for housing, jobs, local services and supporting infrastructure to meet the needs of the Borough for the next 20 years. It will also set out planning policies to manage new development in a way that protects and enhances our natural and historic environment whilst meeting Southend’s aspirations for the future of the Borough.

Comments and views made at this stage will help shape a Preferred Approach document which will be subject to further public consultation next year and in 2023 when the Plan is then submitted to be examined by an independent Inspector.

Once adopted the Southend New Local Plan will be a key document in guiding and facilitating new development and growth in the Borough, helping to deliver some of the key aspirations of the Southend 2050 vision developed in 2018 in partnership with the local community, and acting as a catalyst to assist economic recovery from the Covid pandemic. When adopted, the New Local Plan will replace the existing suite of documents that currently comprise the Local Development Framework, including the Southend Core Strategy (2007), Development Management Document (2015) and Southend Central Area Action Plan (2018) and some policies within the Airport Joint Area Action Plan (2014)



Calendar Year (action listed commencing)

As an approximation, the period from submission to adoption may range from 9 to 12 months dependent on the scope of the plan, issues arising during examination and scheduling of meetings

Southend Borough

comprises 8 distinct neighbourhoods



82,000

Existing homes



Density 19.6 homes per hectare



23,620 homes required by 2040



529.9 hectares of protected greenspace

20,000+ Street Trees



15

Allotments

8

Nature conservation areas

Resident Population

183,100

7+ million day visitors per annum pre Covid-19



7 miles of coastline

Theme Park & Pleasure Pier



3 Theatres



Cultural facilities

2 nationally recognised art companies

1 International Airport



9 Train Stations



50+

Sport facilities and pitches



58 Schools

2 Colleges



1 University

64,700 jobs in Southend

48 Commercial Areas (93 hectares)



11,000 new jobs by 2040

20 Business/ Industrial Estates (118.3 hectares)



Extensive Bus Routes



1.09 cars per household

1.31 cars per house

0.65 cars per flat



Strengths and Opportunities

7 miles of coastline



32 parks,
36 play areas



Strong entrepreneurial culture.

86% of companies employ 10 staff or fewer



Employment Growth Sectors – digital, cultural and creative; healthcare technology; advanced manufacturing and engineering; and tourism

Recover and grow visitor economy

7m

Visitors
Per year



Expanding Airport and business park



Hub for culture and higher education



Low car ownership.

1 car per household on average



9 railway stations



Frequent bus routes



Expanding cycle network



99% of all development in last 15 years on brownfield land



Challenges

Average house price

10.6x annual salary of Southend residents



Low growth in housing compared to other large towns and cities



Need to deliver more family housing



Recovery from COVID-19



Traffic congestion on major routes in the AM/PM peak



Low wage economy (those working in Southend)



Need to improve the skills base of residents



Overreliance of retail in the High Street



10 years difference in life expectancy between residents of most and least affluent areas of Southend



1/3 Southend residents classed as physically inactive and at risk of ill health



Renewal and replacement of sea defences



Enhance the built and natural environment



Since we published the Issues and Options document for consultation in early 2019, there have been significant changes proposed by the Government to planning legislation as first outlined in the White Paper 'Planning for the Future' which proposed a package of measures seeking to radically reform the planning system including how local plans are prepared. If approved, the White Paper proposals will have a major impact on how the Southend New Local Plan is prepared and taken forward. The preparation of the 'Refining the Plan Options' document is therefore designed to provide a degree of flexibility so that the changes proposed in the White Paper can be satisfactorily accommodated, as appropriate, as the New Local Plan progresses.

In addition, last September the Government agreed to radical changes to the Use Classes Order which allow greater freedoms for changing retail use to other uses without the need to apply for planning permission. As a result, this has significantly impacted on current retail planning policy.

All these considerations together with the comments made on the Issues and Options document have been taken into account in preparing 'Refining the Policy Options'. **It does not set out a preferred strategy or criteria-based policies, rather it sets out draft proposals, potential development sites and possible interventions to generate further public feedback as the Local Plan is progressed.**

Other land use considerations and criteria-based policies that help to shape and manage the form and function of development, such as those that address housing tenure and climate change, have not been explicitly identified within the consultation document. They will be included in the next stage of the New Local Plan preparation.

The full document can be viewed at <https://localplan.southend.gov.uk/>. Its contents are summarised below.

Having an up-to-date Local Plan that is shaped through community engagement, provides an important tool to help manage future development proposals that would otherwise come forward without local policies guiding the type, scale and location of new development.

Summary of Contents

The Plan is divided into three Parts: 1. Aim and Objectives; 2. Spatial Strategy; 3. Southend Neighbourhoods. The primary focus of the consultation is seeking views on the Aim and Objectives and Spatial Strategy. The Neighbourhood sections set out the draft proposals in more detail for those wishing to focus on certain areas of the Borough or where they live.

Part 1. Aim and Objectives

The document sets out a draft Aim of where we want to be in 20 years' time and will be a key stepping stone to achieving the **Southend 2050 ambition**. The document also contains 7 draft Development Principles and 15 Spatial Objectives.

Part 2. Spatial Strategy

The Local Plan must set out a positive overall strategy for the pattern, scale and quantity of future development. The document identifies a draft strategy which seeks to satisfactorily accommodate future development needs, including new homes, jobs and supporting infrastructure and services, whilst safeguarding the character and amenities of areas and the natural environment.

Economic Recovery and Meeting Employment Needs



The Borough will need to plan for around 11,000 new jobs over a 20 year period and identifies 'growth clusters' as having the potential to achieve future economic growth in Southend. These are the Town Centre, London Southend Airport and northern Southend corridor centred around the Progress Road, Airborne Close and Stock Road/ Temple Farm employment areas. Within these areas the principal growth drivers are identified as being the digital, cultural and creative; healthcare technology; advanced manufacturing and engineering; and tourism sectors. There is also potential within the Climate Change technology sector.

The document sets out options for safeguarding these important employment areas and identifies land for additional employment provision to meet future needs. It also considers the re-allocation of underutilised employment land to other uses, principally residential use.

All the sections of the New Local Plan will play an important role in facilitating job growth and economic recovery. The provision of new homes will provide construction jobs and attract investment and spending to the area, whilst a growing population will generate more jobs in schools and health related

services as well as shops, cafes and restaurants in our town, neighbourhood and local centres. Transport and access improvements will be vital for attracting economic investment and there remains considerable economic growth potential at London Southend Airport.



Providing Community Services and Infrastructure

Providing quality services for the future health, education, sports and leisure and community needs of the Borough's residents is fundamental in achieving a high quality of life.

Growth within Southend needs to be infrastructure led, ensuring key services and facilities are delivered when they are needed, taking account of existing capacity and the phasing of future development. The document asks what infrastructure provision is required in respect to new development and outlines that an Infrastructure Delivery Plan will be prepared to sit alongside the New Local Plan.



Providing New Homes

Housing is an important issue, particularly its affordability, not just for Southend, but nationally.

Housing in Southend, and South Essex as a whole, has become less and less affordable in recent years. Indeed for many, it is simply unaffordable. When compared to the national average, we have high rates of overcrowding, enforced house sharing, and homelessness. We continue to see rising house prices and private rents outstripping local wage levels. Not enough housing is being built in the area and the New Local Plan needs to facilitate a step-change in housing delivery in the future whilst protecting our parks, delivering new infrastructure, including schooling and transport and safeguarding the character of the Borough and fulfilling our Climate Change commitments.

Local Authorities must seek to meet its need in full as identified by the Government in its 'standard methodology' for calculating housing need. For Southend this identifies a need for 23,620 new homes over the next 20 years (1,181 homes per annum) which represents a significant increase on past development rates.

Housing Issues

Southend Population 183,100
Area 4175.6 hectares



82,000

Existing
homes



Density 19.6
homes per
hectare



23,620 homes
required by 2040



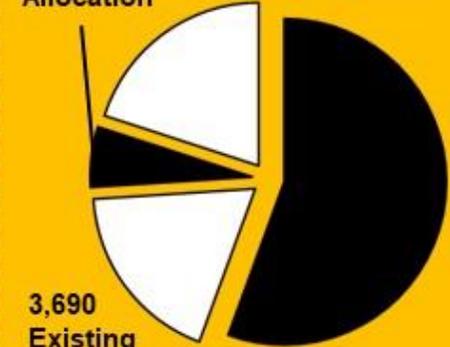
Supply - potential
number of new homes
within Southend

20,081

1,201
Existing
Allocation

4,022
Windfall

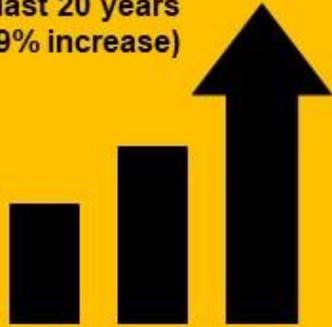
11,168
Potential
Allocation



3,690
Existing
Permission

6,274 new homes built over
the last 20 years
(8.29% increase)

329



Of which 773 new affordable
homes built over the last 20
years



Around 570 – 650 new
affordable homes required
each year (SHMA 2016)

1,419 families on the
Southend Council housing
waiting list



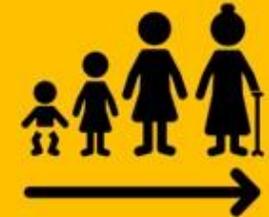
2020 average house price
10.62x local earnings
(national average 7.84x)



2000 average house price
3.88x local earnings

Average age of first time
buyer

31



Low growth in housing
compared to other large
towns and cities

Need to
deliver
more
family
housing



Average price of a home has
increased 320% over the
last 20 years within Southend



National
average =
211%

Refining the Plan Options builds on the options put forward in the 'Issues and Options' consultation report and responses received and considers in further detail options for meeting our future housing needs by:

- **increasing urban capacity** – development within the existing urban area of Southend through windfall, existing allocations and sites located on previously developed land. This has the potential to contribute 10,648 new homes;
- **facilitating urban change** – housing regeneration on existing housing estates in public ownership that may benefit from some renewal, redevelopment or expansion; outmoded/under used employment land that could be better put to alternative residential use; and a small number of sites on green space and agricultural land within settlement limits that could be suitable for housing. This has the potential to contribute 2,259 new homes;
- **new neighbourhood** - development on the edge of the existing urban area of Southend that has the potential to create a comprehensive new neighbourhood including new jobs, supporting infrastructure, improved access and public green space. This includes 1,859 new homes at Fossetts Farm and an estimated 5,395 additional homes on land currently designated as Green Belt; and
- **new development outside the Borough** - Rochford District Council is preparing a new Local Plan and is also considering a range of spatial options and sites to meet its own development needs. One option that could contribute to meeting housing needs within both Rochford and Southend is through providing a **series of new neighbourhoods** on the north-eastern edge of Southend. These neighbourhoods could be created with distinct identities or be part of a comprehensive Garden Settlement delivering new jobs and infrastructure including education, health, new public open space forming a South Essex Estuary Park (SEE Park) and supporting community facilities to provide for sustainable communities. This has the potential to help meet housing needs in the area. A comprehensive development would also include all the land necessary to deliver new road links necessary to facilitate the delivery of land both within Southend and Rochford District.

If all the potential housing sites in Southend were to be delivered it could provide for a total of just over 20,000 new homes. A further 4,850 new homes could be delivered on the edge of Southend, within Rochford District, which would help towards meeting housing needs for the area over a 20 year period.



Retail Provision and Centre Hierarchy

To ensure we provide for healthy, complete neighbourhoods and encourage local employment opportunities, the document identifies a hierarchy of centres and proposes that we promote, enhance and where possible maintain a mix of commercial uses within these by defining each of them as “Commercial Areas”. The document also considers future retail needs.



Town Centre and Central Seafront

In the light of changing retail patterns there is a need to promote a greater mix of uses within our town and local centres, the town centre needs to be reimagined and refocused to ensure that it adapts and evolves.

In response to this the Local Plan sets a draft vision and presents options for updating the uncommitted site allocations contained in the Southend Central Area Action Plan (SCAAP) that was adopted in 2018.

The document also invites feedback on a range of draft Opportunity Sites and Interventions that could transform and re-imagine the Town Centre and wider area.



Protecting and Enhancing Green Space and the Coastline

To provide protection against inappropriate development on green space and the coastline and to protect natural habitats, the document identifies sites to be safeguarded; supports in principle the ambition to create a Country Park to improve access to green space for residents in the north east of the Borough; and identifies areas of search where new and improved open spaces will be promoted within areas lacking access to local open space. It also identifies a small number of green spaces including agricultural land where there is potential for other uses, to deliver the objectives referred to above.



Transport and Access

The document identifies draft priorities for transport provision and considers accessibility to town and neighbourhood centres and tourism attractions. It also seeks views on the principle of creating a new sustainable link road from

the A127 to Shoeburyness to facilitate the development of new neighbourhood/s to the north of Southend.



London Southend Airport

Options for updating and reviewing policy provisions relating to the airport, its growth and economic potential to take account of existing runway capacity, environmental and noise issues together with transport implications are set out for comment.



Part 3. Southend Neighbourhoods

‘Refining the Policy Options’ sets out in Section 3 of the document a range of options and issues affecting the Boroughs eight defined neighbourhoods, namely Eastwood, Leigh, Prittlewell, Westcliff, Southend Central, Southchurch, Thorpe Bay and Shoeburyness. It sets out draft priorities and considers how complete each neighbourhood is in terms of community facilities and accessibility and identifies potential sites for various uses to meet local needs.

Making Your Views Known

It is important to tell us what you think is the best approach to take in developing Southend and its different places.

To guide your response to Refining the Plan Options, the document sets out a number of questions, many of which relate to specific sites in the Borough.

You do not need to respond to all the sections and suggested questions, you can focus on what interests you. For instance you may wish to focus on the neighbourhood you live in.

You can view and comment on the main document online and download questions at: localplan.southend.gov.uk

If you have any questions about the consultation or would like to discuss some of the issues, please do contact us.

How to Contact Us

You can email us at: planningpolicy@southend.gov.uk

Or write to us at:

Business Intelligence Officer,
Performance & Business Support,
Department for Place,
Southend-on-Sea Borough Council,
PO Box 6,
Civic Centre,
Victoria Avenue,
Southend-on-Sea,
SS2 6ER

You can also follow us on: [@PlanSouthend](#) and [@SouthendBCOfficial](#)

If you would like to be notified of future planning policy consultations you can sign up to our planning policy consultation database. Please contact planningpolicy@southend.gov.uk or telephone 01702 215408.

This page is intentionally left blank