

For and on behalf of  
**Southend-on Sea Borough Council**

**SOUTHEND-ON-SEA HOUSING AND EMPLOYMENT LAND AVAILABILITY  
ASSESSMENT**

**PART 1: HOUSING**

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## 0.0 EXECUTIVE SUMMARY

- 0.1 In October 2017 DLP Planning Ltd (DLP) were commissioned by Southend-on-Sea Borough Council (the Council) to undertake a joint Housing and Employment Land Availability Assessment (HELAA). This report forms an update to the Southend-on-Sea Strategic Housing Land Availability Assessment (SHLAA) published in May 2010 and subsequent updates published annually thereafter.
- 0.2 Whilst the Assessment was undertaken in parallel the HELAA is set out in three separate but mutually dependant parts covering Housing, Employment and Viability. As outlined in the National Planning Policy Framework (NPPF)<sup>1</sup> there are strong advantages to undertaking parallel assessments of employment and housing land given the results of both studies can be used to inform each. The HELAA involves a technical assessment of sites which could potentially contribute towards the future supply of housing and employment land within Southend-on-Sea (Southend). The HELAA does not set policy but provides background evidence on the potential availability of sites.
- 0.3 For those sites considered potentially suitable, the HELAA provides a deliverable capacity and identifies a range of issues that will need to be investigated further. This does not necessarily mean that those sites will be allocated in the new Local Plan and likewise a site currently considered 'unsuitable' does not mean further work considering constraints, mitigation or infrastructure enhancements could not then enable the Council to support development on the site in the future. All noted constraints will need to be revisited at the time future planning decisions are to be taken.
- 0.4 The HELAA forms a key part of the Southend New Local Plan evidence base, providing the basis for future monitoring through the Annual Monitoring Report (AMR) to enable the Council to manage the development of land in the Borough to meet local objectives.
- 0.5 The study has been produced based on the best available information at the time of writing, drawing on the professional judgement of all those involved. The following summary table provides an overview analysis of the potential supply as a result of the HELAA Assessment.

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<sup>1</sup> CLG (2018) [National Planning Policy Framework](#)

Table 1 **Southend Potential Housing Supply Summary (net number of dwellings)**

Site Source	2017 - 2022	2022 - 2027	2027 - 2032	2032- 2037	Total
<b>ALL ACCEPTED SITES</b>					
Available*	2,600	2,200	205	0	5,005
Potentially Available**	0	841	372	195	1,408
Small Sites (under 5 dwellings)	228	3	0	0	231
<b>Total Accepted</b>	<b>2,828</b>	<b>3,044</b>	<b>577</b>	<b>195</b>	<b>6,644</b>
<b>SITES SUBJECT TO REVIEW</b>					
Subject to Open Space Review	0	549	227	0	776
Subject to Employment Review	0	195	125	0	320
Subject to Green Belt Review	0	0	1,795	1,620	3,415
Subject to Agricultural Land Review	0	155	60	0	215
<b>Total subject to review</b>	<b>0</b>	<b>899</b>	<b>2,207</b>	<b>1,620</b>	<b>4,726</b>
Windfall Allowance	416	1,037	1,195	1,195	3,843
<b>Overall Total (All Borough) (including sites subject to review and potentially available)</b>	<b>3,244</b>	<b>4,980</b>	<b>3,979</b>	<b>3,010</b>	<b>15,213</b>
Of which confirmed (excluding potentially available)	3,244	4,139	3,607	2,815	13,805
Of which minus windfall	2,828	3,102	2,412	1,620	9,962
<b>Overall Total (Urban Area) (excluding sites subject to review)</b>	<b>3,244</b>	<b>4,081</b>	<b>1,772</b>	<b>1,390</b>	<b>10,487</b>
Of which confirmed (excluding potentially available)	3,244	3,240	1,400	1,195	9,079
Of which minus windfall	2,828	2,203	205	0	5,236

\* Available . The Landowner/site agent has actively promoted or confirmed that the site is available for future development.

\*\* Potentially Available . The site is not currently being actively promoted or confirmed as available by the landowner/site agent through the HELAA, however the site has been available in the past.

## 1.0 INTRODUCTION AND CONTEXT

- 1.1 A Housing and Employment Land Availability Assessment (HELAA) provides an informed estimate of land available for housing and employment development at a given point in time, a central piece of evidence to inform plan making.
- 1.2 For Southend the HELAA will form a key part of the evidence base supporting the preparation of the new Southend Local Plan and enable the Council to monitor and maintain a five-year supply of housing land.
- 1.3 The preparation of a HELAA is a requirement of the NPPF. The first revision to the 2012 NPPF was published in July 2018 and implements around 85 reforms previously highlighted through the Housing White Paper, the Planning for the Right Homes in the Right Places consultation and the Draft Revised National Planning Policy Framework consultation.
- 1.4 Guidance on preparing evidence such as a HELAA is set out within the NPPF and the National Planning Policy Guidance (NPPG)<sup>2</sup>, both of which have been used to inform the preparation of this Assessment.
- 1.5 As suggested in the guidance the HELAA sets out to identify as many sites as possible with housing potential across Southend. It has sought to do this through an inclusive approach, consulting with land owners, developers and local agents, as well as with officers of the Council.

### *Local Context*

- 1.6 The Borough of Southend is located in South East Essex and forms a sub-regional centre for employment and retail provision and is a major tourist resort and leisure destination. Southend is a densely populated urban borough with a population of nearly 180,000 covering an area of around 4,200 hectares, equating to 43 persons per hectare (ONS population estimates 2016). Pressures on land within this contained urban

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<sup>2</sup> CLG (2016) [Planning Practice Guidance](#)

authority continue to grow as the population increases, with the main pressure for development for the foreseeable future relating to housing provision.

- 1.7 In terms of its geographical containment Southend is bordered to the north by the District of Rochford, to the west by the Borough of Castle Point and includes 7 miles of foreshore fronting the Thames estuary to the south and east. The Southend Borough also has four main areas of metropolitan Green Belt within its administrative boundary as defined in the adopted Core Strategy (December 2007)<sup>3</sup>. All four areas form a small part of the extensive Green Belt designation separating settlements within South Essex as part of the Metropolitan Green Belt extending out from London.

#### *Policy Position*

- 1.8 Southend's Core Strategy was adopted in December 2007 and provides the vision, objectives and broad approach to the spatial development of Southend. The Core Strategy seeks to secure a major refocus of function and the long-term sustainability of Southend as a significant urban area. The Core Strategy makes provision for housing, employment, retail, education, leisure and tourism within the urban area, mainly focussed on the central area of the town, as detailed in the Southend Central Area Action Plan (SCAAP)<sup>4</sup> adopted in February 2018.
- 1.9 Core Strategy Policy CP8: Dwelling Provision, identifies a requirement for at least 6,500 net additional new dwellings to be provided across the Borough during the period from 2001-2021 (325 per annum). The policy also requires the provision of not less than 80% of residential development to be provided on previously developed land, understanding the limited land resources in the Borough. In order to realise this, the Core Strategy recognises that there is a need to maximise the potential of the Borough's land and buildings, whilst ensuring a balanced and managed approach is achieved.
- 1.10 According to Council monitoring the cumulative net dwelling completions achieved between 2001 and 2017 stands at 5,261 (or 329 per annum), which is broadly in line with provision required per annum set out in the Core Strategy. The Council have also in the past been able to demonstrate a good supply of readily available housing sites to

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<sup>3</sup> Southend SBC (2007) [Adopted Core Strategy](#)

<sup>4</sup> Southend SBC (2018) [Southend Central Area Action Plan](#)

meet a five-year housing supply, based on Core Strategy targets. The latest Annual Monitoring Report (AMR) 2017<sup>5</sup> highlights that incorporating 5 Year Land Supply Planning Permissions, identified Windfall and SCAAP sites the Council could demonstrate a 10.5 year housing land supply (including a 5% buffer) against the Core Strategy phased housing requirement.

### *Current Need*

- 1.11 When first published in 2012 the NPPF introduced a national agenda for the planning system to deliver sustainable growth and support economic recovery. The NPPF emphasised the requirement for each local authority to produce an up to date Development Plan identifying how they were to meet the objectively assessed housing needs for their area as far as is consistent with the policies set out in the framework. The revised NPPF published in 2018 builds upon this, focusing on the need to build the right number of homes in the right places and placing greater responsibility and accountability onto Councils and developers to ensure the future delivery of housing is sufficient to meet evidenced need.
- 1.12 Paragraph 23 of the revised NPPF states that Local Planning Authorities (LPAs) should produce Strategic Policies which: *provide a clear strategy for bringing sufficient land forward, and at a sufficient rate, to address objectively assessed needs over the plan period, in line with the presumption in favour of sustainable development. This should include planning for and allocating sufficient sites to deliver the strategic priorities of the area (except insofar as these needs can be demonstrated to be met more appropriately through other mechanisms, such as brownfield registers or non-strategic policies)+*
- 1.13 When considering the Governments objective to significantly boost the supply of new homes, paragraph 59 sets out the importance that *“a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay+*

<sup>5</sup> Southend SBC (2017) [Annual Monitoring Report](#)

- 1.14 Paragraph 11 of the revised NPPF states that *“strategic policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas”*.
- 1.15 In 2017 the South Essex LPA<sup>6</sup> (including Basildon, Castle Point, Rochford and Thurrock) commissioned Turley Economics and Edge Analytics to prepare a Strategic Housing Market Assessment (SHMA)<sup>6</sup> in order to objectively assess the need for housing across the South Essex housing market area (HMA).
- 1.16 Arising from the South Essex SHMA, for Southend the untested OAN figure of 1,072 dwellings per annum was identified. This is significantly higher than that set by the Core Strategy (325 per annum over the plan period to 2021). It is important to note however that the OAN does not take into account other policy constraints highlighted by the NPPF.
- 1.17 Since the publication of the South Essex SHMA the revised NPPF has introduced a required new standardised method for calculating OAN. As set out in paragraph 60 of the revised NPPF to *“determine the minimum number of homes needed, strategic policies should be informed by a local housing need assessment, conducted using the standard method in national planning guidance – unless exceptional circumstances justify an alternative approach which also reflects current and future demographic trends and market signals”*.
- 1.18 The note accompanying the NPPF revisions in this respect (including the new standardised OAN methodology) has yet to be published. However, utilising the DCLG *“Planning for the right homes in the right places: consultation proposals”* (September 2017) the preferred approach to producing a standard OAN methodology should consist of the following three steps:
- Setting the baseline (annual average household growth over a 10-year period)
  - An Adjustment to take account of market signals (uplift to household projections to address affordability)

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<sup>6</sup> Turley Economics/ Edge Analytics (2017) [Strategic Housing Market Assessment Addendum](#)

- Capping the level of any increase (dependant on status of Local Plan . if adopted in the last 5Y, the housing need figure should be capped at 40% above the annual requirement / if adopted over 5Y ago, 40% cap applies to the higher of the household projection or annual housing requirement (Local Plan)
- 1.19 Using the draft OAN standard methodology as provided through the consultation assessment described above could see a further potential up rise for Southend in terms of these annual figures to circa 1,200 dwellings.
- 1.20 The production of this HELAA, which assesses land capacity/ supply, will inform the Council in its consideration of a robust approach in determining the level of provision that it will seek to deliver through the Southend New Local Plan.

#### *Report Structure*

- 1.21 The HELAA was undertaken following a series of stages (as set out in the Method Section of this report). The stages included a comprehensive approach to reviewing various sources of potential sites and working with the Council to confirm those sites to be surveyed. This was followed by a detailed desk-based assessment and site survey and concluded with an identification of a potential supply (through estimated yield calculations) compared against policy requirements. The Assessment also included the consideration of housing potential through windfalls.



## 2.0 METHOD

- 2.1 This section of the report sets out the methodology followed to complete the Southend-on-Sea Housing and Employment Land Availability Assessment (HELAA). This study will help identify the sites required to meet the need and form a key part of the evidence base supporting the preparation of the Southend New Local Plan.
- 2.2 Section 3 paragraph 15 of the revised NPPF highlights the importance for the planning system to be ~~genuinely plan led~~: *Succinct and up-to-date plans should provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings*.
- 2.3 Through this type of assessment LPA~~s~~ will be able to plan proactively by choosing sites to go forward into their development plan to meet their objectively assessed needs. It is clear that the process of reviewing housing and employment land availability should be integrated and a comprehensive and robust site selection process for both is essential to enable the LPA to be able to support any decisions taken on specific allocations.
- 2.4 The process and methodology used for housing and employment site selection should therefore be clear, concise and transparent to those responding to or examining the plan, members of the public, planning professionals and in particular the appointed Planning Inspector.
- 2.5 CLG Guidance on Housing and Economic Land Availability sets out a broad methodology for assessment which has been referred to throughout this study. Within this guidance there is however limited information specifically guiding how an LPA should go about selecting sites, therefore the detailed process often varies between authorities. Needless to say, whichever approach is taken, to enable the delivery of a robust assessment it must be ~~sound~~ and easily understood by the Planning Inspector.
- 2.6 It is important when undertaking such an assessment to apply consistent methodologies, where appropriate, to those used by adjacent authorities and those located in the wider housing market area. This method was therefore considered against a general methodology review of those most recent Housing and Employment Land Availability Assessments undertaken within South Essex LPA~~s~~ (including Basildon, Castle Point,

Rochford and Thurrock).

- 2.7 The NPPG sets out a five-stage process for conducting HELAAs and the method proposed for the assessment of sites largely follows this, building upon relevant experience and utilising other guidance such as Tapping the Potential<sup>7</sup> and PPG3.
- 2.8 The main stages of this assessment are as follows:
- Stage 1 . Planning the Assessment
  - Stage 2 . Site assessment
  - Stage 3 . Windfall assessment
  - Stage 4 . Assessment review
  - Stage 5 . Final evidence base
- 2.9 A project inception meeting took place between the project leads for both DLP and the Council on the 7<sup>th</sup> November 2017. This meeting largely covered the scope and nature of the work to be carried out and whether any other potential tasks identified by the Council could add to or improve the robustness of the suggested approach.
- 2.10 To ensure that the housing supply information relates to the emerging new Local Plan and responds to the need to demonstrate a rolling 5-year supply of deliverable housing sites, the time period covered through the Assessment and trajectory is 2017 to 2036, with the base date of 1<sup>st</sup> April 2017.
- 2.11 Government guidance on the assessment of housing and employment land supply implies that all sites with housing potential should be identified but does recognise that for site survey a minimum size of site may be chosen (para. 25). This should reflect the local circumstances of the area and its housing market but also reflect the resources available to the study.
- 2.12 If this study were to identify all sites, including single dwelling housing plots, living over shop units and/ or the sub-division of smaller buildings, it would not only be onerous and extremely time consuming but also a potentially endless task.

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<sup>7</sup> Urbed (2000) [Tapping the Potential](#)

- 2.13 The use of numerical thresholds is to be preferred, since this is more often used for defining sites for monitoring and windfall projection. It also avoids the issue of monitoring and projecting those smaller sized sites that accommodate a relatively high number of dwellings. For the HELAA all sites capable of accommodating 5+ dwellings were included in the assessment.

### **Stage 1 - Planning the Assessment**

- 2.14 The main objective of the HELAA was to review the entire Southend Borough, looking to identify and assess all potential opportunities for 5 or more dwellings within the LPA boundary. Through this assessment broad locations for growth were not considered suitable given the geographical size of the Borough, the study therefore focuses on site specific opportunities. All the site information collected is clearly set out within housing site proformas included in Appendix 3 of this Assessment. A Rejected Sites List has also been included in Appendix 2, which sets out the reasoning behind sites being discounted within the current assessment.

### **Site identification**

- 2.15 The final list of sites for assessment was collated from the following comprehensive list of site sources to ensure a robust assessment of all potential land opportunities:
- Permitted sites at the Assessment base date (not including those identified in the latest SHLAA)
  - Recently expired permissions
  - Previous SHLAA sites with permission which may have stalled
  - Previous SHLAA sites without permission (excluding those submitted in the Council's completed Call for Sites)
  - Sites rejected in the previous SHLAA (excluding those submitted in the current Call for Sites exercise)
  - Unimplemented allocations in the Borough Local Plan<sup>8</sup> (1994)
  - Call for Sites (received during the consultation up to May 2017)

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<sup>8</sup> Southend-on-Sea (1994) [Borough Local Plan](#)

- Permitted major planning applications (granted post March 2017 to October 2017)
  - Major pending planning applications (submitted post March 2017 to October 2017)
  - Applications refused within last 4 years that have not been superseded
  - Additional potential sites (identified by Council officers and DLP using GIS mapping)
  - Additional available public-sector owned sites
- 2.16 The above-mentioned list includes all those standard site sources as listed in government guidance (refer to paragraph 12 of the NPPG). A desk-based appraisal of land across the Borough was also undertaken using aerial photography and online imagery in order to identify any further potential assessment options.

## **Stage 2 - Site Assessment**

- 2.17 A list of site criteria was originally identified for discussion and agreement with the Council. In doing this, account was taken of national policy, as contained within the NPPG. Having regard to the overall policy framework, the approach to identifying appropriate site selection criteria was built upon the following NPPF principles:
- Is the site available?
  - Is the site suitable? And
  - Is the site deliverable/ developable? E.g. is development viable and achievable?
- 2.18 The site assessment criteria used should always be clear, transparent and unambiguous. To undertake this HELAA the site assessment criteria was set out in two parts; the Part 1 Assessment was desk-based and involved the consideration and application of broad suitability criteria, including absolute constraints and an initial investigation of likely availability.
- 2.19 The objective of the Part 1 Assessment was undertaken to sieve out those sites which were very likely to be rejected on suitability grounds due to major constraints such as being within international environmental designations, within the boundaries of

scheduled ancient monuments or Sites of Special Scientific Interest (SSSI). The Part 1 Assessment Criteria Matrix is available to review overleaf.

Part 1 Assessment (Desk Based) Criteria				
Criteria	Designation/Issue	Red (Site does not satisfy criteria)	Yellow (Criteria may be capable of being satisfied)	Green (Criteria are satisfied)
<b>Flood Risk</b>	Environment Agency Indicative Flood Mapping and SFRA Area at Risk of Flooding		The site is within flood zones 2 or 3 requiring further investigation (and application of policy tests).	The site is not affected by identified areas of indicative flooding or is located in flood zone 1.
<b>Environmental Designations</b>	Special Protection Area Special Area of Conservation RAMSAR Site Site of Special Scientific Interest National Nature Reserve Site of Nature Conservation Importance and other local designations Land of High Grade Agricultural Quality	The site is within an international or national environmental designation.	The site is within the buffer or close proximity of an international or national designation and could therefore have a negative impact. The site is covered by a local designation or high grade agricultural land or is within close proximity and could therefore have a negative impact.	The site is not within an international, national or local environmental designation or within its buffer.
<b>Greenbelt and Landscape</b>	Greenbelt  Area of Outstanding Nature Beauty (AONB)		The site is within (or close to) the Green Belt or sensitive landscape and could therefore have a negative impact requiring further investigation.	The site is not located in the Green Belt or sensitive landscape.
<b>Potentially Contamination or Unstable Land Issues</b>	Potential land contamination or unstable land issues	The site is located within or adjacent to a landfill site or the land is unstable and has been identified as unsuitable for residential use.	The site is potentially contaminated or unstable and requires further investigation.	There are no known contamination or unstable land issues.

Criteria	Designation/Issue	Red (Site does not satisfy criteria)	Yellow (Criteria may be capable of being satisfied)	Green (Criteria are satisfied)
Noise Issues	Noise issues relating to existing land uses or transport corridors		The site is located adjacent to noisy land uses, which requires further investigation.	There are no noisy adjacent land uses and therefore no noise impact on the site.
Residential Amenity	Location of site in relation to existing dwellings and bad neighbour uses		The site is adjacent to existing dwellings or bad neighbour uses and requires further investigation.	There are no adjacent dwellings or bad neighbour uses and therefore no impact on residential amenity.
Historic Assets	Scheduled Ancient Monument (SAM) Sites of Archaeological Importance Historic Park and Garden Conservation Area Listed Building/ Heritage Assets	The site is within a Scheduled Monument or Registered Park and Garden.	The site is within, adjacent to or development is considered to have the potential to adversely affect a Conservation Area, an Archaeological Priority Area or the setting of listed buildings or other heritage asset.	The site is not within, adjacent to or development is considered unlikely to adversely affect any heritage asset.
Availability and Capacity	Submitted sites, public land ownership, etc.	The owner has confirmed that the site is not available, nor is it likely to be available in the future.	Site availability is unknown and requires further investigation. Potential for Land Registry searches (if required). Public owned sites are deemed potentially available for housing unless informed otherwise.	There is evidence that the landowner is willing to sell or develop the site for residential use.

- 2.20 The Part 2 Assessment involved a site survey offering a more detailed assessment of suitability issues and an examination of developability. Potential capacity and delivery issues were also investigated at this stage. All sites not rejected in the Part 1 Assessment were subsequently visited by the assessment team.
- 2.21 In terms of suitability, each site was assessed against the agreed criteria which was broadly grouped into policy requirements, physical constraints and potential impacts.
- 2.22 In terms of availability, existing information from landowners/ developers/ promoters was utilised to identify whether sites will be made available and any potential legal or ownership constraints.
- 2.23 In terms of achievability, potential abnormal site constraints needing to be rectified because they may affect viability, were identified including any potential alternative uses likely to affect deliverability.
- 2.24 The Part 2 Assessment Criteria Matrix is available overleaf.



Part 2 Assessment (Site Survey) Criteria				
Criteria	Designation/Issue	Reject	Accept but further investigation/mitigation required	Accept
Availability	<p>Site promoted by landowners and/ or agents</p> <p>Public land confirmed as available</p>	<p>Site not available for residential use.</p> <p>There are known legal or ownership problems, such as multiple ownerships, ransom strips, tenancies or operational requirements which cannot be resolved.</p> <p>Public land has been identified in another plan/ strategy for another use.</p>	<p>There continues to be doubt over whether the site is genuinely available for residential use after further investigations.</p>	<p>There is evidence that the landowner is willing to sell and/or a developer is interested in developing within the timeframe of the Local Plan.</p> <p>There are no known legal or ownership problems, such as multiple ownerships, ransom strips, tenancies or operational requirements which are not capable of being overcome within the timeframe of the Local Plan. Public site is not identified in a plan or strategy for another use.</p>
Contamination and unstable land	<p>Potentially Contaminated Land</p> <p>Unstable Land</p>	<p>Contains an area of unstable or contaminated land that is likely to undermine the site's suitability and achievability.</p>	<p>Could contain unstable or contaminated land that should be subject to further investigation.</p>	<p>Not located on unstable land.</p> <p>Not located on contaminated land.</p>
Topography	Topography	<p>Steep slopes which make the site unsuitable and/ or unachievable.</p>	<p>Sloping or undulating land which may require works to achieve a suitable development.</p>	<p>Level or gently sloping site.</p>

Criteria	Designation/Issue	Reject	Accept but further investigation/mitigation required	Accept
Site access and safety	Suitable and safe site access  Proximity to major roads/ strategic road network	Poor access and/ or local road network of poor standard.  Likely to be subject to safety issues arising from surrounding uses incapable of mitigation.	Access poor but capable of being improved.  Local road network of adequate or good standard.  Likely to be affected by safety issues but this is capable of mitigation.	Adequate or good access off adequate or good standard of local road network.  Not affected by safety issues.
Accessibility to facilities	Access to facilities: GP Surgery Primary School Shop Access to public transport: Bus stop or route Train station Leisure Centre Open Space	Actual distances to facilities can be measured to identify the relative sustainability of sites. If the Council identifies a pool of sites, it could use accessibility criteria to select the most sustainable site options to meet its defined needs in the first five years.		
Landscape	AONB, landscape impact and visual containment	Unacceptable impact of site upon landscape not capable of mitigation.	Impact capable of mitigation.  Potential cumulative impact with other identified sites.	No unacceptable impact on the landscape.

Criteria	Designation/Issue	Reject	Accept but further investigation/mitigation required	Accept
Biodiversity/ Protected Species/ Important Hedgerow	Impact on biodiversity action plan habitats or known protected species  Local Nature Reserve  Geological Conservation Review Site  Sites of Importance for Nature Conservation  Agricultural Land Quality	Significant effect and unacceptable impact of site upon ecology or protected species or habitats not capable of mitigation where there is no overriding public interest.	Impact capable of mitigation.  Potential cumulative impact with other identified sites.	No significant effect or unacceptable impact on ecology, protected species or habitats.
Heritage Assets	Scheduled Monuments  Registered Parks and Gardens/ Battlefields  Conservation Areas/ Listed Buildings  Non-designated Heritage Assets	Development is likely to harm the significance of a designated heritage asset, including its setting.	Development is likely to cause some harm to the significance of a heritage asset, including its setting, but this is likely to be able to be satisfactorily minimised/ mitigated to such an extent to accord with the provisions of the NPPF.	Development is unlikely to harm the significance of any heritage asset or its setting.
Noise and Air Quality	Noise or air pollution from adjacent uses e.g. road, rail and air transport	Likely to be adversely affected by noise or air pollution from adjacent uses leading to an unacceptable residential environment.	Likely to be affected by noise or air pollution but this is capable of mitigation.	Not affected by noise or air issues.

Criteria	Designation/Issue	Reject	Accept but further investigation/mitigation required	Accept
Residential Amenity  (Impact of site and adjoining uses on each other)	Relationship with existing adjacent uses	Close proximity to existing adjacent uses e.g. residential properties where any potential impact (light, visual, noise, traffic) on adjoining uses is not reasonably capable of mitigation.	Close proximity to existing adjacent uses, especially residential properties but any potential impact (light, visual, other disturbance) on adjoining uses is capable of mitigation.	Unlikely to adversely affect existing adjoining uses.
Achievability	Deliverable (0-5 years)  Developable (5-15 years)  Viable	Unviable. Site constraints or ownership issues that are unlikely to be capable of resolution without considerable expense.	Potentially viable, but not with existing policy requirements.  Site constraints capable of being overcome but where extent and cost of mitigation are unclear at this stage.	Viable and deliverable with existing policy requirements.  In a location where housing development is not contrary to spatial policy.  No site constraints needing to be overcome.

### **Estimating the housing potential of each site**

- 2.25 A dwelling yield for all those available sites was assessed for inclusion within the proposed housing trajectory (Appendix 1) i.e. sites which came through the Part 1 and 2 Assessments.
- 2.26 A suggested yield and timescale for delivery may have been put forward by developers/ agents/ land owners as part of the previous Call for Sites, pre-application process or site promotion and if available this information has been used to inform the yields and delivery timescales where appropriate. Furthermore, proposals for some of the existing SHLAA sites were sufficiently advanced so that a yield had already been indicated through either a masterplan or planning application. For newer sites and/ or those sites which are less progressed, a density assessment was undertaken based on the following considerations:
- Indicative density multipliers as a starting point.
  - Taking into account site specific constraints and site sizes.
  - Reflecting relevant adopted and emerging policies, such as national space standards, car parking standards, design policies (where applicable).
  - Commercial viability in terms of the scale and size of properties, e.g. instances where site constraints would lead to lower density schemes of higher value 4 and 5 bed properties or very accessible, urban locations lend themselves to higher density proposals for flatted development.
  - Following the draft report submission, the yield will also (where applicable) be reconsidered and informed by further officer knowledge of developer/ land owner intentions.
- 2.27 The assessment generally uses gross density calculations to avoid relying on the assumptions required to calculate the net. This is largely because net density is a product of a series of variables which are very difficult for a HELAA to firm up in most cases. Site yields within the HELAA remain indicative, unless sites have permission or very progressed proposals. The extent of development mixes and the impact of site constraints on gross to net is also generally uncertain until detailed design work has been conducted, therefore the value of a net density is greatly diminished.

- 2.28 Where detailed proposals for mixed use schemes are available, e.g. readily available land take information for the residential element, a net density may be included in the yield commentary. This approach is not followed when considering site constraints however, as with many constraints it is difficult for a HELAA to define the extent of its impact without the further investigation required by the application, e.g. FRA, Phase 1 contamination or ecological surveys.

### **HELAA Delivery and Viability Workshop**

- 2.29 To assist in the consideration of sites (particularly potential issues surrounding viability) a Delivery and Viability workshop was organised. A variety of agents, developers and relevant officers were invited to the workshop to discuss the objectives and methodology of the Assessment and to consider those assumptions used to derive yields, delivery timescales, employment density and plot ratios.

### **Stage 3 - Windfall assessment**

- 2.30 The term ~~the~~ windfall sites+ is defined by the revised NPPF glossary as ~~the~~ *Sites not specifically identified in the development plan+*. This stage involved examining the contribution which windfall sites could make to the overall housing supply. In order to achieve this the Councils historic monitoring data was utilised to inform future rates. This allowance was scrutinised to ensure that it represented a robust assessment of likely windfall, given pass rates and the future likelihood that opportunities may decrease going forward.

### **Stage 4 - Assessment Review**

- 2.31 The methodology to inform the Stage 4 Assessment Review is largely set out within the Part 3 Viability Report which includes the method used to assess residential sites.

### **Stage 5 - Final Evidence Base**

- 2.32 The last stage of this assessment involved drawing together the results of the assessment and the preparation of this draft housing report. An indicative housing trajectory was also prepared (see Appendix 1) indicating the level of housing supply identified in relation to the overall requirement and its distribution by area.

2.33 A series of tables and supporting information have been included within this report to summarise the results of this Assessment. All sites considered during the process of this assessment have been allocated to one of the following categories:

- Deliverable . sites suitable for development, available now and with a good prospect of development within 5 years;
- Developable . sites suitable for development and having a reasonable prospect of being delivered within the period of the plan;
- Not currently developable . these are the identified sites which, for whatever reason, cannot currently come forward for development. These are included within the Rejected Sites List, with a reasoned justification for rejection.

2.34 The detailed site proformas (including maps and photos) for each site assessed as having housing development potential are set out in Appendix 3. Appendix 2 also provides a summarised conclusion of the reasons sites were not considered suitable for inclusion in the 2018 HELAA.

### **3.0 VIABILITY**

3.1 The Government's established aim through planning is to ensure that enough land is identified and brought forward for development. The HELAA is a critical part of the Council's evidence base in demonstrating the deliverability of its housing land supply.

3.2 The accompanying Part 3 Viability Assessment Report will be used by the Council to confirm the available housing potential to meet future housing supply. To achieve this, the assessment has aimed to:

- Confirm the economic viability of all sites without planning permission identified by the Council as being, in principle, suitable and available for residential or mixed-use development in the HELAA, taking into consideration the current economic climate and costs that will be associated with residential development;
- Meet the criteria contained in the National Planning Policy Framework (NPPF) and Planning Policy Guidance (PPG) in assessing the achievability of sites, by considering market conditions.

3.3 The Part 3 Viability Assessment Report assesses sites for residential uses that currently do not have planning permission or are under construction. Whilst high level viability assessments have been carried out for identified sites, it would be inappropriate to use these for any commercial valuation purpose, since the viability models are for strategic purposes, and have been designed as a tool to test policy as opposed to being formal valuations of planning application sites, normally carried out by the Valuation Office, Chartered Surveyors and Valuers. Therefore, general assumptions have been made and these have been detailed in the Part 3 Viability Assessment Report alongside a high level indication of the viability of sites which has in turn informed the consideration of the delivery of sites in this report.



## 4.0 WINDFALL SITES

- 4.1 As set out in the NPPF glossary the term *windfall sites* can be defined as “*Sites not specifically identified in the development plan*”.
- 4.2 Planning Policy guidance identifies that a windfall allowance may be included within a Council’s 5-year supply if justified by robust evidence. As set out in paragraph 70 of the revised NPPF: “*Where an allowance is to be made for windfall sites as part of anticipated supply, there should be compelling evidence that they will provide a reliable source of supply. Any allowance should be realistic having regard to the strategic housing land availability assessment, historic windfall delivery rates and expected future trends. Plans should consider the case for setting out policies to resist inappropriate development of residential gardens, for example where development would cause harm to the local area*”.
- 4.3 Any allowance should therefore be realistic having regard to the Housing and Employment Land Availability Assessments, historic windfall delivery rates and expected future trends, and should not include residential gardens.
- 4.4 The Council have previously assessed potential windfall delivery rates in their latest SHLAA Update 2017. Through this 2018 HELAA Assessment the methodology used in the SHLAA Update 2017 has been evaluated and is considered a robust approach to the assessment of windfall potential. The following information outlines the method used for assessing windfall potential which has been used to update potential windfall delivery within the 2018 housing trajectory.
- 4.5 Historically, windfall development has made a significant contribution to the housing supply across Southend with 75% of all completions during 2001 to 2017 taking place on windfall sites. Windfall potential is therefore an important consideration within this HELAA. In overview, past completion rates (excluding identified residential garden sites) have been used as a basis for identifying and projecting a potential future supply from unidentified windfall sites.
- 4.6 Southend is a largely urban authority where it is inevitable that further intensification of the existing urban area will continue, as land and buildings reach the end of their useful life and are considered potentially suitable for residential use. This was previously

highlighted by the Inspector within the Inspectors Report (2007) when examining the Core Strategy. In commenting on Policy KP1: Spatial Strategy, the Inspector states “it was not unsound to accept that there will be a heavy reliance on unidentified (windfall) sites,” and “there is no evidence that such sites are beginning to dry up.”

- 4.7 The following table includes total net dwelling completions achieved thus far during the plan period (up to the base date of this assessment) and highlights this ongoing trend.

Table 2 Net dwelling completions and historic windfall completions 2001 . 2017

Year (April-	Number of completed dwellings				Percent
	Allocation	SHLAA	Windfall	Total	Windfall
2001/02	23	0	327	350	93%
2002/03	40	0	344	384	90%
2003/04	90	0	217	307	71%
2004/05	108	0	373	481	78%
2005/06	215	0	395	610	65%
2006/07	8	0	435	443	98%
2007/08	0	5	229	234	98%
2008/09	26	37	252	315	80%
2009/10	0	30	114	144	79%
2010/11	0	24	159	183	87%
2011/12	0	110	218	328	66%
2012/13	19	43	192	254	76%
2013/14	0	51	153	204	75%
2014/15	7	156	159	322	49%
2015/16	7	31	184	222	83%
2016/17	5	261	214	480	45%
<b>Total</b>	<b>548</b>	<b>748</b>	<b>3,965</b>	<b>5,261</b>	<b>75%</b>
<b>Annual</b>	<b>34</b>	<b>47</b>	<b>248</b>	<b>329</b>	<b>75%</b>

#### Historic Windfall Delivery in Southend

- 4.8 As is shown in Table 1 between 2001 and 2017, 5,261 dwellings were completed (averaging 329 per annum). Housing completions at this point were categorised according to whether they were located on sites allocated for development in the Southend Borough Local Plan (1994), on sites previously identified in the SHLAA or whether they were delivered on unidentified windfall sites. Between 2001 and 2017 there were 3,965 windfall dwelling completions, representing 75% of all completions during this period.

- 4.9 Small sites (less than 5 units) have made a significant contribution (circa. 24%) to total dwellings completed between 2001 to 2017. In order to project the level of windfall sites which could come forward in the future a small site windfall allowance (less than 5 dwellings) and a large site windfall allowance (5 dwellings or more) approach has been applied. Both the large and small windfall allowances are considered appropriate for inclusion within the HELAA given there is compelling evidence that both large and small windfall sites have consistently become available in the local area.
- 4.10 As set out in the NPPF, development on garden land must not be included in the projected windfall allowance. Therefore, developments taking place on residential garden land have been subtracted for all completed and outstanding residential schemes. This following method should therefore provide an accurate picture of the amount of windfall which could be projected forward.

#### **Windfall Allowance Methodology**

- 4.11 The following methodology has been applied by the Council and updated through this HELAA Assessment to calculate windfall allowance for both small and large sites over the next 5 years (2017-2022) and the wider new Local Plan period up to 2036.

##### *Calculating the historic annual average windfall rate:*

- a. Take total dwelling completions for period (2001- 2017)
- b. Deduct allocated sites (i.e. known sites identified in the Local Plan)
- c. Remove residential garden plots
- d. Remove SHLAA sites
- e. divided by the period of delivery (i.e. 2001 to 2017 = 16 years)

##### *Calculating the current windfall supply as per existing planning commitments:*

- a. Take the net additional dwellings with planning permission expected to be built out in the next 5 years
- b. Deduct those planning permissions that fall on an allocated site

- c. Deduct those planning permissions that fall on a SHLAA site
- d. Remove any planning permissions that involve building on a residential garden

#### *Calculating Windfall Projections*

- a. Divide the current windfall supply by the average annual windfall rates = number of years supply already accounted for within those sites with planning permission.
- b. Beyond that point, allow for the annual average windfall rates (beyond the 5-year period, ensure there is no double counting with SHLAA sites).

#### **Overview Calculation:**

**Windfall Supply ÷ Annual Windfall Rates = No. of years supply already included in current 5-year commitments**

- 4.12 Using the annual windfall rates, this is then applied per annum beyond this period, providing a projected windfall allowance. Ensuring there is no double counting with SHLAA sites without planning permission and those planning permissions that are predicted to be completed after the first 5 years.

#### **Analysing past trends**

- 4.13 As outlined above, the NPPF allows LPAs to make an allowance for windfall sites in future housing supply. The historic annual windfall delivery rate for Southend can be projected forward to determine the amount of windfall allowance that contributes to this supply.
- 4.14 On average 71 dwellings per annum have been completed on small windfall sites and 168 on large windfall sites between 2001- 2017. As this 16 year average reflects housing delivery throughout a period of buoyancy, suppression and recovery within the housing market, it is reasonable to suggest that this would provide a good reflection of the next 15 years as the housing market continues to demonstrate a full recovery.
- 4.15 Previous SHLAA updates undertaken by the Council have taken a particularly cautious approach when predicting future levels of windfall given the suppression in the market

experienced through the recession and the level of uncertainty following this.

- 4.16 Up until the Council's 2016 SHLAA update, projected windfall development was based on the amount of windfall development delivered in Southend following the recession (i.e. from 2007). Given the completions figures in 2017 are largely comparable to the levels of delivery pre-recession (2007), this suggests that the housing market in Southend has by in large recovered. Therefore, incorporating the windfall figures from the pre-recession years allows the windfall calculation to resume its use of the base date of the plan period, providing a calculated windfall result representative of a full economic cycle.
- 4.17 Table 3 on the following page includes information showing net windfall completions between 2001 . 2017 broken down by the specified categories.

Table 3 Net Windfall Completions 2001 . 2017

Year	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	Total 2001/17	Average 2001/17
Completions	350	384	307	481	610	443	234	315	144	183	328	254	204	322	222	480	5,261	329
Small (under 5)	108	85	82	120	120	92	80	70	51	70	33	91	95	70	27	69	1,262	79
Large (5 & over)	242	299	225	361	490	351	154	245	93	113	295	163	109	252	195	411	3,999	250
Completions on Residential Gardens	17	23	9	11	3	20	8	10	1	3	1	8	8	3	4	15	144	9
Small (under 5)	11	11	3	11	3	15	8	4	1	3	1	8	8	3	4	0	94	6
Large (5 & over)	6	12	6	0	0	5	0	6	0	0	0	0	0	0	0	15	50	3
Completions on Allocated sites	23	40	90	108	215	8	0	26	0	0	0	19	0	7	7	5	548	34
Small (under 5)	3	0	1	0	0	0	0	4	0	0	0	3	0	7	2	0	19	1
Large (5 & over)	20	40	89	108	215	8	0	22	0	0	0	16	0	0	5	5	529	33
Completions on SHLAA sites	0	0	0	0	0	0	5	37	30	24	110	43	51	156	31	261	748	47
Small (under 5)	0	0	0	0	0	0	0	0	0	0	0	0	1	8	0	5	14	1
Large (5 & over)	0	0	0	0	0	0	5	37	30	24	110	43	50	148	31	256	734	46
Windfall*	310	321	208	362	392	415	221	242	113	156	217	184	145	156	180	199	3,821	239
Small (under 5)	94	74	78	109	117	77	72	62	50	67	32	80	86	52	21	64	1,135	71
Large (5 & over)	216	247	130	253	275	338	149	180	63	89	185	104	59	104	159	135	2,686	168

\* Completions minus Allocated Sites, minus Residential Gardens, minus SHLAA sites

### Projecting a Windfall Allowance

4.18 Taking into account housing trends over the last 16 years, based on the annual average for windfall completions, it is calculated that there will be 239 windfall completions each year (large and small) within Southend, with a Windfall Projection Rate broken down as:

- Annual average small-scale Windfall rate: 71 dwellings per annum
- Annual average large-scale Windfall rate: 168 dwellings per annum

4.19 At the base date current outstanding planning permissions account for an additional 2,763 residential units in Southend. 2,238 of these are predicted to be delivered in the next 5 years and therefore contribute towards the Council's 5-year housing land supply.

	<b>Outstanding planning permission within 5-year supply as of 2017</b>
<b>All</b>	<b>2,238</b>
Small (under 5)	228
Large (5 & over)	2,010
<b>Outstanding on Residential Gardens</b>	<b>10</b>
Small (under 5)	10
Large (5 & over)	0
<b>Outstanding on Allocated sites</b>	<b>1099</b>
Allocated Small (under 5)	1
Allocated Large (5 & over)	1098
<b>SHLAA Outstanding</b>	<b>325</b>
SHLAA Small (under 5)	23
SHLAA Large (5 & over)	302
<b>Outstanding windfall *</b>	<b>824</b>
Small (under 5)	194
Large (5 & over)	610

\*Outstanding planning permission within 5-year supply as of 2017

4.20 When applying the annual average windfall rate based on the last 16-year trends, current planning permissions predicted to be built out in the next 5 years account for 2.73 years of small scale windfall projected supply ( $194 / 71 = 2.73$ ) and 3.63 years of large scale windfall projected supply ( $610 / 168 = 3.63$ ).



- 4.21 Beyond 2.73 and 3.63 years a windfall allowance can be made for both small-scale windfall and large-scale windfall respectively. This approach ensures that there is no double counting between the projected windfall allowance and the amount of windfall which is set to be delivered in the next 5 years as part of existing planning permissions.

Table 4 Potential projected windfall allowance per annum, minus that identified in 5-year supply unimplemented planning permissions

	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022		2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026	2026 - 2027		2027 - 2028	2028 - 2029	2029 - 2030	2030 - 2031	2031 - 2032		2032 - 2033	2033 - 2034	2034 - 2035
	5 Year Supply						6 - 10 Year Supply						10 -15 Year Supply						15 +		
Windfall Allowance (Small Sites)	0	0	19	71	71		71	71	71	71	71		71	71	71	71	71		71	71	71
Windfall Allowance (Large Sites)	0	0	0	62	168		168	168	168	168	168		168	168	168	168	168		168	168	168

- 4.22 It is expected that 3 dwellings (on small sites) and 521 dwellings (on large sites) with existing planning permission will be delivered in years 6 to 10, (post 5-year supply). Of these, 3 dwellings (on small sites) and 159 dwellings (on large sites) are regarded as windfall and are therefore subtracted from the annual windfall allowance beyond the 5-year supply. This equates to the following:

Table 5 Potential projected windfall allowance per annum, minus that identified by all unimplemented planning permissions

	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022		2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026	2026 - 2027		2027 - 2028	2028 - 2029	2029 - 2030	2030 - 2031	2031 - 2032		2032 - 2033	2033 - 2034	2034 - 2035
	5 Year Supply						6 - 10 Year Supply						10 -15 Year Supply						15 +		
Windfall Allowance (Small Sites)	0	0	19	71	71		68	71	71	71	71		71	71	71	71	71		71	71	71
Windfall Allowance (Large Sites)	0	0	0	62	168		9	168	168	168	168		168	168	168	168	168		168	168	168

- 4.23 Historic windfall levels experienced during the plan period to date (2001-2017) provides an appropriate and cautious basis for predicting future supply of windfall sites, given that this includes a period of suppression in the housing market during the global recession.



## **5.0 IDENTIFIED SITES**

- 5.1 The HELAA was undertaken following a series of stages (as set out in the Method section of this report). The various stages included a comprehensive approach to reviewing sources of potential sites and working with the Council to confirm those sites to be surveyed. This was followed by a detailed desk-based assessment and site survey and concluded with an identification of a potential supply (through estimated yield calculations). The Assessment also included the consideration of housing potential through windfalls.
- 5.2 Table 6 overleaf includes the summary analysis of those sites considered to have potential for housing development and those therefore included within the projected housing supply (see Appendix 2 for full housing trajectory).
- 5.3 The sites include Identified Sites with Planning Permission at the Assessment base date (1 April 2017), Other Identified Sites Without Planning Permission and an allowance for both large and small windfall.

Table 6 **Southend Potential Housing Supply Summary**

Site Source	2017 - 2022	2022 - 2027	2027 - 2032	2032- 2037	Total
<b>ALL ACCEPTED SITES</b>					
Available*	2,600	2,200	205	0	5,005
Potentially Available**	0	841	372	195	1,408
Small Sites (under 5 dwellings)	228	3	0	0	231
<b>Total Accepted</b>	<b>2,828</b>	<b>3,044</b>	<b>577</b>	<b>195</b>	<b>6,644</b>
<b>SITES SUBJECT TO REVIEW</b>					
Subject to Open Space Review	0	549	227	0	776
Subject to Employment Review	0	195	125	0	320
Subject to Green Belt Review	0	0	1,795	1,620	3,415
Subject to Agricultural Land Review	0	155	60	0	215
<b>Total subject to review</b>	<b>0</b>	<b>899</b>	<b>2,207</b>	<b>1,620</b>	<b>4,726</b>
Windfall Allowance	416	1,037	1,195	1,195	3,843
<b>Overall Total (All Borough) (including sites subject to review and potentially available)</b>	<b>3,244</b>	<b>4,980</b>	<b>3,979</b>	<b>3,010</b>	<b>15,213</b>
Of which confirmed (excluding potentially available)	3,244	4,139	3,607	2,815	13,805
Of which minus windfall	2,828	3,102	2,412	1,620	9,962
<b>Overall Total (Urban Area) (excluding sites subject to review)</b>	<b>3,244</b>	<b>4,081</b>	<b>1,772</b>	<b>1,390</b>	<b>10,487</b>
Of which confirmed (excluding potentially available)	3,244	3,240	1,400	1,195	9,079
Of which minus windfall	2,828	2,203	205	0	5,236

\* Available . The Landowner/site agent has actively promoted or confirmed that the site is available for future development.

\*\* Potentially Available . The site is not currently being actively promoted or confirmed as available by the landowner/site agent through the HELAA, however the site has been available in the past.

### Considering potential need against supply

- 5.4 The Southend Core Strategy was adopted in December 2007. Core Strategy Policy CP8: Dwelling Provision, identifies a requirement for at least 6,500 net additional new dwellings to be provided during the period from 2001 - 2021, equating to 325 dwellings per annum (dpa).
- 5.5 According to Council monitoring the cumulative net dwelling completions achieved across Southend between 2001 and 2017 was 5,261 (or 329 dpa). This is broadly in line with provision required per annum set out in the Core Strategy. The Council have also been able to demonstrate a good supply of readily available housing sites to meet a five-

year housing supply based on the Core Strategy targets.

- 5.6 The latest South Essex SHMA (May 2016) however identified an untested OAN figure of 1,072 dwellings per annum<sup>9</sup>, significantly higher than that set by the Core Strategy. The inclusion of the Governments standardised methodology should also be reiterated at this point which could see the annual figures rise further to circa 1,200 dwellings.
- 5.7 As previously noted, the OAN does not take into account other policy constraints and therefore could be subject to change following the production of this HELAA, which will assess land capacity/ supply and inform the Council in its determination of the level of provision that it will seek to deliver through the Southend New Local Plan.
- 5.8 The conclusions of the HELAA provide a robust assessment of land potentially available for future housing growth across the Borough. This can then provide the Council with the evidence required to make a judgement on their ability to potentially meet future housing need. The HELAA does not set out to conclude an analysis of the potential supply against set targets and therefore does not include a detailed assessment on the Council's 5-year supply.

### **Future housing supply from other sources**

- 5.9 Both DLP and the Council also undertook a desk-based assessment to identify further potential sites. This focused on considering potentially suitable largely brownfield land across Southend using GIS and aerial mapping. A number of sites were identified for further consideration however at this point the Council was unable to confirm their potential future availability and these sites were therefore discounted from consideration. The 35 sites identified by the Council are set out in Appendix 2 (The Rejected Sites List). Whilst analysis of these sites was not considered further due to a lack of availability, further work attempting to ascertain information on these sites availability could provide another valuable source of housing potential.
- 5.10 It is also considered potentially appropriate that the Council look into the inclusion of a High Density Large Windfall Allowance in key nodes and corridors. As confirmed by the Council's AMR, development density within Southend is high with circa 80% of

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<sup>9</sup> South Essex Authorities (2017) [SHMA Addendum 2017](#)

development exceeding 50dph. In areas of potential change at key accessibility nodes/ corridors the Council may wish to consider facilitating higher density development in defined areas.

### **Monitoring**

- 5.11 A key element of maintaining a robust understanding of future housing land supply in Southend will require ongoing monitoring and updating the HELAA ~~at~~ least annually+ (Practice Guidance para 17). It is through this monitoring that the Council can assess how specific sites progress through the planning process and towards development, which other sites could be included and how progress is being made towards achieving the requirements of the latest SHMA/ OAN.
- 5.12 This study should provide the basis for future monitoring and enable the Council to manage the future release of land as necessary.

## **6.0 APPENDICES**

**Appendix 1: Housing Trajectory**

**Appendix 2: Table of Rejected Sites**

**Appendix 3: Site Proformas and Location Plans**

**Appendix 4: Overall Site Plans**

## **Appendix 1 – Housing Trajectory**

[illegible]

[illegible]



HEA042	Accepted	Yes	Permission	No Designation	PP	Esplanade House, Eastern Esplanade, SS99 1YY	0	0	0	0	0	72	72	72	0	0	0	0	0	0	0	0	0	0	216
HEA043	Accepted	Yes	Permission	No Designation	PP	175 London Road, SS1 1PW	0	0	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27
HEA044	Accepted	Yes	Permission	No Designation	PP	The Bell Hotel And Land Adjacent 20 Leigh Hill, Leigh On-Sea, SS9 2DN	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19
HEA045	Accepted	Yes	Permission	No Designation	PP	48 Alexandra Street, SS1 1BJ	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9
HEA046	Accepted	Yes	Permission	No Designation	PP	105 - 107 Shakespeare Drive, Westcliff-On-Sea, SS0 9AE	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
HEA047	Accepted	Yes	Permission	No Designation	PP	The Esplanade Western Esplanade, SS1 1EE	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22
HEA048	Accepted	Yes	Permission	No Designation	PP	215 - 215A North Road, Westcliff-On-Sea, SS0 7AF	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	9
HEA049	Accepted	Yes	Permission	No Designation	PP	Chartwell House, Chartwell Square (Plaza Centre), SS2 5SP	0	0	58	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	108
HEA050	Accepted	Yes	Permission	No Designation	PP	Former College Building Carnarvon Rd	0	50	50	58	0	0	0	0	0	0	0	0	0	0	0	0	0	0	158
HEA051	Accepted	Yes	Permission	No Designation	PP	Land Between Barge Pier Rd And Ness Rd Shoeburyness	0	0	0	50	50	50	22	0	0	0	0	0	0	0	0	0	0	0	172
HEA052	Accepted	Yes	Permission	No Designation	PP	411-415 Sutton Road, SS2 5PQ	44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44
HEA053	Accepted	Yes	Permission	No Designation	PP	257 - 285 Sutton Road	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	32
HEA054	Accepted	Yes	Permission	No Designation	PP	Marine Plaza Land between Southchurch Avenue and Pleasant Road fronting Marine Parade, SS1 2EN	0	0	75	57	72	74	0	0	0	0	0	0	0	0	0	0	0	0	278
HEA055	Accepted	Yes	Permission	No Designation	PP	93 - 99 (The Southchurch Centre) Southchurch Road, SS1 2NL	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16
HEA056	Accepted	Yes	Permission	No Designation	PP	Victoria House, 47 Victoria Ave, SS2 6DR	0	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60
HEA057	Accepted	Yes	Permission	No Designation	PP	The Pinnacle 59 Victoria Avenue, SS2 6DN	0	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60
HEA058	Accepted	Yes	Permission	No Designation	PP	Baryta House Victoria Avenue, SS2 6AZ	0	54	50	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	108
HEA059	Accepted	Yes	Permission	No Designation	PP	Heath House And Carby House, Victoria Avenue,	52	228	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	280
HEA060	Accepted	Yes	Permission	No Designation	PP	33 - 41 (Thamesgate House) Victoria Avenue, SS2 6DF	0	0	0	80	50	0	0	0	0	0	0	0	0	0	0	0	0	0	130
HEA061	Accepted	Yes	Permission	No Designation	PP	427 Sutton Road, SS2 5PQ	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
HEA062	Accepted	Yes	Permission	No Designation	PP	Garages Rochford Road	0	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15
HEA063	Accepted	Yes	Permission	No Designation	PP	Evolution Gym, 939 - 953 London Road, Leigh-On-Sea, SS9 3LQ	0	0	0	0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	30
HEA064	Accepted	Yes	Permission	No Designation	PP	1307 London Road, Leigh-on-Sea, SS9 2AD	0	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16

[illegible]

[illegible]

HEA127	Accepted	Yes	Non Permission	No Designation	No	Longbow, Sherwood Way, SS2 4ST	0	0	0	0	0	0	0	0	0	50	0	0	0	0	0	0	0	0	0	50		
HEA128	Accepted	Yes	Non Permission	No Designation	Yes	Garages, 29 Fraser Close	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	6			
HEA129	Accepted	Yes	Non Permission	No Designation	Yes	West Office, Near Mendip Road	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	6			
HEA130	Accepted	Yes	Non Permission	No Designation	Yes	Lundy Close	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	7			
HEA131	Accepted	Yes	Non Permission	No Designation	Yes	St Stephen's Church	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	13			
HEA132	Accepted	Yes	Non Permission	No Designation	No	Cecil Court	0	0	0	0	0	0	0	0	0	0	0	0	50	13	0	0	0	0	63			
HEA133	Accepted	Yes	Non Permission	No Designation	Site has been complete d	1028, London Road, Leigh-On-Sea, Essex, SS9 3ND	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6			
HEA154	Accepted	Yes	Non Permission	No Designation	Yes	Sutton Road North Greyhound Way	0	0	0	0	0	0	0	0	0	0	0	0	36	0	0	0	0	0	36			
HEA142	Accepted	Yes	Non Permission	No Designation	Yes	Land at Futures College	0	0	0	0	0	0	0	0	0	0	20	0	0	0	0	0	0	0	20			
Overall Total							359	617	391	651	582	939	737	502	461	402	133	20	150	186	88	50	50	38	57	0	6,413	
Yes Available Total							359	617	391	651	582	881	636	271	221	191	36	20	50	86	13	0	0	0	0	5,005	Of Which Vi4011	
Apparent Available Total							0	0	0	0	0	58	101	231	240	211	97	0	100	100	75	50	50	38	57	0	1,408	Of Which Vi984

**Currently Unsuitable - to be tested through plan preparation**

[illegible]

HEA145	currently unsuitable	currently unsuitable	Non Permission	Greenbelt	Yes	Land at Wakering Nursery	0	0	0	0	0	0	0	0	0	0	0	15	0	0	0	0	0	0	15			
						Totals	0	0	0	0	0	0	0	0	0	0	360	355	370	355	355	355	355	355	200	3,415		
HEA104	currently unsuitable	currently unsuitable	Non Permission	Employment Land	Yes	Fossets Farm	0	0	0	0	0	0	0	0	25	0	0	0	0	0	0	0	0	0	25			
HEA105	currently unsuitable	currently unsuitable	Non Permission	Employment Land	Yes	Land East of Fossetts Way	0	0	0	0	0	0	0	50	50	70	0	0	0	0	0	0	0	0	170			
HEA119	currently unsuitable	currently unsuitable	Non Permission	Employment Land	Yes	Land at Fossetts Way	0	0	0	0	0	0	0	0	0	0	50	75	0	0	0	0	0	0	125			
						Totals	0	0	0	0	0	0	0	50	50	95	0	50	75	0	0	0	0	0	320			
HEA111	currently unsuitable	currently unsuitable	Non Permission	Agricultural Land	Yes	Land West of Purley Way garage site	0	0	0	0	0	0	0	0	50	45	0	0	0	0	0	0	0	0	95			
HEA116	currently unsuitable	currently unsuitable	Non Permission	Agricultural Land	Yes	Land at Brendon Way/North of Prince Avenue	0	0	0	0	0	0	0	0	0	60	60	0	0	0	0	0	0	0	120			
						Totals	0	0	0	0	0	0	0	0	50	105	60	0	0	0	0	0	0	0	215			
						Total Currently Unavailable	0	0	0	0	0	75	75	141	250	358	450	415	501	436	405	355	355	355	355	200	4,726	Of Which Vi4,350
						Potential Overall Supply	359	617	391	651	582	1,014	812	643	711	760	583	435	651	622	493	405	405	393	412	200	11,139	Of Which Vi9,345

## **Appendix 2 – Table of Rejected Sites**

## Rejected Sites List

Site Ref	Site Name/Address	Source	Reason for Rejection
<b>HEA063</b>	Venture House (First Floor) Essex Street, Southend-On-Sea, Essex, SS1 2NY	Previous SHLAA Site with permission	Small permitted site for 1 dwelling, given this application is for less than 5 dwellings, it falls under the HELAA threshold. Added to HEA062
<b>HEA064</b>	Venture House (Ground Floor) Essex Street, SS1 2NY	Previous SHLAA Site with permission	Small permitted site for 1 dwelling, given this application is for less than 5 dwellings, it falls under the HELAA threshold. Added to HEA062
<b>HEA126</b>	Beaver Tower, SS9 5YA	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	As concluded in the previous 2017 SHLAA update following a site visit is agreed that this site would be suitable and available for refurbishment and/or redevelopment but, that it is unlikely that this programme will lead to a net increase in the overall dwelling stock.
<b>HEA146</b>	Land at Brunell Road	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	Whilst there are some vacant buildings and a large section of vacant land within this part of Progress Road estate, the site is located within an established employment area and given the adjacent uses is considered most suitable for employment purposes. This was confirmed through the HELAA Employment Review.
<b>HEA147</b>	Grainger Road (BLS3)	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	This site includes an established, well occupied employment area. The site is well used for general industrial purposes and should therefore remain as such and is not considered suitable for housing development in the current HLAA.
<b>HEA148</b>	516 - 518 Arterial Road, Leigh- On-Sea, SS9 4DT	Expired Permissions	A residential application on this site lapsed in July 2013 and since then there has been no further planning history on the site. Upon visiting the site, it is apparent that the buildings on site have been refurbished for alternative

			employment uses and the site is therefore not considered available for inclusion as a housing site in the HELAA.
<b>HEA149</b>	15 Marine Parade, Leigh-On-Sea, Essex, SS9 2NA	Expired Permissions	A residential application on this site lapsed in September 2014 and since then there has been no further planning history on the site. As the site is within continued residential use and currently accommodates 4 flats, it is unlikely that a potential scheme would be able to successfully deliver 5+ dwellings (net) and the site is therefore not considered suitable for inclusion in the HELAA.
<b>HEA150</b>	32 East Street, SS2 6LH	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)	This site has previously been included in the SHLAA, given recent interest in redevelopment. Whilst the latest application for 2 dwellings (granted following the base date) does not cover the whole site, given the existing building includes 2 flats redevelopment of this site is unlikely to result in a net gain of over 5 dwellings. The site therefore falls under the HELAA threshold and has not been included.
<b>HEA151</b>	925 London Road, SS9 3LH	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)	This site has previously been included in the SHLAA based on a now historic application to be redeveloped for 9 dwellings. The site previously included land to the east which has now been redeveloped (9 flats). The remaining church is locally listed and therefore likely to require conversion rather than redevelopment. If this is the case considering the size and the shape of the building its conversion is likely to accommodate less than 5 units and would therefore fall below the HELAA threshold. For this reason, the site has not been included in the HELAA.
<b>HEA152</b>	Northumbrian Water site, North Road	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)	This site has in the past been promoted through the SHLAA as a potential housing site. However, the site remains in business use and despite trying to contact the owner through the SCAAP consultation no further information has been obtained in terms of the sites future potential for housing. Given the availability of this site is unknown it has not currently been included within the 2018 HELAA.
<b>HEA153</b>	Sainsburys, London Road, SS1 1PL	Previous SHLAA Site with no	Whilst this site would be appropriate for a mixed-use redevelopment, it was largely dependent on the relocation of the Roots Hall Football Stadium



		permission (excl. those submitted through Call for Sites)	(which was to be the location of the new supermarket), the site is no longer linked to Roots Hall in this respect.  The owners of the site were written to as part of the SCAAP but no response was received. Given the availability of the site is unknown the site has not been included within the 2018 HELAA.
<b>HEA155</b>	164 - 167 Eastern Esplanade, SS1 2YB	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	The site looks to have been recently refurbished for continued residential use and is therefore no longer considered suitable for redevelopment and has not been included in the HELAA.
<b>HEA156</b>	188 West Road, Westcliff-on-Sea, SS0 7AE	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	This site has previously been rejected in the SHLAA but included in the HELAA for further consideration. This site is no longer considered available for future residential development and has therefore not been included in the 2018 HELAA.
<b>HEA157</b>	155-161 Westborough Road, SS0 9JF	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	As set out in the previous SHLAA reason for refusal, given the existing use and previous planning history, redevelopment of this site is unlikely to result in a net gain of 5+ dwellings and has therefore not been included in the current HELAA.
<b>HEA158</b>	790-792 London Road, SS9 3NJ	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	This site includes 2 properties in existing use as residential dwellings and a dentistry practise and as such is not considered available or suitable for inclusion in the current HELAA.
<b>HEA159</b>	Allotment site, Elm Road	Sites rejected in the previous SHLAA (excl. those	This site has previously been excluded from the SHLAA as an existing Green Space - previously in use as allotments. Upon visiting the site, it appears well used as existing allotments and is not therefore considered suitable for inclusion in the current HELAA.

		submitted through Call for Sites)	
<b>HEA160</b>	Land at Warners Bridge	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	This site has previously been rejected in the SHLAA but included in the HELAA for further consideration. This site is no longer considered available for future residential development and has therefore not been included in the 2018 HELAA.
<b>HEA161</b>	Car park, Elm Road	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	This site includes private and public parking which both appear well-used. The Elm Road frontage includes a well-maintained Leigh-on-Sea Town council building/ community centre and accountancy offices. Given the current uses the site is not considered suitable or available and has therefore not been included in the current HELAA.
<b>HEA162</b>	Garages, 5 - 9 & 11 Fraser Close	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	Given the location and surrounding uses the site would be considered suitable in principle for housing development, however there will need to be some parking areas retained and enhanced to replace spaces lost from other sites. This site appears well used and development in this location would raise residential amenity concerns relating to the adjacent residential dwellings, the site has not therefore been included in the current HELAA.
<b>HEA163</b>	Garages, 2 - 8 Fraser Close	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	Given the location and surrounding uses the site would be considered suitable in principle for housing development, however there will need to be some parking areas retained and enhanced to replace spaces lost from other sites. This site appears well used and development in this location would raise residential amenity concerns relating to the adjacent residential dwellings, the site has not therefore been included in the current HELAA.
<b>HEA164</b>	National Grid Gas Holder site, Elm Road	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	The site is in a suitable location for housing development but remains in continued use. The decommissioning of the gas holder in the longer term remains uncertain and removal of equipment and contamination are likely raise significant viability concerns. The site has not therefore been included in the current HELAA.

<b>HEA165</b>	Adj. National Grid Gas Holder site, Elm Road	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	The largely vacant site is in a suitable location for housing development (subject to noise/ contamination constraints being addressed), but development in this location is largely dependent on the deliverability of the adjacent gas works site. The decommissioning of the gas holder in the longer term remains uncertain and removal of equipment and contamination are likely raise significant viability concerns. The site has not therefore been included in the current HELAA.
<b>HEA166</b>	Former Bakery, Chase Road and land r/o 2 Riviera Drive	Unimplemented BLP	This site was included in the SHLAA as an unimplemented Local Plan Site. Given the site has not come forward during this period and the property has recently been refurbished for employment uses, the site has not been included in the current HELAA.
<b>HEA167</b>	Industrial Uses, Maple Avenue & Leighcliff Road	Unimplemented BLP	This site was included in the SHLAA as an unimplemented Local Plan site. Given the site has not come forward during this period and the site looks to be well used potentially as lower cost rental space the site has not been included in the current HELAA.
<b>HEA168</b>	Industrial Uses, r/o 14-28 Cricketfield Grove	Unimplemented BLP	This site was included in the SHLAA as an unimplemented Local Plan site. Given the site has not come forward during this period and the site looks to be in use and of limited size to successfully deliver 5 dwellings and sufficient parking and amenity space, the site has not been included in the current HELAA.
<b>HEA169</b>	430, Rayleigh Road, Eastwood, Essex, SS9 5PT	Expired Permissions	This site was originally included in the HELAA as a refused application, based on the scheme being incongruous to the street scene and having unsuitable parking / landscaping. The site is considered potentially suitable for smaller scheme; however, this would reduce the potential net figure to under the 5-dwelling threshold.
<b>HEA170</b>	11, & 15 Chalkwell Esplanade, Westcliff-On-Sea, Essex, SS0 8JQ	Refused applications 2013-17	This site was originally included in the HELAA as a refused application, based on several reasons including the detrimental impact of over intensification in this location and failing the sequential text. The site is currently in use as two separate properties and there is no further information to suggest a further application on this site is likely. If a proposal

			were to come forward it is likely that the net gain would also fall below the 5+ threshold and the site has therefore not been included within this study.
<b>HEA171</b>	1781-1799 London Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA172</b>	1647-1653 London road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA173</b>	1388-1416 London Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA174</b>	1386 London road, Southend-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA175</b>	1379-1383 London road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA176</b>	1285 London Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA177</b>	1165-1169 London Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA178</b>	1002 London Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA179</b>	1133 London Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.

<b>HEA180</b>	956-984 London Road	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA181</b>	1131-1111 London Road	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA182</b>	944-946 London road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA183</b>	1087 London road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA184</b>	1069 & 1069a London Road	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA185</b>	1053 London road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA186</b>	856 London road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA187</b>	1009-1015 & 1017 London Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA188</b>	983-1003 London Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.

<b>HEA189</b>	963-967 London Road	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA190</b>	600 London road, Southend-on-Sea, Westcliff-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA191</b>	538-550 London Road, Southend-on-Sea, Westcliff-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA192</b>	543-545 London Road, Southend-on-Sea, Westcliff-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA193</b>	499 London Road, Southend-on-Sea, Westcliff-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA194</b>	467-473 London Road, Southend-on-Sea, Westcliff-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA195</b>	Hamlet Court Road, Southend-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA196</b>	Between 135 and 141 Broadway, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA197</b>	116-120 Broadway, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.

<b>HEA198</b>	20 North Road, Southend-on-Sea, Leigh-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA199</b>	329 Southchurch Road, Southend-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA200</b>	460 Southchurch Road, Southend-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA201</b>	530 Southchurch Road, Southend-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA202</b>	736 Southchurch Road, Southend-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA203</b>	221 Southchurch Boulevard, Southend-on-Sea	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA204</b>	34 West Street, Southend	Additional potential sites	This site came out of an initial desktop investigation undertaken by the Council; however, the site was not confirmed as available and has therefore not been included in the current HELAA.
<b>HEA205</b>	Land at Short Street, SS2 5BY	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	As previously concluded in the 2017 SHLAA update the site is located adjacent to the town centre commercial area and within an employment area (ELR site EMP005) which is generally in active use by Royal Mail and it is considered most appropriately retained primarily for such uses. Part of the site is now incorporated within CON129 Better Queensway Project and the boundaries have been changed to reflect this.
<b>HEA206</b>	Tickfield Avenue Depot	Sites rejected in the previous SHLAA	As set out in the previous SHLAA and 2017 update this site has been redeveloped as the new training centre for Southend Borough Council. The

		(excl. those submitted through Call for Sites)	site is not therefore considered suitable, available or achievable for redevelopment for residential uses.
<b>HEA207</b>	Jones Memorial Recreation Ground, SS2 5NF	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	This site has previously been rejected in the SHLAA given it was safeguarded for recreational open space and within the Greenbelt. This charity owned site continues to be well-maintained with what looks like recently refurbished changing facilities and several marked up football pitches. The site is therefore not considered to offer a suitable location for residential development and has not been included in the HELAA.
<b>HEA208</b>	Thorpe Hall Golf Club	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	As set out in the previous SHLAA update - relocation of the golf course may provide some justification for this site's release, however this appears to be part of a network of significant designated open spaces. There is therefore an opportunity to enhance public open space within Southend-on-Sea particularly to serve parts of the Southchurch/ West Shoebury wards which may be deficient in open space and new playing pitches to meet the growing needs of the town. The site also contains nature conservation interest and has significant flood risk issues with a large portion of the site falling within flood zone 3. The site is therefore considered unsuitable for housing development.
<b>HEA209</b>	Bewley Court, SS2 4RG	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	As concluded in the previous 2017 SHLAA update following a site visit is agreed that this site would be suitable and available for refurbishment and/or redevelopment but, that it is unlikely that this programme will lead to a net increase in the overall dwelling stock.
<b>HEA210</b>	Blackdown Brecon & Grampian Tower Blocks	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	As concluded in the previous 2017 SHLAA update following a site visit is agreed that this site would be suitable and available for refurbishment and/or redevelopment but, that it is unlikely that this programme will lead to a net increase in the overall dwelling stock.



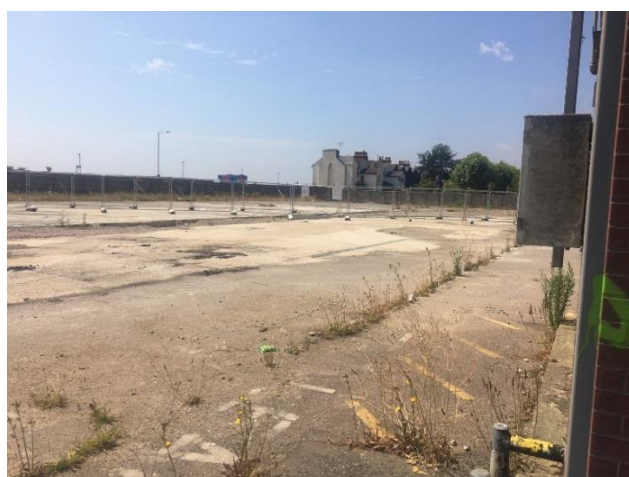
<b>HEA211</b>	Car parks junction, New Road	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	As previously concluded this site operates as a well-used residential car park for the surrounding properties in an area with limited parking opportunities. The steep nature of the site and issues of potential overlooking would also restrict development options in this location and for these reasons the site has not been included in the current HELAA.
<b>HEA212</b>	Car park adj. 20 Leigh Hill, SS9 2DN	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	This site has previously been rejected in the SHLAA given it provides residential parking in an area where this is limited. Given the potential overlooking issues now associated with the newly built adjacent flats this site is not considered suitable to deliver a scheme of 5 dwellings and therefore falls below the HELAA threshold.
<b>HEA213</b>	17 - 19, Wesley Road, Southend-On-Sea, Essex, SS1 2HE	Refused applications 2013-17	This site was originally included in the HELAA as a refused application, with refusal reasons largely based on the potential poor living conditions of future occupants. Whilst this site could be suitable for residential development it is likely that a more appropriate scheme potentially acceptable to the Council would fall below the 5 dwelling threshold and the site has therefore not been included in this assessment.
<b>HEA214</b>	Land Rear Of, Ambleside Court, Ambleside Drive,	Refused applications 2013-17	This site was originally included in the HELAA as a previously refused retrospective application. Since this refusal two further applications have been submitted for 4 and 3 dwellings, which look to deal with the issues of overdevelopment. Given this is under the HELAA threshold this has not been included in the assessment.
<b>HEA215</b>	151A, Kings Road, Westcliff-On-Sea, SS0 8PP	Refused applications 2013-17	This site has recently received planning permission for the redevelopment to 2 houses. This has not therefore been included in the HELAA as it falls under the threshold.
<b>HEA216</b>	Cluny Square, SS2 4AF	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)	As concluded in the previous 2017 SHLAA update following a site visit is agreed that this site would be suitable and available for refurbishment and/or redevelopment but, that it is unlikely that this programme will lead to a net increase in the overall dwelling stock.

## **Appendix 3 – Site Proformas and Location Plans**

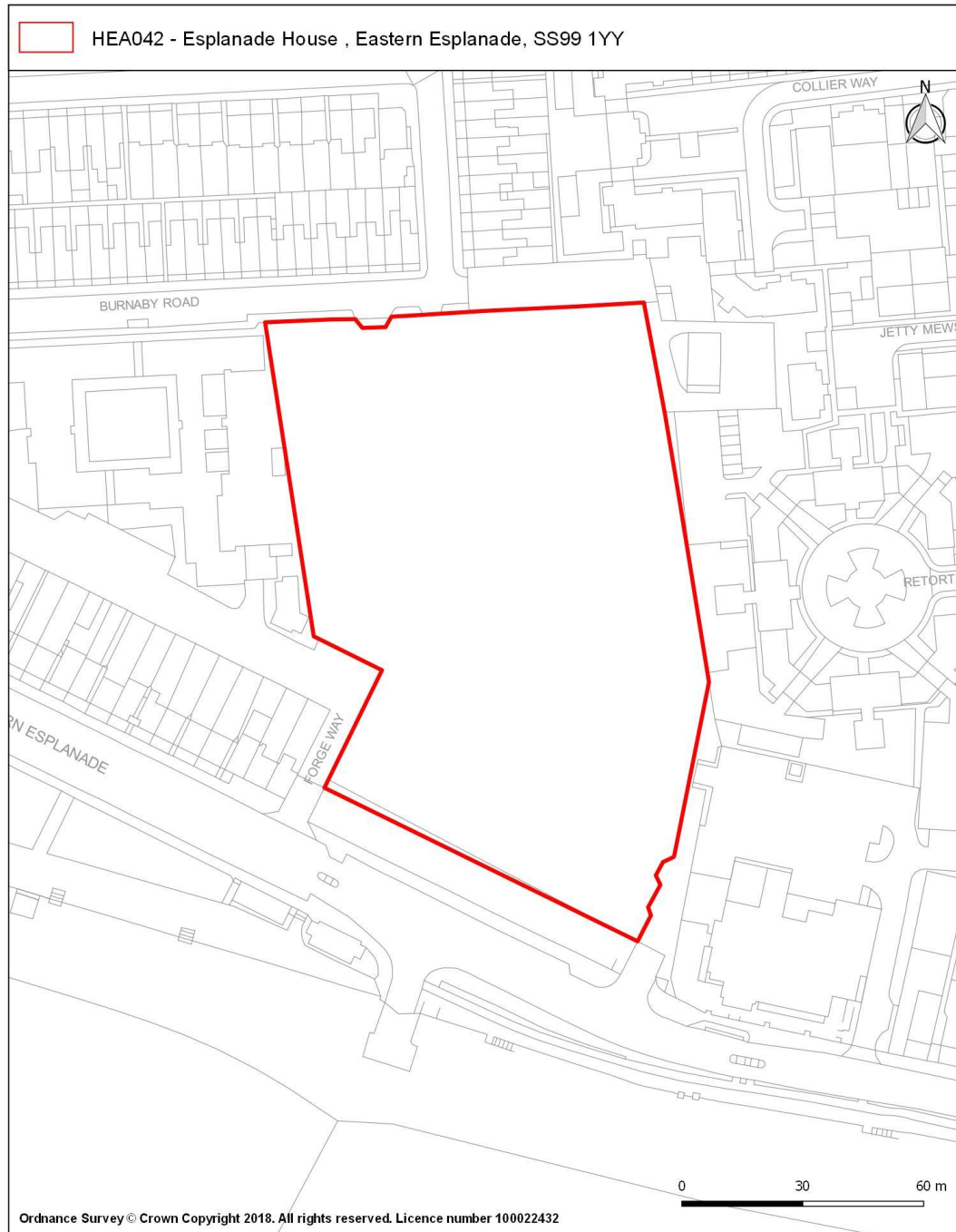
Site Information					
Site Ref	HEA042	Address	Esplanade House - Eastern Esplanade - SS99 1YY		
Site Area (hectares)	1.27	Source	Previous SHLAA Site with permission (now expired)		
Type of Site	Brownfield	Current Use	Vacant Land - Previously General Industry (B2)		
Potential Gross Dwellings	216	Potential Net Dwellings	216	Potential Density of site (dwellings per hectare)	170dph
Description of Site and Surrounding Uses					
<p>The site is located on the north side of Eastern Esplanade, also fronting Burnaby Road to the north. The site has now been cleared, but prior to that housed the vacant and derelict four storey office building known as Esplanade House. The site falls within the 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 being used as a temporary car park.</p>					
Planning History/Ownership					
<p>13/00869/EXTM – Hybrid Application to demolish the existing buildings, erect mixed development comprising 216 flats, 64-bedroom hotel, restaurant and retail floor space in 4, 5, 7 and 12 storey blocks. <b>Application Granted 19/09/2013.</b></p> <p>18/00634/BC3M - Permission for temporary car park – <b>Application Received 04/04/18</b></p>					
Availability					
<p>This site is now Council owned and therefore considered available for future development.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and SCAAP Central Seafront Policy Area and is therefore a primary focus for regeneration and growth.</p>				
Physical Constraints	<p>The site is wholly located within flood zone 3.</p>				
Environmental quality and known constraints	<p>The site has been identified as contaminated land.</p>				
Strategic Access and Accessibility:	<p>The site is accessed via Eastern Esplanade, but also runs adjacent to Burnaby Road. This site is currently a temporary car park with an access from Eastern Esplanade.</p> <p>A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. There is a bus stop and also on-street parking bays located adjacent to the site along Eastern Esplanade, so any changes to or new accesses will need to consider this. The site is in a relatively sustainable location with bus stops adjacent and opposite located on Eastern Avenue, there is also a good cycle route. Any development on this site would need to encourage sustainable modes of transport. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include consideration of issues surrounding flood risk and further investigation into land contamination.</p>				

Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	216	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This site has been included in the SHLAA as a major permitted site for 216 dwellings. Since the base date the application has lapsed and a temporary car park has been permitted on the site. This is a Council owned site and is still considered suitable for a major mixed-use scheme, deliverable in the medium term.				

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	 <small>dynamic development solutions™</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA042	Checked			
		JOB NO.	E5044	REV		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA042			1 01179 058 850 1 bristol@dipconsultants.co.uk			
		Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield							



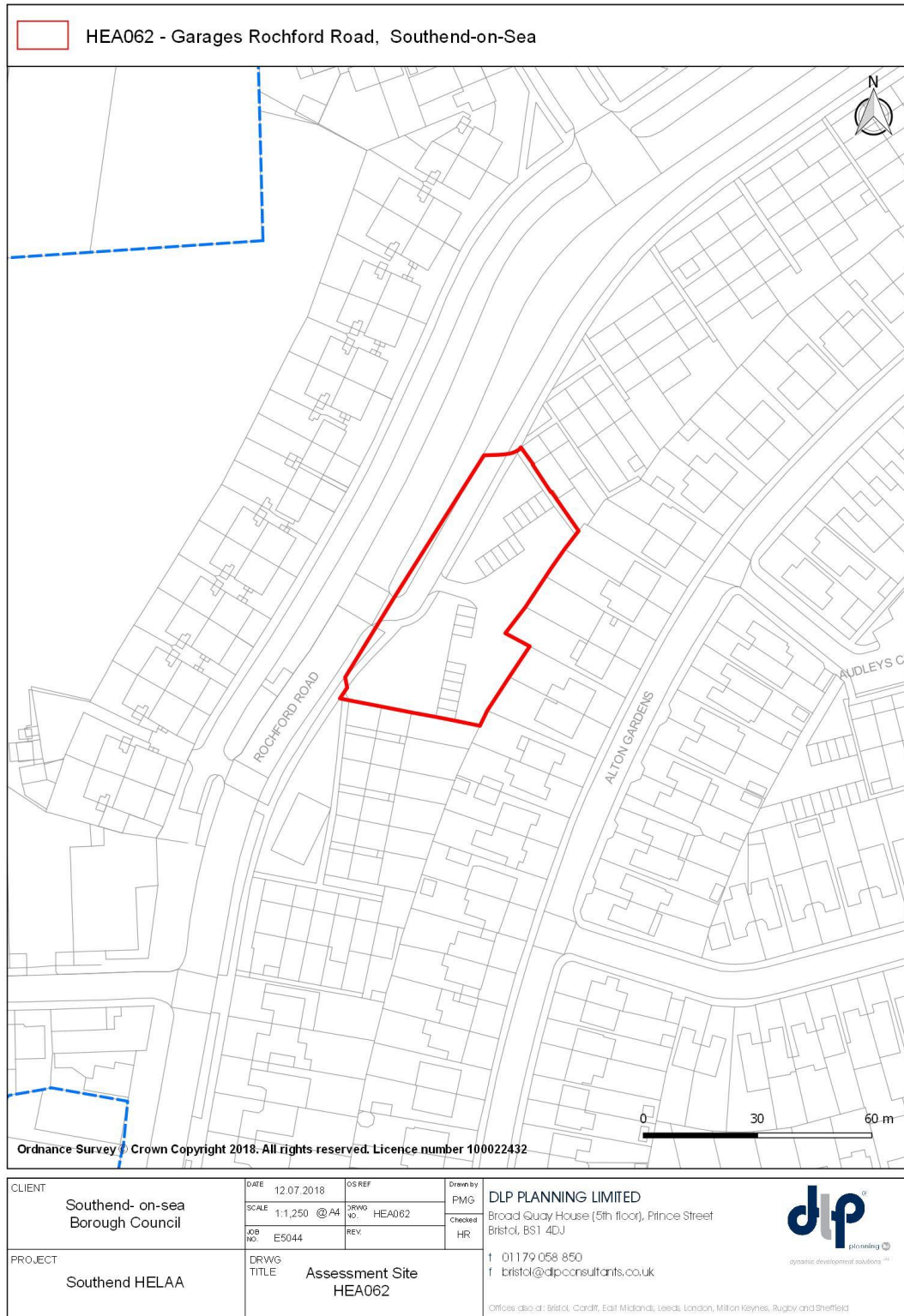
Site Information					
Site Ref	HEA062	Address	Garages Rochford Road, Southend-on-Sea		
Site Area (hectares)	0.23	Source	Permitted Major Planning applications since March 2017		
Type of Site	Brownfield	Current Use	Previous Garage Site		
Potential Gross Dwellings	15	Potential Net Dwellings	15	Potential Density of site (dwellings per hectare)	64dph
Description of Site and Surrounding Uses					
The application site is located on the eastern side of Rochford Road between residential properties. The surrounding area is predominantly residential. The site as previously used as residential garages and surface parking. At the time of visiting, the site had been cornered off by barriers for the proposed development, although there were no workmen on site.					
Planning History/Ownership					
17/00680/BC3M - Demolish existing garages, erect 2 no. three storey buildings comprising 12 self-contained flats, three terraced dwelling houses, hard and soft landscaping, associated parking, bin and cycle store, form vehicular access on to Rochford Road. <b>Application Granted 03/08/17.</b>					
Availability					
The site has a recently permitted extant permission for residential development and is therefore considered available in the short term.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	There are no known physical constraints.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	The site is accessed off Rochford Road. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site is located within an area where residential development is generally appropriate. A planning application for 12 flats and 3 houses has recently been permitted on the site (after the base date).				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		15	0	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	The site has an extant permission and there are no known constraints holding back development.				
Conclusion					
Recommendation:	The recently permitted application for 12 self-contained flats and three terraced dwelling houses suggests this site is suitable for housing development in principle. Given there are no known constraints it is considered reasonable for this site to				

come forward in the next 5 years. However, this may require confirmation from the applicant in terms of deliverability.

**Site Photos:**



Site Plan:





Site Information					
Site Ref	HEA063	Address	Evolution Gym, 939 - 953 London Road, Leigh-On-Sea, SS9 3LQ		
Site Area (hectares)	0.26	Source	Permitted Major Planning applications since March 2017		
Type of Site	Brownfield	Current Use	Car Sales and Gym (Sui Generis/ D2)		
Potential Gross Dwellings	30	Potential Net Dwellings	30	Potential Density of site (dwellings per hectare)	116dph
Description of Site and Surrounding Uses					
<p>The site includes a parcel of land on the north side of London Road. The existing 1970's building located on the site is two storeys with a part pitched and part flat roof and is currently occupied by Evolution Gym on the upper floor and fifth Gear Cars fronting London Rd. London Road is a major transport route running east-west to the frontage of the site. Land uses in this location are mixed with a predominance of commercial uses at ground floor level. Immediately to the east along London Road there are self-contained flats and the character is more residential in nature.</p>					
Planning History/Ownership					
<p>17/00563/OUTM - Demolish existing building &amp; erect 2 blocks part 2/part 3/ part 4 storey comprising of 30 flats, 1 commercial unit on GF – <b>Application Granted 26/10/17.</b></p> <p>14/01965/OUTM - Demolish existing building and erect two blocks part 2, part 3, part 4 storey comprising of 38 flats, 1 commercial unit on ground floor lay out parking, refuse and cycle stores (Outline Application) (Amended Proposal). <b>Application Refused 04/06/15.</b></p> <p>13/01137/OUTM - Demolish existing building and erect two blocks part 2, part 3, part 4 storey comprising of 38 flats, 1 commercial unit on ground floor lay out parking, refuse and cycle stores (outline application). <b>Withdrawn 04/08/14.</b></p> <p>07/01793/FULM - Demolish existing buildings, erect 4 storey block comprising of mixed uses to basement and ground floor levels (1440m2 retail class A1 and leisure class D2) and 16 self-contained flats with balconies on upper floors, erect one 3 storey block of 7 flats and erect one two storey dwelling house fronting Darlington Grove, lay out 33 car parking spaces, cycle stores and refuse stores, lay out landscaping and amenity area including raised deck and new vehicular access onto Darlington Grove. <b>Refused 03/03/08.</b></p>					
Availability					
This vacant building has recently gained permission for residential development and is therefore considered available.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	None identified				
Environmental quality and known constraints	The whole site is located on contaminated land.				
Strategic Access and Accessibility:	The site can be accessed off either Darlington Grove or London Road. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site is located within an area where residential development is generally appropriate. A planning application for 30 flats has recently been permitted (after the base date).				

Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		30	0	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This site benefits from an Outline planning permission for 30 flats and has recently had a Reserved Matters Application Granted (7/6/18). There is no evidence to suggest this site would not come forward within the next 5-year time frame.				

**Site Photos:**



Site Plan:



CLIENT  Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED  Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	 <small>dynamic development solutions</small>
	SCALE 1:1,250 @ A4	DRWG NO. HEA063	Checked HR		
	JOB NO. E5044	REV.			
PROJECT  Southend HELAA	DRWG TITLE Assessment Site HEA063				

Site Information					
Site Ref	HEA064	Address	1307 London Road, Leigh-on-Sea, SS9 2AD		
Site Area (hectares)	0.12	Source	Permitted Major Planning applications since March 2017		
Type of Site	Brownfield	Current Use	Vacant building (Previously B2/B8)		
Potential Gross Dwellings	16	Potential Net Dwellings	16	Potential Density of site (dwellings per hectare)	135dph
Description of Site and Surrounding Uses					
<p>The site located off London Road was previously occupied by London Road Motors, a garage specialising in vehicle servicing, repairs, sales and storage use. There are currently 2 storey and single storey buildings on site. The site is within a mixed-use area with adjoining residential uses. At the time of visiting, the site had been fenced off and was no longer in use.</p>					
Planning History/Ownership					
<p>16/01780/FULM - Demolish existing building &amp; erect 3 storey building comprising of 16 flats on 1st/2nd floor with retail unit on GF. <b>Application Granted 13/07/17.</b></p> <p>04/01523/OUT - Erect three storey building comprising commercial premises (Classes A1/A2) to ground floor with 14 flats to upper floors, lay out parking spaces at rear with vehicular accesses onto Tankerville Drive, Kingswood Chase and London Road (Outline). <b>Application Refused 07/01/05.</b></p> <p>16/01780/FULM - Demolish existing building and erect three storey building comprising of 16 self-contained flats on first and second floor with balconies and roof terrace with retail unit on ground floor, lay out parking bin store and alter vehicular access at 1307-1313 London Road. <b>Application Granted 13/07/17</b></p>					
Availability					
<p>This vacant building has recently gained permission for residential development and is therefore considered available.</p>					
Suitability					
Policy Constraints	Not allocated in the Development Management DPD Proposals Map.				
Physical Constraints	There are no known physical constraints.				
Environmental quality and known constraints	The footprint of the building is located on contaminated land				
Strategic Access and Accessibility:	Two vehicular crossings/access points are currently provided onto London Road. The two current accesses crossover a bus stop, thus any potential development will need to assess the potential conflict with buses. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site is located within an area where residential development is generally appropriate. A planning application for 16 flats has recently been permitted (after the base date).				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	16	0	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain				



	package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site benefits from a recent planning permission for 16 flats and there is no evidence to suggest this site could not come forward within the next 5-year time frame. However, may require confirmation from the applicant in terms of deliverability.

**Site Photos:**



Site Plan:



Site Information					
Site Ref	HEA067	Address	The Old Vienna Restaurant, Blenheim Chase SS9 3AG		
Site Area (hectares)	0.12	Source	Major Planning Applications Pending since March 2017		
Type of Site	Brownfield	Current Use	Vacant building (previously A3)		
Potential Gross Dwellings	15	Potential Net Dwellings	15	Potential Density of site (dwellings per hectare)	127dph
Description of Site and Surrounding Uses					
<p>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. Upon visiting the site, it is apparent some demolition works have taken place. The surrounding area is predominantly residential. The building adjacent (to the east) is Cavell Lodge in use as a residential care home.</p>					
Planning History/Ownership					
<p>17/01734/FULM - Demolish existing buildings, erect 3-storey building comprising of 15 flats. <b>Pending - Agreed extension to 08/06/18.</b></p> <p>17/00100/DEM - Demolish existing buildings (Application for Prior Approval for Demolition). <b>Application Granted 22/03/17.</b></p> <p>10/02244/FUL - Erect single storey structure to use as a hand car wash ancillary to the restaurant and form vehicular crossover onto Tudor Gardens. <b>Application Refused 07/03/11.</b></p>					
Availability					
An application on this site has recently been submitted (pending decision) and is therefore considered available for residential development.					
Suitability					
Policy Constraints	Not allocated in the Development Management DPD Proposals Map.				
Physical Constraints	No known physical constraints.				
Environmental quality and known constraints	According to Council records there are 3 TPOs to the North East of the site.				
Strategic Access and Accessibility:	The existing access to the site is located on the corner of the junction. This is considered sub-standard as highlighted in the pending application. The pending application proposes a new access off Tudor Gardens. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	15	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including				



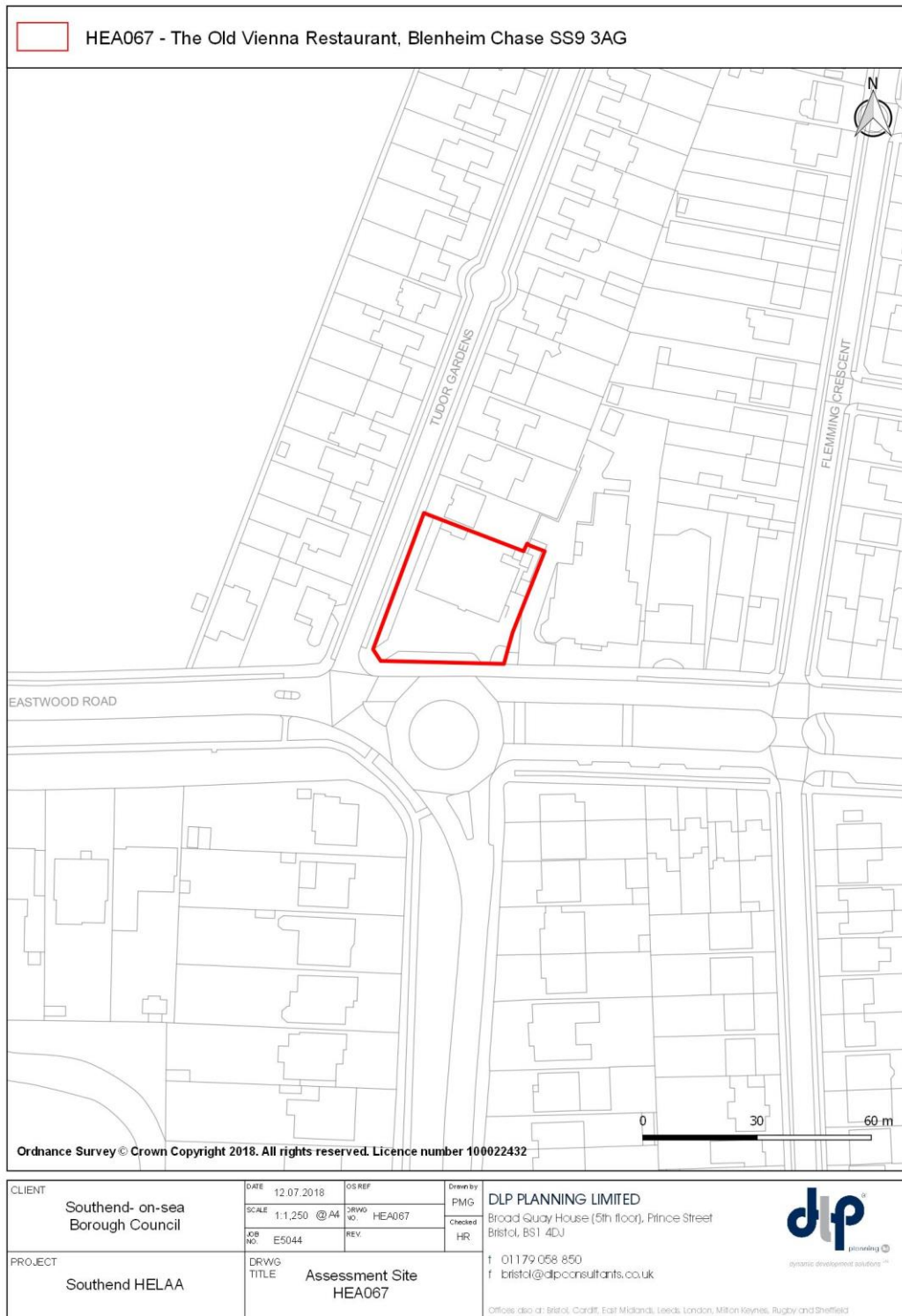
	affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The site has been included in the HELAA based on a pending permission for 15 dwellings, the site is currently derelict and in the process of being demolished. Given the surrounding uses this site is considered suitable for a solely residential scheme. A yield of 15 dwellings as set out in the application is considered appropriate following a basic yield calculation as set out below. Although 15 dwellings would result in a dph of 125 which is reasonably high for this out of centre location. (At a dph of 50 this would see the delivery of 6 dwellings).

**Site Photos:**





Site Plan:



Site Information					
Site Ref	HEA068	Address	Grand Hotel, Broadway, Leigh-on-Sea, SS9 1PJ		
Site Area (hectares)	0.21	Source	Major Planning Applications Pending since March 2017		
Type of Site	Brownfield	Current Use	Vacant Building (previously C1)		
Potential Gross Dwellings	18	Potential Net Dwellings	18	Potential Density of site (dwellings per hectare)	86dph
Description of Site and Surrounding Uses					
<p>The application site is located on the northwest corner of Broadway and includes an iconic building which forms a principle landmark for the Leigh Cliff Conservation Area. The three-storey red brick building is late Victorian and locally listed. The property was previously in use as the Grand Hotel but is now vacant. The west of the site includes the primary shopping frontage of Leigh Broadway (the Grand Hotel lies within a designated secondary shopping frontage). Leigh Broadway is a mixture of 2-3 storey buildings with small shops at the ground floor and residential above. Directly west of the site is an open car wash and a relatively newly constructed 5 storey block of flats. To the immediate north is generally residential in character.</p>					
Availability					
<p>This vacant building has recently gained permission for residential development and is therefore considered available.</p>					
Planning History/Ownership					
<p>17/01464/FULM - Convert existing hotel into mixed use comprising basement wine bar and health club, ground floor restaurants and terrace, 18 self-contained flats on three floors, demolish existing mansard roof and form new replacement mansard roof, erect three storey rear extension with mansard roof, install balconies to rear and sides at first floor and third floor level, external alterations, install extract/ventilation equipment and solar PV panels on roof, layout additional parking, associated landscaping and communal roof terrace and form vehicular access onto Broadway (Amended Proposal) <b>Application granted 20/12/17.</b></p> <p>16/01475/FULM - Convert existing hotel into mixed use comprising of basement wine bar and health club, ground floor restaurants and terrace, 19 self-contained flats on three floors, form new mansard roof and penthouse roof extension and three storey rear extension with mansard roof, external alterations, install extract/ventilation equipment and solar PV panels, layout parking, associated landscaping and form new vehicular access onto Broadway. <b>Application Refused 07/07/14.</b></p> <p>12/00719/FUL - Erect two storey rear extension to form 2 additional bedrooms and enlarged kitchen facilities, form basement spa, alter car parking at rear and form new vehicular accesses (amended proposal). <b>Application Granted 16/08/12.</b></p>					
Suitability					
Policy Constraints	The site falls within the Broadway Leigh on Sea District Centre and within a designated secondary shopping frontage. The site also falls within the Leigh Cliff Conservation Area.				
Physical Constraints	Locally listed building in the conservation area.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	<p>The site is currently accessible via Leighton Avenue and the Broadway. Access from Leighton Avenue would be preferable as an access from The Broadway may have poor visibility due to the bend in the road. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				

Suitability Summary	The site is located within an area where residential development is generally appropriate. A mixed-use planning application for 18 flats has recently been permitted (after the base date).				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		18	0	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This site benefits from a recent planning permission for the conversion to 18 flats and there is no evidence to suggest this site could not come forward within the next 5-year time frame. However, may require confirmation from the applicant in terms of deliverability.				

**Site Photos:**



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	
	SCALE 1:1,250 @ A4	DRWG NO. HEA068	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV		DRWG TITLE Assessment Site HEA068	

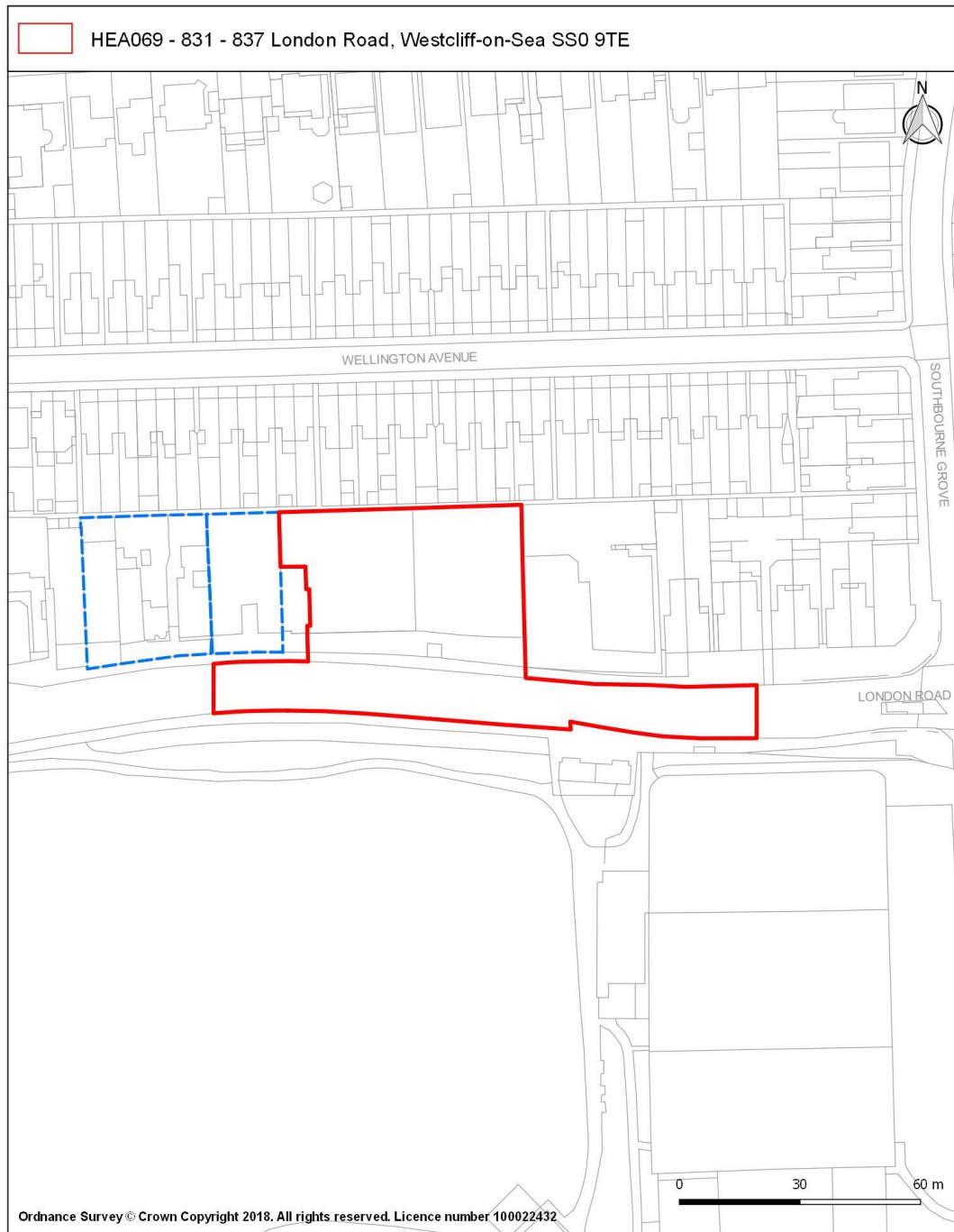


Site Information					
Site Ref	HEA069	Address	831 - 837 London Road, Westcliff-on-Sea SS0 9TE		
Site Area (hectares)	0.39	Source	Major Planning Applications Pending since March 2017		
Type of Site	Brownfield	Current Use	Vacant Building (previously A1)		
Potential Gross Dwellings	31	Potential Net Dwellings	31	Potential Density of site (dwellings per hectare)	80dph
Description of Site and Surrounding Uses					
This rectangular site located on the northern side of London Road includes a large area of hardstanding / parking adjacent to a vacant building previously in use as a car showroom and workshops. The site is located immediately opposite Chalkwell Park (south of London Road). To the east is a Primary Shopping Frontage. The immediate character of London Road includes commercial to the ground floor with residential above.					
Planning History/Ownership					
17/00664/FULM - Demolition of vacant car showroom & workshops, erect 4-storey building with retail GF & 31 retirement apartments above. <b>Application Granted 09/11/17.</b>					
14/01052/FULM - Demolition of vacant car showroom and workshops, erect four storey building with retail (class A1) at ground floor level, and 31 No. retirement apartments above, parking, access, and landscape deck (Amended Proposal). <b>Application Refused 11/12/14.</b>					
Availability					
This vacant building has recently gained permission for residential development and is therefore considered available.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	The building on the site sits on contaminated land.				
Environmental quality and known constraints	There are no known significant environmental constraints.				
Strategic Access and Accessibility:	Site accessed off London Road. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site is located within an area where residential development is generally appropriate. A planning application for 31 retirement flats has recently been permitted on site (after the base date).				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		31	0	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and				

	probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site benefits from a recent planning permission for 31 retirement flats and there is no evidence to suggest this site could not come forward within the next 5-year time frame. However, may require confirmation from the applicant in terms of deliverability.
<b>Site Photos:</b>	



Site Plan:



CLIENT  Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dpcconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA069	Checked HR		
	JOB NO. E5044	REV.			
PROJECT  Southend HELAA	DRWG TITLE Assessment Site HEA069				

Site Information					
Site Ref	HEA070	Address	Chalkwell Lodge 35-41 Grosvenor Road, Westcliff-on-Sea SS0 9HT		
Site Area (hectares)	0.16	Source	Major Planning Applications Pending since March 2017		
Type of Site	Brownfield	Current Use	Vacant building (previously C2)		
Potential Gross Dwellings	16	Potential Net Dwellings	16	Potential Density of site (dwellings per hectare)	102dph
Description of Site and Surrounding Uses					
<p>The site is located on the western side of Grosvenor Road and contains large 2 to 3 storey buildings. Prior to being converted into C2 accommodation the site included four separate properties. The site was previously operating as a 24-hour supported housing scheme including 28 bedrooms occupied by adults diagnosed with mental ill health. The street scene includes predominantly large Victorian / Edwardian 2-storey residential properties.</p>					
Planning History/Ownership					
<p>17/01017/FULM- Demolish existing buildings and erect three storey building comprising of 16 self-contained flats with balconies/terraces, undercroft parking at ground floor level, layout cycle and bin stores with communal amenity space. <b>Application Granted 28/03/18.</b></p>					
Availability					
<p>This site has recently had permission granted for the delivery of 16 flats and is therefore considered available for residential development.</p>					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	There are no known physical constraints affecting the site				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	<p>Site accessed off Grosvenor Road. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site is located within an area where residential development is generally appropriate. A planning application for 16 flats has recently been permitted (after the base date).</p>				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			16	0	0
Market Assessment	<p>This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.</p>				
Delivery Summary	<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically</p>				

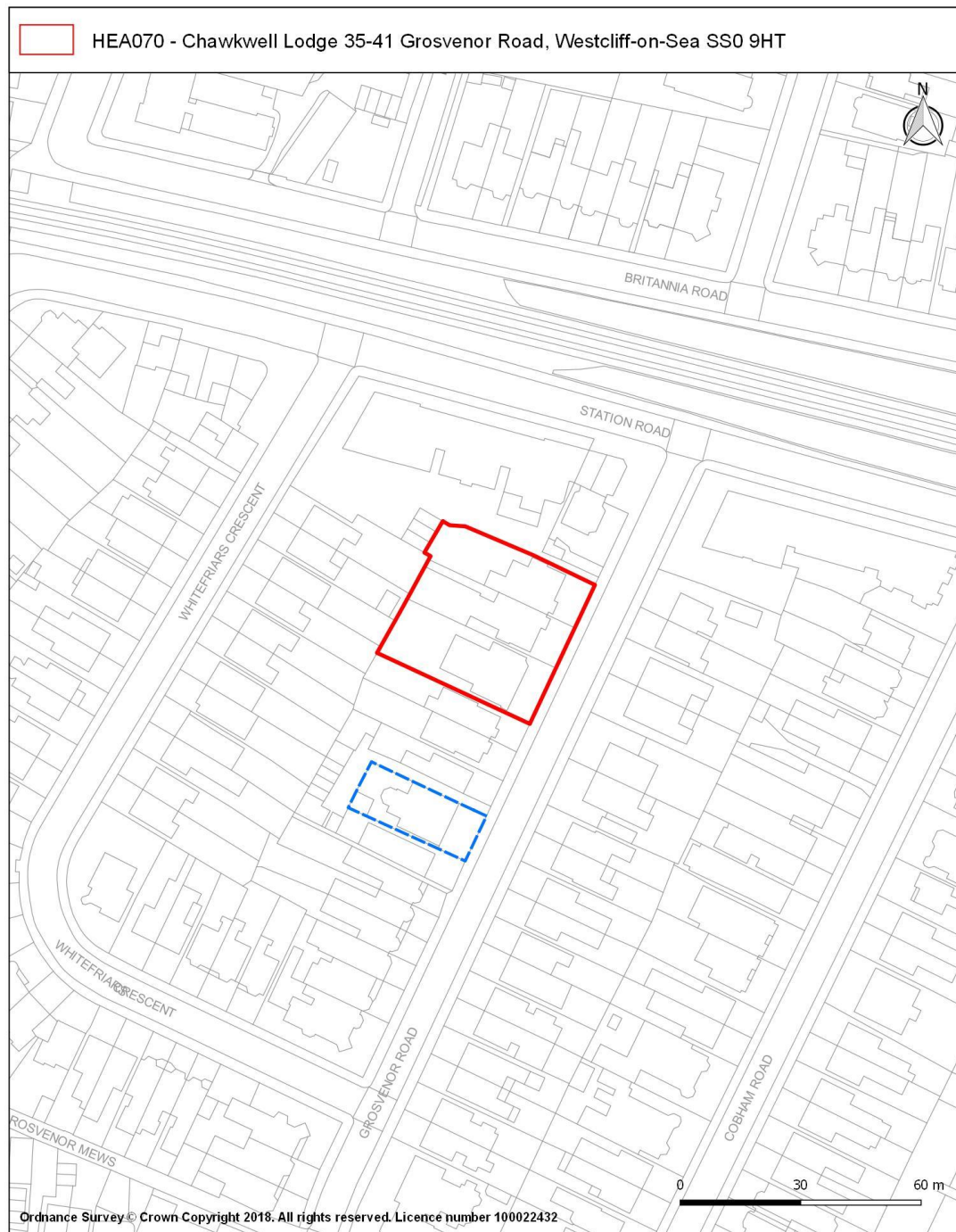


	viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has recently been granted full permission for 16 flats. Given there are no known constraints, there is nothing to suggest this site would not come forward within the next five years. However, may require confirmation from the applicant in terms of deliverability.

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	 <small>dynamic development solutions™</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA070	Checked			
		JOB NO.	E5044	REV.		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA070			t 01179 058 850 f bristol@dipconsultants.co.uk			
Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield									

Site Information					
Site Ref	HEA071	Address	10 Fairfax Drive, Westcliff-on-Sea SS0 9AG		
Site Area (hectares)	0.56	Source	Major Planning Applications Pending since March 2017		
Type of Site	Brownfield	Current Use	Vacant previously developed land		
Potential Gross Dwellings	92	Potential Net Dwellings	92	Potential Density of site (dwellings per hectare)	163dph
Description of Site and Surrounding Uses					
<p>The majority of this site is vacant, previously land occupied by the former Prospects College. To the east of the site sits a 2-storey brick building which has been vacant for several years. Extensive hardstanding covers the western section of the site. At the time of visiting the site, there was significant levels of building materials on site, which was boarded up (Weston Homes PLC).</p>					
Planning History/Ownership					
<p>17/01115/FULM - Demolish existing buildings, erect 3 blocks of 3, 4 and 5 storeys' comprising of 92 flats. The applicant has appealed this for non-determination. If they had not, committee Members would have determined to grant planning permission subject to the completion of a S106. <b>Pending</b></p> <p>Applications covering larger site:</p> <p>11/01540/RESM - Demolish Football Stadium, Flats, Shops and College; Redevelop Site with 3 storey Retail Food Store, 6,976m<sup>2</sup> (net) retail floorspace; incorporating parking and associated servicing at ground floor level, sales area at first floor level and staff facilities at mezzanine level, erect Petrol Filling Station with kiosk... (Approval of Reserved Matters following grant of outline permission 07/01111/OUTM dated 24/06/11). <b>Permission Granted 11/07/12.</b></p> <p>07/01111/OUTM - Demolish football stadium, flats, shops and college; redevelop site with retail food store at first floor level (10,113 sq. m); and petrol filling station with kiosk, two standalone units fronting Fairfax Drive for class A3, A4, B1 and D1 uses, a total of 272 residential units comprising flat, semi-detached and terraced houses (including affordable housing). <b>Permission Granted 24/06/11.</b></p> <p>06/01335/OUT - Demolish football stadium, flats, shops and college; redevelop site with retail food store at first floor level (9,290 sq. m); and development of up to 7 storeys incorporating 402 residential units including affordable housing, 8 retail units (Class A1), fitness club. (Outline). <b>Application Refused 13/04/07</b></p> <p>05/00909/FUL - Site temporary building in car park for training purposes. <b>Permission Granted 18/08/05.</b></p>					
Availability					
<p>An application has recently been submitted on this site suggesting the site is potentially available for residential development.</p>					
Suitability					
Policy Constraints	The site is located within the outer edge of the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. SCAAP Policy Area - Victoria Gateway Neighbourhood.				
Physical Constraints	N/A				
Environmental quality and known constraints	Whole site is on contaminated land. No known other environmental constraints.				
Strategic Access and Accessibility:	<p>Site accessed off Fairfax Drive. Access and egress from Fairfax Drive needs to be carefully considered due to its close proximity to the busy junction of Fairfax Drive/Prittlewell Chase, the location of the yellow box and the bus stop. Also, vehicles turning right out of the site or right into the site could hold up traffic travelling along Fairfax Drive causing queues to lengthen which could extend into Victoria Avenue.</p> <p>There is another potential scheme to be located to the south of this site, it would be</p>				



	advised that the access arrangements for the two sites are linked and the new access arrangements provide enough capacity for both developments. The site provides good accessibility to bus and cycle routes which should be encouraged as part of the potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new junctions, capacity upgrade works and junction improvements.
<b>Suitability Summary</b>	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.

#### Achievability

Net Yield	2017-2022	2022-2027	2027-2032	2032-2037
	0	92	0	0

<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
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<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
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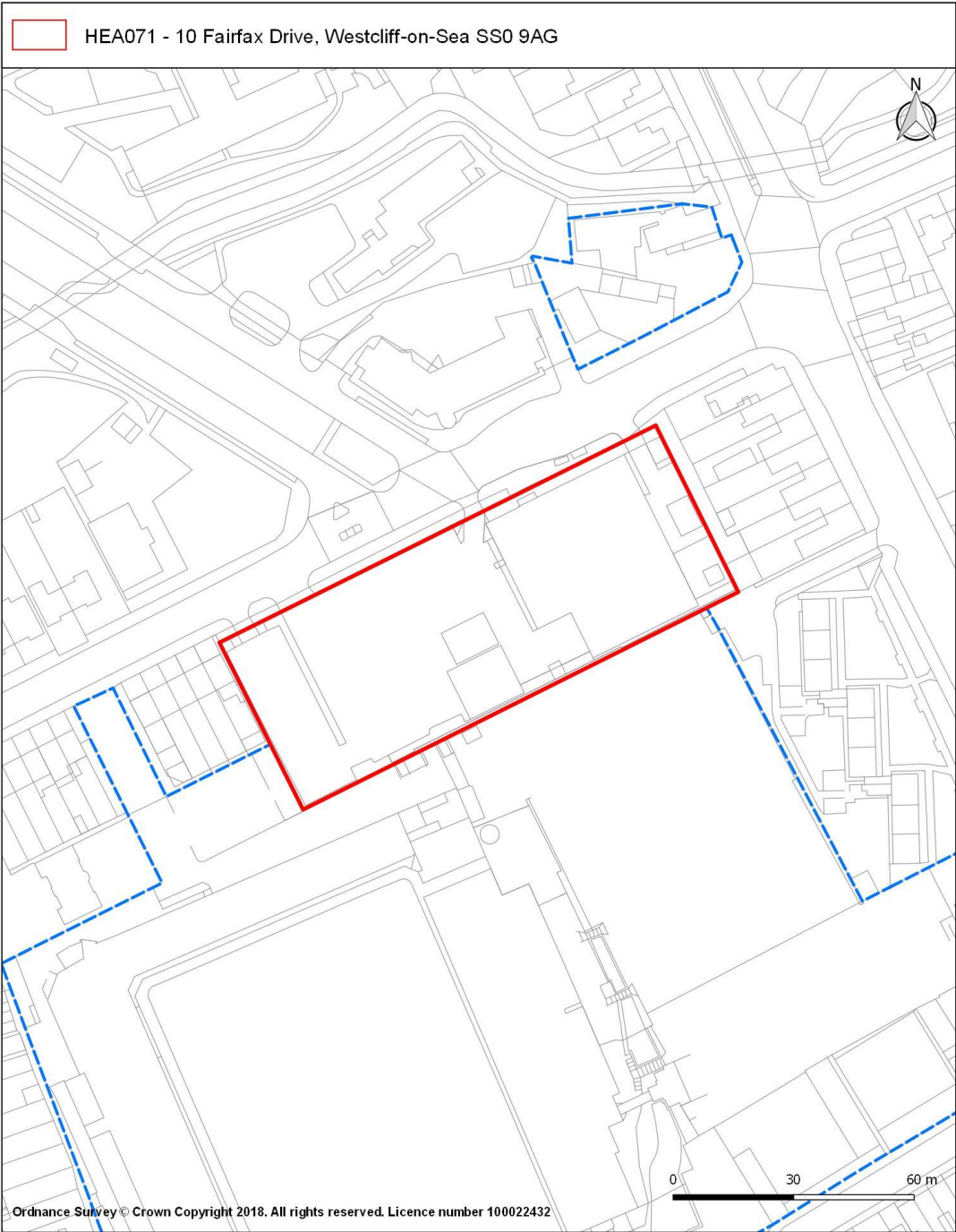
#### Conclusion

<b>Recommendation:</b>	An application was submitted on this site in 2017 for 92 dwellings and is currently pending. According to the Case Officer report, had the application not been appealed for non-determination, Members would have determined to grant planning permission, subject to the completion of a S106 legal agreement. Acknowledging this the site is considered suitable for the delivery of 92 dwelling but to be delivered in the medium term. The site previously overlapped with HEA072.
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#### Site Photos:



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	<b>DLP PLANNING LIMITED</b> Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA071	Checked			
		JOB NO.	E5044	REV		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA071						

Site Information					
Site Ref	HEA072	Address	Empire Theatre, Alexandra Street, Southend-on-Sea SS1 1BU		
Site Area (hectares)	0.12	Source	Major Planning Applications Pending since March 2017		
Type of Site	Brownfield	Current Use	Previously developed land (demolished properties)		
Potential Gross Dwellings	24	Potential Net Dwellings	24	Potential Density of site (dwellings per hectare)	194dph
Description of Site and Surrounding Uses					
<p>This vacant site was previously occupied by the former Empire Theatre (approx. 4 storeys), now demolished, prior to that the building stood empty for over 8 years. The site is located in a central urban location incorporating a diverse mix of uses including predominantly ground floor retail, restaurants, cafes, and fast food take-aways with residential above. Building in the local vicinity are between two to 3.5 storeys.</p>					
Planning History/Ownership					
<p>17/01319/FULM - Erect 4-storey building comprising 24 flats &amp; commercial unit fronting Alexandra St &amp; non-residential institution unit, fronting Clarence St at GF. <b>Application Pending (Validated 15/08/17)</b>. Since submission the application has been revised to also include an element of community use.</p> <p>The application site has little in the way of planning history with that previously relating to the mix of use of the previous building and associated physical alterations to it.</p> <p>16/01495/DEM - Demolish existing building (Application for Prior Approval for Demolition) <b>Application Granted 06/09/16</b>.</p>					
Availability					
<p>An application has recently been submitted on this site suggesting the site is potentially available for residential development.</p>					
Suitability					
Policy Constraints	<p>The site is located within Southend Central Area. An SCAAP Clifftown Policy Area. Half of the site falls within the Defined Shopping Area (DS1). The Alexandra Street frontage is designated as a 'Secondary Shopping Frontage. The Clarence Street frontage is designated as a Secondary Office Frontage.</p>				
Physical Constraints	<p>No known physical constraints.</p>				
Environmental quality and known constraints	<p>No known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>Site accessed off Alexandra Road or Clarence Street. This site has good accessibility to public transport links which should be encouraged. Currently there are on-street parking bays located outside the site's frontage on Alexandra Street, any displaced parking bays will need to be relocated or justification provided if they are no longer required. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.</p>				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	24	0	0	

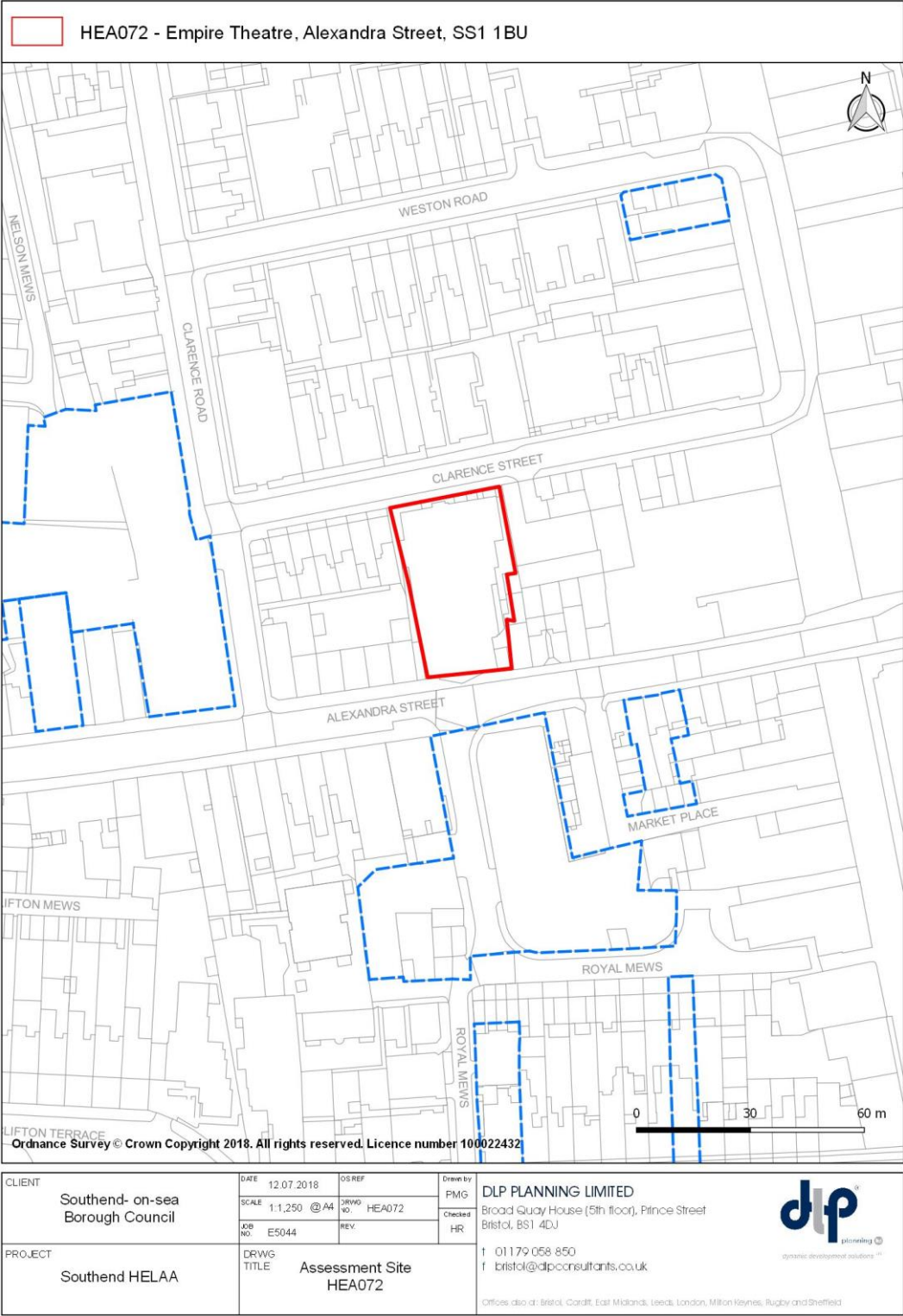
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The centrally located site currently has an application pending for 24 flats including commercial and community uses. Given the location of the site a mixed-use residential led scheme should be considered acceptable in principle. The following approximate yield calculation suggests a yield of 24 dwellings could be considered appropriate.

**Site Photos:**





Site Plan:





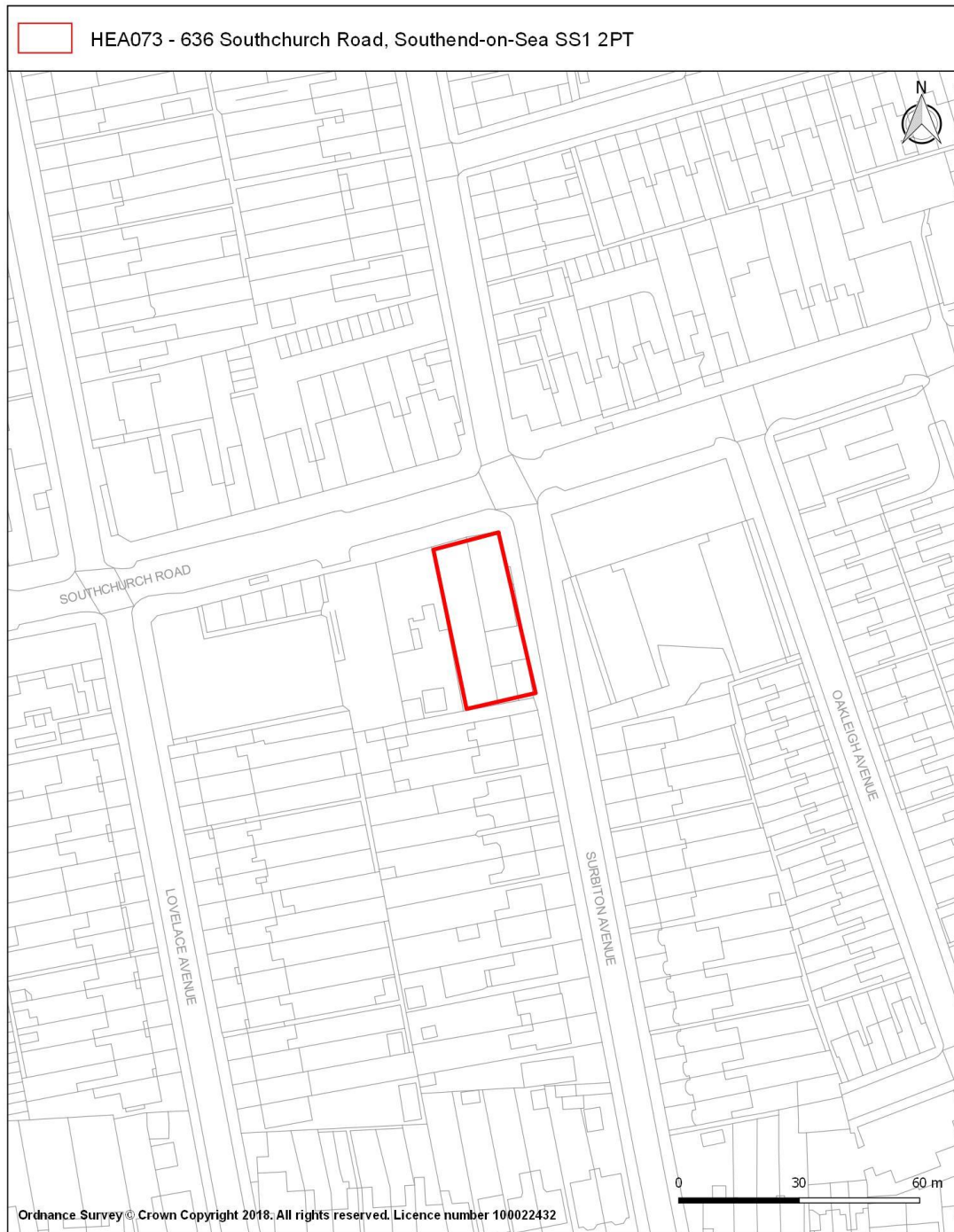
Site Information					
Site Ref	HEA073	Address	636 Southchurch Road, Southend-on-Sea SS1 2PT		
Site Area (hectares)	0.07	Source	Major Planning Applications Pending since March 2017		
Type of Site	Brownfield	Current Use	Commercial Retail (A1) and Office (B1)		
Potential Gross Dwellings	14	Potential Net Dwellings	14	Potential Density of site (dwellings per hectare)	199ph
Description of Site and Surrounding Uses					
<p>This site includes a retail unit at the ground floor fronting Southchurch Rd (on the junction with Surbiton Avenue) currently occupied by Marshall Bull Ceramic Tiling. According to the pending planning application the first floor includes vacant office accommodation. The plot also includes surface parking and garages. Surrounding uses include mixed commercial and residential which are between 2 and 3.5 storeys.</p>					
Planning History/Ownership					
<p>17/01180/FULM - Demolish existing building, erect 4-storey building comprising part commercial unit to GFR, 14 flats. <b>Decision Pending (Validated 24/08/17).</b></p> <p>99/00933/OUT - Erect three storey building comprising ground floor shop and two flats over and lay out eight parking spaces at rear. <b>Application Refused 23/11/99.</b></p>					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	No known significant physical constraints.				
Environmental quality and known constraints	No known significant environmental constraints.				
Strategic Access and Accessibility:	The site is accessible from Southchurch Road or Surbiton Avenue. An access located on Southchurch Road could cause safety concerns due to its close proximity to the pedestrian crossing and the junction of Surbiton Avenue/Southchurch Road, therefore site access would be preferable from Surbiton Avenue. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	14	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and				

	probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The pending application proposal includes a range of 1, 2 and 3 bed flats with commercial accommodation on the ground floor and residential spread over the remaining 3 floors. Considering the surrounding uses, location fronting Southchurch Road and similar density scheme on the opposite side of Surbiton Avenue this is considered suitable for 14 dwellings to be delivered in the medium term.

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions™</small>
		SCALE	1:1,250 @ A4	JRNG NO.	HEA073	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA073						

Site Information					
Site Ref	HEA074	Address	69 - 71 High Street, Southend-on-Sea		
Site Area (hectares)	0.03	Source	Major Planning Applications Pending since March 2017		
Type of Site	Brownfield	Current Use	Retail (A1)		
Potential Gross Dwellings	10	Potential Net Dwellings	10	Potential Density of site (dwellings per hectare)	296dph
Description of Site and Surrounding Uses					
<p>This site includes a three-storey building located on the western side of the High Street, central Southend-on-Sea. The site is currently occupied by a commercial premises "Vape and Juice" with what looks like vacant storage above. The street scene is characterised by commercial premises within all three storeys.</p>					
Planning History/Ownership					
<p>17/01663/FULM - Change of use from retail at 1st &amp; 2nd floors to form ten flats. Granted 08/02/18</p> <p>15/01160/FUL - Change of use from retail (Class A1) at first and second floors to form four self-contained flats, convert existing basement to form retail and residential storage space, erect rear dormer with balcony, alter elevations, layout cycle and bin storage and install external staircase (Amended Proposal). Granted 13/11/15.</p> <p>15/00082/FUL - Change of use from retail unit (Class A1) with ancillary offices and storage at first and second floors to form four self-contained flats, erect rear dormer with balcony and balconies to first and second floors, alter elevations, layout cycle and bin storage and install external staircase (Amended Proposal). Refused 17/03/15.</p> <p>14/01366/FUL - Change of use from retail unit (Class A1) with ancillary offices and storage at first and second floors to form four self-contained flats, layout cycle and bin storage and install external staircase. Refused 13/10/14.</p> <p>14/00121/PA3COU - Change of use from office (B1) to four self-contained flats (C3). Granted 02/04/14.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the High Street SCAAP Policy Area Neighbourhood. The site is within the SCAAP Primary Shopping Area and has a designated primary shopping frontage. The frontage of the site is also of Townscape Merit as designated by the SCAAP.</p>				
Physical Constraints	<p>The building sits on contaminated land. The site would require conversion rather than redevelopment given the Townscape merit designation.</p>				
Environmental quality and known constraints	<p>There are no known environmental designations affecting the site.</p>				
Strategic Access and Accessibility:	<p>The site is accessed via the High Street. The location of this site provides good accessible public transport links which should be encouraged. There appears to be no parking for the site currently, the need for parking would have to be considered during the planning application stage. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development. A planning application for 10 flats has recently been permitted (after the base date).</p>				

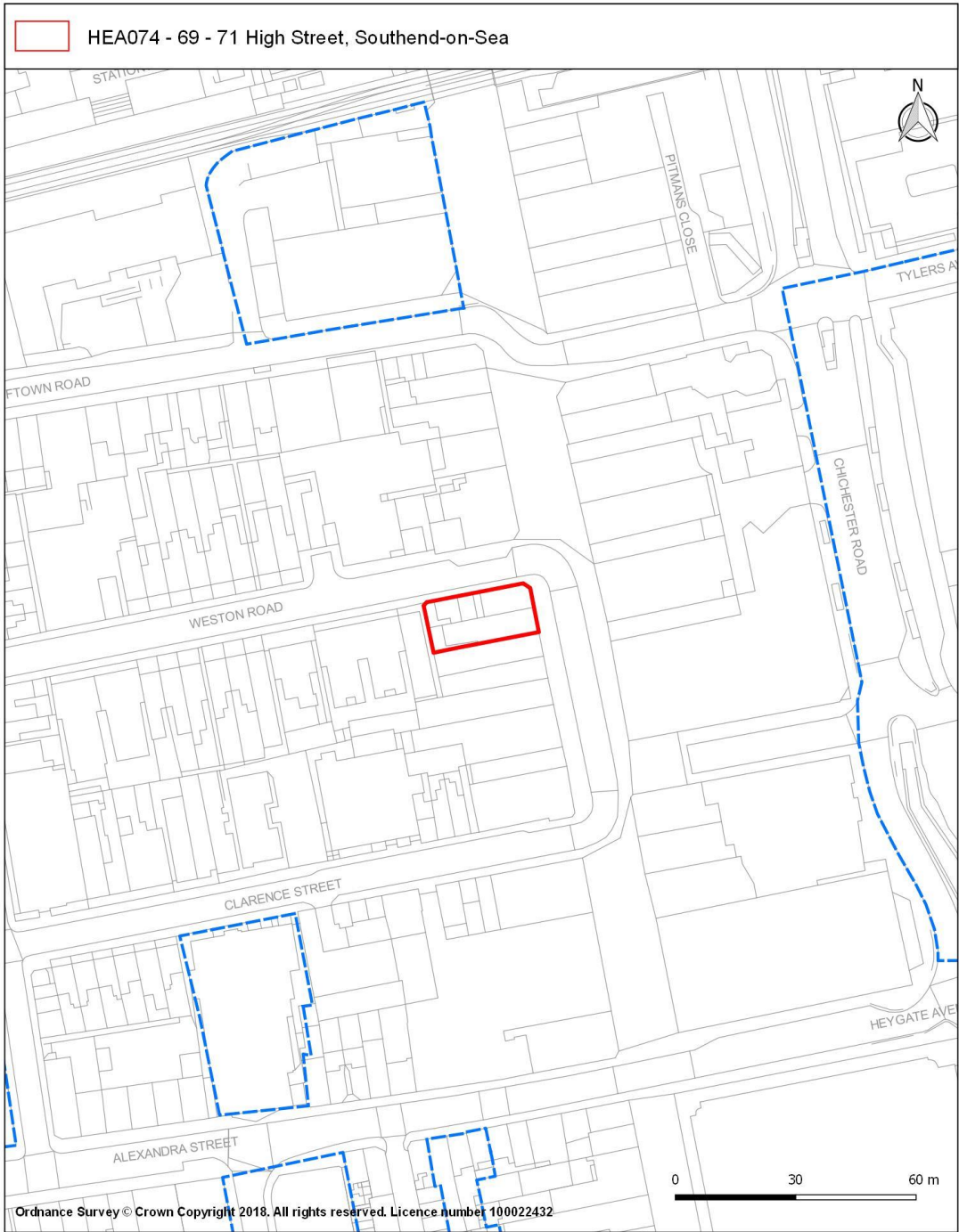



Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		10	0	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This site received planning permission in March 2018 (following the base date for this application). The site is therefore a major permitted site for 10 dwellings with no information to suggest this will not be completed in the next 5 years. However, may require confirmation from the applicant in terms of deliverability.				
Site Photos:					

**Site Photos:**



Site Plan:



CLIENT  Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions</small> <sup>TM</sup>
	SCALE 1:1,250 @ A4	DRWG NO. HEA074	Checked HR		
	JOB NO. E5044	REV.			
PROJECT  Southend HELAA	DRWG TITLE Assessment Site HEA074				

Site Information					
Site Ref	HEA075	Address	Manners Court, Manners Corner, SS2 6QR		
Site Area (hectares)	0.32	Source	Expired Permissions		
Type of Site	Brownfield	Current Use	Retail and Residential (A1 & C3)		
Potential Gross Dwellings	8	Potential Net Dwellings	8	Potential Density of site (dwellings per hectare)	25dph
Description of Site and Surrounding Uses					
This site includes a 3-storey building located on the junction of Manners Way and Oaken Grange Drive. The building includes retail units on the ground floor and two floors of residential above. The surrounding uses are mainly residential of between 1 to 2 storeys.					
Planning History/Ownership					
11/00810/FUL - Erect 4th floor extension incorporating 8 self-contained flats - lapsed 5/9/14					
Availability					
The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	The application will involve extending the existing building. According to the application additional parking could be incorporated into the existing car park.				
Environmental quality and known constraints	There are no known environmental constraints. The building is Locally Listed.				
Strategic Access and Accessibility:	The site is accessed off Manners Way and Oaken Grange Drive. The site is in a fairly sustainable location with a bus stop adjacent located on Oaken Grange Drive and any potential development here should encourage sustainable travel modes. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	8	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant and sales values relatively good. Land values are considered high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically				



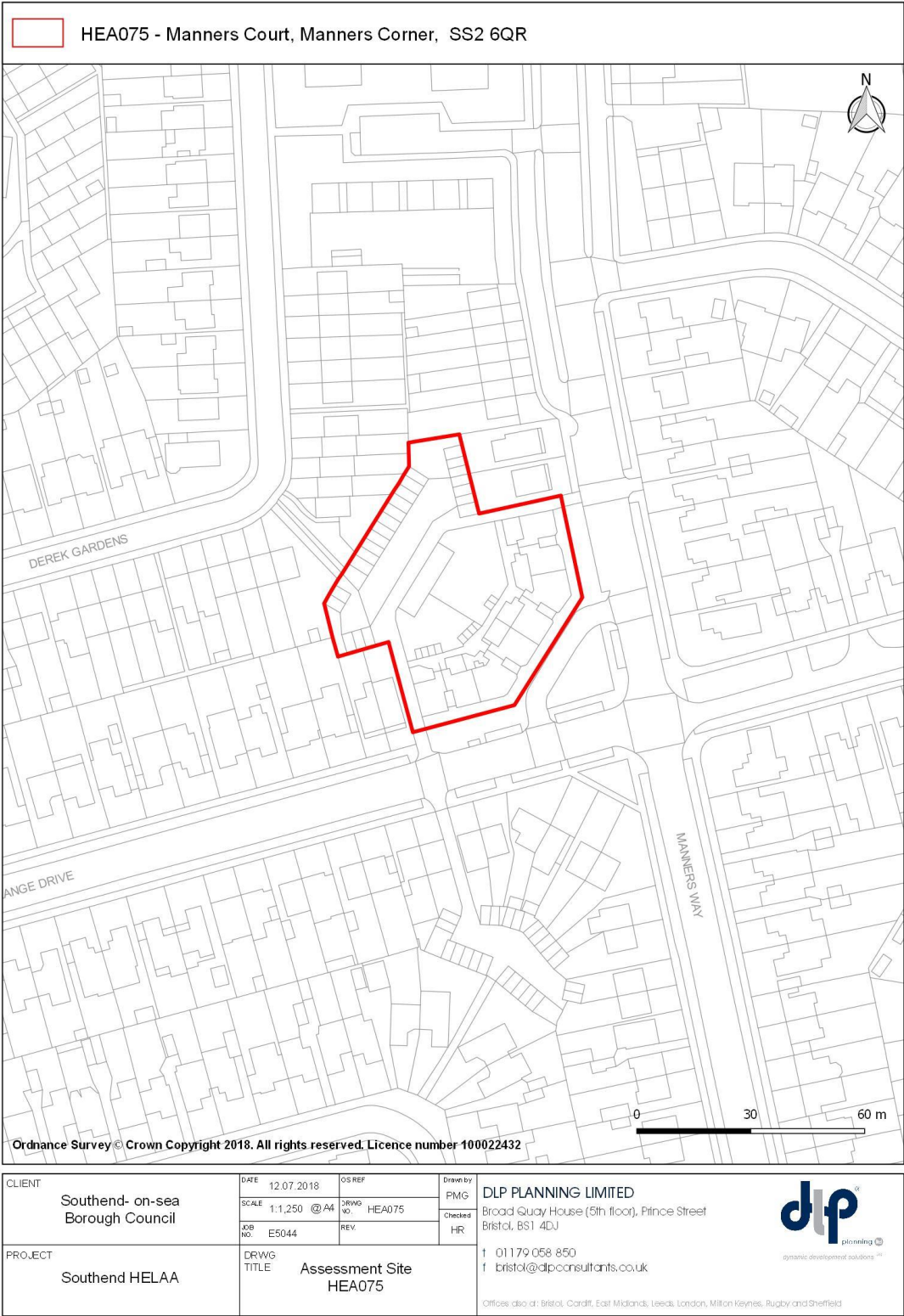
	viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This application (incl. extension to existing building for 8 flats) lapsed in Sept 2014. Given the previous permitted application on this site, development in principle has been agreed and the site is considered deliverable in the medium term.

**Site Photos:**





Site Plan:



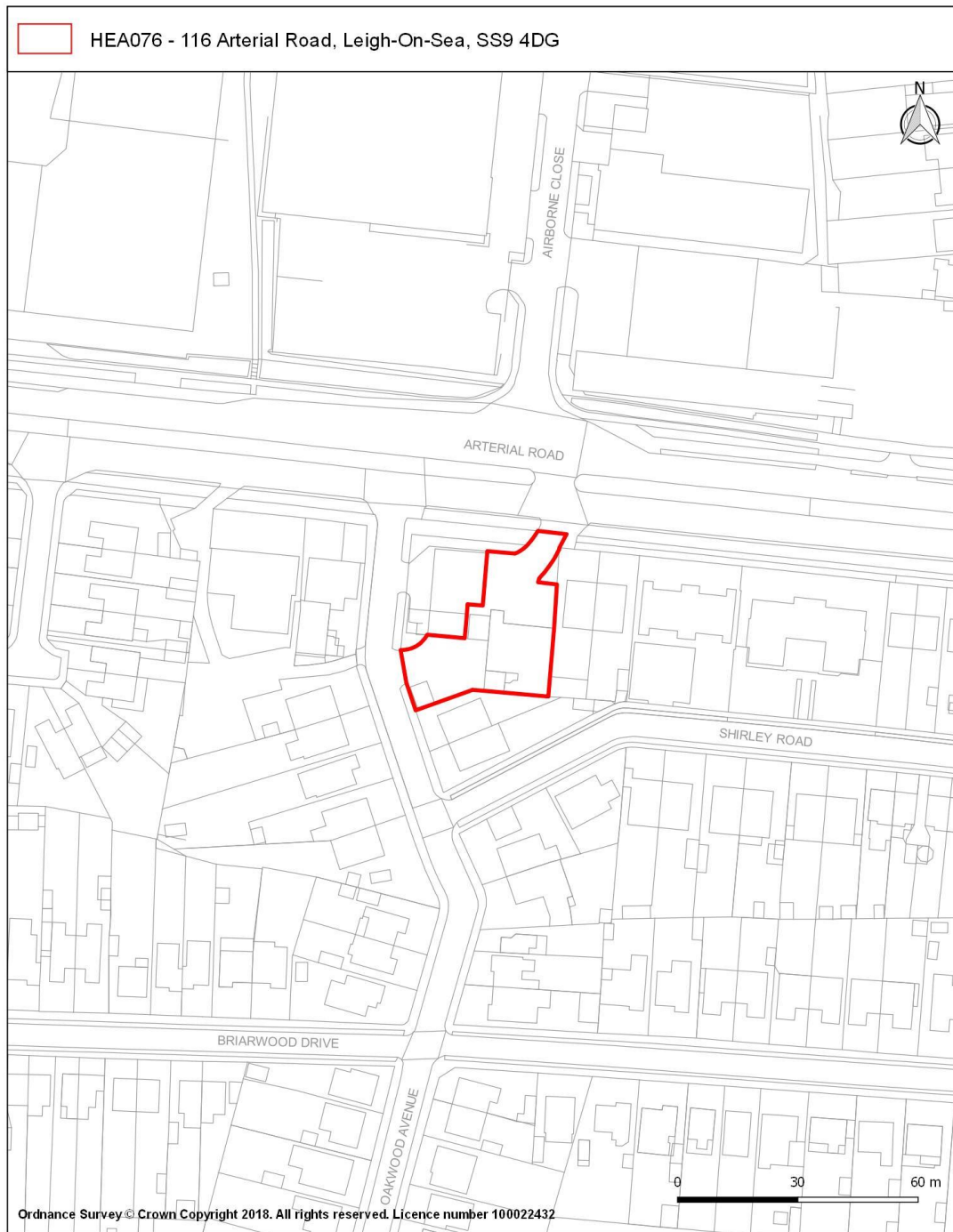
Site Information					
Site Ref	HEA076	Address	116 Arterial Road, Leigh-On-Sea, Essex, SS9 4DG		
Site Area (hectares)	0.10	Source	Expired Permissions		
Type of Site	Brownfield	Current Use	Hand car-wash (Sui Generis)		
Potential Gross Dwellings	6	Potential Net Dwellings	6	Potential Density of site (dwellings per hectare)	62
Description of Site and Surrounding Uses					
<p>The site is located on the southern side of the A127 Arterial Road, on the corner of Oakwood Avenue. There is vehicular access from both the A127 and Oakwood Avenue. The site is currently occupied by a building used for car washes and a large forecourt area. The site also includes a number of smaller associated sheds. The site is located within a mixed-use area. Land to the east and south is predominantly residential. Commercial uses are to the west (including a car rental business and camping store). Land to the north is mainly in industrial and commercial use.</p>					
Planning History/Ownership					
<p>12/01097/FUL - Demolish buildings and erect 2 houses &amp; part 2/part 3 storey buildings comprising 4 flats. Lapsed 19/10/15.</p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is not allocated / designated in the Development Management Policies Map. The site is located within the built-up area where development for residential purposes is acceptable, in principle. The existing site is not designated employment land.</p>				
Physical Constraints	<p>No known significant physical constraints. Redevelopment would require the relocation of the existing Car Wash business located on the site and demolition of the associated buildings.</p>				
Environmental quality and known constraints	<p>The vast majority of the site is recorded as contaminated land. There are however no other known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>There is vehicular access from both the A127 and Oakwood Avenue. An access for potential residential units from the A127 could cause conflict with the turning point in the central reservation located opposite which allows traffic to u-turn or manoeuvre from Airborne Close. The A127 is a main distributor route to Southend and accesses along it are to be kept to a minimum in order to ensure traffic keeps flowing, therefore the preferred access would be from Oakwood Avenue. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for a mixed-use (Inc. residential) development in principle because of the characteristics of the site and its surrounding area. The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. Prior to redevelopment this may require further investigation into potential contamination constraints.</p>				

Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	6	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant and sales values relatively good. Land values are considered high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	Given the location and site characteristics the site is considered suitable for residential development. The site has previously been considered appropriate for the delivery of 6 dwellings (including 4 flats fronting the Arterial Road and 2 houses fronting Oakwood Avenue). This equates to approximately 60 dwellings per hectare. A similar scheme of this nature is considered appropriate in this location.				

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU  t 01179 068 850 f bristol@dpcconsultants.co.uk  <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	 <small>dynamic development solutions™</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA076	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA076						



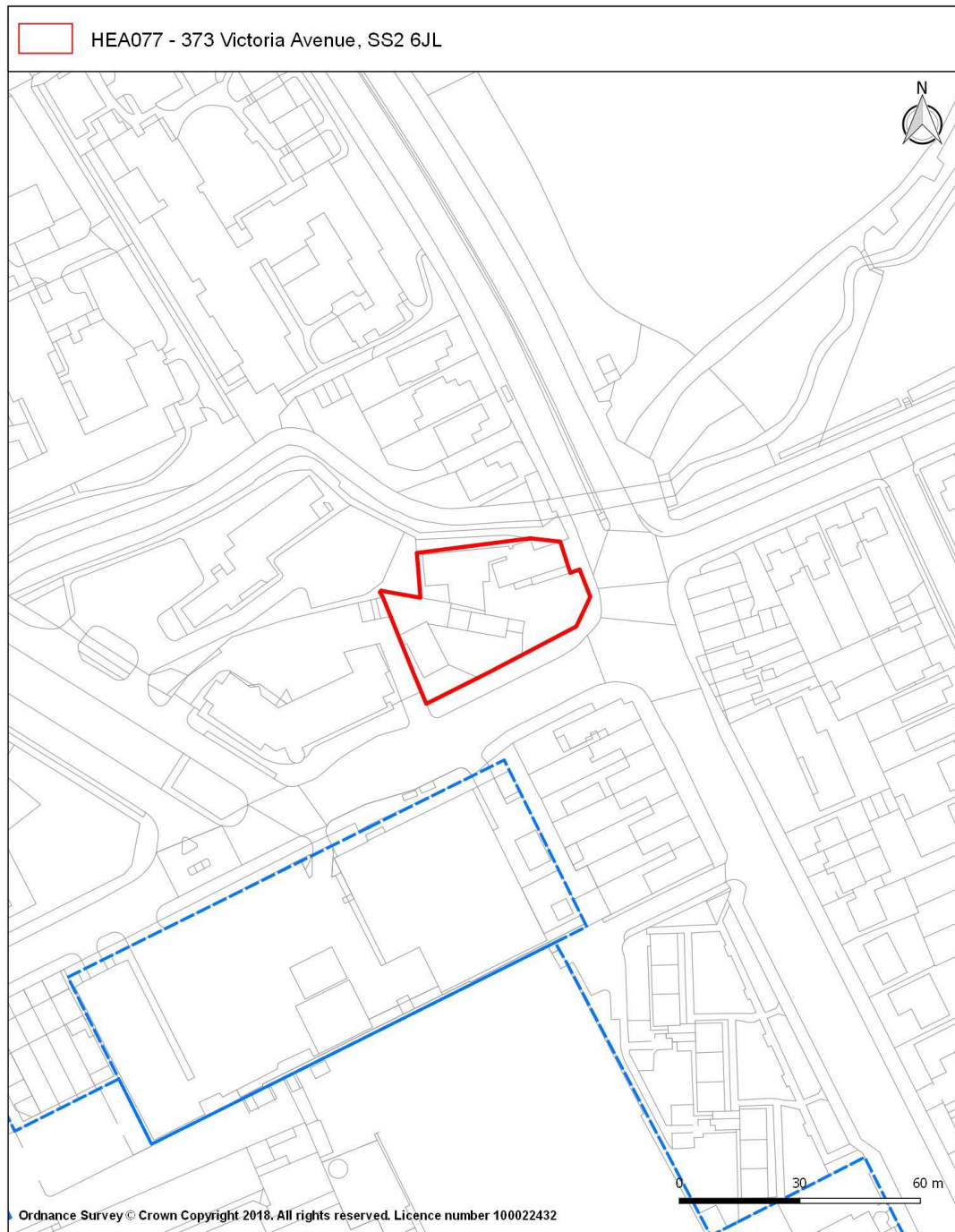
Site Information					
Site Ref	HEA077	Address	373 Victoria Avenue, SS2 6JL		
Site Area (hectares)	0.131	Source	Expired permission		
Type of Site	Brownfield	Current Use	Offices (B1)		
Potential Gross Dwellings	21	Potential Net Dwellings	21	Potential Density of site (dwellings per hectare)	160dph
Description of Site and Surrounding Uses					
This site is located at the junction of Fairfax Drive and Victoria Avenue. The buildings are in employment use occupied by Signwriter and manufacturer Spira Group. The site is within a sustainable urban location near to the town centre, which includes a mixture of residential and commercial uses. The site has a history of retail, commercial and educational uses.					
Planning History/Ownership					
10/01641/FULM - Demolish existing buildings, erect 3 storey blocks comprising 2 commercial units on GF with 21 flats above. Lapsed 01/12/2013					
Availability					
The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.					
Suitability					
Policy Constraints	The site is located just outside the Central Area / SCAAP Victoria Gateway Neighbourhood Policy Area.				
Physical Constraints	The northern section of the site falls within flood zone 3. Any proposal would involve the demolition of the existing buildings on site.				
Environmental quality and known constraints	TPO presence on the site. No other significant environmental designations.				
Strategic Access and Accessibility:	The site is currently accessed off Victoria Avenue and is located in the middle of the Victoria Avenue/Fairfax Drive/Priory Crescent junction. The access and egress for this site will need to be carefully considered due to its close proximity to the Victoria Avenue/Fairfax Drive/Priory Crescent signalised junction. The site provides good accessibility to bus and cycle routes which should be encouraged as part of any proposed development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for a mixed-use (Inc. residential) development in principle because of the characteristics of the site and its surrounding area. The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	21	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain				

	package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The original application on this site (for 21 dwellings) lapsed in 2013. However, the site is still considered potentially suitable in the future for a mixed-use residential scheme which could make for a more efficient use of land, without losing the employment uses. Given the previous permitted application on this site, development in principle has been agreed and the site is considered deliverable in the medium term.

**Site Photos:**





Site Plan:



CLIENT Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA077	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV			
	DRWG TITLE Assessment Site HEA077				

Site Information					
Site Ref	HEA078	Address	Styles Properties, 165 Sutton Rd, Southend-On-Sea, SS2 5PE		
Site Area (hectares)	0.10	Source	Expired Permissions		
Type of Site	Brownfield	Current Use	Vacant land		
Potential Gross Dwellings	7	Potential Net Dwellings	7	Potential Density of site (dwellings per hectare)	69dph
Description of Site and Surrounding Uses					
<p>The site is located on the western side of Sutton Road, at the junction with Maldon Road. The site, previously occupied by a single storey industrial building, is stepped taking into account of the changing levels on Maldon Road. The buildings on site have since been demolished and the site now lies vacant. There is a varied street scene in this location with a mixture of both residential and commercial uses. The large building to the east of the site is occupied by Mecca Bingo.</p>					
Planning History/Ownership					
<p>13/01628/FUL - Demolish existing building, erect 3 storey building. Commercial GF &amp; 4 flats upper floors. Erect 3-part 2/3 storey houses. <b>Application Granted 03/01/2014</b></p> <p>12/01312/FUL - Demolish existing building, erect a three-storey building with car parking at lower ground, commercial units at ground floor and 4 self-contained flats to the upper floors with terraces and erect three part two/three storey dwelling houses and lay out car parking and form vehicular access onto Maldon Road. <b>Application Refused 04/12/12</b></p>					
Availability					
<p>This vacant site is considered available due to the extant permission (if the demolition is recorded as a material start). With no further information to suggest otherwise at this time it is considered there is a reasonable prospect that the site is available.</p>					
Suitability					
Policy Constraints	<p>The site is located within the outer edge of the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Sutton Gateway Neighbourhood Policy Area. The site is located within the built-up area where development for residential purposes is acceptable, in principle.</p>				
Physical Constraints	<p>There are changing levels between Sutton Road and Maldon Road.</p>				
Environmental quality and known constraints	<p>There are no known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>The site is currently accessed off Maldon Road. There are some level differences in the site which would need to be considered when designing potential access points for vehicles and pedestrians. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for a mixed-use (Inc. residential) development in principle because of the characteristics of the site and its surrounding area. The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. Prior to redevelopment this may require further investigation into potential contamination constraints.</p>				



Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		7	0	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant and sales values relatively good. Land values are considered high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	Given the location and site characteristics the site is considered suitable for a mixed-use scheme. The site has an extant permission (TBC) for the delivery of 7 dwellings (including 4 flats above a commercial building fronting the Sutton Road and 3 houses fronting Maldon Road). This equates to approximately 70 dwellings per hectare, which taking into account its central location is considered appropriate.				
Site Photos:					
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Site Plan:



Site Information					
Site Ref	HEA079	Address	1259 London Road, Leigh-On-Sea, SS9 2AF		
Site Area (hectares)	0.07	Source	Expired Permissions		
Type of Site	Brownfield	Current Use	Vacant building (Previously Sui Generis)		
Potential Gross Dwellings	9	Potential Net Dwellings	9	Potential Density of Site (dwellings per hectare)	129dph
Description of Site and Surrounding Uses					
The site is located on the northern side of London Road at the junction with Station Road. The street scene in this location is varied including a mixture of both industrial and commercial uses. Station Rd is predominantly residential. The site is currently occupied by a vacant 2 storey brick building of little architectural merit.					
Planning History/Ownership					
13/01441/FUL - Demolish existing builder's merchants and erect 3 storey building. Commercial unit to ground floor & 9 flats above. <b>Application Granted 18/12/13.</b>					
Availability					
The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.					
Suitability					
Policy Constraints	The site is not allocated/designated in the Development Management Policies Map.				
Physical Constraints	There are no known physical constraints.				
Environmental quality and known constraints	The whole site is located on contaminated land.				
Strategic Access and Accessibility:	The site could be accessed off London Road or Station Road. Access from London Road is located too close to the junction of London Road/Station Road and could cause conflict, therefore access would be preferred from Station Road ensuring space is given to the bus stop and also to the vehicular entrance for Waitrose opposite. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for a mixed-use (Inc. residential) development in principle because of the characteristics of the site and its surrounding area. The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. Prior to redevelopment this may require further investigation into potential contamination constraints.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	9	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the				

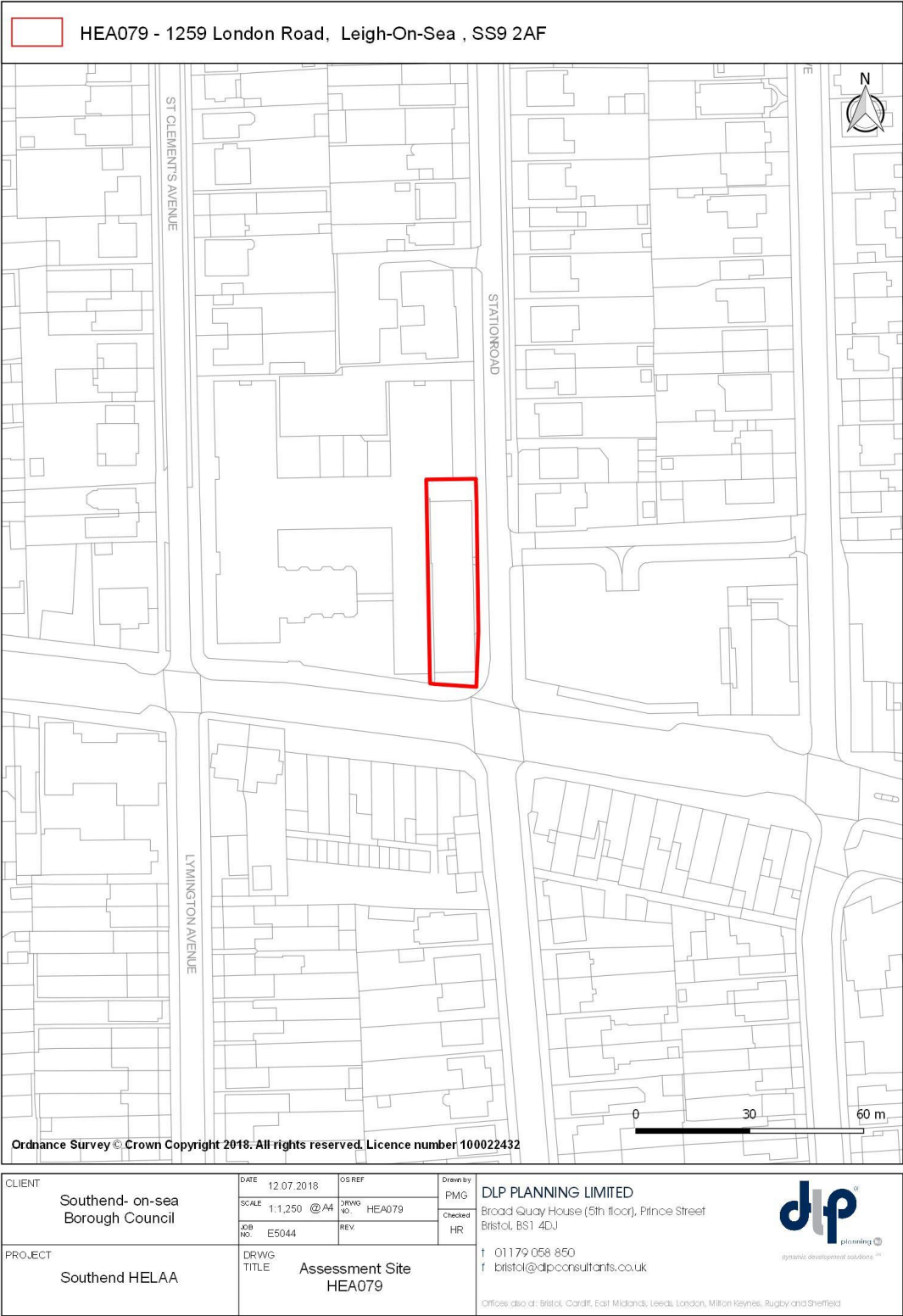
	viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	Given the location and site characteristics the site is considered suitable for a mixed-use scheme with an active ground floor frontage. The site previously had planning permission for the delivery of 9 dwellings (including 9 flats above a ground floor retail unit) which has since lapsed. This equates to approximately 180 dwellings per hectare. Whilst this is a high-density proposal, given the proposal, surrounding uses and its location fronting London Road this is considered appropriate.

**Site Photos:**





Site Plan:



Site Information					
Site Ref	HEA080	Address	Roots Hall, Victoria Avenue, SS2 6NQ		
Site Area (hectares)	<a href="#">3.2044-24</a>	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Football Stadium (D2), Vacant Industrial (B2), Residential (C3) and Retail(A5)		
Potential Gross Dwellings	320	Potential Net Dwellings	320	Potential Density of site (dwellings per hectare)	99.83dph
Description of Site and Surrounding Uses					
<p>This site comprises the Southend United Football ground and large surface parking area. The site also includes a large area of hardstanding and an older vacant industrial building towards the southern boundary (25 Roots Hall Avenue) subject to a recently withdrawn application for 18 dwellings and a vacant building fronting Victoria Avenue.</p>					
Planning History/Ownership					
<p>17/02159/FULM – 25 Roots Hall Avenue - Demolish existing building and erect 4 storey block comprising of 18 self-contained flats with associated car parking and amenity space, refuse and cycle stores and vehicular access onto Roots Hall Avenue. <b>Application Withdrawn</b> (although committee report written up for refusal. Reasons for refusal include unable to demonstrate the site is no longer viable for employment uses, overly prominent unsuitable design, no legal agreement in place to secure affordable housing).</p> <p>11/01548/FULM - 297 Victoria Avenue - Demolish buildings to the rear of 297 Victoria Avenue, erect 30 one-bedroom flats in two separate buildings, lay out parking, form new footpath link between Roots Hall Avenue and Victoria Avenue. <b>Application Granted 01/08/12.</b></p> <p>11/01540/RESM - Demolish Football Stadium, Flats, Shops and College; Redevelop Site with 3 storey Retail Food Store, 6,976m<sup>2</sup> (net) retail floorspace); incorporating parking and associated servicing at ground floor level, sales area at first floor level and staff facilities at mezzanine level, erect Petrol Filling Station with kiosk.... (Approval of Reserved Matters following grant of outline permission 07/01111/OUTM dated 24/06/11. <b>Application Granted 11/07/2012.</b></p> <p>09/00090/FULM - Development at Roots Hall Avenue Covering 25 Roots Hall Avenue And 293-297 Victoria Avenue, Roots Hall Avenue - Demolish existing buildings and erect three, three storey blocks and one, two storey blocks of 36 self-contained flats with associated balconies, including 2 retail units, 4 plant units, 1 sub-station.... <b>Application Withdrawn.</b></p> <p>07/01111/OUTM - Demolish football stadium, flats, shops and college; redevelop site with retail food store at first floor level (10,113 sq.m); and petrol filling station with kiosk, two standalone units fronting Fairfax Drive for class A3, A4, B1 and D1 uses, a total of 272 residential units comprising flat, semi-detached and terraced houses (including affordable housing). <b>Application Granted 24/06/2011.</b></p> <p>06/00312/OUT 25 Roots Hall Avenue- Demolish building and erect 3 storey block of 18 flats with basement parking spaces (outline - amended proposal). <b>Application Refused 19/05/06.</b></p> <p>06/01335/OUT - Demolish football stadium, flats, shops and college; redevelop site with retail food store at first floor level (9290 sq.m); and development of up to 7 storeys incorporating 402 residential units including affordable housing, 8 retail units (Class A1), fitness club.... (Outline). <b>Application Refused 13/04/07.</b></p> <p>06/00202/FUL - 25 Roots Hall Avenue - Demolish buildings and erect part two / part three / part four storey block of 38 self-contained flats, lay out 38 parking spaces. Application withdrawn.</p> <p>05/01283/OUT - 25 Roots Hall Avenue - Demolish building and erect 3 storey block of 18 self-contained flats with basement parking spaces. <b>Application Refused 12/12/05.</b></p>					
Availability					
<p>The sites application history (including current confidential pre-application) suggests that there is confidence in the site being available and coming forward for development.</p>					
Suitability					
Policy Constraints	The site is located within the outer edge of the Southend Central Area (see policy KP1				

	Spatial Strategy) and is therefore a primary focus for regeneration and growth. Relocation of the football club to Fossett farm area is specifically identified in Policy KP1. The site is also located within SCAAP - Victoria Gateway Neighbourhood.				
Physical Constraints	The Prittlewell Conservation Area is located to the east of the site. Roots Hall is considered in the SCAAP as an Areas of Archaeological Potential in Southend Central Area.				
Environmental quality and known constraints	Most of the site except for a small area of car park and club shop is on contaminated land.				
Strategic Access and Accessibility:	Site access onto Victoria Avenue. Access and egress from Victoria Avenue is discouraged due to Victoria Avenue being a main route to and from Southend Town Centre and its proximity to signalised junctions, thus the main access and egress for this site would need to be located off Fairfax Drive. Any access and egress from Fairfax Drive needs to be carefully considered due to its close proximity to the busy junction of Fairfax Drive/Prittlewell Chase, the location of the yellow box and the bus stop. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to bus and cycle routes which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	320	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site as part of a mixed-use scheme. This will form part of a package of proposals for the relocation of the football stadium from Roots Hall to Fossett Farm. However, there are a number of planning, legal and ownership matters to be resolved therefore, development is likely to take place in the medium term.  From the information available it is considered that the site is economically viable and the capacity of a developer to complete and sell the housing in this area is good. The previous planning application on this site included a mix of flats, semi-detached and terraced dwellings including affordable housing, a successful future scheme is also likely to deliver a similar mix.				
Conclusion					
Recommendation:	This does not currently have an extant permission, but there is ongoing interest in relocating the football stadium and regenerating the site. The relocation of the existing club from Roots Hall to Fossetts Farm remains a key objective of the Core Strategy, where redevelopment would be subject to provision of the football staidum. Regeneration of this site is likely to include a mixed-use scheme. Following on from a				

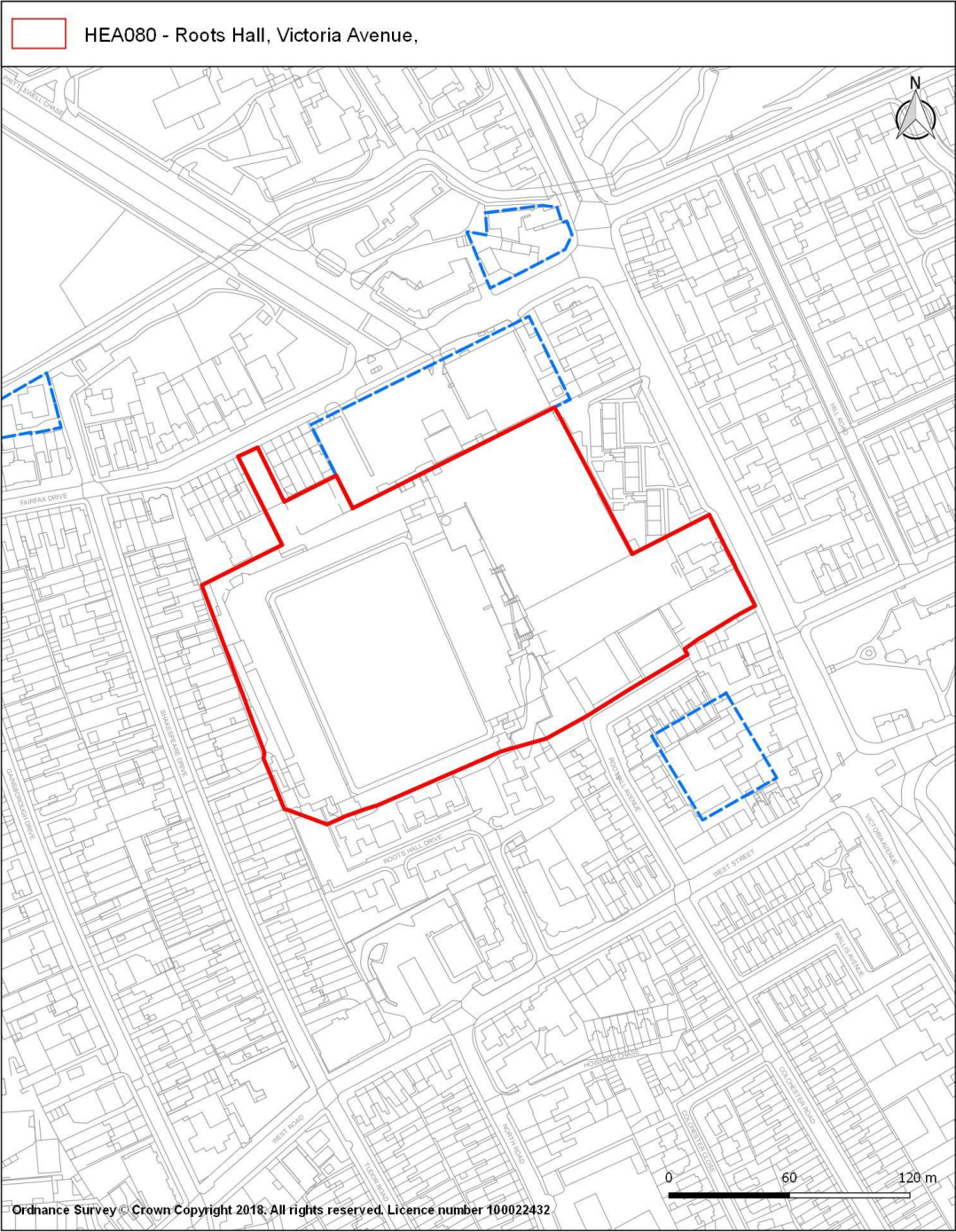


review of existing permissions and discussions with the land owner the site boundary has been amended (removing land which has an alternative extant permission and the flats to the east originally included in the assessment). Applying a dph of 100 a residential application on this site is likely to result in a yield of 320 dwellings.

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Pilgrimage Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	
		SCALE	1:2,500 @ A4	DRWG NO.	HEA080	Checked	HR		
		JOB NO.	E5044	REV					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA080						

Site Information					
Site Ref	HEA081	Address	25 Riviera Drive, SS1 2QY		
Site Area (hectares)	0.095	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Residential (C3)		
Potential Gross Dwellings	9	Potential Net Dwellings	8	Potential Density of site (dwellings per hectare)	95dph
Description of Site and Surrounding Uses					
The site includes a residential dwelling with large rear garden. The street includes a series of terraced and semi-detached two storey properties with marked out parking on the opposite side of the road.					
Planning History/Ownership					
08/00878/OUT - Demolish dwelling and erect part single/part two/part three storey block of nine self-contained flats, form refuse, cycle stores, amenity areas with landscaping, lay out car parking and form vehicular access onto Belle Vue Avenue (Outline) (Amended Proposal)					
Availability					
The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.					
Suitability					
Policy Constraints	The site is not allocated/designated in the Development Management Policies Map.				
Physical Constraints	No constraints identified.				
Environmental quality and known constraints	There are no known environmental designations.				
Strategic Access and Accessibility:	The site is accessed via Riviera Drive. There is also potential for a new access to be located off Bellevue Avenue subject to planning permission. The site is near to Southend East train station and the uptake of sustainable modes of travel should be encouraged as part of any potential development here. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	8	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				



<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has previously been included in the SHLAA based on an application to be redeveloped for 9 dwellings. Given the earlier interest in redeveloping the site and that there is no further information to suggest the site is not available, the site has been included as deliverable in the medium term.

**Site Photos:**



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA081	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV.			
	DRWG TITLE Assessment Site HEA081				

Site Information					
Site Ref	HEA82	Address	4 Southchurch Road, SS1 2NE		
Site Area (hectares)	0.07	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Mixed use building (Ground Floor A1 and D1, Upper floors B1)		
Potential Gross Dwellings	24	Potential Net Dwellings	24	Potential Density of site (dwellings per hectare)	347dph
Description of Site and Surrounding Uses					
<p>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 area is generally run-down in appearance. The building includes a retail frontage which is currently occupied by Southend Dental Care and Southend Appliance Centre, the middle floor is in use as offices and occupied by One to One Personnel (Recruitment Agency) and the upper floor is in use by JSPS (Solicitors).</p>					
Planning History/Ownership					
<p>11/00670/FUL - Use part of ground floor as dental surgery (Class D1). <b>Application Granted 14/06/2011.</b>            11/01377/EXTM - Application to extend the time limit for implementation following planning permission 07/01643/FULM allowed on appeal 23/09/2008. <b>Application Granted 23/12/2011.</b>            07/01643/FULM - Erect part 4/ part 5 storey extension to rear comprising 24 flats and change use of ground floor from retail (class A1) to restaurant (class A3). <b>Application Granted on Appeal 23/09/2008.</b>            06/00870/FUL - Erect extract flue to rear and use retail unit (class A1) as restaurant (class A3) and alter front elevation. <b>Application Refused 01/09/06.</b></p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, may require confirmation from the applicant in terms of deliverability.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is also located within the SCAAP High Street Policy Area and Designated Town Centre Primary Shopping Area. The road forming a secondary shopping frontage and therefore a loss of commercial uses on the ground floor would likely be resisted. This section of Southchurch Road is noted as a Key Public Realm Improvements Area - with new or improved pedestrian/cycle links.</p>				
Physical Constraints	<p>There are no known physical constraints.</p>				
Environmental quality and known constraints	<p>There are no known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>Pedestrian access from Southchurch Road. Due to its location with the level change of The Deeping, both pedestrian and vehicular access to this site would need to be considered. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>This site previously had planning permission for 24 flats, to be situated in an extension to the existing building, however the application lapsed without being implemented. If the site is confirmed as still potentially available, the site is located within an area where residential development is generally appropriate. There are no physical</p>				



	constraints that would prevent development. From the information currently available the site is considered suitable for housing development in principle.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	24	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that the site is economically viable and the capacity of the developer to complete and sell the housing is good, subject to a recovery in the housing market.				
Conclusion					
Recommendation:	This site has previously been included in the SHLAA based on a residential application which lapsed in 2011 for the extension of the existing building to form 24 flats. According to the SHLAA 2017 Update the site is still considered available and is therefore considered deliverable within the second five-year tranche.				

**Site Photos:**






Site Plan:

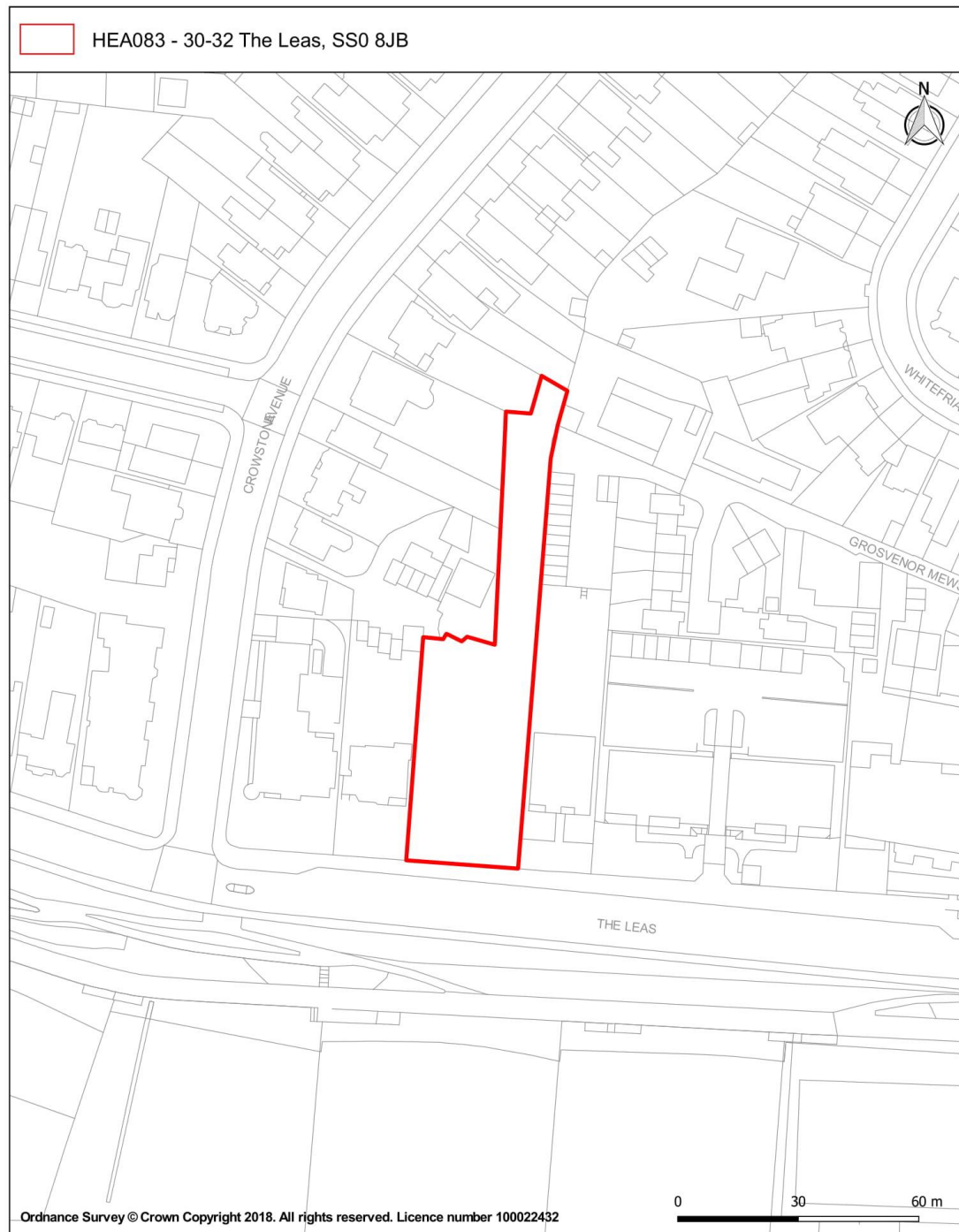


CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		SCALE	1:1,250 @ A4	DRWG NO.	HEA082	Checked			
		JOB NO.	E5044	REV.		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA082						

Site Information					
Site Ref	HEA083	Address	30-32 The Leas, SS0 8JB		
Site Area (hectares)	0.23	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Vacant residential (C3)		
Potential Gross Dwellings	7	Potential Net Dwellings	7	Potential Density of site (dwellings per hectare)	31dph
Description of Site and Surrounding Uses					
<p>The site previously contained 3 historic dwellings but following 2 fires in 2018 planning consent was granted to demolish the buildings due of health and safety concerns and this has been completed. Any replacement development will be required to have due regard to the character of the conservation area particularly in terms of fine grain and scale of development in line with DM6. No development has yet been agreed for the section of this site which fronts the esplanade. The developments noted below which relate to the front of the site were considered to be over scaled for the site and conservation area generally. It should be noted that the presence of much larger buildings at the eastern end of the street block, which were constructed prior to the adoption of the Development Management Document, do not justify the same scale here.</p> <p>It should be noted that the rear elongated section of the site behind number 30 has consent for 3 houses reference 11/01485/FUL. Records show this to have commenced and was nearing completion in early 2016.</p>					
Planning History/Ownership					
<p>18/01338/FUL - Demolish buildings at 30, 31 and 32 The Leas – granted September 2018</p> <p>17/02047/FUL - Demolish existing buildings, erect part three/part four storey building comprising of 9 self-contained flats, layout lower ground parking and cycle store and form vehicular access onto The Leas. Application <b>Withdrawn 05/03/18</b> (Committee Report Recommends Refusal. Reasons given include that the proposed development would result in the loss of buildings which make a significant positive contribution to the character of the Crowstone Conservation Area. The case for justifying such demolition has not been sufficiently demonstrated. The proposed design would also harm the conservation area).</p> <p>15/01492/FUL - Demolish existing buildings, erect part two/part three/part four and part five storey building comprising of 9 self-contained flats with balconies, cycle and refuse storage, lay out parking and landscaping and form new vehicular access onto The Leas. <b>Application refused 12/11/15.</b></p> <p>11/01485/FUL - Demolish garages and erect three two storey dwellinghouses, lay out car parking spaces and cycle/bin stores (Amended Proposal) for part of the site to the rear of 30 The Leas - granted 4.1.12</p> <p>11/00890/FUL (relates solely to No.30) - Demolish existing building, erect four storey block of four self-contained flats with balconies and basement parking, erect three two storey dwelling-houses, lay out car parking spaces, cycle/bin stores, decking and amenity area. <b>Application Refused 18/08/11.</b></p> <p>08/00712/FULM - Demolish dwellings, erect eight storey block of 21 self-contained flats with basement parking and swimming pool at rear, form cycle and refuse stores and layout amenity areas. <b>Application Refused 09/10/08.</b></p>					
Availability					
The site was identified from a previous SHLAA exercise and there remains interest in the site.					
Suitability					
Policy Constraints	The site is located within the Crowstone Conservation Area and also within the Seafront Character Zone Chalkwell Station to San Remo Parade.				
Physical Constraints	Conversion of this locally important building. Part of the front of the site is located in flood Zone 2.				
Environmental quality and known	No other known environmental constraints.				

<b>constraints</b>				
<b>Strategic Access and Accessibility:</b>	The site is accessed off The Leas. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.			
<b>Suitability Summary</b>	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed including designing a proposal which would respect the existing building and Conservation Area location.			
<b>Achievability</b>				
<b>Net Yield</b>	<b>2017-2022</b>	<b>2022-2027</b>	<b>2027-2032</b>	<b>2032-2037</b>
	0	7	0	0
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.			
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			
<b>Conclusion</b>				
<b>Recommendation:</b>	This site was previously included in the SHLAA based on an application for 21 dwellings which was refused back in 2008. A scheme for 5 storeys (9 units) was also refused and dismissed at appeal for reasons which included it being over scaled. In terms of yield, given the planning history, grain of the area and historic context, a conservative yield for this site could see the potential delivery of 7 dwellings for the front of the site facing the esplanade. Consent has been granted for 3 houses to the rear and this is underway/completed. The site can be split on this basis.			
<b>Site Photos:</b>				
				

Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	28.11.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	
		SCALE	1:1,250 @ A4	DRWG NO.	HEA083	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA083			† 01179 058 850 f bristol@dlpconsultants.co.uk			
		Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield							





Site Information					
Site Ref	HEA084	Address	190 Woodgrange Drive, SS1 2SF		
Site Area (hectares)	0.08	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Commercial Garage		
Potential Gross Dwellings	10	Potential Net Dwellings	10	Potential Density of site (dwellings per hectare)	132dph
Description of Site and Surrounding Uses					
<p>The site comprises of several single storey garage buildings occupied by 'Sun Motors' service centre, MOT test centre and a forecourt with associated car parking area attached. The site is located on the corner of Victoria Road (a busy main road) and is opposite a small row of shops and 2 storey terraced housing. The surrounding area incorporates a mixture of uses but is predominantly residential.</p>					
Planning History/Ownership					
<p>15/00648/FUL - Erect vehicle lift to side hardstanding area (retrospective). <b>Application Granted 09/09/15.</b></p> <p>08/00849/OUT - Demolish existing building, erect part 3/part 4 storey building comprising 9 self-contained flats with balconies, and commercial unit to first floor. (Outline Amended Proposal). <b>Refused 17/09/08.</b> Reasons for refusal being: Proposed design over scaled and incongruous to the street scene also no active ground floor use proposed.</p> <p>07/00475/OUTM - Demolish building, erect 4 storey block comprising 11 self-contained flats with balconies, use ground floor as retail/ office, lay out 18 car parking spaces, roof and ground floor amenity area and refuse and cycle store (Outline). <b>Application Refused 02/07/07.</b></p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.</p>					
Suitability					
Policy Constraints	The site is not allocated/designated in the Development Management Policies Map.				
Physical Constraints	Whole site is on contaminated land.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	<p>The site is accessed off Woodgrange Drive and Victoria Road. There is a zebra crossing located near to the entrance on Woodgrange Drive, which will need to be considered. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. Prior to redevelopment issues of contamination would require investigation.</p>				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	0	10	0	

<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The site has previously been included in the SHLAA given interest in redeveloping the site as a residential scheme. Whilst planning permission was never granted on this site and it continues to be in active use, if confirmed as available the site could be utilised as a mixed-use scheme incorporating an active ground floor frontage. Suggested that this site could be suitable to deliver up to 10 dwellings.

**Site Photos:**








Site Plan:



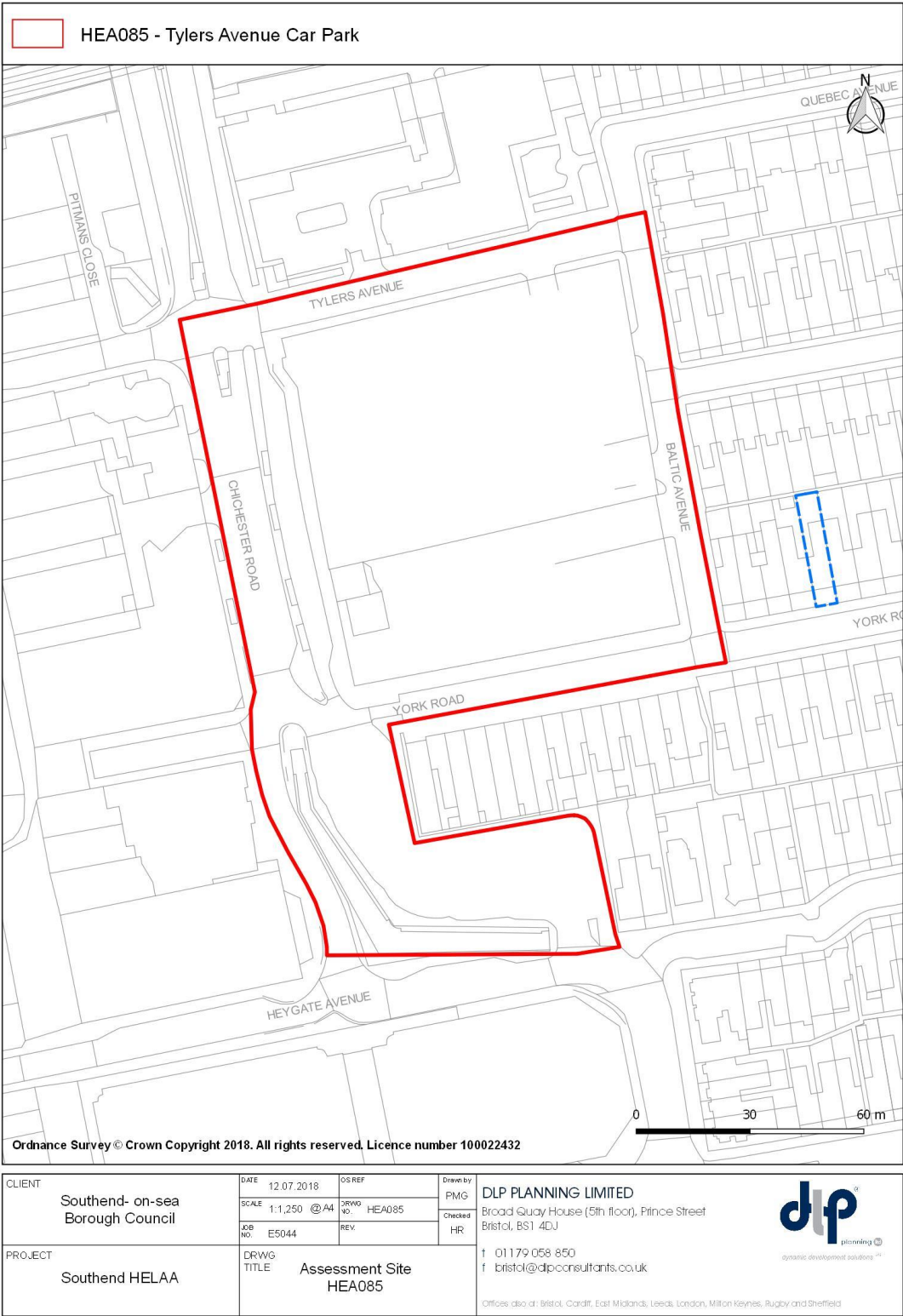
CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA084	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV			
	DRWG TITLE Assessment Site HEA084				

Site Information					
Site Ref	HEA085	Address	Tyler's Avenue car park		
Site Area (hectares)	1.81	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Car Park (Sui Generis)		
Potential Gross Dwellings	150	Potential Net Dwellings	150	Potential Density of site (dwellings per hectare)	83dph
Description of Site and Surrounding Uses					
<p>This site includes a car park associated with the High Street. The site is adjacent on 2 sides to existing terraced (2 storey) high density housing and on 2 sides by commercial and administrative buildings (up to 6 storeys), the residential terrace fronting York Road includes Ground Floor Retail uses. The site also currently includes the bus station turning area. The site boundary also currently includes the surrounding road infrastructure.</p>					
Planning History/Ownership					
No relevant planning history identified by the Council.					
Availability					
<p>Given the sensitive nature of this Council owned car park site it has been considered potentially available in the future for residential development if the parking displacement issue can be addressed, resulting in a no net loss in key visitor parking provision to the south of the central area.</p>					
Suitability					
Policy Constraints	<p>The site is located within the outer edge of the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within SCAAP policy neighbourhood area of Tyler's and is included as Key Opportunity Site PA7.1 Tyler's Avenue. Proposed for Retail, residential (150 net), public parking, transport interchange uses. The majority of the site is located within the Town Centre Primary Shopping Area.</p> <p>The site is identified in SCAAP as a Key Visitor Car Park (including 249 spaces) This car park is also within a 10-minute walk from the shoreline (DM5) and is therefore better positioned to provide more direct and convenient access to the Central Seafront area, which is the focus of the tourism and leisure resort - to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of key visitor car parking to the south of the Central Area.</p>				
Physical Constraints	Redevelopment will displace parking and replacement parking will need to be a considered.				
Environmental quality and known constraints	The site is partially located on contaminated land.				
Strategic Access and Accessibility:	<p>Accessible off Baltic Avenue/Tylers Avenue. If development of the site displaced the bus Travel Centre, an alternative location and design for the Travel Centre will need to be found. An alternative site for the displaced parking will need to be provided. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to bus and cycle routes which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	This centrally located site offers a sustainable location for development. The site has				



	no known policy restrictions and provided parking can be replaced, no physical constraints which would limit development.							
<b>Achievability</b>								
<b>Net Yield</b>		<b>2017-2022</b>	<b>2022-2027</b>	<b>2027-2032</b>				
		0	150	0				
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. According to SCAAP Policy Planning permission will be granted for well-designed, sustainable buildings that provide a mix of uses compatible with the area, including active ground floor retail uses that connect well with the High Street and front Chichester Road, with residential uses and the potential for offices to upper floors.							
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.							
<b>Conclusion</b>								
<b>Recommendation:</b>	The site is located within a central location where redevelopment for a mix of uses could be supported including residential. This is also supported by the SCAAP key opportunity site allocation which considers the site suitable for delivering 150 dwellings, alongside retail/office uses and the inclusion of transport interchange which looks to be located off Heygate Avenue. That said, redevelopment in this location will involve the displacement of parking and the release of this site for development will need to be co-ordinated through a car parks strategy.							
<b>Site Photos:</b>								
								

Site Plan:



Site Information					
Site Ref	HEA086	Address	Clarence Road Car Park		
Site Area (hectares)	0.35	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Car Park (Sui Generis)		
Potential Gross Dwellings	38	Potential Net Dwellings	38	Potential Density of site (dwellings per hectare)	110dph
Description of Site and Surrounding Uses					
<p>This site includes a public pay and display surface car park (126 spaces), in a dense residential and office area in a town centre location. Development surrounding the site is 2-3 storeys and includes a mixture of uses. The car park appears reasonably well-used.</p>					
Planning History/Ownership					
<p>No relevant planning history identified by the Council.</p>					
Availability					
<p>Given the sensitive nature of this Council owned car park site it has been considered potentially available in the future for residential development if the parking displacement issue can be addressed, resulting in a no net loss in key visitor parking provision to the south of the central area.</p> <p>The site has been considered for residential development in the past, however, further confirmation in terms of availability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is also included in the SCAAP Clifftown Neighbourhood Boundary and in the SCAAP Map 4 noted as a Key Visitor Car Park (126 spaces). This car park is also within a 10-minute walk from the shoreline (DM5) and is therefore better positioned to provide more direct and convenient access to the Central Seafront area, which is the focus of the tourism and leisure resort - to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of key visitor car parking to the south of the Central Area. Alexandra Street and Clarence Rd are both designated as key public realm improvement areas.</p>				
Physical Constraints	<p>Redevelopment will displace parking and replacement parking will need to be considered. Potential loss of daylight to adjoining uses.</p>				
Environmental quality and known constraints	<p>There is some contaminated land to the west of the site. No other known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>The site is accessed via Clarence Road, which is a one-way road. An alternative site for the displaced parking will need to be provided. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to bus and train which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These</p>				

	include responding to the proposed displacement of parking and producing a scheme which is designed appropriately so as to not significant impact on the amenity of adjacent uses.			
Achievability				
Yield	2017-2022	2022-2027	2027-2032	2032-2037
	0	0	0	38
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.			
Delivery Summary	Subject to the satisfactory replacement of parking the development is considered deliverable within the Plan period.			
Conclusion				
Recommendation:	<p>The site is located within a central location where redevelopment for a mix of uses could be supported including residential, with the opportunity to elongate the retail frontage on Alexander street. That said redevelopment in this location will involve the displacement of parking and the release of this site for development will need to ensure there is no net loss in key visitor car parking to the south of the central area. (See SCAAP).</p> <p>A basic yield calculation suggests that approximately 38 dwellings could be provided and appears a suitable figure considering the adjacent built form and proposed uses.</p>			

**Site Photos:**









Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF	Drawn by	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA086		
PROJECT	Southend HELAA	JOB NO.	E5044	REV.	HR		
		DRWG TITLE	Assessment Site HEA086				

Site Information					
Site Ref	HEA087	Address	Alexandra Street Car Park		
Site Area (hectares)	0.32	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Car Park (Sui Generis)		
Potential Gross Dwellings	57	Potential Net Dwellings	57	Potential Density of site (dwellings per hectare)	176dph
Description of Site and Surrounding Uses					
<p>This site is in use as a public pay and display surface car park in a dense residential and office area in a town centre location. The site includes land either side of Royal Mews. The western section also includes a single storey building in use by "The Dress Company".</p>					
Planning History/Ownership					
<p>16/00146/FUL - Demolish existing garages and erect a two-storey building comprising of three retail units to ground floor and two self-contained flats, layout loading bay, cycle and bin store at land adjacent to Alexandra Car Park. <b>Application Granted 27/03/16.</b></p> <p>09/01793/OUT - Demolish existing garages and erect 2 storey building comprising a bar and restaurant to basement and ground floor with integral loading bay, Juliette balconies and offices to upper floor (Outline). <b>Application Refused 10/12/09.</b></p> <p>06/01030/FUL - Demolish existing garages and erect 3 three storey dwelling houses with integral garages and balconies to front and rear and lay out parking and amenity areas. <b>Application Refused 02/10/06.</b></p>					
Availability					
<p>Given the sensitive nature of this Council owned car park site it has been considered potentially available in the future for residential development if the parking displacement issue can be addressed, resulting in a no net loss in key visitor parking provision to the south of the central area.</p> <p>The site has been considered for residential development in the past, however, further confirmation in terms of availability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is also included in the SCAAP Clifftown Neighbourhood Boundary and in the SCAAP Map 4 noted as a Key Visitor Car Park (74 spaces). This car park is also within a 10-minute walk from the shoreline (DM5) and is therefore better positioned to provide more direct and convenient access to the Central Seafront area, which is the focus of the tourism and leisure resort - to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of key visitor car parking to the south of the Central Area. The site is located within the SCAAP Town Centre Primary Shopping Area.</p> <p>The site is adjacent Clifftown Conservation Area.</p>				
Physical Constraints	<p>Redevelopment will displace parking and replacement parking will need to be considered. Potential loss of daylight to adjoining uses. The redevelopment of this site will also require the demolition of the existing building in use by The Dress Company.</p>				
Environmental quality and known constraints	<p>Partially on contaminated land to the south west. No known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>Accessed via Alexandra Street/Royal Mews. An alternative site for the displaced parking will need to be provided. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental</p>				

	effects. The site provides good accessibility to bus and train which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	This centrally located site offers a sustainable location for development. The site has no known policy restrictions and provided parking can be replaced elsewhere, no physical constraints which would limit development.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	0	0	57
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	The site is located within a central location where redevelopment for a mix of uses could be supported including residential. That said redevelopment in this location will involve the displacement of parking and the release of this site for development will need to ensure there is no net loss in key visitor car parking to the south of the central area (See SCAAP).				

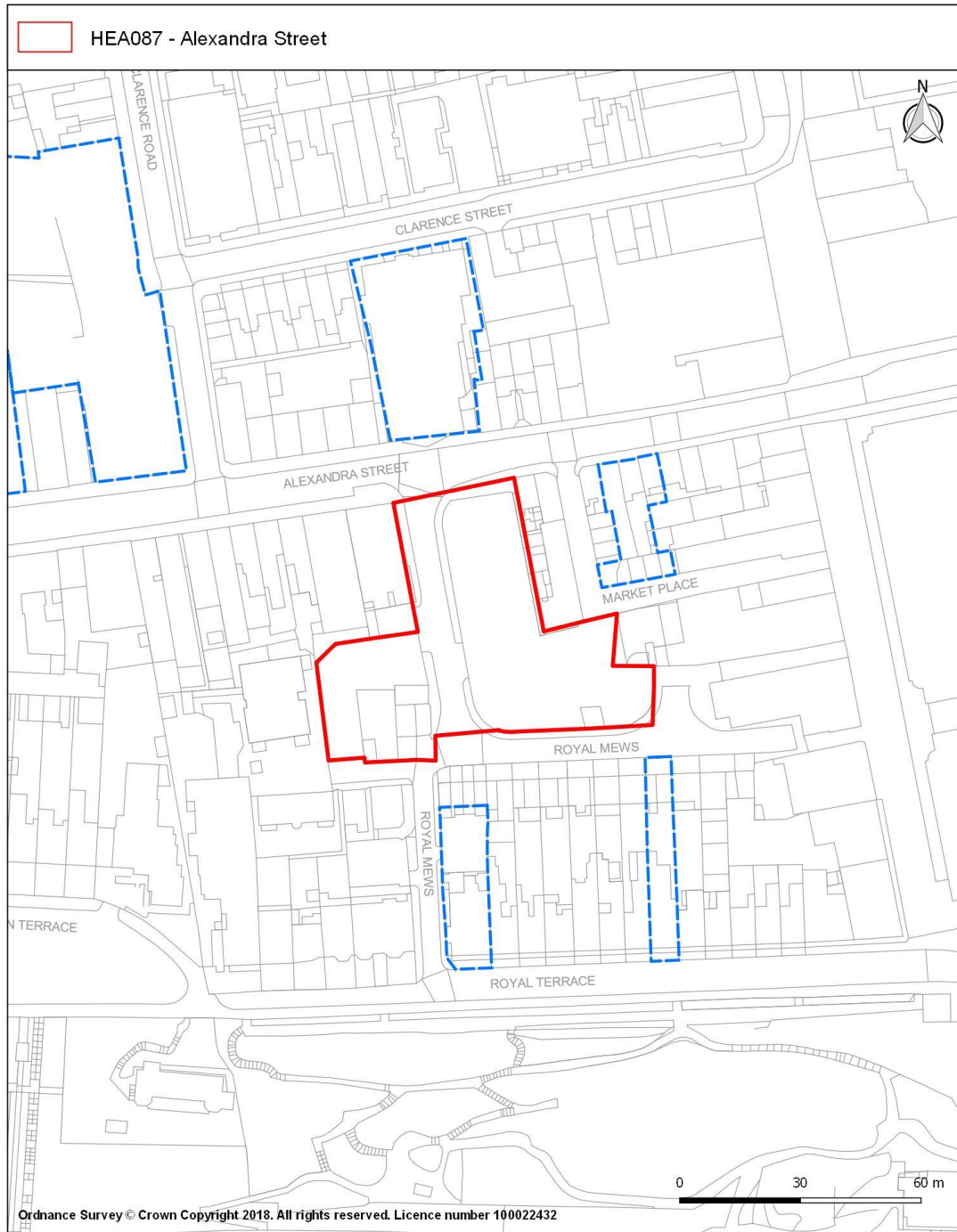
**Site Photos:**







Site Plan:



CLIENT  Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions</small>
	SCALE 1:1,250 @ A4	DRWG NO. HEA087	Checked HR		
	JOB NO. E5044	REV.			
PROJECT  Southend HELAA	DRWG TITLE Assessment Site HEA087				



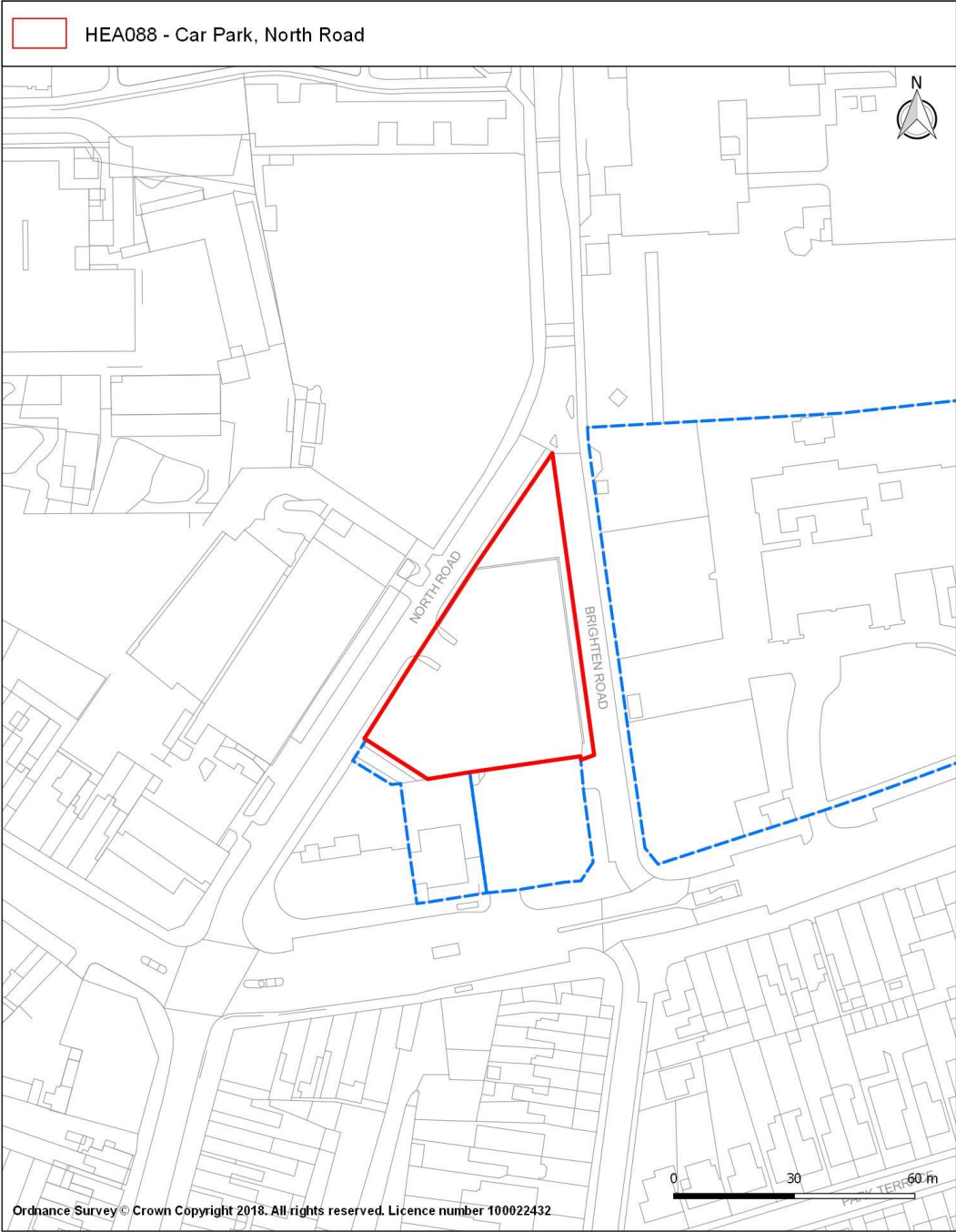
Site Information					
Site Ref	HEA088	Address	Car park, North Road		
Site Area (hectares)	0.24	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Car Park (Sui Generis)		
Potential Gross Dwellings	40	Potential Net Dwellings	40	Potential Density of site (dwellings per hectare)	166dph
Description of Site and Surrounding Uses					
The site comprises a triangular public car park and paved public area, with access from North Road and bordering Brighten Road. Immediately to the south of the site a block of flats is under construction. The surrounding area ranges from 7 storey office blocks to small shops over 2-3 storeys with flats above. There are educational uses and associated playing fields to the north.					
Planning History/Ownership					
No relevant planning history identified by the Council.					
Availability					
The site has been considered for residential development in the past, however, further confirmation in terms of availability will be sought.					
Suitability					
Policy Constraints	The site is located within the built-up area where development for residential purposes is acceptable, in principle. The site is located within the outer edge of the Southend Central Area (see policy KP1 Spatial Strategy) and within the SCAAP Victoria Gateway Neighbourhood Policy Area and is therefore a primary focus for regeneration and growth. North Road and Brighten Road are both noted as key areas for Public Realm improvements.				
Physical Constraints	Redevelopment will displace parking.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	The site is accessed via North Road. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to bus train and cycle which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site is located within an area where residential development is generally appropriate. Subject to the Council considering the loss of parking within its assessment of other town centre and edge of centre sites, is considered suitable for development.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	40	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain				

	package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The site is centrally located and redevelopment for residential uses would likely be considered appropriate. Redevelopment would however displace parking and the release of this site for development and loss of parking will need to be considered. Given the central location and surrounding uses a higher density scheme is appropriate and the site is considered suitable for the delivery of a flatted scheme to include approximately 40 dwellings.

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		SCALE	1:1,250 @ A4	DRWG NO	HEA088	Checked	HR		
		JOB NO.	E5044	REV					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA088						

Site Information					
Site Ref	HEA089	Address	Finchley Road Synagogue		
Site Area (hectares)	0.30	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Synagogue D1		
Potential Gross Dwellings	25	Potential Net Dwellings	25	Potential Density of site (dwellings per hectare)	83dph
Description of Site and Surrounding Uses					
The site is in use as the Finchley Road Synagogue and comprises two large 2-3 storey 1970's office style buildings and car parking to the north and south of the main building. The site is surrounded by residential development, mostly 2 storey terraced Victorian and Edwardian properties but with an adjacent 6 storey block of flats to the north west.					
Planning History/Ownership					
04/01292/FUL – Install disabled access ramp with handrails to rear. <b>Application Granted 20/10/04.</b> 04/00017/FUL – Install replacement windows to ground floor rear and alter elevations. <b>Application Granted 08/03/04.</b>					
Availability					
The site has been considered for residential development in the past, however, further confirmation in terms of availability will be sought.					
Suitability					
Policy Constraints	The site is located within the built-up area where development for residential purposes is acceptable, in principle. The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	The demolition of buildings would be required to redevelop the site.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	The site is accessed via the western end of Finchley Road. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	This brownfield site offers a sustainable location for residential development. The site has no known policy restrictions or physical limitations that would limit development, however confirmation will be required as to the continued aspiration to relocate the Synagogue.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	0	25
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				



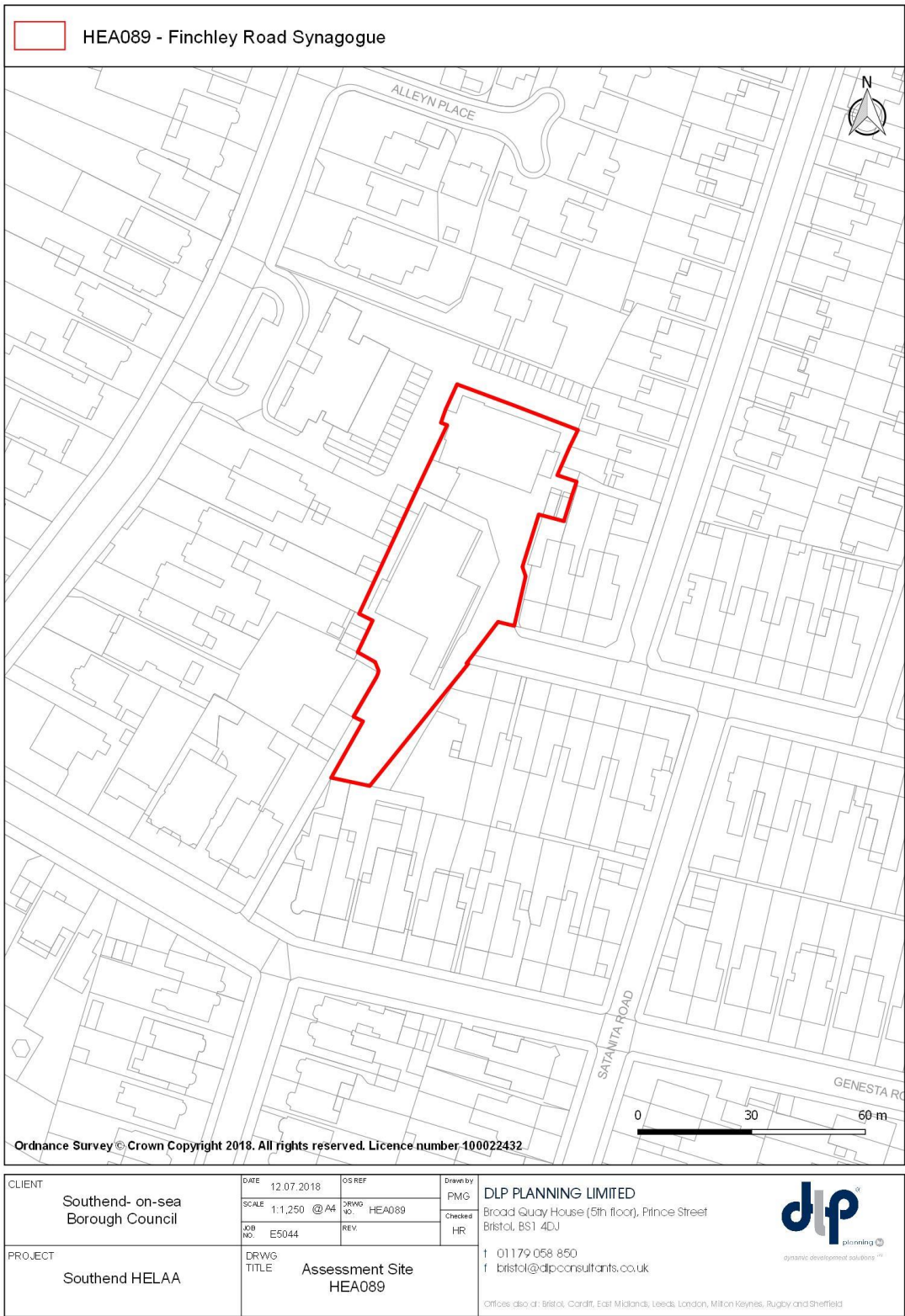
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The site was previously included in the 2010 SHLAA given the synagogue was looking to acquire a more suitable premises in the local vicinity which would need to be provided before the current site is vacated. The site is located within a current residential area where redevelopment for housing is suitable, subject to the satisfactory relocation of the synagogue. Given the surrounding uses including an adjacent 6 storey block of flats to the north west, this site is considered suitable for a reasonably high-density scheme. The delivery of 25 dwellings accounts for around 83 DPH and is considered suitable in this location.

**Site Photos:**





Site Plan:



Site Information					
Site Ref	HEA090	Address	327 Southchurch Road		
Site Area (hectares)	0.69	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	General Industrial (B1c/ B2)		
Potential Gross Dwellings	50	Potential Net Dwellings	50	Potential Density of site (dwellings per hectare)	72dph
Description of Site and Surrounding Uses					
The site is a backland industrial plot just outside the Central Area comprising three 1-2 storey industrial buildings, parking areas and access drive. The site is bounded to the north, south and west by residential dwellings and to the east by further industrial uses. Buildings immediately surrounding the site range from 1-8 storeys.					
Planning History/Ownership					
16/01681/FUL – Change of use from Workshop (Class B1) to Hindu Temple (Class D1). <b>Application Refused 08/11/16.</b>					
Availability					
The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.					
Suitability					
Policy Constraints	The site is located within the built-up area where development for residential purposes is acceptable, in principle. The site is not allocated / designated in the Development Management Policies Map. There are existing employment uses on site so the proposal will need to contribute to the objective of regeneration of the local economy in other ways, including enhancement of the environment, amenity and condition of the local area. (Policy CP1)				
Physical Constraints	Very different levels of surrounding sites. Buildings would require demolition prior to redevelopment. Potential overlooking issues.				
Environmental quality and known constraints	The whole site is located on contaminated land.				
Strategic Access and Accessibility:	The site is accessed from Southchurch Road. Length and width of the access road into the site will need to be considered for emergency vehicles and refuse collection. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	Whilst the site is currently in use for employment, it is located on land adjacent to existing and proposed residential properties.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	50	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the				

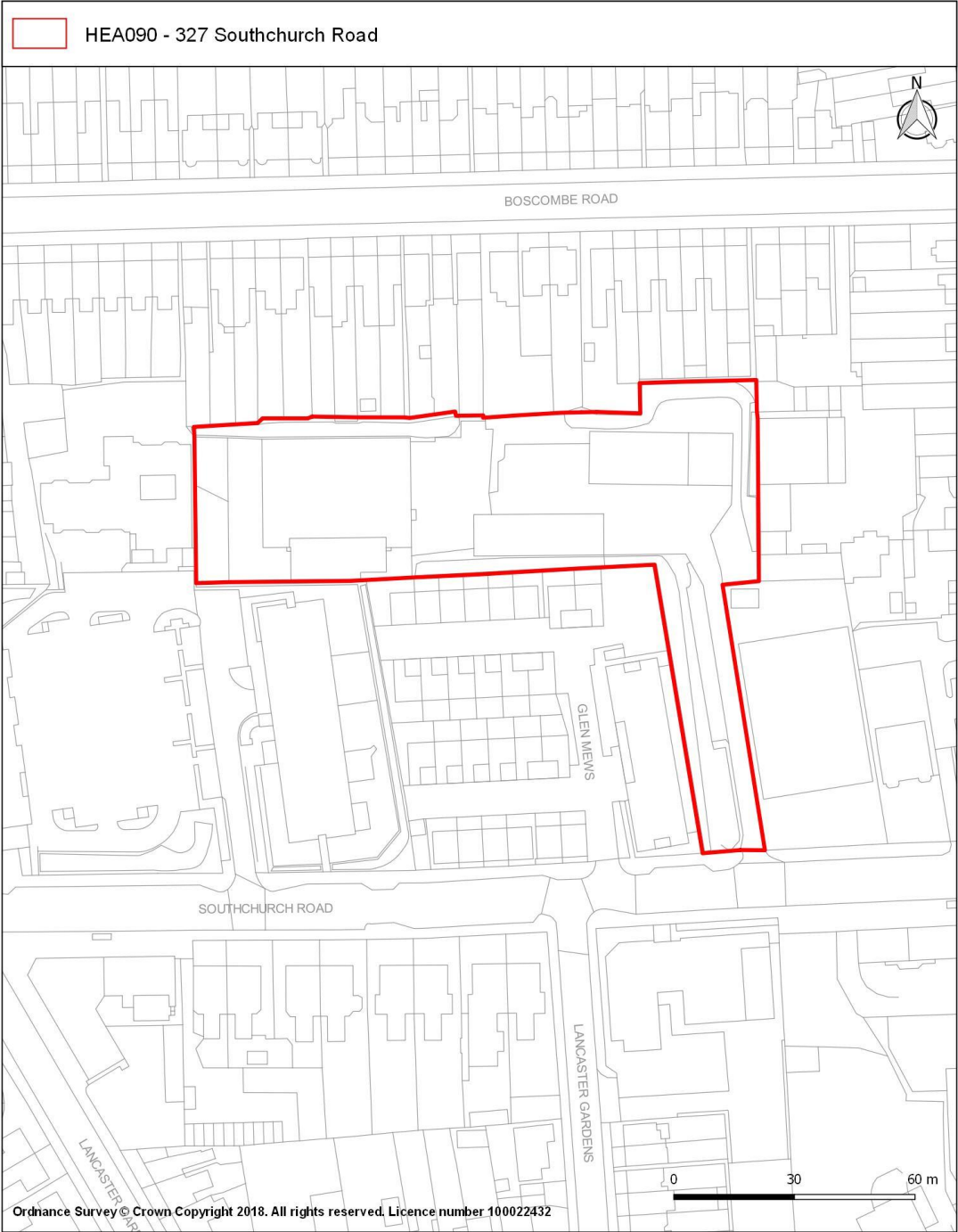
	viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has previously been promoted for residential redevelopment including in the past being subject to a Concept Statement supporting an exemplar mixed tenure housing development. The site is more suitable for future residential use than continued employment (ELR site EMP007). The site could be suitable to include an element of mixed-use (i.e. small workshop/ live work units) although given its backland location this would be less appropriate for certain commercial opportunities. Considering its location and surrounding uses the site is considered suitable for a scheme of 50 dwellings (72 dph).

**Site Photos:**





Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	 dynamic development solutions <small>est. 1994</small>
		SCALE	1:1,250 @ A4	DRWG NO	HEA090	Checked	HR		
PROJECT	Southend HELAA	JOB NO	E5044	REV		t 01179 058 850 f bristol@dipconsultants.co.uk			
		DRWG TITLE	Assessment Site HEA090			Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield			

Site Information					
Site Ref	HEA091	Address	Land at Westcliff Station		
Site Area (hectares)	0.14	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Mixed	Current Use	Vacant land/Garden Area (C3)		
Potential Gross Dwellings	7	Potential Net Dwellings	7	Potential Density of site (dwellings per hectare)	50dph
Description of Site and Surrounding Uses					
The site is located adjacent to the railway and accessed off both Valkery Rd and Ditton Ct Rd. The western section is an area of very overgrown land & trees, with the eastern section well-kept grassed garden land. The surrounding area is largely residential of 2/3 storeys.					
Planning History/Ownership					
No relevant planning history identified by the Council.					
Availability					
The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.					
Suitability					
Policy Constraints	The site is not allocated/designated in the Development Management Policies Map.				
Physical Constraints	The site slopes down towards the station to the south. Access to the site appears to be shared with access to a rear parking area for adjacent properties.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	Accessed via Valkyrie Road and Ditton Court Road. May require new highways accesses. If the new access is located off Ditton Court Road visibility will need to be considered due to the bend of the road. The potential development will need to ensure pedestrian access to the station remains. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for sustainable residential development. The site has no known policy restrictions or physical limitations that would limit development.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	7	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically				

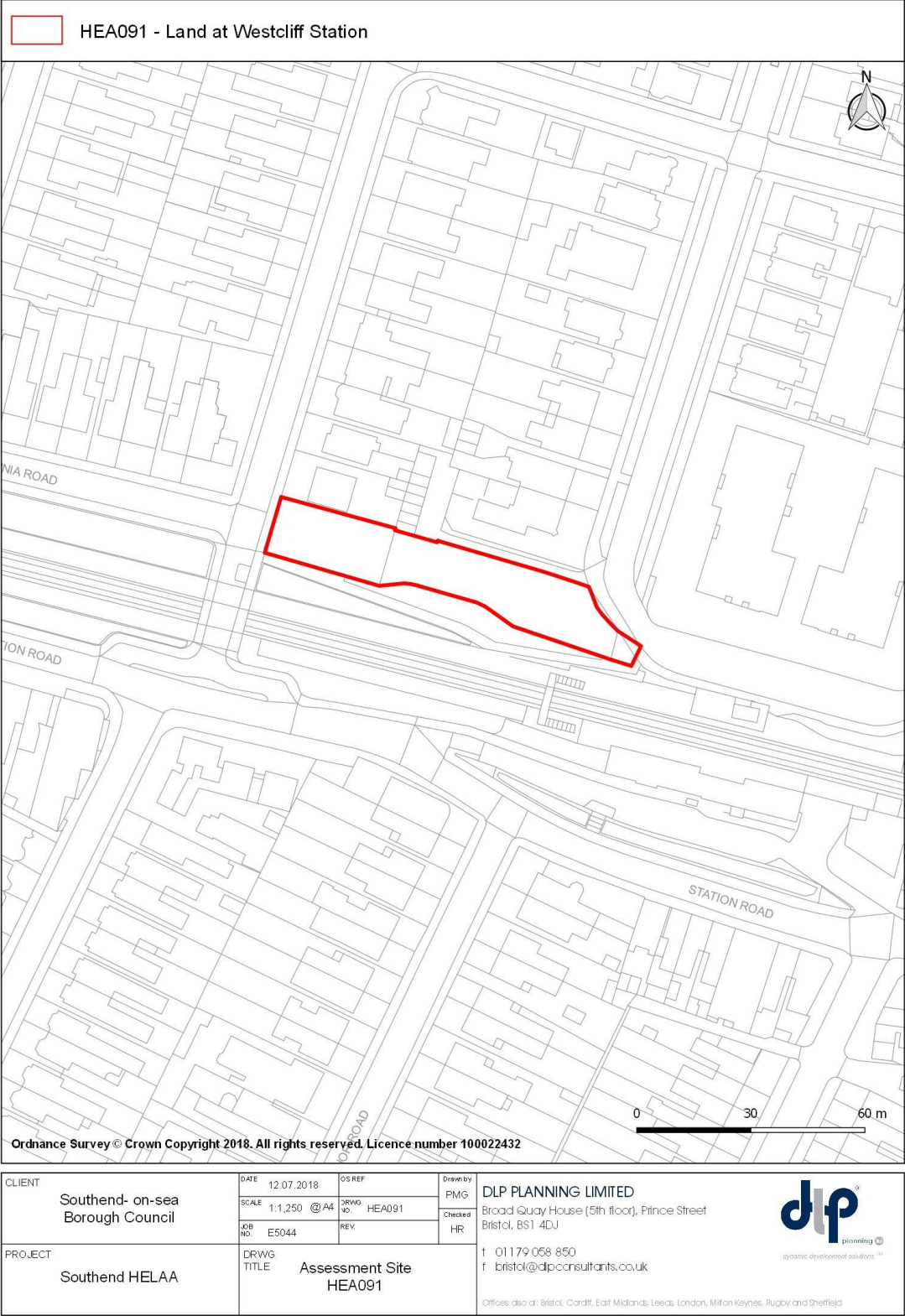


	viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	Whilst this site is considered suitable for residential use given the potential constraints associated with access and the adjacent railway a more conservative scheme of 50 dph is considered appropriate which would see the delivery of 7 dwellings.

**Site Photos:**



Site Plan:



Site Information					
Site Ref	HEA092	Address	Land at Prittlewell Station		
Site Area (hectares)	0.13	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Vacant Land adj. railway station (Sui Generis)		
Potential Gross Dwellings	12	Potential Net Dwellings	12	Potential Density of site (dwellings per hectare)	92ph
Description of Site and Surrounding Uses					
<p>This site includes a triangular shaped sloping piece of grassed land and a redundant substation located on Station Approach Road to Prittlewell Station. Adjacent land uses are predominantly residential with station to north east. A community school and the Railway Public House are located on the opposite side of East Street (B1045) either side of Ticklefield Avenue.</p>					
Planning History/Ownership					
<p>08/00160/CLP - Lay out 50 parking spaces for use by Prittlewell Station (Certificate of Lawful Development). <b>Application Granted 27/03/08.</b></p> <p>96/00606/OUT - Develop vacant land for industrial purposes (Class B1 and B2) (Outline). <b>Application Disposed 23/04/07.</b> The site was previously part of a wider allocation in Local plan for B1 and light industrial uses and improved access arrangements for the station.</p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is located within the outer edge of the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Sutton Gateway Neighbourhood. This site is also adjacent to the Prittlewell Conservation Area. The site was previously part of a wider allocation in Local plan for B1 and light industrial uses and improved access arrangements for the station.</p>				
Physical Constraints	<p>The site is an awkward shaped site and slopes down towards the station. Proximity to railway and associated noise and disturbance.</p>				
Environmental quality and known constraints	<p>There is a TPO present on site (1/1986). Part of the site would also be considered contaminated given the use as an electrical sub-station.</p>				
Strategic Access and Accessibility:	<p>Land is adjacent to Station Approach and East Street. New highway accesses would be required with the location carefully considered due to a level change in the site. If the potential access was to be located off East Street visibility splays must be considered due to the railway bridge and pedestrian crossing. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include the consideration of a suitable design to respond successfully to the awkward shape and avoid the TPO/root protection area and to consider any land contamination and noise constraints.</p>				



Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	12	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	If the associated constraints are addressed the site is considered suitable for residential development. However, the type of development proposed and the awkward nature of the site may delay the implementation of a viable scheme. The delivery of 12 dwellings equates to around 90 dph, whilst this is a central location and the average density for the density also reflects the acknowledged constraints.				
Site Photos:					

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA092	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA092						



Site Information					
Site Ref	HEA093	Address	The Golden Mile		
Site Area (hectares)	1.14	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Commercial and Residential (A1, A3, A4, A5, C1, Sui Generis and C3)		
Potential Gross Dwellings	250	Potential Net Dwellings	250	Potential Density of site (dwellings per hectare)	220dph
Description of Site and Surrounding Uses					
<p>The site includes a long narrow strip of amusement arcades, restaurants, pubs, hotels, fast food takeaways and retail units along Pier Hill/Marine Parade. There looks to be some residential use on the upper floors. The building line varies across the frontage with some properties set back from the road providing area of public space. The buildings across the site are of varying quality and between 2-4 storeys. There is limited occupancy along the ground floor frontage. A number of night-clubs are located to the rear of the strip with access off Lucy Road. Seaways Car Park to the rear is allocated within the SCAAP (CS1.2) for Leisure, tourism, restaurants, cinema, hotel, public parking.</p>					
Planning History/Ownership					
<p>There are a series of applications (for change of use/ extensions) across the buildings associated with this site but no relevant applications relating to the comprehensive regeneration of this area.</p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. However, further confirmation in terms of deliverability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and SCAAP Central Seafront Policy Area and is therefore a primary focus for regeneration and growth. The Western side of the site just falls into the Clifftown Conservation Area. The site is located within the Central Seafront Policy Area. The site has previously been identified in the Southend-on-Sea Masterplan as an area for comprehensive redevelopment to include more public space and to provide new linkages with Seaways and St. John's Church.</p>				
Physical Constraints	<p>There are several locally listed buildings (including the Cornucopia Public House, 39 Marine Parade, The Falcon Public House, 45 Marine Parade and Park Inn Palace Hotel, Pier Hill) and listed buildings (including the Hope Hotel Grade II listed and 1-3 Marine Parade and 4 Marine Parade both Grade II listed) along the Golden Mile. In terms of ownership the properties along this large site are likely owned / leased by a large variety of occupants. The eastern side of the site falls within flood zone 3, resulting in the need to consider SUDS.</p>				
Environmental quality and known constraints	<p>There is also a small amount of contaminated land at the site of the electrical sub-station to the rear of 16-20 Lucy Road.</p>				
Strategic Access and Accessibility:	<p>The site can be accessed off either Marine Parade or Lucy Road. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to cycle infrastructure which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				

Suitability Summary	The focus for this area needs to be to provide improvements to the built environment to enhance the visitor experience and to regenerate the area. Redevelopment and refurbishment, where appropriate, for a mix of uses is therefore appropriate. The site is suitable for residential accommodation as part of this mix, provided that the primary focus remains tourism and leisure related uses.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	0	150	100
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	The redevelopment and refurbishment, where appropriate, of the Golden Mile to provide for a mix of high quality tourist related facilities and other uses including residential flats is appropriate. During the earlier 2010 SHLAA a developer was actively seeking to develop the area and further information may be required to consider whether there is still potential interest in regenerating this site over the long term. The location of this site would support a high density flat development of upper floors with tourism related uses below, as part of a mixed-use scheme. However, retention and enhancement of listed buildings may restrict the height and therefore densities in these locations.				

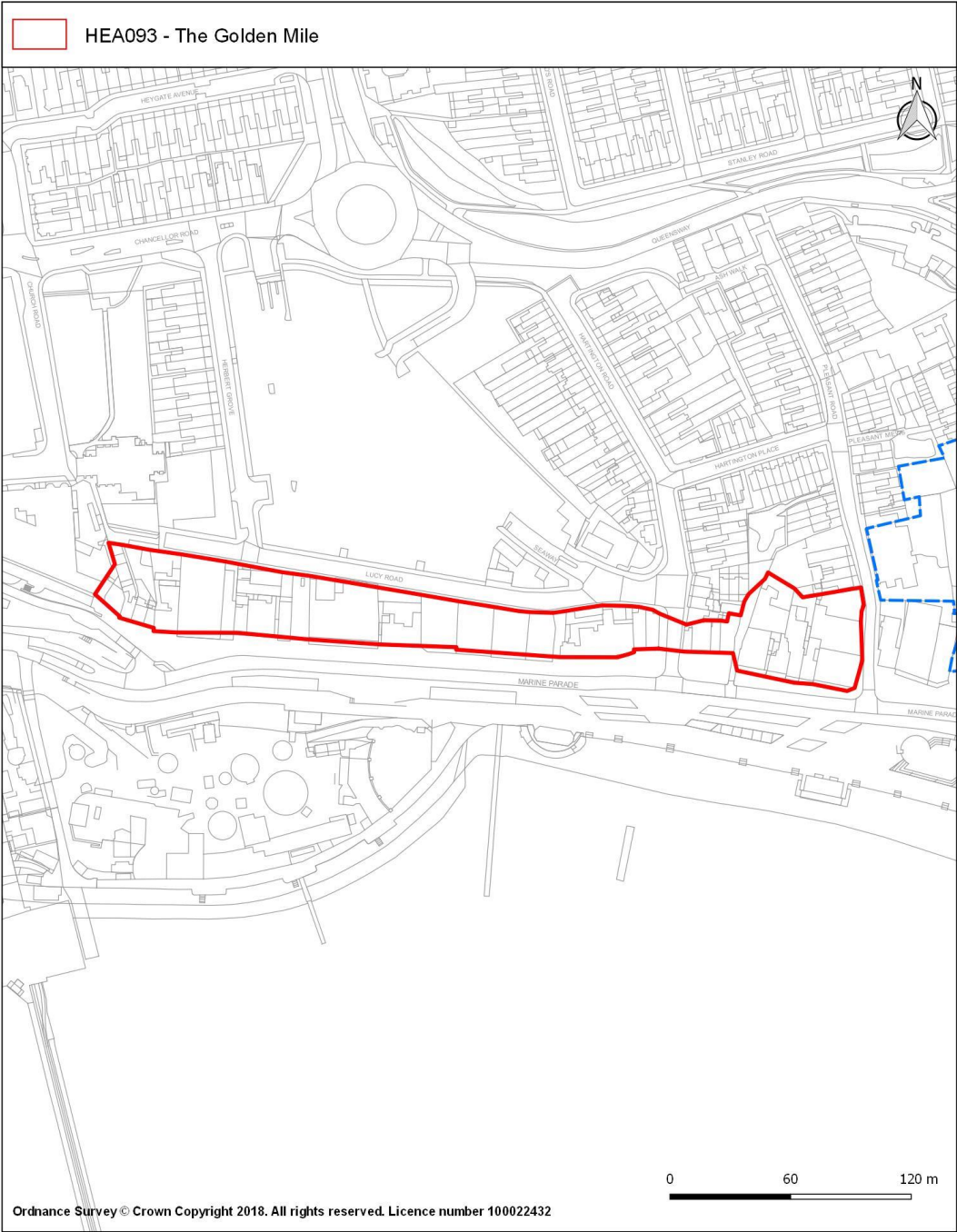
**Site Photos:**







Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:2,500 @ A4	DRWG NO. HEA093	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV			
	DRWG TITLE Assessment Site HEA093				

Site Information					
Site Ref	HEA094	Address	Warrior Square, SS1 2JJ		
Site Area (hectares)	1.39	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Car Parking and Public Open Space (Sui Generis)		
Potential Gross Dwellings	125	Potential Net Dwellings	125	Potential Density of site (dwellings per hectare)	90dph
Description of Site and Surrounding Uses					
<p>The site currently includes surface parking areas and a central grassed area which looks like public open space. The site was previously occupied by a large post war indoor swimming pool which was closed in October 2010 and demolished the following year. 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 and further terraced dwellings to south.</p>					
Planning History/Ownership					
No relevant planning history identified by the Council.					
Availability					
The site is owned by the Council and has been considered for residential development in the past, however, further confirmation in terms of availability will be sought.					
Suitability					
Policy Constraints	The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Warrior Square Neighbourhood Policy Area. There is a small area of overlap with SCAAP New/ Improved Open Space, but this could be included into a potential scheme. The site is not included as a Key Visitor Car Park.				
Physical Constraints	The site is currently used for parking and also being considered in the short term as a location for a skate park.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	The site can be accessed via Warrior Square and Whitegate Road. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to bus, train and cycle which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for residential development as part of a mixed-use redevelopment of this edge of centre area and would contribute to the creation of sustainable, mixed communities.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	0	125	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values				



	relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The most appropriate form of development for this site would include a residential-led mixed-use scheme. Given the central location and surrounding uses a 3-4 storey flatted development would be appropriate and the site would be suitable for a higher density scheme (around 80 - 100 dph) which would see the delivery of approximately 125 dwellings.

#### Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA094	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV.			
	DRWG TITLE Assessment Site HEA094				

Site Information					
Site Ref	HEA095	Address	Baxter Avenue		
Site Area (hectares)	2.13	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Residential (C3) and Care Home (C2)		
Potential Gross Dwellings	500	Potential Net Dwellings	240	Potential Density of site (dwellings per hectare)	235dph
Description of Site and Surrounding Uses					
The site includes a residential housing estate including a range of buildings of between 2 and 11 storeys including Catherine Lodge (Care Home), Alexandra Court & The Clusters managed by Genesis Housing Association. In use as both residential and Care Home. The properties remain occupied and according to Council records currently includes around 260 dwellings.					
Planning History/Ownership					
The site has been promoted for residential development					
Availability					
This site has been considered as potentially available in the medium term. However, may require confirmation from the applicant in terms of future deliverability.					
Suitability					
Policy Constraints	The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is included within the SCAAP Victoria Gateway Neighbourhood. It is also allocated as an opportunity site PA8.1 for residential with a net increase of 240 dwellings (500 gross). Redevelopment plans will include new/improved pedestrian links and new/improved open space.				
Physical Constraints	To redevelop the site, this would first involve Genesis rehousing the existing occupants and the site to be clear from existing buildings.				
Environmental quality and known constraints	There are many scattered TPOs on site.				
Strategic Access and Accessibility:	The site is accessed onto Baxter Avenue. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to bus, train, pedestrian and cycle routes which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	Given the sites existing residential use it would be suitable for residential development in principle and redevelopment in this location could offer a suitable opportunity to contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed, including the relation of the existing tenants.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	50	190	0	0	



<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has been identified during the SCAAP preparation process as Opportunity Site PA8.2 and has been assessed as having the potential capacity to deliver approximately 500 dwellings (240 net). The site is considered suitable in the short to medium-term.

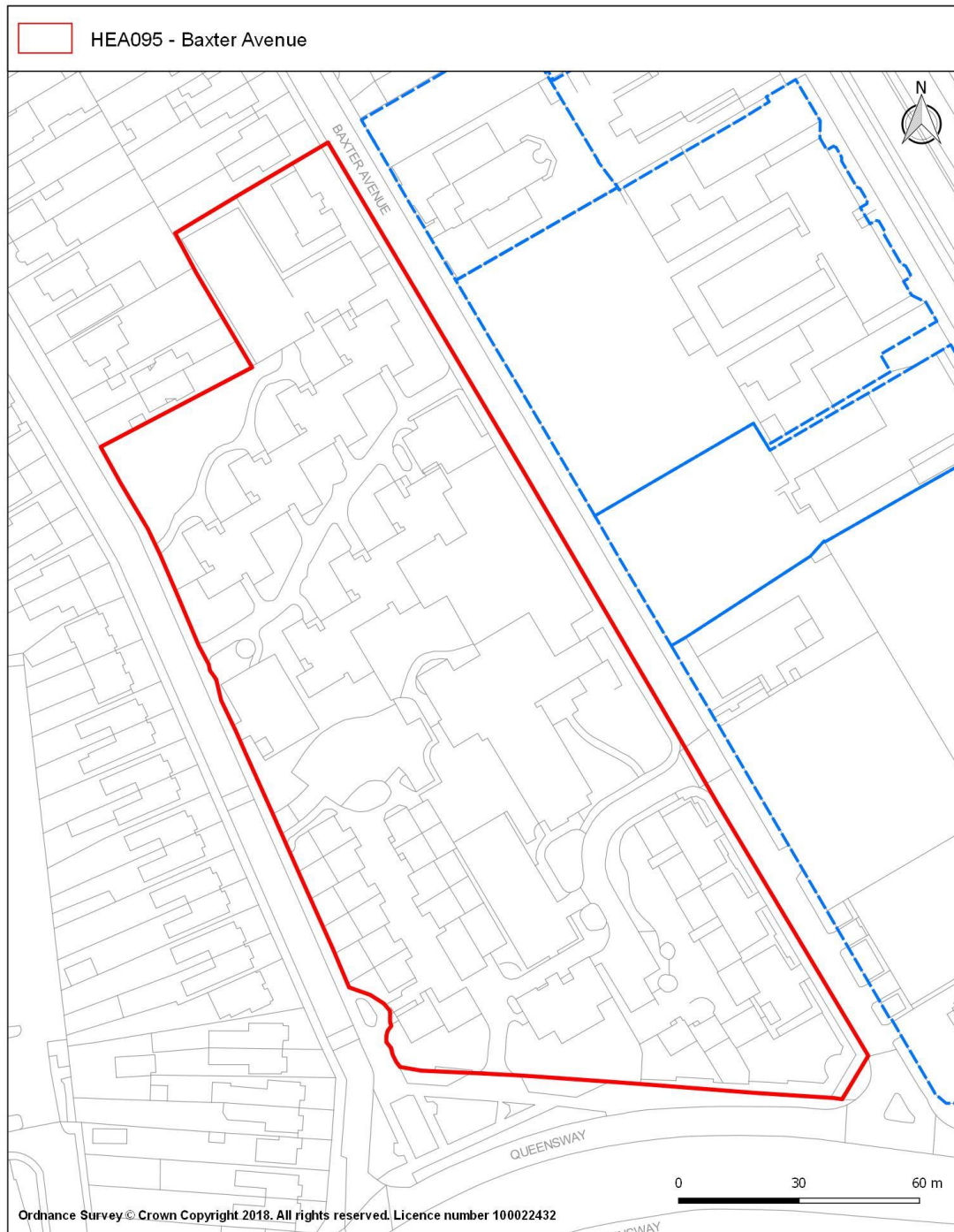
**Site Photos:**







Site Plan:



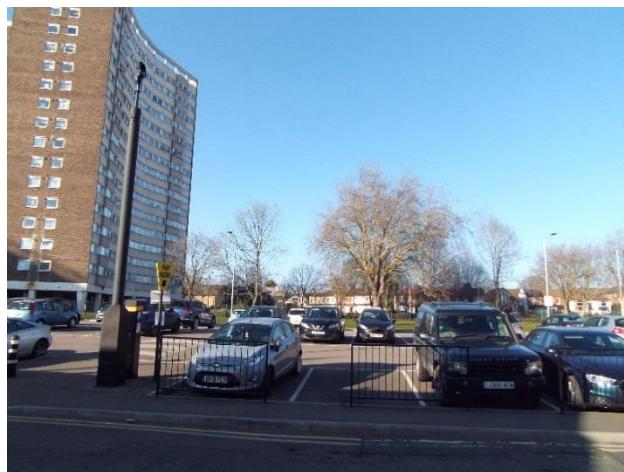
CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions
	SCALE 1:1,250 @ A4	DRWG NO. HEA095	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV			
	DRWG TITLE Assessment Site HEA095				

Site Information					
Site Ref	HEA096	Address	Queensway		
Site Area (hectares)	6.14	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Mixed use site C3, A1, A3, A4, A5, Sui Generis		
Potential Gross Dwellings	1200	Potential Net Dwellings	760	Potential Density of site (dwellings per hectare)	195dph
Description of Site and Surrounding Uses					
<p>This large mixed-use site is located within the Southend Central Area and comprises of existing road infrastructure (Queensway), retail and residential units along Southchurch Road, Essex Street and Short Street surface car parks, a series of residential tower blocks (up to 17 storeys) and 2 storey houses. The site is bounded to the north by residential dwellings, to the east by further residential dwellings and All Saints' Church. To the south it is bounded by retail and residential units and to the west it is bounded by the Victoria Shopping Centre, a large retail unit and associated car park. The site is located to the north-east of the High Street and Southend Victoria Train Station is located 90m to the north-west. The surrounding area is predominantly characterised by retail, residential and food and drink uses.</p>					
Planning History/Ownership					
<p>Given the large and varied nature of the existing building on the site there is an extensive planning history. The applications detailed below are considered the most relevant and recent.</p> <p><b>Site of Essex Street Car Park:</b> 13/00009/BC3 – Demolish office block and multi storey car park and change of use to car park and minor alterations to footbridge. <b>Application Granted 07/02/13.</b></p> <p><b>Site of southern South Street Car Park:</b> 14/01370/DEM – Demolish existing building. <b>Application Granted 17/09/14.</b></p> <p><b>71-73 Southchurch Road:</b> 18/00314/PA3COU – Change of use to first floor existing offices (Class B1(a)) into three self-contained flats (Class C3) (Prior Approval). <b>Validated 21/02/18. Application Pending.</b> 17/00926/FUL – Convert offices (Class B1(a)) into seven-bedroom HMO (Sui Generis) and install roof lantern. <b>Application Granted 24/07/17.</b> 14/01746/PA3COU – Change of use of first and second floors of existing office use (Class B1) to 16 self-contained flats (Class C3) under Prior Notification of Class J (Town and Country Planning General Permitted Development Order 1995 (As Amended) Class, J, Part 3, Schedule 2). <b>Prior Approval Granted 17/12/14</b></p> <p><b>Venture House:</b> 16/01292/PA3COU – Change of use of ground floor office (Class B1) to residential dwelling (Class C3) (Prior Approval). <b>Prior Approval Granted 13/09/16.</b> 16/01291/PA3COU – Change of use of first floor office (Class B1) to residential dwelling (Class C3) (Prior Approval). <b>Prior Approval Granted 13/09/16.</b></p> <p><b>131 Southchurch Road:</b> 15/02160/FUL - Erect first floor extension to form additional training area. <b>Refused 23/02/16.</b></p>					
Availability					
This site is Council owned and being actively pursued and is therefore considered available in the medium term.					
Suitability					
Policy Constraints	The site is located to the centre of the Southend Central Area (see policy KP1 Spatial Strategy) and is designated as an Opportunity Site (PA4.1), it is therefore a primary focus for regeneration and growth. The retail units to the north of Southchurch Road and west of Essex Street are within the SCAAP Town Centre Primary Shopping Area and are Secondary Shopping Frontages. Includes locations for new and/or improved				

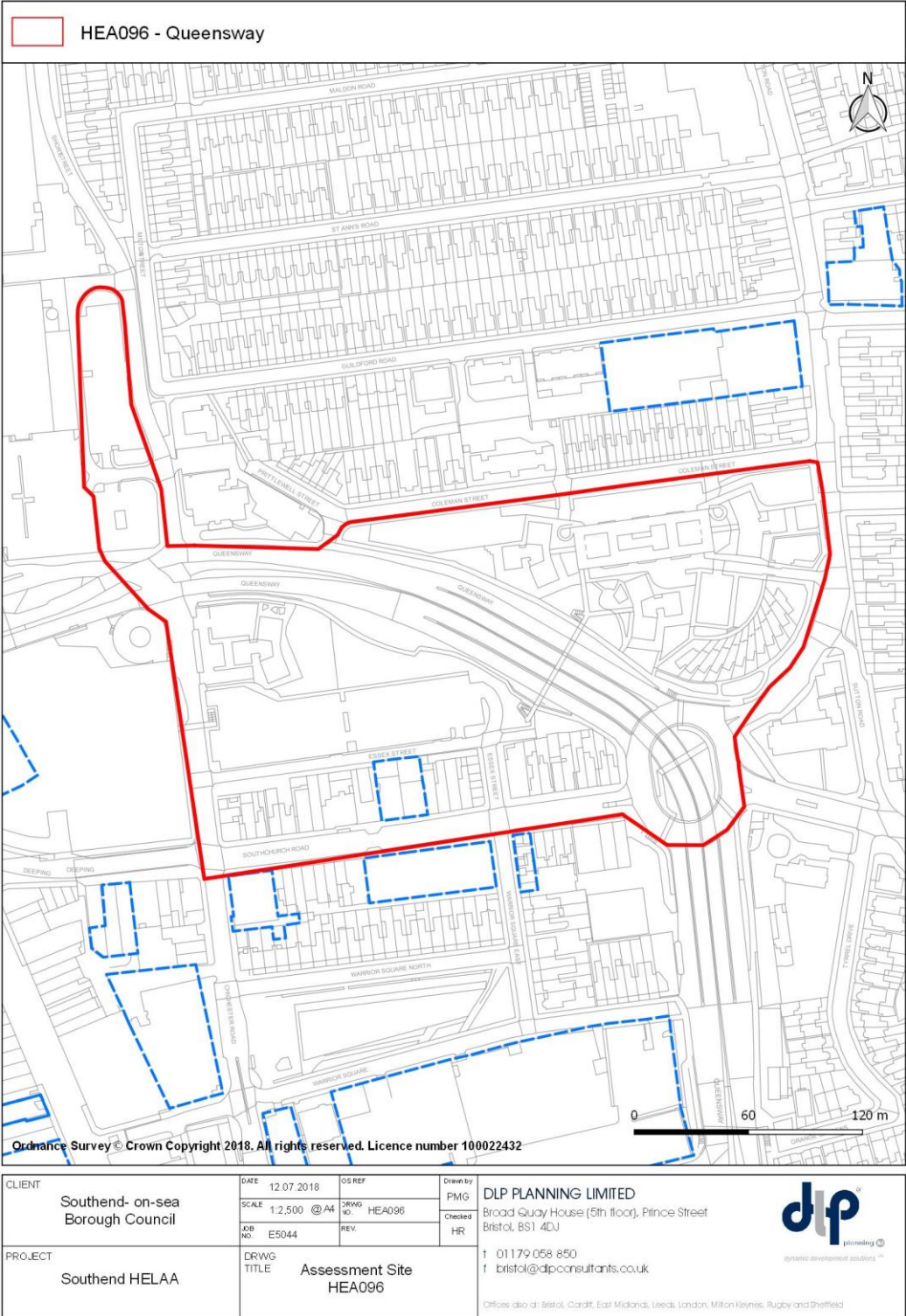
	public open space. The roundabout to the south of the site is designated as a location for improved pedestrian, cyclists and public transport access.				
Physical Constraints	This site involves a large number of buildings in a variety of uses, generally occupied with multiple owners / leases. Tower blocks would require tenant/owner relocation. Significant levels of road infrastructure dissects the site.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	<p>The site contains or abuts; Queensway, Chichester Road, Southchurch Road, Coleman Street, Essex Street, Milton Street and Sutton Road. The Better Queensway project will see significant changes to the surrounding transport infrastructure to improve connectivity of the site to the town centre and enhance public realm. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects.</p> <p>This potential development will also need to enhance sustainable transport links, including bus infrastructure, pedestrian routes, cycle routes and routes to the stations. Any displaced parking will need to be relocated or justification provided as to why it is no longer required. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, capacity upgrade works and junction improvements.</p>				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		250	510	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This site has been identified during the SCAAP preparation process as Opportunity Site PA4.1 and has been assessed as having the potential capacity to deliver approximately 1,200 dwellings (760 net).				



Site Photos:




Site Plan:

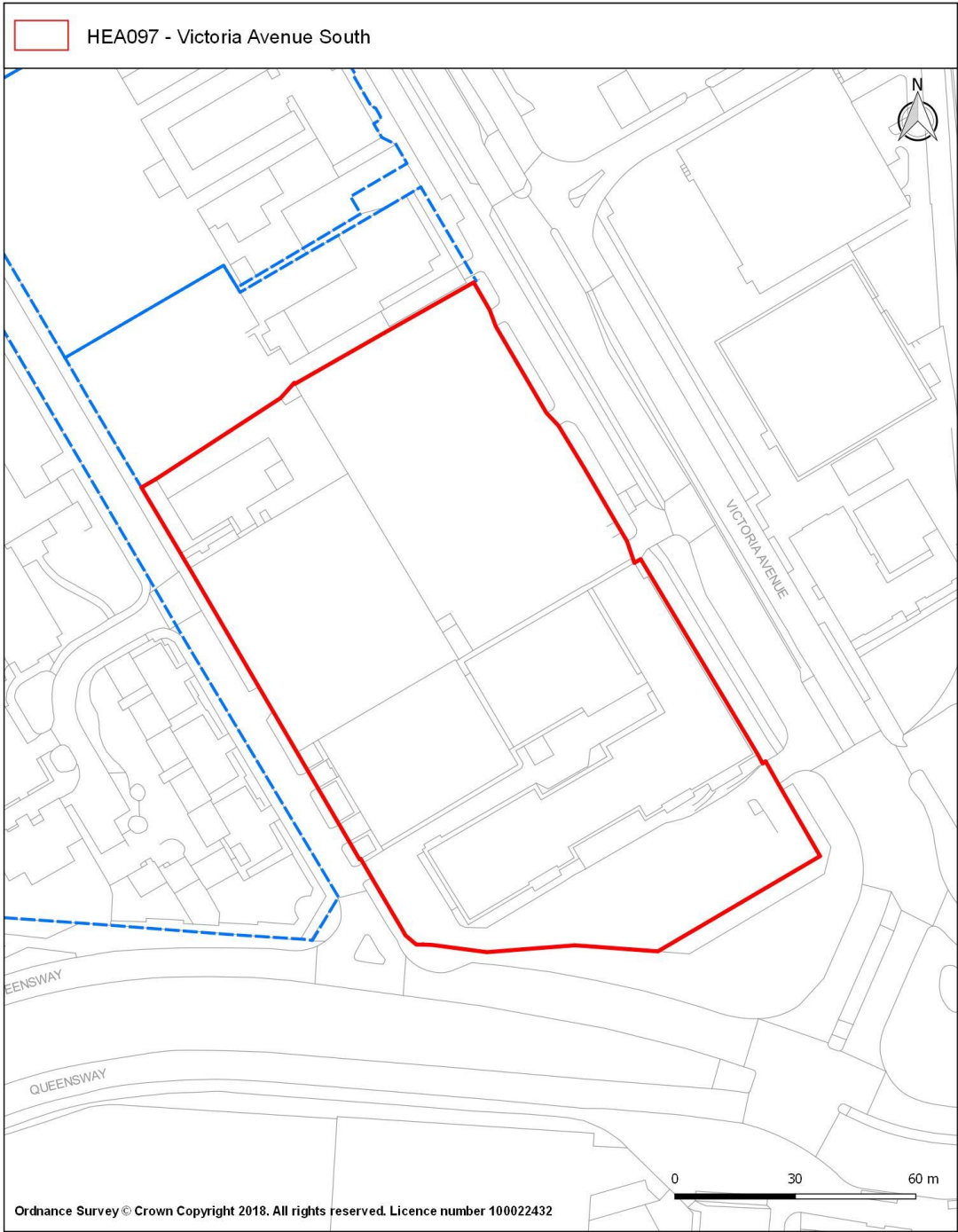




Site Information					
Site Ref	HEA097	Address	Victoria Avenue South		
Site Area (hectares)	1.55	Source	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Offices and Multi-storey Car Park and Surface Parking (B1a/Sui Generis)		
Potential Gross Dwellings	570	Potential Net Dwellings	570	Potential Density of site (dwellings per hectare)	369dph
Description of Site and Surrounding Uses					
<p>The site includes Alexander House (a 16-storey office building) occupied by HM Registry and Customs, and adjacent multi storey car park (3 storeys) which looks to be in use in association with Alexander House. The site also includes a large area of surface parking following the demolition of Portcullis House in 2012/13. To the north of the site there is a smaller 4/4.5 storey office building. There are a wide range of uses in the locality including parking, residential, employment, commercial and community uses.</p>					
Planning History/Ownership					
<p>18/00978/FULM - Car Park At 27 Victoria Avenue - Erect part 14/part 15 storey building comprising 228 flats with balconies to all elevations, roof terraces at second, tenth and eleventh floors to rear, form commercial units (Use Classes A1, A2, A3 and A4) at ground floor, layout 183 parking spaces at ground and first floor, install vehicular accesses on to Victoria Avenue, form loading bays, alterations to highway, public realm alterations and associated landscaping. <b>Pending. Application Validated 08/06/2018.</b></p> <p>12/00322/FUL - Portcullis House, Victoria Avenue - Use site as temporary car park following demolition. <b>Application Granted 11/06/2012.</b></p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought. The former Portcullis House has been subject to a residential led planning application.</p>					
Suitability					
Policy Constraints	<p>The site is located within the outer edge of the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Victoria Gateway Neighbourhood and is included in Opportunity Site (PA8.1): Victoria Avenue. Allocated as suitable for residential (1000 gross/ net), office, convenience retail, leisure, cafes, community facilities, public parking.</p>				
Physical Constraints	<p>Redevelopment of this site would require some demolition and potential clearance of the existing building.</p>				
Environmental quality and known constraints	<p>There are no known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>The site is accessed off Baxter Avenue. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to bus, train, car club, pedestrian and cycle routes which should be encouraged as part of any potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding</p>				

	area. There are no known policy or physical constraints preventing development.			
<b>Achievability</b>				
<b>Net Yield</b>	<b>2017-2022</b>	<b>2022-2027</b>	<b>2027-2032</b>	<b>2032-2035</b>
	0	570	0	0
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.			
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			
<b>Conclusion</b>				
<b>Recommendation:</b>	<p>This site forms part of SCAAP Victoria Gateway Neighbourhood and is included in Opportunity Site (PA8.1): Victoria Avenue for which the overall allocation is considered suitable for residential (1000 gross/net), office, convenience retail, leisure, cafes, community facilities, public parking. Other sites within this Opportunity Site are coming forward for non- employment uses, including several adjacent high-density offices with proposals for residential conversions (Baryta House and Thamesgate House).</p> <p>In terms of potential delivery this site has been considered in 3 parts. Part 1 includes the Car Park north east section of the site which has a pending application for 228 flats. Part 2 Alexander House / Multi-storey parking area and Part 3 Cumberland House and Surface Car Park. Considering all 3 sites together this could see the delivery of around 570 dwellings.</p>			
<b>Site Photos:</b>				
				

Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions <small>TM</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA097	Checked	HR		
		JOB NO.	E5044	REV					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA097						

Site Information					
Site Ref	HEA098	Address	Sutton Road (South of North of Vale Avenue) Formally BLS1		
Site Area (hectares)	0.24	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	C3, B1, B2, Sui Generis		
Potential Gross Dwellings	31	Potential Net Dwellings	31	Potential Density of site (dwellings per hectare)	128dph
Description of Site and Surrounding Uses					
<p>The site includes a large single storey commercial unit with pitched roof, currently occupied by the Blake Group. A company specialising in refurbishment and construction, fire and security services and electrical contractors.</p> <p>The site also includes the adjacent employment site which includes open storage and several single storey storage buildings occupied by HG Blatcher Memorial Masons specialising in memorial headstones and granite kitchen worktops. Directly north of this includes a site which is currently under construction (residential).</p> <p>The site backs onto residential properties to the west. Residential uses close to the site range from 2 storey dwelling houses up to 5 storey blocks of flats.</p>					
Planning History/Ownership					
<p>09/00293/FUL - Demolish existing single storey front projection and erect single storey front enclosure, erect glass canopy to front elevation, alter elevations and install CCTV camera on 6 metre pole to front boundary. <b>Application Granted 24/09/09.</b></p> <p>08/01033/FUL - Form new windows and doors, replace existing ones and alter parking layout. <b>Application Granted 24/09/08.</b></p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the Sutton Gateway Neighbourhood Policy Area and includes the northern part of opportunity site PA9.1 – Sutton Road. Proposed for Residential (214 dwellings) and Community Uses. Sutton Road industrial area is identified in the Core Strategy as one of the Priority Urban Areas to be the focus for regeneration and renewal.</p>				
Physical Constraints	<p>The whole site is on contaminated land. Further demolitions required prior to redevelopment of parts of the site.</p>				
Environmental quality and known constraints	<p>No known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>The site is accessed from Sutton Road and Vale Avenue. The site is adjacent to a bus stop located on Sutton Road and sustainable modes should be encouraged as part of any potential development. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These</p>				



	include relocation of a number of existing tenants (including business premises and investigation into potential land contamination).				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	0	31	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This site has been identified during the SCAAP preparation process and includes the part of opportunity site PA9.1 which has been assessed as having the potential capacity to deliver residential, community uses including approximately 214 dwellings. If this site was to come forward for housing at a density of 130 dph this would result in 31 dwellings. Given the associated constraints the site is considered suitable in the medium to longer term.				

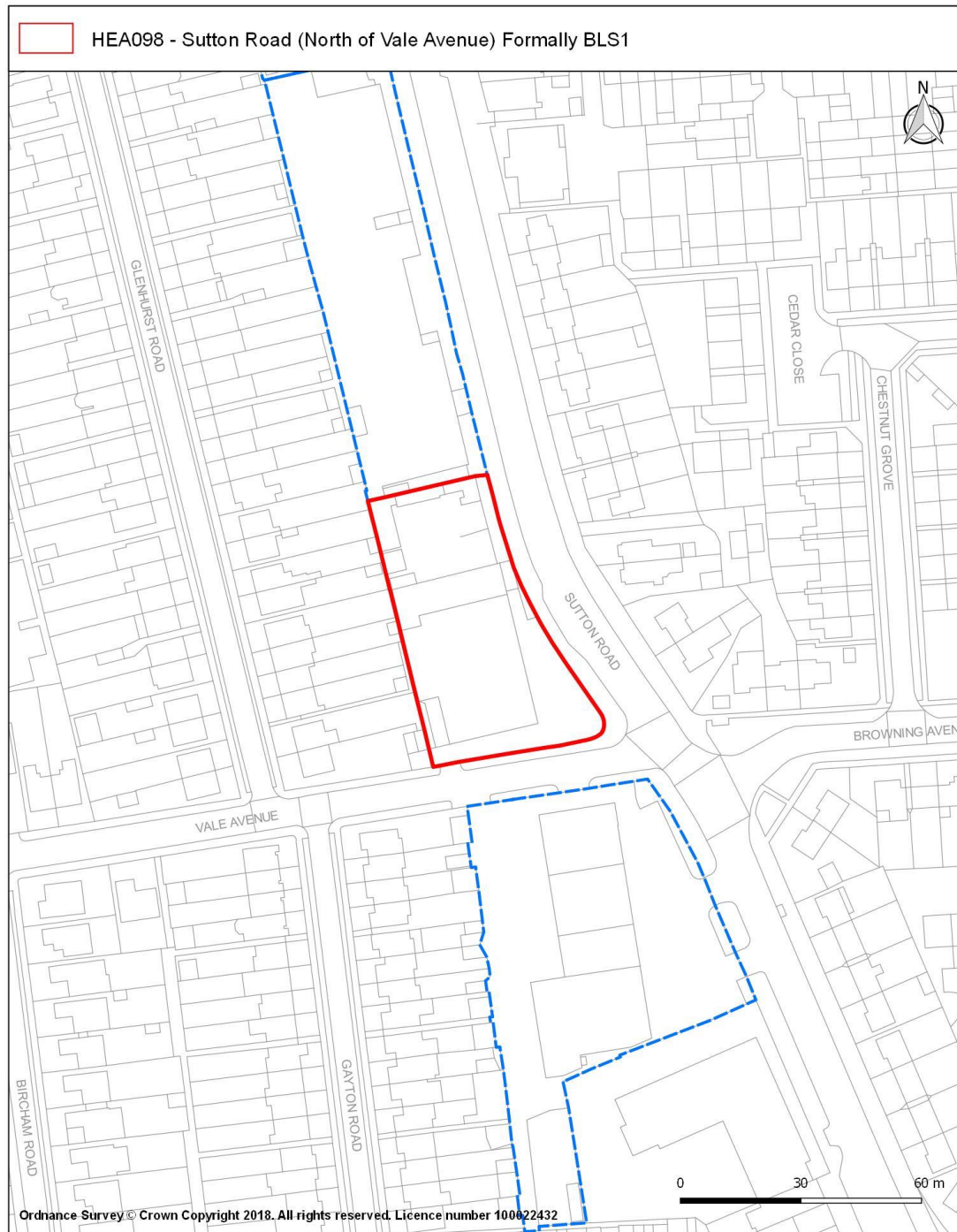
**Site Photos:**







Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA098	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV.			
	DRWG TITLE Assessment Site HEA098				

Site Information					
Site Ref	HEA099	Address	Unit 1-4, 401 Sutton Road (South of Vale Avenue)		
Site Area (hectares)	0.436	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Commercial units (B2/ Sui Generis)		
Potential Gross Dwellings	56	Potential Net Dwellings	56	Potential Density of site (dwellings per hectare)	128dph
Description of Site and Surrounding Uses					
<p>The site includes a terrace of 4 commercial/ business units located off Sutton Road. The buildings are single storey with parking to the front and rear. The buildings are all currently occupied by Motor Parts Direct, Dolphin Star Hand Car Wash, Halfords Autocentre and CEF City Electrical Factors. Parts of Sutton Road employment area has been lost to residential in recent years including the land to the north.</p>					
Planning History/Ownership					
<p>16/01289/FUL - Walkabout Carpet Centre Unit 2, 401 Sutton Road - Change of use from vacant carpet retailer (Class A1) as car-wash business and alter elevations (Class Sui Generis) (Amended Proposal). <b>Application Refused 07/09/2016</b></p> <p>16/00114/FUL - Walkabout Carpet Centre Unit 2, 401 Sutton Road - Change of use from vacant carpet retailer (Class A1) as car-wash business and alter elevations (Class Sui Generis). <b>Application refused 14/04/2016.</b></p> <p>10/00167/FUL - Rear Of 401 Sutton Road -Erect two semi-detached dwellings. <b>Application Refused 25/03/2010</b></p> <p>01/00235/FUL - Rear Of 401 Sutton Road - Retain portacabin to be used for office purposes in connection with use of land by mini-bus company (Retrospective). <b>Application Granted 19/06/2001</b></p> <p>00/00114/FUL - Rear Of 401 Sutton Road - Use land for open storage (Relaxation of condition 10 imposed on planning permission SOS/97/0779 dated 15.10.97 which stated there shall be no outside storage at the premises). <b>Application Granted 13/04/2000.</b></p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within SCAAP policy neighbourhood area of SCAAP Sutton Gateway Neighbourhood Policy Area. Part of designated Opportunity Site (PA9.1).</p>				
Physical Constraints	<p>The whole site is on contaminated land. Further demolitions required prior to redevelopment of site.</p>				
Environmental quality and known constraints	<p>There are no known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>Site accessed via Sutton Road and Vale Avenue. The site is opposite a bus stop located on Sutton Road and sustainable modes should be encouraged as part of any development. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These</p>				



	include the relocation of existing business tenants and the investigation into land contamination on site.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-35
		0	0	56	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This site includes part of Sutton Road Opportunity Site. The site remains in use for commercial uses but a number of other sites along Sutton Road have been lost to residential. If this site were to come forward for housing development a density of around 130 dph would be appropriate for this location and see the potential delivery of 56 dwellings. Given the current uses the site is considered suitable in the medium to longer term.				

**Site Photos:**



Site Plan:



CLIENT Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA099	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV.			
	DRWG TITLE Assessment Site HEA099				



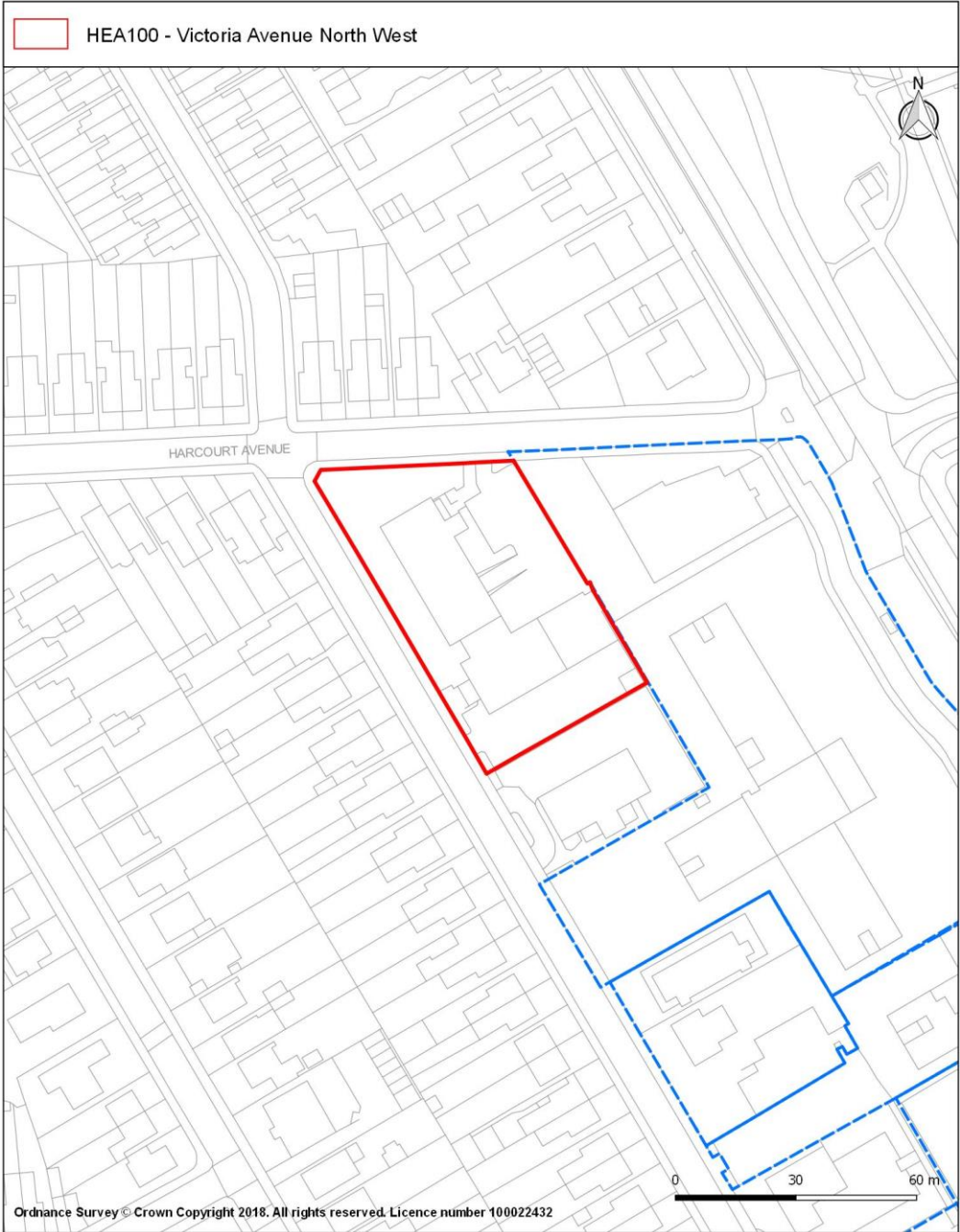
Site Information					
Site Ref	HEA100	Address	Victoria Avenue North West		
Site Area (hectares)	0.345	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Offices (B1)		
Potential Gross Dwellings	74	Potential Net Dwellings	74	Potential Density of site (dwellings per hectare)	215dph
Description of Site and Surrounding Uses					
<p>The site forms the north western corner of Victoria Avenue Opportunity site at Baxter Avenue/Harcourt Avenue. The site currently includes a four-storey red brick office building occupied by Aviva (Insurance company). Victoria Avenue which was once mainly office accommodation now includes a range of uses as a number of sites have been converted/rebuilt as residential properties or have permission to do so.</p>					
Planning History/Ownership					
<p>17/02259/PA3COU - Northfield House, 110 - 114 Baxter Avenue, SS2 6FF - Change of use of four floors from office use (Class B1a) to seventy-four self-contained flats (Class C3), (Prior Approval). Prior Approval Granted 16/02/2018.</p>					
Availability					
<p>The site is subject to prior approval and therefore considered available.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Victoria Gateway Neighbourhood and is included in Opportunity Site (PA8.1): Victoria Avenue. Allocated as suitable for residential (1000 gross/net), office, convenience retail, leisure, cafes, community facilities, public parking.</p>				
Physical Constraints	<p>The site includes an existing (occupied) 4 storey building. Prior to conversion/redevelopment – existing occupiers would need to be relocated.</p>				
Environmental quality and known constraints	<p>No significant environmental constraints.</p>				
Strategic Access and Accessibility:	<p>Site currently accessed off Harcourt Avenue with the main entrance to the building fronting Baxter Avenue. A development of this scale will need to assess the impact on both the local and wider highway network, include the cumulative impact of the surrounding potential developments and mitigate any detrimental effects. The site provides good accessibility to sustainable modes which should be encouraged as part of the potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.</p>				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	74	0	0	0	

<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short - medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has been included in the HELAA as part of the wider Victoria Avenue Broad Location – suitable for regeneration. The site is located within an area for which a number of office buildings have previously been lost to residential. The site has a permitted change of use application for 74 dwellings which was submitted and granted following the base date. Given the site has a recent extant permission it is considered suitable for residential development and considered deliverable in the short to medium term.

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG
		SCALE	1:1,250 @A4	DRWG NO.	HEA100	Checked	
		JOB NO.	E5044	REV		HR	
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA100			t 01179 058 850 f bristol@dpcconsultants.co.uk	
		Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield					



dynamic development solutions <sup>TM</sup>

Site Information					
Site Ref	HEA101	Address	Victoria Avenue Rutland House to Baxter House - Baxter Avenue - SS2 6HZ		
Site Area (hectares)	0.21	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Offices (B1)		
Potential Gross Dwellings	42	Potential Net Dwellings	42	Potential Density of site (dwellings per hectare)	198dph
Description of Site and Surrounding Uses					
<p>The site forms part of Victoria Avenue Opportunity Site in Southend's Central Area. The site includes 3 office buildings including Rutland House a 2.5 storey building occupied by Goldwyns Accountancy, 88-86 Baxter Avenue a 2-storey building in use by Ayers &amp; Cruicks Property Services and Baxter Building a 3-storey building in use by an Insurance company. The low-rise office buildings are set back inconsistently from the street scene and look out of place in this location with a series of adjacent high-rise offices/residential flats.</p>					
Planning History/Ownership					
<p>17/01443/NON - Replace approved plans with BDA Drawing number 16.104/05C-Proposed Plan and Site Plan, BDA Drawing number 16.104/06C-Proposed Elevations and Section-modifications to window fenestration on side elevation and one window to front elevation (Non-Material Amendment to planning permission 16/00268/FUL dated 21/06/2016 – <b>Application Granted 30/08/2017.</b></p> <p>16/00268/FUL - 80 Baxter Avenue - Erect three storey rear extension and lay out parking. <b>Application Granted 21/06/2017.</b></p> <p>11/01418/FUL - 86 - 88 Baxter Avenue - Erect second floor. <b>Application Granted 20/01/2012</b></p> <p>05/01703/OUT - 80 And Rear Of 86 To 88 Baxter Avenue - Demolish building at 80 Baxter Avenue and erect 4 storey block of 19 flats and lay out parking and vehicular access onto Baxter Avenue (Outline) (Amended proposal). <b>Application Refused 15/02/2006.</b></p> <p>04/01653/OUT - 80 And Rear Of 86 To 88 Baxter Avenue - Demolish building at 80 Baxter Avenue and erect part 3/part 4 storey block of 18 flats and lay out parking within curtilage of site (Outline). <b>Application Refused 21/12/2004.</b></p>					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Victoria Gateway Neighbourhood and is included in Opportunity Site (PA8.1): Victoria Avenue. Allocated as suitable for residential (1000 gross/net), office, convenience retail, leisure, cafes, community facilities, public parking.</p>				
Physical Constraints	<p>The site includes 3 existing (occupied) office buildings. Prior to redevelopment any existing occupiers would need to be relocated.</p>				
Environmental quality and known constraints	<p>There are no known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>The site is accessed off Baxter Avenue. The site provides good accessibility to sustainable modes which should be encouraged as part of the potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				



Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	42	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short - medium term in this area is good.				
Conclusion					
Recommendation:	This site forms part of the wider Victoria Avenue Broad location. The site contains three low rise office buildings which appear out of place in this location. A number of office buildings along Victoria Avenue have been lost to residential through both full permissions and permitted change of use applications. If the site were to come forward for residential development a dph of 200 would be appropriate for this location (potentially conservative considering the surrounding heights/densities) and see the delivery of around 42 dwellings.				

**Site Photos:**





Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dpcconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA101	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV			
	DRWG TITLE Assessment Site HEA101				

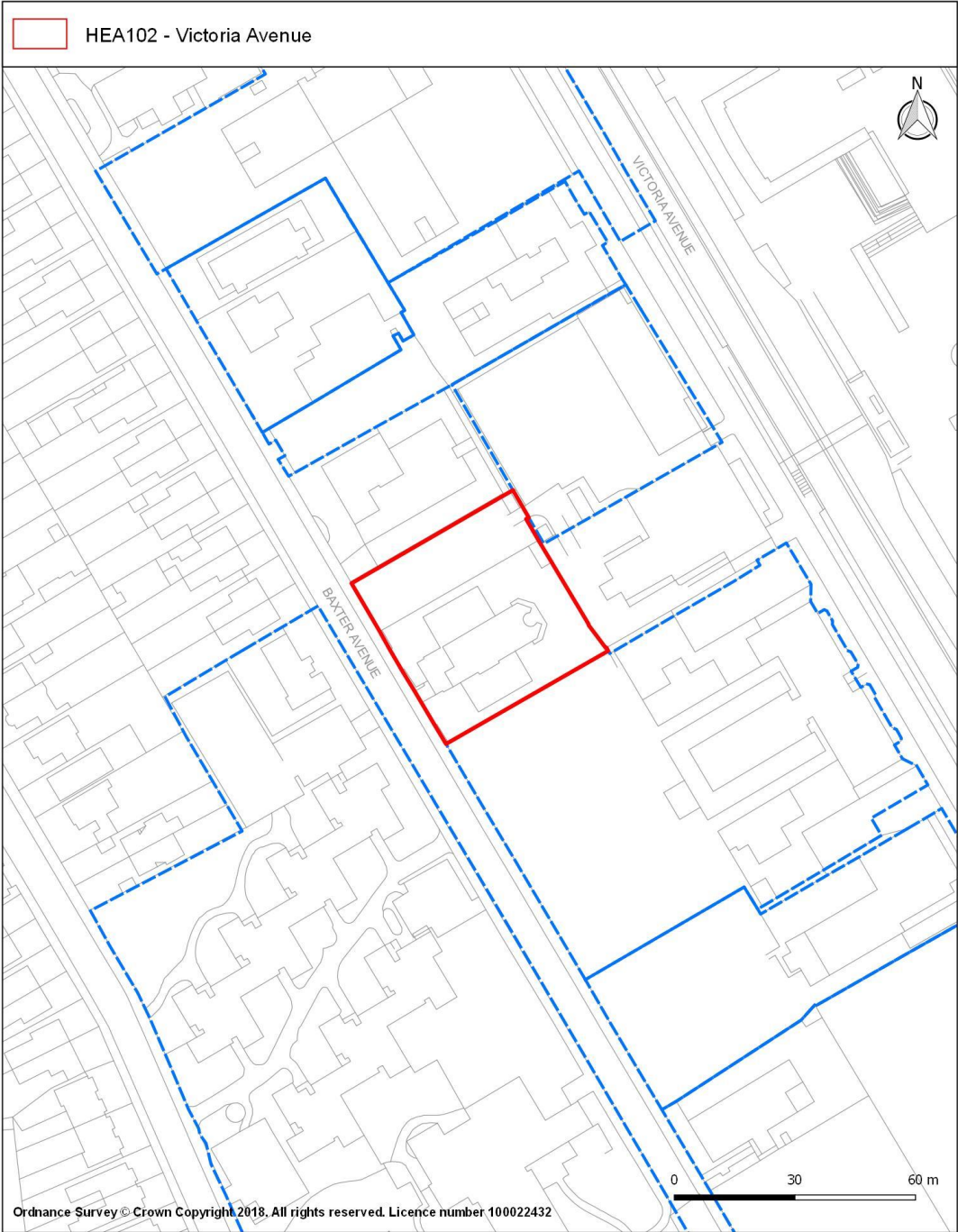
Site Information					
Site Ref	HEA102	Address	Victoria Avenue, Kingswood House - Baxter Avenue - SS2 6HZ		
Site Area (hectares)	0.213	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Offices (B1)		
Potential Gross Dwellings	42	Potential Net Dwellings	42	Potential Density of site (dwellings per hectare)	197dph
Description of Site and Surrounding Uses					
<p>The site forms part of Victoria Avenue Opportunity Site in Southend's Central Area. The site includes a 5-storey office building including under croft parking on the ground floor. Victoria Avenue which was once mainly office accommodation now includes a range of uses as a number of sites have been converted/ rebuilt as residential properties or have permission to do so.</p>					
Planning History/Ownership					
n/a					
Availability					
<p>The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Victoria Gateway Neighbourhood and is included in Opportunity Site (PA8.1): Victoria Avenue. Allocated as suitable for residential (1000 gross/ net), office, convenience retail, leisure, cafes, community facilities, public parking.</p>				
Physical Constraints	<p>The site includes an existing (occupied) office buildings. Prior to redevelopment any existing occupiers would need to be relocated.</p>				
Environmental quality and known constraints	<p>There are no known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>The site is accessed off Baxter Avenue. The site provides good accessibility to sustainable modes which should be encouraged as part of the potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.</p>				
Achievability					
Net Yield		2018-2023	2023-2028	2028-2033	2033+
		0	42	0	0
Market Assessment	<p>This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.</p>				

<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short - medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site forms part of the wider Victoria Avenue Broad location. The site contains an existing office building, however a number of office buildings along Victoria Avenue have been lost to residential through both full permissions and permitted change of use applications. If the site were to come forward for residential development a dph of 200 would be appropriate for this location (potentially conservative considering the surrounding heights / densities) and see the delivery of around 42 dwellings.

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU t 01179 058 850 f bristol@dpcconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield			
		SCALE	1:1,250 @ A4	DRWG NO.	HEA102	Checked	HR				
PROJECT	Southend HELAA	JOB NO.	E5044	REV.							
		DRWG TITLE	Assessment Site HEA102								



Site Information					
Site Ref	HEA103	Address	Nazareth House, 111 London Road, SS1 1PP		
Site Area (hectares)	1.47	Source	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)		
Type of Site	Mixed	Current Use	Residential Care/ Nursing Home (C2)		
Potential Gross Dwellings (bed spaces)	80	Potential Net Dwellings	80	Potential Density of site (dwellings per hectare)	102dph
Description of Site and Surrounding Uses					
<p>This site is located on the western edge of the town centre, north of London Road. The site is currently in use as a care home (including 70 beds) and as accommodation for the sisters of Nazareth. This is a key site in terms of the gateway to Southends town centre. The scale of development in the locality ranges from 2/3 storeys to 7 to 10 storeys, and includes a mixture of uses commercial, residential, school, offices and open parking forming the transition zone into London Road route to the west and the town centre development to the east.</p> <p>The existing building is a significant feature in the public realm given its height and scale. The building is set well back from London Road and the remaining land includes landscaped gardens, parking areas and a main entrance driveway.</p>					
Planning History/Ownership					
<p>18/01146/OUTM - Demolish existing buildings, retain existing chapel, erect seven storey building, four storey building, 2no three storey buildings and six storey building forming 154 apartments and 77 bedroom care home and convent (Outline) <b>Pending. Validated 20/06/2018.</b></p> <p>06/00711/FUL - Nazareth House - Demolish existing care home and erect part 2/part 3/part 4/part 5/part 6 storey care village with roof accommodation comprising of 47 bed care home, 26 close care units, 126 extra care units, 4 care stations, sisters convent accommodation, associated communal facilities including doctors/nurses surgery, therapy and fitness suite, meeting rooms, function rooms, shop, library, lounge areas, landscaping, refuse storage and associated parking (Amended proposal). <b>Application Granted 22/12/11.</b></p> <p>05/01736/FUL - Nazareth House - Demolish existing care home and erect part 2/part 3/part 4/part 5/part 6 storey care village with roof accommodation comprising of 46 bed care home, 26 close care units, 137 extra care units and 12 units for sisters convent accommodation, associated communal facilities including doctors/nurses surgery, therapy and fitness suite, meeting rooms, function rooms, shop, library, lounge areas, landscaping, refuse storage and associated parking. <b>Application Withdrawn.</b></p> <p>St Helens Roman Catholic School – Various applications for minor extensions between 2003 – 2010.</p>					
Availability					
The site has been subject to recent planning applications and is therefore considered available to provide additional care home accommodation.					
Suitability					
Policy Constraints	The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the Victoria Gateway Neighbourhood Policy Area.				
Physical Constraints	Areas of Archaeological Potential in Southend Central Area - Although most of Southend Central Area has been previously developed there are still areas of archaeological interest with potential for new finds. Nazareth House is 1 of 4 places identified as having potential.				
Environmental quality and known constraints	There are no identified environmental constraints.				
Strategic Access and Accessibility:	The site accessed off London Road. This section of London Road that the accesses are located on has undergone some public realm enhancements recently, therefore any				

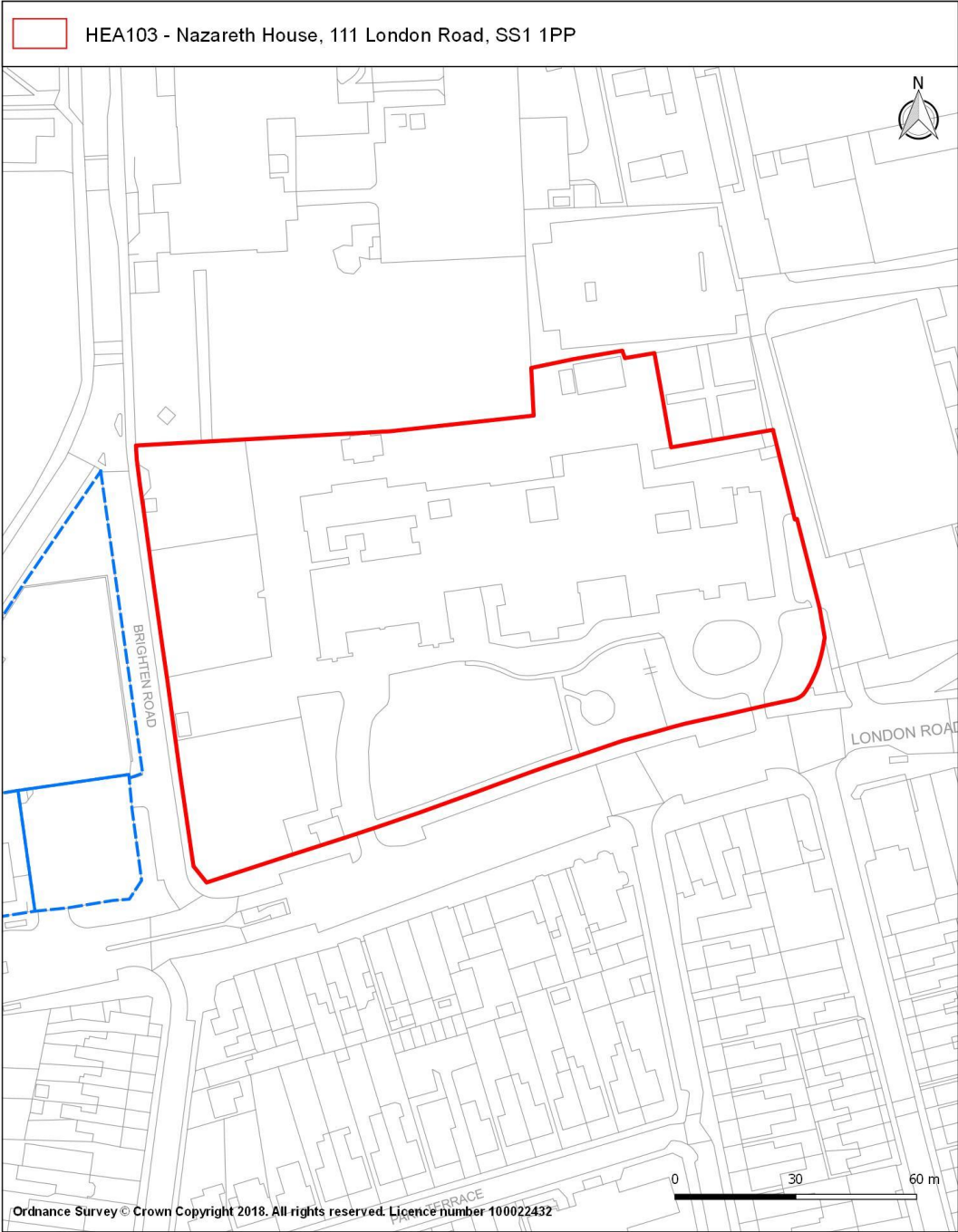


	potential development would need to match the quality of the materials and enhance the street scene. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to cycle, bus, train and good pedestrian routes which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include detailed consideration of the archaeological potential if appropriate.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	80	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values are high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	In principle the site is considered a suitable location for additional care facilities. Given the surrounding uses a scheme of around 100 dph, should allow a future scheme to maintain a reasonable level of garden/ amenity space and could see the potential delivery of approximately 150 bed spaces, with a net increase of 80.				

Site Photos:



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU  t 01179 058 850 f bristol@dpcconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		SCALE	1:1,250 @ A4	DRWG NO.	HEA103	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA103						

Site Information					
Site Ref	HEA104	Address	Fossetts Farm		
Site Area (hectares)	0.40	Source	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)		
Type of Site	Greenfield	Current Use	Vacant land		
Potential Gross Dwellings	25	Potential Net Dwellings	25	Potential Density of site (dwellings per hectare)	62dph
Description of Site and Surrounding Uses					
<p>This greenfield site is located west of Fossetts Farm Roundabout, north of a Shell Petrol Station. From the road the site is largely hidden by trees, shrubs and foliage, which cover the majority of the site, with the occasional grassed opening. The surrounding area is predominantly in use as commercial / employment or made up of other similar open space/ overgrown sites considered as part of this assessment. The site of the proposed new football stadium (although the permission has now lapsed) is located just north west of the site.</p>					
Planning History/Ownership					
No relevant planning applications cover the site.					
Availability					
The site has been promoted through the SHLAA however given this site includes land currently designated as Employment Land the release of this site for housing development would be dependent on a separate Employment land review, as a result the site is deemed 'currently unavailable'.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map. Safeguarded in the BLP 2 <sup>nd</sup> Alteration.				
Physical Constraints	Although noted as contaminated, this is a small area in the centre of the site. An Ancient Monument site is located to the north west of the site in the form of an Iron Age Camp (Road Crematorium).				
Environmental quality and known constraints	No known environmental constraints. There are a number of trees on the site (although according to Council records no TPO's).				
Strategic Access and Accessibility:	Highways access exists from the south from Fossetts Way. The transport impact of the potential adjacent sites should be included in the assessment of this site. A new potential access for this site could be located off the roundabout on Fossetts Way or through adjacent proposed development roads. The location of this site is not served well by public transport so any development here would need to consider this. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrade works and junction improvements.				
Suitability Summary	Whilst the site is located outside but adjoining the built-up area, from the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. Development potential in this location would be restricted given the requirement of an appropriate buffer to the scheduled ancient monument.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	25	0	0	

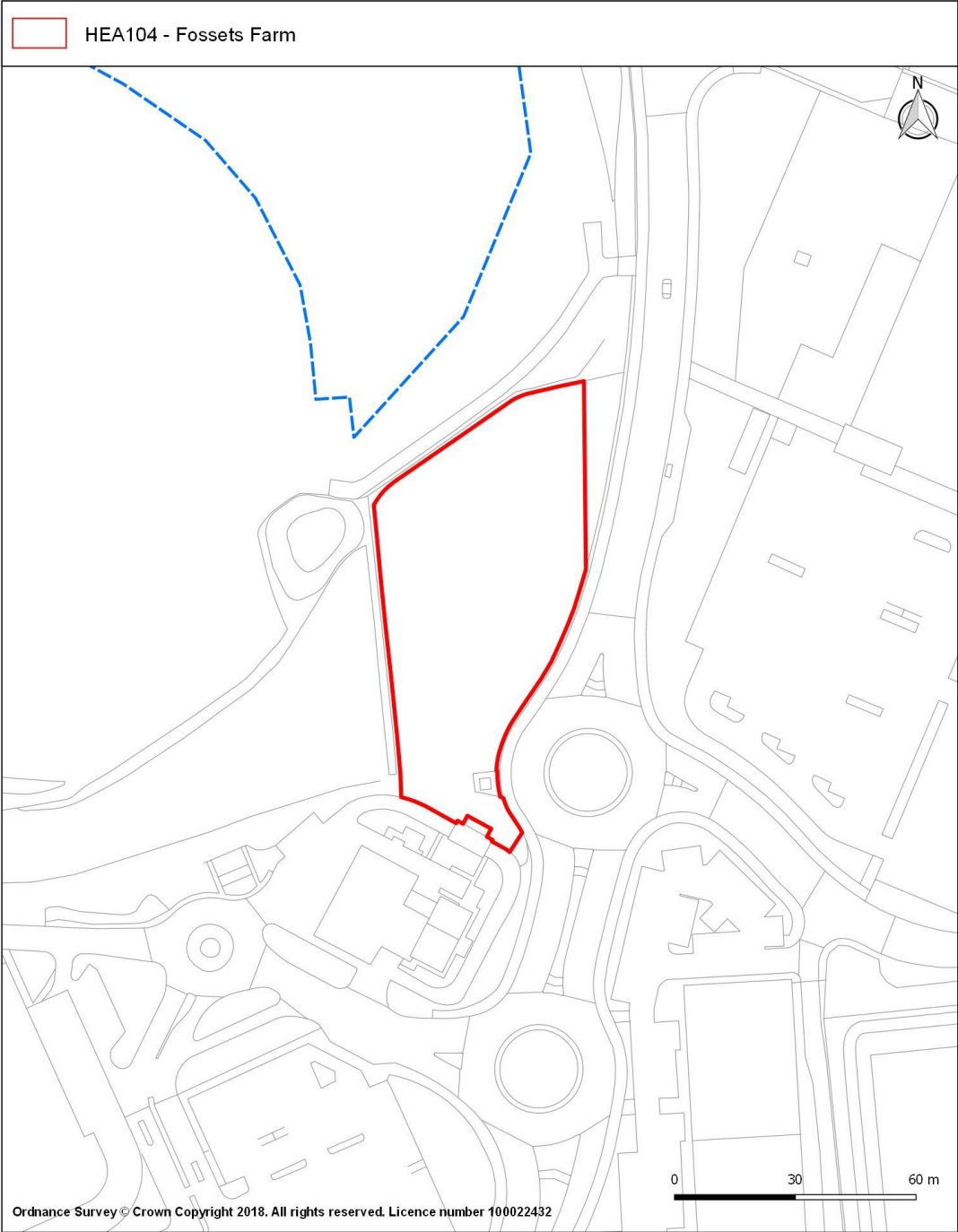


<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	This site is adjacent to the urban area and in a location that developers find attractive to bring forward housing sites for development. There is no economic reason why the site should not be financially viable taking account of any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>The site has previously been excluded from the SHLAA given it was considered to be a more appropriate location for employment uses and the land owner had promoted it as such. The land was safeguarded in the BLP second alteration, and availability of the site for future housing development has been subject to consideration of the employment review part of this HELAA. The site also sits adjacent to HEA151- Land west of Fossetts Way which is covered by a development brief.</p> <p>The site is considered reasonably well connected to the existing residential built up area and if available could be potentially suitable as part of a low-density mixed-use scheme. If the site were to come forward at 50dph this would equate to around 25 dwellings (rounded).</p> <p>The site is currently considered unavailable given its designation as a safeguarded site. This may be reviewed further along the plan process.</p>

#### Site Photos:






Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	
		SCALE	1:1,250 @ A4	DRWG NO.	HEA104	Checked	HR		
PROJECT	Southend HELAA	JOB NO.	E5044	REV.					
		DRWG TITLE	Assessment Site HEA104						

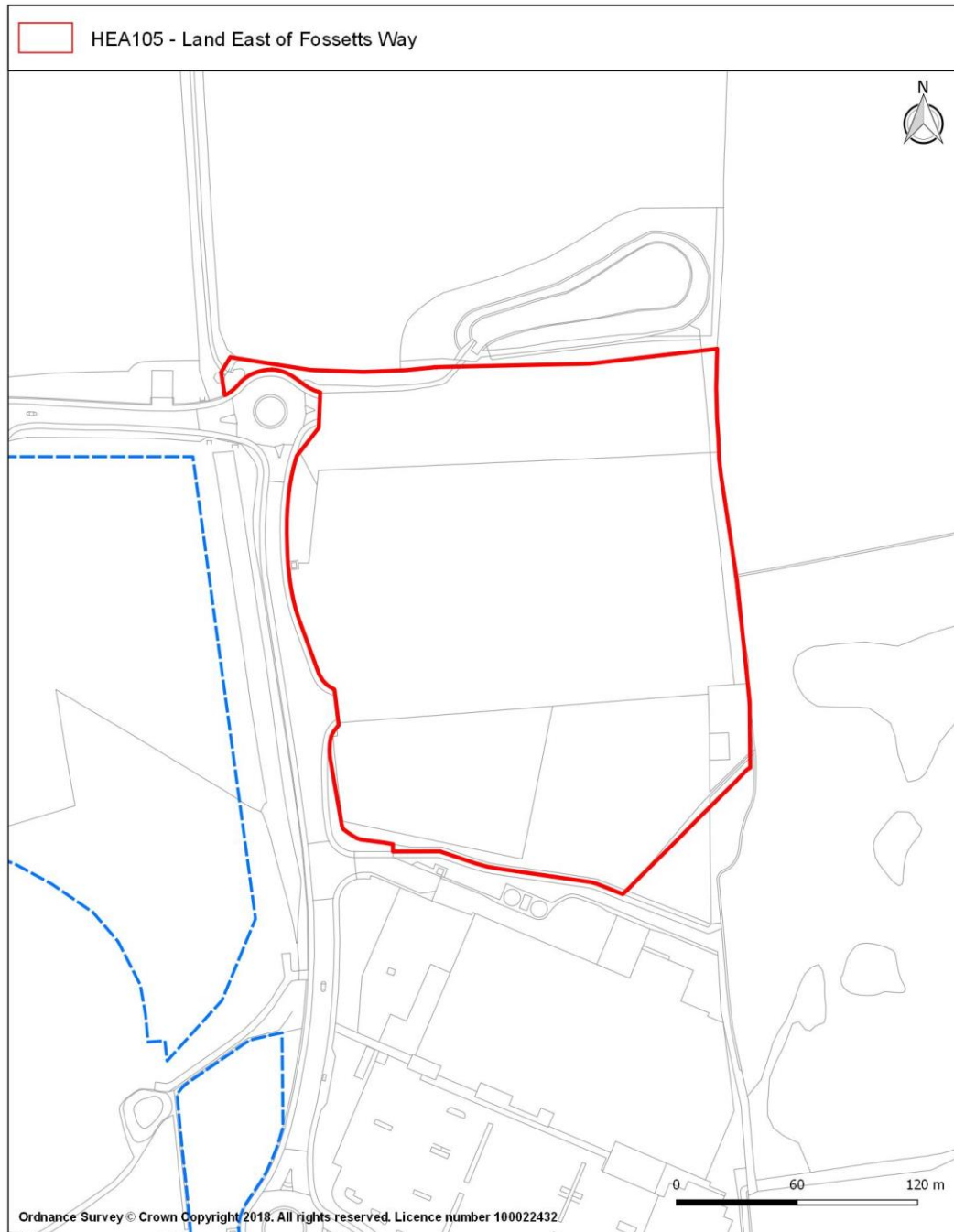
Site Information					
Site Ref	HEA105	Address	Land East of Fossetts Way		
Site Area (hectares)	5.15	Source	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)		
Type of Site	Greenfield	Current Use	Vacant Greenfield Site		
Potential Gross Dwellings	170	Potential Net Dwellings	170	Potential Density of site (dwellings per hectare)	33dph
Description of Site and Surrounding Uses					
<p>This large greenfield site is located on the edge of the Southend LPA boundary. The site is roughly divided by an informal path cutting across the centre of the site with a grassed area south of the path and a lesser quality grassed area with what looks like felled trees and vegetation north of the site. To the south of the site the site is bordered by an access road to the adjacent distribution centre.</p>					
Planning History/Ownership					
<p>Below applications cover wider site areas (including land to the west/south of Fossetts Way).            02/00070/FUL - Part of Fossetts Farm Fronting Fossetts Way and Rear of Wellesley Hospital - Lay out access road with roundabout at junction onto Fossetts Way, erect DIY retail warehouse (14, 808 sq. m) with builder's yard, garden centre, parking for 585 cars at front and service yard and sub-station at rear. <b>Recommended for approval following non-determination appeal 28/04/04.</b>            04/01785/FUL - Part of Fossetts Farm Fronting Fossetts Way and Rear of Wellesley Hospital - Erect non-food retail warehouse (2360 sqm) comprising 2 units, lay out parking, service areas and landscaping and form vehicular access onto Fossetts Way. <b>Application Granted 02/09/05.</b></p>					
Availability					
<p>The site has been promoted through the SHLAA however given this site includes land currently designated as Employment Land the release of this site for housing development would be dependent on a separate Employment land review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map. Safeguarded in the BLP 2 <sup>nd</sup> Alteration.				
Physical Constraints	No known physical constraints.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	<p>Access available adjacent to Fossetts Way with existing roundabout spurs. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The location of this site is not served well by public transport so any development here would need to consider this. When assessing this site, the cumulative transport impact of the proposed adjacent sites should also be included. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>Whilst the site is located outside but adjoining the built-up area, from the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.</p>				



Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	170	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	This site is adjacent to the urban area and in a location that developers find attractive to bring forward housing sites for development. There is no economic reason why the site should not be financially viable taking account of any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs.				
Conclusion					
Recommendation:	<p>The site has previously been excluded from the SHLAA given it was considered to be a more appropriate location for employment uses and the land owner had promoted it as such. The site is considered reasonably well connected to the existing residential built up area and if available could be potentially suitable as part of a low-density mixed-use scheme. With a conservative consideration, if half of the site were to come forward at 66dph allowing for transport infrastructure, employment uses and the delivery of open space this would equate to around 170 dwellings (rounded).</p> <p>The site is currently considered unavailable given its designation as a safeguarded site. This may be reviewed further along the plan process.</p>				
Site Photos:					
<div style="display: flex; flex-wrap: wrap;">    </div>					



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OSREF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	
		SCALE	1:2,500 @A4	DRWG NO.	HEA105	Checked			
		JOB NO.	E5044	REV.		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA105			t 01179 058 850 f bristol@dipconsultants.co.uk		Offices also at Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	

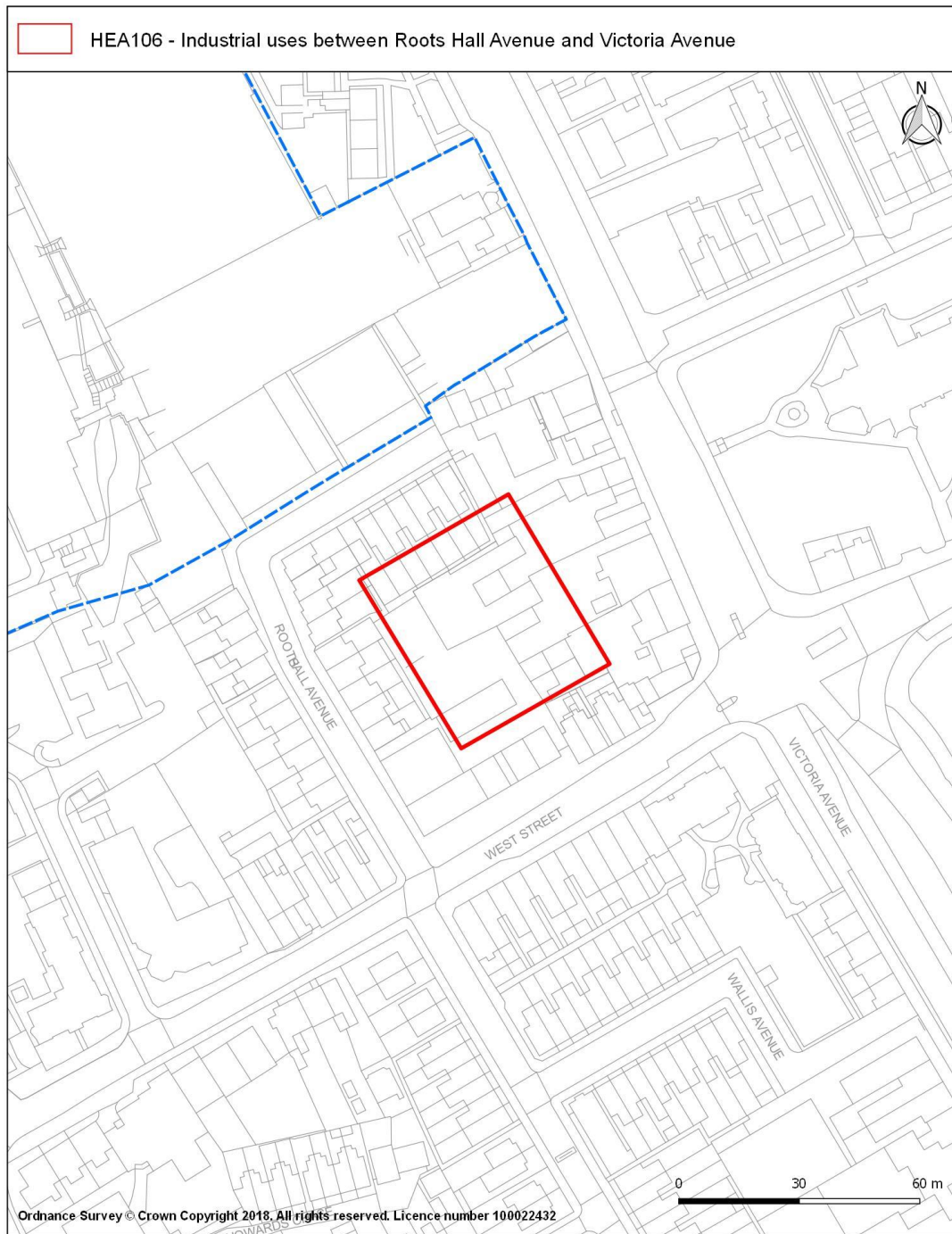
Site Information					
Site Ref	HEA106	Address	Industrial uses between Roots Hall Avenue and Victoria Avenue		
Site Area (hectares)	0.21	Source	Unimplemented BLP		
Type of Site	Brownfield	Current Use	General Industry / Kung Fu Centre (B2/ D2)		
Potential Gross Dwellings	8	Potential Net Dwellings	8	Potential Density of site (dwellings per hectare)	38dph
Description of Site and Surrounding Uses					
<p>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. 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.</p>					
Planning History/Ownership					
<p>The Kung Fu Centre and the surface car park area are included in the red line area for the below application: 13/01171/PA3COU - Proposed change of use from the B1a to C3 on first and second floors with internal works to create 14 self-contained flats with associated bin store, cycle stands and car park space. <b>Prior approval Granted 03/10/13.</b></p>					
Availability					
<p>This site has been considered as potentially available in the medium term. However, may require confirmation from the applicant in terms of future deliverability.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Victoria Gateway Neighbourhood Policy Area. Half of the site is located within Prittlewell Conservation Area.</p>				
Physical Constraints	<p>The site sits on contaminated land. Potential access constraints.</p>				
Environmental quality and known constraints	<p>No known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>Access into the western half appears to be from West Street or Roots Hall Avenue. From Roots Hall Avenue the access passes underneath Roots Hall House which fronts on to West Street (B1015). The current accesses for this site are constrained and any future proposed changes to the site will need to take into account the length, width and height of the access roads to give emergency vehicles and refuse vehicles a safe route into and out of the site. The site provides good accessibility to bus, train and cycle which should be encouraged as part of the development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.</p>				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	8	0	0	

<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has been included in HELAA as an unimplemented Borough Local Plan site. Whilst the site remains largely in use, the land is underutilised with a large area of hard surfacing/ parking. A prior approval application appeared to include the hard-surfacing area as designated parking for the proposed flatted scheme, although this was not implemented. Whilst this site is centrally located, given the backland nature of the site and apparent access constraints this would only be suitable for a lower density flatted scheme of 8 – 10 dwellings (35 - 50dph).

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG
		SCALE	1:1,250 @ A4	DRWG NO.	HEA106	Checked	
		JOB NO.	E5044	REV.		HR	
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA106				
		DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  † 01179 058 850 † bristol@dipcconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield					
		 dynamic development solutions™					





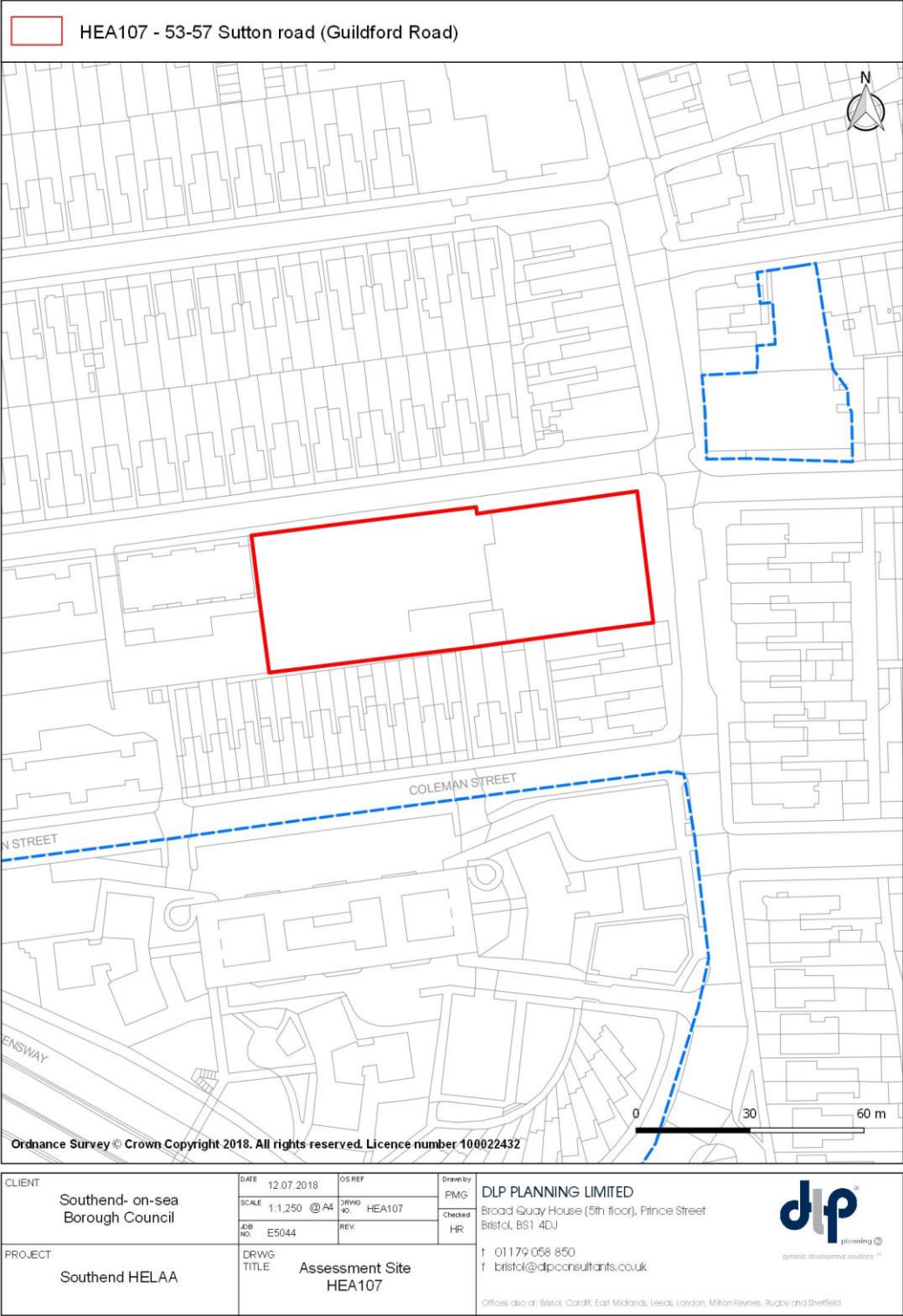
Site Information					
Site Ref	HEA107	Address	53-57 Sutton Road (Guildford Road)		
Site Area (hectares)	0.37	Source	Call for Sites Proposed Dwellings		
Type of Site	Brownfield	Current Use	Retail (A1)		
Potential Gross Dwellings	50	Potential Net Dwellings	50	Potential Density of Site (dwellings per hectare)	137dph
Description of Site and Surrounding Uses					
<p>The site is located at the junction of Sutton Road and Guildford Road and comprises a large 3 storey brick building (formerly a bakery) and surface car park. The building is occupied by Co-op food store at the ground floor and the first and second floors are vacant. The site has an existing double width access on to Guildford Road. Three storey flatted development sits immediately to the west of the site and two storey terraced houses to the north and south. The site is within the built up area close to Southend Victoria Station to the west and the City Centre to the south-west.</p>					
Planning History/Ownership					
<p>09/01030/FUL   Install 8m high lighting column to car park and relocate boundary fencing to create additional parking spaces. Application Granted: 11/08/09.</p> <p>09/01822/FUL   Install plant machinery to flat roof at rear and enclose with 1.5m high fence (Retrospective). Application Granted 24/11/09.</p>					
Availability					
<p>The site has been promoted through the Councils Call for Sites exercise for residential development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. SCAAP Sutton Gateway Neighbourhood Policy Area. The site is included as an Opportunity Site PA9.2 - Guildford Road. Suitable for Residential (50 dwellings), convenience retail. DPD Shopping frontage designation.</p>				
Physical Constraints	<p>Locally listed building. As set out in the SCAAP the façade of the current building fronting onto Sutton Road must be retained and incorporated into any proposals (locally listed).</p>				
Environmental quality and known constraints	<p>No known environmental constraints.</p>				
Strategic Access and Accessibility:	<p>The site is currently accessed off Guildford Road. The site provides good accessibility to bus routes which should be encouraged as part of any development. More detailed local transport access and reconfiguration resulting from the scheme will be determined</p>				

	during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.			
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include effective consideration of a design which incorporates the existing building's façade.			
Achievability				
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037
	50	0	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.			
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			
Conclusion				
Recommendation:	This site has been submitted through the Councils Call for Site exercise. The site is located within the Southend Central Area and is therefore a primary focus for regeneration and growth. The site is also included within the SCAAP as an Opportunity Site PA9.2 - Guildford Road which has been assessed as suitable for residential (50 dwellings), convenience retail. The Call for Sites submission puts the site forward for approximately 50 units in accordance with draft policy PA9.2 in the Area Action Plan (Residential (C3) - approximately 50+ units & Retail (A1) - less than 450sqm). The Co-operative Group would continue to occupy the replacement retail space. Given that other commercial floorspace is not proposed, there is no need to secure other tenants, which could have otherwise held up the programme of delivery for the site. Current discussions are ongoing with a potential developer, but according to information submitted with the Call for Sites - subject to contractual negotiations it is anticipated an application would be made in 2018 with construction commencing late 2018/early 2019.			

Site Photos:



Site Plan:





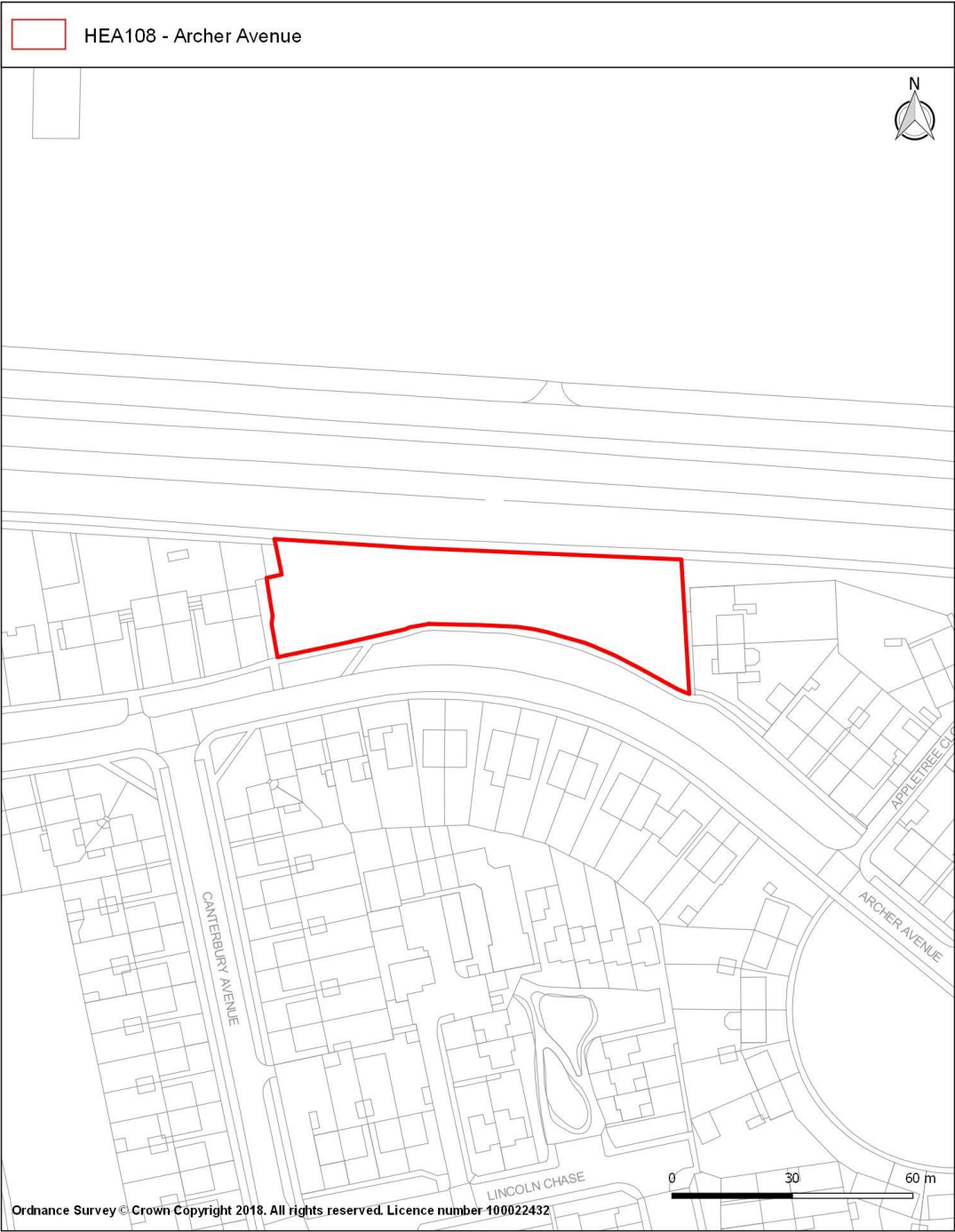
Site Information					
Site Ref	HEA108	Address	Archer Avenue		
Site Area (hectares)	0.24	Source	Call for sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Open Green Space		
Potential Gross Dwellings	6	Potential Net Dwellings	6	Potential Density of site (dwellings per hectare)	25dph
Description of Site and Surrounding Uses					
The site currently includes open green space off Archer Avenue, 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 east, west and south.					
Planning History/Ownership					
There is no relevant planning history associated with this site. This property is Council owned.					
Availability					
The site has been promoted through the Councils Call for Sites exercise for residential development. The owner or agent has confirmed through material supplied during the Call for sites Exercise, that the site is available for development in the medium term, and that there are apparently no legal or ownership problems which could limit development.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	There is a Sub-Station to the North West of the site. Potential noise constraints from the adjacent A1159.				
Environmental quality and known constraints	There is a holocaust memorial tree planted in the centre of the site. Mature trees to the west of the site. According to the Call for Sites submission the Council have met with the arborcultural officer who advised there are no TPO's on trees on the site, also potential for tree planting along highway to replace trees displaced by development.				
Strategic Access and Accessibility:	Site is adjacent to Archer Avenue. Future access would be better suited via Archer Avenue than Royal Artillery Way. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrades and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include the loss of what looks like public open space (albeit not allocated as such) and providing a design which respects the existing trees.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	6	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				

<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The site has been put forward as a potential 100% affordable housing site, by Southend Strategic Housing Team. Early feasibility work suggests there is an opportunity to deliver between 10-15 dwellings on the site. There are some mature trees to the west which would be hoped to be retained. The memorial tree would then become a focal point for a landscaped area providing access across the site from north to south. Considering the existing use and potential requirement to retain some open space (and protect the existing trees) a smaller scheme is considered appropriate, developing on half the site at 50 dph would deliver 6 dwellings.

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018		OS REF	Drawn by	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions		
		SCALE	1:1,250	@ A4	DRWG NO.	HEA108			Checked	HR
		JOB NO.	E5044		REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA108							

Site Information					
Site Ref	HEA109	Address	Eagle Way (parking area & green space north of parking area)		
Site Area (hectares)	0.20	Source	Call for sites Proposed Dwellings		
Type of Site	Mixed	Current Use	Parking Area and Green Space		
Potential Gross Dwellings	12	Potential Net Dwellings	12	Potential Density of site (dwellings per hectare)	61dph
Description of Site and Surrounding Uses					
<p>The site was formerly a 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 under-utilised grass area and low-level planting. One garage remains on the site which is owned privately (leasehold). The site is accessible via an existing access road off Eagle Way. Half off the site not used for parking includes a grassed area / mound including trees and shrubbery. The surrounding area is predominantly housing and associated parking courts. To the west of the site also sits Friars Primary School and Nursery and associated grounds. There is significant surround road infrastructure for this type of area / estate. Adjacent residential properties are between 2-3 storeys.</p>					
Planning History/Ownership					
<p>There is no relevant planning history associated with this site. This property is council owned.</p>					
Availability					
<p>The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.</p>					
Suitability					
Policy Constraints	KP1 – Spatial Strategy - The site is located in Shoeburyness and is therefore a primary focus of regeneration and growth.				
Physical Constraints	One of the garages is privately leased.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	<p>The site can be accessed off Eagle Way. Currently there are pedestrian accesses through this site, these can be re-routed but pedestrian accesses would still need to be provided. Justification would need to be provided as to why this parking area is no longer required for the surrounding dwellings or if it is being relocated. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrades and junction improvements.</p>				
Suitability Summary	<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed.</p>				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	12	0	0	
Market Assessment	<p>This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values</p>				



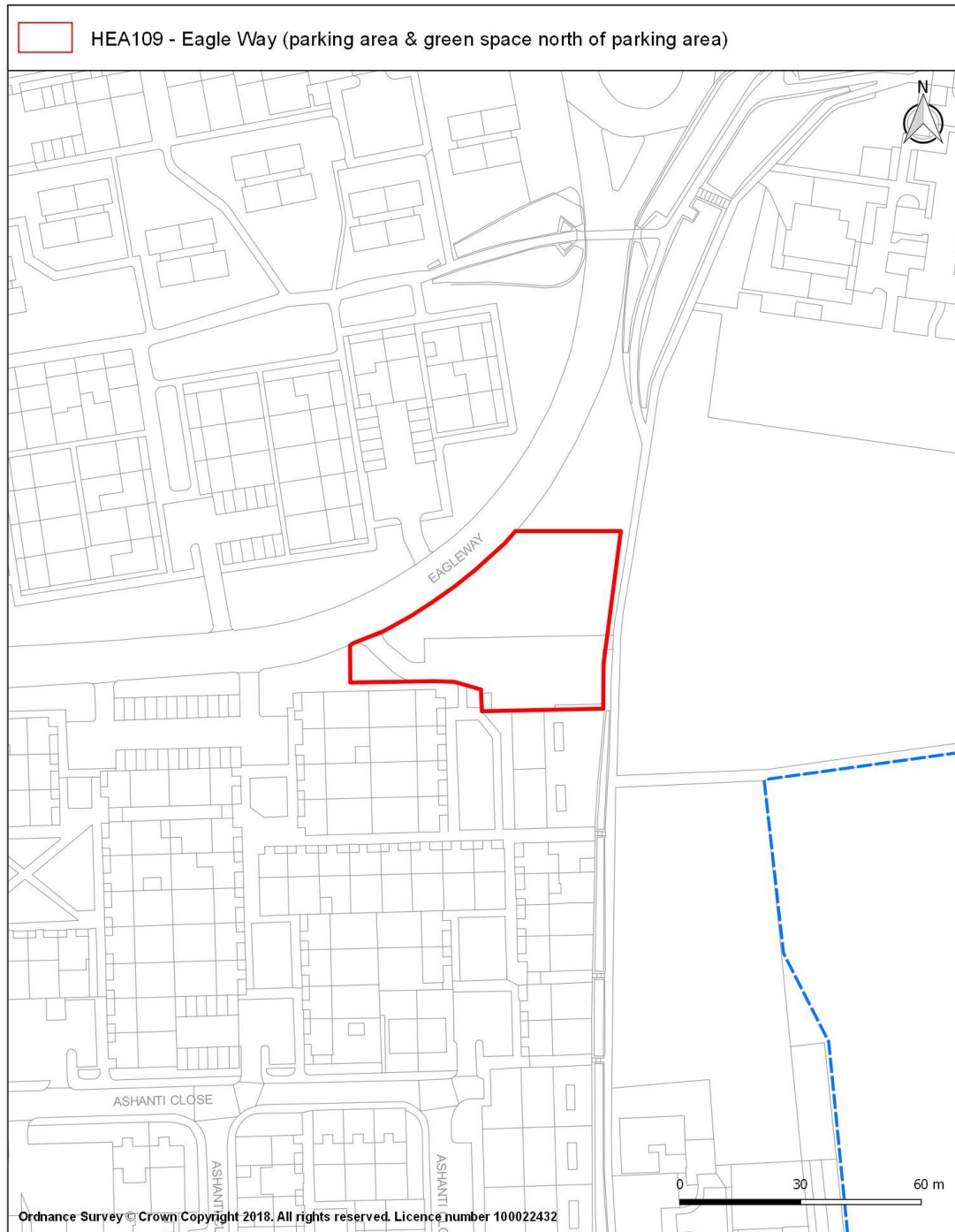
	relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver 12 affordable dwellings. Preliminary feasibility work has been carried out on this site, and other nearby sites which are considered suitable to be packaged up to deliver approximately 20-25 affordable rented dwellings. The delivery of 12 dwellings on this site would equate to 60 dph, considering the location and surrounding uses this is considered suitable and potentially deliverable in the medium term.

**Site Photos:**





Site Plan:



CLIENT	Southend-on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	
		SCALE	1:1,250 @ A4	DRWG NO	HEA109	Checked			
		JOB NO	E5044	REV		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA109			t 01179 058 850 f bristol@dpcconsultants.co.uk  <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>			

Site Information					
Site Ref	HEA110	Address	Land north of 11 - 33 Juniper Road, Leigh-on-Sea SS9 4BQ		
Site Area (hectares)	0.21	Source	Call for sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Vacant greenfield backland site		
Potential Gross Dwellings	7	Potential Net Dwellings	7	Potential Density of site (dwellings per hectare)	34dph
Description of Site and Surrounding Uses					
This site includes a triangular backland plot behind the residential gardens off Juniper Road, Hurst Way and Bridgewater Drive. The grassed site is reasonably well maintained, although there is limited rubbish / minor fly tipping. The site is currently accessed via 2 pedestrian paths off Hurst Road and Juniper Road, there is currently no suitable highways access.					
Planning History/Ownership					
There is no relevant planning history on this site.					
Availability					
The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.					
Suitability					
Policy Constraints	The site is not allocated/designated in the Development Management Policies Map.				
Physical Constraints	Potential residential amenity constraints surrounding overlooking although reasonable gap, given the gardens.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	Footpath access only from Hurst Way and Juniper Road. Consideration needs to be given to emergency and refuse vehicles as the current site access appears narrow. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrades and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include the requirement for widening the access road via adjusting the garden and remodelling 20 Hurst way (SBC owned).				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	7	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				

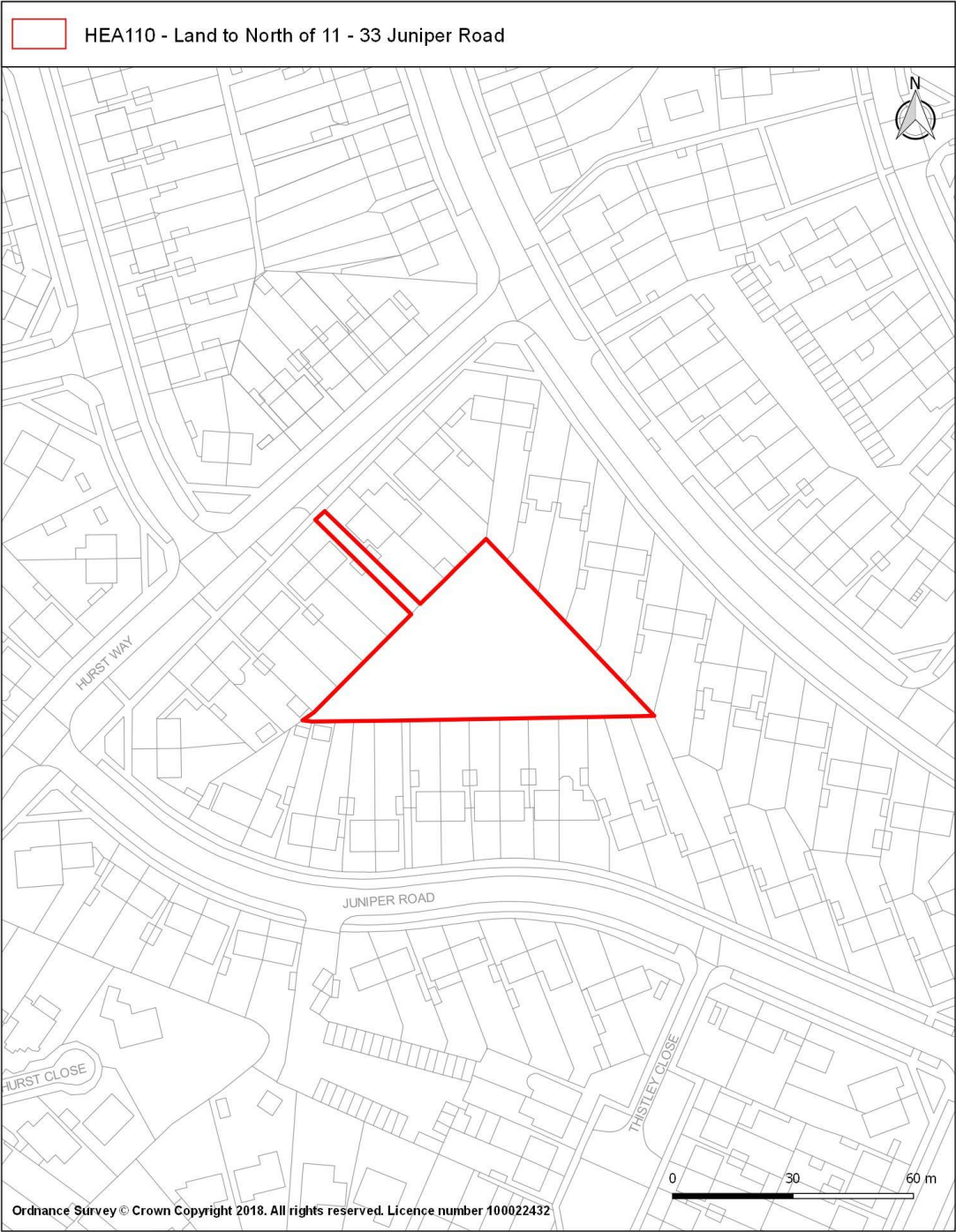


<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver 7 affordable dwelling houses. According to the Call for Sites preliminary site plans have been drawn up which show potential for 7 houses on the site. To deliver this site it would require the widening of the existing pedestrian entrance via adjusting the garden and remodelling 20 Hurst way (SBC owned). Given the location, surrounding uses and access constraints this low-density scheme is considered appropriate and should be deliverable within the short - medium term.

**Site Photos:**





Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dlpconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions
		SCALE	1:1,250 @ A4	DRWG NO.	HEA110	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA110						

Site Information					
Site Ref	HEA111	Address	Land West of Purley Way garage site		
Site Area (hectares)	1.93	Source	Call for sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Vacant land		
Potential Gross Dwellings	95	Potential Net Dwellings	95	Potential Density of site (dwellings per hectare)	49dph
Description of Site and Surrounding Uses					
<p>This large oddly shaped site, forms a grassed area of vacant land located behind the residential properties off North Crescent. The site is used as a pedestrian cut through from Prince Avenue and Purley Way through to St Laurence Park. A large number of trees border the eastern boundary including a square section to the south. Beyond this is located the Tesco's Extra Super store and RBS Offices at Thanet Grange. The north of the site is bordered by further open space / vacant land up to Nestuda Way. There is a Rotary factory to the South, however that site has planning submission to develop the site as residential housing.</p>					
Planning History/Ownership					
<p>No relevant recent planning history relating to the whole site.</p> <p>99/00655/OUT - Land North of Prince Avenue and West of Prince Close, Thanet Grange. Erect a non-food retail warehouse unit (13,240 sq. m, Class A1) incorporating coffee shop, garden centre and builders yard; form vehicular access, alter existing access to hotel, lay out 584 parking spaces and landscaping. <b>Application Withdrawn 12/05/00.</b></p> <p>Southern section of the site has been subject to a number of applications relating to the adjacent superstore, including instillation of cash machines, advertisements, minor extensions, parking etc. Suggests in same ownership.</p>					
Availability					
<p>The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development, although development in this location would be subject to culture department approval (according to Call for Sites submission).</p> <p>As the site is designated as high grade agricultural land, release will be dependent on the further review and is therefore considered currently unavailable.</p>					
Suitability					
Policy Constraints	The site is recorded under the designation of Best and Most Versatile Land (CP4/CP5). Located within the Joint Area Action Plan for London Southend Airport (although not subject to specific allocation/ designation).				
Physical Constraints	Would require new access onto the site, pedestrian access across the site would have to be maintained. Also, the site is not directly accessible, Purley Way garage site would be included within any proposed development to provide access to the site. The site includes high grade agricultural land which will need to be considered.				
Environmental quality and known constraints	No known significant environmental constraints. Although noted as contaminated, this is a very small area to the South East of the site. No recorded TPO's on the site.				
Strategic Access and Accessibility:	<p>Currently only footpath access onto the site. Access would be from Purley Way although there is currently no vehicular access onto the site.</p> <p>More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrades and junction improvements.</p>				

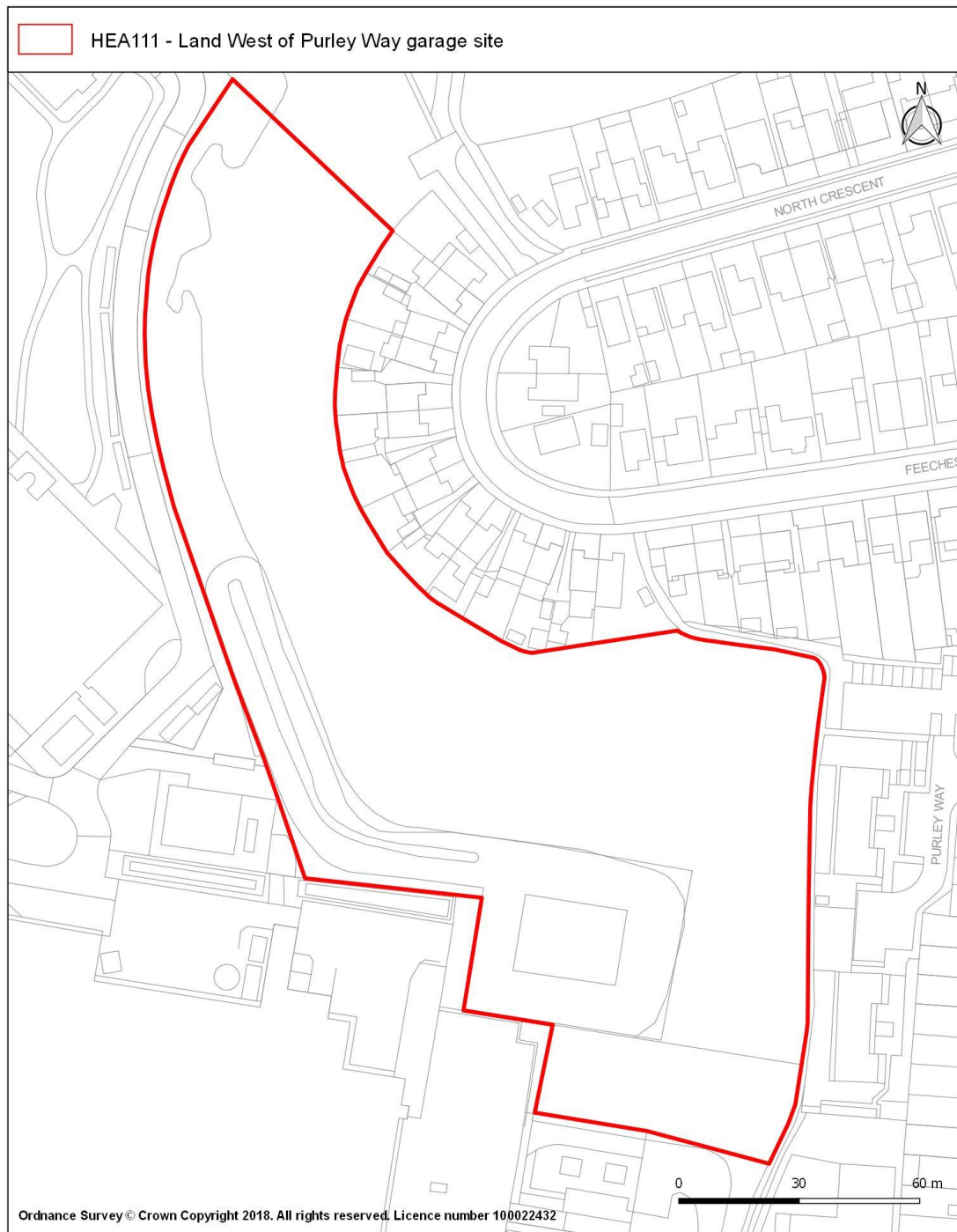



<b>Suitability Summary</b>	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include agricultural land review, the delivery of appropriate access including demolition of Purley Road garage.			
<b>Achievability</b>				
<b>Net Yield</b>	<b>2017-2022</b>	<b>2022-2027</b>	<b>2027-2032</b>	<b>2032-2037</b>
	0	95	0	0
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.			
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			
<b>Conclusion</b>				
<b>Recommendation:</b>	<p>This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver around 20 - 30 dwellings which would equate to a very low-density scheme of 15 dph. Acknowledging the site's edge of town location and noted constraints, whilst further detailed consideration of feasibility is required the site is still considered suitable for a medium density scheme of 50 dph which would equate to approximately 95 dwellings (rounded).</p> <p>According to Council information this is likely to take place after currently planned phases of HRA Land Review, which would be approximately 3+ years with preliminary designs to be drawn up if the site is deemed appropriate for development. Given the land is designated best and most versatile (agricultural) land this would be subject to an agricultural land review.</p>			
<b>Site Photos:</b>				
<div style="display: flex; justify-content: space-around;">   </div>				





Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA111	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV			
	DRWG TITLE Assessment Site HEA111				

Site Information					
Site Ref	HEA112	Address	Avro Centre, Avro Road		
Site Area (hectares)	0.98	Source	Call for sites Proposed Dwellings		
Type of Site	Brownfield	Current Use	Training Centre (D1)		
Potential Gross Dwellings	50	Potential Net Dwellings	50	Potential Density of site (dwellings per hectare)	51dph
Description of Site and Surrounding Uses					
<p>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 sub-station 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. To the south of the site opposite Eastwoodbury lane includes agricultural land and residential properties. A number of trees exist on the site particularly the southern boundary although according to Council records none are covered by TPO's.</p>					
Planning History/Ownership					
<p>07/00418/FUL - Lay out grasscrete surfacing to provide additional parking spaces. <b>Application Granted 14/05/07.</b></p>					
Availability					
<p>The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.</p>					
Suitability					
Policy Constraints	The site is located within the Joint Area Action Plan for London Southend Airport (although not subject to specific allocation/designation).				
Physical Constraints	Although noted as contaminated, this is a very small area to the South East of the site. Potential noise constraints and CAA restrictions due to the border with, and proximity to London Southend Airport.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	The site is currently accessed off Avro Road, the site could also be accessed off Eastwoodbury Lane. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions and capacity upgrades and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include partial re-provision of the day care service and consideration of small area of contamination.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	50	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain				



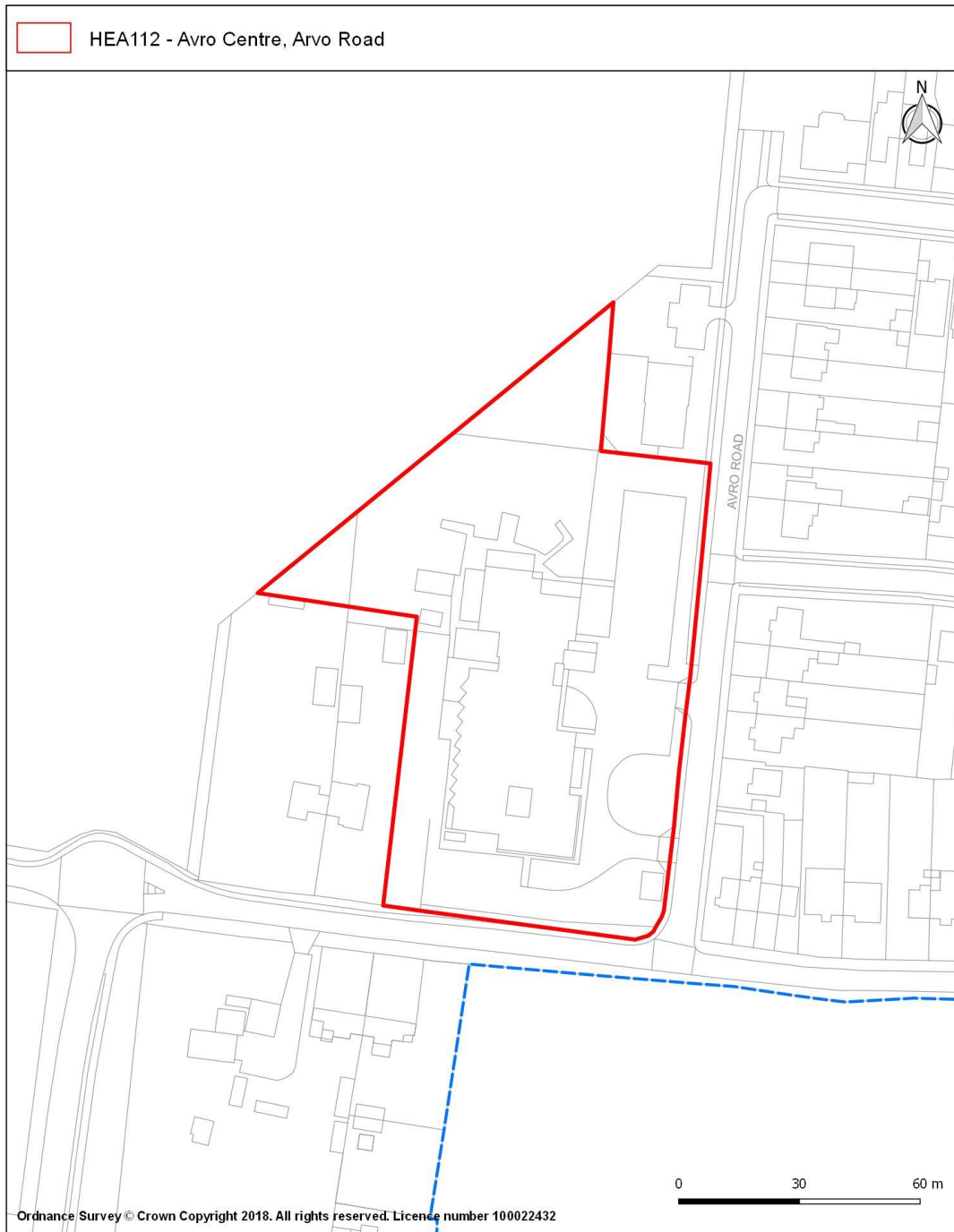
	package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver between 20 to 30 dwellings at 30 dwellings this would equate to 31dph.</p> <p>The timescale for delivery is largely dependent on re-provision of existing uses. It is currently planned that the existing use would relocate to the Priory School Site, Burr Hill Chase as part of a wider redevelopment scheme with an anticipated completion of mid-2019. If on site re-provision is not required a medium density scheme of 50 dph could be appropriate which would see the potential delivery of 50 dwellings (rounded).</p>

**Site Photos:**





Site Plan:

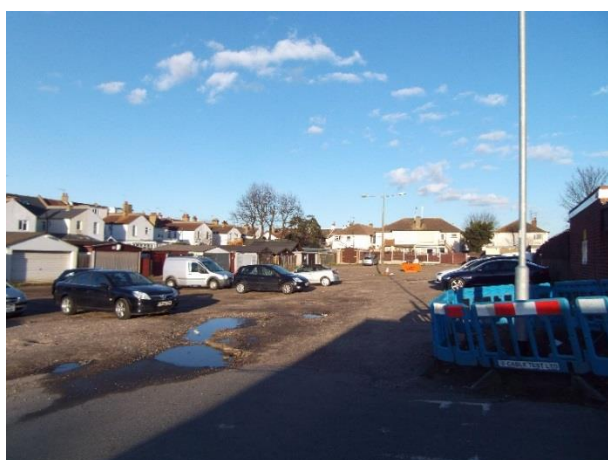


CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions™</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA112	Checked			
		JOB NO.	E5044	REV.		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA112						

Site Information					
Site Ref	HEA113	Address	Land rear of Camelia Hotel		
Site Area (hectares)	0.27	Source	Call for sites Proposed Dwellings		
Type of Site	Brownfield	Current Use	Backland Informal parking		
Potential Gross Dwellings	9	Potential Net Dwellings	9	Potential Density of site (dwellings per hectare)	33dph
Description of Site and Surrounding Uses					
<p>This backland site forms the rear of properties at Shaftsbury Avenue, Eastern Esplanade and Lifstan way. The site is currently in use as informal parking and provides access to a series of garages particularly of those properties off Shaftsbury Avenue. The site is currently accessed off Eastern Esplanade via a lane adjacent to Camelia Hotel. The site is exited via Lifstan Way.</p>					
Planning History/Ownership					
<p>There is no relevant planning history associated with this site. The site is Council owned.</p>					
Availability					
<p>The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the Call for Sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.</p>					
Suitability					
Policy Constraints	The site falls adjacent to the Seafront Character Zone – Victoria Road to Clievedon Road.				
Physical Constraints	The site is located in Flood Zone 3. One-way access into / out of the site. Would still have to provide access to those garages behind properties at Shaftsbury Avenue.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	Highways access onto Lifstan Way. The access to the site must consider emergency and refuse vehicles as it currently appears narrow. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions and capacity upgrades and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include further investigation (and application of policy tests) to consider flood risk constraints and the consideration of an appropriate design to allow access to the existing garages.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	9	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values are high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the				


	viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver between 10 to 20 dwellings. 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.</p> <p>The deliverability of this site will be dependent on the FRA as the site is located within flood zones 3 requiring further investigation (and application of policy tests).</p>

**Site Photos:**



Site Plan:



CLIENT  Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU  t 01179 058 850 f bristol@dipcconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions™</small>
	SCALE 1:1,250 @ A4	DRWG NO. HEA113	Checked HR		
	JOB NO. E5044	REV			
PROJECT  Southend HELAA	DRWG TITLE Assessment Site HEA113				



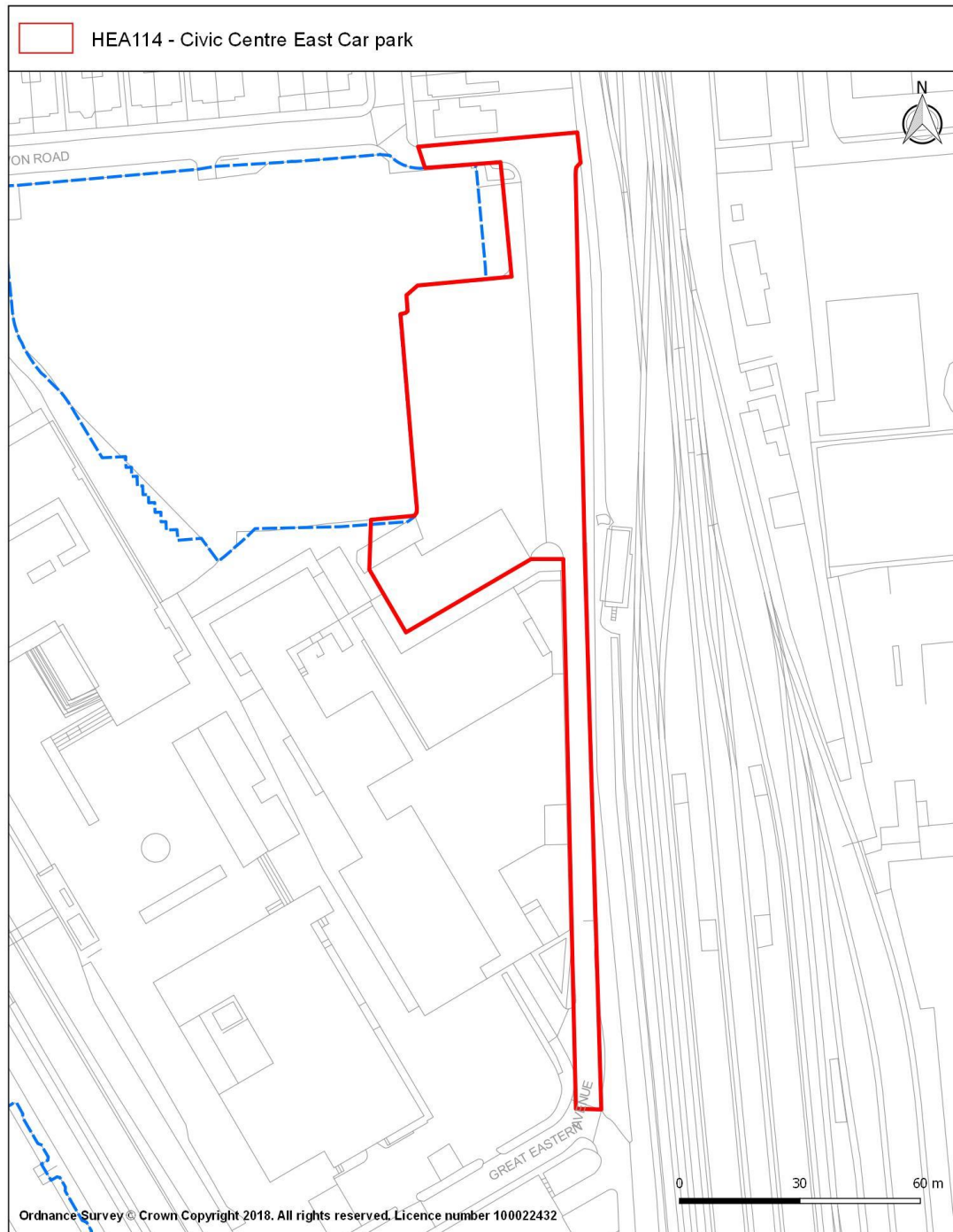
Site Information					
Site Ref	HEA114	Address	Civic Centre Car park		
Site Area (hectares)	0.50	Source	Call for sites Proposed Dwellings		
Type of Site	Brownfield	Current Use	Car Park (Sui Generis)		
Potential Gross Dwellings	70	Potential Net Dwellings	70	Potential Density of site (dwellings per hectare)	140dph
Description of Site and Surrounding Uses					
<p>This site includes the Civic Centre East car park to the rear of the housing development site currently being built on what was the former South Essex College building. The site is surrounded by high density buildings in the heart of the Civic Centre of Southend and is also located close to the city centre. The site is close to the railway line and on the opposite side of Carnarvon Road there is some medium density semi-detached residential streets. The area is largely characterised by tower blocks in civic and employment use.</p>					
Planning History/Ownership					
No relevant planning history identified by the Council.					
Availability					
Given this is a Council owned site it has been considered potentially available in the future for residential development if the parking displacement issue can be addressed.					
Suitability					
Policy Constraints	The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is within the SCAAP - Victoria Gateway Neighbourhood. The site is located within SCAAP Opportunity Site PA8.1 - Victoria Avenue – suitable for residential (1,000 net), office, convenience retail, leisure, cafes, community facilities, public parking uses.				
Physical Constraints	Potential noise and disturbance from adjacent railway line. Potential loss of car parking.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	The site is currently accessed via Great Eastern Avenue to the south (one way) and exited to the north onto Carnarvon Road. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The site provides good accessibility to bus, rail and cycle routes which should be encouraged. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include responding to the issue of the displacement of parking and suitably designing a scheme to mitigate against potential noise issues associated with the adjacent railway.				
Achievability					
Net Yield	2018-2023	2023-2028	2028-2033	2033+	
	0	40	30	0	

<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The site has been identified in the SCAAP as part of a broader area containing residential uses, given its edge of centre location and adjacent residential uses a high-density flatted housing scheme, with public space improvements and realigned car parking provision is considered appropriate. A scheme of a similar nature to the adjacent former college site (CON104) which is under-construction (15/00803/BC4M) would be appropriate, to be delivered in the medium term. The delivery of a scheme of 70 dwellings would equate to around 140 DPH is considered appropriate for this town centre location.

**Site Photos:**



Site Plan:



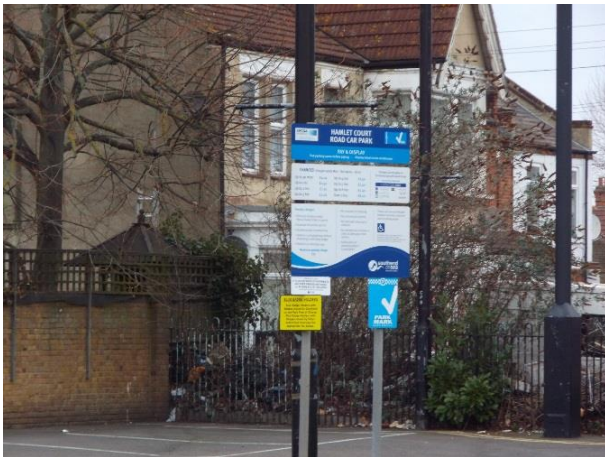
CLIENT	Southend-on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dpcconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions™</small>
		SCALE	1:1,250 @ A4	DRWG NO.	HEA114	Checked			
		JOB NO.	E5044	REV.		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA114						

Site Information					
Site Ref	HEA115	Address	Part of Hamlet Court Road Car Park		
Site Area (hectares)	0.14	Source	Call for sites Proposed Dwellings		
Type of Site	Brownfield	Current Use	Car Park		
Potential Gross Dwellings	10	Potential Net Dwellings	10	Potential Density of site (dwellings per hectare)	70dph
Description of Site and Surrounding Uses					
The site comprises the eastern half of the Hamlet Court Road Car Park which is a surface car park. The site includes the access into the car park and is bounded to the east by Hamlet Court Road, to the north-east by residential properties and to the south-west by the rest of the car park and a public toilet. The site is surrounded by 2 storey residential dwellings.					
Planning History/Ownership					
No relevant planning history identified by the Council					
Availability					
The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	Loss of existing parking.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	Site has highways access onto Hamlet Court Road. An alternative site for the displaced parking will need to be provided or justification as to why the parking is no longer required. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions and capacity upgrades and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include addressing the potential displacement of parking in this location.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	10	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				

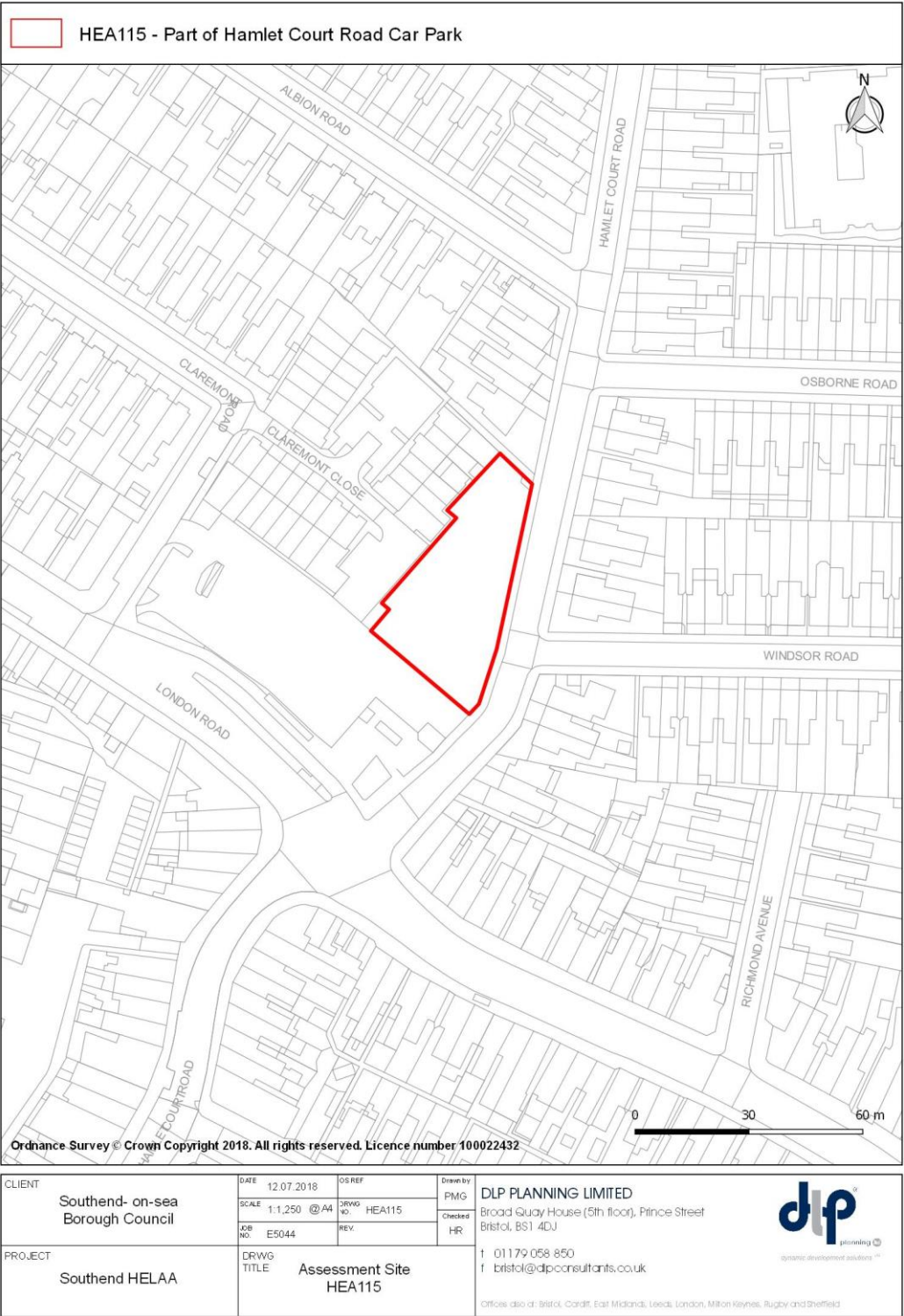


<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver up to 10 dwellings. Subject to addressing the potential displacement of parking, this site is considered suitable in principle for housing development and deliverable in the medium term.

**Site Photos:**






Site Plan:



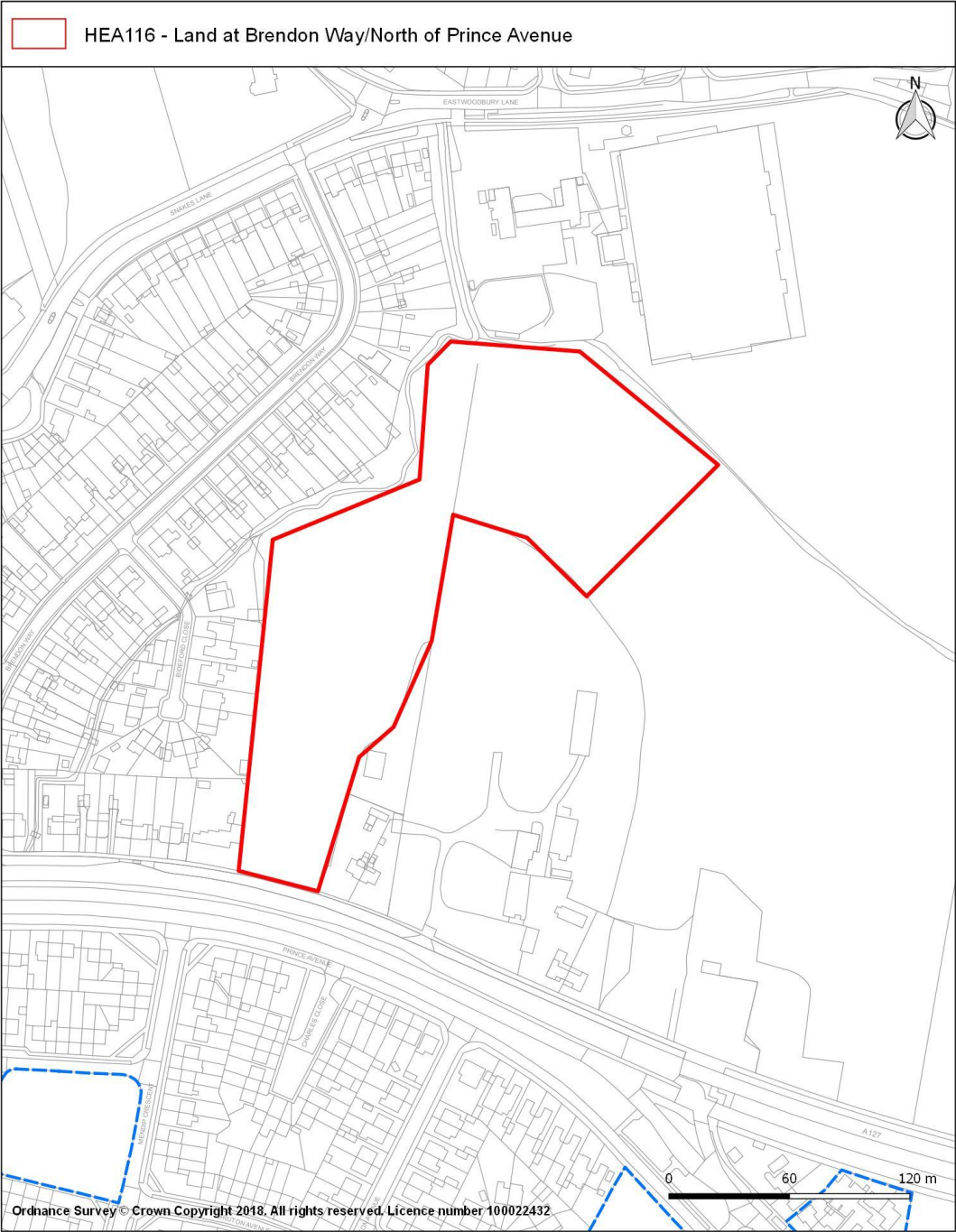
Site Information					
<b>Site Ref</b>	HEA116	<b>Address</b>	Land at Brendon Way/North of Prince Avenue		
<b>Site Area (hectares)</b>	2.45	<b>Source</b>	Call for sites Proposed Dwellings		
<b>Type of Site</b>	Greenfield	<b>Current Use</b>	Agricultural		
<b>Potential Gross Dwellings</b>	120	<b>Potential Net Dwellings</b>	120	<b>Potential Density of site (dwellings per hectare)</b>	49dph
Description of Site and Surrounding Uses					
<p>The site is agricultural land within the built up area boundary of Southend-on-Sea and is formed of one whole field and the western section of an adjoining larger field. The two sections of the site are split by an existing hedgerow which runs in a north-south direction. The site is bounded to the south by Prince Avenue (A127) and to the north by Southend RCCC and the Len Forge Football Centre. A river runs outside the site along the north-western boundary. The surrounding area is predominantly residential, however there is employment land to the north surrounding Cherry Orchard Way and Southend Airport is located to the north-east.</p>					
Planning History/Ownership					
<p>No relevant planning history identified by the Council. Council owned land.</p>					
Availability					
<p>The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development. As the site is designated as high grade agricultural land, release will be dependent on the further review and is therefore considered currently unavailable.</p>					
Suitability					
<b>Policy Constraints</b>	The site is located on the western edge of the Joint Area Action Plan (JAAP) for London Southend Airport. The southern section of the site is designated Best and Most Versatile Land (CP4/ CP5).				
<b>Physical Constraints</b>	The northern part of the site is partially located within flood zone 2 and 3. There may be archaeology constraints. Close to Airport PSZ but not within. Access to the site and to utilities will present challenges, this site would require access either off A127 or Brendon Way by acquiring property and creating an access point.				
<b>Environmental quality and known constraints</b>	The northern section of the site falls within Flood Zone 2. No other known environmental constraints.				
<b>Strategic Access and Accessibility:</b>	The site does not benefit from direct vehicular access, this will need to be overcome to achieve a successful development. This site is located on the main distributor road into Southend. A new junction off the A127 providing enough capacity for 120 dwellings could slow the traffic flow and cause congestion, therefore an alternative road would be preferred for the location of the access. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions and capacity upgrades and junction improvements.				
<b>Suitability Summary</b>	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include the delivery of appropriate access including demolition of Purley Road garage				



	site and designing a scheme which addresses the flood risk constraints.			
<b>Achievability</b>				
<b>Net Yield</b>	<b>2017-2022</b>	<b>2022-2027</b>	<b>2027-2032</b>	<b>2032-2037</b>
	0	60	60	0
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.			
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			
<b>Conclusion</b>				
<b>Recommendation:</b>	This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver between 100 and 150 dwellings. The southern section of the site is designated best and most versatile (agricultural) land and will therefore be subject to review. Given the noted constraints (including flood risk to the north) a medium density scheme of 50 dph would equate to approximately 120 dwellings (rounded) and is considered potentially deliverable in the medium term.			
<b>Site Photos:</b>				
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Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG
		SCALE	1:2,500 @ A4	DRWG NO.	HEA116	Checked	
		JOB NO.	E5044	REV		HR	
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA116				
		DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dpcconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield					



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Site Information					
Site Ref	HEA117	Address	Prince Avenue/A127		
Site Area (hectares)	0.32	Source	Call for sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Vacant land		
Potential Gross Dwellings	8	Potential Net Dwellings	8	Potential Density of site (dwellings per hectare)	25dph
Description of Site and Surrounding Uses					
<p>The site includes an area of vacant grassland consisting of two small fields and a small overgrown area to the most eastern end. There is a sparse line of trees separating the two fields and a fence separating the eastern section from the rest of the site. The Shalynn Cattery is immediately to the west. The site is located in between the A127 and Prince Avenue (A1158) and there is a large roundabout immediately to the north. The surrounding area is predominantly residential. However, the Thanet Grange commercial area is located to the north and north-east.</p>					
Planning History/Ownership					
<p>The majority of the site (excluding the very eastern section) has been Included as part of past cattery applications:            99/01107/FUL (approved 20/01/2000), 01/00954/FUL (approved 23/10/2001), 03/01340/FUL (approved 17/11/2003) and 08/01407/FUL (approved 20/03/2009) these were all applications to retain cattery sheds, cat breeding kennels portable office and kitchen unit and car parking.</p>					
Availability					
<p>The site has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.</p>					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	Potential noise constraints given the adjacent busy roundabout and will require new vehicular access. According to the Call for Sites information the land is subject to Open Space Covenants. These covenants with Essex County Council will need to be negotiated away.				
Environmental quality and known constraints	No known environmental constraints. There are a number of trees bordering the site although according to Council records there are no TPO's.				
Strategic Access and Accessibility:	The site does not benefit from vehicular access, this will need to be overcome to achieve a successful development. An access from the A127 in this location would not be appropriate, however an access from the A1158 could be considered. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrades and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include designing an appropriate scheme to address noise and access considerations.				
Achievability					

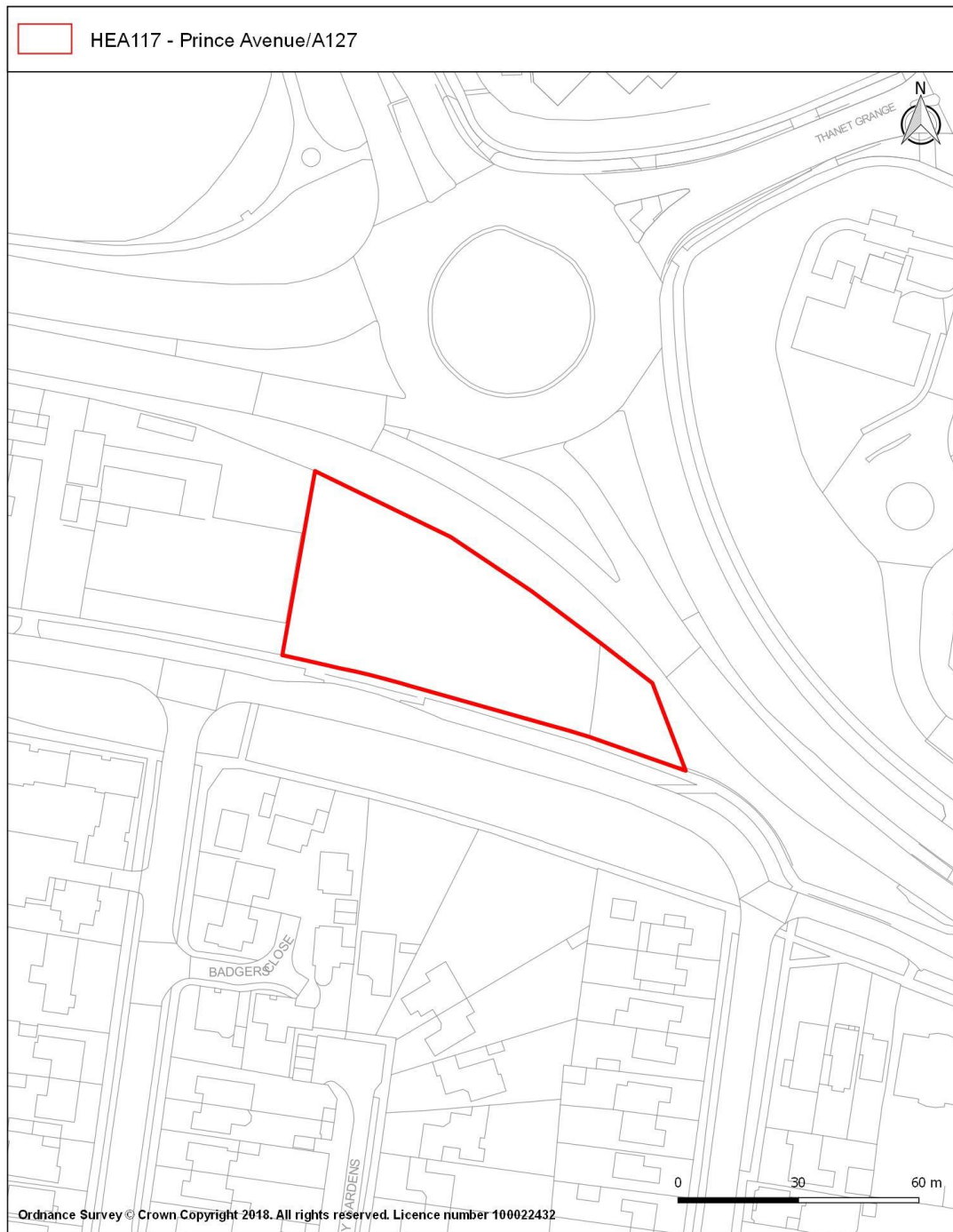
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	8	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This site has been submitted through the Call for Sites process as a site suitable to deliver up to 8 dwellings. Whilst this would only equate to 25 dph, 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.				

**Site Photos:**





Site Plan:



CLIENT  Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	 <small>dynamic development solutions™</small>
	SCALE 1:1,250 @ A4	DRWG NO. HEA117	Checked HR		
	JOB NO. E5044	REV.			
	PROJECT  Southend HELAA	DRWG TITLE  Assessment Site HEA117			



Site Information					
Site Ref	HEA118	Address	Thorpedene Campus		
Site Area (hectares)	0.86	Source	Call for sites Proposed Dwellings		
Type of Site	Mixed	Current Use	Residential Care Home (C2) and Clinic (D1)		
Potential Gross Dwellings	50	Potential Net Dwellings	50	Potential Density of site (dwellings per hectare)	58dph
Description of Site and Surrounding Uses					
<p>The site looks to include both Delaware House and Thorpedene Clinic. Delaware House is in use by Southend Care Ltd, a 2-storey residential care home. Thorpedene Clinic includes NHS Health facilities. A library was previously located on the site but this has since closed. There is a significant change in levels from Maplin Way North to Delaware House with a difficult access of the slope of a hill. The railway track is adjacent to the north and the surrounding area is generally residential.</p>					
Planning History/Ownership					
<p>07/01024/BC3 - 2.4-metre-high steel fence at Delaware House. <b>Application Granted (22/08/07).</b>            04/00236/FUL - Form disabled access ramp with handrails to front elevation. <b>Application Granted 08/08/04.</b></p>					
Availability					
<p>The site has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.</p>					
Suitability					
Policy Constraints	The site is located within Shoeburyness (see policy KP1 Spatial Strategy) and is therefore appropriate for suitable levels of regeneration and growth.				
Physical Constraints	Potential noise issues relating to the adjacent railway.				
Environmental quality and known constraints	There are a number of trees on the site although according to Council records none are currently have TPO's.				
Strategic Access and Accessibility:	<p>The site has existing highways access onto Maplin Way and Goldmer close. Site access and pedestrian routes will need to be assessed to take account of the level changes and slope of the site. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrades and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. Although a residential led development is largely dependant on outcome of care home projects.</p>				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	0	50
Market Assessment	<p>This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the</p>				

	viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has been submitted through the Call for Sites process as a site suitable to deliver up to 50 dwellings although further feasibility work / master planning has yet to be undertaken. This would equate to around 58 dwellings per hectare which is considered suitable given the location and surrounding uses and potential requirement to re-provide some form of community use. The deliverability of residential led development on this site is largely dependent on the outcome of care home projects and has therefore been included as deliverable in the medium/ longer term.

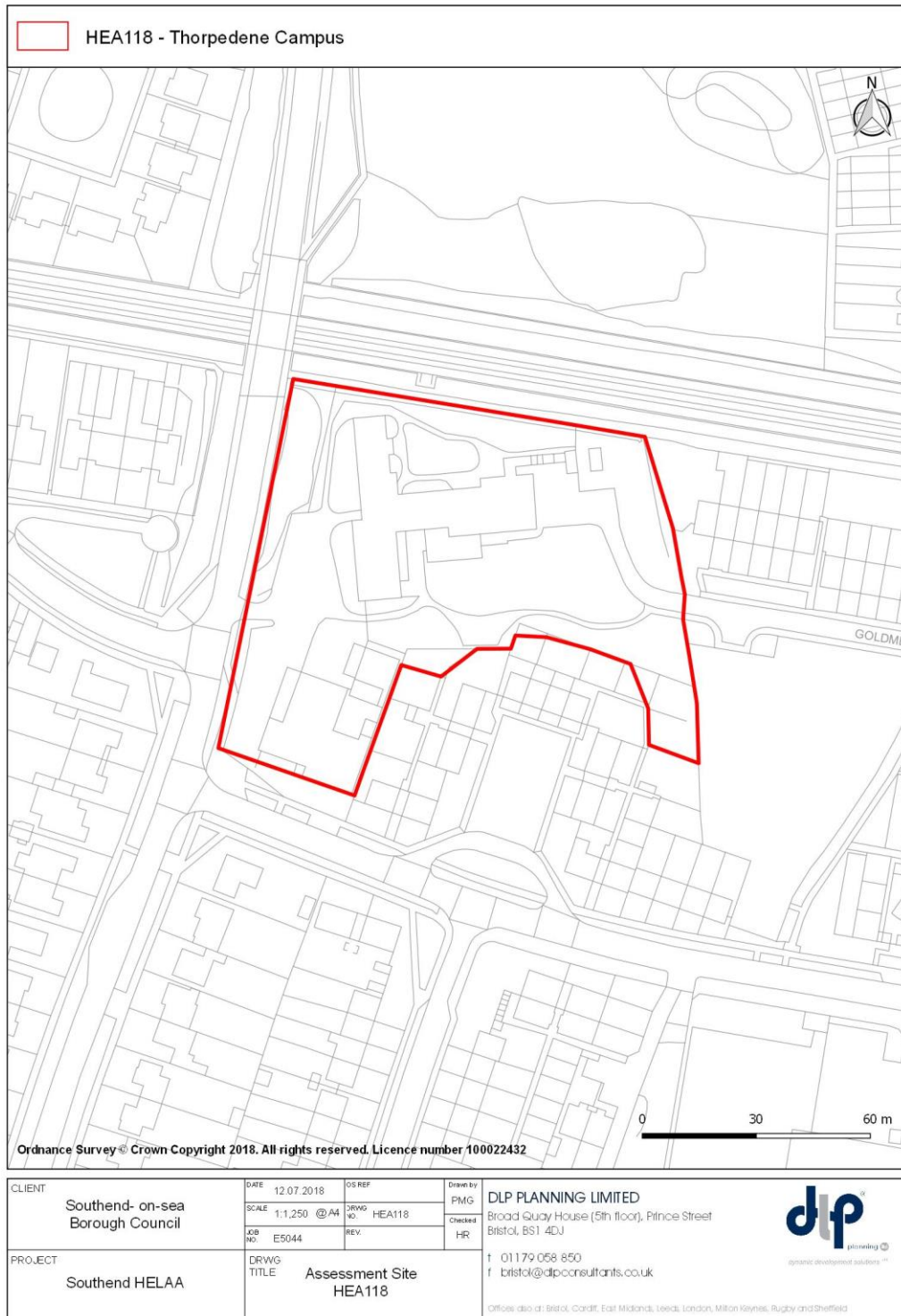
**Site Photos:**







Site Plan:





Site Information					
Site Ref	HEA119	Address	Land at Fossetts Way		
Site Area (hectares)	5.84	Source	Call for Sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Vacant Land		
Potential Gross Dwellings	125	Potential Net Dwellings	125	Potential Density of site (dwellings per hectare)	21dph
Description of Site and Surrounding Uses					
<p>The site includes a large area of vacant scrubland, including trees, bushes and undergrowth south west of Fossetts Way Roundabout. The site is irregular in shape and comprises vacant 'safeguarded' land, formerly in agricultural use. It lies on the northern edge of both the Southend urban and administrative area. The site is bordered to the south by Prittleway Camp Scheduled Ancient Monument. To the west there is further similar open space and the large Sutton Road Cemetery and Crematorium.</p>					
Planning History/Ownership					
<p>Application covering a much wider area - 02/00070/FUL - Lay out access road with roundabout at junction onto Fossetts Way, erect DIY retail warehouse (14, 808 sq. m) with builder's yard, garden centre, parking for 585 cars at front and service yard and sub-station at rear.</p> <p>04/00550/FUL - Land North of Scheduled Ancient Monument, East of Sutton Road and Temple Farm Roundabout, Sutton Road. Construct diagnostic and treatment centre comprising part two / part three storey building and lay out 392 parking spaces with access and egress onto new link road. <b>Application Granted 29/11/05.</b></p>					
Availability					
<p>The site has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development.</p> <p>Given this site includes land currently designated as Employment Land the release of this site for housing development would be dependent on a separate Employment land review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	<p>The site is not allocated / designated in the Development Management Policies Map. The Second Alteration Plan was adopted in March 1999 and designates land at Fossetts Farm as 'safeguarded land', subject to new policy G1a. The land was removed from the green belt but was not intended to be developed until beyond 2001, after the end of the plan period, to meet long term development requirements examples of which at that time were considered to include employment, a football stadium, or crematorium/cemetery extension.</p>				
Physical Constraints	<p>The boundary for the Scheduled Ancient Monument, Prittlewell Camp, covers part of the south of the site.</p>				
Environmental quality and known constraints	<p>There is a small area of contaminated land toward the central west part of the site. There are a number of trees on the site but according to Council Records no recorded TPO's. A reptile survey in September/October 2004 found that there was a small population of common lizards located in the adjacent hedgerows and the rank grassland fringing these. There is no other known environmental interest.</p>				
Strategic Access and Accessibility	<p>There is an existing highways bell mouth junction exists from Fossetts Way. The cumulative transport impact of the potential adjacent sites should be included in the assessment of this site. A new potential access for this site could be located off Fossetts Way or through other proposed development roads. The location of this site is not served well by public transport so any development here would need to</p>				

	consider this. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrade works and junction improvements.
<b>Suitability Summary</b>	Whilst in a location previously considered appropriate for employment, the site could offer a suitable location for a potential mixed development and would contribute to the creation of sustainable, mixed communities. However, there are current constraints which need to be overcome before development can be progressed. These include the consideration of the presence of Scheduled Monument and need to create a buffer between it and proposed development.

#### Achievability

Net Yield	2017-2022	2022-2027	2027-2032	2032-2037
	0	125	0	0

<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
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<b>Delivery Summary</b>	This site is adjacent to the urban area and in a location that developers find attractive to bring forward housing sites for development. There is no economic reason why the site should not be financially viable taking account of any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs.
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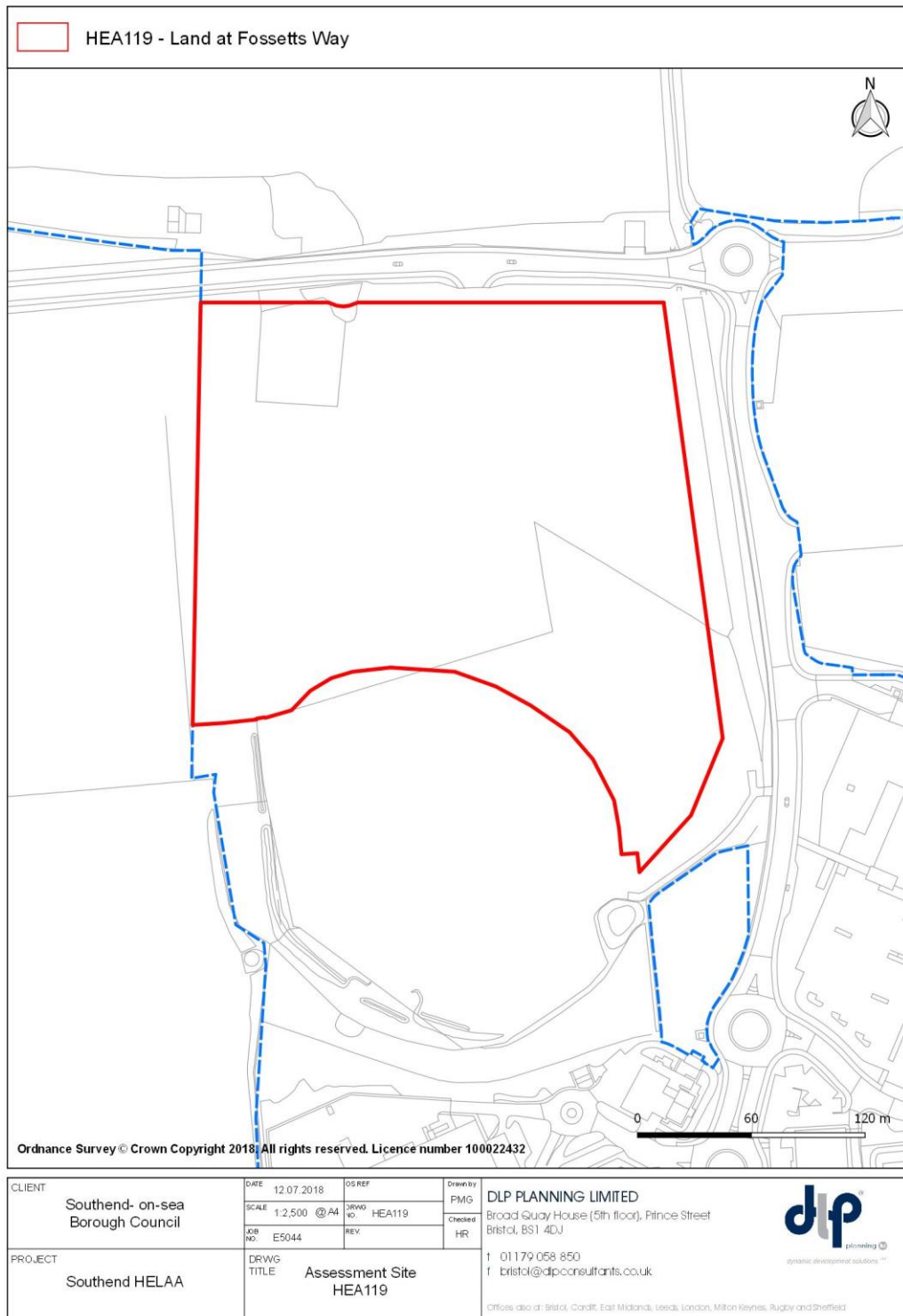
#### Conclusion

<b>Recommendation:</b>	This site has been submitted through the Call for Sites process on behalf of the owner as a mixed-use development opportunity with the potential to deliver between 100 and 125 dwellings. A set out within the Call for Sites submission development in this location could incorporate green infrastructure provision to enhance the setting of Prittlewell camp. The type and scale of development is set down in a joint development brief (alongside Southend University Hospital) adopted as Council Corporate Policy in September 2016. Marketing of the site was set to begin at the end 2017. The site remains currently unsuitable/ unavailable as it is safeguarded land, however may be reviewed further along the plan process.
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#### Site Photos:



Site Plan:



Site Information					
Site Ref	HEA120	Address	843 London Road, Westcliff-On-Sea, Essex, SS0 9SZ		
Site Area (hectares)	0.06	Source	Refused applications 2013-17		
Type of Site	Brownfield	Current Use	Vacant land		
Potential Gross Dwellings	9	Potential Net Dwellings	9	Potential Density of site (dwellings per hectare)	146dph
Description of Site and Surrounding Uses					
<p>This is a vacant site (previously developed land) fronting London Road. The previous 3 storey building occupying the site was recently demolished. The site is currently being marketed by Dedman Gray for possible commercial opportunity, however has recently gained permission for a mixed-use scheme. Surrounding uses in this location include a mix of commercial and residential.</p>					
Planning History/Ownership					
<p>18/00011/RES - Demolish existing building and erect four storey building comprising of a commercial unit at ground floor and 9 self-contained flats to first, second and third floors (Approval of reserved matters following outline permission ref. 14/00487/OUT granted on appeal 15.01.2015). <b>Application Granted 23/03/2018</b></p> <p>13/01576/OUT - Demolish existing building and erect four storey building comprising of a retail unit at ground floor and 9 self-contained flats to first, second and third floors (Outline). <b>Application Refused 11/03/2004</b></p>					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	There are no known physical constraints, other than the site is located on busy road potential resulting in noise issues.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	<p>The site is accessed via London Road. The location of this site provides good bus links which should be encouraged. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site is located within an area where mixed-use residential development is generally appropriate. A planning application for 9 flats has recently been permitted (after the base date).</p>				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			9	0	0
Market Assessment	<p>This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.</p>				
Delivery Summary	<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the</p>				



	medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site was originally included as a refused application, however since this a revised application was submitted and granted in March 2018 following the base date of this assessment. Given this is a vacant site with no significant constraints highlighted there is no evidence to suggest this site could not come forward within the next 5-year time frame.

**Site Photos:**



Site Plan:



CLIENT  Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions™</small>
	SCALE 1:1,250 @ A4	DRWG NO. HEA120	Checked HR		
	JOB NO. E5044	REV			
	DRWG TITLE Assessment Site HEA120				
PROJECT  Southend HELAA					

Site Information					
Site Ref	HEA121	Address	840 - 846 (Nova Car Sales), London Road, Leigh-On-Sea, SS9 3NH		
Site Area (hectares)	0.073	Source	Refused applications 2013-17		
Type of Site	Brownfield	Current Use	Car showroom (Sui Generis)		
Potential Gross Dwellings	5	Potential Net Dwellings	4	Potential Density of site (dwellings per hectare)	68dph
Description of Site and Surrounding Uses					
The site is located on the junction of Dundonald Drive and London Road. The site currently contains a two-storey building at the north west corner and two ancillary single storey buildings located in the south west corner. The site is in use as a car showroom.					
Planning History/Ownership					
16/02195/FUL - Demolish existing buildings, erect three-storey block of five dwellings Granted 11/05/17					
Availability					
The site has been promoted for residential development in the past with no further information to suggest otherwise. Therefore, at this time it is considered there is a reasonable prospect that the site is available. However, further confirmation in terms of deliverability will be sought.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	N/A				
Environmental quality and known constraints	Evidence of land contamination on site.				
Strategic Access and Accessibility:	The site is accessible via London Road and Dundonald Drive subject to views of highway authority on most suitable access from a safety and visibility.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.				
Achievability					
Net Yield		2018-2023	2023-2028	2028-2033	2033+
		4	0	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This application has an extant permission for the redevelopment of the site to deliver 5 new dwellings (net gain of 4) granted following the base date. Given there is no further information to suggest this will not come forward this site is considered deliverable in the short term.				

Site Photos:





Site Plan:



Site Information					
Site Ref	HEA122	Address	42 - 82 (Warrior House), Southchurch Road, Southend-On-Sea, SS1 2LZ		
Site Area (hectares)	0.16	Source	Refused applications 2013-17		
Type of Site	Brownfield	Current Use	Office and Health Care Provision (B1 and D1).		
Potential Gross Dwellings	15	Potential Net Dwellings	15	Potential Density of site (dwellings per hectare)	93dph
Description of Site and Surrounding Uses					
<p>The site is located on the south side of Southchurch Road and to the west of Warrior Square East. The site contains a three-storey building with commercial uses on the ground floor (retail, fast food take-away etc). The previously refused prior approval application claimed the existing first-floor was in use by the NHS and as an accountancy practise. The reasons the prior approval application was not granted was that the Case Officer did not consider the part of the property occupied by the NHS was in use as offices considering it to be in use for the delivery of health services which would fall under the use class D1 rather than B1. The second floor contains 20 flats.</p>					
Planning History/Ownership					
<p>15/00686/PA3COU – Change of use of first floor offices (Class B1(a)) to nineteen flats (Class C3) (Prior Approval). <b>Application Refused 18/06/15.</b></p> <p>06/00129/FUL – Erect new third and fourth floors to form 15 self-contained flats with conservatories, terraces and balconies, erect enclosed staircase to west elevation, extend existing flue and alter entrance (amended proposal). <b>Application Refused 13/04/06.</b></p> <p>04/00634/FUL – Erect new third and fourth floors to form 15 flats with conservatories, terraces and balconies, erect enclosed staircase to west elevation and extend existing flue. <b>Application Refused 23/07/04.</b></p> <p>03/00566/OUT – Erect new third floor to form residential flats (Outline). <b>Application Refused 23/09/03.</b></p>					
Availability					
<p>A residential application was refused on this site in June 2015, suggesting the site was considered suitable for residential development and is therefore considered potentially available for redevelopment.</p>					
Suitability					
Policy Constraints	<p>The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is also located within the SCAAP Warrior Square Policy Area Neighbourhood and Town Centre Primary Shopping Area.</p>				
Physical Constraints	<p>Any redevelopment within this site is likely to be limited to the conversion of the 1<sup>st</sup> floor. The ground floor is likely to be required for commercial uses given the sites location in the primary shopping area and the second floor which is already in use as residential. Lack of parking.</p>				
Environmental quality and known constraints	<p>The whole site is located on contaminated land.</p>				
Strategic Access and Accessibility:	<p>The site is accessed off Southchurch Road. The potential development will need to consider the Better Queensway project which will bring significant changes to the surrounding transport infrastructure to improve connectivity of the site to the town centre, enhance public realm and see changes to road layouts. The location of this site provides good bus links which should be encouraged. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing</p>				

	development in principle because of the characteristics of the site and its surrounding area. However, there are current physical constraints which need to be overcome before development can be progressed, including the submission of a full application which considers issues such as parking and land contamination.
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### Achievability

Net Yield	2017-2022	2022-2027	2027-2032	2032-2037
	0	15	0	0

<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
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<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
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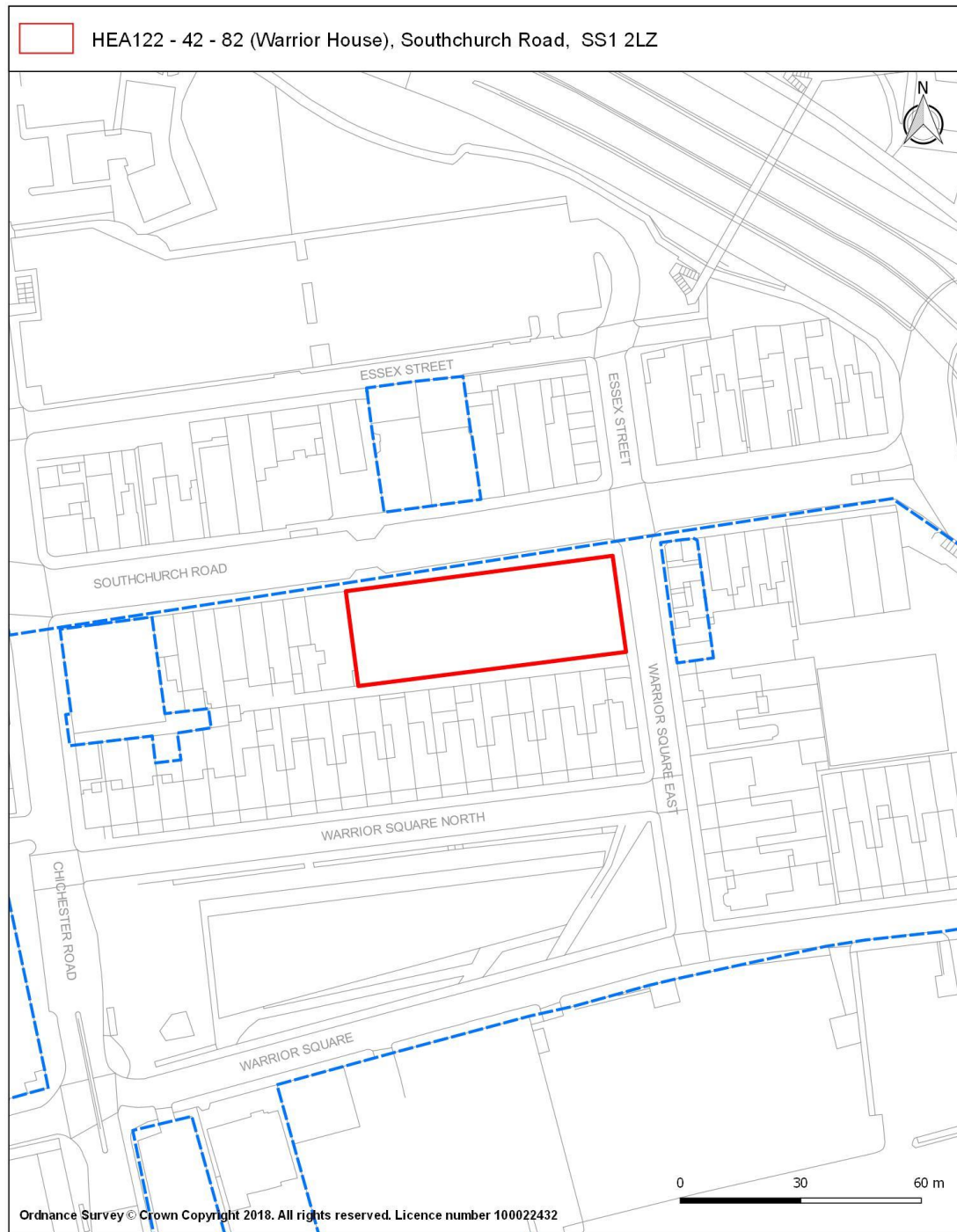
### Conclusion

<b>Recommendation:</b>	This application has been included in the HELAA based on a previously refused permitted change of use application. The original application was refused as the 1 <sup>st</sup> floor offices were not deemed to be in use as B1 office accommodation (actually considered D1). Therefore, if the conversion of this building were to come forward it would likely require a full detailed application, including acknowledgement of national space standards.
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### Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	
	SCALE 1:1,250 @ A4	DRWG NO. HEA122	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV.			
	DRWG TITLE Assessment Site HEA122				



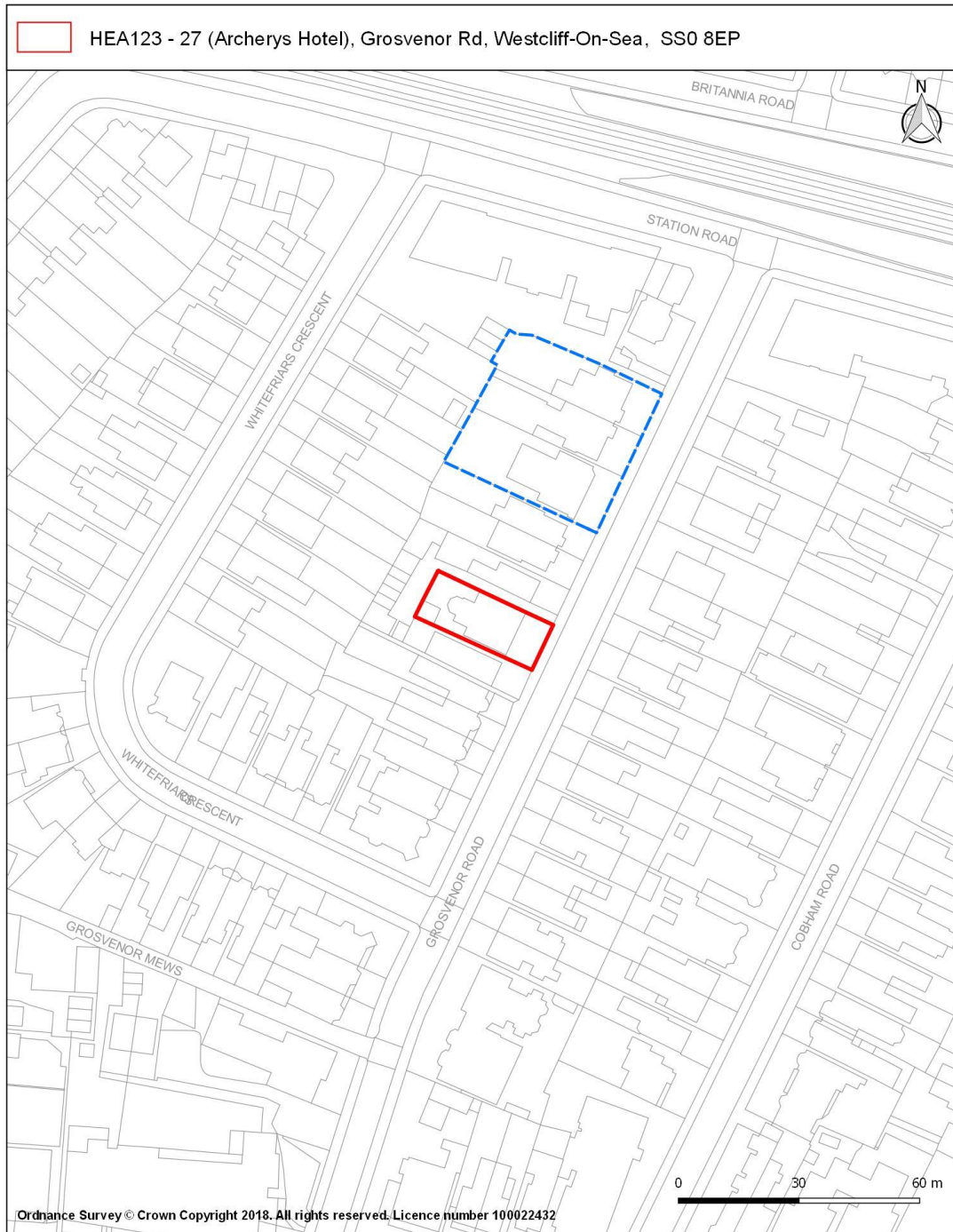
Site Information					
Site Ref	HEA123	Address	27 (Archerys Hotel), Grosvenor Rd, Westcliff-On-Sea, SS0 8EP		
Site Area (hectares)	0.04	Source	Refused applications 2013-17		
Type of Site	Brownfield	Current Use	HMO (C4 or Sui Generis)		
Potential Gross Dwellings	7	Potential Net Dwellings	6	Potential Density of site (dwellings per hectare)	175dph
Description of Site and Surrounding Uses					
<p>The site includes a detached 2 storey residential property with a garden to the rear and associated off-street parking area to the front of the property. There is a small outbuilding in the western corner of the rear garden and a brick wall to the north-eastern boundary of the garden. A vehicular access runs in between the site and the neighbouring property to the north and gives access to the garages and parking area adjacent to the rear of the site. The site is located within a predominantly residential area containing 2 – 2.5 storey period properties.</p>					
Planning History/Ownership					
<p>17/00337/FUL: Change of use from House of Multiple Occupancy (Sui Generis) to seven self-contained flats (Class C3), erect two storey rear extension, form hipped to gable roof extension, install dormers to front and rear, install balconies and canopy to front, form roof terrace to rear, extend outbuilding to rear, basement storage, associated parking and alter elevations (Amended Proposal). <b>Application Granted 06/04/18.</b></p> <p>15/01597/FUL: Change of use from House of Multiple Occupancy (Sui Generis) to seven self-contained flats (Class C3), erect first floor rear extension, form hipped to gable roof extension, install roof extensions with balconies to front and dormer to rear, first floor rear extension, form roof terrace to rear, extend outbuilding to rear, basement storage, associated parking and alter elevations. <b>Application Refused 22/03/16.</b></p>					
Availability					
This site has recently gained permission for the conversion into 7 flats and is therefore considered available for redevelopment.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	There are no known physical constraints.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	The site is accessed directly from Grosvenor Road. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site is located within an area where residential development is generally appropriate. A planning application for 7 flats has recently been permitted (after the base date).				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	6	0	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain				


	package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site benefits from a recent planning permission for 7 flats and there is no evidence to suggest this site could not come forward within the next 5-year time frame.

**Site Photos:**



Site Plan:



CLIENT	Southend-on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	
		SCALE	1:1,250 @ A4	DRWG NO.	HEA123	Checked			
		JOB NO.	E5044	REV.		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA123			t	01179 058 850	f	bristol@dipconsultants.co.uk
Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield									



Site Information					
Site Ref	HEA124	Address	Shoeburyness Sorting Office - George St, Shoeburyness, SS3 9AB		
Site Area (hectares)	0.08	Source	Refused applications 2013-17		
Type of Site	Brownfield	Current Use	Vacant building (Previously B1)		
Potential Gross Dwellings	5	Potential Net Dwellings	5	Potential Density of site (dwellings per hectare)	63dph
Description of Site and Surrounding Uses					
<p>This site is located on the corner of George Street and Dane Street. The site is currently occupied by a single storey building previously in use as a sorting office, which has been vacant since 2014. The surrounding street scene is characterised by two storey residential properties. To the east and south of the site include four storey flatted properties.</p>					
Planning History/Ownership					
<p>18/00279/FUL - Demolish existing office building, erect five part two/part three storey terraced dwellinghouses with integral garages, roof terraces, five outbuildings to side to form bin and cycle stores and install four vehicular accesses on to Dane Street and one vehicular access on to George Street (Amended Proposal). <b>Application Granted 19/04/2018.</b></p> <p>17/02215/FUL - Demolish existing office building, erect block of five part two/part three storey terraced dwelling houses. <b>Application Refused 12/02/2018.</b> Reasons for refusal included insufficient parking &amp; scale of proposed development.</p> <p>16/00930/FUL - Demolish existing building and erect three, 3 storey blocks comprising of 9 self-contained flats, layout parking, cycle storage and form vehicle crossover onto George Street. <b>Application Refused 01/08/16.</b> Previous reason for refusal - design out of keeping with the street scene and overbearing dominant form resulting in a loss of light.</p>					
Availability					
<p>This site includes a vacant building which has been empty for over 3 years. A residential application was refused on this site in September 2016 and is therefore considered potentially available for redevelopment.</p>					
Suitability					
Policy Constraints	The site is located in Shoeburyness and is therefore suitable for appropriate levels of regeneration and growth.				
Physical Constraints	There are no known physical constraints.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	The site is accessed via Dane Street. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site is located within an area where residential development is generally appropriate.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	5	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain				

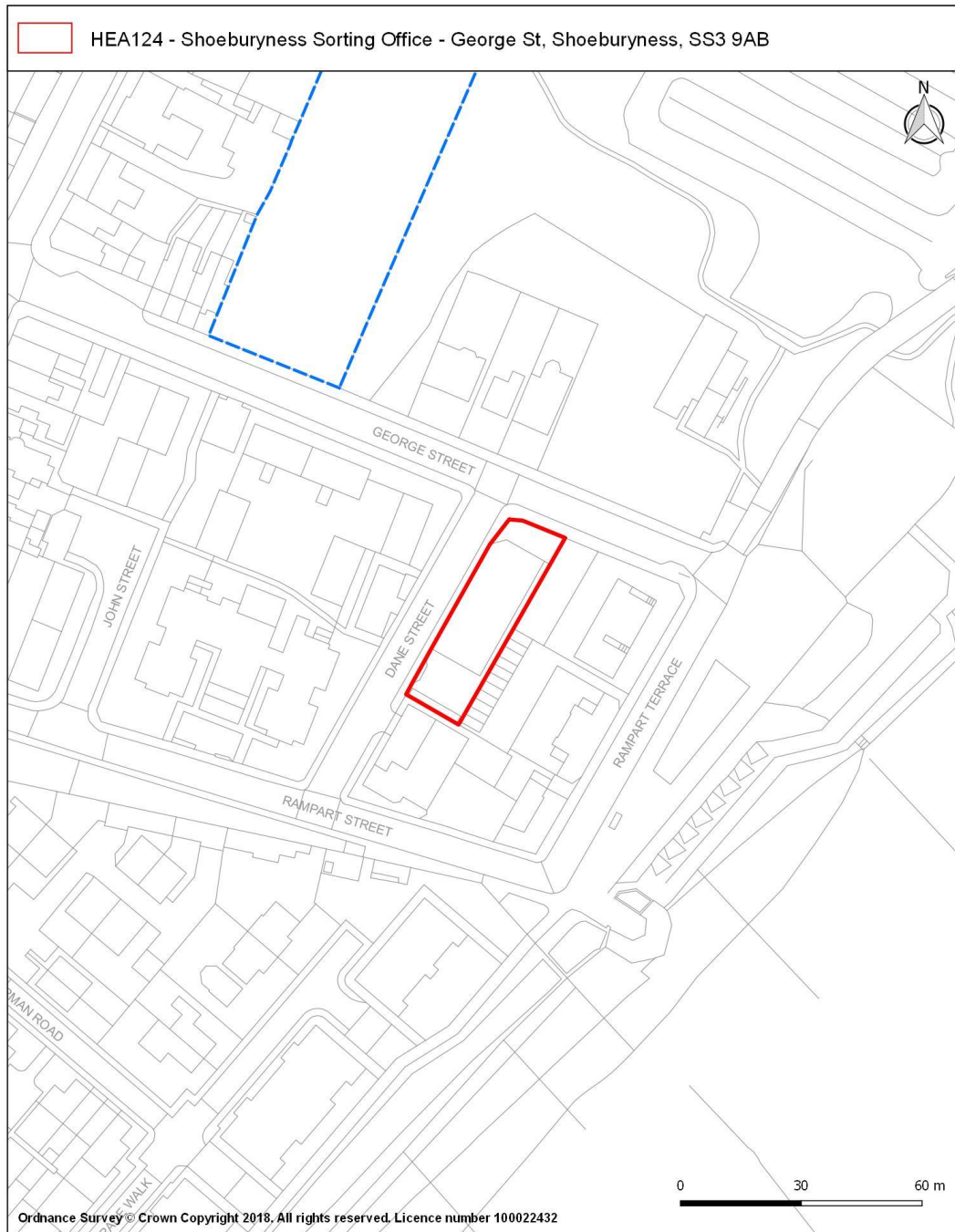


	package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This vacant site has recently had two permissions refused for residential development, the latest being for 5 houses. Whilst these applications were refused this site is still considered suitable for residential development in principle and if the applicant can address the concerns raised should be suitable for the delivery of 5 dwellings (equating to 55 dph).

**Site Photos:**



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
		SCALE	1:1,250 @ A4	DRWG NO.	HEA124	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA124						

Site Information					
Site Ref	HEA125	Address	425 Sutton Road, Southend-On-Sea		
Site Area (hectares)	0.16	Source	Refused applications 2013-17		
Type of Site	Brownfield	Current Use	Vehicle Storage (B8)		
Potential Gross Dwellings	9	Potential Net Dwellings	9	Potential Density of site (dwellings per hectare)	56dph
Description of Site and Surrounding Uses					
<p>The site is located on the western side of Sutton Road and contains a part two-storey, part single storey building with a B1 use. The floorspace of the existing building measures at 1,214 sq.m. Although not clear at the time of visiting the site (and through a web-search) the site appears to be in use by Yesteryear Classics (Vehicle Storage).</p>					
Planning History/Ownership					
<p>18/00076/FUL - Demolish existing buildings, erect nine dwellings comprising of six terraced houses, two semi-detached houses and one detached house, layout 9 parking spaces, cycle store to rear, bin stores to front and install vehicular access on to Sutton Road (Amended Proposal). <b>Application Granted 04/04/2018</b></p> <p>17/00163/FUL - Demolish existing buildings and erect nine dwellings comprising of, eight terraced houses, one detached house, layout 12 parking spaces, cycle store to rear, layout bin stores to front and install vehicular access on to Sutton Road (Amended Proposal). <b>Application Refused 29/03/17.</b></p> <p>16/01308/FUL - Demolish existing buildings and erect nine dwellings comprising of, seven terraced houses, one detached house and one maisonette, layout 12 parking spaces and cycle store to rear and layout bin stores to front. <b>Application Refused 15/09/16</b></p>					
Availability					
<p>The site has recently gained permission for 9 flats and can therefore be considered available for residential development.</p>					
Suitability					
Policy Constraints	<p>The site is not subject to any site-specific planning policy designation but is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the SCAAP Sutton Gateway Policy Area Neighbourhood. The site is included within the Opportunity Site Designation PA9.1 Sutton Road – suitable for residential (214 92 Gross/Net) and community uses.</p>				
Physical Constraints	<p>No known physical constraints. The building on site would require demolition prior to the redevelopment.</p>				
Environmental quality and known constraints	<p>The whole site is located on contaminated land.</p>				
Strategic Access and Accessibility:	<p>The site is accessible off Sutton Road. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>The site is located within an area where residential development is generally appropriate. A planning application for 16 flats has recently been permitted (after the base date).</p>				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	9	0	0	0	

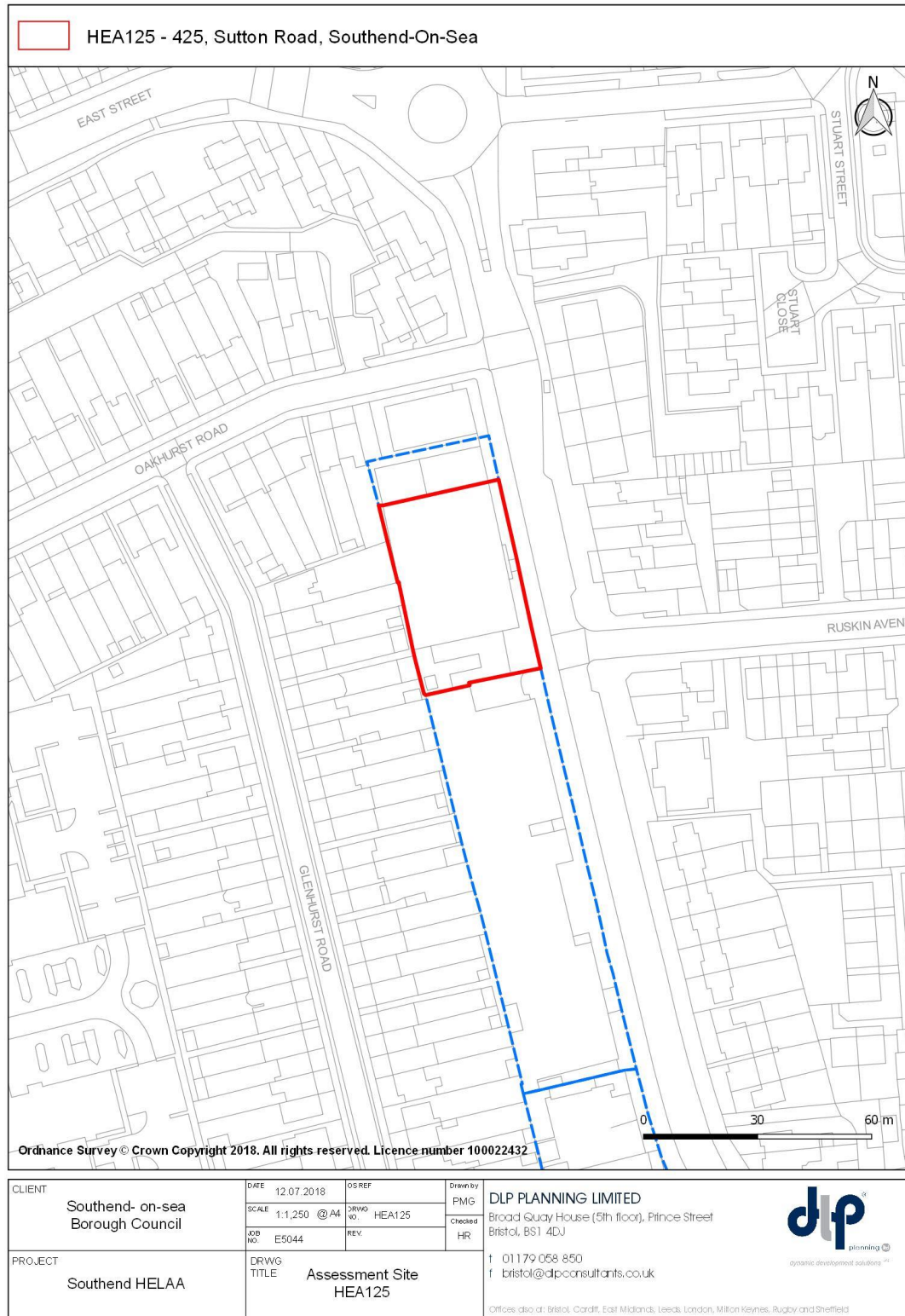
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	Given the site has recently received planning permission for 9 units, the site can be considered available and suitable for residential development. There is also no further available information to suggest this application will not come forward within the next five years.

**Site Photos:**





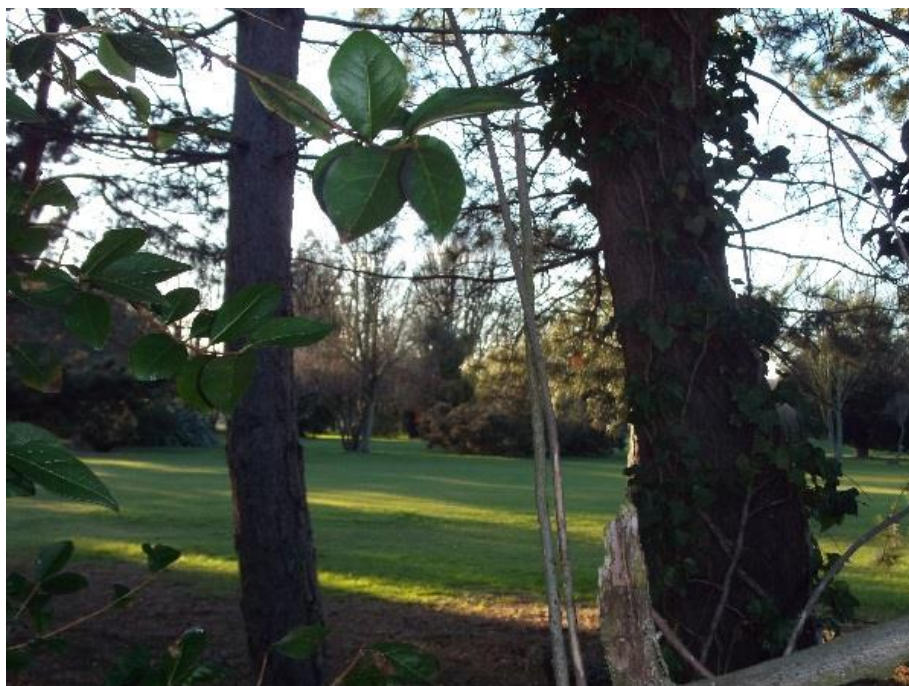
Site Plan:



Site Information					
Site Ref	HEA126	Address	Beaver Tower, SS9 5YA		
Site Area (hectares)	0.401	Source	Additional available public-sector owned sites		
Type of Site	Brownfield	Current Use	Existing Residential (C3)		
Potential Gross Dwellings	127	Potential Net Dwellings	50	Potential Density of site (dwellings per hectare)	317dph
Description of Site and Surrounding Uses					
The site currently includes a 12-storey residential high-rise block of flats, surrounding gardens and parking land and garages. The surrounding area is predominantly residential. Eastwood Park borders the site to the south and east.					
Planning History/Ownership					
n/a					
Availability					
This site is Council owned and considered available for redevelopment in the medium to longer term.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	Redevelopment of this site may require the temporary relocation of existing tenants.				
Environmental quality and known constraints	Land contamination noted on site.				
Strategic Access and Accessibility:	The site is accessed via Mansell Close. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include consideration of the relocation of existing tenants, demolishing the existing high rise and further investigation into land contamination.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	50	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				

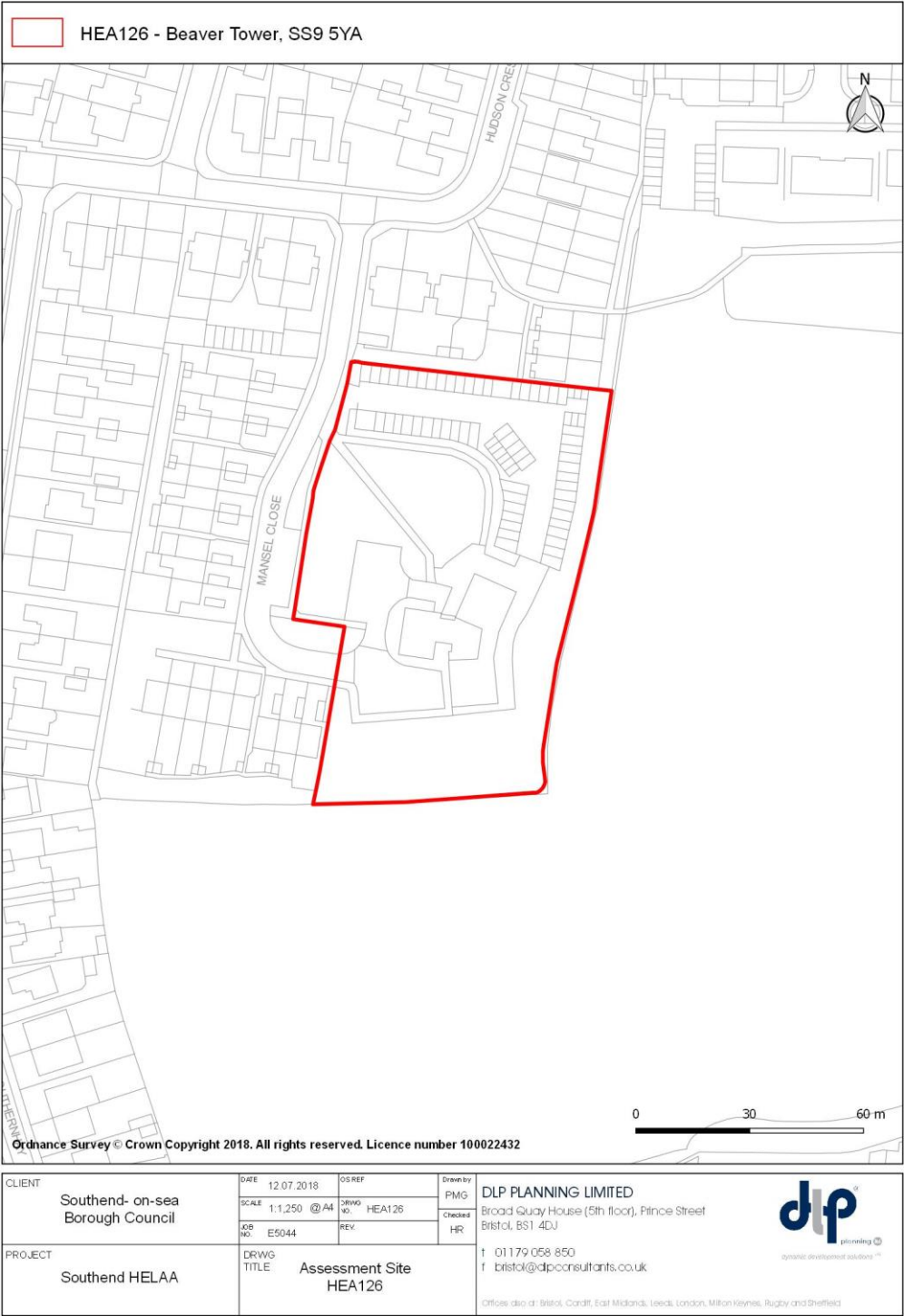
Conclusion	
<b>Recommendation:</b>	As concluded in the previous 2017 SHLAA update following a site visit is agreed that this site would be suitable and available for refurbishment and/or redevelopment. The SHLAA suggested that redevelopment of this site would be unlikely to lead to a net increase in the overall dwelling stock, however further assessment had been undertaken and the site is considered suitable to deliver a net gain of 50 dwellings and has therefore been included in the assessment (Existing 77/ Gain 127/ Net 50). This has been included as a medium to longer term opportunity given the constraints and issues surrounding rehousing the existing tenants.

**Site Photos:**





Site Plan:





Site Information					
Site Ref	HEA127	Address	Longbow, Sherwood Way, SS2 4ST		
Site Area (hectares)	0.59	Source	Additional available public-sector owned sites		
Type of Site	Brownfield	Current Use	Existing Residential (C3)		
Potential Gross Dwellings	138	Potential Net Dwellings	50	Potential Density of site (dwellings per hectare)	235dph
Description of Site and Surrounding Uses					
The site currently includes a 13-storey residential high-rise block of flats, surrounding gardens and parking land. The surrounding area is largely residential of between one and three storeys.					
Planning History/Ownership					
n/a					
Availability					
This site is Council owned and considered available for redevelopment in the medium to longer term.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	Redevelopment of this site may require the temporary relocation of existing tenants.				
Environmental quality and known constraints	Land contamination noted on site.				
Strategic Access and Accessibility:	The site is accessed off Sherwood Way. There are pedestrian routes that run through the site and provide access for other adjacent properties which must be considered as part of any potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include consideration of the relocation of existing tenants, demolishing the existing high rise and further investigation into land contamination.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	50	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically				

	viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	As concluded in the previous 2017 SHLAA update following a site visit is agreed that this site would be suitable and available for refurbishment and/or redevelopment. The SHLAA suggested that redevelopment of this site would be unlikely to lead to a net increase in the overall dwelling stock, however further assessment had been undertaken and the site is considered suitable to deliver a net gain of 50 dwellings and has therefore been included in the assessment (Existing 88/ Gain 138/ Net 50). This has been included as a medium to longer term opportunity given the constraints and issues surrounding rehousing.

**Site Photos:**



Site Plan:



Site Information					
Site Ref	HEA128	Address	Garages, 29 Fraser Close		
Site Area (hectares)	0.05	Source	Additional available public-sector owned sites		
Type of Site	Brownfield	Current Use	Residential garages (Sui Generis)		
Potential Gross Dwellings	6	Potential Net Dwellings	6	Potential Density of site (dwellings per hectare)	118dph
Description of Site and Surrounding Uses					
<p>This brownfield site is located at the end of Fraser Close and is in use providing garages (9 garages) and surface parking (10 spaces) for the residential properties off Fraser Close. The surrounding area is largely a residential including flats and houses of two – three storeys. To the south of the site is a three-storey block of flats, but there is a degree of separation in the form of a grassed area associated with the flats.</p>					
Planning History/Ownership					
<p>No relevant planning history on this site. The land is Council owned.</p>					
Availability					
<p>The site has been put forward by the Council as a potentially available public-sector owned site.</p>					
Suitability					
Policy Constraints	The site is located in Shoebury AAP and is therefore an appropriate location for regeneration and growth.				
Physical Constraints	Whole site is located on contaminated land.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	<p>The site is accessed onto Fraser Close. Justification would need to be provided to explain that this parking area is not required for the surrounding dwellings or if it is being moved elsewhere. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.</p>				
Suitability Summary	<p>From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. Prior to redevelopment this may require further investigation into potential contamination constraints.</p>				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	6	0	0
Market Assessment	<p>This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.</p>				

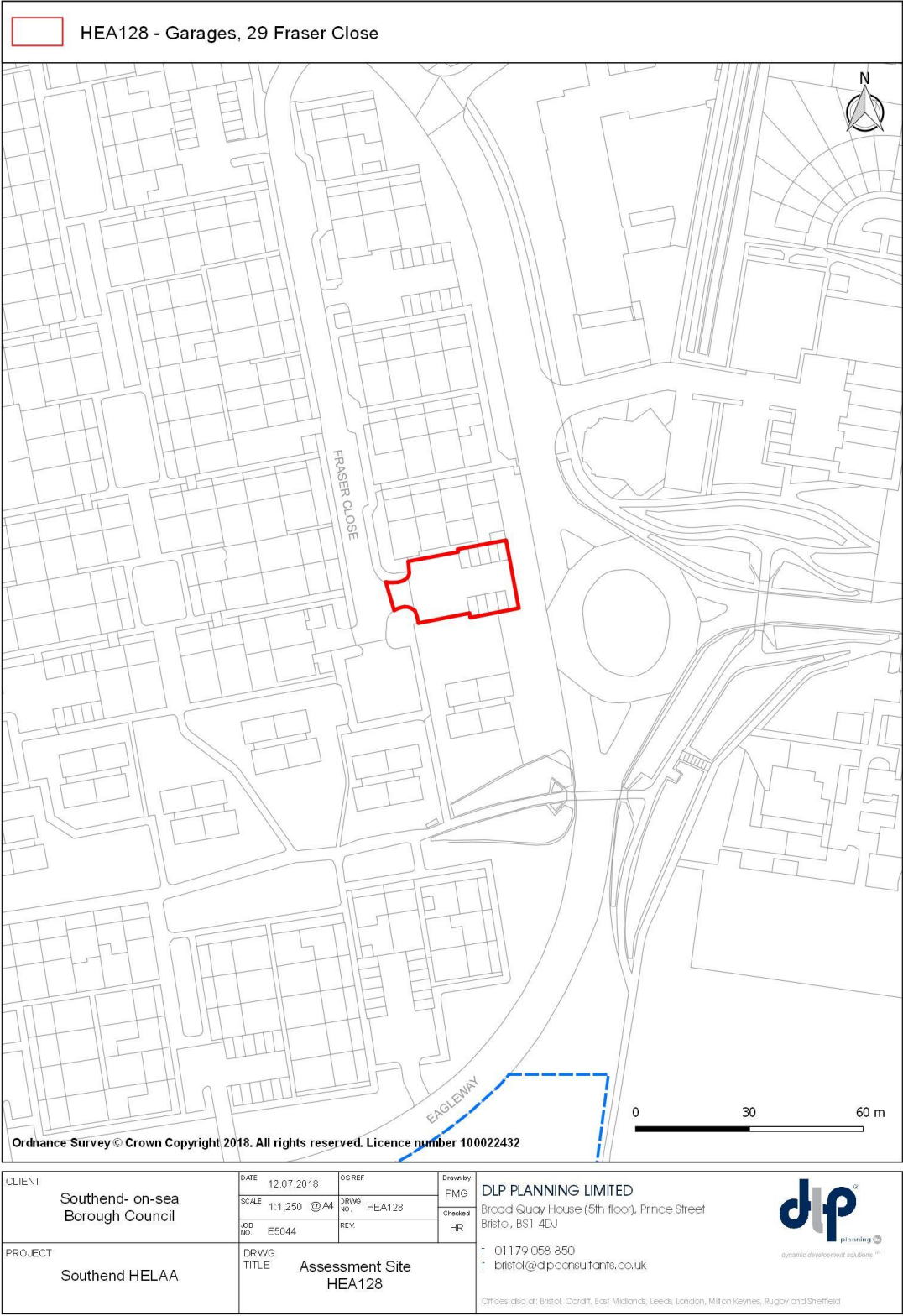


<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This brownfield site is located within an area appropriate for residential development. Whilst this site has previously been rejected in the SHLAA, the site also came forward as part of an exercise to consider additional available public-sector owned sites. Out of the 3 parking areas considered off Fraser Close this site is thought to provide the most appropriate location and considered suitable as a housing development opportunity given the lesser overlooking issues and the fact the site has since been identified as surplus. An initial assessment suggests the site could deliver 6 x 2 bedroom houses.

**Site Photos:**



Site Plan:



Site Information					
Site Ref	HEA129	Address	West Office, Near Mendip Road		
Site Area (hectares)	0.09	Source	Additional available public-sector owned sites		
Type of Site	Brownfield	Current Use	Office (B1)		
Potential Gross Dwellings	6	Potential Net Dwellings	6	Potential Density of site (dwellings per hectare)	70dph
Description of Site and Surrounding Uses					
The site includes a single storey office building occupied by South Essex Homes and adjoining car park. The car park slopes downwards towards Mendip Road and appears to be associated with St. Cedd's Church which is immediately to the south of the site. A small metal fence separates the office building from the car park. The site is located within a residential area containing 2 storey properties.					
Planning History/Ownership					
No relevant planning history identified by the Council.					
Availability					
The site is Council owned and considered potentially available for future redevelopment.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	The site would require the relocation of the existing use and demolition of the building on site prior to redevelopment.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	Vehicular access in to the car park is from Mendip Road. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site is located within the built-up area where development for residential purposes is acceptable, in principle. This could require further partnership work with the church to unlock a larger site and offer greater potential for development.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	6	0	0
Market Assessment	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	The site is Council owned and considered potentially available for future redevelopment. The site has been considered suitable for 6 dwellings which would				



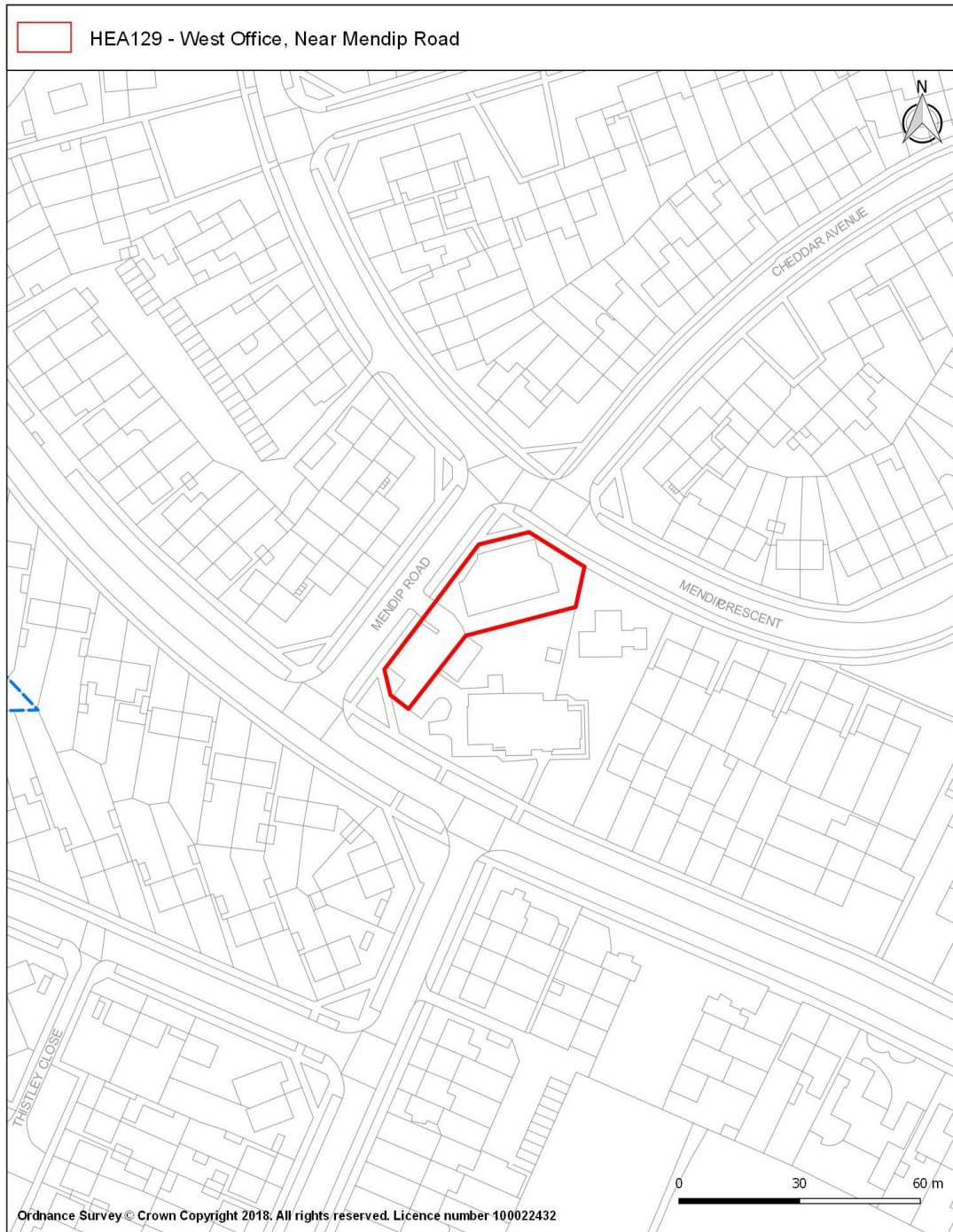
equate to 66dph. Given the surrounding uses and density this is yield considered appropriate as a wholly residential scheme of 2 storey dwellings.

**Site Photos:**





Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield
	SCALE 1:1,250 @A4	DRWG NO. HEA129	Checked HR	
PROJECT Southend HELAA	JOB NO. E5044	REV.		
	DRWG TITLE Assessment Site HEA129			



Site Information					
Site Ref	HEA130	Address	Lundy Close		
Site Area (hectares)	0.27	Source	Additional available public-sector owned sites		
Type of Site	Greenfield	Current Use	Open-space		
Potential Gross Dwellings	7	Potential Net Dwellings	7	Potential Density of site (dwellings per hectare)	26dph
Description of Site and Surrounding Uses					
The site includes two parcels of land either end of an area of open green-space (not designated), associated with the housing adjacent housing estate. The surrounding uses are mixed including housing and employment uses to the north and east (Comet Way Employment Area). There are a number of trees on the southern section of the site, but according to Council records no TPO's.					
Planning History/Ownership					
No recorded planning history on the site.					
Availability					
The site is Council owned and considered potentially available for future redevelopment.					
Suitability					
Policy Constraints	The site is not allocated/designated in the Development Management Policies Map.				
Physical Constraints	There are no known physical constraints, except the trees on the southern section of the site, although these are not TPO'd. The southern part of the site is in Flood Zone 2.				
Environmental quality and known constraints	There are no known physical constraints, except the trees on the southern section of the site, although these are not designated by TPO's.				
Strategic Access and Accessibility:	The site would be accessed off Lundy Close. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include consideration of how a scheme could be successfully incorporated on this site, and further investigation in terms of the Flood Risk constraints and existing trees.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	7	0	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and				

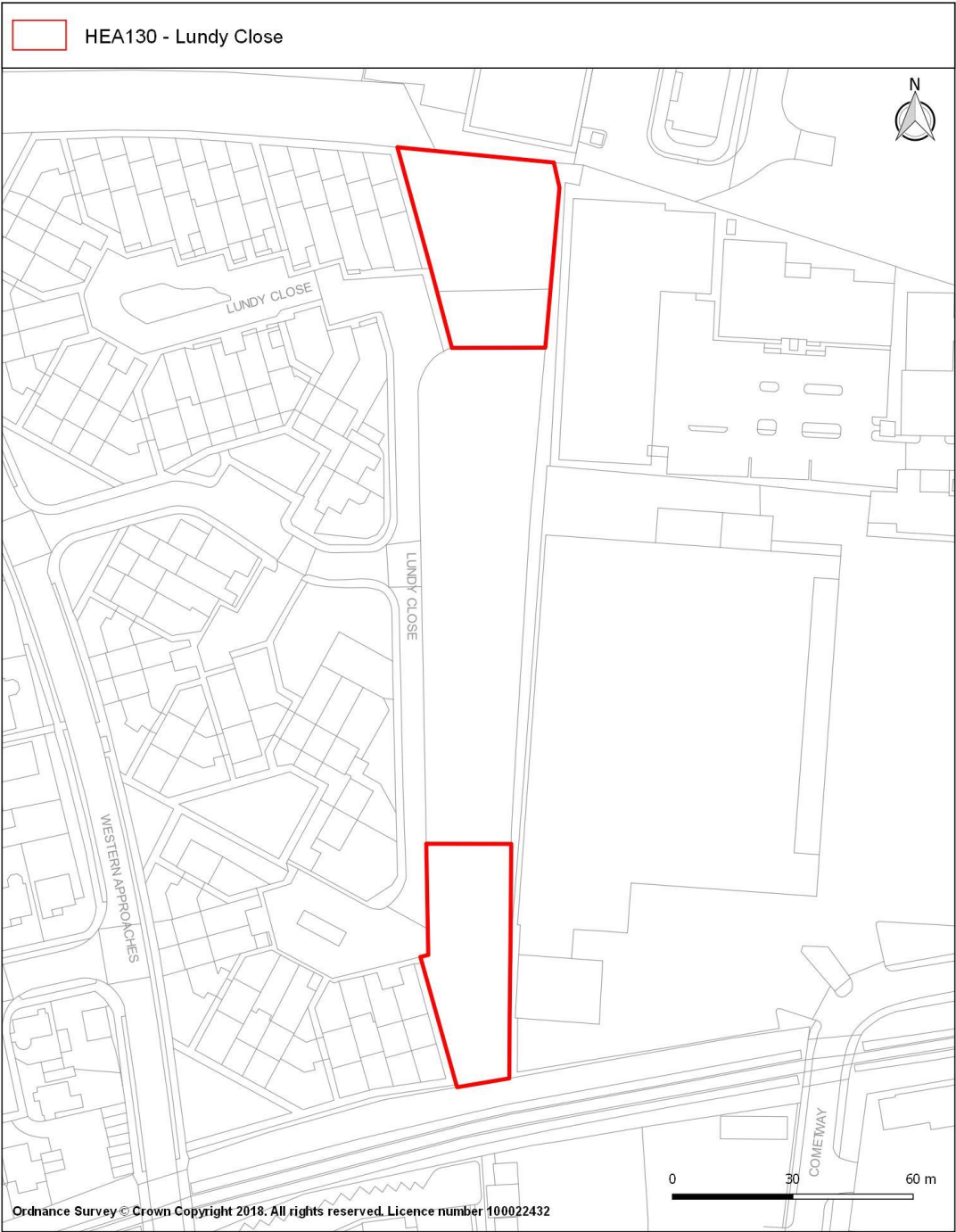
	probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The site is Council owned and considered potentially available for future redevelopment, however feasibility work is yet to be completed. The site was originally proposed for 15 units; however, given the shape, size, noted constraints and surrounding uses the suggested yield is considered slightly high. If the noted constraints are overcome, a scheme to deliver 2 similar terraces of properties (as existing) could deliver approximately 7 new dwelling houses (5 to the north, 2 to the south).

**Site Photos:**





Site Plan:



CLIENT	Southend-on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	
		SCALE	1:1,250 @ A4	DRWG NO.	HEA130	Checked	HR		
PROJECT	Southend HELAA	JOB NO.	E5044	REV.				t 01179 058 850 f bristol@dpcconsultants.co.uk	
		DRWG TITLE	Assessment Site HEA130						
Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield									



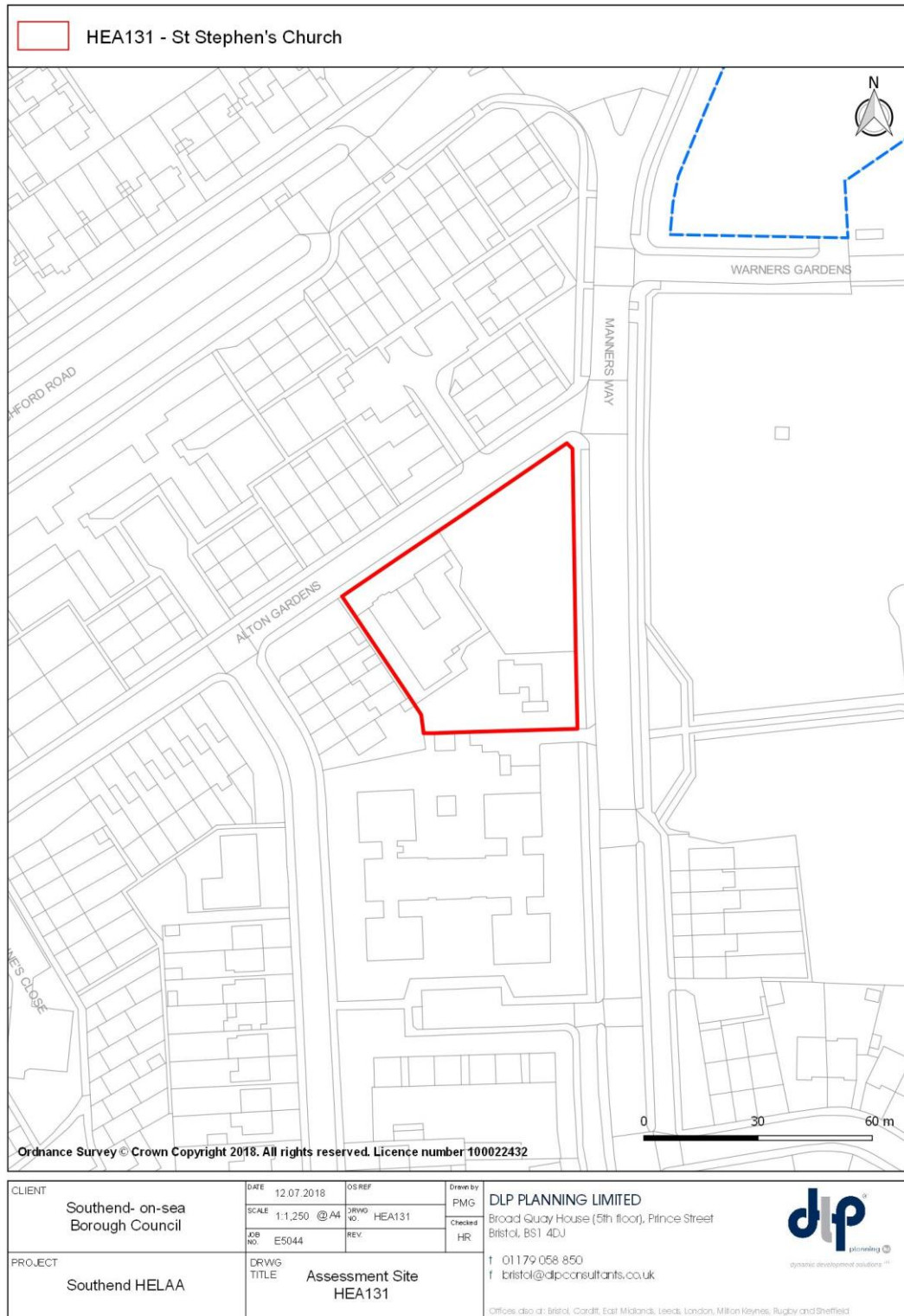
Site Information					
Site Ref	HEA131	Address	St Stephen's Church, Manners Road		
Site Area (hectares)	0.30	Source	Additional available public-sector owned sites		
Type of Site	Brownfield	Current Use	Church, residential and adjacent open space (D1 & C3)		
Potential Gross Dwellings	13	Potential Net Dwellings	13	Potential Density of site (dwellings per hectare)	43dph
Description of Site and Surrounding Uses					
<p>The site is located on the corner of Alton gardens and Manners way and currently includes a church building (St Stephens), adjacent vicarage (213 Manners Road - dwelling house) and a children's play area. The site is within an area of mixed uses including the adjacent church and children's playground to the north, allotments to the east and dwellings to the west and south. The surrounding buildings are predominantly two storeys.</p>					
Planning History/Ownership					
<p>17/00270/FUL - Change of use of dwelling (Use Class C3) to a mixed-use building comprising worship and community meeting accommodation at ground floor (Use Class D1) and a two-bedroom self-contained flat at first floor (Use Class C3), erect single storey infill extension and access ramps, alter external elevations and form parking. <b>Application Granted 16/06/17.</b></p> <p>14/02030/FULM - Demolish existing Church and adjacent vicarage, erect two storey 800 sqm community church building, part 2/part3 storey building comprising 38 sheltered housing units, form 10 car parking spaces, cycle and bin store, and form hard and soft landscaping. <b>Withdrawn 26/06/15.</b></p>					
Availability					
This site has been identified by the Council as potentially available for future redevelopment.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	There are no known physical constraints.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	The site is accessed via Alton Gardens. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	13	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the				

	viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing could be delivered on part of the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has been identified by the Council as potentially available for future redevelopment. There is a recently permitted application on the part of the site currently in use as a residential unit (213 Manners Rd) to residential and community use. Through this assessment it is suggested that the site is split to disclude 213 Manners Rd and the adjacent well-maintained park area. According to Council records feasibility work considering the potential redevelopment is ongoing with a suggested yield of 14-20 units. If the available land were to just include the church buildings this would account for approximately 0.26 hectares at 50 dph this could potentially deliver 13 dwellings.

**Site Photos:**



Site Plan:



Site Information					
Site Ref	HEA132	Address	Cecil Court, Jones Close, SS2 6PQ		
Site Area (hectares)	0.45	Source	Additional available public-sector owned sites		
Type of Site	Brownfield	Current Use	Existing residential – High Rise Flats (C3)		
Potential Gross Dwellings	140	Potential Net Dwellings	63	Potential Density of site (dwellings per hectare)	309dph
Description of Site and Surrounding Uses					
<p>This site includes an existing High Rose block of flats (12 storeys) and surrounding grassed curtilage and associated garage block area. The site is located on the corner of Jones Close and Burr Hill Chase. The surrounding area is predominantly residential. PLT Southend Academies is located to the south of the site on the other side of Burr Hill Chase. The A127 is located directly to the west.</p>					
Planning History/Ownership					
According to Council records there is no relevant planning history associated with this site.					
Availability					
This site is council owned and has been put forward as potentially available for future redevelopment.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map.				
Physical Constraints	Redevelopment may require temporary relocation of existing residents				
Environmental quality and known constraints	There is contaminated land present on the site but only where the electrical substation sits.				
Strategic Access and Accessibility:	The site is accessed off Jones Close. The Victoria Avenue Main Route network lies directly to the east. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include rehousing of existing tenants, site clearance and an initial investigation into contamination constraints.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	0	63
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	Feasibility work undertaken by the Council suggests potential for the delivery of between 127 to 152 new dwellings, given the existing dwellings stands at 77 this would include a net gain of between 50 – 75 dwellings.				



Conclusion	
Recommendation:	This site is council owned and has been put forward as potentially available for future redevelopment. The site is currently in existing residential use and therefore residential use would be acceptable in principle and redevelopment could contribute to the creation of sustainable, mixed communities. Initial feasibility work has been undertaken by the Council suggesting a net gain on this site of between 50-75 dwellings is achievable.

Site Photos:



Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield
	SCALE 1:1,250 @ A4	DRWG NO. HEA132	Checked HR	
PROJECT Southend HELAA	JOB NO. E5044	REV		 dynamic development solutions
	DRWG TITLE Assessment Site HEA132			

Site Information					
Site Ref	HEA134	Address	Part of Fossetts Farm, Playing Fields, Jones Memorial Recreation Ground and SUFC Training Ground, Eastern Avenue.		
Site Area (hectares)	18.33	Source	Major Planning Applications Pending since March 2017		
Type of Site	Greenfield	Current Use	Vacant Land – Previously Agricultural		
Potential Gross Dwellings	376	Potential Net Dwellings	376	Potential Density of site (dwellings per hectare)	21dph
Description of Site and Surrounding Uses					
<p>The site includes the Southend United Football Club training ground and Cecil Jones Memorial Recreation Ground, and land to the north and south of Fossetts Way. To the north of the site includes Fossetts Way which connects Eastern Avenue to Temple Farm Industrial Estate. The site includes a larger boundary to the north of Fossetts Way (on which the clubs proposed new training ground will be built, however this falls within Rochford LPA). To the east of the site includes an Iron Age Hill Fort which is registered as a Scheduled Monument (SM). According to the pending planning application development is planned on NHS owned land around the north of the SM. Although these proposals have not yet been submitted for review. To the south of the SM is a large Waitrose. East of the SM there is a large B&amp;Q store.</p> <p>The south of the site includes the Jones Memorial recreation ground fronting onto Eastern Avenue. Eastern Avenue forms a defined edge of the residential boundary. The west of the site is bounded by Sutton Road cemetery, Rosshill Industrial Park and Essex County Fire and Rescue.</p>					
Planning History/Ownership					
<p>17/00733/FULM – Hybrid planning application for part full and part outline consent for phased development for relocation of Southend United Football Club comprising: Full application: Phase 1a: Erect a football stadium; comprising east, west, south stands north stand basement excavation, plus lower tier of 13,893 seats; changing rooms; ticket office; club shop; food drink concessions; cafe/restaurant; stadium parking, new vehicular access from Fossetts Way, pedestrian access from Sutton Road and related ancillary works Temporary stadium works including: Erect end stand cladding, press seats and workroom, directors' seating and box, scoreboard and floodlights Phase 1b: Erect Fan Plaza residential building of 3-6 storey's for 101 units, two retail units, parking, landscaping, access, related ancillary works Phase 2a: Erect football stadium north stand, comprising 7,107 seats; 107 bedroom hotel; conference floorspace and two residential corners to stadium of 182 apartments up to six additional storeys and related ancillary works Phase 2b: erect two residential buildings Fossetts Way North and South of 4-5 storeys and 3-6 storeys of 93 units, car parking, access, landscaping and ancillary works Phase 3: erect two soccer domes, changing facilities, classrooms, players hostel accommodation, parking (including spaces for Cemetery use) and landscaping demolition of existing training centre and club house; Outline application (with all matters reserved except means of access) for Phase 1c: erect buildings ranging in height from 5.8m-37.2m to provide a total of up to 36,603sqm of floorspace, comprising: a cinema of up to 12 screens (5,091sqm) and related ancillary floorspace; open A1 comparison retail of up to 26,505sqm including 90% mezzanine cover, ancillary space; up to 4,524sqm of restaurants including mezzanines (use class A3), up to 483sqm management suite; maintenance store; ancillary floorspace; car parking; servicing; landscaping; new public realm; access, related ancillary work.</p> <p><b>Application remains pending with an agreed expiry date of 31 Jul 2018</b></p> <p>06/01300/FUL - Demolish nightclub and training facilities; erect 22, 000 seat football stadium including 114 bedroom hotel, conference floorspace, players hostel, food and drink concessions, bars and other ancillary facilities; erect part five / part six / part seven block comprising 127 flats with 192 basement parking spaces; erect 15 retail units totalling 22, 682 sq. metres of floorspace; erect restaurant (279 sq. metres) , lay out 1110 car parking spaces and cycle parking spaces and associated landscaping and form vehicular accesses onto Eastern Avenue and Fossetts Farm Link Road. <b>Application Granted 30/06/08.</b></p> <p>02/00070/FUL - Lay out access road with roundabout at junction onto Fossetts Way, erect DIY retail</p>					



<p>warehouse (14, 808 sq.m) with builder's yard, garden centre, parking for 585 cars at front and service yard and sub-station at rear.</p> <p>Ownership: Part of the site Council owned.</p>					
<b>Availability</b>					
<p>The site currently subject of a pending planning application and is therefore considered available for development.</p>					
<b>Suitability</b>					
<b>Policy Constraints</b>	<p>The relocation of the football club to Fossett farm area is specifically identified in Policy KP1. The southern section of the falls within the Green Belt. The Jones Memorial Ground in the south west corner is designated Parks and Open Space. Safeguarded in the BLP 2<sup>nd</sup> Alteration.</p>				
<b>Physical Constraints</b>	<p>The site is located at some distance from local schools, services and facilities.</p>				
<b>Environmental quality and known constraints</b>	<p>Although noted as contaminated, this is a small area in the centre of the site.</p>				
<b>Strategic Access and Accessibility:</b>	<p>Highways access exists from the south from Eastern Avenue. There is also a long highways frontage to the north of the site.</p> <p>The transport impact of the potential adjacent sites should be included in the assessment of this site. A site of this scale may require newly designed accesses as well as improvements to surrounding junctions and roads. There is a Council scheme programmed for 2019/2020 to signalise and allow right turn movements into and out of Bournemouth Park Road, therefore if this development was to change the Eastern Avenue access this junction improvement must be taken into account and ensure interconnected traffic signal communications.</p> <p>The location of this site is not served well by public transport so any potential development here would need to consider this. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrade works, junction improvements and public transport provisions.</p>				
<b>Suitability Summary</b>	<p>SHLAA Reason for Refusal 2010: The site is not suitable for residential development as the site is identified in the Core Strategy as within an employment area and the landowner has previously promoted the site for commercial uses. SHLAA 2010 including a smaller site boundary (i.e. excluding land to the west).</p>				
<b>Achievability</b>					
<b>Net Yield</b>		<b>2017-2022</b>	<b>2022-2027</b>	<b>2027-2032</b>	<b>2032-2037</b>
		0	376	0	0
<b>Market Assessment</b>	<p>This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.</p>				
<b>Delivery Summary</b>	<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. However, funding for the scheme depends partly upon receiving planning permission on the existing Roots Hall football ground, which is subject to a separate application. Development is likely to take place in the medium term, due to the complexities of the scheme and reliance on other sites.</p>				

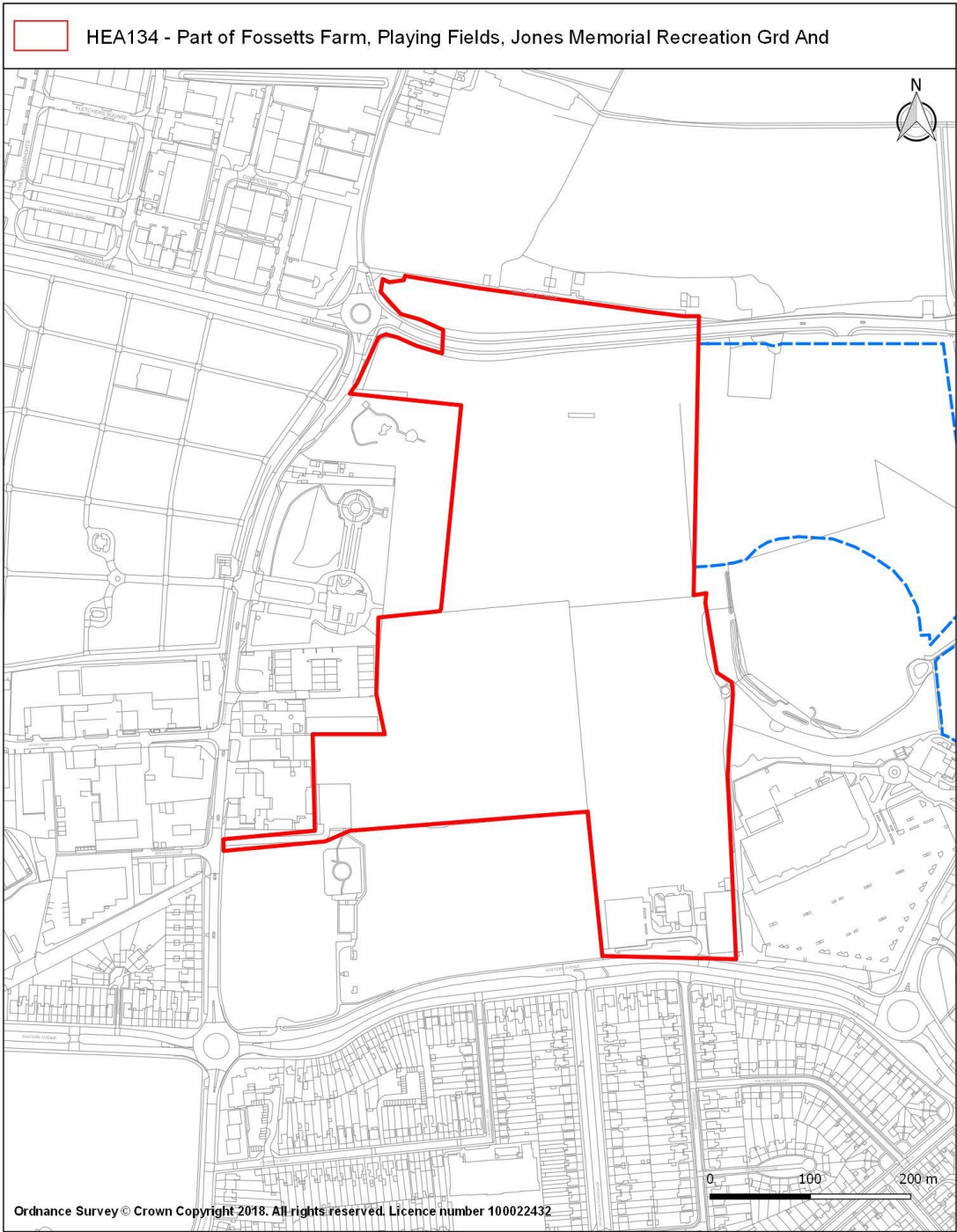


Conclusion	
<b>Recommendation:</b>	<p>Whilst the site is located within the Green Belt and on open space, a permission was previously granted on the site back in 2006 for the relocation of the football stadium which has been a long running ambition of the club. The site is considered suitable for a mixed-use scheme with development likely to take place in the medium term, due to the complexities of the scheme and reliance on other sites. The site is however currently unavailable/ unsuitable given its designation as a safeguarded site and subject to an open space Review.</p>

**Site Photos:**



Site Plan:



CLIENT Southend- on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  <small>Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield</small>	
	SCALE 1:5,000 @ A4	DRWG NO. HEA134	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV		Assessment Site HEA134	
	DRWG TITLE				

Site Information					
Site Ref	HEA135	Address	Playing field George Street		
Site Area (hectares)	0.32	Source	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)		
Type of Site	Greenfield	Current Use	Playing field (D2)		
Potential Gross Dwellings	16	Potential Net Dwellings	16	Potential Density of site (dwellings per hectare)	50dph
Description of Site and Surrounding Uses					
<p>This rectangular site includes a grassed playing field owned and for use only by Hinguar School. At the time of visiting the site there were no pitch markings or obvious signs that the playing fields were in regular use, but the grass was obviously being maintained. Hinguar Community Primary School is located on New Garrison Road, 0.5 miles west of the site. Two storey residential dwellings sit adjacent the site to the west, with the remaining western boundary including the parking areas for properties on the High Street. The north and east of the site include publicly accessible grassed areas / open space. The opposite side of George Street includes 2/3 storeys flats and houses.</p>					
Planning History/Ownership					
No relevant planning history.					
Availability					
<p>This site has been considered as potentially available in the medium term. However, may require confirmation from the applicant in terms of future deliverability. Given this site includes land currently designated Protected Open Space the release of this site for housing development would be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	The site is located in Shoebury and is therefore suitable for appropriate regeneration and growth (KP1 Spatial Strategy). The site forms part of the Eats Beach Park, Parks and Open Space designation.				
Physical Constraints	The northern half of the site is located on contaminated land.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	The site is accessed off George Road. The site is located in a sustainable location with a short walk to bus services and Shoeburyness Station, as part of any potential development sustainable modes should be encouraged. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development. Prior to redevelopment this may require further investigation into potential contamination constraints.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-37	
	0	16	0	0	



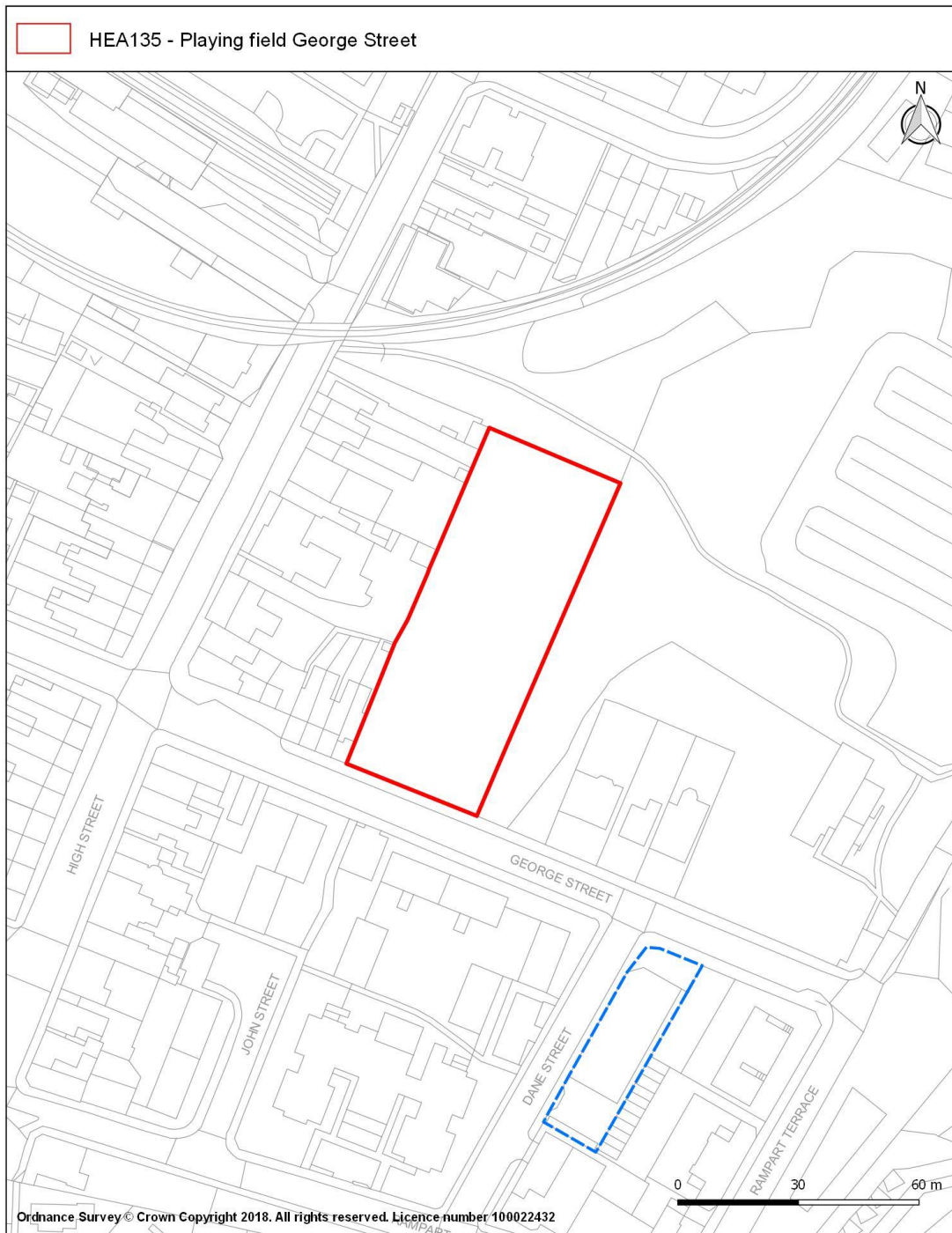
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>This site has previously been discounted from the SHLAA given the site is greenfield and part of a wider area of designated park land. Upon visiting the site this section of land included a grassed playing field owned and for use only by Hinguar School and not accessible to the general public. There were no pitch markings or obvious signs that the playing fields were in regular use. Given the surrounding uses if this site was available it is considered suitable for a medium density housing scheme. The release of this site for housing development would however be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.</p> <p>At 50dph this would equate to 16 dwellings. Subject to further consideration this could be suitable for a slightly higher density as part of a scheme including both flats and houses.</p>

**Site Photos:**





Site Plan:



CLIENT Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn by PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DU t 01179 058 850 f bristol@dipconsultants.co.uk Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	
	SCALE 1:1,250 @ A4	DRWG NO. HEA135	Checked HR		
PROJECT Southend HELAA	JOB NO. E5044	REV.			
	DRWG TITLE Assessment Site HEA135				

Site Information					
Site Ref	HEA136	Address	Land East of 56-62 Bradford Bury & garage site		
Site Area (hectares)	0.27	Source	Call for sites Proposed Dwellings		
Type of Site	Mixed	Current Use	Open Space and Garage Block		
Potential Gross Dwellings	7	Potential Net Dwellings	7	Potential Density of site (dwellings per hectare)	26dph
Description of Site and Surrounding Uses					
The site currently includes a Council owned garage site to the east, which according to the Councils Call for Sites submission is under-utilised. The land to the west of the garage site currently includes green space and planting.					
Planning History/Ownership					
According to Council Records no relevant planning history. Council owned site.					
Availability					
The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential development, the site is therefore considered available for development in the medium term, with no apparent legal or ownership problems which could limit development. Given this site includes land currently designated Protected Open Space the release of this site for housing development would be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.					
Suitability					
Policy Constraints	The site is designated Parks and Open Space.				
Physical Constraints	Potential noise constraints associated with adj. A127. A public right of way crosses the centre of the site.				
Environmental quality and known constraints	There are number of trees toward the North of the site, which would be retained where possible to screen any proposed dwellings from the A127.				
Strategic Access and Accessibility:	Site has existing access to Bradford Bury. Currently there are pedestrian accesses through this site, these can be re-routed but pedestrian accesses would still need to be provided. Justification would need to be provided to explain why this parking area is no longer required for the surrounding dwellings or if it is being relocated. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrades and junction improvements.				
Suitability Summary	If available the site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current policy constraints which need to be overcome before development can be progressed, including further consultation relating to the potential release of this designated Parks and Open Space land.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	7	0	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values				

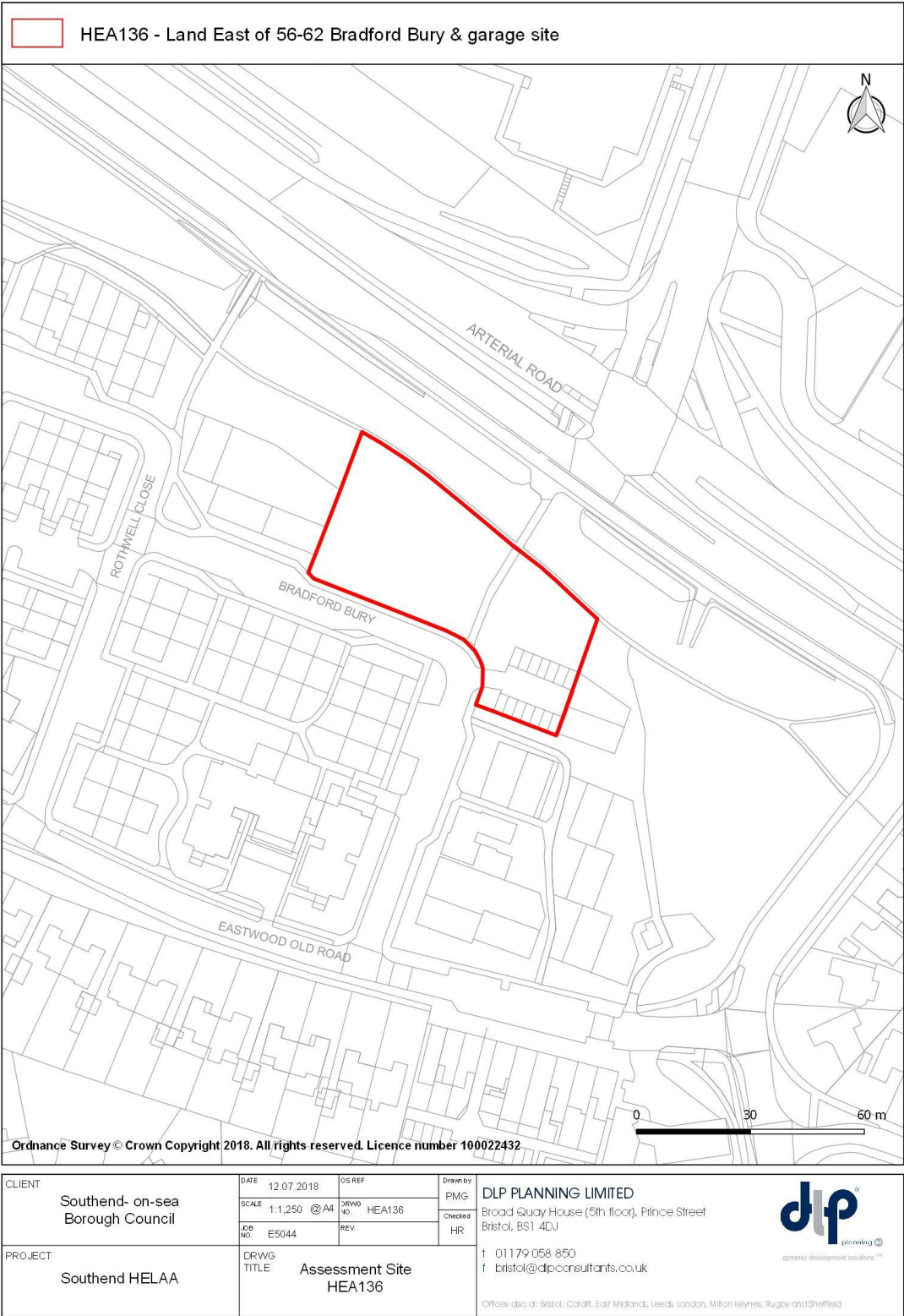
	relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver 15 affordable dwellings. Preliminary feasibility work undertaken by the Council includes the potential to deliver 12 x 2-bedroom flats, and 3 x 3-bedroom houses. Across the whole site this would equate to 44 dph. Given this site includes land currently designated Protected Open Space the release of this site for housing development would be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.</p> <p>Given the noted constraints and potential requirement to incorporate a certain level of open space (and public right of way) a scheme of 50 dph covering half of the site might be considered appropriate developing on the area of land currently in use as garages and potentially elongating the terrace of existing flats to the west of the site. This would see the potential delivery of 6 – 7 dwellings.</p>

**Site Photos:**






Site Plan:

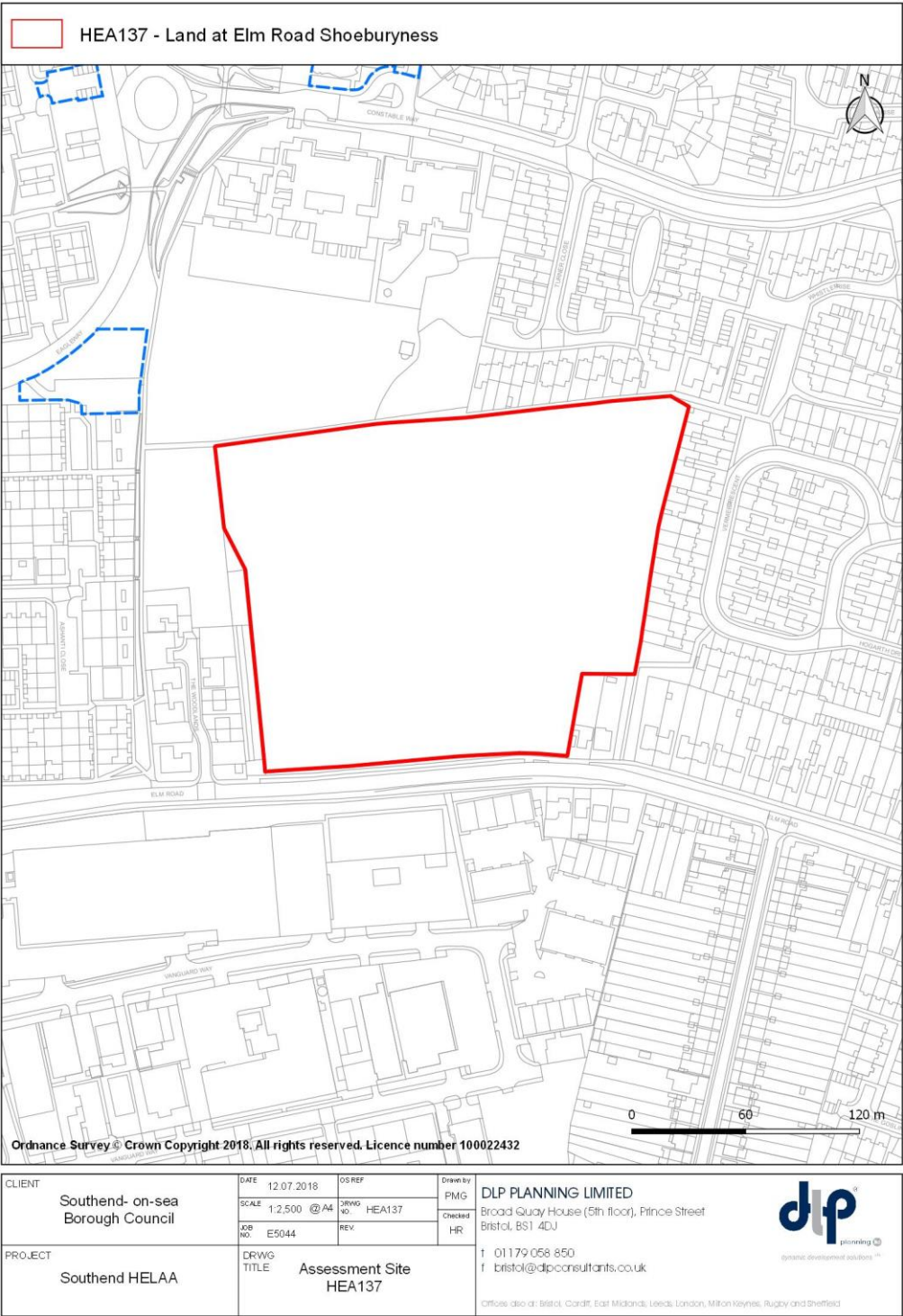




Site Information					
Site Ref	HEA137	Address	Land at Elm Road, Shoeburyness		
Site Area (hectares)	3.77	Source	Call for sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Public Open Space		
Potential Gross Dwellings	100	Potential Net Dwellings	100	Potential Density of site (dwellings per hectare)	27dph
Description of Site and Surrounding Uses					
<p>This large site is designated as Parks and Open space which looks to be publicly accessible (visible dog walkers on the site), although according to the Call for Sites submission includes poor quality open space laid out over former landfill site. The large area of green space is surrounded by trees and fences. There is a mixture of uses in the surrounding vicinity including the rear of various residential properties, further open space to the north/ north west in Friars primary school and nursery and adjacent allotments.</p>					
Planning History/Ownership					
<p>There is no relevant planning history on this site. The site is within Council ownership.</p>					
Availability					
<p>The site is Council owned and has been promoted through the Councils Call for Sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development. Given this site includes land currently designated Protected Open Space the release of this site for housing development would be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	The site is designated as Parks and Open Space – Elm Road Sports Ground. The site is located within Shoeburyness and is therefore suitable for appropriate levels of regeneration and growth.				
Physical Constraints	There are no known physical constraints.				
Environmental quality and known constraints	There are no known environmental constraints. Contamination associated with former use as landfill.				
Strategic Access and Accessibility:	The site is accessed via Elm Road. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions and capacity upgrades and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical and policy constraints which need to be overcome before development can be progressed. These include the requirement for significant remediation given its former use as a landfill site and potential consultation in relation to the release of public open space.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	0	100	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values				

	relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver 50 to 100 depending on scale, quality and layout of retained amenity land. At 100 dwellings across the whole site this would equate to 26 dph. Whilst this is low-density this will allow for the inclusion of a suitable level of amenity land to mitigate against the existing loss.</p> <p>Given this site is designated open space, it is envisioned that further public consultation would be required in terms of its potential release, which would obviously hold implications in terms of the sites availability, as a result the site is deemed 'currently unavailable'.</p>
<b>Site Photos:</b>	
	

Site Plan:



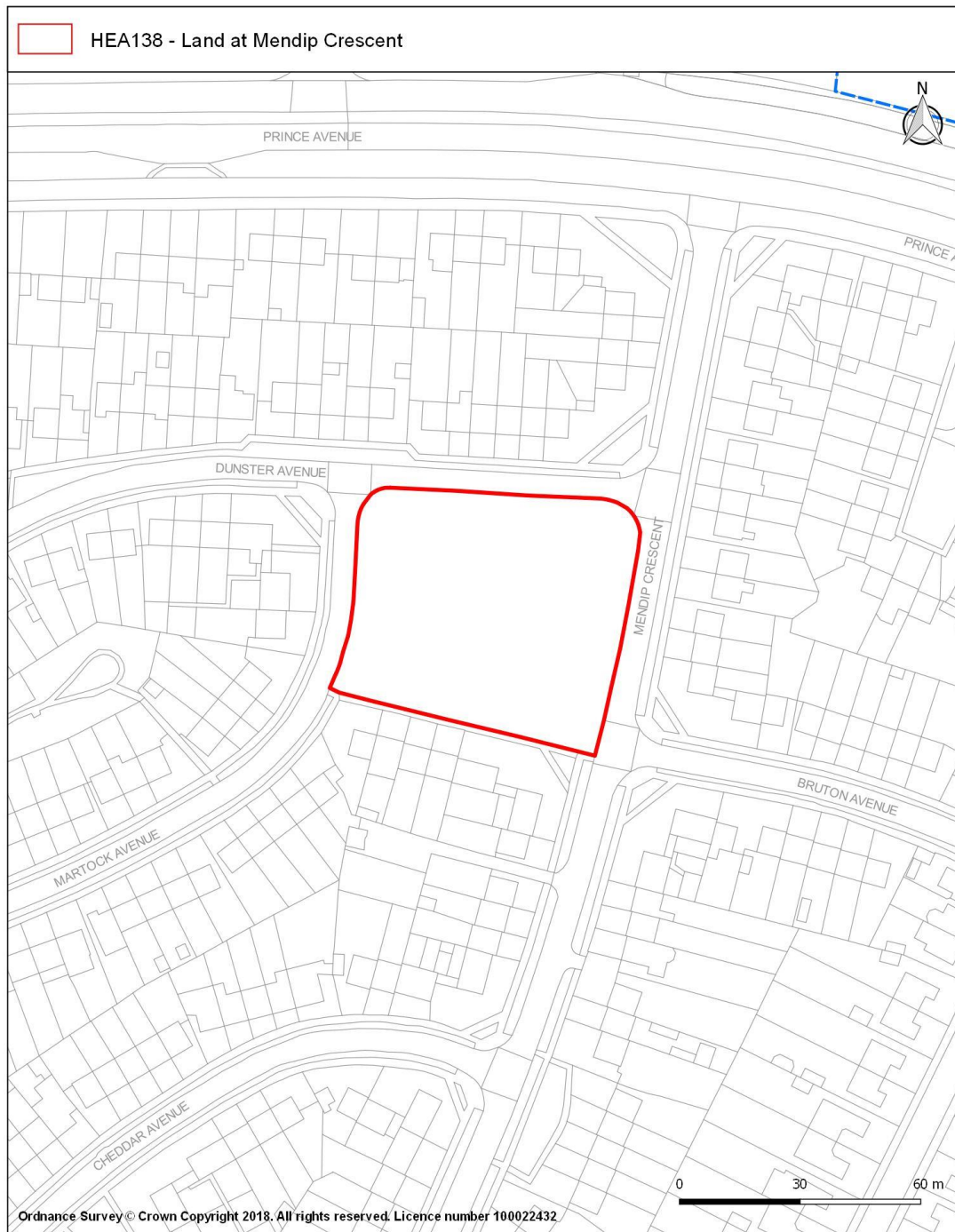
Site Information					
Site Ref	HEA138	Address	Land at Mendip Crescent		
Site Area (hectares)	0.39	Source	Additional available public-sector owned sites		
Type of Site	Greenfield	Current Use	Public open space		
Potential Gross Dwellings	6	Potential Net Dwellings	6	Potential Density of site (dwellings per hectare)	15dph
Description of Site and Surrounding Uses					
The site includes a large flat square area of public open space within the centre of residential housing. The site is bordered to the east by Martock Avenue, the north by Dunster Avenue and to the east by Mendip Crescent and to the south by residential properties. The area of green space looks to be well maintained.					
Planning History/Ownership					
No known planning history on this site.					
Availability					
The site is Council owned and considered potentially available for future redevelopment. Given this site includes land currently designated Protected Open Space the release of this site for housing development would be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.					
Suitability					
Policy Constraints	Designated as Parks and Open Space.				
Physical Constraints	There are no known physical constraints.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	Site has boundaries with Mendip crescent, Dunster Avenue and Martock Avenue. Detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current policy constraints which need to be overcome before development can be progressed. These include further understanding/consultation on the potential release of land designated as Public Open Space.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	0	6	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically				




	viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	The site is Council owned and considered potentially available for future redevelopment. 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, which would obviously hold implications in terms of the sites availability, as a result the site is deemed 'currently unavailable'.
<b>Site Photos:</b>	



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG
		SCALE	1:1,250 @ A4	DRWG NO.	HEA138	Checked	
		JOB NO.	E5044	REV		HR	
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA138			t 01179 058 850 f bristol@dipconsultants.co.uk	
		Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield					



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Site Information					
Site Ref	HEA139	Address	Land to the South of Eastwoodbury Lane		
Site Area (hectares)	0.209	Source	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)		
Type of Site	Greenfield	Current Use	Open space		
Potential Gross Dwellings	10	Potential Net Dwellings	10	Potential Density of site (dwellings per hectare)	48dph
Description of Site and Surrounding Uses					
<p>This greenfield site is located adjacent to residential dwellings (to the east) south of Eastwoodbury Lane. To the south and west of the site includes further open space/ agricultural land also put forward through the Call for Sites and assessed through the HELAA. The immediate area is largely residential; however, the site is within close vicinity to the Southend Airport Runway to the north.</p>					
Planning History/Ownership					
No relevant planning history recorded on this site.					
Availability					
<p>The site has been promoted through the Call for Sites and is therefore considered available for inclusion in the HELAA.</p> <p>Given this site includes land currently designated Protected Open Space the release of this site for housing development would be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	The site is located within the London Southend Airport JAAP area and partially allocated as public open space on the JAAP Proposals Map. The site is also designated best and most versatile land.				
Physical Constraints	A potential new access could be required.				
Environmental quality and known constraints	There are no known significant environmental constraints, although the land is designated best and most versatile land.				
Strategic Access and Accessibility:	The site is currently accessed off Eastwoodbury Lane. The site is located near to bus services which should be encouraged as part of any potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed.				
Achievability					
Net Yield			2017-2022	2022-2027	2027-2032
			0	0	10
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				



<b>Delivery Summary</b>	This site is adjacent to the urban area and in a location that developers find attractive to bring forward housing sites for development. There is no economic reason why the site should not be financially viable given that the alternative land use is agricultural, taking account of any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>Part of this greenfield site has been previously identified in the London Southend JAAP (adopted Dec 2014) as designated public open space, the remaining land looks to be in agricultural/ garden use.</p> <p>Given this site is currently Protected Open Space the release of this site for housing development would be dependent on a separate open space and agricultural land review, as a result the site is deemed 'currently unavailable'. It is likely this site should be considered alongside HEA140 and HEA141. If the site was considered suitable for housing development, the location would indicate a development of around 50 dph could be appropriate which would see the delivery of approximately 10 dwellings.</p>

**Site Photos:**





Site Plan:



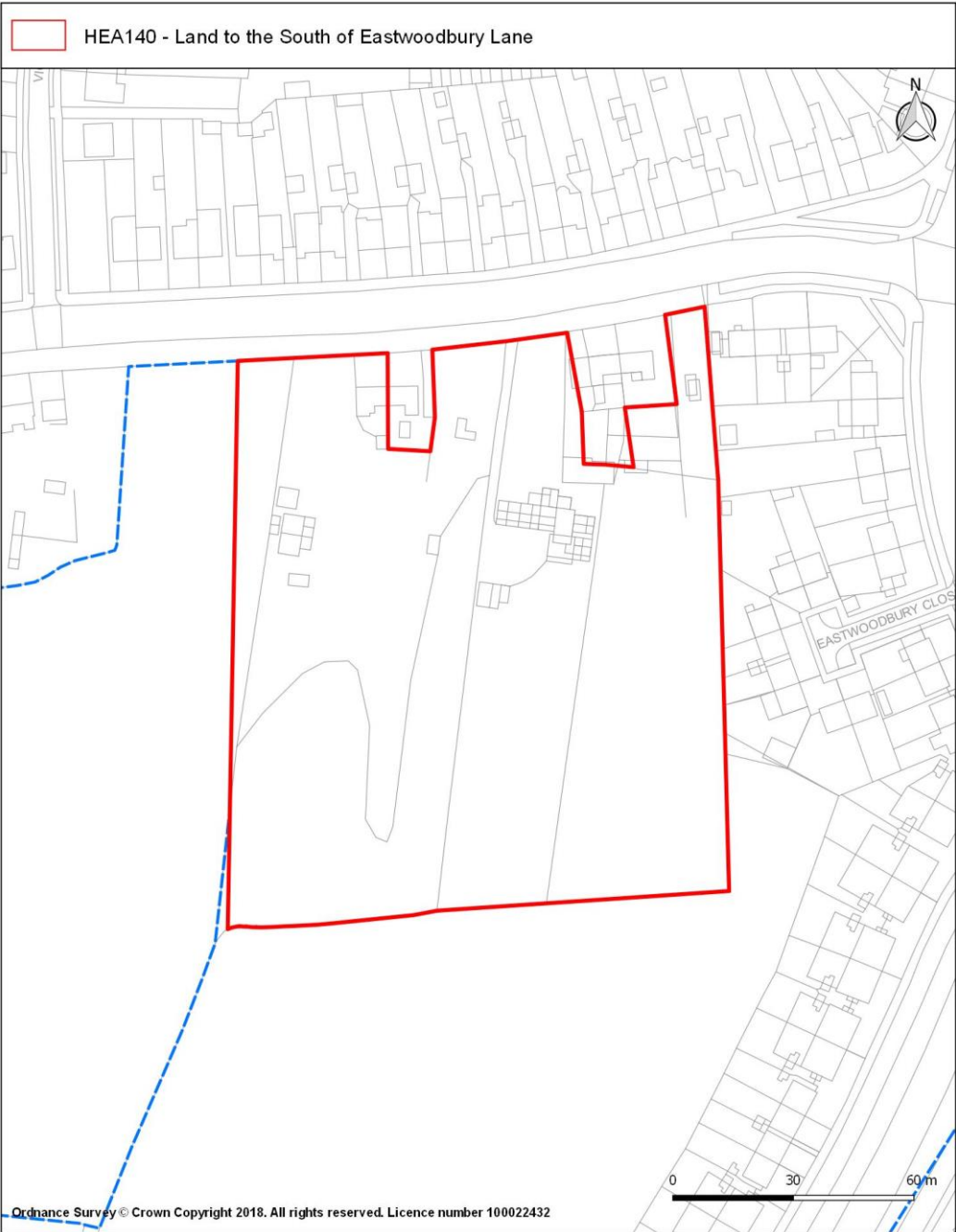
Site Information					
Site Ref	HEA140	Address	Land to the South of Eastwoodbury Lane		
Site Area (hectares)	1.625	Source	Sites rejected in the previous SHLAA (excl. those submitted through Call for Sites)		
Type of Site	Greenfield	Current Use	Agricultural/ Open Space		
Potential Gross Dwellings	81	Potential Net Dwellings	81	Potential Density of site (dwellings per hectare)	50dph
Description of Site and Surrounding Uses					
<p>This greenfield site is located south of Eastwoodbury Lane. To the east and west of the site includes further open space/ agricultural land also put forward through the Call for Sites and assessed through the HELAA. The immediate area is largely residential; however, the site is within close vicinity to the Southend Airport Runway to the north.</p>					
Planning History/Ownership					
No relevant planning history recorded on this site.					
Availability					
<p>The site has been promoted through the Call for Sites and is therefore considered available for inclusion in the HELAA.</p> <p>Given this site includes land currently designated Protected Open Space the release of this site for housing development would be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	The site is located within the London Southend Airport JAAP area and partially allocated as public open space on the JAAP Proposals Map. The site is also designated best and most versatile land.				
Physical Constraints	A potential new access could be required.				
Environmental quality and known constraints	There are no known significant environmental constraints, although the land is designated best and most versatile land.				
Strategic Access and Accessibility:	The site is currently accessed off Eastwoodbury Lane. The site is located near to bus services which should be encouraged as part of any potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements. It is important that development on this site does not prevent wider access improvements.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed.				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-2037	
	0	0	81	0	
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as				

	abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>roDelivery Summary</b>	This site is adjacent to the urban area and in a location that developers find attractive to bring forward housing sites for development. There is no economic reason why the site should not be financially viable given that the alternative land use is agricultural, taking account of any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>Part of this greenfield site has been previously identified in the London Southend JAAP (adopted Dec 2014) as designated public open space, the remaining land looks to be in agricultural/ garden use. Given this site is currently Protected Open Space the release of this site for housing development would be dependent on a separate open space and agricultural land review, as a result the site is deemed 'currently unavailable'. It is likely this site should be considered alongside HEA140 &amp; HEA141.</p> <p>If the site was considered suitable for housing development, the location would indicate a development of around 50 dph could be appropriate which would see the delivery of approximately 81 dwellings.</p>

**Site Photos:**



Site Plan:



CLIENT	Southend-on-sea Borough Council	DATE	12.07.2018	OS REF	Drawn by	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions		
		SCALE	1:1,250 @A4	DRWG NO.	HEA140			Checked	HR
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA140						



Site Information					
Site Ref	HEA141	Address	Land to the South of Eastwoodbury Lane		
Site Area (hectares)	7.170	Source	Call for sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Agricultural Smallholdings		
Potential Gross Dwellings	180	Potential Net Dwellings	180	Potential Density of site (dwellings per hectare)	25dph
Description of Site and Surrounding Uses					
<p>This large greenfield site is located south of Eastwoodbury Lane adjacent to residential properties to the west. To the east of the site includes further open space/ agricultural land also put forward through the Call for Sites and assessed through the HELAA. The immediate area is largely residential; however, the site is within close vicinity to the Southend Airport Runway to the north.</p>					
Planning History/Ownership					
No relevant planning history recorded on this site.					
Availability					
<p>The site has been promoted through the Call for Sites and is therefore considered available for inclusion in the HELAA.</p> <p>Given this site includes land currently designated Protected Open Space the release of this site for housing development would be dependent on a separate open space review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	The site is located within the London Southend Airport JAAP area and partially allocated as public open space on the JAAP Proposals Map. The site is also designated best and most versatile land.				
Physical Constraints	A potential new access could be required.				
Environmental quality and known constraints	There are no known significant environmental constraints, although the land is designated best and most versatile land.				
Strategic Access and Accessibility:	The site is currently accessed off Eastwoodbury Lane. A site of this scale may require newly designed accesses as well as improvements to surrounding junctions and roads. It will be important that any scheme does not prevent wider access improvements in the vicinity of the site. The site is located near to bus services which should be encouraged as part of any potential development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrade works, junction improvements and public transport provisions.				
Suitability Summary	The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. However, there are current physical constraints which need to be overcome before development can be progressed. These include.....				
Achievability					
Net Yield	2017-2022	2022-2027	2027-2032	2032-37	
	0	150	30	0	

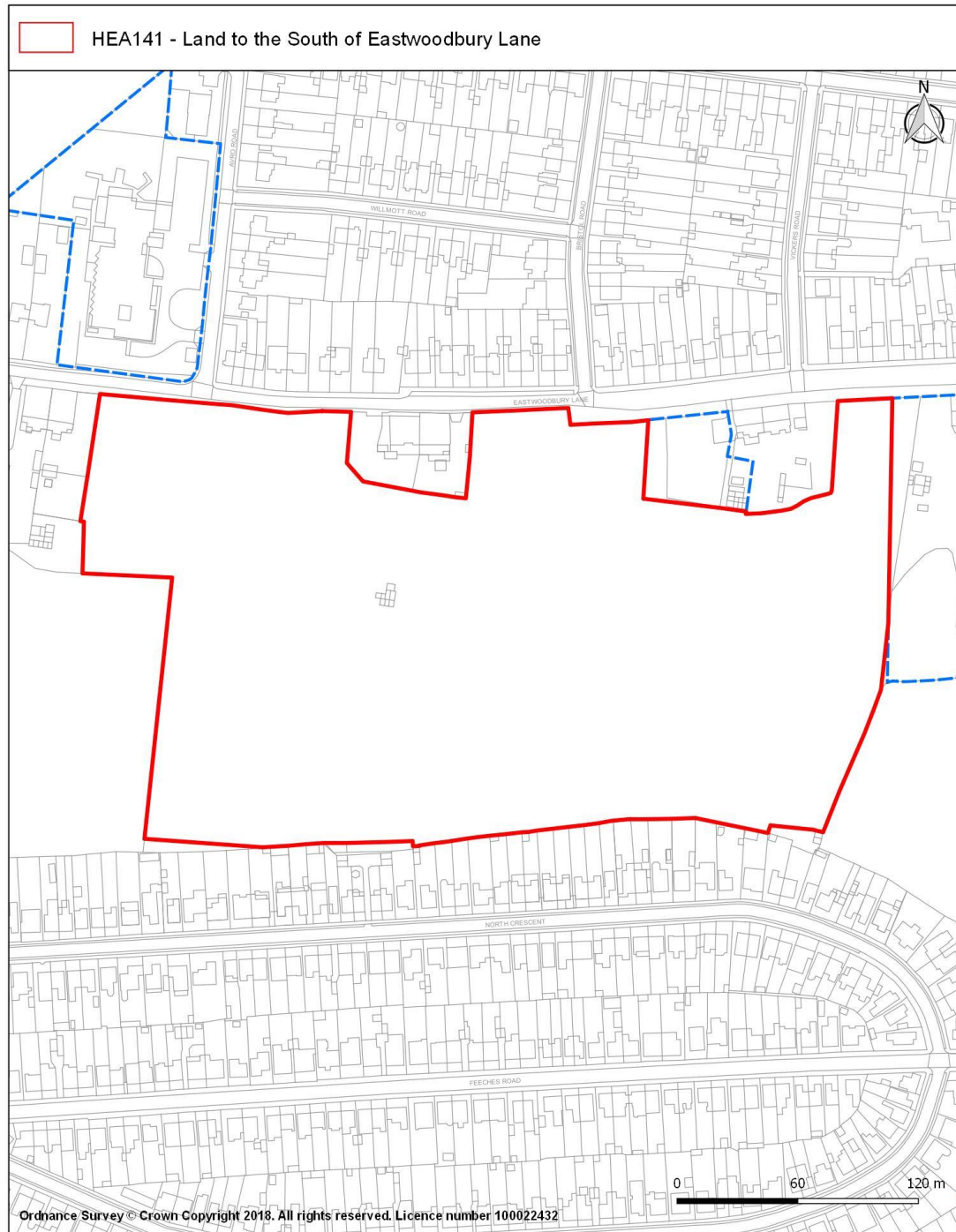
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	This site is adjacent to the urban area and in a location that developers find attractive to bring forward housing sites for development. There is no economic reason why the site should not be financially viable given that the alternative land use is agricultural, taking account of any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>This greenfield site has been previously identified in the London Southend JAAP (adopted Dec 2014) as designated public open space and looks to be in use as agricultural smallholdings. The site is designated Best and Most Versatile (agricultural) land. Given this site is currently Protected Open Space the release of this site for housing development would be dependent on a separate open space and agricultural land review, as a result the site is deemed 'currently unavailable'. It is likely this site should be considered alongside HEA139 &amp; HEA140.</p> <p>A mixed-used development may be appropriate and could include housing, school and road infrastructure. If half of the site were considered appropriate for housing that would leave 3.59 hectares of land and the potential to deliver around 180 dwellings.</p>

**Site Photos:**



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Site Plan:



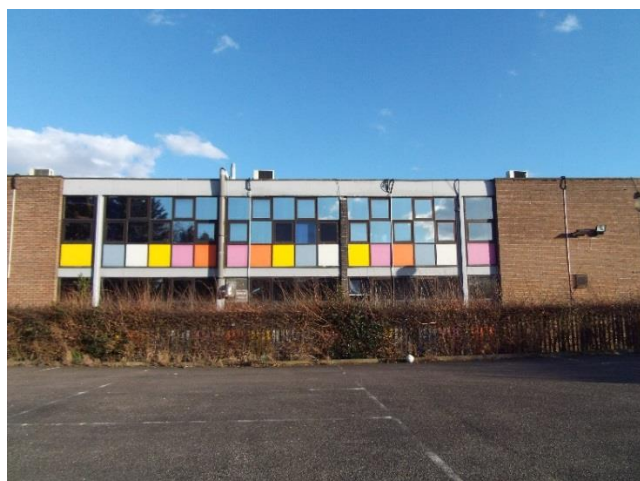
CLIENT	Southend-on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions™</small>
		SCALE	1:2,500 @ A4	DRWG NO.	HEA141	Checked			
		JOB NO.	E5044	REV.		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA141						



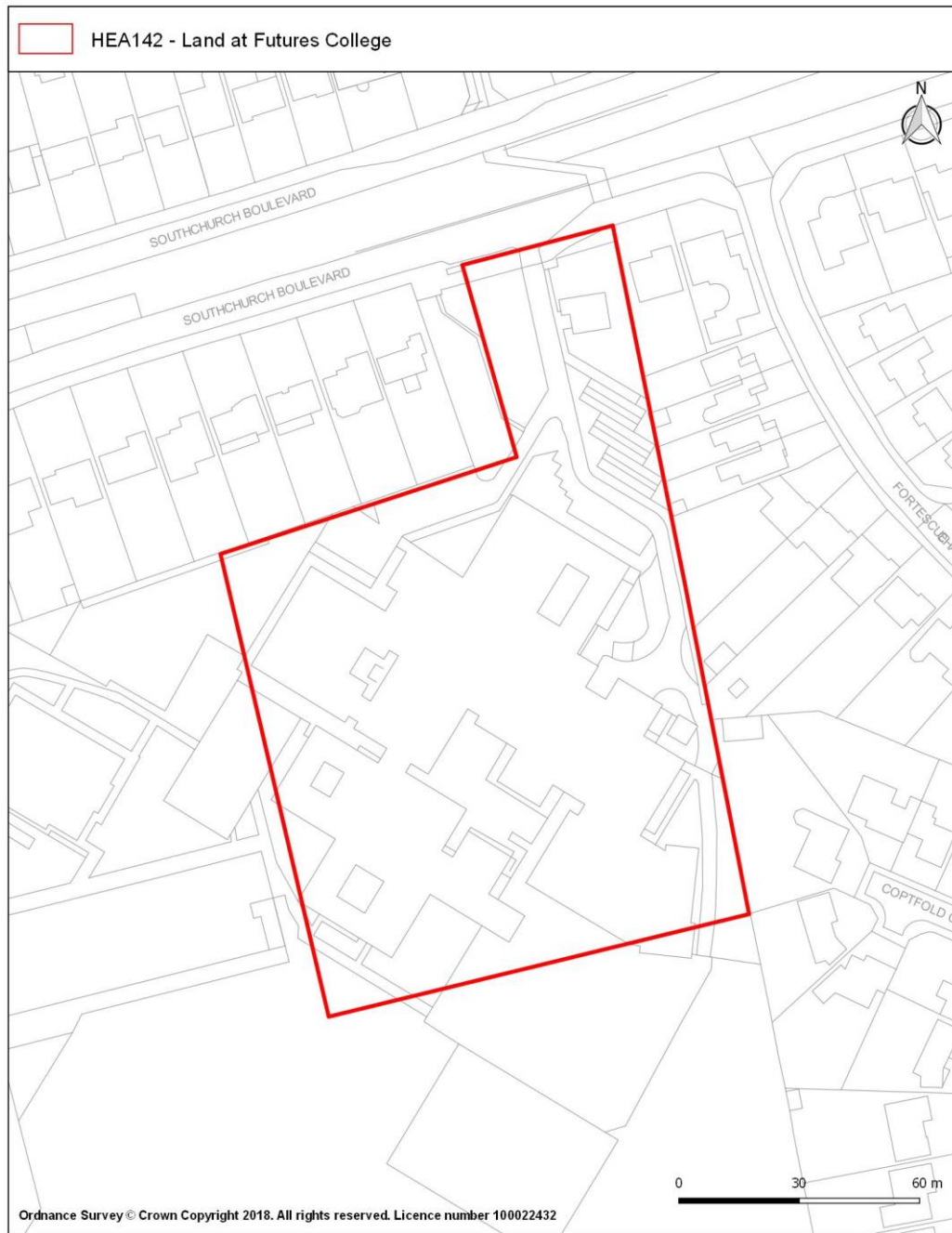
Site Information					
Site Ref	HEA142	Address	Land at Futures Community College, Southchurch Boulevard.		
Site Area (hectares)	1.53	Source	Call for sites Proposed Dwellings		
Type of Site	Brownfield	Current Use	Education (D1)		
Potential Gross Dwellings	20	Potential Net Dwellings	20	Potential Density of site (dwellings per hectare)	13dph
Description of Site and Surrounding Uses					
The site includes a large two storey building (with significant glazed frontage) currently in use by Future Community College. Part of the building is also occupied by Cockleshell Nursery. The site is bordered by the rear of residential gardens to the north and east and Southchurch High School and Playing Fields the south and west.					
Planning History/Ownership					
No known planning history on this site, although application directly adjacent - 17/01524/BC3M - Erect building to be used as sports hall (Class D2) adjoining existing building. <b>Application Granted 10/11/17.</b>					
Availability					
The site has been promoted through the Councils Call for Sites exercise for residential/mixed use development and should be available for development in the medium-term subject to changes at Futures and the consent of the Secretary of State for Education.					
Suitability					
Policy Constraints	The site is not allocated / designated in the Development Management Policies Map. The wider college site (not subject to this application) is designated Parks and Open Space, which could impact location of educational improvements.				
Physical Constraints	No known physical constraints. However, buildings on site would require demolition prior to redevelopment.				
Environmental quality and known constraints	There are no known environmental constraints.				
Strategic Access and Accessibility:	Site has highways access onto Southchurch Boulevard. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions and capacity upgrades and junction improvements.				
Suitability Summary	From the information available, the site is considered suitable for housing development in principle because of the characteristics of the site and its surrounding area. There are no known policy or physical constraints preventing development, although redevelopment in this location will be subject to changes at Futures and the consent of the Secretary of State for Education.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	0	20	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				

<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	This site has been submitted through the Call for Sites process as a site suitable to deliver between 15 to 20 dwellings. The site forms part of a wider site to be combined for education purposes and this is the part of the site intended to be released for development to help fund the education changes. According to initial considerations of development potential, the site is considered suitable for higher value large family homes, the number largely dependent on the land required for educational use. The potential redevelopment has been approved by DfE in principle pending formal consent.

**Site Photos:**



Site Plan:





CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	
		SCALE	1:1,250 @ A4	DRWG NO.	HEA142	Checked			
		JOB NO.	E5044	REV		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA142			t 01179 058 850 f bristol@dipconsultants.co.uk			
							Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield		



Site Information					
Site Ref	HEA143	Address	Bournes Green Chase		
Site Area (hectares)	91.50	Source	Call for sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Agricultural		
Potential Gross Dwellings	2000	Potential Net Dwellings	2000	Potential Density of site (dwellings per hectare)	21.9dph
Description of Site and Surrounding Uses					
<p>This large site includes a number of agricultural fields. The land is flat with a few trees lining the boundary. The site is bordered to the north by Southend Road, further north of which includes further farmland, an Industrial estate and some residential properties. A double width access point is available from Southend Road. The site is bordered to the east by Wakering Road, Alleyn Court Preparatory School and Thorpe Hall School. The south of the site is bordered by Bourne Green Chase which is then forms onto a largely residential area. The east is bordered by further farmland.</p>					
Planning History/Ownership					
<p>06/00520/FUL - Land North of Bournes Green Chase and South of Southend Road - Lay out 18-hole golf course with practice area, erect clubhouse, shop, bar, function rooms and flat, erect maintenance building, construct driving range, lay out car park with access to Southend Road; divert public footpath (Renewal of planning permission SOS/00/00235/FUL dated 03/05/2001). Decision – <b>Not Proceeded With 27/08/09.</b></p>					
Availability					
<p>This site has been put forward by the owner through the Call for Sites and is therefore considered available for residential development.</p> <p>Given this site includes land currently designated as Green Belt the release of this site for housing development would be dependent on a separate Green Belt review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	The site is located within the Greenbelt. The majority of the site has been designated as the Best and Most Versatile Land (CP4, CP5). A section of land along the eastern boundary fall within Shoeburyness (location suitable for appropriate levels of regeneration and growth).				
Physical Constraints	No known physical constraints.				
Environmental quality and known constraints	No known Environmental Constraints.				
Strategic Access and Accessibility	<p>The site abuts Bournes Green Chase (A13), Southend Road and a small portion of Wakering Road. Existing double width access available off the A13. A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The main route to the site and into the Borough would be via the A127 and A13, these are main distributor roads into Southend, any impact a development has on roads such as these needs to be assessed and any impacts mitigated. The site does not currently provide good public transport accessibility, this must be considered as part of the any development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrades and junction improvements.</p>				
Suitability Summary	Outside but adjoining the built-up area. Currently development on this site would				

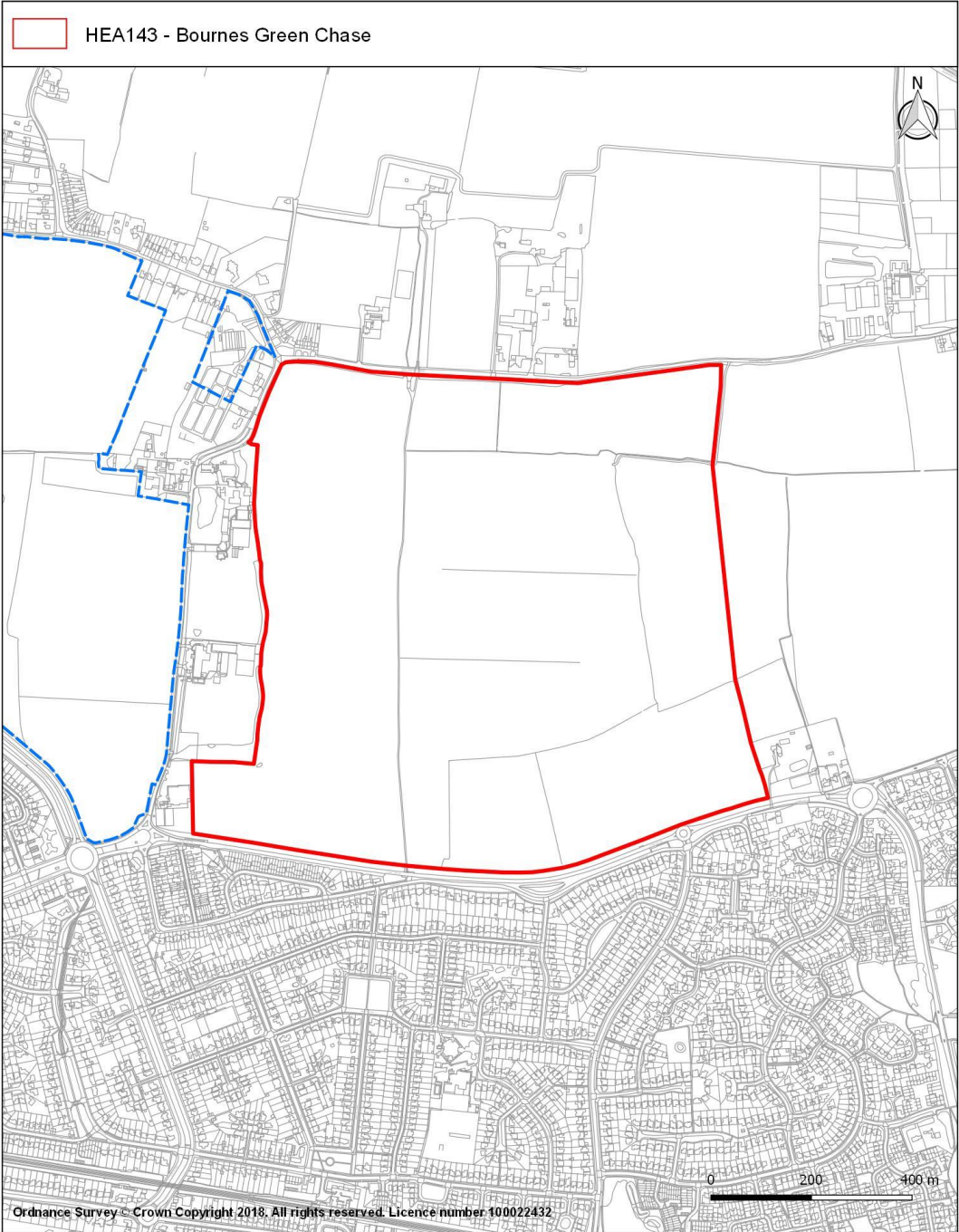


	contravene policy and therefore the site would not be considered to be suitable. However, from the information available, the site is considered suitable in principle for future housing potential, because of its accessibility to facilities, job opportunities and public transport, and because there are no insurmountable constraints. The site could contribute to the creation of a sustainable, mixed community.				
<b>Achievability</b>					
<b>Net Yield</b>		<b>2017-2022</b>	<b>2022-2027</b>	<b>2027-2032</b>	<b>2032-2037</b>
		0	0	1000	1000
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
<b>Delivery Summary</b>	This site is adjacent to the urban area and in a location that developers find attractive to bring forward housing sites for development. There is no economic reason why the site should not be financially viable given that the alternative land use is agricultural, taking account of any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs.				
<b>Conclusion</b>					
<b>Recommendation:</b>	This site was put forward for housing development (up to 2,000 dwellings) through the Call for Sites. The site has been proposed as mainly low rise (2, 3 & 4 storey) housing with some small apartment blocks. Subject to further detailed consideration the delivery of 2,000 dwellings in this location (approx. 22 dph) would allow for a suitable level of open space and green linkages and road infrastructure through the site and buffer between the site and open countryside. However, this site will only be available for housing development subject to the Council considering the site necessary as an exceptional circumstances Green Belt release, as a result the site is deemed 'currently unsuitable'. The site is also designated Best and Most Versatile (Agricultural) Land and will therefore be subject to an agricultural land review.				
<b>Site Photos:</b>					
<div style="display: flex; justify-content: space-around;">   </div>					







Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 dynamic development solutions
		SCALE	1:10,000 @ A4	DRWG NO.	HEA143	Checked			
		JOB NO.	E5044	REV		HR			
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA143						

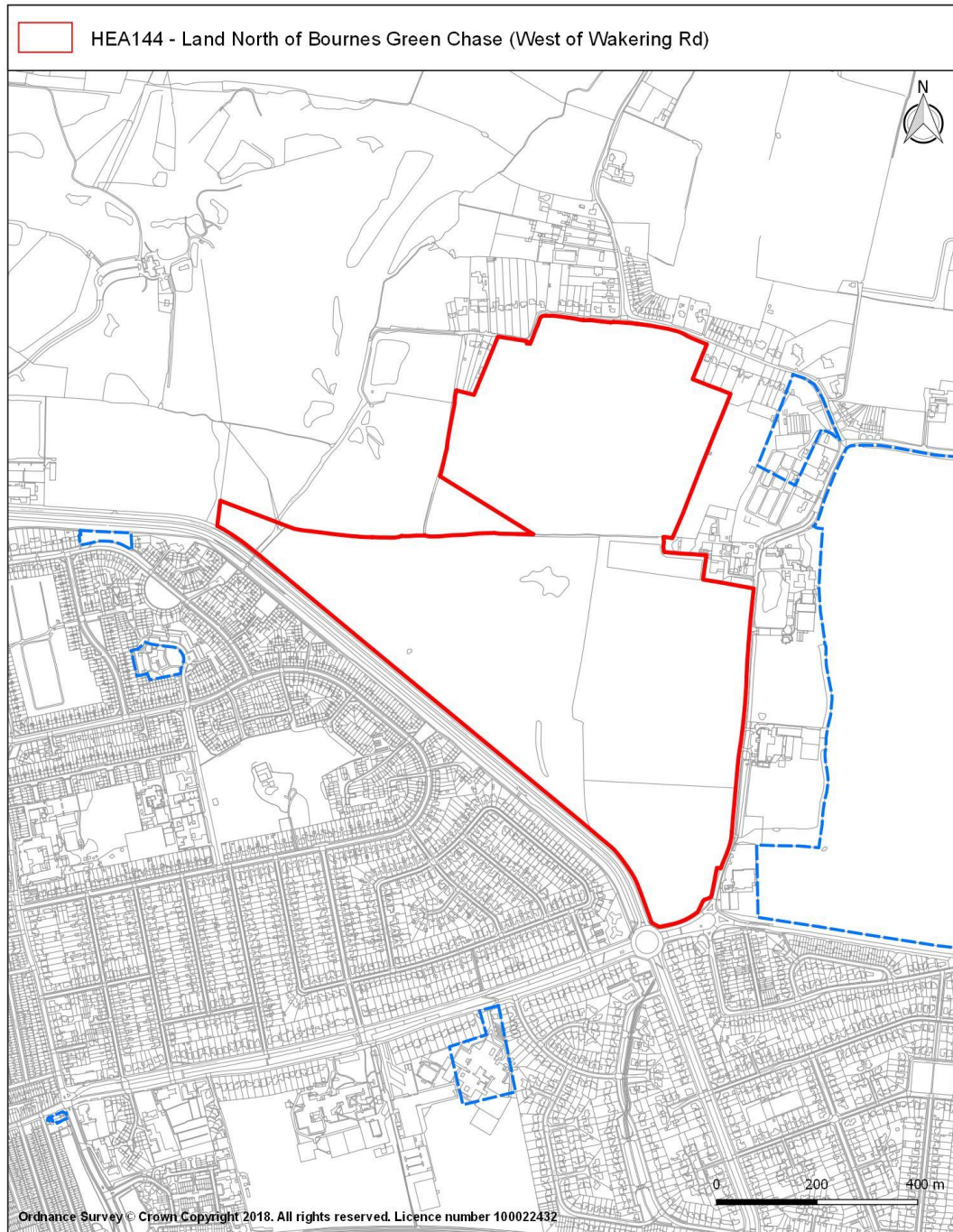
Site Information					
Site Ref	HEA144	Address	Land North of Bournes Green Chase (West of Wakering Rd)		
Site Area (hectares)	60.25	Source	Call for sites Proposed Dwellings		
Type of Site	Greenfield	Current Use	Agricultural/ Golf Course		
Potential Gross Dwellings	1400	Potential Net Dwellings	1400	Potential Density of site (dwellings per hectare)	23dph
Description of Site and Surrounding Uses					
<p>This large site is located on the edge of the Southend LPA boundary. The land is very flat and split into several agricultural fields. A large proportion of the site (to the west/south) is also in use as a golf course (Garon Park Golf Complex). The site is bordered to the north by residential properties (off Barling Road and Rebels Lane). To the east my Wakering Road and Southend-on-Sea Borough Council Parks Nursery. To the east of Wakering Road includes Alleyn Court Preparatory School and Thorpe Park School. The site is bordered to the west by the A1159 (and the Golf Course). Several paths currently cross the site.</p>					
Planning History/Ownership					
<p>07/01381/FULM - Land North Side Junction of Royal Artillery Way and Bournes Green Chase - Form vehicular access onto Wakering Road, use land for car boot fairs on Saturday, Sunday and bank holidays and occasional special events (Temporary application for permission for 2 years). Application Refused 01/02/08.</p>					
Availability					
<p>This site has been put forward by the owner through the Call for Sites and is therefore considered available for residential development.</p> <p>Given this site includes land currently designated as Green Belt the release of this site for housing development would be dependent on a separate Green Belt review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
Policy Constraints	The whole site is located within the Green Belt. Part of the site is covered by a designation for Best and Most Versatile Land (CP4, CP5).				
Physical Constraints	Potential noise issues from the adjacent A road. Adjacent to listed building (Lawn Cottage, Wakering Road Grade II listed). The impact on the local transport infrastructure will be a key consideration in any future application.				
Environmental quality and known constraints	A number of trees border the site and are included within the Golf Course. The border between the agricultural fields and the Golf Course is also has heavy tree coverage. According to Council records there are TPO's however require confirmation in terms of the location of these. According to the Call for Sites submission the site is covered by a National Character Area and Nature Improvement Area designation.				
Strategic Access and Accessibility:	<p>Site abuts Wakering Road, Royal Artillery Way (A1159) and a small portion of Rebels Lane.</p> <p>A development of this scale will need to assess the impact on both the local and wider highway network and mitigate any detrimental effects. The main route to the site and into the Borough would be via the A127 and A13, these are main distributor roads into Southend, any impact a development has on roads such as these needs to be assessed and any impacts mitigated. The site does not currently provide good public transport accessibility, this must be considered as part of the any development. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions and capacity upgrades and junction improvements.</p>				
Suitability Summary	Outside but adjoining the built-up area, within the Green Belt. Currently development				



	on this site would contravene policy and therefore the site would not be considered to be suitable. However, from the information available, the site is considered suitable in principle for future housing potential, because of its accessibility to facilities, job opportunities and public transport, and because there are no insurmountable constraints. The site could contribute to the creation of a sustainable, mixed community.				
<b>Achievability</b>					
<b>Net Yield</b>		<b>2017-2022</b>	<b>2022-2027</b>	<b>2027-2032</b>	<b>2032-2037</b>
		0	0	780	620
<b>Market Assessment</b>	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
<b>Conclusion</b>					
<b>Recommendation:</b>	This site has been submitted through the Councils Call for Site exercise. If the site is considered suitable for Green Belt release, the land has been assessed as having potential to deliver up to 1,400 dwellings over three phases. Phase 1: up to 550 dwellings, Phase 2: up to 450 dwellings, Phase 3: up to 400 dwellings. Whilst this is low density, equating to just 23 DPH, given its edge of town location this low density should allow for substantial land for open space and green-infrastructure provision/mitigation. However, this site will only be available subject to the Council considering the site necessary as an exceptional circumstances Green Belt release, as a result the site is deemed 'currently unsuitable'.				
<b>Site Photos:</b>					
<div style="display: flex; justify-content: space-around;">   </div>					



Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ	
		SCALE	1:10,000 @ A4	DRWG NO.	HEA144	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA144			t 01179 058 850 f bristol@dipconsultants.co.uk			
		Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield							



Site Information					
<b>Site Ref</b>	HEA145	<b>Address</b>	Land at Wakering Nursery, Wakering Rd, Great Wakering, SS3 0PZ		
<b>Site Area (hectares)</b>	1.75	<b>Source</b>	Call for sites Proposed Dwellings		
<b>Type of Site</b>	Brownfield	<b>Current Use</b>	Horticultural Nursery (Sui Generis)		
<b>Potential Gross Dwellings</b>	15	<b>Potential Net Dwellings</b>	15	<b>Potential Density of site (dwellings per hectare)</b>	8.6ph
Description of Site and Surrounding Uses					
<p>This site is located on the outskirts of Southend and is currently in use as a Council horticultural nursery. Southend BC Parks department use this land to store equipment to maintain the parks and grow various plants and shrubs for transfer in the borough parks and gardens. The surrounding area includes a mix of uses (agricultural, public open space, residential).</p>					
Planning History/Ownership					
<p>There is no relevant planning history associated with this site. The property is Council owned.</p>					
Availability					
<p>The site is in Council ownership and has been promoted through the Councils Call for Sites exercise for residential development. The site is considered available for development in the medium term, and that there are no legal or ownership problems which could limit development.</p> <p>Given this site includes land currently designated as Green Belt the release of this site for housing development would be dependent on a separate Green Belt review, as a result the site is deemed 'currently unavailable'.</p>					
Suitability					
<b>Policy Constraints</b>	The site falls within the Green Belt. Part of the site looks to fall outside the Southend administrative boundary.				
<b>Physical Constraints</b>	No known physical constraints.				
<b>Environmental quality and known constraints</b>	No known environmental constraints.				
<b>Strategic Access and Accessibility:</b>	<p>Site has existing highways access onto Barling Road and also has a small frontage with Wakering Road. The current main access to the site is on to Barling Road just north of the Wakering Road/Barling Road/Southend Road roundabout; this potential development could add extra trips to the road network which could cause traffic conflict between the access and the roundabout, therefore the access arrangements would need to be analysed and safety assessments undertaken. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for new roads, new junctions, capacity upgrades and junction improvements.</p>				
<b>Suitability Summary</b>	<p>Outside but adjoining the built-up area, within the Green Belt. Currently development on this site would contravene policy and therefore the site would not be considered to be suitable. However, from the information available, the site is considered suitable in principle for future housing potential, because there are no insurmountable constraints. The site could contribute to the creation of a mixed community.</p>				



Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	0	15	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.				
Delivery Summary	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.				
Conclusion					
Recommendation:	This Council owned site has been submitted through the Call for Sites process as a site suitable to deliver up to 10 to 15 houses on the northern part of the site and intensification of existing use on the remainder. Development in this location is considered deliverable in the medium term. However, this site will only be subject to the Council considering the site necessary as an exceptional circumstances Green Belt release, as a result the site is deemed 'currently unsuitable'				

**Site Photos:**



Site Plan:



Site Information					
Site Ref	HEA154	Address	Sutton Road North Greyhound Way		
Site Area (hectares)	0.19	Source	Previous SHLAA Site with no permission (excl. those submitted through Call for Sites)		
Type of Site	Brownfield	Current Use	Office / Industrial (B1/B2/B8)		
Potential Gross Dwellings	36	Potential Net Dwellings	36	Potential Density of site (dwellings per hectare)	188dph
Description of Site and Surrounding Uses					
<p>This site comprises two separate industrial buildings and associated parking areas fronting on to Sutton Road. The northern building is a 2-storey yellow brick building of little architectural merit, (although it appears to be a single storey building when viewed from the front from Sutton Road). The southern building is a single storey brick workshop building with double sloping roofs and vehicle access door to the front elevation. There are two parking areas within the site, one to the front of the southern building and one to the rear of the northern building. There are two large blocks of modern 4-5 storey flats immediately to the west of the site and the Greyhound Retail Park is immediately to the south and south-west.</p>					
Planning History/Ownership					
02/01346/FUL   Erect pitched roof extension and form office accommodation at first floor. <b>Application Refused 13/05/03.</b>					
Availability					
The site has been promoted for residential development in the past and is allocated as an SCAAP opportunity site. Therefore, at this time it is considered there is a reasonable prospect that the site is available.					
Suitability					
Policy Constraints	The site is located within the Southend Central Area (see policy KP1 Spatial Strategy) and is therefore a primary focus for regeneration and growth. The site is located within the Sutton Gateway Neighbourhood Policy Area and includes the northern part of opportunity site PA9.1 – Sutton Road. Proposed for Residential (214 dwellings) and Community Uses. Sutton Road industrial area is identified in the Core Strategy as one of the Priority Urban Areas to be the focus for regeneration and renewal.				
Physical Constraints	Further demolitions required prior to redevelopment of parts of the site.				
Environmental quality and known constraints	No known environmental constraints.				
Strategic Access and Accessibility:	There are three vehicular accesses in to the site from the east from Sutton Road. The visibility splay of any potential access will need to be assessed due to the sites position on a bend on Sutton Road and must also consider the position of the puffin crossing. More detailed local transport access and reconfiguration resulting from the scheme will be determined during the planning application stage. The cumulative impact of development sites on the strategic road network will be assessed, which may necessitate the need for capacity upgrade works and junction improvements.				
Suitability Summary	Located on the bend of Sutton Rd, opposite Sycamore Grove. Residential development is considered appropriate for 36 units.				
Achievability					
Net Yield		2017-2022	2022-2027	2027-2032	2032-2037
		0	0	36	0
Market Assessment	This site is in a location that developers find attractive to bring forward housing sites for development. The market for housing in this area is buoyant, and sales values				



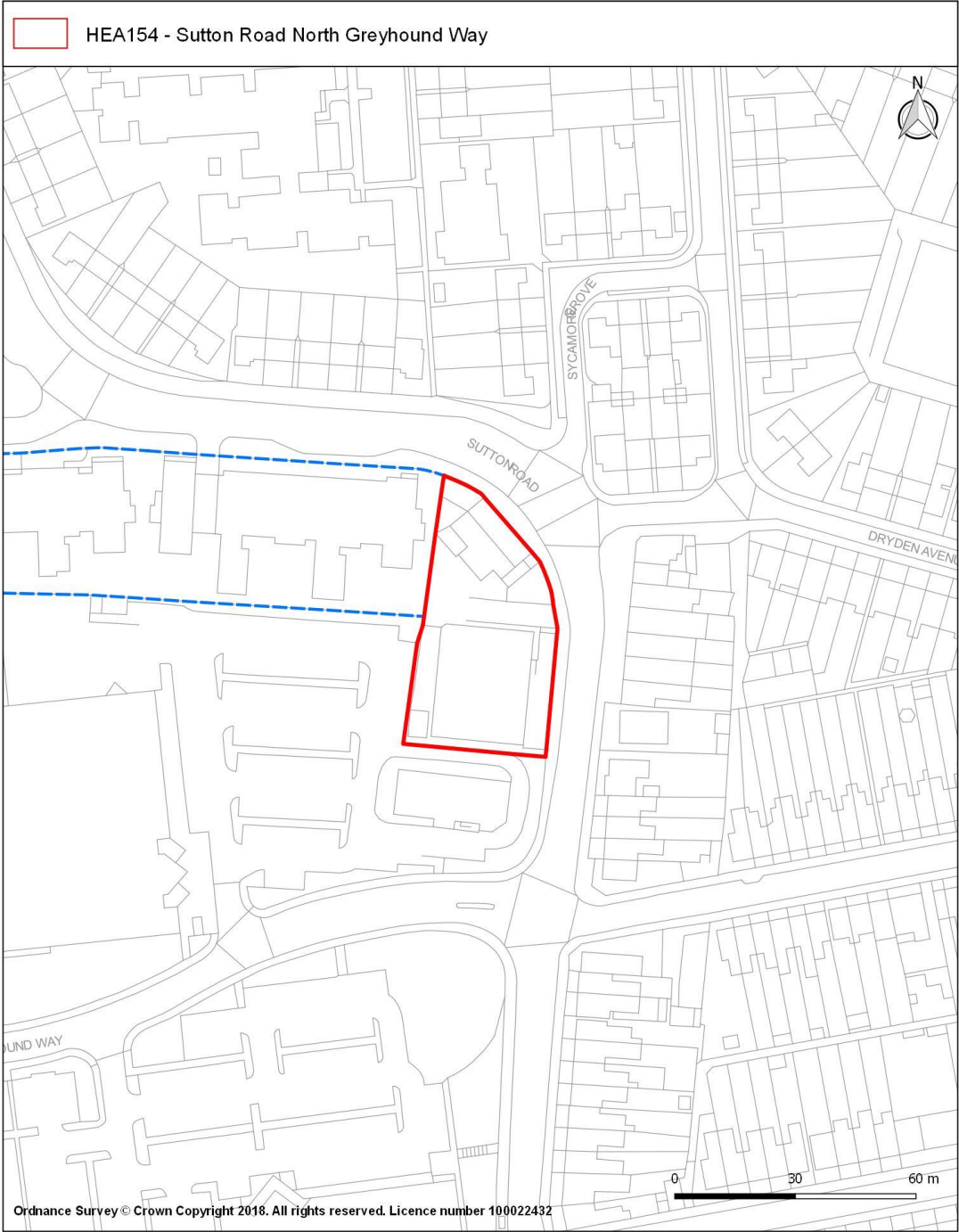
	relatively good. Land values as high enough to ensure that any community gain package, including affordable housing, CIL and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value.
<b>Delivery Summary</b>	From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.
<b>Conclusion</b>	
<b>Recommendation:</b>	<p>This site has been identified during the SCAAP preparation process and includes the northern part of opportunity site PA9.1 which has been assessed as having the potential capacity to deliver approximately residential, community uses including 214 dwellings.</p> <p>This part of the site is located on the bend of Sutton Rd, opposite Sycamore Grove. The potential for residential development in this location has been assessed by the Council and is considered appropriate for 36 units.</p>

**Site Photos:**





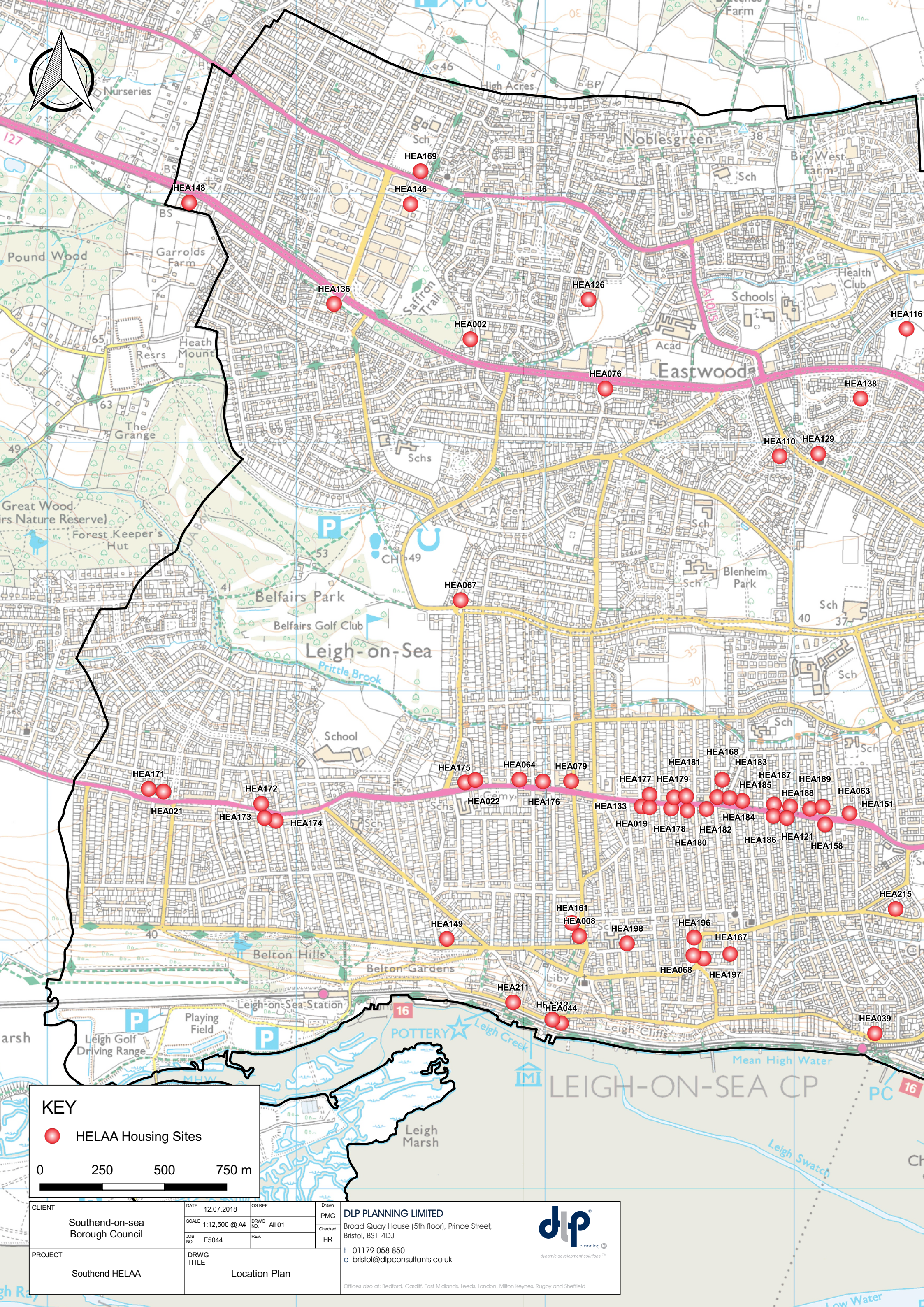
Site Plan:



CLIENT	Southend- on-sea Borough Council	DATE	12.07.2018	OS REF		Drawn by	PMG	DLP PLANNING LIMITED Broad Quay House (5th floor), Prince Street Bristol, BS1 4DJ  t 01179 058 850 f bristol@dipconsultants.co.uk  Offices also at: Bristol, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	 <small>dynamic development solutions</small> <sup>TM</sup>
		SCALE	1:1,250 @ A4	DRWG NO	HEA154	Checked	HR		
		JOB NO.	E5044	REV.					
PROJECT	Southend HELAA	DRWG TITLE	Assessment Site HEA154						

## **Appendix 4 – Overall Site Plans**





Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield

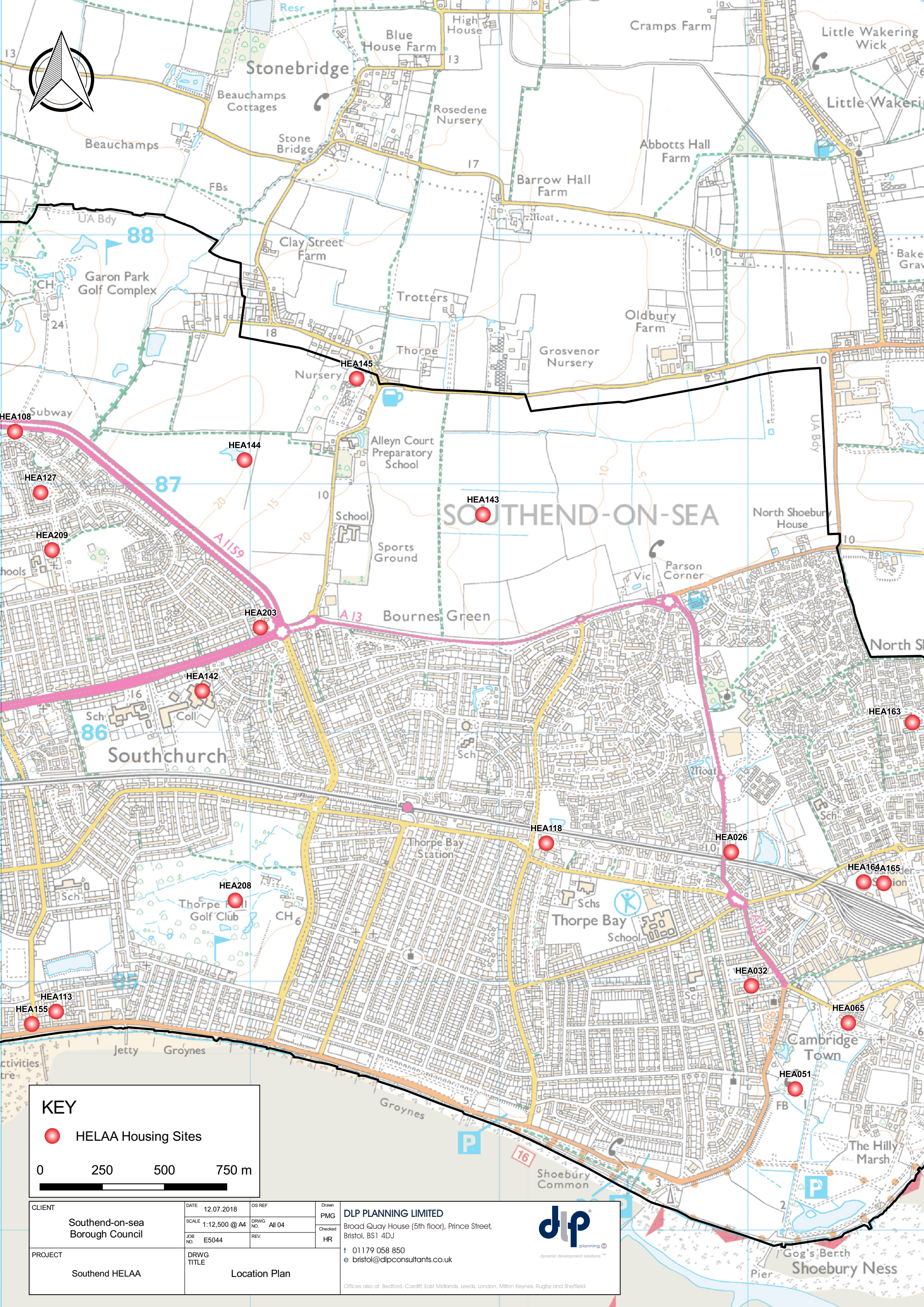













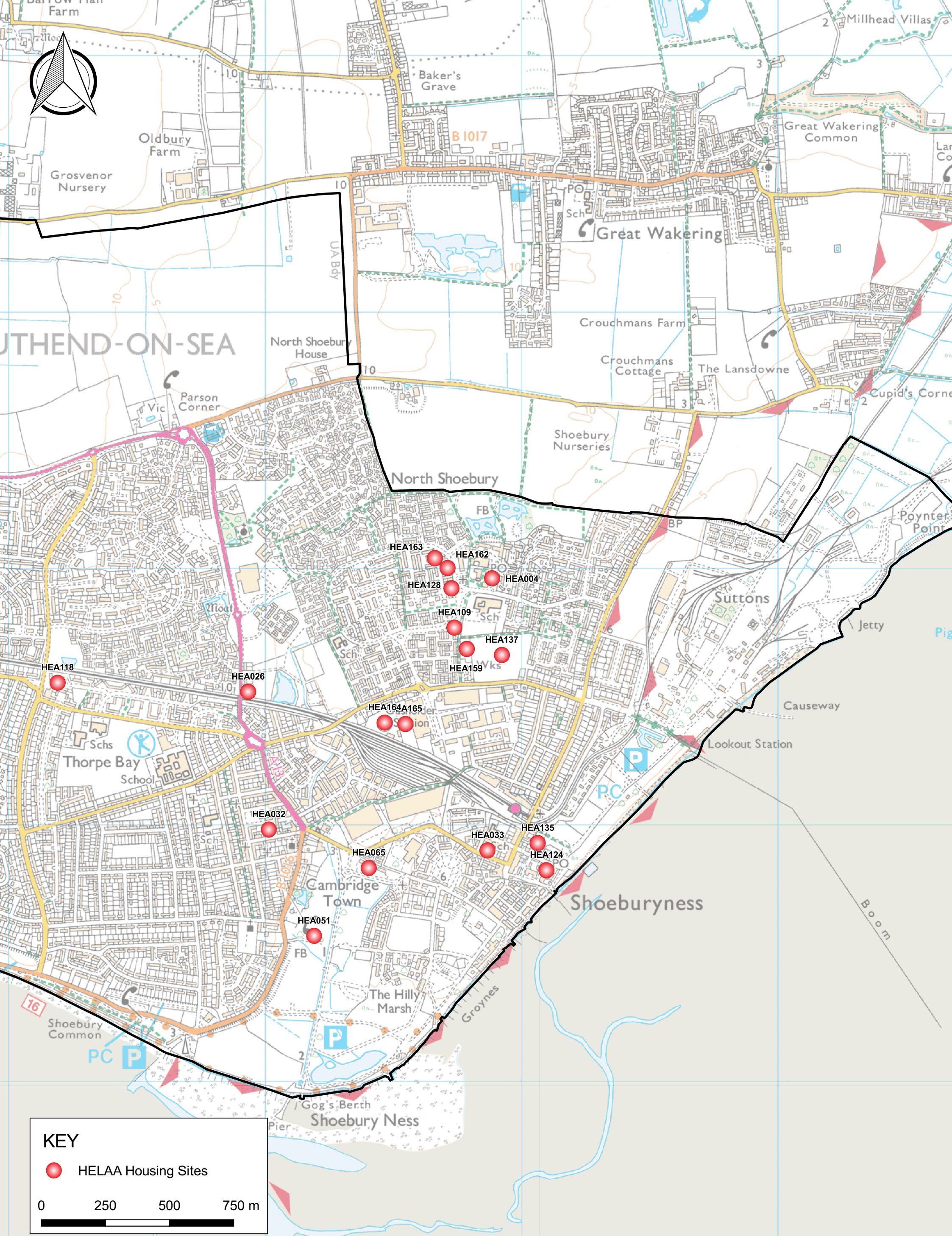
KEY

HELAA Housing Sites

0250500750 m

CLIENT  Southend-on-sea Borough Council	DATE 12.07.2018	OS REF	Drawn PMG	DLP PLANNING LIMITED  Broad Quay House (5th floor), Prince Street, Bristol, BS1 4DJ  † 01179 058 850 e bristol@dlpconsultants.co.uk  Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield	  dynamic development solutions™
	SCALE 1:12,500 @ A4	DRWG NO. All 04	Checked		
	JOB NO. E5044	REV.	HR		
PROJECT  Southend HELAA	DRWG TITLE  Location Plan				






**KEY**

● HELAA Housing Sites

0 250 500 750 m

CLIENT  Southend-on-sea Borough Council	DATE	12.07.2018	OS REF	Drawn	DLP PLANNING LIMITED  Broad Quay House (5th floor), Prince Street, Bristol, BS1 4DJ  † 01179 058 850 e bristol@dlpconsultants.co.uk  Offices also at: Bedford, Cardiff, East Midlands, Leeds, London, Milton Keynes, Rugby and Sheffield		
	SCALE	1:12,500 @ A4	DRWG NO.	All 05			PMG
	JOB NO.	E5044	REV.	Checked			HR
PROJECT  Southend HELAA	DRWG TITLE  Location Plan						



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