

[REDACTED]  
Iceni Projects  
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London  
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Our ref: Local Plan – Garden Settlement  
Evidence

Your ref:

Date: 18<sup>th</sup> February 2020

Telephone: 01702 215408

Email: [planningpolicy@southend.gov.uk](mailto:planningpolicy@southend.gov.uk)

Dear [REDACTED]

### Southend Local Plan Review – Call for Evidence

Southend-on-Sea Borough Council consulted on its Local Plan Issues and Options between February and April 2019. This included workshops with business interests and local communities, and with landowners, agents and developers. Three strategic spatial options were outlined as part of this initial consultation:

- Option 1 – All development within existing built up areas of Southend
- Option 2 – Most development within existing built up area with some development on the edge
- Option 3 – Option 2 + working with neighbouring authorities to develop a comprehensive new settlement

The consultation report is available here <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

Whilst respondents supported each option to varying degrees, overall Option 3 was identified as having the most support amongst those responding to the consultation. As a consequence, the Council has been in preliminary discussions with Rochford District Council to explore potential options for development that straddles the border between the two authorities. These discussions are continuing.

We are writing to you in respect to your call for site submission as planning agent for Cogent Land LLP, which represents a significant amount of land and resides in an area identified as having potential for strategic scale development as per the South East Essex Strategic Growth Locations Assessment.

In order to demonstrate that we have undertaken a robust evaluation of a full range of reasonable alternative options the Council is now seeking to understand the aspirations of those promoting large 'garden community' scale development. In particular we are keen to understand the broad concept of any development schemes proposed, including, but not limited to:

- Broad quantum of development proposed and range of land uses;
- An appreciation of the form of the development and how it may interact with surrounding land uses, in particular the urban area of Southend, town centre, nearby employment areas and airport;
- Key constraints and opportunities to unlock to enable development;

- Broad requirements for transport access including any new link roads and public transport investment needed and interaction with nearby rail stations;
- What form employment would take within the scheme and at what scale;
- Key access and infrastructure requirements including trigger points for provision;
- An understanding of delivery options and any preferences at this early stage;
- Initial assessment of viability including broad assumptions;
- Projected trajectory/build out rates both within and beyond the plan period to 2038;
- Options for development at a smaller scale accompanied by an updated trajectory.

This initial evidence will assist in providing the basis for developing options for growth and specifically a greater understanding of the potential for new garden communities/ major urban extensions. This request for information is made without prejudice to the objectives of either party; at this stage it is not possible to foresee the outcome of the emerging Local Plan, nor does it prejudice any decision the Council may wish to take should an application be made.

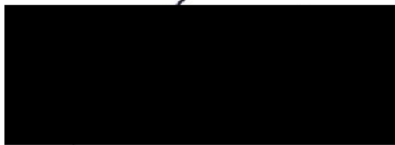
In order for this evidence to feed into the plan making process it is requested that it is submitted to the Council by **8<sup>th</sup> May 2020** or earlier.

It would be beneficial if any data and GIS associated with this could be shared with the Borough Council and be available to neighbouring Rochford District Council.

If you would like to arrange a meeting to discuss these matters in more detail, please contact me by email or on the above telephone number.

Yours sincerely

**Mark Sheppard**



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