



SOUTHEND-ON-SEA
NEW LOCAL PLAN

Planning for Growth and Change

Comments
should be
submitted by
26th October
2021 at 5pm

CONSULTATION 2: **REFINING THE PLAN OPTIONS**

PART 3: NEIGHBOURHOODS

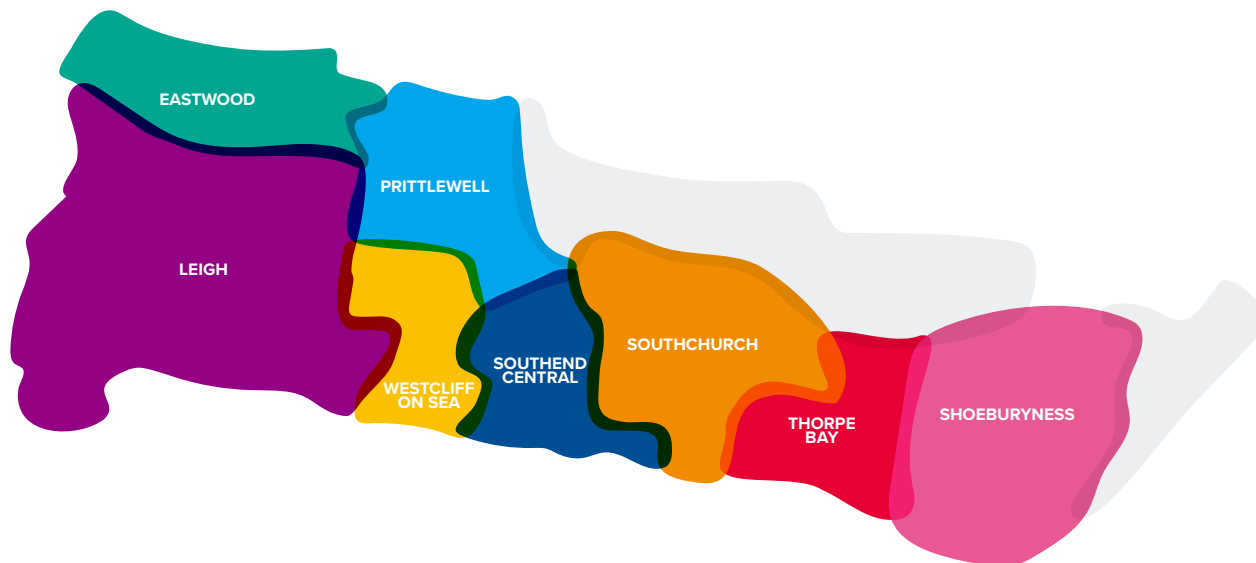


Introduction

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

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

Figure 13: Southend's Neighbourhoods



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What You Said

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

Our Response

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

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

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

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

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

3.1 Eastwood

3.1.1 General Character

Eastwood is a suburban predominantly residential area on the north-west fringes of the Borough. It is a relatively modern area of Southend principally featuring post-war buildings. It is defined to the south by the A127 and to the north by open countryside, designated as forming part of the Metropolitan Green Belt ([Map 13](#), [Figure 14](#)).

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

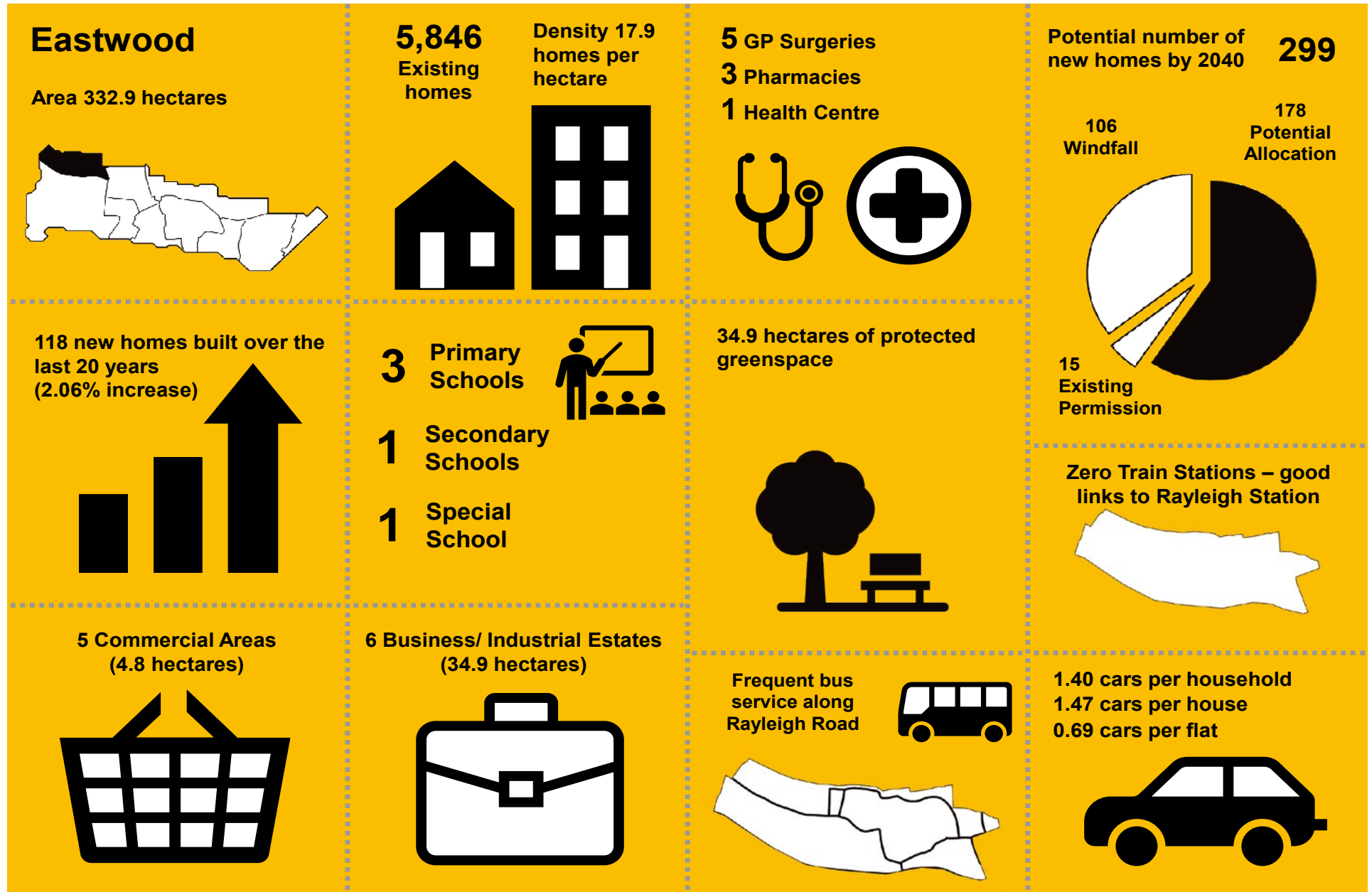
The main retail focus is a Morrison's food store based on an out-of-town format at Western Approaches and a Lidl store situated on the junction of Progress Road and Rayleigh Road. Rayleigh Road contains a mix of small commercial uses, shops, restaurants and cafes as well as some community / health facilities,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

Map 13: Eastwood Characteristics



Figure 14: Eastwood Characteristics

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



3.1.2 Vision – Eastwood

Where we want to be

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

- Sustainable growth of the suburbs with intensification of residential development focused along Rayleigh Road, benefitting from a frequent bus service and access to a range of local shops and services.
- Residential development elsewhere in the neighbourhood mainly by infilling of existing plots and increasing the density of existing development.
- New residential development and conversions will be of a high standard of design, sensitive to the existing residential character.
- Promote the employment growth clusters at the major employment areas of Progress Road, Airborne Close and Aviation Way.
- Promote the smaller employment areas, Comet Way and Laurence

Industrial Estate, for retention and renewal.

- Develop new employment land to the west of Nestuda Way to provide a quality offer.
- Development in the Eastwood Brook flood zone will be controlled by planning policies to mitigate flood risk.
- Strengthen walking and cycling connections throughout the area with enhanced routes and wayfinding, including links to the local centres, with improved bus links to Leigh and the Airport Business Park.
- Seek to safeguard existing green space, with access to Cherry Orchard Country Park and Edward Hall Park nature conservation area promoted and enhanced.
- Consider potential for agricultural land and smallholdings west of Nestuda Way to be released to realise strategic transport and housing ambitions.

3.1.2 Eastwood (Vision)

Have your say...

Please explain your answers

- a. Do you agree with our draft vision and priorities for Eastwood?
If not, let us know what we have missed?

3.1.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Eastwood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)¹. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

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

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

3.1.3 Eastwood (Infrastructure)

Have your say...

Please explain your answers

- a. Are there any issues with infrastructure provision in Eastwood? Please explain your answer and let us know what the priorities should be over the next 20 years.

¹ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres.

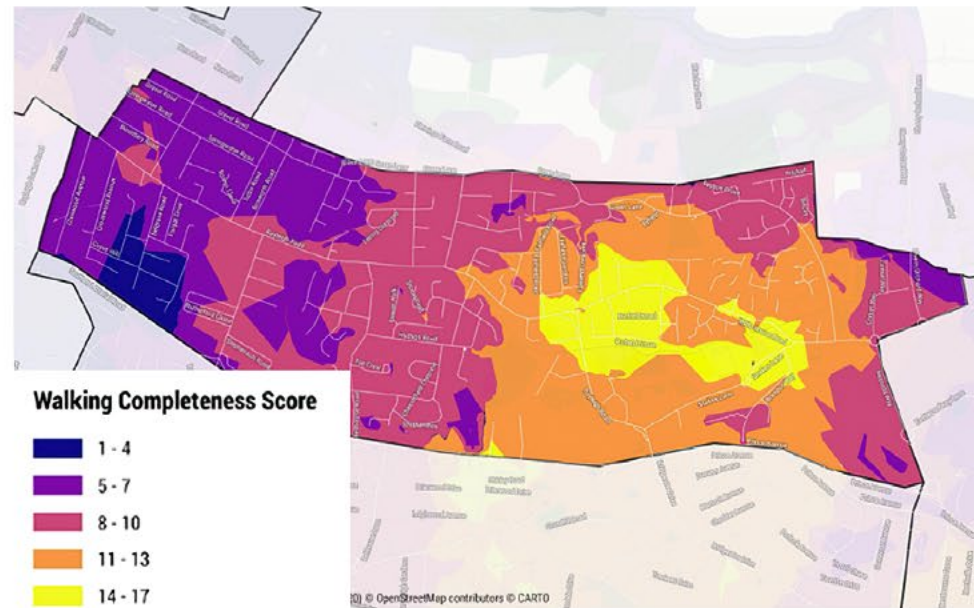
Infrastructure - Eastwood



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



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



Eastwood 'Aggregated Completeness Score' = 50%

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

3.1.4 Land Use Proposals – Eastwood

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

3.1.41 New Homes

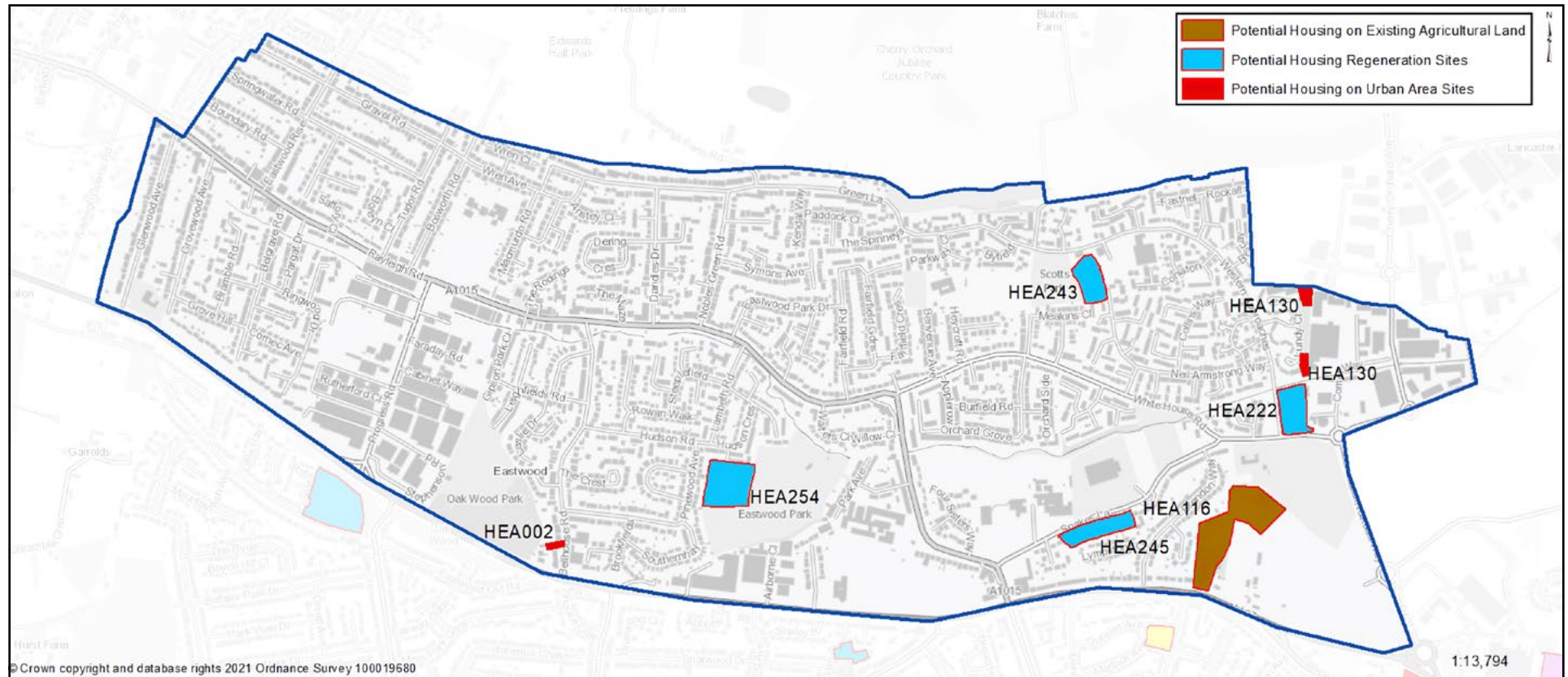
The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 14**. **Table 20a** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

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

For more information on each site in **Table 20a** an assessment can be viewed via the Local Plan website: localplan.southend.gov.uk/local-plan-refining-plan-options/appendix-4-site-proformas

Map 14: Potential Residential Sites – Eastwood (excluding those with planning permission)



Mapping Feature (Potential Residential Sites) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations (opus4.co.uk)**

Table 20a: Potential Residential Sites – Eastwood

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

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA243	Scott House, 171 Neil Armstrong Way	Group of buildings, 1 to 3 storeys, in use as sheltered accommodation. Located in a low-rise residential area. The site is bounded by Scott Park to the west with a community centre and Morrisons supermarket to the east.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	74	16
HEA245	68-114 Snakes Lane	2 storey blocks of flats with landscaped areas fronting Snakes Lane. Large areas of landscaped areas to the rear of the properties. To the south of the site are residential uses with the A127 beyond.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	82	34

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

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
Planning permission 4 units or less							0
Being Implemented							15
Windfall							106
Total							299

3.1.41 Eastwood (Residential)

Have your say...

Please explain your answers

- Do you agree with the proposed housing sites for Eastwood? Please reference the site you are referring to (**Table 20a**) e.g. HEA002 112 Bellhouse Road. You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 15: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Eastwood? If yes, please explain your answer.

3.1.42 Urban Form and Development Typologies

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

Map 15 shows the Urban Forms of Eastwood neighbourhood. This has been informed by the Southend Borough Wide Character Study² and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

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

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

² localplan.southend.gov.uk/evidence-documents

Figure 15: Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

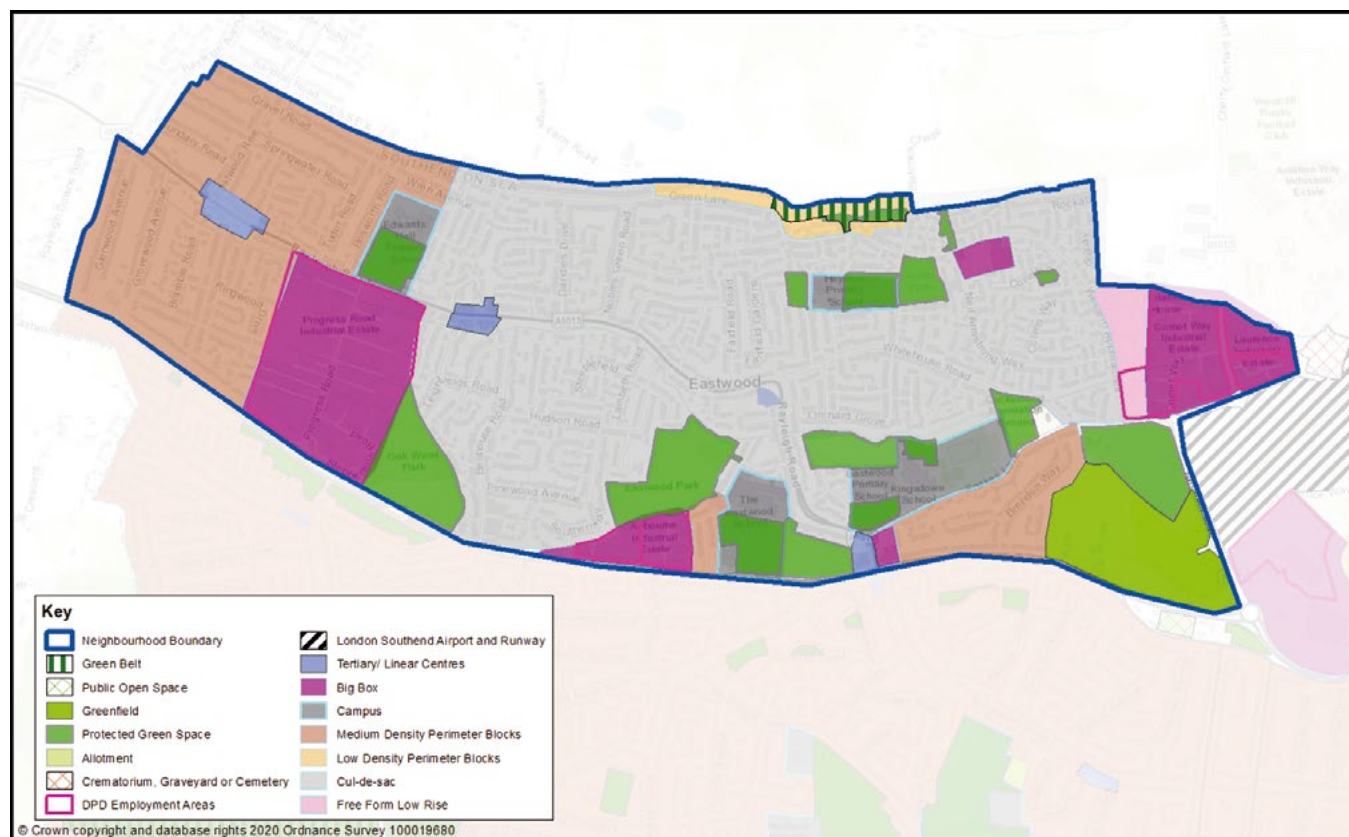


F4: 250dph



F5: 525dph

Map 15: Eastwood Urban Forms



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



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



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



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



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



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



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

3.1.42 Eastwood (Urban Forms)

Have your say...

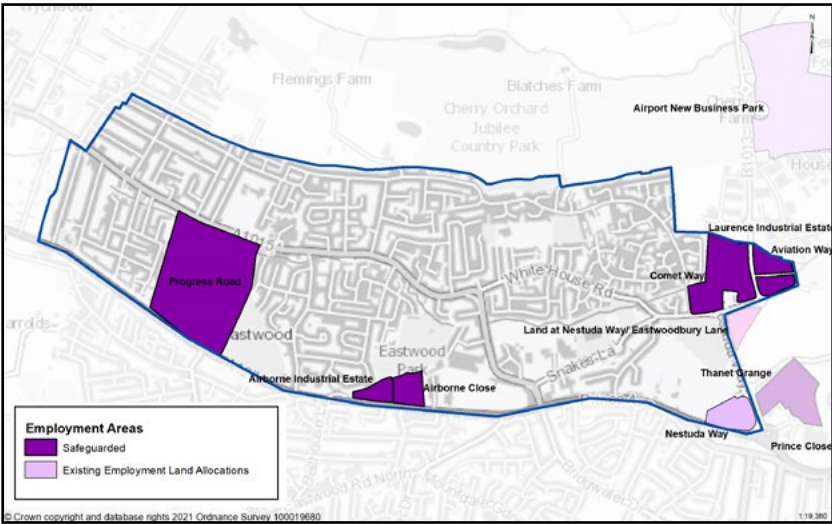
Please explain your answers

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

3.1.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. In the Eastwood Neighbourhood it is proposed to safeguard the existing employment areas (promoting the employment growth clusters in the major employment areas at Progress Road, Airborne Close and Aviation Way, and promoting the smaller employment areas of Comet Way and Laurence Industrial Estate for retention and renewal), and to allocate a new employment area at Nestuda Way to provide a quality offer (**Map 16, Table 21**).

Map 16: Eastwood Employment Areas



Mapping Feature (Employment) [Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations \(opus4.co.uk\)](#)

Table 21: Land Use Proposals in Eastwood – Employment Land

Site Name (ref)	Category	Hectares	Additional Floorspace
Progress Road (EA033)	Growth	21.46	6,200
Airborne Close	Renewal	2.02	
Airborne Industrial Estate	Renewal	1.39	
Aviation Way	Renewal	1.59	
Nestuda Way (EA023)	New Allocation	2.75	10,000
Comet Way	Renewal	7.16	
Laurence Industrial Estate	Renewal	1.26	
Total		37.63	16,200

3.1.43 Eastwood (Employment)

Have your say...

Please explain your answers

- a. Do you agree with the proposed employment sites for Eastwood? Please name the employment site you are referring to in your response.
- b. Do you have any other comments on employment land provision in Eastwood? If yes, please explain your answer.

3.1.44 Commercial Centres

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

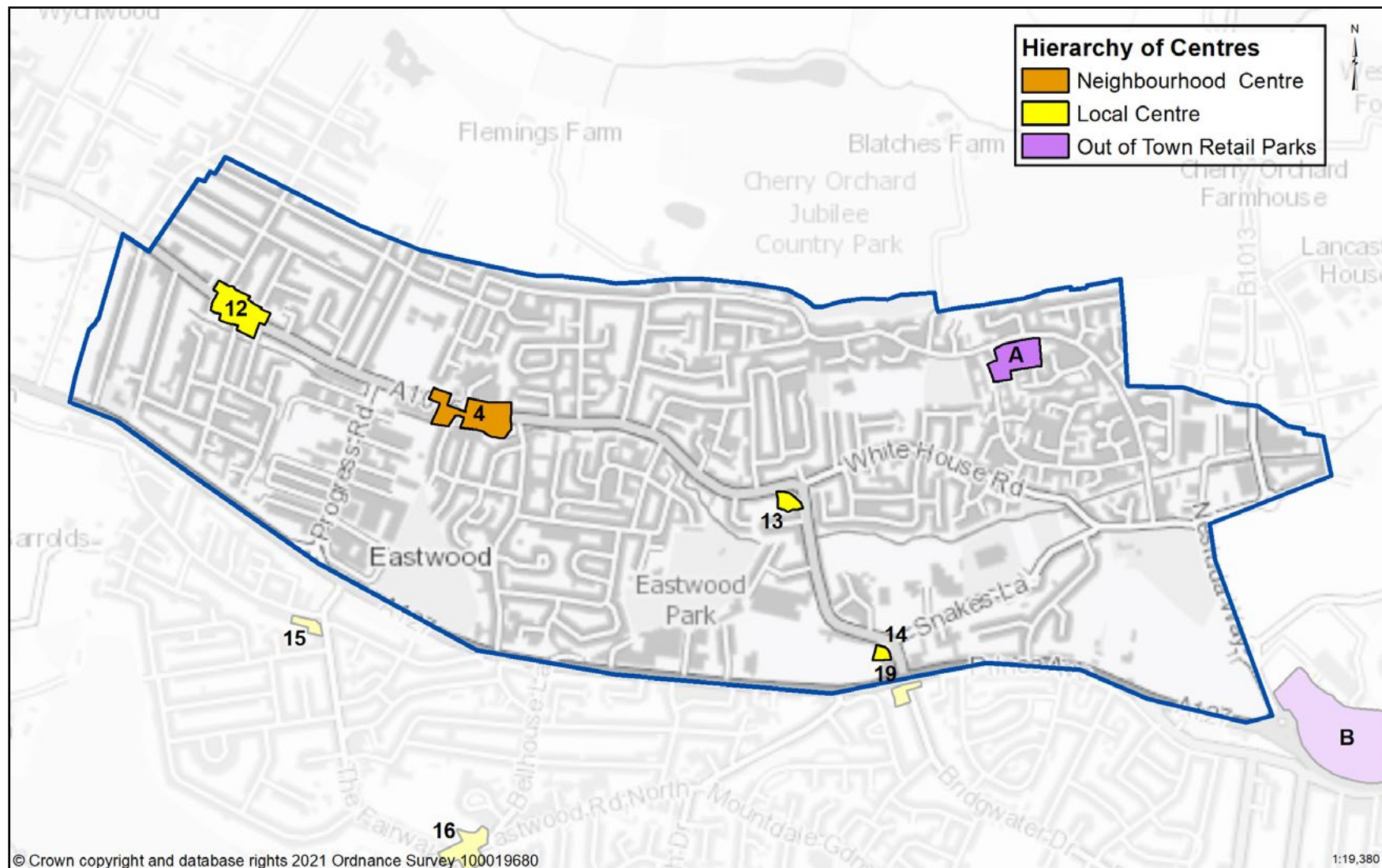
The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those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

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E³) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Eastwood’s commercial centres are set out in [Map 17](#) and [Table 22](#).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 17](#) and [Table 22](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

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

Map 17: Eastwood Commercial Centres



Mapping Feature (Centres) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations** (opus4.co.uk)

Table 22: Eastwood Commercial Centres

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

3.1.44 Eastwood (Commercial Centres)

Have your say...

Please explain your answers

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

3.1.45 Green Space – Eastwood

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 23](#) and [Map 18](#).

Existing Green Space

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

Local Green Space

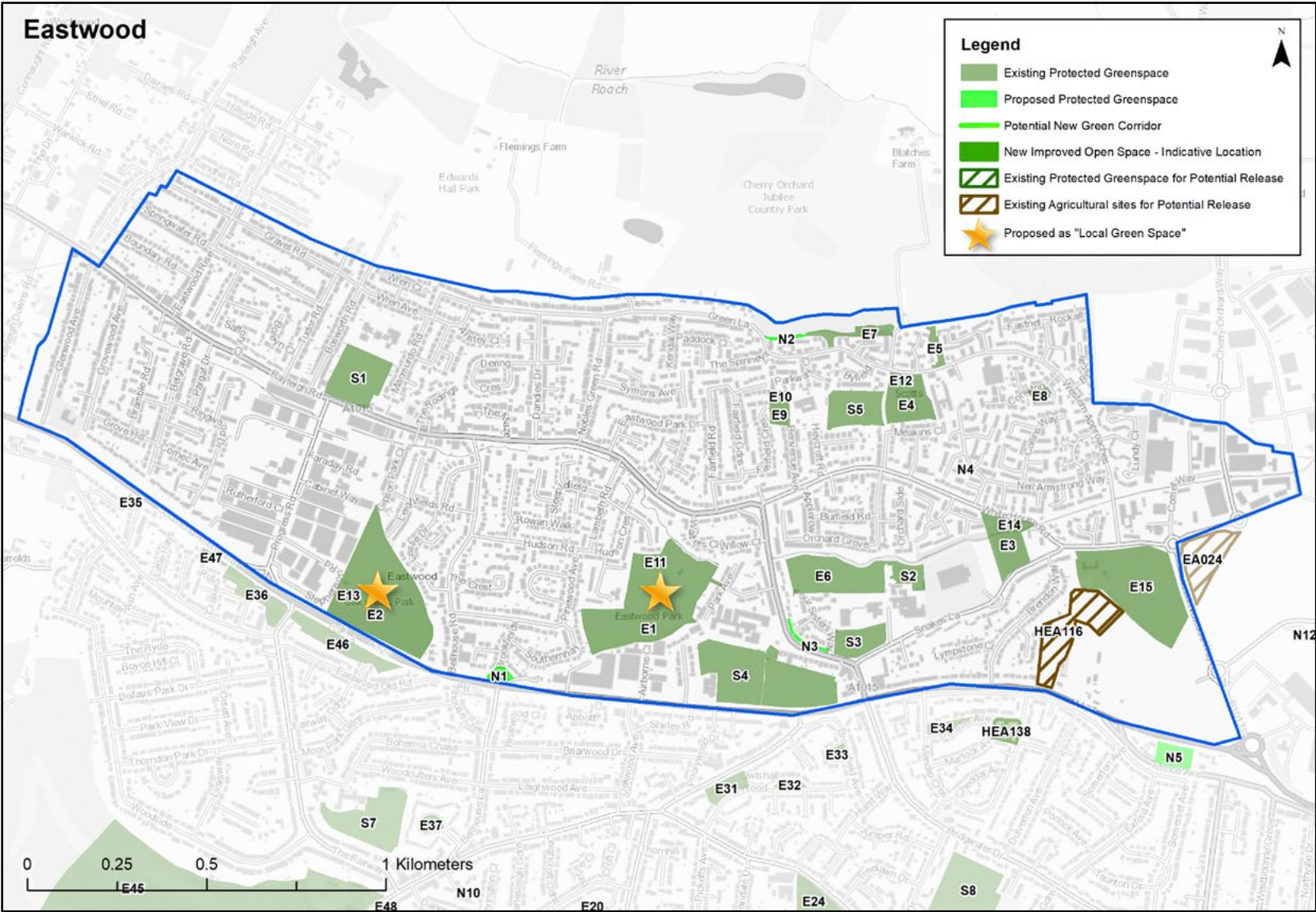
National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or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

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

New Green Space

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

Map 18: Green Space in Eastwood



Mapping Feature (Green Space) **Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces (opus4.co.uk)**

Table 23: Eastwood – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E1	Eastwood Park	6.093
E2	Oakwood Park	6.160
E3	Cockethurst Park	1.445
E4	Scotts Park	1.338
Amenity Open Space		
E5	Repton Green Open Space	0.280
E6	Four Sisters Way Open Space	2.445
E7	Green Lane Open Space	0.584
E8	Coniston Open Space	0.177
E9	Benvenue Avenue – Dandies Park	0.495
Playground		
E10	Benvenue Avenue – Dandies Park Childrens Play Area	0.046
E11	Eastwood Park playground	0.163
E12	Scotts Park playground	0.205
E13	Oakwood Park playground	0.063
E14	Cockethurst playground	0.092

Site Ref.	Name of Site	Size (Ha)
Sports Ground		
E15	Eastwoodbury Lane Playing Fields	5.231
School		
S1	Edwards Hall Primary	2.066
S2	Kingsdown School	0.594
S3	Eastwood Junior School	1.005
S4	Eastwood School	4.894
S5	Heycroft School	1.486

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

Note: Edwards Hall Park lies within Rochford District but is accessed via a path within Eastwood and is therefore used frequently by Southend residents.

Table 23a: Land Use Proposals in Eastwood – Green Space Currently Protected but with potential for release

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N1	Brookfields Open Space	0.211
N2	Green Lane Open Space – Extension	0.108
N3	Four Sisters Close / Rayleigh Road	0.147
Pocket Park		
N4	Neil Armstrong Way	0.022

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

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

3.1.45 Eastwood (Green Space)

Have your say...

Please explain your answers

- a. Do you support the proposed new green space designations? When responding please include the site reference (**Table 23a**)? If not, can you explain why?
- b. Do you have any comments on the green space site identified as having the potential to be released for development (**Table 24**)? If yes, please explain your answer.
- c. Do you agree with Eastwood Park and Oakwood Park being proposed as Local Green Space (**Map 18, Table 23**)? If not, can you explain your reasons?
- d. Are there any other green spaces that you think should be designated as Local Green Space? If yes, please provide an address and supporting evidence that outlines how the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- e. Do you have any other comments regarding green space in Eastwood? If yes, please explain your answer.

3.2 Leigh

3.2.1 General Character

Leigh is defined at its northern edge by the A127, which abuts Eastwood, and by the Thames Estuary to the south. To the west is the Borough boundary with Castle Point, and the Westcliff and Prittlewell neighbourhoods lie to the east ([Map 19](#), [Figure 16](#)). Leigh is a large area and therefore to aid analysis and insight the New Local Plan has considered it in terms of two sub-areas, Leigh (south) and Leigh (north).

Leigh (south) – The southern part of the Leigh (south) neighbourhood is focussed on a vibrant district shopping centre centred around the Broadway and Leigh Road on the hilltop overlooking the Leigh Old Town. Extending out from this core are residential areas largely built out in the Edwardian and Inter war period. This includes more tightly planned, often terraced housing close to Leigh district centre, with more semi-detached/detached housing to the west (Marine Estate), north (Highlands Estate) and to the east (Chalkwell Hall Estate). There are two mainline railway

stations in the Leigh (south) Neighbourhood, Leigh-on-Sea to the west and Chalkwell to the eastern edge of the neighbourhood. One of the main issues affecting parts of Leigh, particularly the more tightly planned terraced streets around the heart of the district centre in Leigh (south), is pressure for on-street parking with many of the residential properties not having off-street parking facilities. This is compounded by added car parking pressures by visitors to Leigh district centre.

3.2 Leigh

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

Leigh Old Town comprises a mix of traditional fishing and boat building industries and several bars, restaurants and cafes as well as beach and other leisure uses associated with the estuary. Leigh Town Council has produced a Spatial Plan for Old Leigh Port and Two Tree Island¹ which sets out a vision for Old Leigh as a working port town, recognising that establishing a sustainable future for commercial activities, alongside cultural, community and residential uses is vital to the long term character of the place; this has informed the vision for Leigh Old Town within the New Local Plan. Leigh Old Town is one of four Conservation Areas in Leigh. Leigh Old Town, Chapmanslord, Leigh and Leigh Cliff Conservation Areas are all located in the Leigh (south) neighbourhood and make a positive contribution to the sense of place and provide important links with the past, and the historic development of Leigh.

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

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

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

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

¹ 190617_Old_Leigh_Spatial_Plan_Final_low_res.pdf (leighonseatowncouncil.gov.uk)

Map 19: Leigh Characteristics

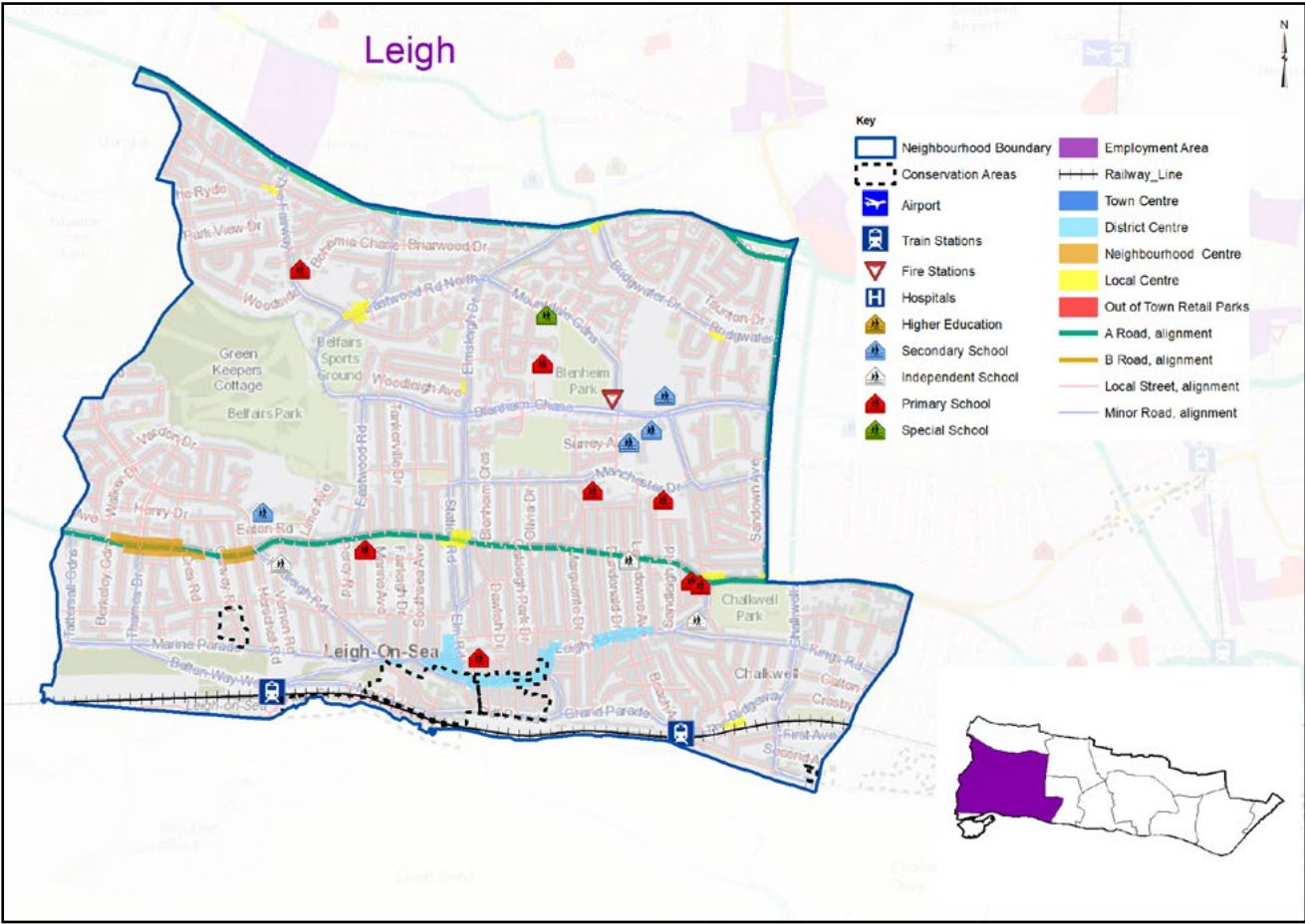
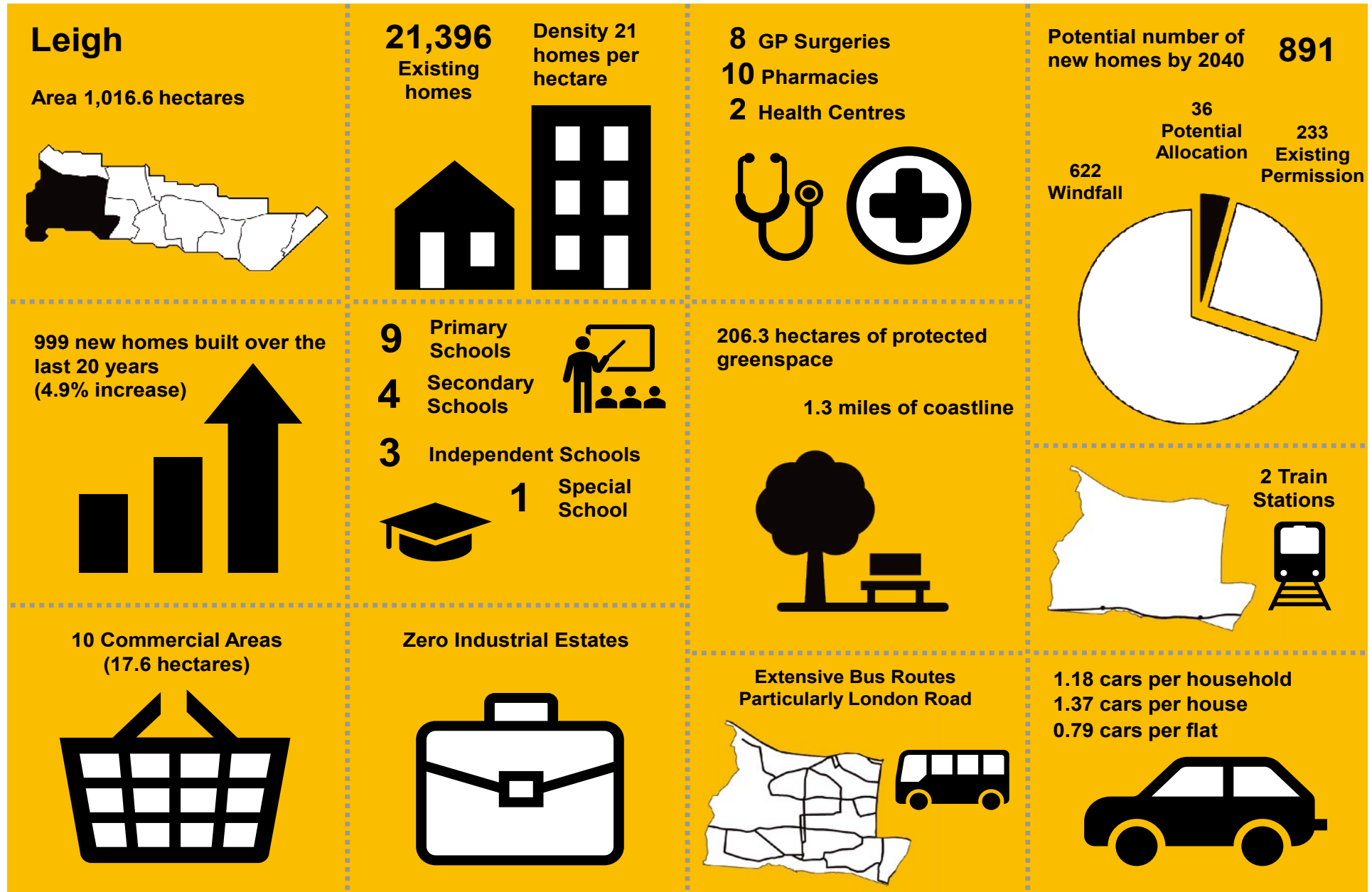


Figure 16: Leigh Characteristics

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



3.2.2 Vision – Leigh

Where we want to be

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

- Leigh will continue to be a vibrant residential area with a successful commercial centre (Leigh District Centre), extended to encompass Leigh Road, and complemented by local provision in the north and south of the neighbourhood, including at A13 (London Road), and a focus for creative and cultural industries.
- The A13 London Road will be a focus for sustainable growth, mainly through densification in a form that is well designed and respects existing residential character along this sustainable corridor, with

residents benefitting from good design and access to a range of shops and services.

- Elsewhere in the neighbourhood new development and conversions will be sensitive to existing character and function of the place, where this doesn't put additional pressure on the function and sustainability of an area, such as putting pressure on on-street parking.
- Old Leigh will maintain its important function as a working port, residential area, and leisure destination, ensuring these functions carry on in a sustainable manner, balanced with the conservation of the protected estuary environment and heritage assets focussed on the Conservation Area.
- Strengthen walking and cycling connections throughout the neighbourhood with enhanced routes and wayfinding, including links to the railway network, district and local centres. The Cinder Path will be promoted as an enhanced walking and cycling route.
- The character and appearance of the four Conservation Areas (Leigh Old Town, Chapmansland, Leigh and Leigh Cliff) will be conserved and enhanced;
- Residents and visitors will continue to benefit from a range of open spaces within easy reach.

3.2.2 Leigh (Vision)

Have your say...

Please explain your answers

- a. Do you agree with our draft vision and priorities for Leigh? If not, let us know what we have missed.

3.2.3 Leigh (Infrastructure)

Have your say...

Please explain your answers

- a. Are there any issues with infrastructure provision in Leigh? Please explain your answer and let us know what the priorities should be over the next 20 years.

3.2.3 Complete Neighbourhoods (accessibility to services and facilities)

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

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

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

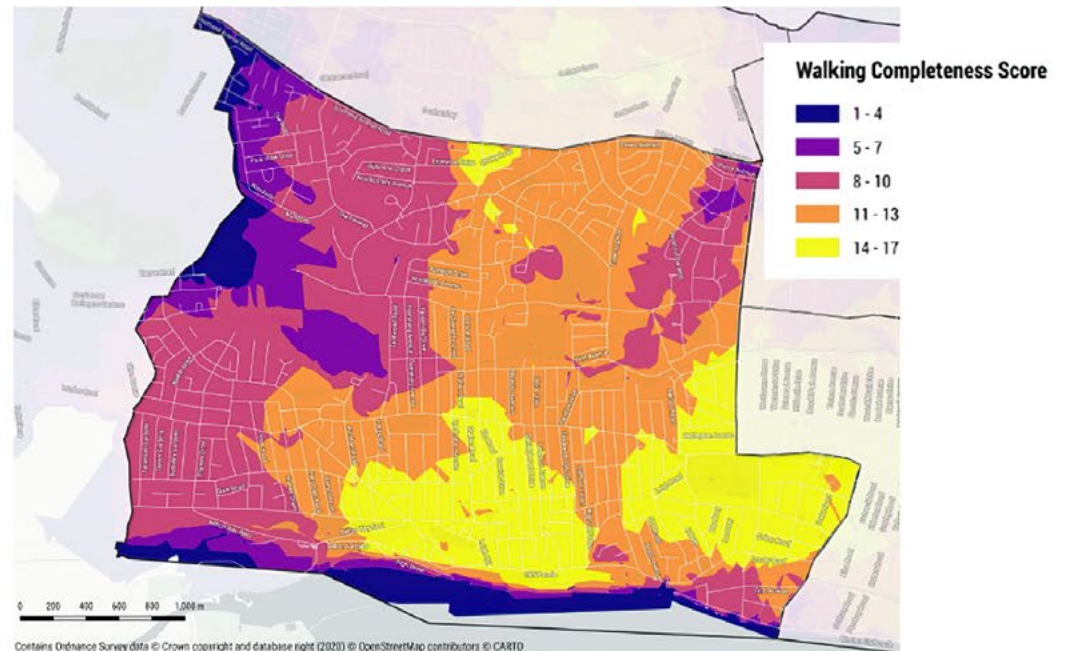
² nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres,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

Infrastructure - Leigh

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



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



Leigh 'Aggregated Completeness Score' = 57

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

3.2.4 Land Use Proposals – Leigh

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

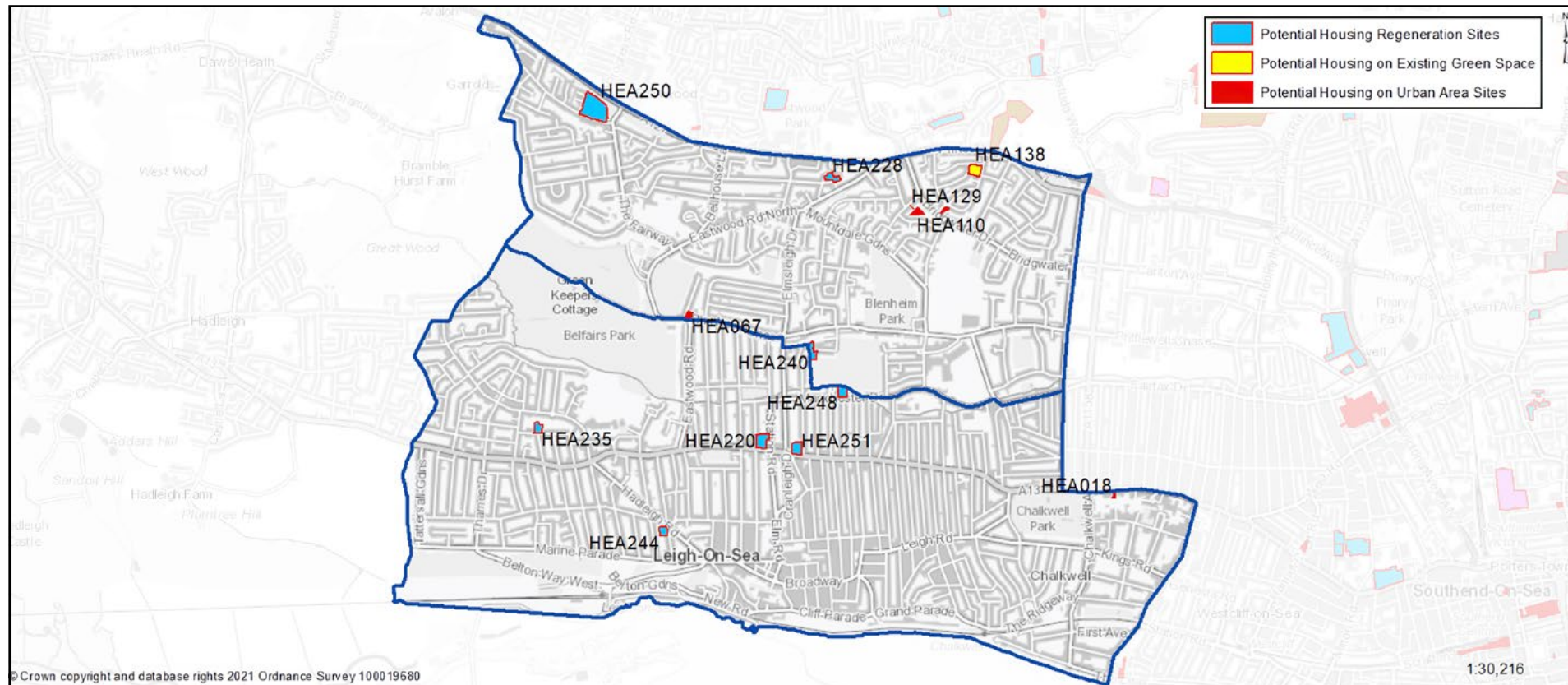
3.2.41 New Homes

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

Potential site proposals for residential development can be viewed in **Map 20**. **Table 25** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**. The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 25** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site in **Table 25**, an assessment can be viewed via the Local Plan website: localplan.southend.gov.uk/local-plan-refining-plan-options/appendix-4-site-proformas

Map 20: Potential Residential Sites – Leigh (excluding those with planning permission)



Mapping Feature (Potential Residential Sites) [Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations \(opus4.co.uk\)](#)

Table 25: Potential Residential Sites – Leigh

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

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

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA250	Westwood, 137 Eastwood Old Road	2 storey terraced properties and flats in use as sheltered accommodation. Includes landscaped areas and part of Bradford Bury park which separates the site from the Southend Arterial Road.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	73	0
HEA138	Land at Mendip Crescent	Large area of green space within the centre of residential housing development. Bordered to the east by Medlock Avenue, the north by Dunster Avenue and east by Mendip Crescent.	This Council owned site has been submitted through the Call for Sites for residential development. Tree planting on the remaining green space. A programme of tree planting has begun on the site which has been identified as having potential for woodland as part of the corporate strategy to increase canopy cover in the Borough.	Residential development, improvements to remaining green space	Green Space Release Sites	6	6

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
Leigh South							
HEA018	658 London Road	The site is located on the southern side of London Road. The site is a two storey building with roof accommodation. On the ground floor are offices and a café/restaurant. There is access to the rear of the building. Next to the building is an ALDI supermarket.	Small site with potential for 9 (7 net) dwellings and potential retention of a retail use at ground floor.	Residential development	Urban Area General	9	7
HEA220	Adams Elm House, 1271 London Road	Occupied sheltered housing. Part 2 and 3 storey building fronting London Road. In a mixed area with retail along London Road and residential uses north and south.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	87	0

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA235	Mussett House, 49 Bailey Road	Part 2 and 3 storey building occupied as sheltered housing with car park and shared gardens. Located in a residential low-rise setting.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	21	0
HEA244	Senier House, 39 Salisbury Road	2 storey building currently in use as sheltered accommodation on the corner of Hadleigh and Salisbury Roads. Located in a residential area of 2 to 3 storey high buildings.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	20	0

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA248	Trafford House, 117 Manchester Drive	2 storey building currently in use as sheltered accommodation fronting Manchester Road with onsite parking and landscaped areas. The site is in a low-rise residential area, large allotment to the rear.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	26	0
HEA251	Yantlet, 1193-1215 London Road	Part 2 & 6 storey residential block currently in use as sheltered accommodation fronting the A13 and Blenheim Crescent. The area is mixed but primarily in residential use. Building of little merit.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	42	0

3.2 Leigh

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
Planning permission 5 units or more	HEA008, HEA019, HEA044, HEA063, HEA069, HEA079, HEA120, HEA121, 17/01823/ PA3COU, 17/00908/FUL						107
Planning permission 4 units or less							44
Being Implemented							82
Windfall							622
Total							891

3.2.41 Leigh (Residential)

Have your say...

Please explain your answers

- a. Do you agree with the proposed housing sites for Leigh? Please reference the site you are referring to (**Table 25**) e.g. HEA067 Former Old Vienna Restaurant. You may wish to outline the type and scale of development you wish to see come forward in reference to **Figure 17: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Leigh? If yes, please explain your answer.

3.2.42 Urban Form and Development Typologies

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

Map 21 shows the Urban Forms of Leigh neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

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

Figure 17 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Leigh and within the different Urbans Forms as shown in **Map 21**. For instance you may believe the 'Linear Centres' within **Map 21** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 17**.

Figure 17: Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

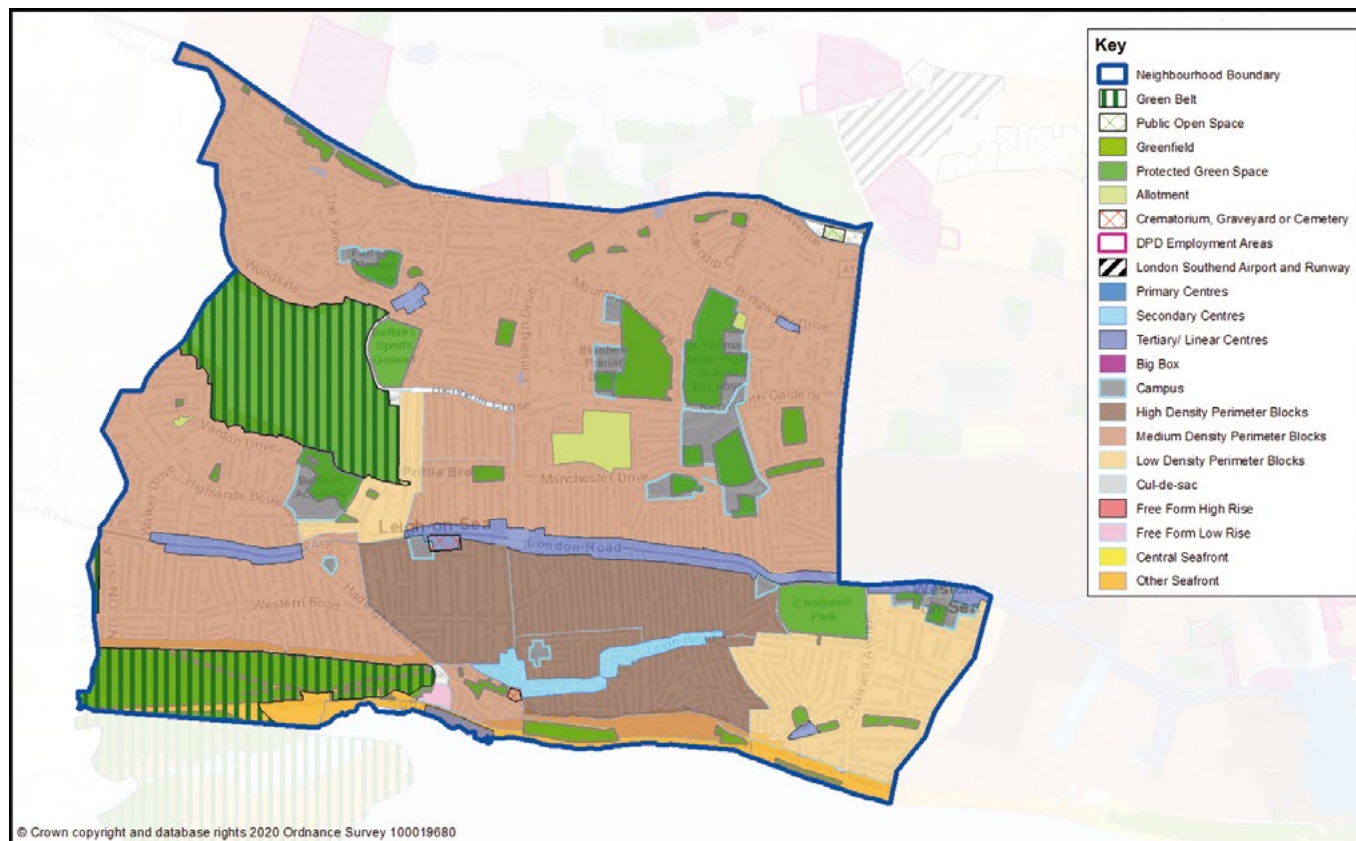


F4: 250dph



F5: 525dph

Map 21: Leigh Urban Forms



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



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



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



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



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



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



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



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

Mapping Feature (Urban Form) **Southend-on-Sea Borough Council – Local Plan: Map 2 Urban Forms Map (opus4.co.uk)**

3.2.42 Leigh (Urban Forms)

Have your say...

Please explain your answers

- a. Are there development typologies (**Figure 17**) that you would like to see come forward in Leigh? Please explain your answer – you may wish to refer to the different urban forms presented in **Map 21** in your response.

3.2.43 Employment

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

3.2.44 Commercial Centres

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

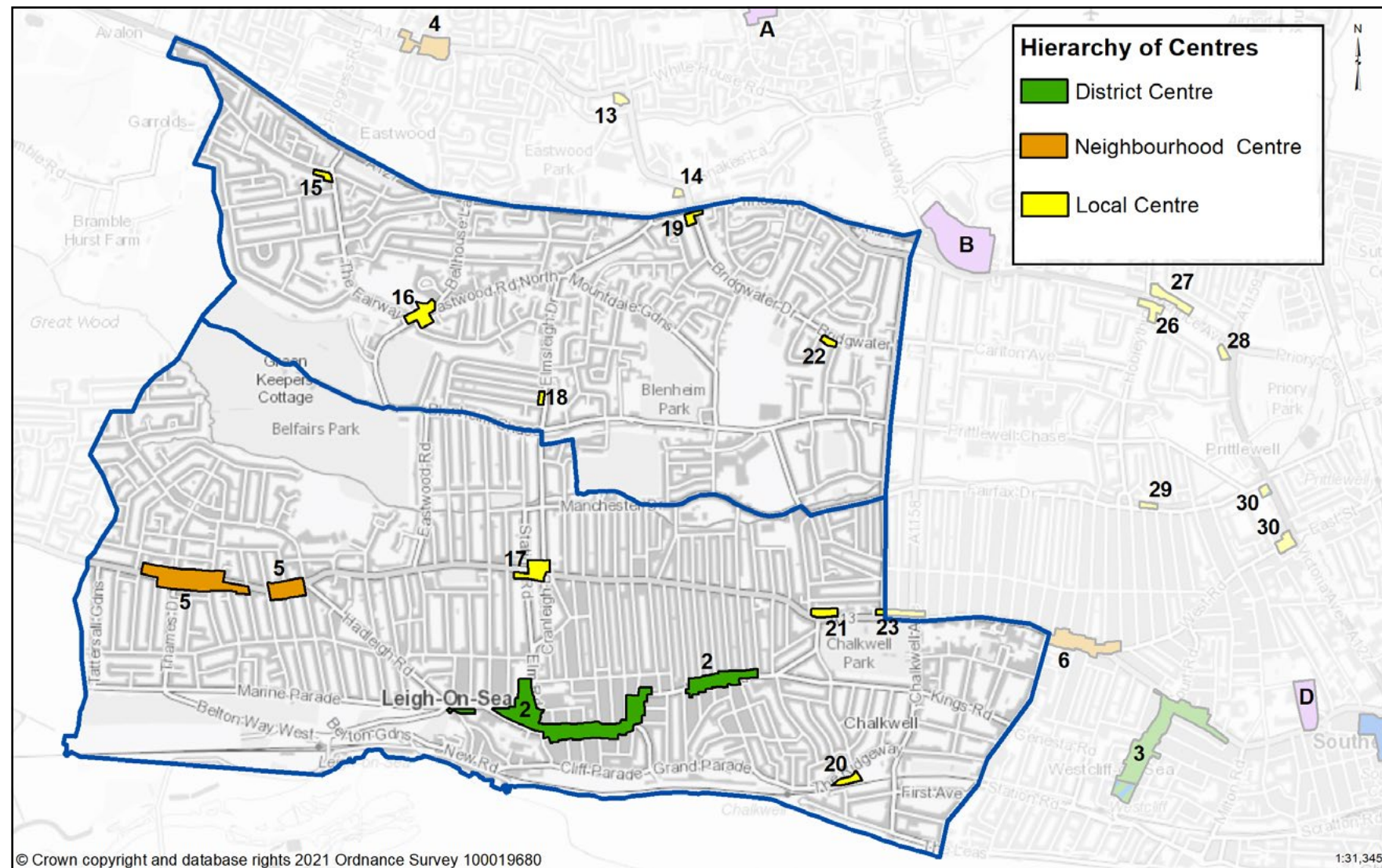
The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those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

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E³) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Leigh contains an important district centre, complemented by other designated shopping areas, mainly focussed along the Broadway, Leigh Road and A13 London Road, with smaller pockets elsewhere within the neighbourhood providing important local provision ([Map 22](#) and [Table 26](#)).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 22](#) and [Table 26](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

3 <https://www.legislation.gov.uk/ukSI/2020/757/made>

Map 22: Leigh Commercial Centres



Mapping Feature (Commercial Centres) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations** (opus4.co.uk)

Table 26: Leigh Commercial Centres

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

3.2.44 Leigh (Commercial Centres)

Have your say...

Please explain your answers

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

3.2.45 Green Space – Leigh

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 27](#) and [Map 23](#) and [24](#).

Existing Open Space

Leigh is well provided with a variety of open spaces, from the wild expanses of Two Tree Island and Leigh Marshes, Belfairs Woods, the formal gardens of Chalkwell Park, Ridgeway Gardens and Leigh Library Gardens, and more informal spaces such as Blenheim Park, Bonchurch Park, Marine Parade and Leigh Cliffs ([Map 23](#) and [Map 24](#)). At the eastern edge of Leigh South, either side of the A13, south of Manchester Drive and north of Leigh Road, a section of Leigh is outside the walking catchment for local open space. The grid pattern of these streets limits potential for new green space, but tree planting and soft landscaping should be prioritised in this location. At the western edge of Leigh there is another area with a gap in provision, but nearby Belfairs Wood and Golf Course is accessible on foot from this area.

The Council's Tree Policy aims to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Tree Canopy cover within Leigh varies from 23.3% in Belfair Ward, the highest in the Borough reflecting the location of Belfairs Woods, 14.4% in West Leigh, 12.7% in Blenheim Ward, 12% in Chalkwell Ward, down to just 9.7% within Leigh Ward. Opportunities will be sought, particularly within Leigh Ward to plant additional street trees where appropriate.

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

Local Green Space

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

Proposed Local Green Space – Belfairs Woods has a unique character within Southend as the only significant expanse of woodland, and has nature conservation value, and educational value through outdoor classrooms. Essex Wildlife Trust also have a visitor centre adjacent to the woods. For these reasons it is proposed to designate it as Local Green Space. This is a way to provide special protection against development for green areas of particular importance to local communities. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community. It is also proposed to designate Leigh Library Gardens as Local Green Space. The gardens were awarded a Green Flag in 2020 and have an active Friends group. This is a valued local green space connected with the public library, and located within a dense urban area, offering tranquillity, access to nature and space to play.

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

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

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

The entire length of the Prittle Brook (from Belfairs Woods to Priory Park) is an important green corridor and waterway for wildlife, and pedestrian and cycle route for recreation and active travel. The Prittle Brook, along with the Victory Path which links the Ridgeway to Crowstone Road are

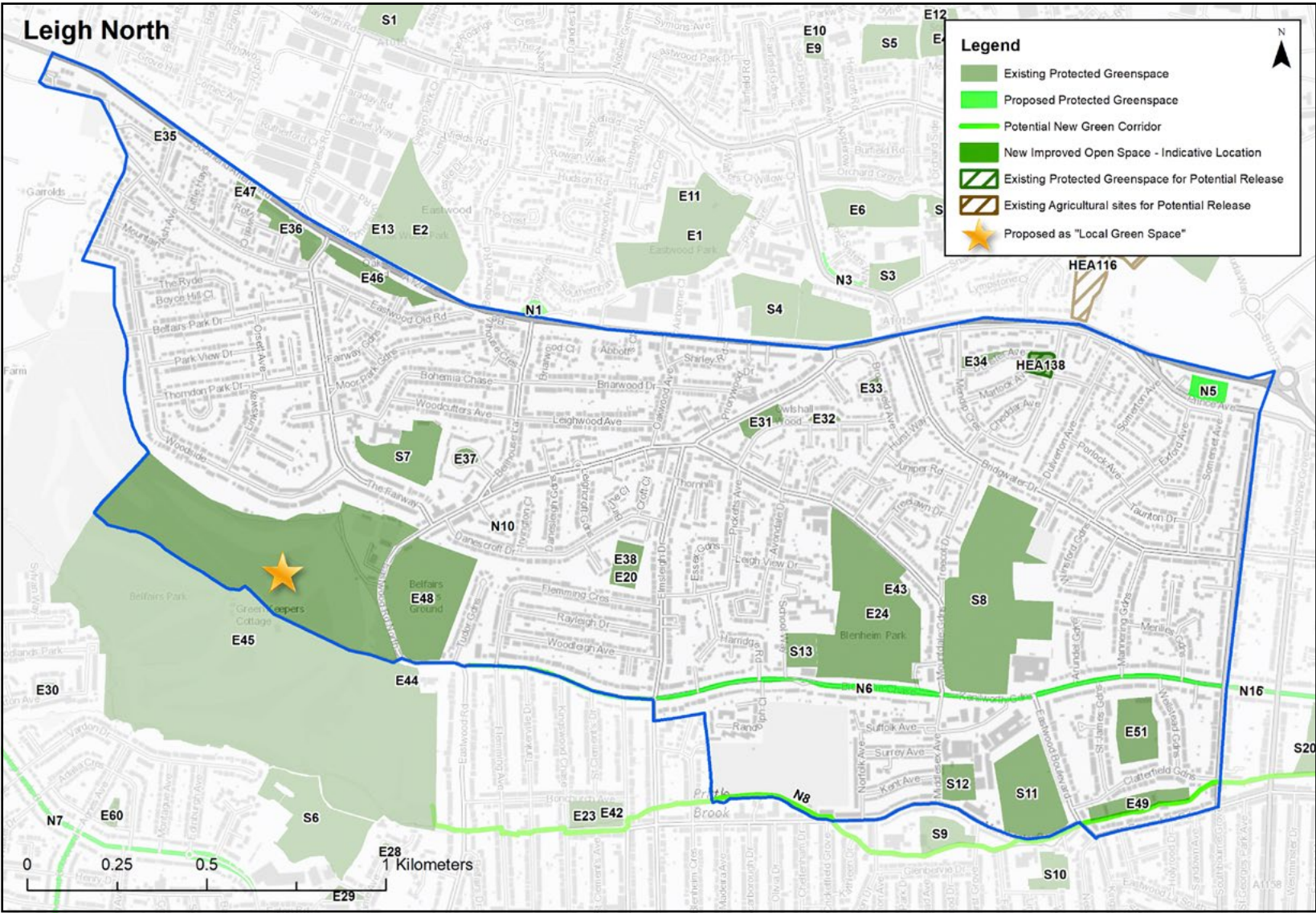
proposed to be designated as Green Corridors, where biodiversity will be protected and enhanced and the route promoted for walking and cycling.

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

Green Space proposed for release

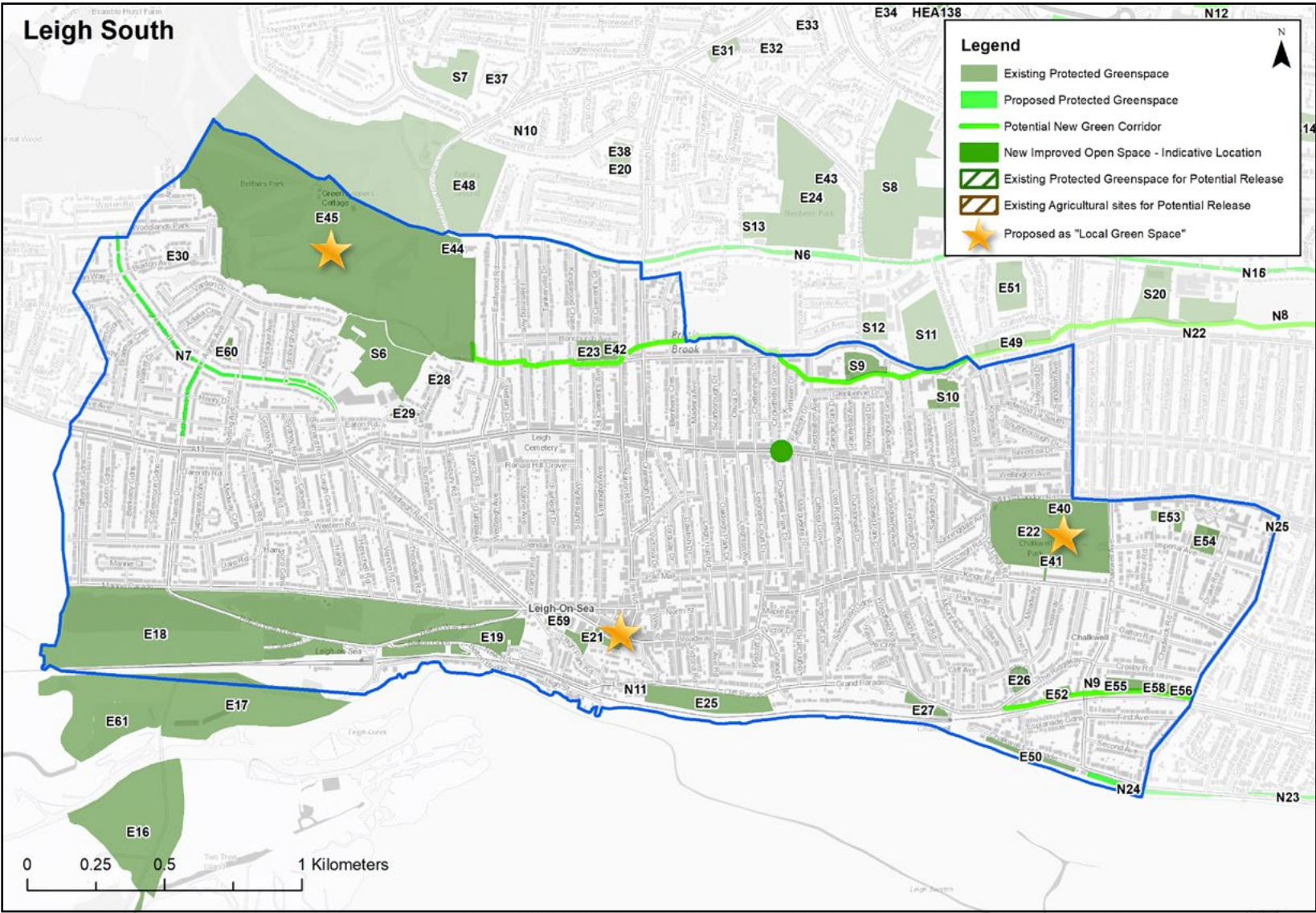
Mendip Crescent is a large area of green space within the centre of residential housing development, bordered to the east by Medlock Avenue, the north by Dunster Avenue and east by Mendip Crescent. The site is Council owned and considered potentially available for future redevelopment (site HEA138).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

Map 23: Protected Green Space in Leigh (north)



Mapping Feature (Green Space) [Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces \(opus4.co.uk\)](#)

Map 24: Protected Open Space in Leigh (south)



Mapping Feature (Green Space) [Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces \(opus4.co.uk\)](#)

Table 27: Leigh – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Nature Reserve		
E16	Two Tree Island	11.869
E17	Leigh Marshes	17.555
E18	Belton Hills Nature Reserve	32.243
Local Park		
E19	Belton Gardens	3.573
E20	Danescroft Gardens	0.874
E21	Leigh Library Gardens	0.820
E22	Chalkwell Park	10.143
E23	Bonchurch Park	0.789
E24	Blenheim Park	9.200
E25	Leigh Cliffs	3.084
Amenity Open Space		
E26	Ridgeway Gardens	0.525
E27	Undercliff Gardens	0.633
E28	Underwood Square	0.155
E29	Fairview Gardens	0.259
E30	Buxton Square	0.117

Site Ref.	Name of Site	Size (Ha)
E31	Owlshall Wood	0.539
E32	Stonehill Road	0.166
E33	Broomfield Avenue	0.170
E34	Dunster Avenue	0.285
E35	Belgrave Road	0.095
E36	Bradfordbury Open Space	0.971
Pocket Park/Playground		
E37	Wood Farm Close	0.251
Playground		
E38	Danescroft Gardens Park Play Area	0.044
Woodland		
E45	Belfairs Woods and Golf Course	67.402
E46	Oakwood	1.242
E47	Woods North of Rothwell Close	0.138
Sports Ground		
E48	Belfairs Sports Ground	6.060
E49	Cavendish Sports Ground	1.150
E50	Chalkwell Esplanade	0.602

Site Ref.	Name of Site	Size (Ha)
E51	Wellstead Gardens	1.910
E52	Westcliff Tennis Club	0.352
E53	Westcliff Lawn Tennis Club	0.567
E54	Imperial Avenue Bowling Green	0.795
E55	Invicta Tennis Club	0.377
E56	Crowstone School Sports Ground	0.199
E57	Leigh Road Baptist Tennis Club	0.238
E58	Crowstone Church Tennis Courts	0.300
E59	Leigh Bows Club – Rectory Grove	0.061
E60	Leigh Tennis Club – Adalia Crescent	0.244
E61	Golf Range – Two Tree Island	2.919
School		
S6	Belfairs High	4.664
S7	Fairways School	2.418
S8	St Thomas More High School	11.325
S9	Darlinghurst School	1.074
S10	Our Lady of Lourdes	0.894
S11	Westcliff Boys	3.916

Site Ref.	Name of Site	Size (Ha)
S12	Westcliff Girls	0.932
S13	Blenheim Primary Playing Fields	0.794
E39	Leigh Library Gardens Play Area	0.029
E40	Chalkwell Park playground (older)	0.203
E41	Chalkwell Park playground (toddler)	0.167
E42	Bonchurch Childrens Play Area	0.280
E43	Blenheim Park Play Area	0.189
E44	Belfairs Park Playground	0.118
Allotments		
A1	Bridgewater Drive	0.499
A2	Manchester Drive	8.725
A3	Marshall Close	0.277
Crematorium, Graveyard or Cemetery		
C1	Leigh	1.174
C2	St Clement's Church	0.327
Release Site		
HEA138	Mendip Crescent	0.393

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

Table 27a: Leigh – Proposed Green Space Allocations

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

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

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

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

3.2.45 Leigh (Green Space)

Have your say...

Please explain your answers

- a. Do you support the proposed new green space designations? When responding please include the site reference ([Table 27a](#)) If not, can you explain why?
- b. Do you agree with the green space sites identified as having the potential to be released for development ([Table 27b](#))? If yes, please explain your answer with reference to Table 27b.
- c. Do you agree that the areas identified as deficient in green space should be promoted for additional tree planting, soft landscaping or children's play space where opportunities arise through new development?
- d. Do you agree with Belfairs Woods and Golf Course, Chalkwell Park and Leigh Library Gardens being proposed as Local Green Space? If not, can you explain why?
- e. Do you propose any other sites should be designated as Local Green Space? If yes, please provide an address and supporting evidence that outlines how the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- f. Do you have any other comments regarding green space in Leigh? If yes, please explain your answer.

3.3 Prittlewell

3.3.1 General Character

Prittlewell forms the gateway to the town centre, with the A127 (Prince Avenue) forming a central spine through the area (**Map 25**). Prittlewell is largely characterised by low and medium density inter-war housing, particularly on key routes, although there are also substantial areas of post and some pre-fabricated housing. There is a key historic element to the neighbourhood, largely focussed around East and West Street and the junction with the busy Victoria Avenue, including St Mary's Church and the historic Prittlewell Priory in Priory Park to the north. Generally, population density is low within the area, although this is skewed by the presence of parks and open spaces, including allotment gardens and open land associated with the airport. Where there are areas of higher density these tend to correlate with key movement corridors and local centres.

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

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

Map 25: Prittlewell Characteristics

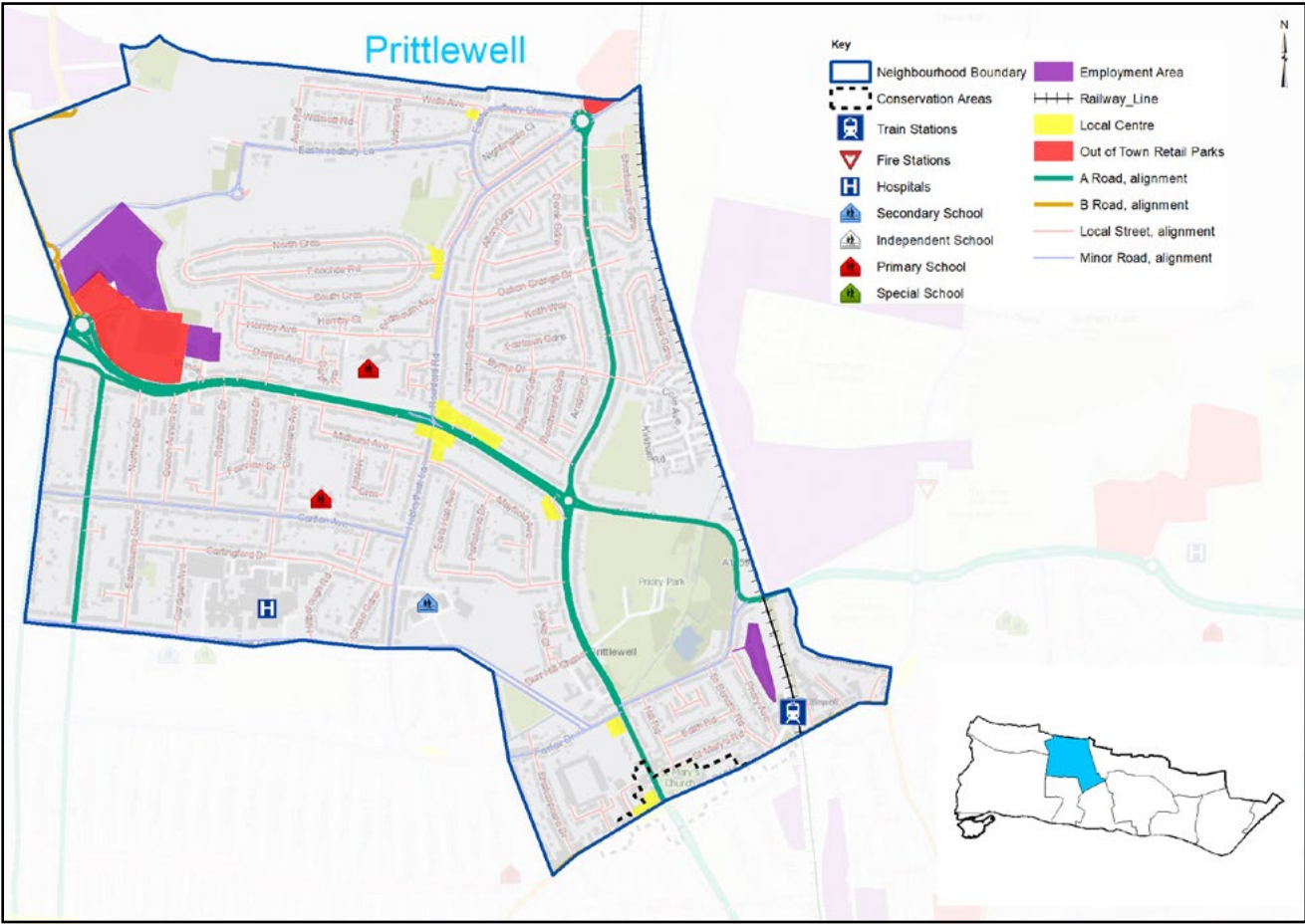
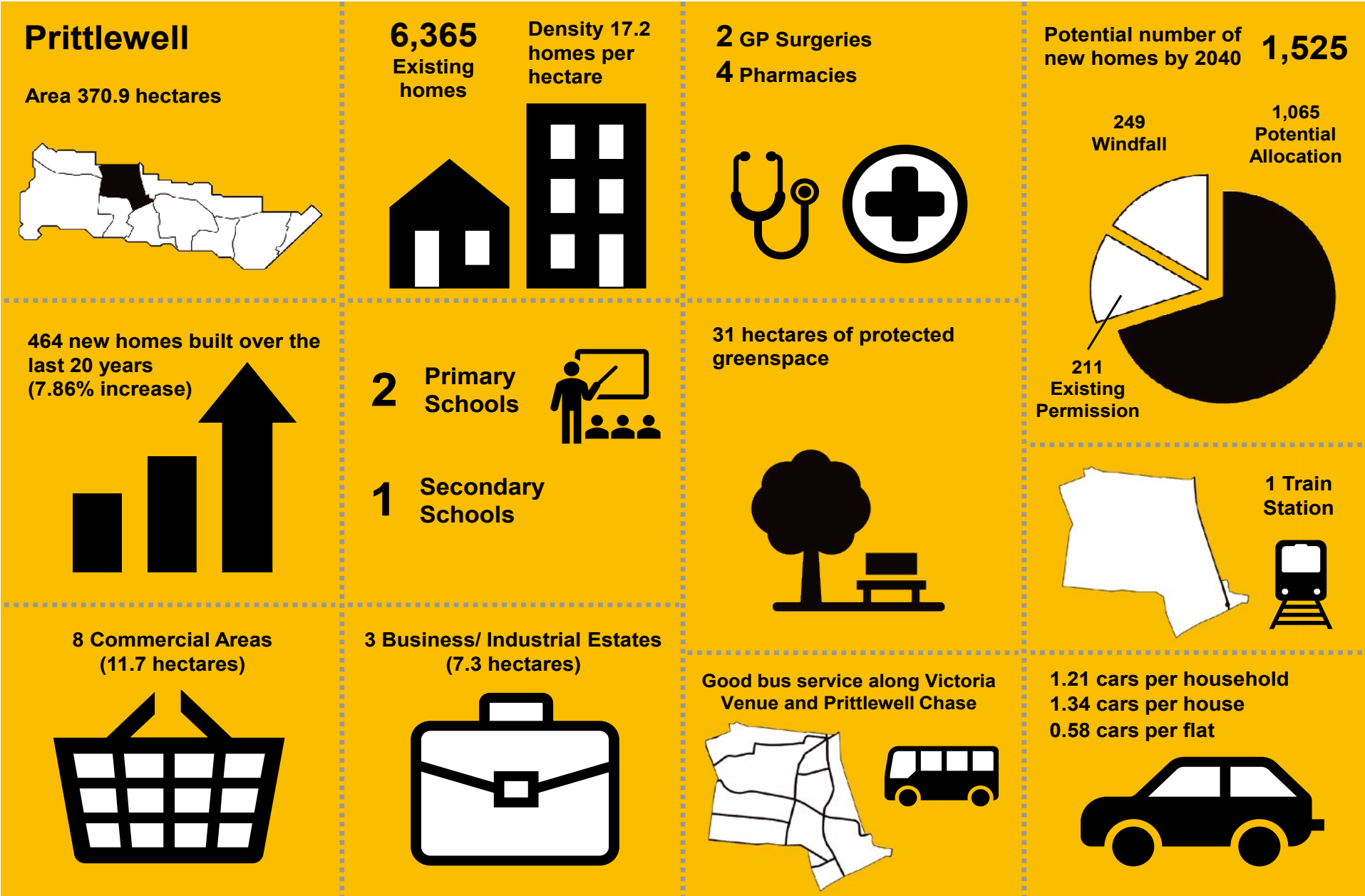


Figure 18: Prittlewell Characteristics

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



3.3.2 Vision – Prittlewell

Where we want to be

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

- Focus residential development along key transport corridors and improve air quality through design and landscaping mitigation and public transport enhancements.
- Victoria Avenue (A127) will continue to play an important role as the main approach to Southend town centre by road, and a new road link from the A127 at the Tesco roundabout to Warners Bridge will improve accessibility to the east of the Borough.
- Support the economic role of London Southend Airport and mitigate impacts on the local environment, including improved surface access for all transport modes to the Airport and railway station.

- Conserve and enhance designated heritage assets including St Mary's Church and Prittlewell Priory Scheduled Ancient Monument and the distinctive character of Prittlewell Conservation Area.
- Enhance parks and open spaces and improve walking and cycling links where feasible, whilst considering potential agricultural land and smallholdings at Eastwoodbury Lane to be released to realise strategic transport and housing ambitions.
- Promote the employment areas at Priory Works and Thanet Grange for retention and renewal. Redevelop Prince Close employment area.

3.3.2 Prittlewell (Vision)

Have your say...

Please explain your answers

- a. Do you agree with our draft vision and priorities for Prittlewell?
If not, let us know what we have missed.

3.3.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Prittlewell. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)¹. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

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

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

3.3.3 Prittlewell (Infrastructure)

Have your say...

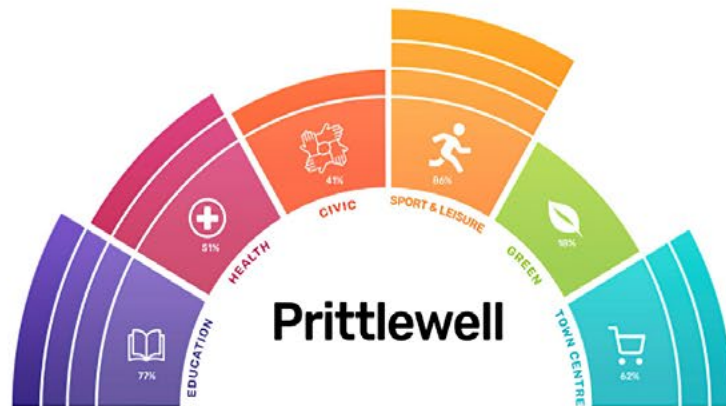
Please explain your answers

- a. Are there any issues with infrastructure provision in Prittlewell? Please explain your answer and let us know what the priorities should be over the next 20 years?

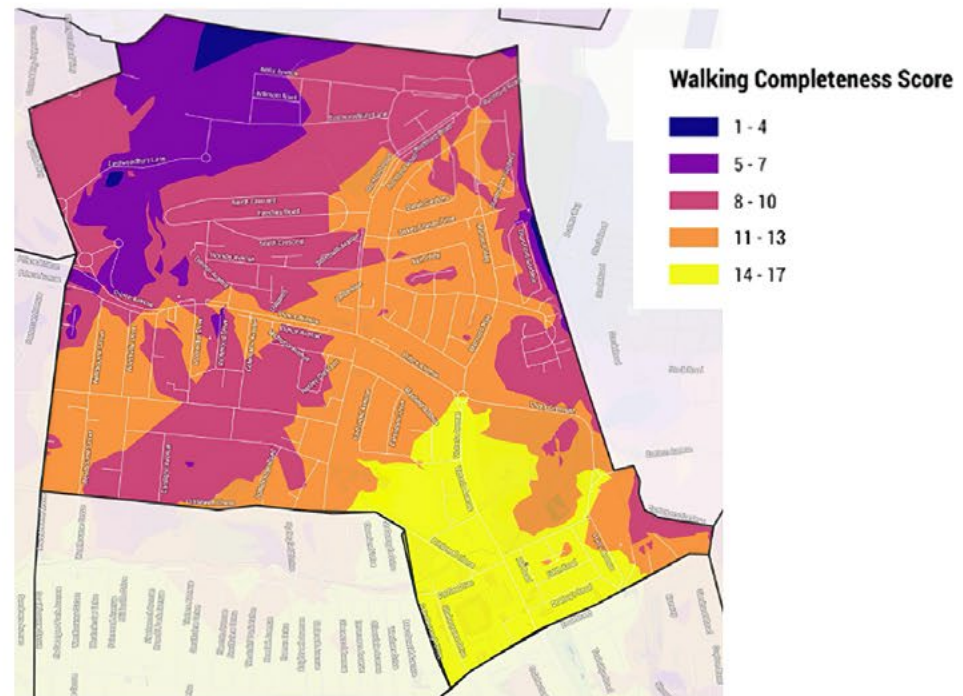
¹ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Prittlewell

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



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



Prittlewell 'Aggregated Completeness Score' = 56%

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

3.3.4 Land Use Proposals – Prittlewell

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

3.3.41 New Homes

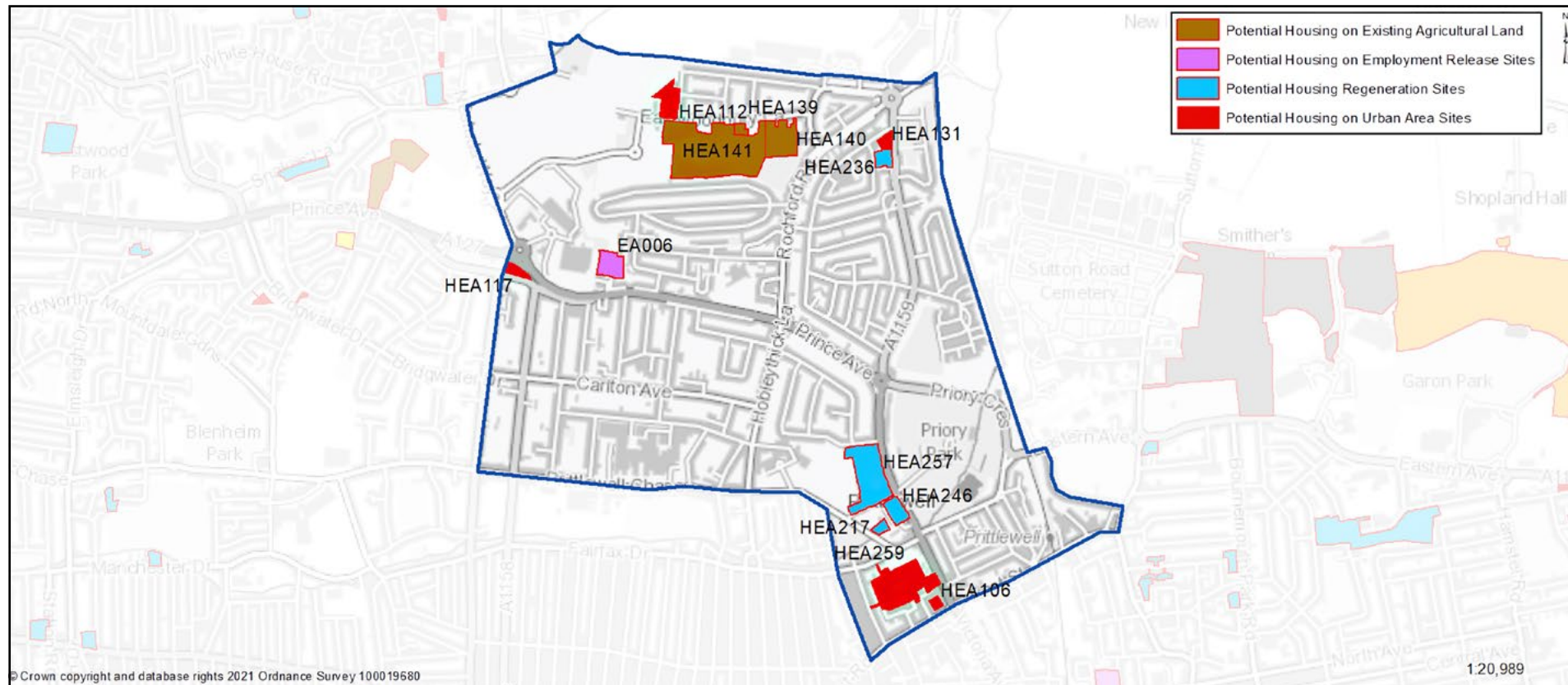
The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 26**. **Table 28** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

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

For more information on each site in **Table 28**, an assessment can be viewed via the Local Plan website: localplan.southend.gov.uk/local-plan-refining-plan-options/appendix-4-site-proformas

Map 26: Potential Residential Sites – Prittlewell



Mapping Feature (Potential Residential Sites) [Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations \(opus4.co.uk\)](#)

Table 28: Potential Residential Sites – Prittlewell

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

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA117	Vacant Land between Prince Avenue and A127	Site includes an area of vacant grassland consisting of two small fields. There is a Cattery immediately to the west, The site is located between the A127 and Prince Avenue (A1158) and there is a large roundabout to the north. The surrounding area is largely residential, with Thanet Grange commercial area to the north/ north east.	This council owned site has been submitted through the Call for Sites process as a site suitable for residential development. This would allow for the provision of a new access and some re-provision of open space to mitigate the scheme and potential noise impacts associated with the adjacent roundabout.	Residential development (subject to site access)	Urban Area General	8	8
HEA131	St Stephen's Church, vicarage and play area, Manners Way	Site located on corner of Alton Gardens and Manners Way, includes a church and adjacent vicarage, as well as a children's playground. There are allotments to the east, and predominantly residential properties to the south and west, largely 2 storey. Southend Airport and the business park are to the north.	The site, (including the church buildings only) could potentially deliver 13 dwellings.	Residential led with potential for playground re-provision	Urban Area General	13	13
HEA259	Roots Hall Stadium	Comprises Southend Roots Hall Stadium, car park and surrounding land. The site is in a mixed area with industrial and residential uses adjacent to the stadium.	The site is located within a suitable area for housing. The site may become available if the football stadium's relocation is confirmed to Fossetts Farm.	Residential Led	Urban Area General	502	502

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA217	Land at Prittlewell Chase, adjacent to Priory House	Part 1 and 2 storey care home. Mix of uses nearby including residential. West of Prittlewell Chase road and North of Prittle Brook.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment.	Residential	Housing Regeneration Sites	28	0
HEA236	Nayland House, 203 Manners Way	Part 1 and 2 storey sheltered housing. In a low residential area fronting the A1159. Allotments to the east with Southend Airport c.300m north.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	43	16

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA246	Stephen McAdden House, 21 Burr Hill Chase	Group of part 1, 2 & 3 storey residential buildings currently in use as sheltered accommodation. Adjacent to Priory Park, residential uses, and care home.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	115	49
HEA257	Cecil Court	2 & 3 storey properties accessed via Burr Hill Chase and a 12 storey tower block. Site adjacent to Southend High School for Boys with surrounding residential uses and Priory Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	287	109

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA139	Land to the South of Eastwoodbury Lane (East)	Greenfield small holdings adjacent to residential dwellings to the east, south of Eastwoodbury Lane. Further open space/ agricultural land to the south / west. The immediate surrounding area is primarily residential. It is close to the Southend Airport Runway, to the north.	Potential for residential development. Consideration of existing green space and small holdings will need to be considered if the site comes forward. It is likely this site should be considered alongside HEA140 & HEA141.	Residential Development	Agricultural Land/ Green Space	10	10
HEA140	Land to the South of Eastwoodbury Lane (West)	Greenfield small holdings adjacent to residential dwellings to the east, south of Eastwoodbury Lane. Further open space/ agricultural land to the south / west. The immediate surrounding area is primarily residential. It is close to the Southend Airport Runway, to the north.	Potential for a number of different uses, including residential, new transport access, and improvements to remaining green space. Consideration of existing green space and small holdings required if the site comes forward. It is likely this site should be considered alongside HEA139 & HEA141.	Potential for a number of different uses, including residential, new transport access, and green space.	Agricultural Land/ Green Space	81	81
HEA141	Land to the South of Eastwoodbury Lane	Greenfield site located on agricultural land south of Eastwoodbury Lane adjacent to residential properties. To the east is open space / agricultural land. To west is St Laurence Park. Close to Southend Airport Runway to the north.	Potential for a number of different uses, including residential, new transport access, and improvements to remaining green space. If new transport access is provided a portion St Laurence Park will need to be re-positioned. Consideration of existing green space and agricultural land required if the site comes forward. It is likely this site should be considered alongside HEA139 & HEA140.	Potential for a number of different uses including: new school, new transport access, residential development.	Agricultural Land/ Green Space	180	180
HEA260	Aldi Store, Eastern Avenue	Aldi supermarket with car parking. Site adjacent to sewage works, car wash, and a waste collection depot. The railway line is west with industrial uses North.	The site is not suitable for housing development given its designation for employment uses and adjacent uses that affect amenity. The site remains suitable for employment redevelopment.	Mixed Use	Urban Area General	Not Suitable	Not Suitable

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
EA006	Prince Close	Existing employment site. Mixed industrial estate north of the A127 adjacent to a Tesco Extra and residential uses. The continued employment use at this site has been severely reduced by recent permissions for residential development. Once the permissions are implemented the site will lose most of its employment footprint and this combined with its context and restricted access do not make it attractive for employment investment.	The site offers the potential for residential development.	Residential Led	Employment Release Site	39	39
Planning permission 5 units or more							0
Planning permission 4 units or less							7
Being Implemented							204
Windfall							249
Total							1,525

3.3.41 Prittlewell (Residential)

Have your say...

Please explain your answers

- a. Do you agree with the proposed housing sites for Prittlewell? Please reference the site you are referring to (**Table 28**), e.g. HEA106 Industrial uses between Roots Hall Avenue and Victoria Avenue. You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 19: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Prittlewell? If yes, please explain your answer.

3.3.42 Urban Form and Development Typologies

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

Map 27 shows the Urban Forms of Prittlewell neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

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

Figure 19 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Prittlewell and within the different Urbans Forms as shown in **Map 27**. For instance you may believe the 'Big Box' areas (that aren't designated for other non-residential uses) within **Map 27** should accommodate the highest density development, such as flats typology F4 and F5, within **Figure 19**.

Figure 19: Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

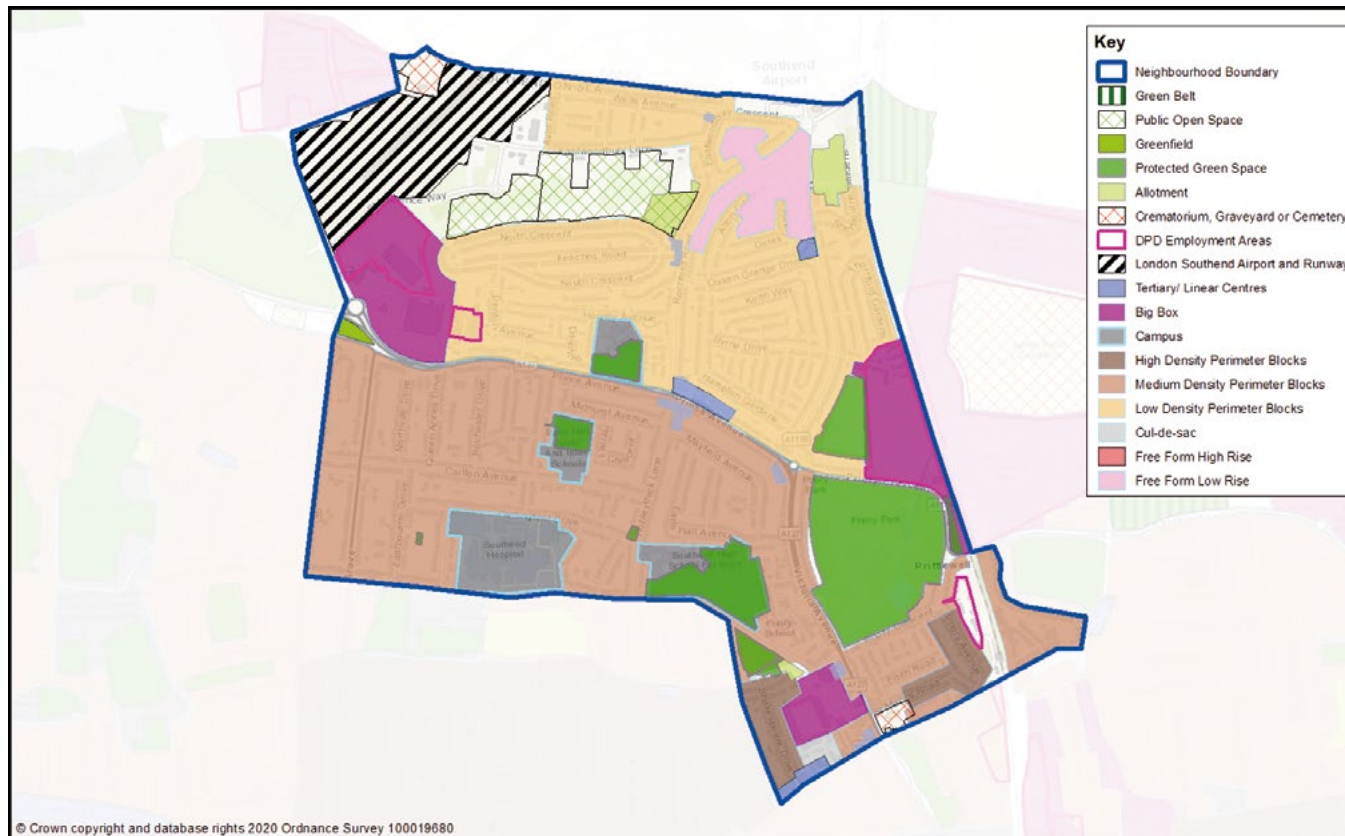


F4: 250dph



F5: 525dph

Map 27: Prittlewell Urban Forms



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



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



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



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



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



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



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

3.3.42 Prittlewell (Urban Forms)

Have your say...

Please explain your answers

- a. Are there development typologies (**Figure 19**) that you would like to see come forward in Prittlewell? Please explain your answer - you may wish to refer to the different urban forms presented in **Map 27** in your response.

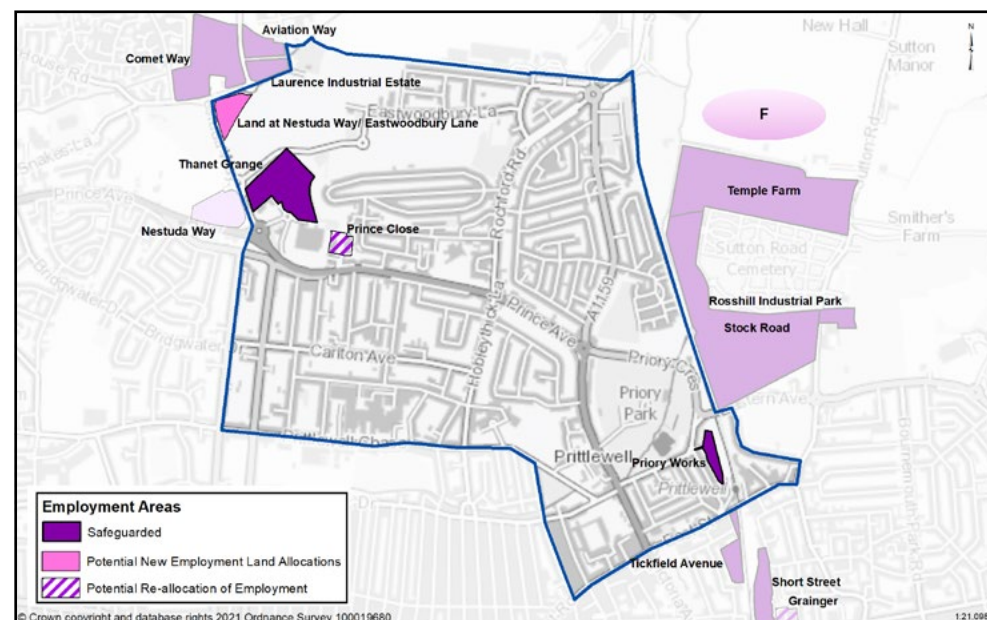
3.3.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. **Table 29** and **Map 28** set out the Employment Areas in Prittlewell, where existing areas are proposed for retention, areas proposed for re-allocation, and additional areas proposed.

Table 29: Land Use Proposals in Prittlewell – Employment Land

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

Map 28: Proposed Employment Designations – Prittlewell



Mapping Feature (Employment) [Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations \(opus4.co.uk\)](#)

3.3.43 Prittlewell (Employment)

Have your say...

Please explain your answers

- Do you agree with the proposed employment site for Prittlewell? Please name the employment site you are referring to in your response.
- Do you have any other comments on employment land provision in Prittlewell? If yes, please explain your answer.

3.3.44 Commercial Centres

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

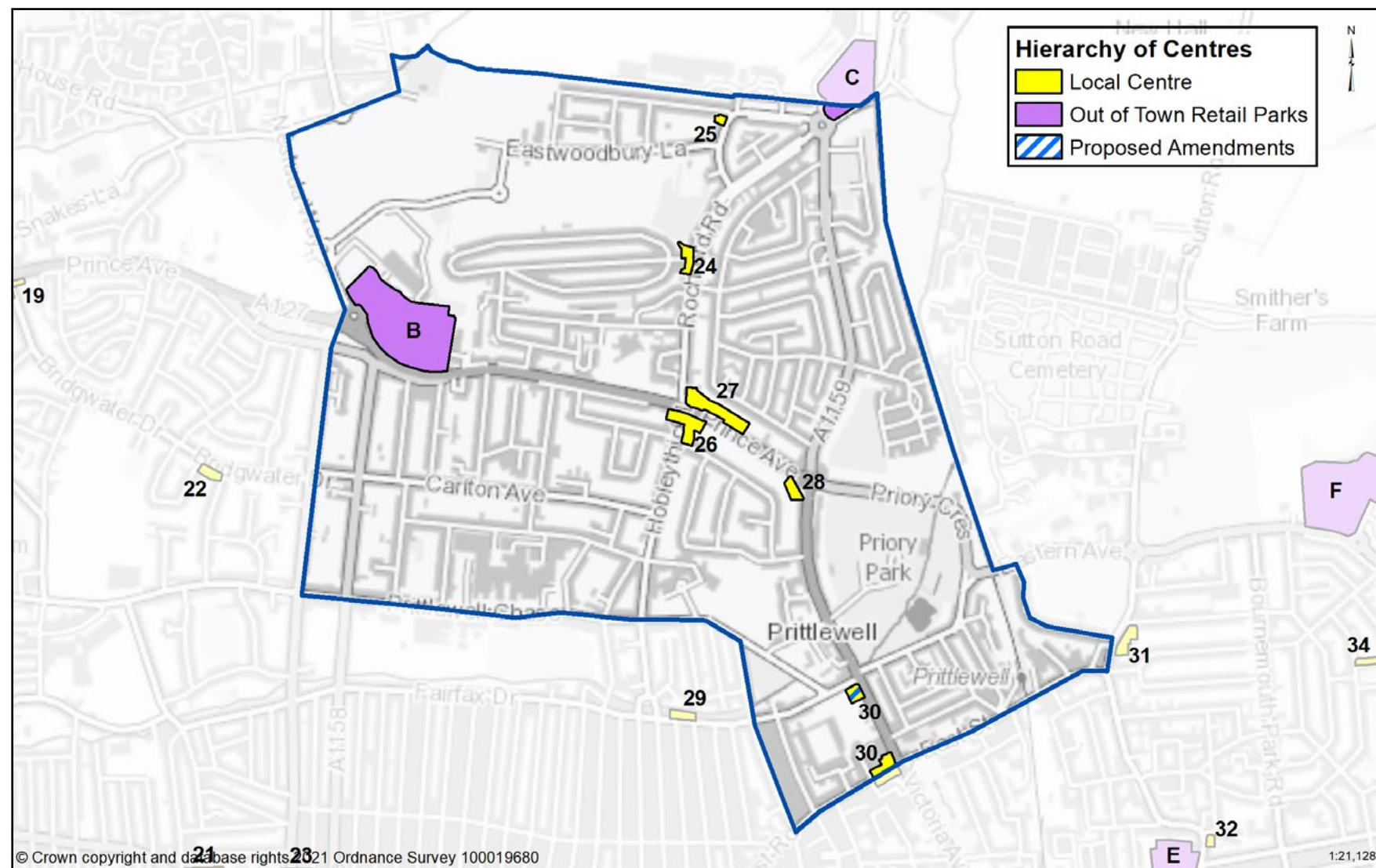
The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those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

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E²) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Prittlewell are shown in **Map 29** and **Table 30**.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 29** and **Table 30** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

² <https://www.legislation.gov.uk/ukxi/2020/757/made>

Map 29: Pritlewell Commercial Centres



Mapping feature (Centres) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations (opus4.co.uk)**

Table 30: Prittlewell Commercial Centres

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

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

3.3.44 Prittlewell (Commercial Centres)

Have your say...

Please explain your answers

- Should we seek to define 'Commercial Areas' as set out in **Table 30** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development changes to residential – if so what frontages?
- Do you agree with the proposed amendments as set out on **Map 29**?
- Are there any other areas within the Prittlewell Neighbourhood area that we haven't identified that should be promoted for commercial activities? If yes, please explain your answer and tell us where.

3.3.45 Green Space – Prittlewell

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in **Table 31** and **Map 30**.

Existing Green Space

The main recreation resource for residents in Prittlewell are the two local parks at Priory Park and St Lawrence Park. The area also contains allotments and community growing space at Growing Together, and a number of playgrounds and smaller amenity open spaces. St Mary's Churchyard also performs a role as green space within this urban area, providing a green link connecting Priory Park and Churchill Gardens. The residential area to the south west of Prittlewell is less provided for in terms of public open space, but the southern edge does benefit from the wide grassed boulevard of Prittlewell Chase which contains many mature trees. Tree canopy cover in the neighbourhood ranges from 10% of the ward in Prittlewell to 14.4% in St Laurence ward. This is set within

the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

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

Proposed Local Green Space – Priory Park was gifted to the people of the town in 1917 by RA Jones. It contains the medieval Prittlewell Priory, now in use as a Museum, the Priory walled gardens, visitor centre, café,

tennis and basketball courts, table tennis and chess, football pitches, children's playground, fishing lake and areas of natural wetland. The park is of importance for heritage, nature conservation, sports and recreation, and as a green lung in a busy urban area close to an Air Quality Management Area and dual carriageway. It therefore holds special importance for local people and is proposed as a Local Green Space. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community.

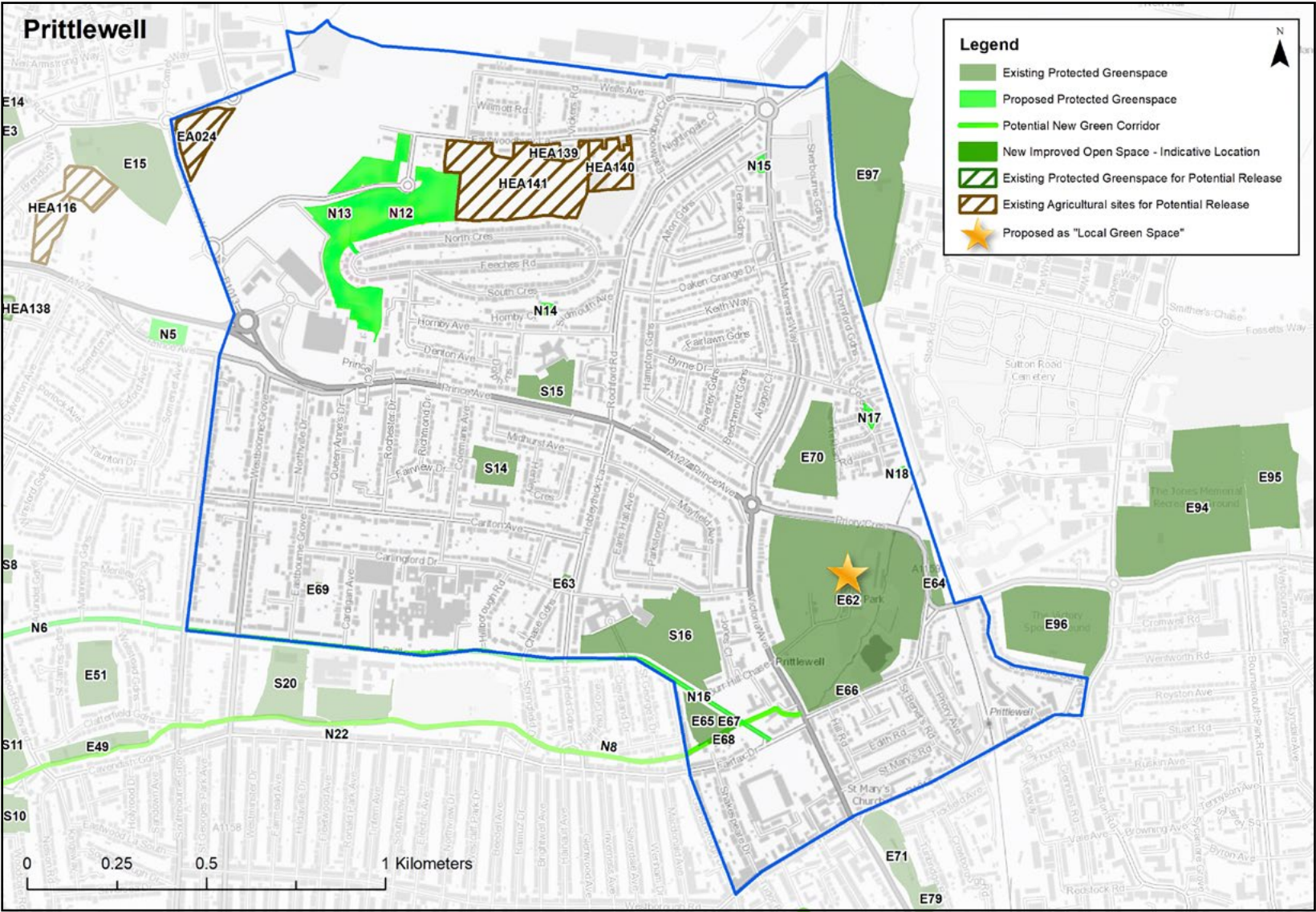
Proposed new green space

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

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

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

Map 30: Green Space – Prittlewell



Mapping Feature (Green Space) [Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces \(opus4.co.uk\)](#)

Table 31: Prittlewell – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E62	Priory Park	17.545
Amenity Open Space		
E63	Hobleythick Lane Open Space	0.108
E64	Prittlewell Prince Burial Ground – Priory Crescent	0.416
E65	Gainsborough Park	0.827
Playground		
E66	Priory Park Children's Play Area	0.478
E67	Gainsborough Park Playground	0.189
Community Growing Site		
E68	Growing Together Trust	0.234
Sports Ground		
E69	Eastbourne Grove Tennis Court	0.057
E70	Ecko Sports Ground East of Manners Way	3.124

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

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

Table 31a: Prittlewell – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)	Site Ref.	Name of Site	Size (Ha)
Neighbourhood Park			Pocket Park		
N12	St Laurence Park	8.228	N17	Ecko Park North	0.146
Playground			N18	Ecko Park South	0.119
N13	St Laurence Park Childrens Play Area	0.182	Green Corridor		
N14	Sidmouth Avenue Playground	0.148	N8	Prittle Brook	4,225m
N15	Manners Way Playground	0.131			
Linear Green Space					
N16	Prittlewell Chase	1.735			

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

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

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/ Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA140	Land to south of Eastwoodbury Lane	1.625	Smallholdings/ green space	High grade agricultural land, no public access.	N	81	Land is in public ownership and underutilised, with potential for residential development.
HEA141	Land to south of Eastwoodbury Lane	7.17	Smallholdings/ green space	Approximately 50% of site is high grade agricultural land and rest smallholdings, no public access.	N	180	Land is in public ownership and underutilised, with potential for residential development.

3.3.45 Prittlewell (Green Space)

Have your say...

Please explain your answers

- Do you support the proposed new green space designations? When responding please include the site reference ([Table 31](#)). If not can you explain why?
- Do you agree with the green space sites / agricultural land identified as having the potential to be released for development ([Table 31b](#))? If yes, please explain your answer with reference to relevant site/s in [Table 31b](#).
- Do you agree with Priory Park being proposed as Local Green Space? If not, can you explain why?
- Do you propose any other sites should be designated as Local Green Space? If yes, please provide an address and supporting evidence that outlines how the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- Do you have any other comments regarding green space in Prittlewell? If yes, please explain your answer.

3.4 Southend Central

3.4.1 General Character

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

Southend Central (**Map 31, Figure 21**) comprises the town centre and central seafront and is characterised by four distinct quarters, alongside surrounding residential areas, namely:

- Town Centre – a sub-regional retail centre, dominated by comparison shopping including two retail malls at the northern and southern ends of the pedestrianised High Street. The area also includes high rise residential tower blocks and parades of shops, some with residential accommodation above. The Forum accommodates the public library and art gallery that is next to part of the University of Essex and South Essex College campuses. The town centre is the principal public transport hub for the Borough and includes two railway stations (Central and Victoria) and the bus station/travel centre interchange. The Kenway/Short Street area to the north of the High Street includes elements of employment land, as well as a range of residential

development including the Queensway flatted developments and some more suburban type terraced housing. The Warrior Square Conservation Area to the east of the High Street is a residential community set around tree-lined open space.

- Milton and Clifftown – these areas mark the early expansion of Southend’s residential neighbourhoods and form an historic core with some particularly attractive planned streets and spaces, including the Prittlewell Square and Westcliff/Clifftown Parade Gardens. Much of the area is designated as a Conservation Area (Clifftown and Milton Conservation Areas).
- Civic Quarter – a grouping of a number of bulky post-war civic buildings, including the Civic Centre, Police Station, Courts, Art Gallery and Museum on the eastern side of Victoria Avenue. The opposite side of Victoria Avenue has now seen the conversion of a number of obsolete large office blocks into residential use, some with active commercial uses at ground floor. This area also includes the sunken gardens of Churchill Gardens providing a tranquil green setting to the north of the Civic Quarter, and part of the Prittlewell Conservation Area.
- Central Seafront – includes an extensive range of leisure and tourism functions focussed along Western Esplanade and Marine Parade including the historic Pier, Kursaal and Adventure Island. The City Beach (Phase 1) scheme has revitalised a key part of the central seafront, with key enhancements made to the public realm. Economic impact assessments show that the tourism and leisure facilities attract over 7 million day visitors¹ and a quarter of a million staying visitors to the area each year. The cliffs along Western Esplanade

provide a green backdrop to the seafront with the Cliffs Pavilion, a major regional theatre, situated at its western end. To the east of the neighbourhood is the post-war Kursaal estate comprising terraced housing and flats, and the Grade II listed Kursaal building (part of the Kursaal Conservation Area) with Eastern Esplanade also providing a focus for leisure and tourism, as well as being home to the Eastern Esplanade Conservation Area.

There are a number of major issues and challenges facing the town centre and central seafront area over the coming years. These include the significant decline in the High Street’s traditional comparison goods retail function in the face of increasing on-line shopping competition and the need to regenerate the area, building on its significant tourism, cultural and leisure potential. However, the Southend Retail Study² highlighted the potential demand for additional convenience retailing in the town centre and the growth potential of the food and drink sector. The Better Queensway project is seeking to regenerate the area to the north east of the High Street as a residential led community project which will be better integrated with the town centre.

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

¹ Covid-19 would have impacted this most recently

² Southend Retail and Leisure Study 2018 – Peter Brett Associates

Map 31: Southend Central Characteristics

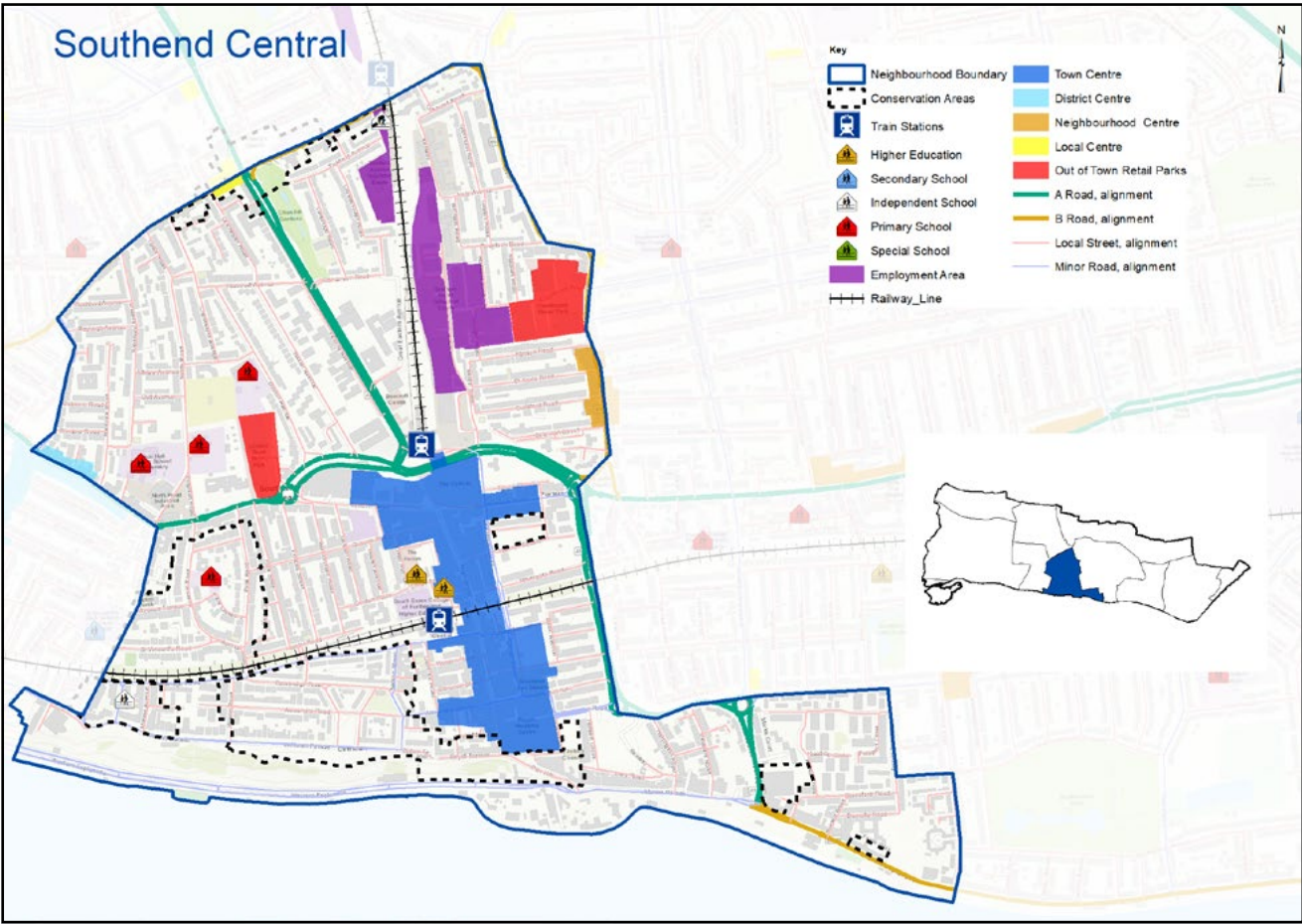
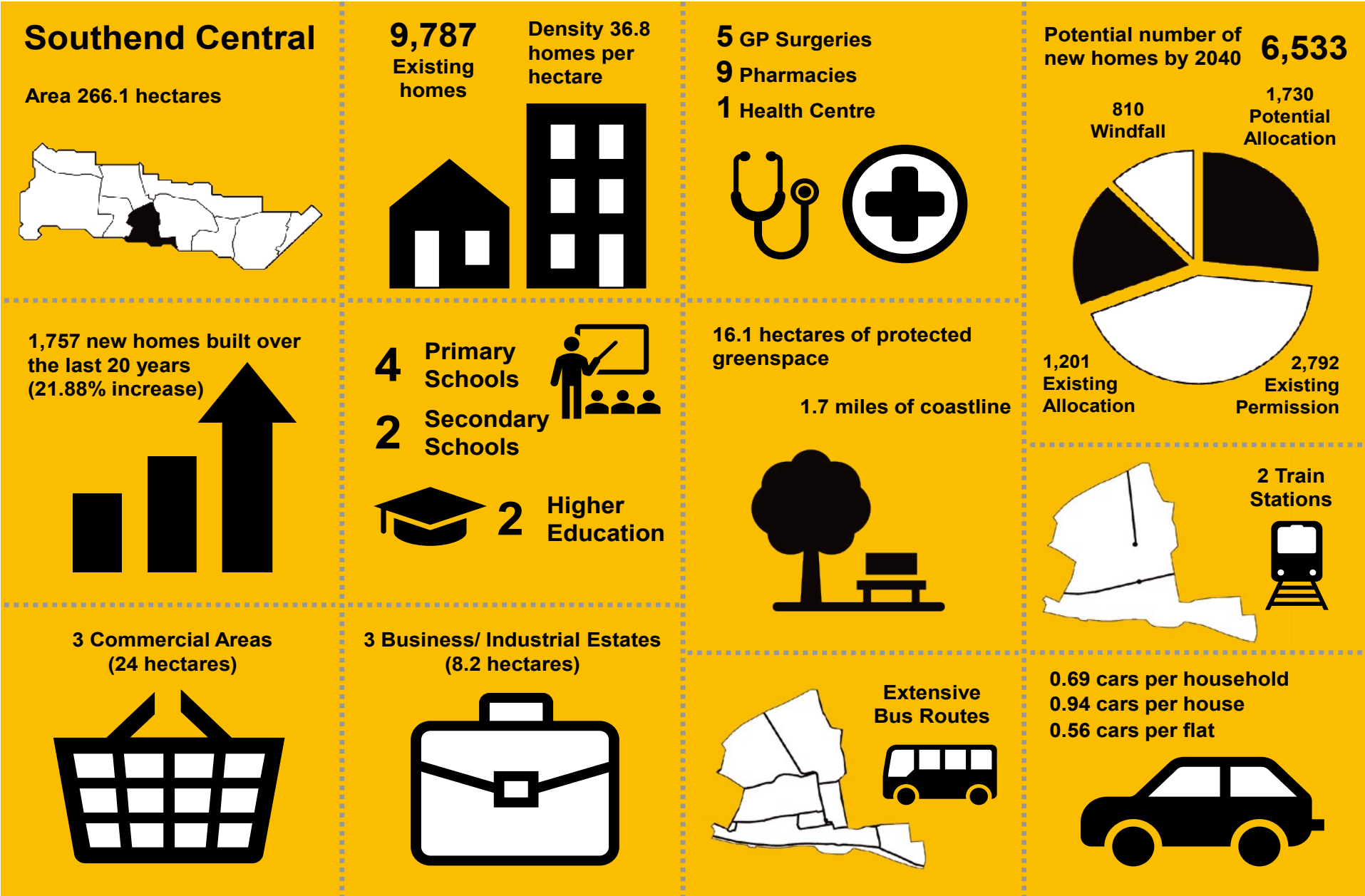


Figure 21: Southend Central Characteristics

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



3.4.2 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Southend Central. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)³. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

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

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

3.4.2 Southend Central (Infrastructure)

Have your say...

Please explain your answers

- a. Are there any issues with infrastructure provision in Southend Central? Please explain your answer and let us know what the priorities should be over the next 20 years.

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

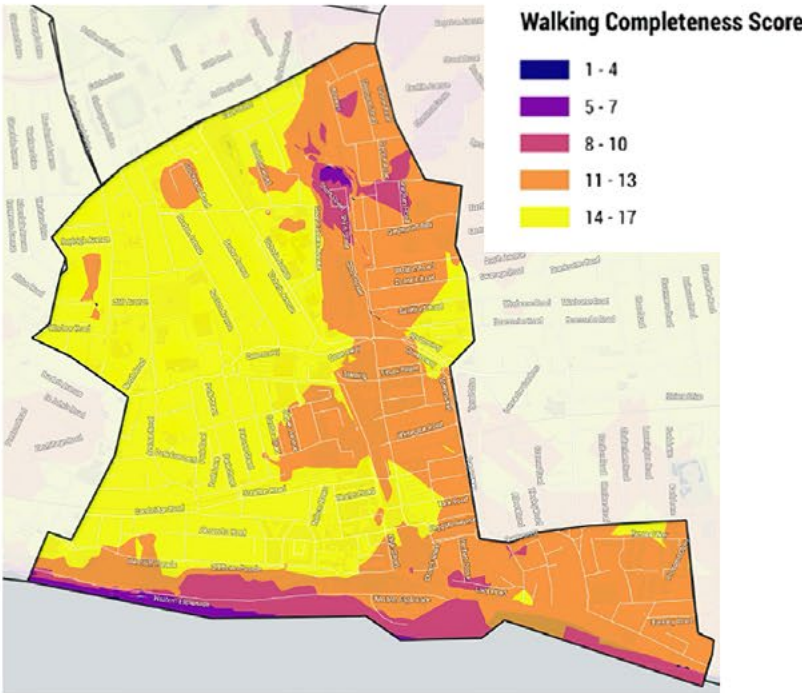
³ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Southend Central



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

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



Southend Central 'Aggregated Completeness Score' = 68%

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

3.4.3 Planned Changes: Land Use Proposals

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

3.3.41 New Homes

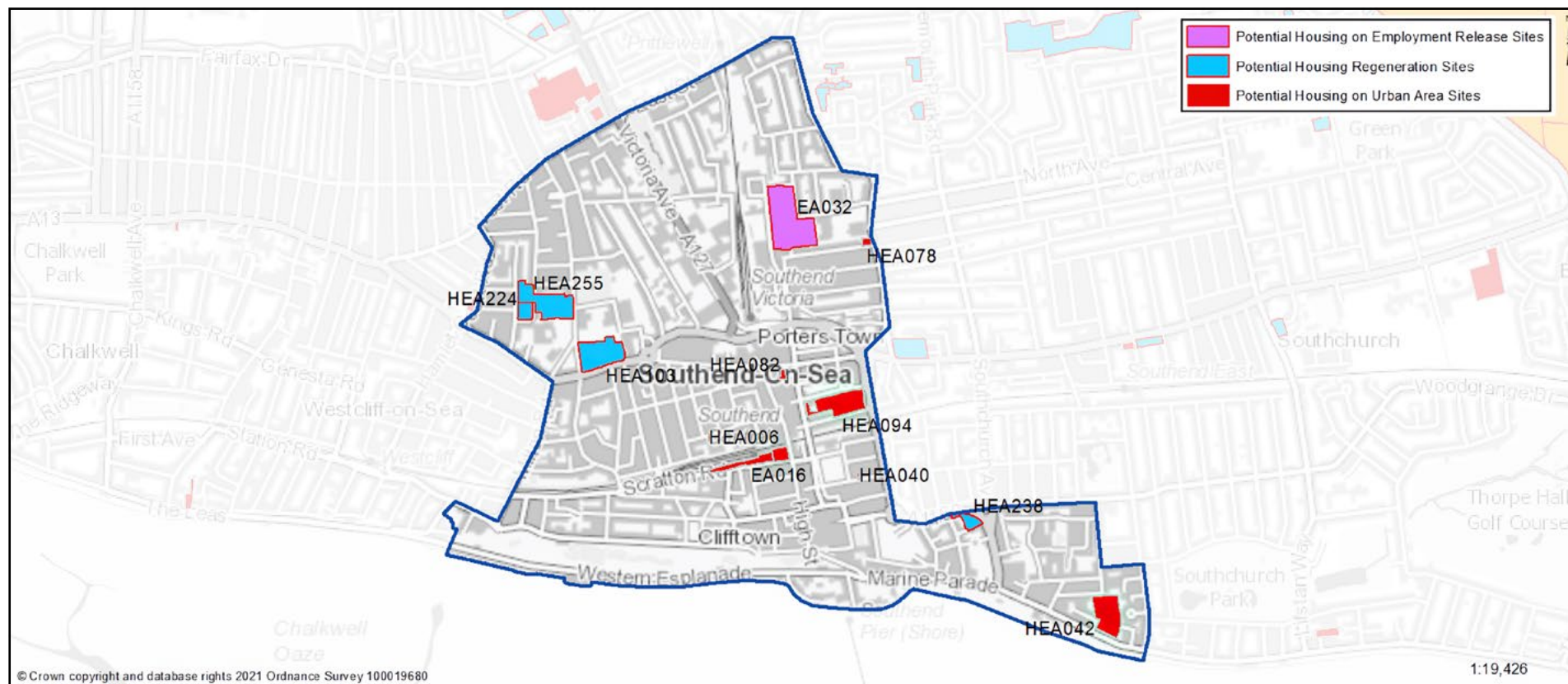
The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

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

For more information on each site in **Table 32**, an assessment can be viewed via the Local Plan website: localplan.southend.gov.uk/local-plan-refining-plan-options/appendix-4-site-proformas

Map 32: Potential Residential Sites – Southend Central (excluding those with planning permission)

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



Mapping Feature (Potential Residential Sites) [Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations \(opus4.co.uk\)](#)

Table 32: Residential Sites – Southend Central

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

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA078	Styles Properties, 165 Sutton Rd	The site is located on the western side of Sutton Road, at the junction with Maldon Road. It was previously occupied by a single storey industrial building, and is stepped, taking into account of the changing levels on Maldon Road. Site is now vacant. There is a varied street scene in this location with a mixture of both residential and commercial uses.	Potential for a residential-led, mixed-use scheme with retention of some commercial use at ground floor on Sutton Road.	Residential led development	Urban Area General	7	7
HEA082	Commercial Premises, 4 Southchurch Road	This site includes a 3-storey building located to the rear of Southchurch Road, overlooking a service deeping adjacent to the main High Street and Victoria Shopping Centre. The building includes commercial frontage, the middle floor and upper floor are in use as offices. There is an expired permission on the site for a part 4/ part 5 storey building comprising 24 flats with a restaurant at ground floor.	Residential led scheme with commercial ground floor.	Residential led development	Urban Area General	24	24

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA094	Land at Warrior Square	The site currently includes surface parking areas, skate park and a central grassed area. The site was previously occupied by an indoor swimming pool. The proposed site does not include a 2-storey building in use as offices in the north west corner. A terrace of Victorian 2-storey dwellings sits directly adjacent the site to the south west of site. Warrior Square open space and more terraced housing is located to the north (designated Conservation Area) and further terraced dwellings to south. Part of the site is occupied by a skate park.	Likely to be suitable for a residential-led mixed-use scheme. Any redevelopment would need to consider the recently installed skate park.	Residential led development that may include re-provision of public parking, linked to additional parking provision at Tylers Avenue (see Table 30)	Urban Area General	300	300
HEA122	Warrior House, 42 – 82 Southchurch Road	Located to south side of Southchurch Road and to the west of Warrior Square East. Contains a three storey commercial building. Surrounded by predominantly 2/3 storey buildings, with commercial ground floor, some with residential above. Queensway dual carriageway is to the east, Warrior Square Conservation Area is to the south, the town centre is to the west, the Better Queensway site is to the north.	Conversion of upper floors to residential use.	Residential Led	Urban Area General	15	15

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA103	Nazareth House, 111 London Rd	Located on the north side of the London Road, the former care home and associated accommodation, surrounded by garden/ amenity space, with a tall brick wall running around the edge of the site. The area to the south of London Road is predominantly two storeys, commercial ground floor, with Milton Conservation Area further to the south. To the north the area includes two schools and tower blocks/ residential streets beyond. A new flatted residential scheme lies to the west.	Residential development that maintains a good level of garden/ amenity space.	Residential Led	Housing Regeneration Sites	150	80
HEA224	Buckingham House, Salisbury Avenue	Part 1 and 2 storey building currently occupied as sheltered housing. Located in a residential area adjacent to residential tower blocks and a community centre.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	68	40

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA238	Norman Harris House, 450 Queensway	Part 4 and 3 storey building currently in use as sheltered accommodation. In a prominent location fronting the A1160 onto a roundabout. Green space to the rear with car parking to the west.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	63	35
HEA255	Blackdown, Brecon & Grampian	Residential estate comprising three 16 storey towers, a community centre, garages and landscaped area. Surrounded by generally low-rise residential area with site adjacent to a primary school.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	309	78

3.4 Southend Central

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
EA016	Central Station, Clifftown Road	The railway line is to the north of the site, college/university buildings beyond this. The High Street lies to the east, with commercial and residential uses to the south. The Site includes a range of uses including parking and a commercial garage. The Southend Central Station is locally listed and presently has a low quality forecourt. Was previously allocated in the Borough Local Plan (1994) but has not come forward.	Redevelopment could bring about associated public realm enhancements, improving setting of station and access to it. The site could be appropriate for office use or alternatively, comprehensive regeneration to include the station and residential uses could be considered.	Residential Led	Urban Area General	200	200
EA032	Grainger Close Employment Area	The site is currently protected as an Industrial estate but has been identified for potential release. Surrounding uses are a mix of residential and other commercial buildings. Grainger Road cuts through the site.					
Accepted HELAA sites without Planning Permission Total							1,730
SCAAP existing allocations (without permission) see Table 16 and Map 10 in Part 2.5: Town Centre and Central Seafront	HEA061, HEA085, HEA095, HEA097, HEA098, HEA099, HEA101, HEA102, HEA107, HEA154, HEA252,						1,201

3.4 Southend Central

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
Planning permission 5 units or more	HEA001, HEA005, HEA009, HEA020, HEA031, HEA037, HEA045, HEA047, HEA054, HEA060, HEA072, HEA074, HEA096, HEA125, HEA156, 18/00485/FUL, 18/01541/FUL, 18/01142/FUL, 18/02151/FULM, 19/01591/FUL, 18/01616/PA3COU					2,261	
Planning permission 4 units or less						41	
Being Implemented						490	
Windfall						810	
Total						6,533	

3.4.31 Southend Central (Housing)

Have your say...

Please explain your answers

- a. Do you agree with the proposed housing sites for Southend Central? Please reference the site you are referring to (**Table 32**), e.g. HEA006 Central House. You may wish to outline the type and scale of development you would like to see come forward on particular sites in reference to **Figure 22: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Southend Central? If yes, please explain your answer.

3.4.32 Urban Form and Broad Development Typologies

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

Map 33 shows the Urban Forms of Southend Central neighbourhood.

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

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

Figure 22 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Southend Central and within the different Urbans Forms as shown in **Map 33**. For instance you may believe the 'Primary Centre' and 'Campus' areas within **Map 33** should accommodate the highest density development, such as

flats typology F5 and F6, within **Figure 22**.

The Council's adopted Development Management Document (2015) includes a Tall and Large Buildings Policy (DM4)⁴, which identifies Southend Central Area as the main focus for tall/large buildings, and sets out a number of design criteria including a consideration of local character and context, promoting active ground floor uses, and a focus on achieving high quality, sustainable design. We would also like your views on whether a tall buildings policy should be integrated into the New Local Plan to ensure tall buildings are directed to specific areas of the neighbourhood, for example close to public transport interchanges and how such a policy could guide the design of development.

⁴ <https://planningpolicy.southend.gov.uk/adopted-plans>

Figure 22: Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

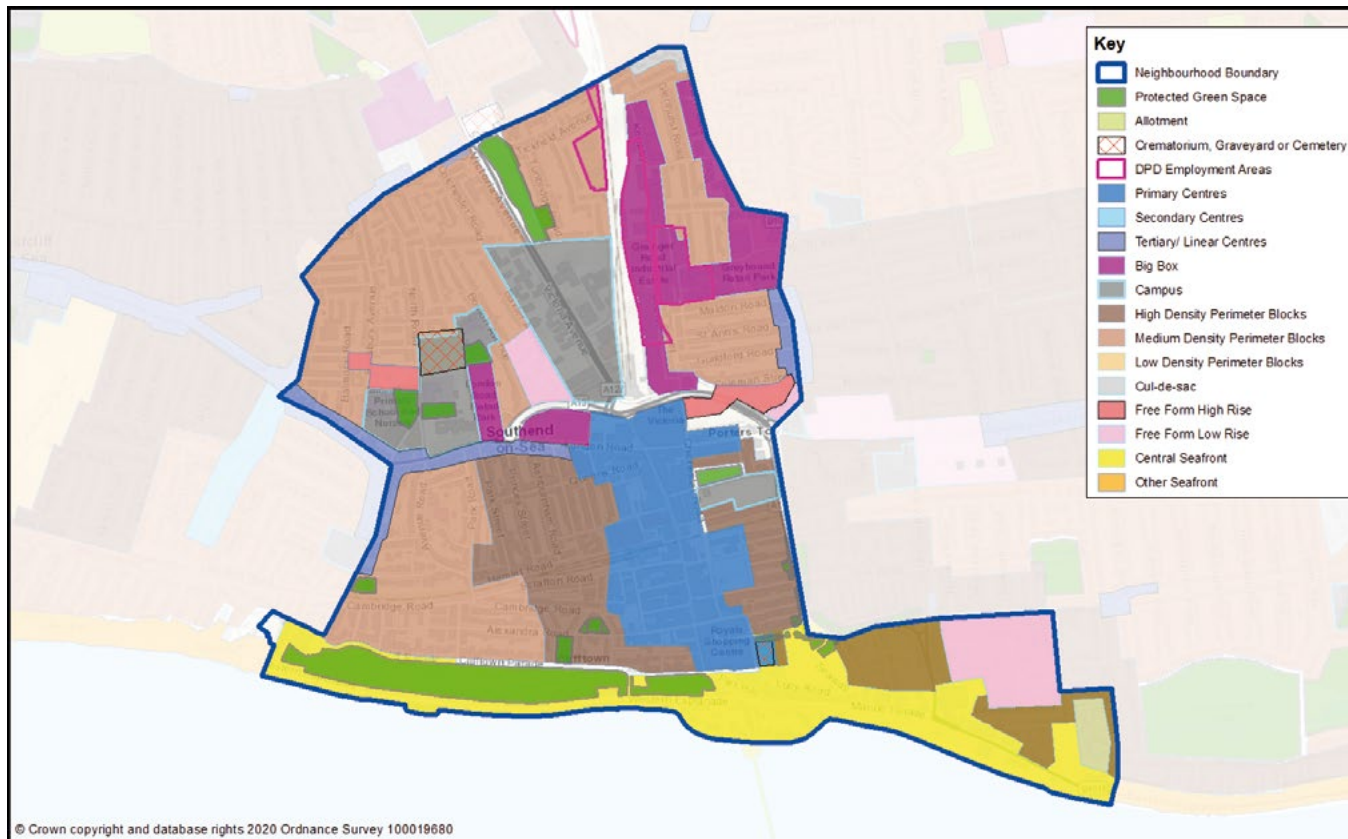


F4: 250dph



F5: 525dph

Map 33: Urban Form of Southend Central



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



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



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



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



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



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



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



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



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

Mapping Feature (Urban Form) **Southend-on-Sea Borough Council – Local Plan: Map 2 Urban Forms Map (opus4.co.uk)**

3.4.32 Southend Central (Urban Form)

Have your say...

Please explain your answers

- a. Are there development typologies (**Figure 22**) that you would like to see comes forward in Southend Central?
Please explain your answer – you may wish to refer to the different urban forms presented in **Map 33** in your response.
- b. Should a tall buildings policy be introduced to direct such development to specific areas of the neighbourhood? If so, what areas should be identified?

3.4.33 Employment Land

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

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

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

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

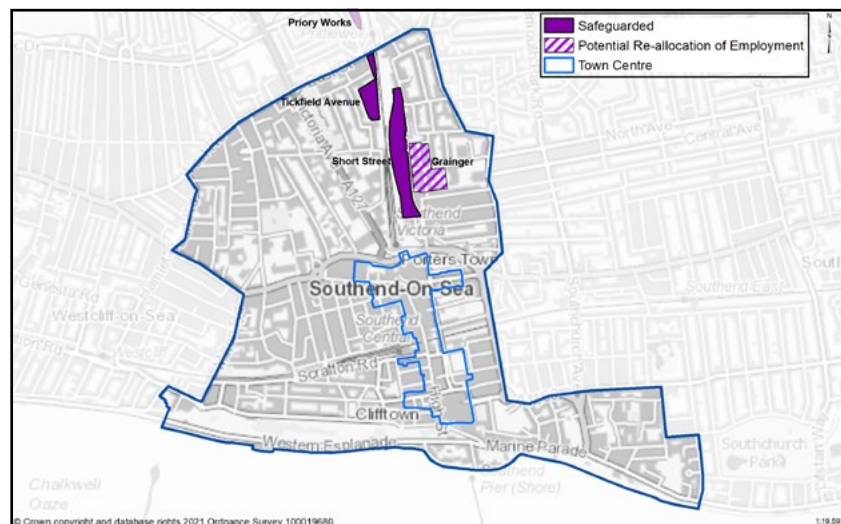
Table 33: Land Use Proposals in Southend town centre and central seafront neighbourhood – Employment Designations

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

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

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

Map 34: Proposed Employment Designations



Mapping Feature (Employment) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations (opus4.co.uk)**

3.4.33 Southend Central (Employment)

Have your say...

Please explain your answers

- Do you agree with the proposed employment sites for Southend Central? Please name the employment site you are referring to in your response.
- Do you have any other comments on employment land provision in Southend Central? If yes, please explain your answer.

3.4.34 Commercial Centres

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

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

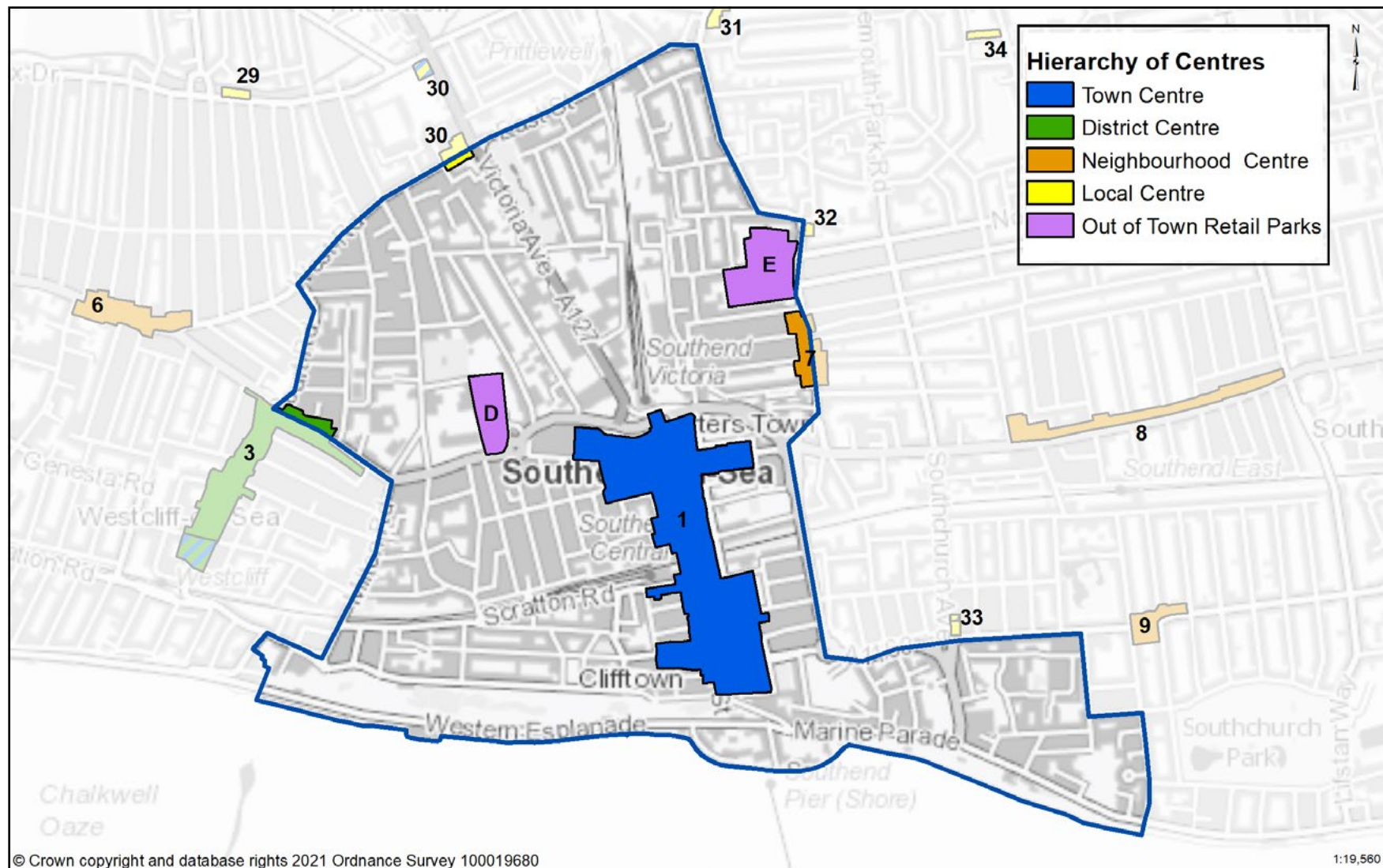
There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁵) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Southend Town Centre lies at the heart of the Borough providing a range of business, educational, retail and leisure facilities. It is focused on two indoor shopping malls connected by a long linear pedestrianised High Street.

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

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

⁵ <https://www.legislation.gov.uk/ukxi/2020/757/made>

Map 35: Southend Central Commercial Centres



Mapping Feature (Centres) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations** (opus4.co.uk)

Table 35: Southend Central Commercial Centres

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

3.4.34 Southend Central (Commercial Centres)

Have your say...

Please explain your answers

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

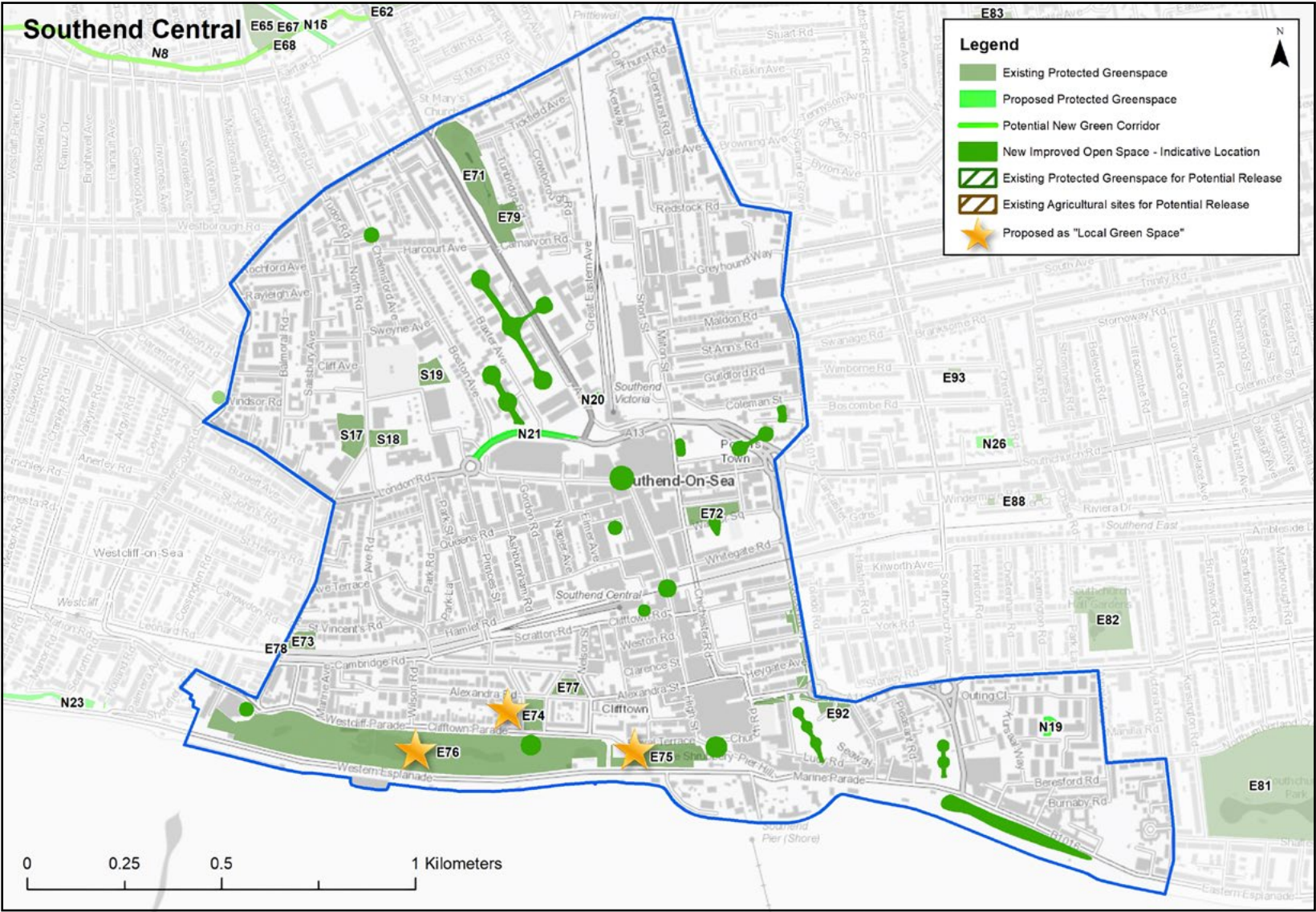
3.4.35 Green Space – Southend Central

The existing green space and parkland facilities in Southend Central provide a valuable green and open contrast to the dense built urban form. Such areas are essential for healthy living and wellbeing and provide valuable nature habitats. Nevertheless, the Settlement Role and Hierarchy Study⁶ has shown that despite a small number of parks of good quality and its proximity to the foreshore, Southend Central as a whole, and particularly in and around the High Street is poorly provided for in terms of green infrastructure. This is reflected in the relatively low tree canopy cover in the wards of Victoria, Milton and Kursaal of 9%, 9.7% and 10% respectively, which are some of the lowest in the Borough. The Council's Tree Policy sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Whilst there are a number of constraints to tree planting within the area including underground services, additional planting will be included wherever opportunities arise. Other urban greening measures including green walls and roofs and rain gardens will also be promoted where appropriate.

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

6 localplan.southend.gov.uk/evidence-documents

Map 36: Existing Green Space in Southend Central and Proposed New Green Space



Mapping Feature (Green Space) [Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces \(opus4.co.uk\)](#)

Table 36: Southend Central – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E71	Churchill Gardens	1.915
E72	Warrior Square Gardens	0.487
E73	Milton Road Gardens & Tennis Courts	0.261
E74	Prittlewell Square	0.366
E75	The Shrubbery	1.198
Local Parks		
E76	Southend Cliff Gardens	9.115
Area Open Space		
E77	Alexandra Bowling Green	0.247
Playground		
E78	Milton Road Gardens Playground	0.028

Site Ref.	Name of Site	Size (Ha)
Sports Ground		
E79	Southend Bowling Club	0.341
School		
S17	Milton Hall School Playing Field	0.637
S18	St Helen's School Playing Field	0.413
S19	St Mary's School Playing Field	0.409
Crematorium, Graveyard or Cemetery		
C5	Prittlewell	1.626
C6	St John's Church	0.327

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

Table 36a: Southend Central – Proposed new green space

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

Local Green Space

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

Prittlewell Square is a formally laid out ornamental garden with historic significance as an integral part of the Clifftown estate and Conservation Area, and benefits from expansive sea views due to its cliff-top setting. Due to its importance as a heritage asset and role as both a visitor attraction and a much loved local park for residents it is proposed to be designated as a Local Green Space. The Shrubbery and Cliff Gardens also forms part of the Clifftown Conservation Area and are an important part of its setting, so it is proposed to also designate these as a Local Green Space (Table 36). The outcome of this consultation will be particularly important in demonstrating that these spaces are special to the community.

Site Ref.	Name of Site	Size (Ha)
Linear Green Space		
N21	Queensway Linear Green Space	0.478
Green Corridor		
N8	Prittle Brook	4,225m

Provision of new Green Infrastructure

If Southend Central is to accommodate a substantial increase in residential development and population it will be essential that the existing areas of open space are safeguarded and enhanced principally as places of leisure and relaxation and opportunities to increase provision in the central area actively explored as part of future development schemes (Table 37 and Map 36).

There are two areas of green space not currently designated that are proposed for protection; these are the Central Museum Wildlife Garden (proposed for designation as a pocket park) and the Kursaal playground (Table 36a).

New and enhanced green space, such as pocket parks and play areas, linked to other attractive destinations in and around the Borough will also relieve recreational and development pressures on designated international and European habitat sites, and will form part of a wider South Essex Green and Blue Infrastructure network.

Table 37: Southend Central – Indicative locations for Green Infrastructure provision

Site Ref	Name/ Address	Type	Justification
	CS1.2 Seaways	Civic Space – linked to food and drink and entertainment uses	Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity and provide functional outdoor space to support business.
	CS1.3 Marine Plaza	Pocket Park	New open space to be provided as part of a mixed use development.
	Better Queensway	Pocket Parks as part of comprehensive redevelopment scheme	3 new pocket parks will include SUDS, play equipment and increase biodiversity within a dense urban area, replacing the existing playground at first floor level.
	Victoria Circus	Civic Space and Urban Greening – Improved public realm, landscaping and seating.	Short Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity. Links with completed public realm improvements to the London Road east of College Way.
	High Street, north – west side	Civic Space – Break through High Street to open up The Forum and facilitate the creation of public events space and new museum	Long Term Scheme. Potential to incorporate urban greening as part of the Elmer Square Phase 2 development
	Central Railway Station	Civic Space and Urban Greening – Redevelopment of adjacent land for residential and civic space, including landscaping around station.	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.

Site Ref	Name/ Address	Type	Justification
	High Street	Rationalisation of highway space to create extensive landscaping	Short/Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Chichester Road	Rationalisation of road space to create cycle lane and extensive landscaping with links to High Street	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Royals precinct (top of Pier Hill)	Civic space – outdoor seating/cafes/landscaping with public events space (linked to scheme 13)	Medium Term Scheme. There is a long-standing ambition to increase urban greening within the High Street and better connect it with the seafront.
	Eastern Esplanade	Civic Space – City Beach Phase 2 – Eastern Esplanade (from the Kursaal to Victoria Road)	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Western Esplanade	Civic Space – City Beach Phase 3 – Western Esplanade (from The Pier to Cliffs Pavilion)	Long Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.

3.4.35 Southend Central (Green Space)

Have your say...

Please explain your answers

- a. Do you agree with the proposed new green space designations? When responding please include the site reference ([Table 36a](#)). If not, can you explain why?
- b. Do you agree with the indicative locations for additional green infrastructure ([Table 37](#) and [Map 36](#))?
- c. Do you agree with Prittlewell Square, Cliff Gardens and the Shrubbery being identified as Local Green Space? If not, can you explain why?
- d. Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? If yes, please provide an address and explain why it should be protected/promoted.
- e. Are there any other sites within Southend Central that should be designated as Local Green Space? If yes, please provide an address and supporting evidence to outline how the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- f. Do you have any other comments on green space provision in Southend Central? If yes, please explain your answer.

3.5 Westcliff

3.5.1 General Character

Westcliff neighbourhood lies between Leigh to the west and Southend Town Centre and Central Seafront to the east (**Map 37, Figure 23**). It stretches from the coast to the south to the Prittle Brook to the north and is bisected by the London Road (A13). The London Road marks a change in street pattern and defines the distinctive Westborough residential area in the northern part of the neighbourhood, a tightly knit grid pattern of terraced Victorian and Edwardian housing. The southern part of the neighbourhood contains a mixture of mainly Victorian and Edwardian residential streets with some larger properties particularly along the seafront route, including high rise flats.

Westcliff is the most densely developed neighbourhood in the Borough, having developed largely during the Victorian and Edwardian eras. Many properties have in the past been sub-divided into flats and average density in the area is around 46 homes per hectare. In places this has resulted in a lack of amenity space, including space for adequate and convenient waste storage.

The commercial and retail areas of the neighbourhood are centred along the A13 London Road and the adjacent district centre of Hamlet Court Road with its north-south axis. To the south of this commercial area is Westcliff Railway station, providing connections to Southend and London. Prittlewell Railway Station lies to the east of the neighbourhood and is in reasonable walking distance for many residents. The area benefits from regular bus services along the A13 London Road and Prittlewell Chase to the north, providing services to Southend Hospital, Southend, Eastwood, Leigh and Shoeburyness. However, bus services to some parts of the Borough are infrequent and often involve changes.

Key issues in the area include development pressure to convert family housing to flats, and associated impacts on residential amenity including on street parking pressure, and high-rise development along the seafront, the scale and massing of which can have an impact on the character of the area.

Westcliff has the second lowest car ownership in the Borough, although there is still demand for on-street car parking spaces given the high number of conversions from houses to flats or houses in multiple occupation, and lack of off-street parking in many of the Victorian and Edwardian properties.

Map 37: Westcliff Characteristics

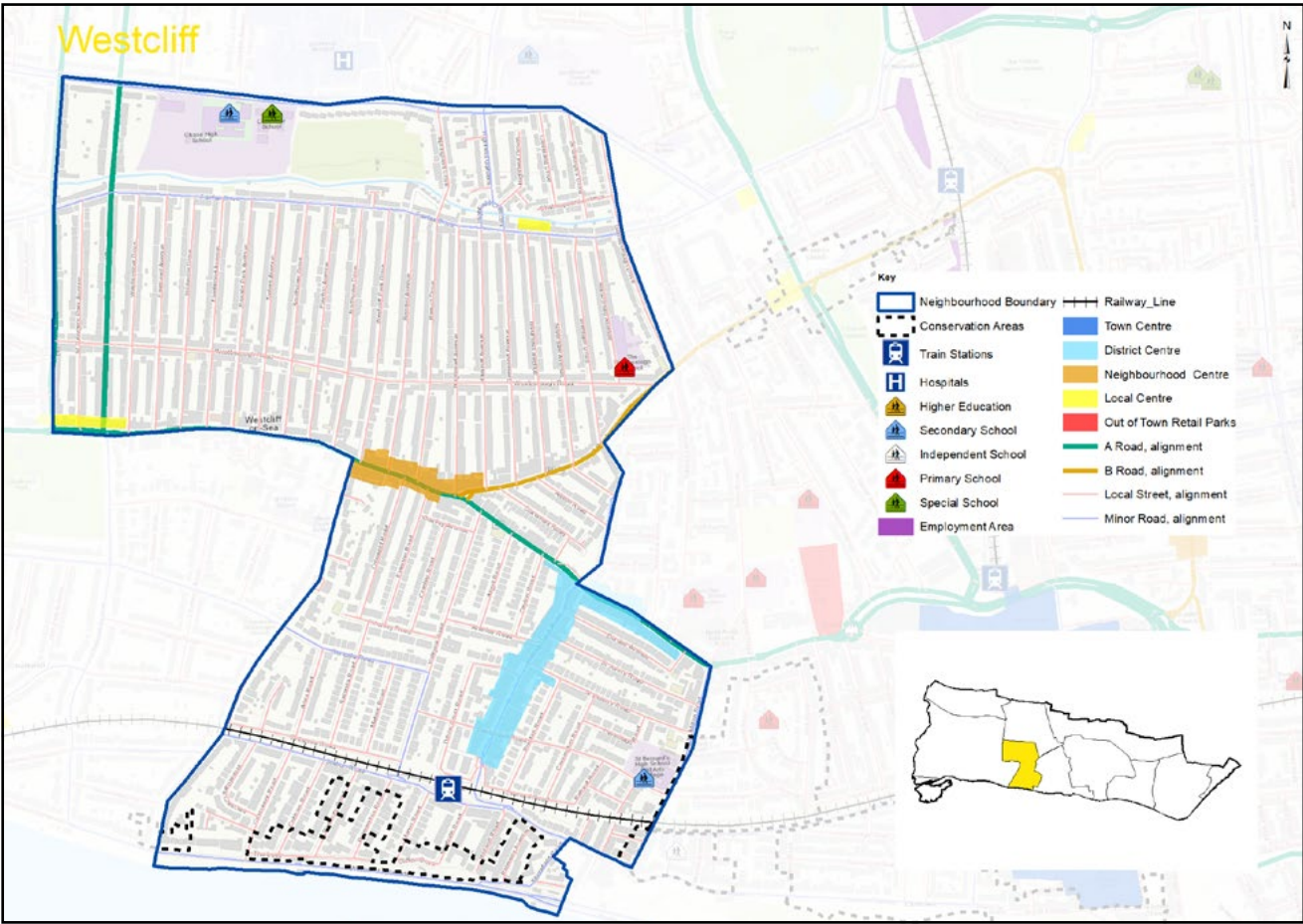


Figure 23: Westcliff Characteristics

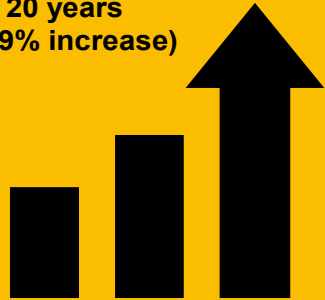
No. Homes	Density	Land Area (ha)	Car Ownership per home
10,602	45.7 dph	232	0.96

Westcliff-on-Sea

Area 232 hectares



812 new homes built over the last 20 years
(8.29% increase)



4 Commercial Areas
(9 hectares)



10,602
Existing homes

Density 45.7
homes per hectare



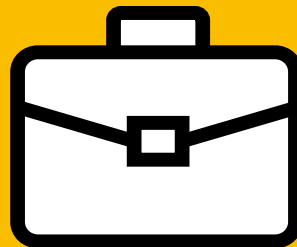
1 Primary Schools



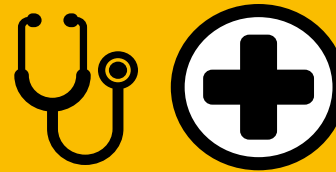
2 Secondary Schools

1 Special School

Zero Industrial Estates



2 GP Surgeries
6 Pharmacies
1 Health Centre

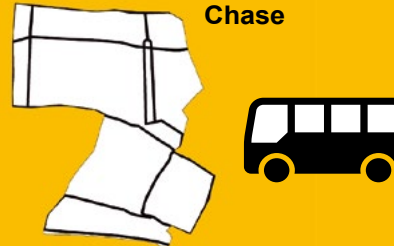


4.1 hectares of protected greenspace

0.6 miles of coastline

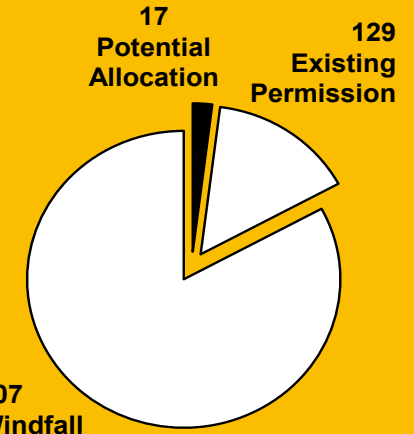


Good bus service along
London Road and Prittlewell Chase



Potential number of
new homes by 2040

853



1 Train Station



0.96 cars per household
1.12 cars per house
0.73 cars per flat



3.5.2 Vision – Westcliff

Where we want to be

Westcliff will continue to be a vibrant and accessible neighbourhood, with every day goods and services within easy reach for residents. Hamlet Court Road District Centre remains the focus for everyday activity, complemented by businesses along the A13 London Road, and its community and cultural assets will be strengthened. A draft set of priorities for Westcliff are set out below to aid feedback:

- Focus day to day shops and services in Hamlet Court Road district centre including opportunities for co-working combined with commercial premises.
- Opportunities for new homes focussed along London Road public transport corridor and near train stations.
- Identify opportunities for new and improved green spaces and increased tree cover throughout the area, particularly around Hamlet Court Road/London Road.
- Conserve and enhance designated heritage assets.
- Strengthen local walking and cycling networks, including links to railway stations and centres, with improved wayfinding and public art, and seek opportunities to expand the Borough's Electric Vehicle charging infrastructure network.
- Carefully manage environmental assets and flood risk, including the foreshore and Prittle Brook.

3.5.2 Westcliff (Vision)

Have your say...

Please explain your answers

- a. Do you agree with our draft vision and priorities for Westcliff? If not, let us know what we have missed

3.5.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Westcliff neighbourhood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)¹. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

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

The completeness score for Westcliff, by infrastructure type, is summarised in the rainbow image on the following page. For example 84% of the neighbourhood lies within easy walking distance to a health facility, 69% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 18% is within an easy walk of green space.

3.5.3 Westcliff (Infrastructure)

Have your say...

Please explain your answers

- a. Are there any issues with infrastructure provision in Westcliff? Please explain your answer and let us know what the priorities should be over the next 20 years.

¹ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Westcliff

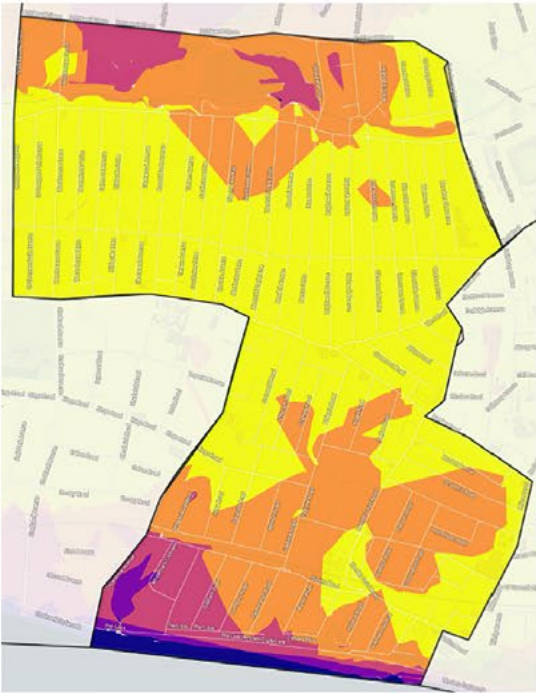
- High proportion of neighbourhood within walking access to key types of infrastructure
- Services and facilities spread throughout neighbourhood, providing good walking access and choice to residents
- South of railway line has lower completeness score which has an impact on access to some services
- Neighbourhood lacking in local green space although District Parks - Priory Park and Chalkwell Park - are in adjacent neighbourhoods



Westcliff			% of neighbourhood within walking distance		
Education: 88%		Civic: 82%		Green Space: 18%	
Health: 84%		Sports & Leisure: 69%		Town Centre uses: 75%	



Walking Completeness Score



Westcliff ‘Aggregated Completeness Score’ = 70

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

3.5.4 Planned Changes: Land Use Proposals

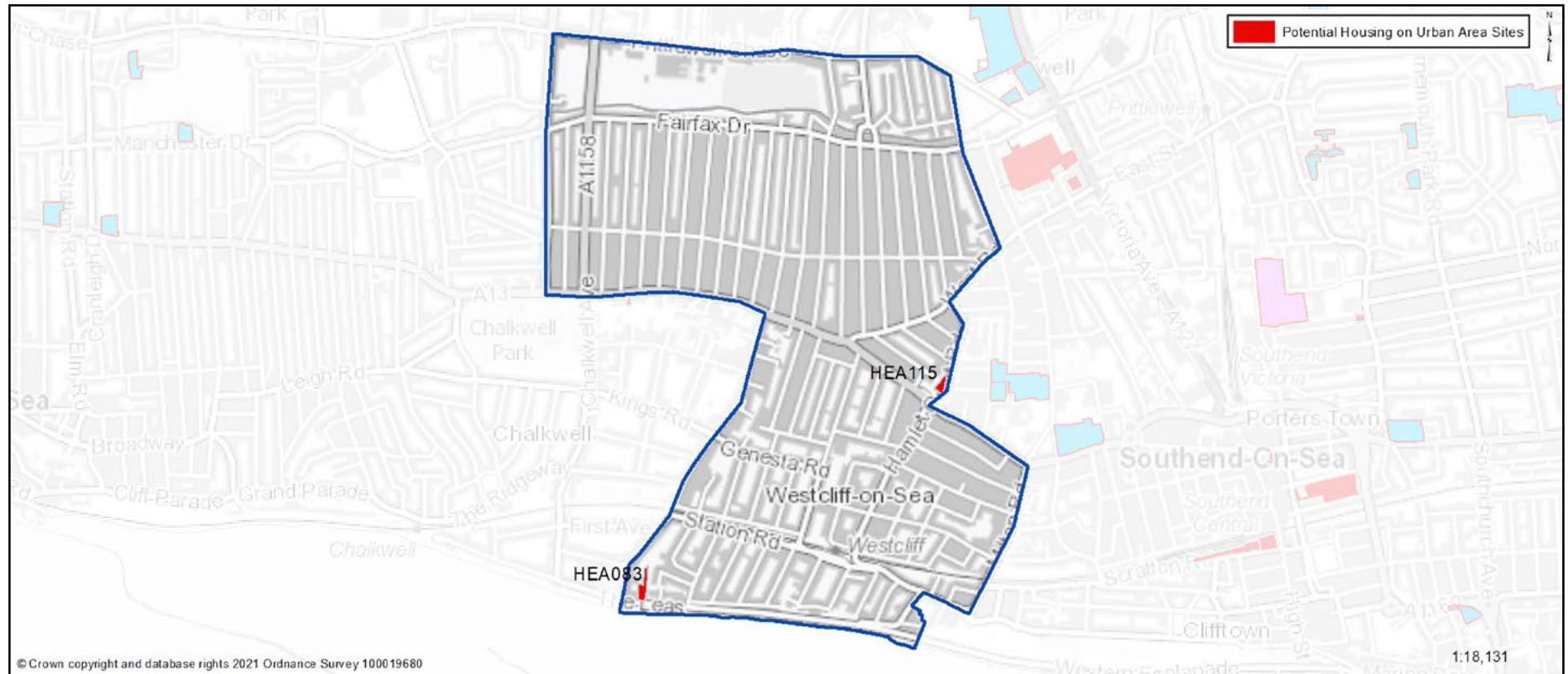
A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.5.41 New Homes

Potential site proposals for residential development can be viewed in **Map 38**. **Table 38** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'component of growth' the site contributes to in reference to **Section 2: Meeting Our Housing Needs (Table 2)**. The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 38** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site in **Table 38**, an assessment can be viewed via the Local Plan website: localplan.southend.gov.uk/local-plan-refining-plan-options/appendix-4-site-proformas

Map 38: Potential Residential Sites – Westcliff (excluding those with planning permission)



Mapping Feature (Potential Residential Sites) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations (opus4.co.uk)**

Table 38: Potential Residential Sites – Westcliff

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA083	30-32 The Leas	The site previously contained 3 historic dwellings but following 2 fires in 2018 planning consent was granted to demolish the buildings due to health and safety concerns and this has been completed.	Subject to an assessment of the impact of any development on the character and appearance of the Crowstone Conservation Area, which the site lies within. Potential for residential conversion / development. Planning permission granted in 2020 for 9 residential units.	Residential development	Urban Area General	7	7
HEA115	Part of Hamlet Court Road Car Park	Eastern half of the Hamlet Court Road car park (surface car park), residential properties to the north east, car park and public toilets to the south west. Surrounded by two storey residential buildings. District Centre of Hamlet Court Road to the south.	Subject to the consideration of loss of public parking the site is considered suitable in principle for housing development and would also benefit from some form of public green space.	Residential development	Urban Area General	10	10
Planning permission 5 units or more	HEA024, HEA123, 17/01137/FUL, 18/01812/FUL						32
Planning permission 4 units or less							46
Being Implemented							51
Windfall							707
Total							853

3.5.41 Westcliff (Residential)

Have your say...

Please explain your answers

- a. Do you agree with the proposed housing sites for Westcliff? Please reference the site you are referring to (**Table 38**), e.g. HEA083: 30-32 The Leas. You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 24: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Westcliff? If yes, please explain your answer.

3.5.42 Urban Form and Broad Development Typologies

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

Map 39 shows the Urban Forms of Westcliff neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

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

Figure 24 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Westcliff and within the different Urbans Forms as shown in **Map 39**. For instance you may believe the 'Linear Centre' of the London Road within **Map 39** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 24**.

Figure 24: Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

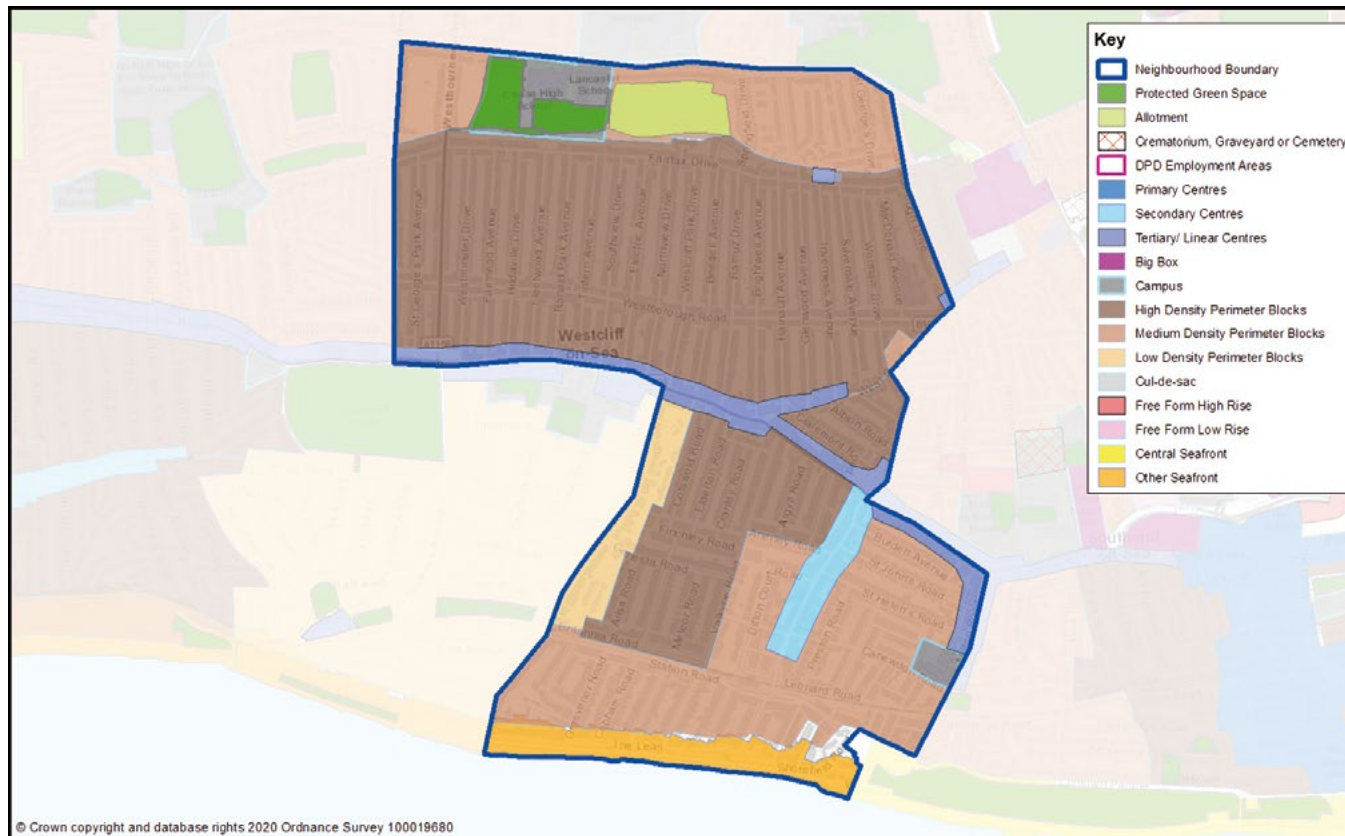


F4: 250dph



F5: 525dph

Map 39: Urban Form of Westcliff



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



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



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



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



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



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



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

3.5.42 Westcliff (Urban Form)

Have your say...

Please explain your answers

- a. Are there development typologies (**Figure 24**) that you would like to see come forward in Westcliff? Please explain your answer – you may wish to refer to the different urban forms presented in **Map 39** in your response.

3.5.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. Westcliff neighbourhood has no designated employment areas. Key employers in the area are Southend Hospital, local schools and the two theatres, as well as the many small businesses within Hamlet Court Road and along London Road. Proximity to Westcliff and Prittlewell stations also provides opportunity for residents travel out of the Borough for work.

3.5.44 Commercial Centres

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

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

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E²) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Westcliff are set out in [Table 39](#).

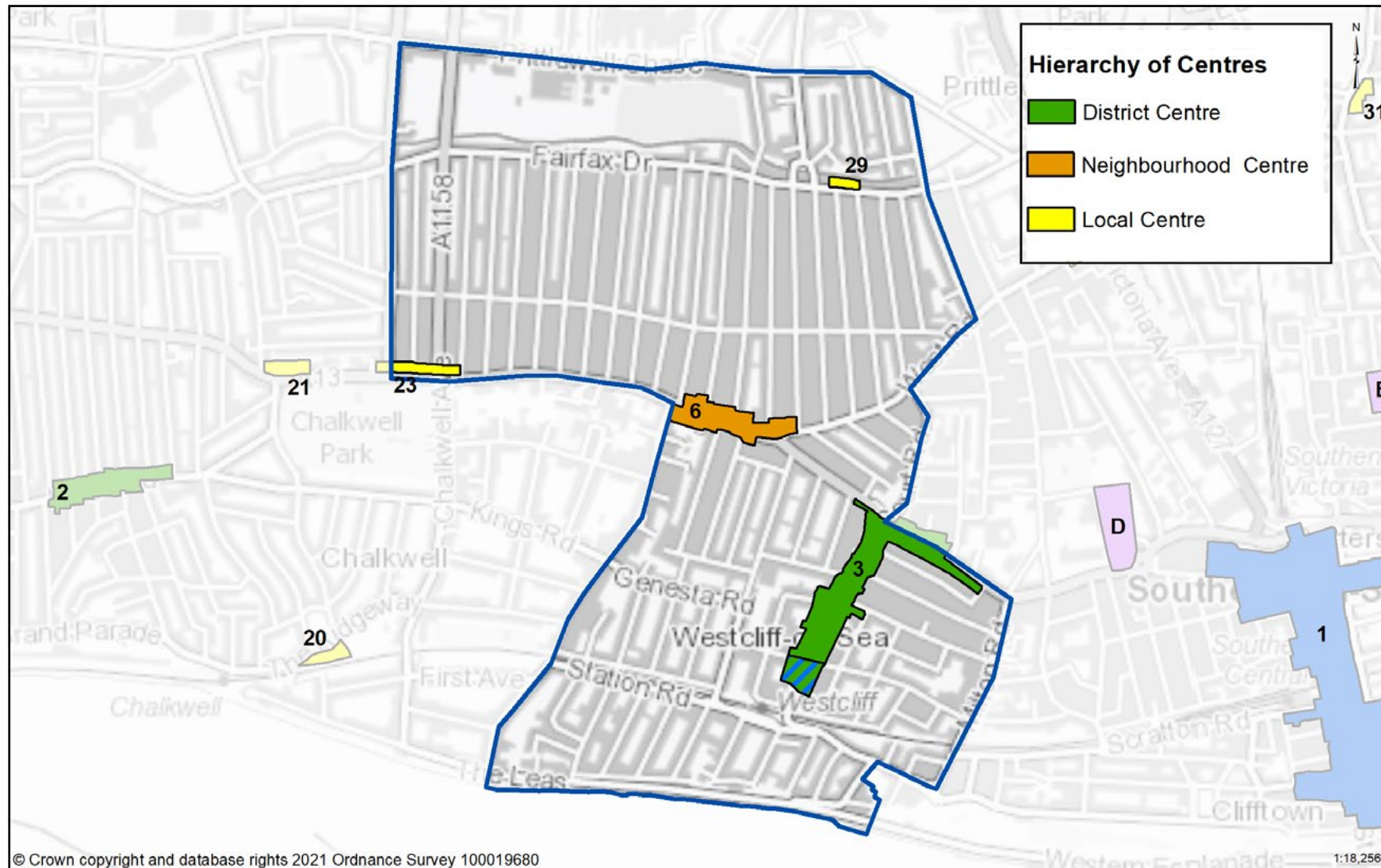
There are amendments proposed to the Westcliff (Hamlet Court Road/ London Road) District Centre ([Map 40](#)) due to the reduction of active frontages in the south of the centre that reduce its ability to function

as an effective commercial, business and service sector. The southern section has a high proportion of units in residential use, introducing a dispersed distribution of the retail provision. To ensure a healthy commercial centre which delivers the required improvements and which functions accordingly it might be necessary to consider the extent of the centre. Releasing this part of the centre by allowing for alternative uses, while the rest of the centre can be the focus for commercial uses, will consolidate and strengthen the whole centre.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Table 39](#) and [Map 40](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

² <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 40: Westcliff Commercial Centres



Mapping Feature (Centres) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations** (opus4.co.uk)

Table 39: Westcliff Commercial Centres

Ref	Name	Centre Type
3	Westcliff (Hamlet Court Road/London Road)	District Centre
6	London Road / West Road	Neighbourhood Centre
23	London Road, Chalkwell Park	Local Centre
29	Fairfax Drive	Local Centre

3.5.44 Westcliff (Commercial Centres)

Have your say...

Please explain your answers

- Should we seek to define 'Commercial Areas' as set out in **Table 39** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development changes to residential – if so what frontages?
- Do you agree with the proposed amendments as set out on **Map 40**?
- Are there any other areas within the Westcliff Neighbourhood area that we haven't identified that should be promoted for commercial activities? If yes, please explain your answer and let us know where.

3.5.45 Green Space – Westcliff

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in **Table 40** and **Map 41**.

Existing Green Space

The neighbourhood itself has very little public green space. There is a playground at Fairfax Drive and allotments at Springfield Drive. Just outside the neighbourhood, Milton Gardens and Gainsborough Park and playground, although relatively small, are also well used by residents. There are large public parks at Priory Park, Chalkwell Park and Esplanade Gardens, to the east, west and south of the neighbourhood area, which also offer access to green space for residents. However the high-density nature of the neighbourhood and more urbanised character of the streets mean that it is less leafy in character than most of the other neighbourhoods. This is illustrated by the lack of tree cover, which at 8.5% of the neighbourhood is one of the lowest in the Borough. The Council's Tree Policy sets a target to extend the overall tree canopy

cover in the Borough from 12% to 15% by 2050. Tree cover should be increased whenever opportunities arise.

Residents in the western and eastern edges of Westcliff are within the walking catchment of Chalkwell Park and Priory Park, offering a range of facilities including cafes, cricket and bowling, football pitches and other sports facilities, and children's playgrounds. The south east corner of the neighbourhood is within walking distance of Milton Gardens and Esplanade Gardens. Nevertheless, there remains an area in the centre of Westcliff around West Road and the top of Hamlet Court Road that lies outside a comfortable walking distance of any open space facility. This area, which has one of the highest population densities in the Borough and is near to several primary schools is therefore a priority location for new local play space or pocket parks.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts. No Local Green Space sites are proposed in Westcliff. The outcome of this consultation will be particularly important in demonstrating whether any green spaces should have this designation.

Proposed New Green Space Sites (Table 40a)

It is proposed to designate a site at the junction of London Road and Crowstone Avenue which is already landscaped and provided with seating and bins, as a Pocket Park.

Landscaped areas at The Leas are proposed to be protected as Linear Green Space as they are not currently protected. For the same reason Fairfax playground is also proposed to be protected.

The Victory Path from the Ridgeway to Crowstone Road and the Prittle Brook are proposed to be designated as Green Corridors, where biodiversity will be protected and enhanced and the route promoted for walking and cycling.

An area of search has also been identified at Hamlet Court Rd/London Road, where new provision for pocket parks or local play space should be prioritised as part of any redevelopment proposals.

Map 41: Existing Green Space in Westcliff and Proposed New Green Space



Mapping Feature (Green Space) [Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces \(opus4.co.uk\)](#)

Table 40: Westcliff – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
School		
S20	Chase High	4.052
Allotments		
A7	Westcliff (Springfield Drive) Allotment	4.582

Table 40a: Westcliff – Proposed New Green Space Designations

Site Ref.	Name of Site	Size (Ha)
Playground		
N22	Fairfax Playground	0.106
Linear Green Space		
N23	The Leas (East)	0.513
N24	The Leas (West)	0.671
Pocket Park		
N25	Crowstone Road	0.025
Green Corridor		
N8	Prittle Brook	4,225m

3.5.45 Westcliff (Green Space)**Have your say...****Please explain your answers**

- Should we seek to protect the green space sites that are not currently protected as set out in **Table 40a**?
- Do you agree that the area identified on **Map 41** as an area of search should be promoted for additional tree planting, soft landscaping or children's play space where opportunities arise through new development?
- Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.
- Are there any sites within Westcliff that should be designated as Local Green Space? If yes, please provide an address and supporting evidence, for example the space is special in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- Do you have any other comments on green space provision in Westcliff? If yes, please explain your answer.

3.6 Southchurch

3.6.1 General Character

Southchurch is a mainly residential area lying to the east of the town centre ([Map 42](#), [Figure 26](#)). At its heart is the Southchurch Road neighbourhood centre which provides a range of shopping, commercial and community uses. Southend East railway station lies to the south of the local centre and regular bus services are focussed along Southchurch Road.

The residential streets spanning out from the centre provide for traditional Victorian/Edwardian housing of tightly knit terraced houses and flats/maisonettes on a grid street pattern. Housing types in the northern part of the neighbourhood are less distinctive comprising mainly inter-war housing including some public sector housing. There are approximately 10,800 homes within Southchurch with a density of 30 homes per hectare.

Lower density post war housing is provided to the east and south of the neighbourhood. To the east a mix of detached housing and bungalows is set within more generous plots focussed around Southchurch Boulevard, which provides a green lung running from the local centre into the neighbouring Thorpe Bay Neighbourhood. To the south mainly semi-detached housing is focussed around Woodgrange Drive neighbourhood centre containing a number of shopping and community uses, and

3.6 Southchurch

Southchurch Hall Gardens and Southchurch Park which provide for a range of formal and informal recreation and leisure uses.

On the northern edge of the neighbourhood are a range of commercial and leisure uses. These include the Jones Memorial Recreation Ground, the Fossetts Way Retail Park, a number of employment estates centred around Stock Road, the Wellesley Hospital (private), Cecil Jones Academy and the Garon Park Sports Complex, which contains a range of indoor and outdoor sport and leisure facilities.

Bournes Green Park and children's play area in the north east of the neighbourhood, provides an additional area of open space, and there is a children's play area and allotments to the west of Lifstan Way. Cluny Square also provides an area of green space, with Cluny Garden (community garden, allotments) to the south.

Issues facing the area include parking stress in the more tightly planned residential areas due to the lack of off street parking facilities and the demand for on street parking from the Southchurch Road neighbourhood centre. On average there are 0.96 cars per household (1.19 per houses and 0.57 per flat)¹

¹ 2011 Census based on Wards

Map 42: Southchurch Characteristics

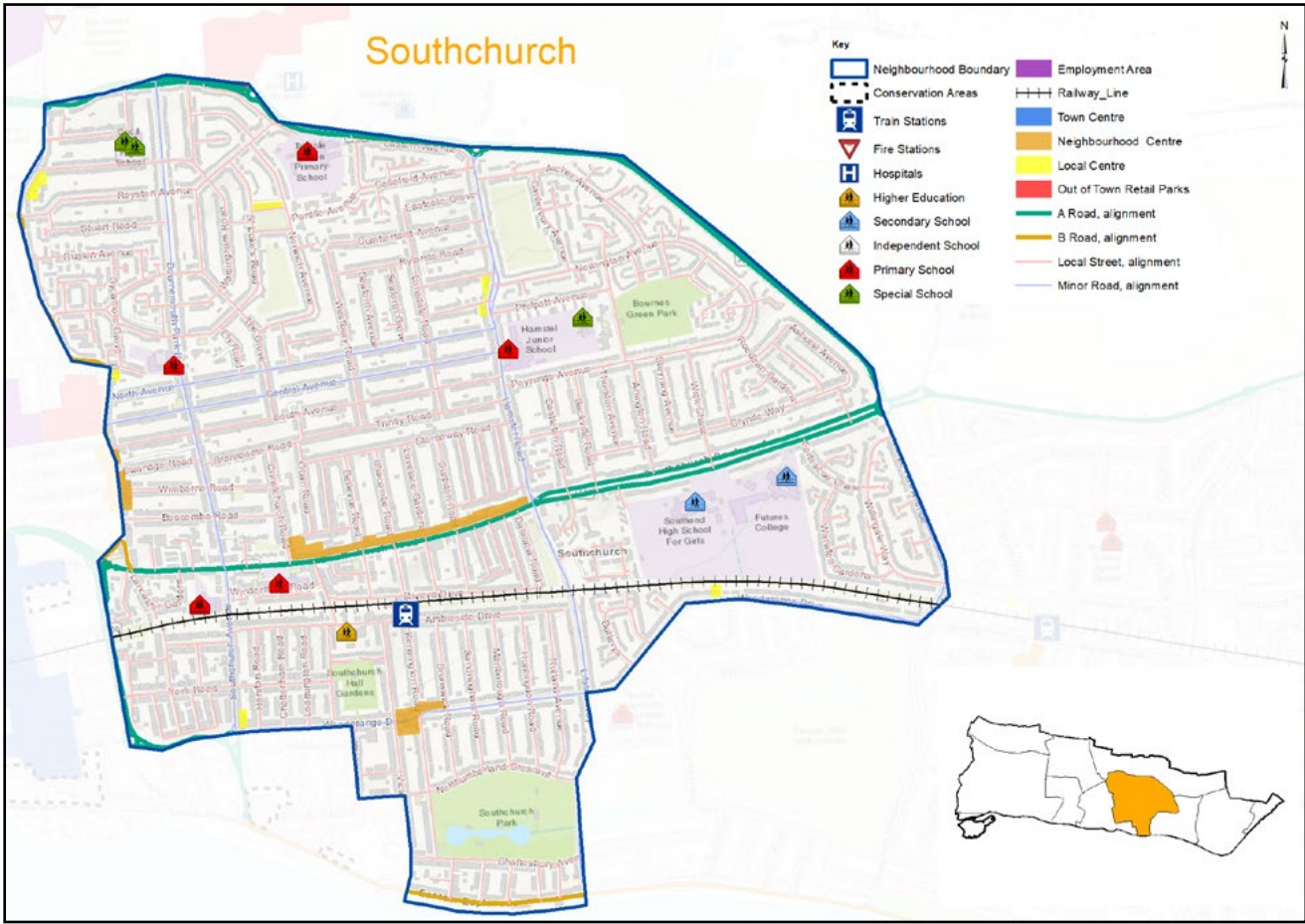
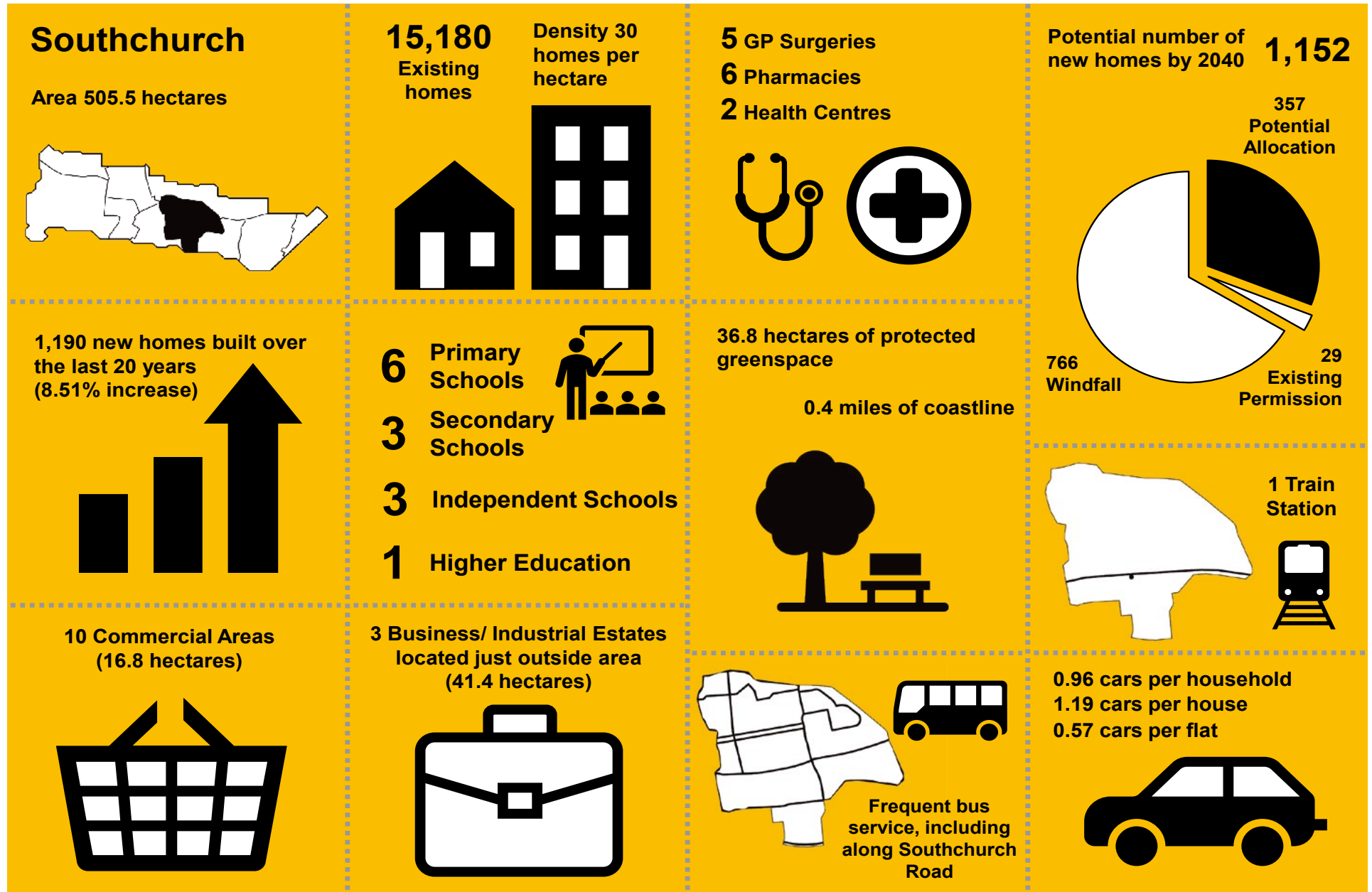


Figure 26: Southchurch Characteristics

No. Homes	Density	Land Area (ha)	Car Ownership per home
15,180	30 dph	505.5	0.96



3.6.2 Vision – Southchurch

Where we want to be

Southchurch will continue to be an important residential area offering a diverse range of housing types to serve local needs set within a 'green' environment. The Southchurch Road neighbourhood centre will provide the focal point for local service and community needs. Cycle and footpath links will be improved to connect the community, transport facilities, the seafront and open spaces. A draft set of priorities for Southchurch is set out below to aid feedback:

- New development will be sensitive to the existing residential character of the neighbourhood, and public realm improvements will focus on the Neighbourhood Centre at Southchurch Road, including potential for a new community hub within a refurbished/redeveloped Library.
- Some sustainable residential growth will be focused around Southchurch Road mainly through densification in a form that respects existing residential character, retaining its distinctive 'village' feel.
- New housing to meet a range of local needs will be developed on the edge of the neighbourhood at Fossetts Farm as part of a comprehensive development scheme.
- Local employment opportunities will mainly be focused in the Southchurch Road neighbourhood centre.

- Essentially local services and community facilities will continue to be provided within easy walking distance for local residents, and enhanced to meet future needs.
- The open space and park facilities at Southchurch Hall, Southchurch Park, Bournes Green Park, Lifstan Way and Garon Park will be retained and enhanced, with enhanced connections including pedestrian and cycle links to new neighbourhoods to the north and addressing severance caused by the railway line and improved way finding.

3.6.2 Southchurch (Vision)

Have your say...

Please explain your answers

- a. Do you agree with our draft vision and priorities for Southchurch? If not, let us know what we have missed.

3.6.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Southchurch.

Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)². The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

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

The completeness score for Southchurch, by infrastructure type, is summarised in the rainbow image on the following page. For example 86% of the neighbourhood lies within easy walking distance of health and education facilities, 78% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 23% is within easy reach of green space.

3.6.3 Southchurch (Infrastructure)

Have your say...

Please explain your answers

- a. Are there any issues with infrastructure provision in Southchurch? Please explain your answer and let us know what the priorities should be over the next 20 years.

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

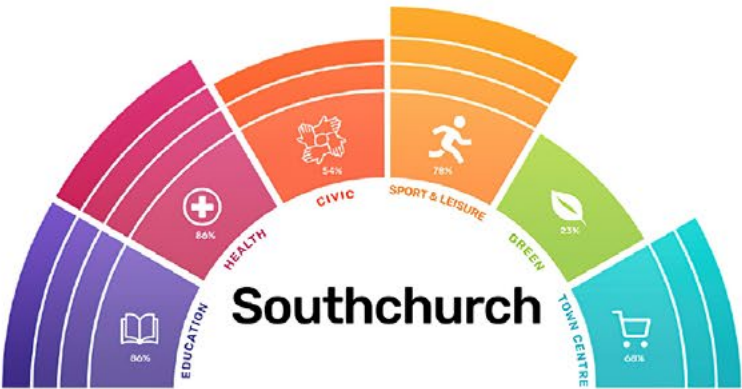
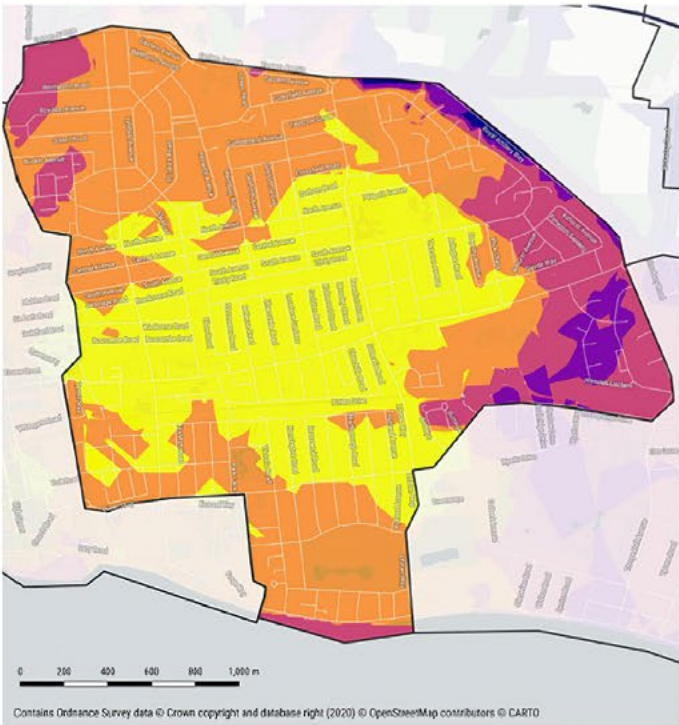
Infrastructure - Southchurch

- Most day-to-day infrastructure facilities are relatively spread out across the neighbourhood.
- Numerous local centres in east and west which anchor other facilities such as health care and civic services. Largest service provision along Southchurch Road.
- Good selection of schools and nurseries in the area, all of which are located close to a local retail centre.
- Good provision of sports and green infrastructure
- The centre of neighbourhood has very good walking accessibility to key types of infrastructure
- Broadband speeds are consistently good across the entire neighbourhood, especially in the more densely populated areas.
- Bus services are concentrated on Southchurch Road with north-south connections being of poor quality. Southend East Station provides rail services.



Southchurch	% of neighbourhood within walking distance	
Education: 86%	Civic: 54%	Green Space: 23%
Health: 86%	Sports & Leisure: 78%	Town Centre uses: 68%

Walking Completeness Score



Southchurch ‘Aggregated Completeness Score’ = 66%

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

3.6.4 Land Use Proposals – Southchurch

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

3.6.41 New Homes

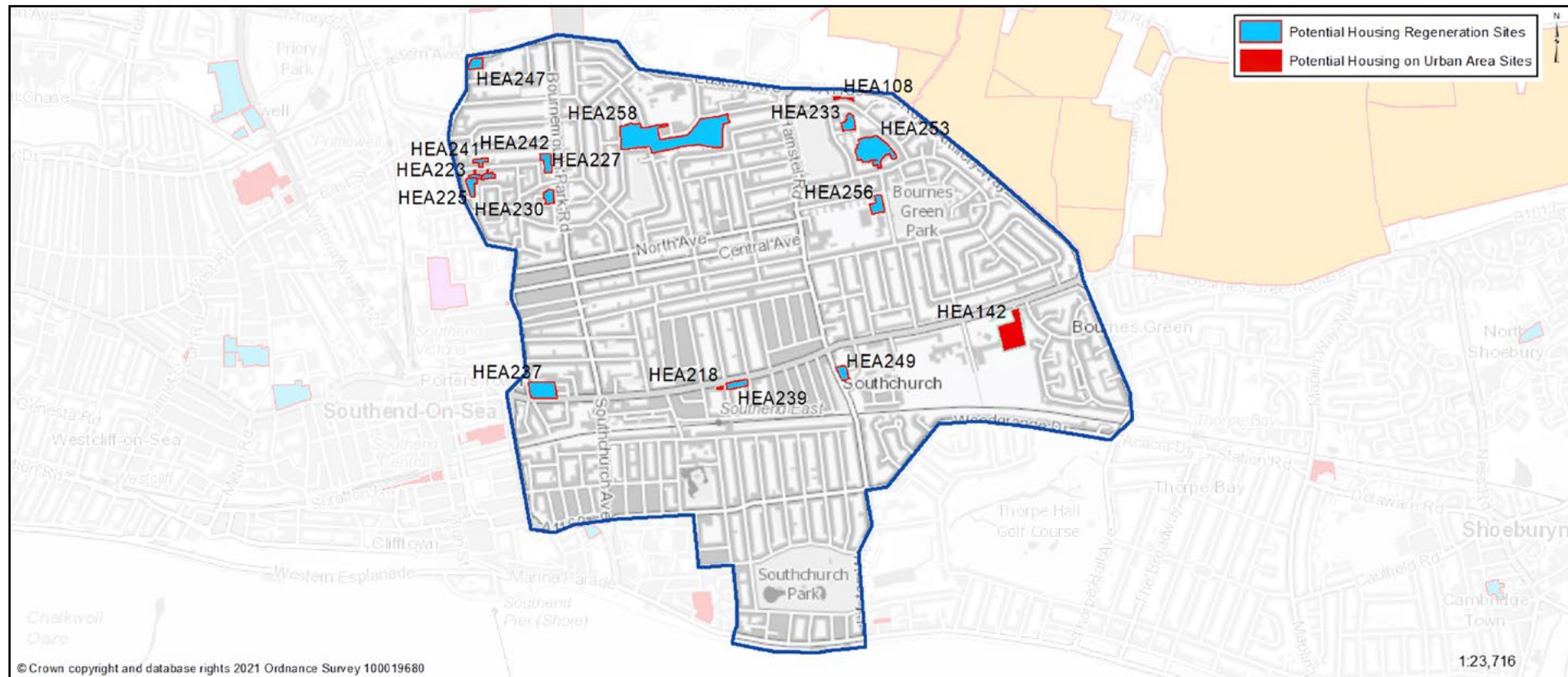
The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 43**. **Table 41** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 41** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site in **Table 41**, an assessment can be viewed via the Local Plan website: localplan.southend.gov.uk/local-plan-refining-plan-options/appendix-4-site-proformas

Map 43: Potential Residential Sites – Southchurch (excluding those with planning permission)



Mapping Feature (Potential Residential Sites) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations (opus4.co.uk)**

Table 41: Potential Residential Sites – Southchurch

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA108	Vacant land at Archer Avenue	The site currently includes green space off Archer Avenue, not designated, to the south of the Royal Artillery Way (A1159). In terms of the surrounding area, this is mainly residential with two storey housing bordering the site to the south, east and west. There are some mature trees to the west of the site.	The site has been put forward for residential development with the potential to improve the remaining green space	Residential development, green space	Urban Area General	6	6
HEA142	School buildings and land, former Futures College, Southchurch Boulevard	Site includes school buildings. It is bordered to the rear by residential gardens. Southend High School for Girls is to the west. It forms part of a wider site to be combined for education purposes, with this part of the site intended to be released.	Council owned site submitted through the Call for Sites process for residential development.	Residential development	Urban Area General	20	20
HEA218	Car Park, Ilfracombe Avenue	Car park fronting Southchurch Road. Located adjacent to a Tesco Express/petrol station. In a mixed area, generally low-rise with retail, services and residential uses.	Council owned site submitted through the Call for Sites process for residential development.	Residential	Urban Area General	8	8

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA223	Bronte Mews	Group of single storey properties currently occupied as sheltered housing. Located in a residential area accessed via a single road to Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	7	0
HEA225	1-29 Cedar Close	Group of 3 and 2 storey buildings occupied as sheltered housing with on-site car park. In a residential area surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA227	1-33 Dickens Close	Group of 2 and 3 storey buildings occupied as sheltered housing in a residential area. Large car park fronting Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	32	0
HEA230	Keats House, Shelley Square	Part 1 and 2 storey sheltered housing building with car park. In a residential setting surrounded by low rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	57	0

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA233	1-11 Lincoln Close	Series of bungalows fronting shared greenspace. Located in a residential area with primarily of 2 storey buildings. However there is a high rise tower to the south. A1159 to the north with sports facilities beyond.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	16	5
HEA237	Nicholson House & The Barringtons, 299 Southchurch Road	Two 7-storey blocks currently in use as sheltered housing. Large central car park between the two buildings and another court of homes. Prominent central location fronting the A13. The Grade I listed Porters is to the south west and will need to be considered in any development.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	171	75

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA239	Nursery Place, 530-596 Southchurch Road	Predominantly 3 storey building fronting the A13. Parking on both the east and west of the building. The site is in a predominantly residential area but with multiple shops and services along the A13.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	34	0
HEA241	Ruskin Mews, 14-24 Ruskin Avenue	Group of bungalows set between a landscaped area with parking and direct access to Ruskin Avenue. The site is in a low rise residential area on a tightly bounded site.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	7	1

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA242	Kipling Mews	Group of single storey buildings currently in use as sheltered housing. In a residential area accessed via a single road to Ruskin Avenue. Surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	5	0
HEA247	The Brambles, 20 Eastern Avenue	1 – 3 storey building currently in use as sheltered accommodation. The site is in a prominent location on a roundabout fronting the A1159. Nearby sports pitches and industrial uses.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	39	0

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA249	Trevett House, 19a Rectory Chase	Part 2 & 3 storey building in use as sheltered accommodation. Site fronts the sloping Lifstan Way with main access from the rear. Surrounding area is mixed with retail, residential, and public house.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	29	0
HEA253	Longbow and Sherwood Way	Large area of Council owned housing stock currently in residential use. The buildings primarily consist of 3 storey flatted developed surrounding a central 13 storey tower block with car parking.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	299	147

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA256	Bewley Court	11 storey tower block with car parking fronting Whittingham Avenue. Residential surroundings adjacent to a church and Bournes Green Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	76	0
HEA258	Cluny Square	Residential estate including a range of low rise units and high-rise buildings. Includes Cluny Square which includes play spaces and a shopping frontage.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential (including retention of local green space and re-provision of retail)	Housing Regeneration Sites	361	95
Planning permission 5 units or more	HEA073						14

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
Planning permission 4 units or less							8
Being Implemented							7
Windfall							766
Total							1,152

3.6.41 Southchurch (Residential)

Have your say...

Please explain your answers

- Do you agree with the proposed housing sites for Southchurch? Please reference the site you are referring to (**Table 41**), e.g. HEA108 Vacant Land at Archer Avenue. You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 27: Development Typologies** as set out on the following pages.
- Do you have any other comments on housing provision in Southchurch? If yes, please explain your answer.

3.6.42 Urban Form and Development Typologies

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

Map 44 shows the Urban Forms of Southchurch neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

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

Figure 27 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Southchurch, including the scale and form of any future residential development site listed in **Table 41**, and within the different Urbans Forms as shown in **Map 44**. For instance you may believe the 'Linear Centre' of the Southchurch Road within **Map 44** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 27**. Please select those densities you feel are most appropriate for each site. You may wish to take account of surrounding uses and the accessibility of the site.

Figure 27: Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

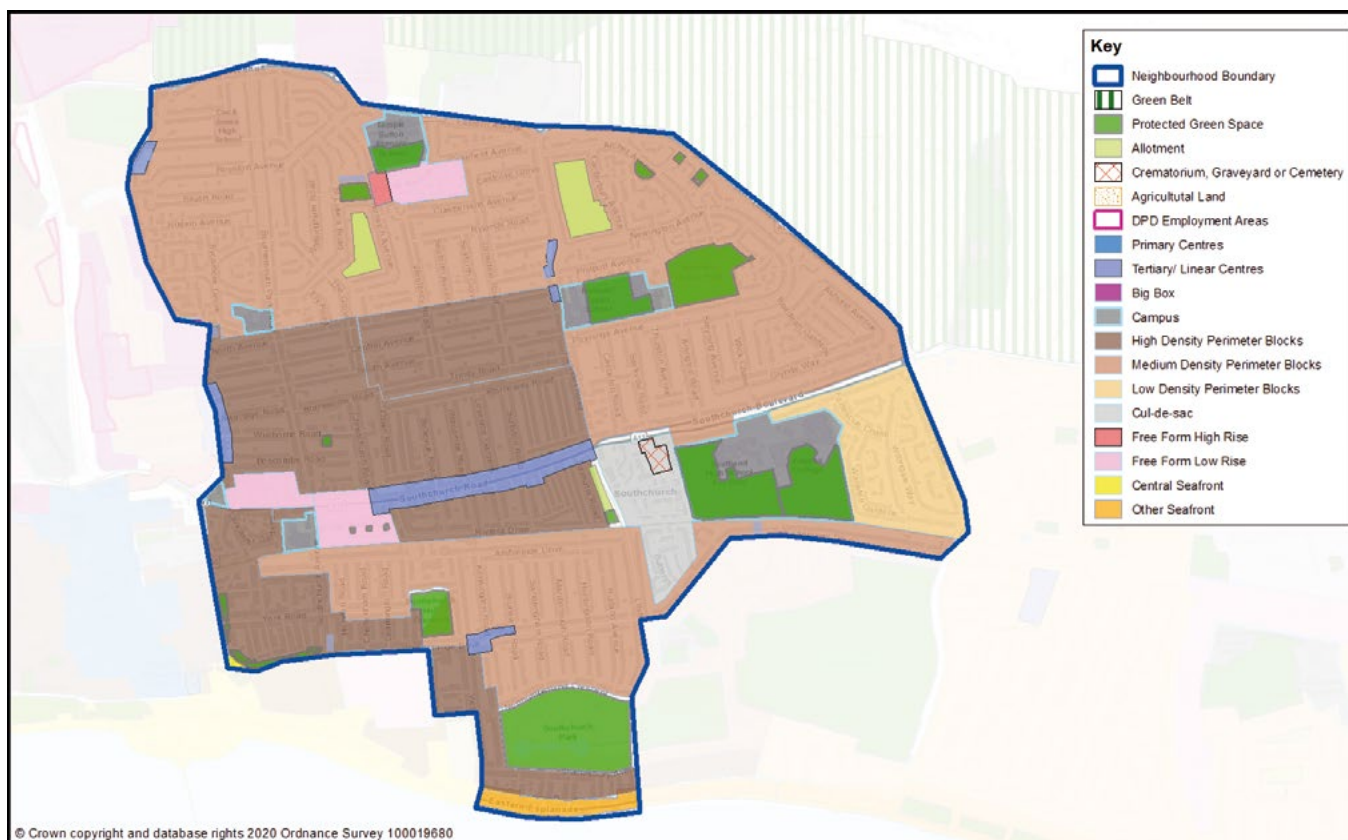


F4: 250dph



F5: 525dph

Map 44: Urban Form of Southchurch



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



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



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



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



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



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



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



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



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

Mapping Feature (Urban Form) **Southend-on-Sea Borough Council – Local Plan: Map 2 Urban Forms Map (opus4.co.uk)**

3.6.42 Southchurch (Urban Form)

Have your say...

Please explain your answers

- a. Are there development typologies (**Figure 27**) that you would like to see come forward in Southchurch? Please explain your answer – you may wish to refer to the different urban forms presented in **Map 44** in your answer.

3.6.43 Employment

There are no allocated employment sites within Southchurch, however there are a number of employment areas located just outside the boundary. These are Tickfield, Short Street, Priory Works, Stock Road and Temple Farm Industrial Estate. The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, Grainger Road performs poorly as an employment area and is unlikely to attract sufficient occupiers and it is therefore proposed to re-allocate for residential redevelopment.

3.6.44 Commercial Centres

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

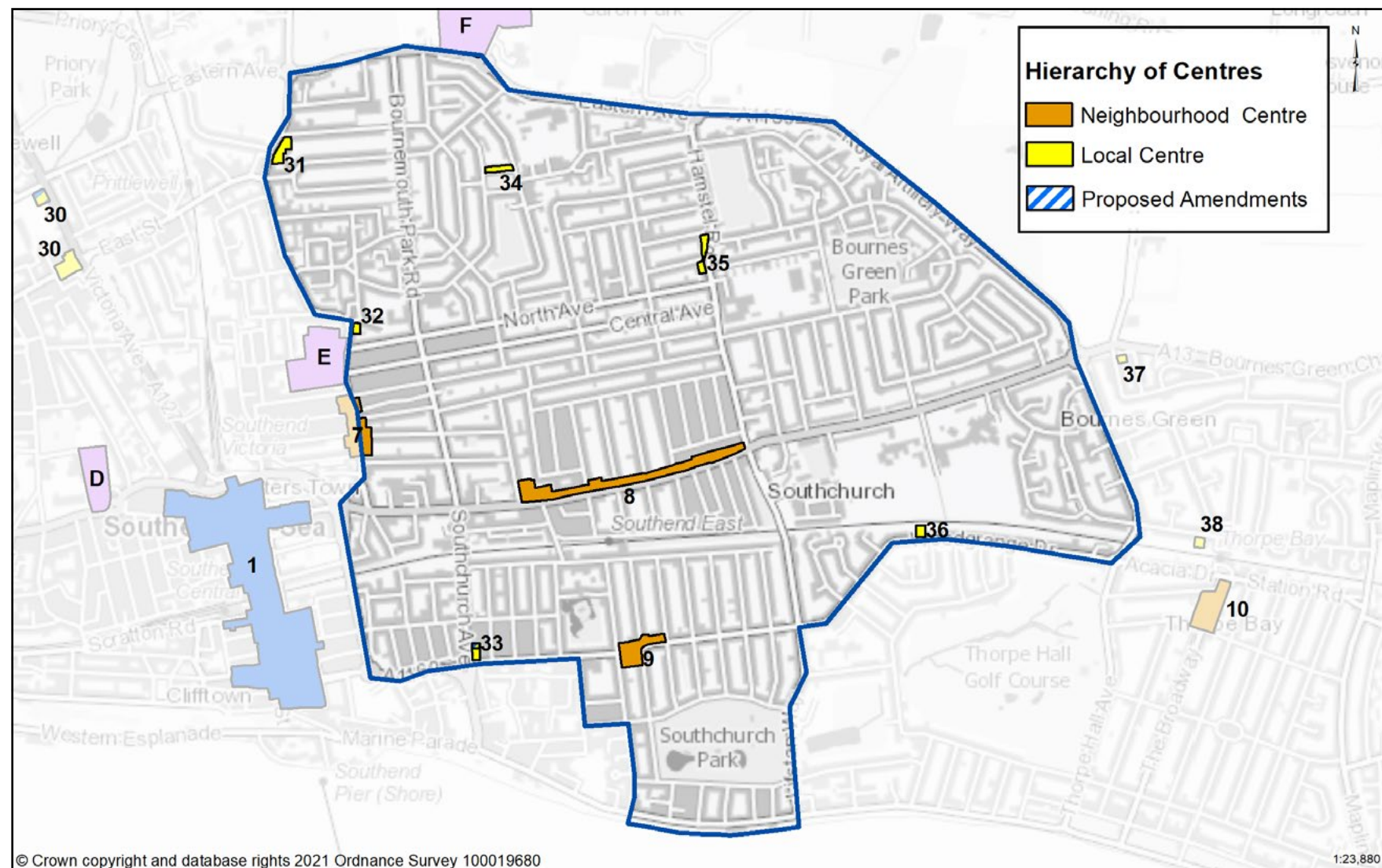
The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those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

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E³) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Southchurch are shown on **Map 45** and detailed in **Table 43**.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 45** and detailed in **Table 43** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

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

Map 45: Southchurch Commercial Centres



Mapping Feature (Centres) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations** (opus4.co.uk)

Table 43: Southchurch Commercial Centres

Ref	Name	Centre Type
8	Southchurch Road	Neighbourhood Centre
9	Woodgrange Drive	Neighbourhood Centre
31	Sutton Road North	Local Centre
32	Sutton Road Centre	Local Centre
33	Southchurch Avenue	Local Centre
34	Cluny Square	Local Centre
35	Hamstel Road	Local Centre
36	Woodgrange Drive East	Local Centre
F	Fossetts Park	Out of Town Retail Parks

3.6.44 Southchurch (Commercial Centres)

Have your say...

Please explain your answers

- Should we seek to define 'Commercial Areas' as set out in [Map 45](#) and detailed in [Table 43](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development changes to residential – if yes, what frontages?
- Are there any other areas within the Southchurch Neighbourhood area that we haven't identified that should be protected for commercial activities? If yes, please explain your answer and let us know where.

3.6.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 44](#) and [Map 46](#).

Existing Green Space

Southchurch Park and Southchurch Hall Gardens are Green Flag parks with a range of facilities. Bournes Green Park, Cluny Square and Christchurch Park also include a children's playground, and there are several other smaller parks and amenity spaces in the neighbourhood. There are also number of allotment sites within the neighbourhood including Lifstan Way, Hamstel Road and Norwich Avenue. Jones Memorial, Victory and New Youth Sports Grounds lie just outside the neighbourhood to the north, along with Garon Park Leisure complex. Tree canopy cover in the neighbourhood ranges from 9.4% of the ward in Kursaal to 12.7% in St Luke's ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Opportunities for enhancement of green space will be pursued wherever possible.

Local Green Space

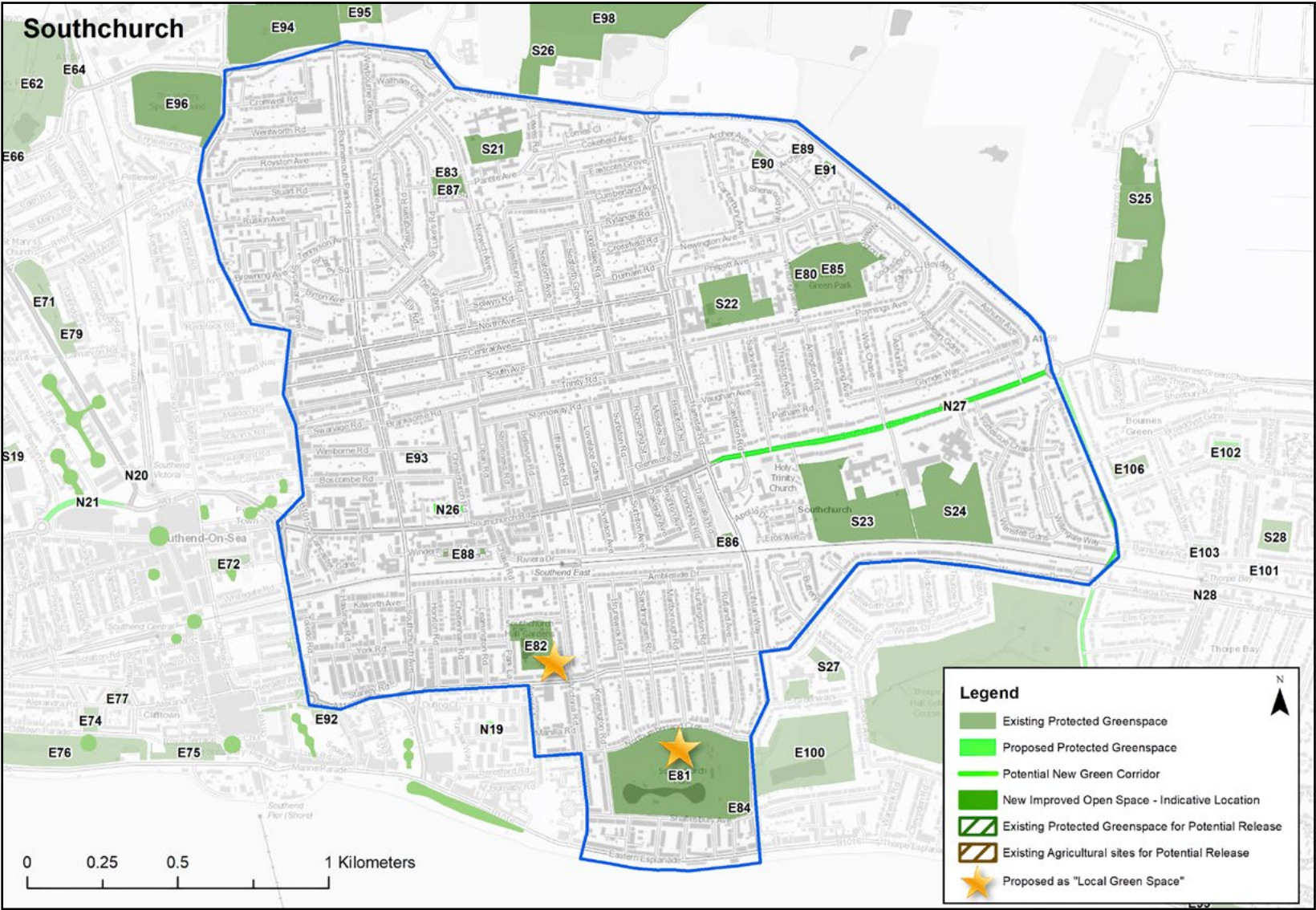
National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or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

Proposed Local Green Space – Southchurch Park has a lake, children's playground, wildlife garden and café, and hosts Southend Manor Football Club. It is well used by the local community and is valued for beauty, recreation and as a tranquil respite within a dense urban area. It is therefore proposed to be protected as a Local Green Space. Southchurch Hall Gardens is also proposed as Local Green Space because of its heritage significance, biodiversity and tranquillity attributes. The outcome of this consultation will be particularly important in demonstrating that the space is special to the local community.

Proposed New Open Spaces

It is proposed to protect Southchurch Boulevard, which runs through the centre of the Neighbourhood, as a Linear Green Space, reflecting its amenity, biodiversity and recreational value. In addition, Christchurch Park is an existing public green space containing a children's playground that is not currently protected. It is therefore proposed to protect the site as a Local Park (see [Table 44a](#) for more details).

Map 46: Protected Green Space in Southchurch and Proposed Green Space



Mapping Feature (Green Space) [Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces \(opus4.co.uk\)](#)

Table 44: Existing Public Green Space in Southchurch

Site Ref.	Name of Site	Size (Ha)
Local Parks		
E80	Bournes Green Park	4.579
E81	Southchurch Park	11.809
E82	Southchurch Hall Gardens	1.901
Playgrounds		
E83	Cluny Square Playground	0.243
E84	Southchurch Park Play Area	0.526
E85	Bournes Green Park Play Equipment	0.125
E86	Lifstan Way	0.169
Amenity Open Space		
E87	Cluny Square	0.375
E88	Windermere Road	0.092
E89	Archer Avenue	0.091
E90	Archer Close	0.267
E91	Vallance Close	0.150
E92	Queensway to Woodgrange Drive Clusters (part)	0.648

Site Ref.	Name of Site	Size (Ha)
Sports Ground		
E93	Wimbourne Road Bowling Green	0.126
School		
S21	Temple Sutton Primary School	1.549
S22	Hamstel School	2.941
S23	Southend High School for Girls	6.628
S24	Futures College	5.248
Crematorium, Graveyard or Cemetery		
C7	Holy Trinity Churchyard	0.891
C8	Sutton Road Cemetery	21.846
C9	Sutton Road Crematorium	4.027
Allotments		
A8	Hamstel Road	3.504
A9	Lifstan Way	0.496
A10	Norwich Avenue	1.789

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

Green Space adjacent to neighbourhood

Site Ref.	Name of Site	Size (Ha)
Sports Grounds		
E94	Jones Memorial Sports Ground	10.944
E95	Part of Fossets Farm SUFC Training Ground	4.140
E96	Victory Sports Ground	5.759
E97	Warners Bridge Sports Ground	10.448
E98	Garon Park	17.624
S25	Allen Court School	6.911
S26	Cecil Jones College	2.871

Table 44a: Southchurch – Proposed new green space

Site Ref.	Name of Site	Size (Ha)
Local Park		
N26	Christchurch Park	0.239
Linear Green Space		
N27	Southchurch Boulevard	1.983
Allotments		
A11	Eastern Avenue*	4.500

3.6.45 Southchurch (Green Space)

Have your say...

Please explain your answers

- Do you agree with the proposed new green space designations? When responding please include the site reference (**Table 44a**). If not, can you explain why?"
- Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.
- Do you agree with Southchurch Park and Southchurch Hall Gardens being identified as Local Green Space? If not, can you explain why?
- Are there any other sites within Southchurch that should be designated as Local Green Space? If yes, please provide an explanation. Any proposals must be supported by evidence the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- Do you have any other comments on green space provision in Southchurch? If yes, please explain your answer.

3.7 Thorpe Bay

3.7.1 General Character

Thorpe Bay is an affluent area, characterised by low density housing. It is bisected by the east-west main railway line and is served by Thorpe Bay station. To the south of the railway line and east of Thorpe Hall Avenue the area is characterised by a strong grid pattern drawn to generous proportions with wide plots of large, predominantly detached Edwardian and Inter-war housing, as well as a substantial phase of post-war bungalows and houses. The neighbourhood centre of Thorpe Broadway lies south of the station, providing a range of local shops and services to the neighbourhood (see [Map 47](#) and [Figure 28](#)).

Tree lined streets are a particular feature of the area, especially in the Burges Estate and benefits from attractive gardens, tennis courts, bowling green, as well as access to the seafront. To the west is a golf course and an area of largely smaller post-war housing, a proportion of which is located in the flood risk zone, to its north. North of the railway line is Bournes Green, a planned interwar development that was built out after World War Two, and a large area of housing dating from the 1980s to the west of Maplin Way North. The form of development is heavily influenced by the garden city movement, both in terms of building design and layout of a loose grid pattern, including small cul-de-sac in each block. To the northern extent of the neighbourhood Bournes Green Chase currently acts as a clear boundary to the built-up area. Land north of this is currently in agricultural use and designated as Green Belt. This land, however, has potential as a new neighbourhood on the edge of Southend, including a mix of uses and provision of new public accessible green space, as part of Development Opportunity C and D (see [Section 2.1: Providing New Homes](#)). Thorpe Bay has the lowest density within the Borough with approximately 12.8 homes per hectare.

Given the low densities in the neighbourhood, there is potential for some limited intensification of development, subject to respecting scale and character. Development along the seafront may be possible but the grain and scale of the area would need to be respected to preserve the areas distinct character.

Map 47: Thorpe Bay Characteristics

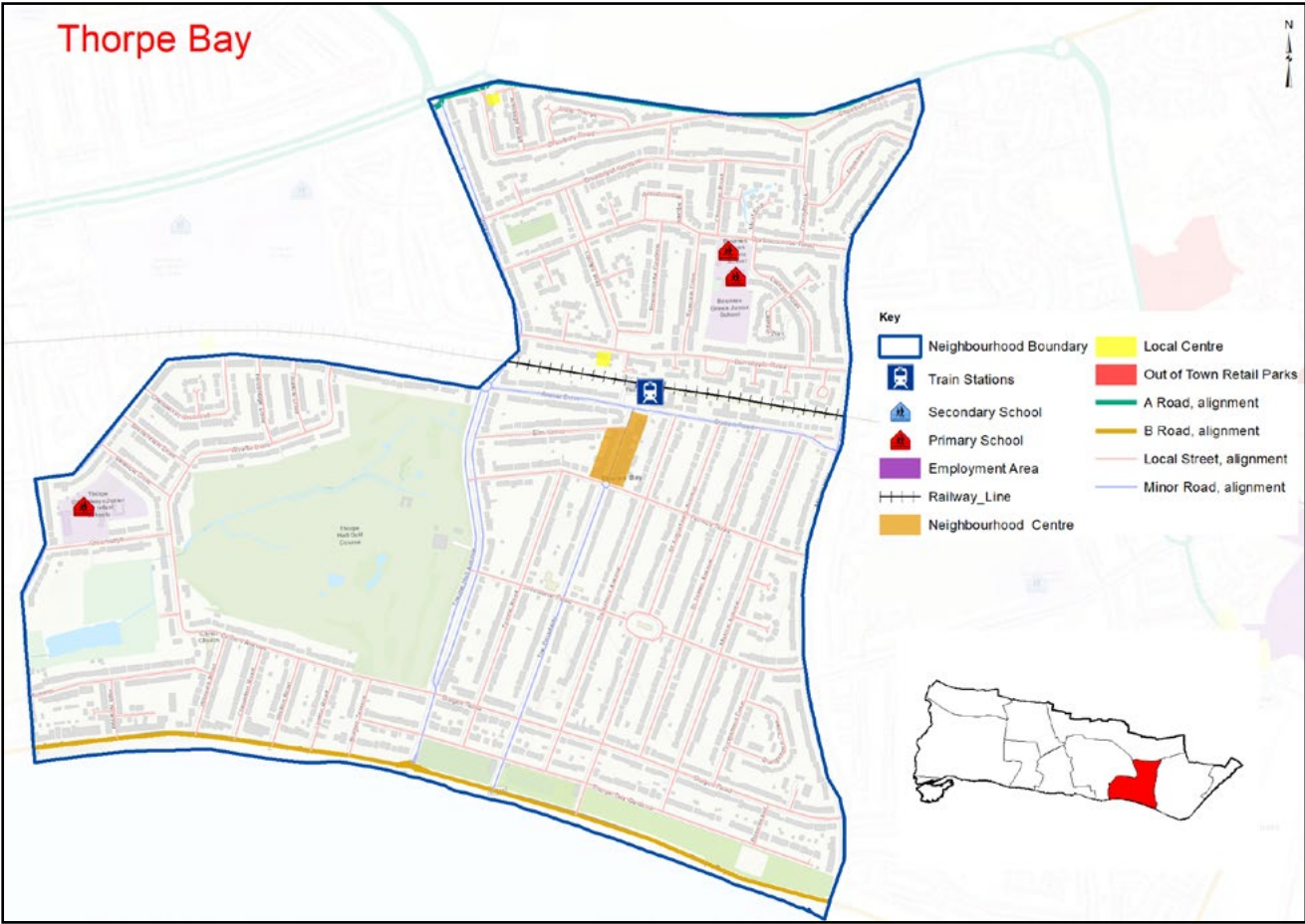
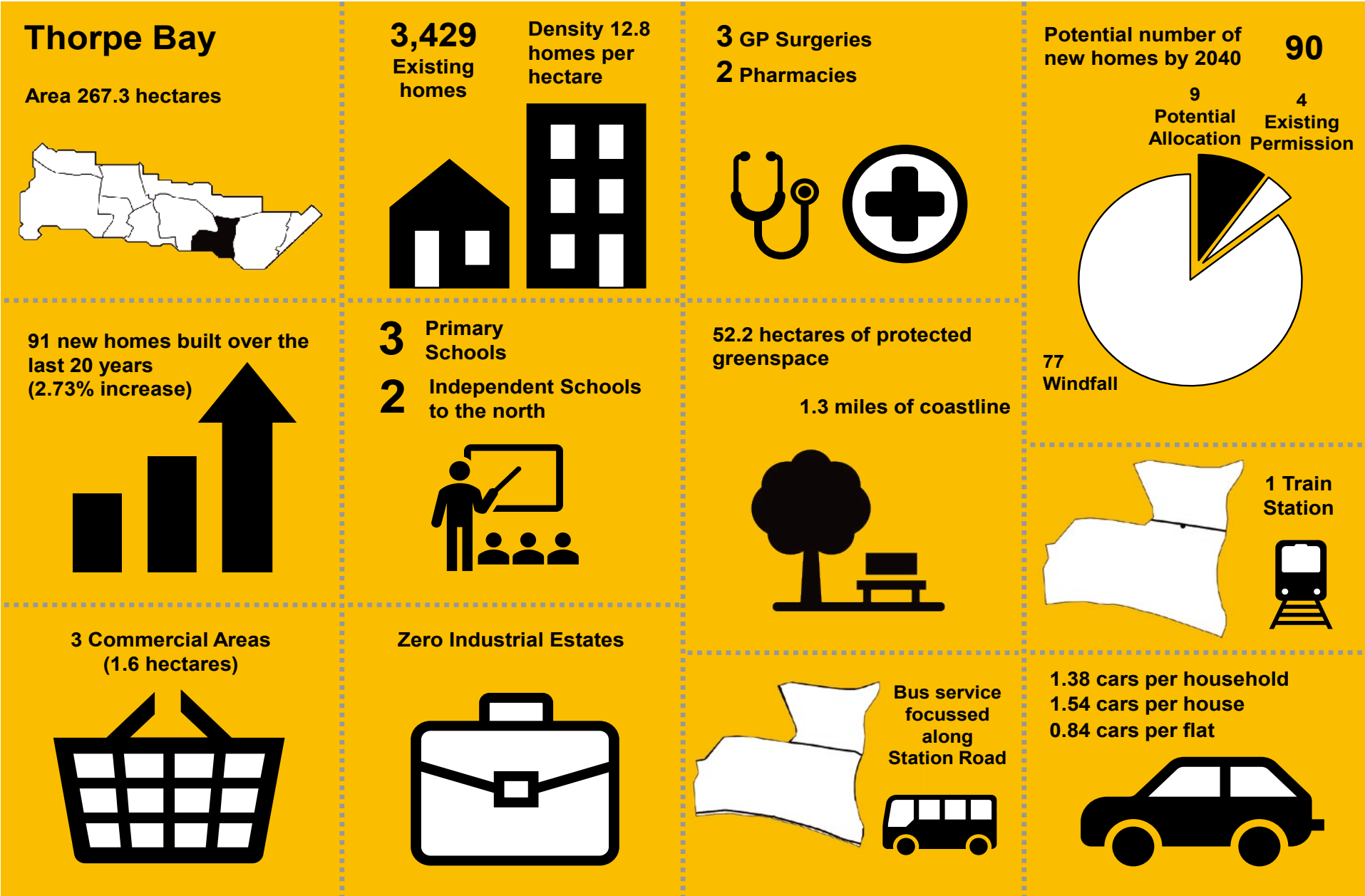


Figure 28: Thorpe Bay Characteristics

No. Homes	Density	Land Area (ha)	Car Ownership per home
3,429	12.8 dph	267.3	1.38



3.7.2 Vision – Thorpe Bay

Where we want to be

Thorpe Bay will remain an attractive residential area that benefits from landscaping and a strong tree canopy, with any selective redevelopment complementing local character. Thorpe Broadway neighbourhood centre will remain the commercial core of the neighbourhood, providing a range of shops and services to meet the day to day needs of the local community. There will be high quality walking, cycling and bus connections with the potential new neighbourhood north of Bournes Green Chase. A draft range of priorities for Thorpe Bay is set out below to aid feedback:

- Where acceptable in principle, new development in Thorpe Bay should be of high quality, respect the character of the area and incorporate greenery.
- Potential development of a major new community to the north of Bournes Green Chase, including a mix of uses and provision of new public accessible green space, with walking and cycling routes between the new community and existing neighbourhood.
- Thorpe Broadway neighbourhood centre to continue to act as a retail and service hub for the community, and fringes of the neighbourhood benefit from good services in Southchurch and Shoebury.
- Thorpe Bay Station to be a transport hub and new north-south cycle routes linked into this.
- The character and function of the foreshore will be conserved, protecting its value for different users while planning for the impacts of climate change and mitigating flood risk.
- There will continue to be good access to health and community facilities for local residents.
- Existing areas of Open Space will be retained and enhanced, with the potential new neighbourhood to the north of Bournes Green Chase providing opportunity for additional open green space, which will be accessible to residents in Thorpe Bay neighbourhood.

3.7.2 Thorpe Bay (Vision)

Have your say...

Please explain your answers

- a. Do you agree with our draft vision and priorities for Thorpe Bay?
If not, let us know what we have missed.

3.7.3 Complete Neighbourhoods (accessibility to services and facilities)

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

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

The completeness score for Thorpe Bay, by infrastructure type, is summarised in the rainbow image on the following page. For example 91% of the neighbourhood lies within walking distance of health facilities and 71% within walking distance of education facilities, but only 45% of the neighbourhood is within walking distance of civic, town centre and sport and leisure uses, while 18% is within easy reach of green space.

3.7.3 Thorpe Bay (Infrastructure)

Have your say...

Please explain your answers

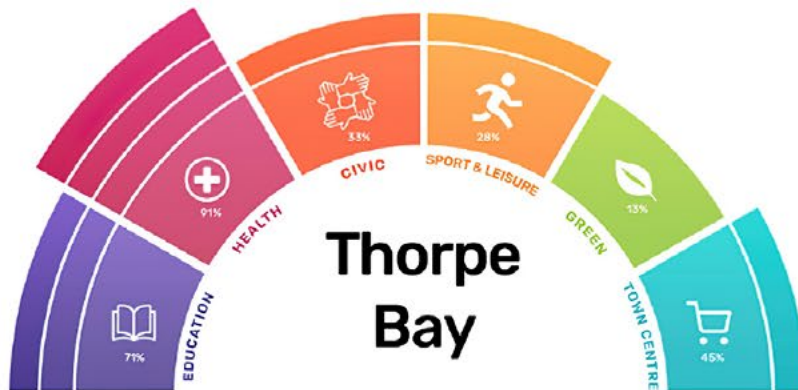
- a. Are there any issues with infrastructure provision in Thorpe Bay? Please explain your answer and let us know what the priorities should be over the next 20 years.

Infrastructure – Thorpe Bay

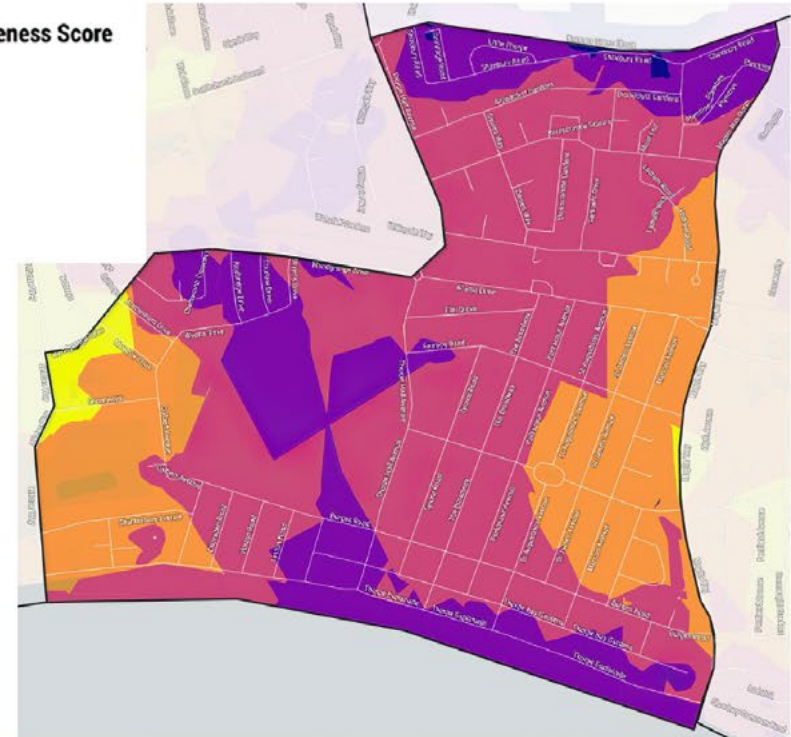
- Neighbourhood contains few infrastructure facilities itself e.g. schools, health care, civic so parts of neighbourhood have a very low completeness score
- Eastern and western parts lie within the catchment of services in Southchurch and Shoeburyness
- General low level of completeness correlates with low population densities seen across the neighbourhood
- Limited access to green infrastructure, particularly north of railway line, although properties and highways have soft landscaping which provides for a verdant character and access to the seafront



Thorpe Bay	% of neighbourhood within walking distance	
Education: 71%	Civic: 33%	Green Space: 18%
Health: 91%	Sports & Leisure: 28%	Town Centre uses: 45%



Walking Completeness Score



Thorpe Bay 'Aggregated Completeness Score' = 68%

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

3.7.4 Land Use Proposals – Thorpe Bay

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

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 45** on the following pages, or via the Council's website: localplan.southend.gov.uk

3.7.41 New Homes

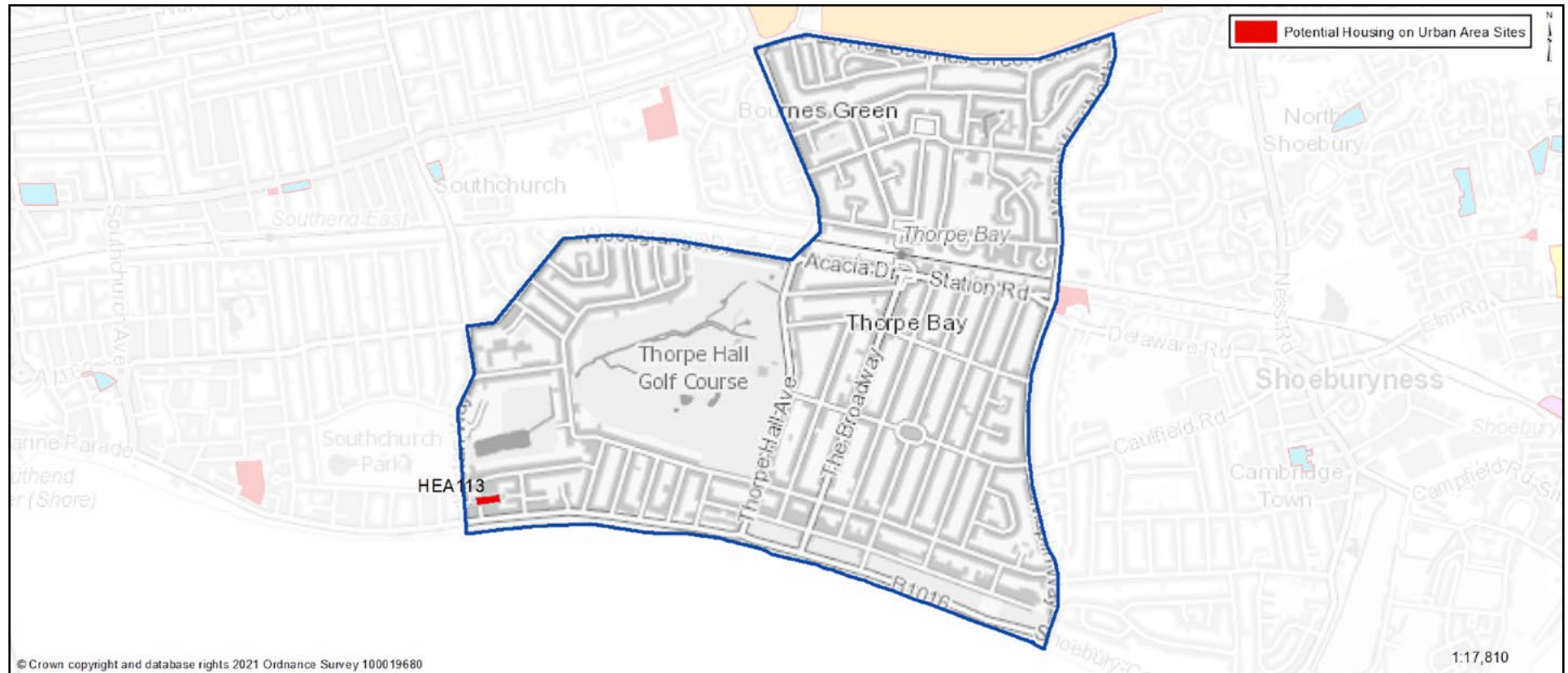
The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 48**. **Table 45** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'components of growth' the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 45** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site in **Table 45**, an assessment can be viewed via the Local Plan website: localplan.southend.gov.uk/local-plan-refining-plan-options/appendix-4-site-proformas

Map 48: Potential Residential Sites – Thorpe Bay (excluding those with planning permission)



Mapping Feature (Potential Residential Sites) [Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations \(opus4.co.uk\)](#)

Table 45: Potential Residential Sites – Southchurch

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA113	Land rear of Camelia Hotel	Backland site forming rear of properties on Shaftsbury Avenue, Eastern Esplanade and Lifstan Way. In use as informal parking, providing access to a series of garages. The site is located within flood zone 3.	This Council owned site has been submitted through the Call for Sites process for potential residential development. A low-density scheme of 35 dph would equate to 9 dwellings (rounded) and should allow for enough land to appropriately deal with the noted constraints.	Residential development	Urban Area General	9	9
Planning permission 5 units or more	None						0
Planning permission 4 units or less							0
Being Implemented							4
Windfall							77
Total							90

3.7.41 Thorpe Bay (Residential)

Have your say...

Please explain your answers

- a. Do you agree with the proposed housing sites for Thorpe Bay? Please reference the site you are referring to (**Table 45**), e.g. HEA113 Land rear of Camelia Hotel. You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 29: Development Typologies** as set out on the following pages.
- b. Do you have any other comments on housing provision in Thorpe Bay?

3.7.42 Urban Form and Development Typologies

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

Map 49 shows the Urban Forms of Thorpe Bay neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

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

Figure 29 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Thorpe Bay and within the different Urbans Forms as shown in **Map 49**. For instance you may believe the established residential area within **Map 49** should accommodate lower density development, such as house typologies H1 and H2, while you may believe the area around Thorpe Bay Station should accommodate development of a higher density, such as flat typology F2, within **Figure 29**.

Figure 29: Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph



F4: 250dph



F5: 525dph

Map 49: Urban Form of Thorpe Bay



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



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



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



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



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

Mapping Feature (Urban Form) **Southend-on-Sea Borough Council – Local Plan: Map 2 Urban Forms Map (opus4.co.uk)**

3.7.42 Thorpe Bay (Urban Form)

Have your say...

Please explain your answers

- a. Are there development typologies (**Figure 29**) that you would like to see come forward in Thorpe Bay? Please explain your answer – you may wish to refer to the different urban forms presented in **Map 49** in your response.

3.7.43 Employment

There are no proposals for new employment provision or existing designations in Thorpe Bay.

3.7.44 Commercial Centres

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

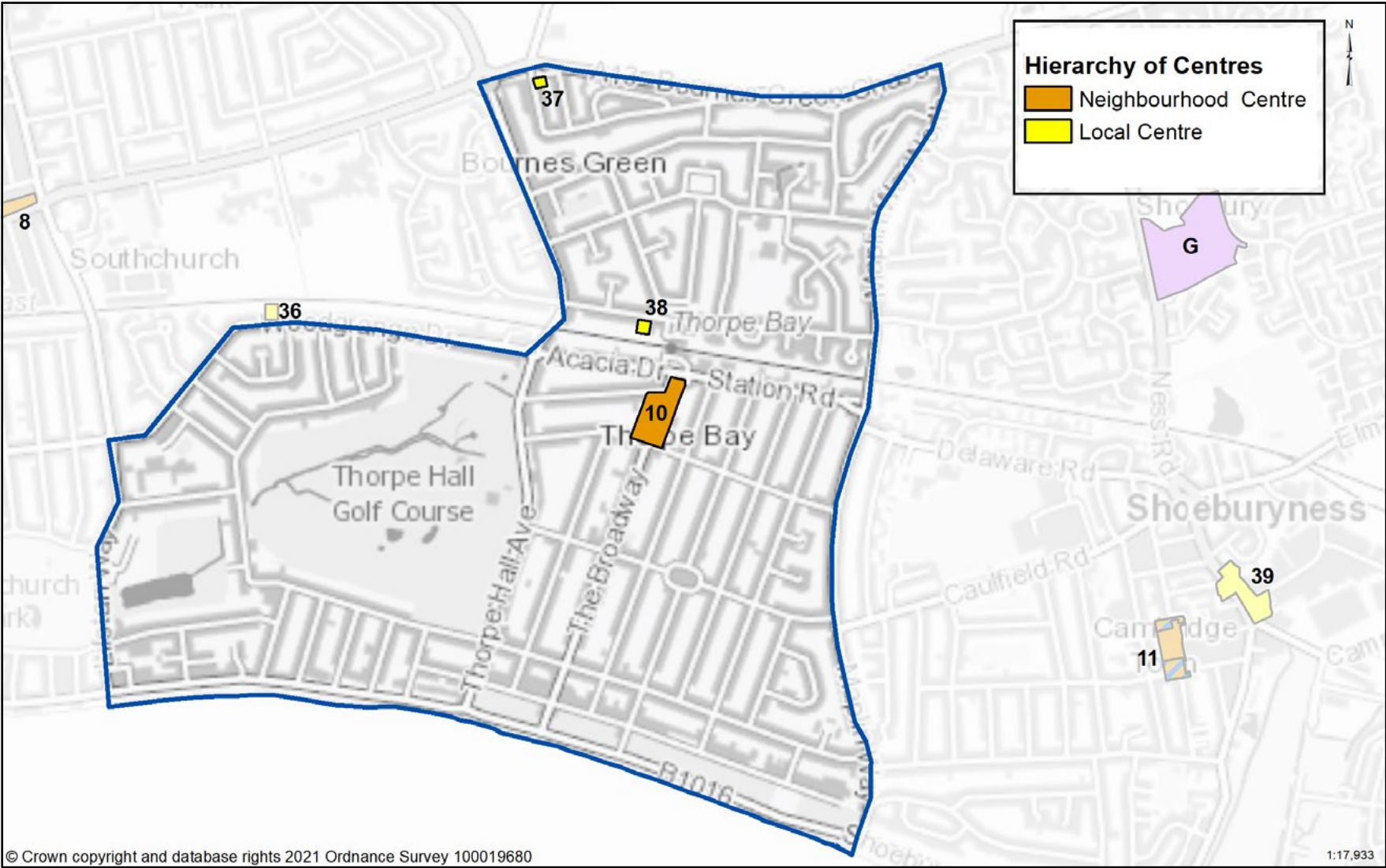
The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those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

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E¹) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. **Map 50** and **Table 46** shows the commercial centres in Thorpe Bay.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 50** and **Table 46** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

¹ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 50: Thorpe Bay Commercial Centres



Mapping Feature (Centres) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations** (opus4.co.uk)

Table 46: Thorpe Bay Commercial Centres

Ref	Name	Centre Type
10	Thorpe Bay (Broadway)	Neighbourhood Centre
37	Shoebury Road (Bournes Green)	Local Centre
38	Barnstaple Road	Local Centre

3.7.44 Thorpe Bay (Commercial Centres)

Have your say...

Please explain your answers

- Should we seek to define 'Commercial Areas' as set out in **Table 46** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development changes to residential – if yes, what frontages?
- Are there any other areas within the Thorpe Bay Neighbourhood area that we haven't identified that should be protected for commercial activities? If yes, please explain your answer and let us know where.

3.7.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in **Table 47** and **Map 51**.

Existing Green Space

Green Spaces in Thorpe Bay include the formal and natural green space at Southchurch Park East, the formally laid out Thorpe Bay Gardens on the foreshore and a number of smaller amenity spaces clustered around the north side of the railway line. The wide grass verge of Thorpe Hall Avenue also provides a recreational resource for residents including for dog walking. In addition, the Thorpe Hall private golf course provides a large area of green space with extensive tree cover and is traversed by a local public footpath link. These green facilities together with the lower density nature of development in the area, particularly south of the railway which includes properties with large gardens and wide-grassed verged streets, as well as extensive tree cover, means that

the neighbourhood is verdant in character. Tree canopy cover in the neighbourhood is 13% of the Thorpe ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

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

Proposed Local Green Space – Thorpe Bay Gardens is a grassed area opposite the foreshore. It is the main recreational space for the neighbourhood, and is valued in the main for the wide expansive views of the Estuary it offers. It therefore performs a key role for Thorpe Bay neighbourhood and is proposed as a Local Green Space. In addition Thorpe Hall golf course is proposed as Local Green Space as the largest and best quality green space in the neighbourhood. Unlike the other Local Green Spaces proposed in the plan the site is privately owned; however it does benefit from a public right of way through the site, offering connections to the wider green infrastructure network. Views are sought on whether the site plays a special role for the wider community as well as for Golf Club members, for example for its biodiversity role or tranquillity value, that would justify its designation as a Local Green Space.

Proposed New Green Space

The wide grass verge of Thorpe Hall Avenue also provides a recreational resource for residents including for dog walking, but is not currently protected. It is therefore proposed to designate this as Linear Green Space. Thorpe Bay Station Gardens is a formally laid out garden with mature trees and shrubs which is not currently protected, so it is proposed to designate this space as Amenity Open Space.

Map 51: Protected Green Space in Thorpe Bay and Proposed New Green Space



Mapping Feature (Green Space) [Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces \(opus4.co.uk\)](#)

Table 47: Thorpe Bay – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Parks		
E99	Thorpe Bay Gardens	4.184
E100	Southchurch Park East	7.094
Amenity Open Space		
E101	Barnstaple Road	0.130
E102	Branscombe Square	0.372
E103	Burleigh Square	0.265
E104	Plymtree	0.155
Sports Grounds		
E105	Thorpe Hall Golf Course	35.690
E106	Broadclyst Gardens	0.577
E107	Thorpe Esplanade Tennis Courts	1.392
E108	Thorpe Bay Bowling Club	0.157
School		
S27	Thorpe Greenways Playing Fields	1.101
S28	Bournes Green School	1.036

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

Table 47a: Thorpe Bay – Proposed new green space

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N28	Thorpe Bay Station Gardens	0.139
N29	Branscome Square (enlarged)	0.136
N30	Burleigh Square (enlarged)	0.050
Linear Green Space		
N31	Thorpe Hall Avenue	1.502

3.7.45 Thorpe Bay (Green Infrastructure)

Have your say...

Please explain your answers

- a. Do you agree with the proposed new green space designations?
When responding please include the site reference ([Table 44a](#)).
If not, can you explain why?
- b. Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? If yes, please provide an address.
- c. Do you agree with the proposed designation of Thorpe Bay Gardens and Thorpe Bay golf course as Local Green Space ([Table 47](#))? If not, please let us know why.
- d. Are there any other spaces within Thorpe Bay that should be designated as Local Green Space? If yes, please provide an address and supporting evidence to outline how, for example the space is special in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- e. Do you have any other comments on green space provision in Thorpe Bay? If yes, please explain your answer.

3.8 Shoeburyness

3.8.1 General Character

The eastern most neighbourhood in the Borough, Shoeburyness is perhaps one of the most fragmented of the areas in Southend, displaying a wide range of spatial and architectural characteristics over a number of distinct zones (**Map 52** and **Figure 30**). The Garrison is a significant feature of the area, an important example of Victorian military establishment design with a strong urban form much of which is protected by Conservation Area status set in a generous layout of green spaces and parkland which abuts the coastline. The Garrison buildings have largely been converted to residential uses, and other areas of the wider site have been built out for residential, developed to integrate with the original form. The Garrison, and the neighbouring East Beach, forms part of the attractiveness of the area for tourism.

The rest of South Shoebury is more influenced by the neighbouring Thorpe Bay, following a grid pattern with relatively large plots although tight knit Victorian/Edwardian terraced housing predominates around the West Road neighbourhood centre and local centre in Shoebury High Street, both of which provide a range of shops and services. North Shoebury is characterised by cul-de-sac, often lacking in terms of legibility and permeability, and open-plan modern low-rise development. The area contains an out of town retail development, anchored by a large ASDA store. To the north, Bournes Green Chase / Poynters Lane, currently act as a clear boundary to the built-up area. Land north of this is currently in agricultural use and designated as Green Belt. This land has, however, potential as a new neighbourhood on the edge of Southend as part of Development Opportunity C and D (see [Section 2.1: Providing New Homes](#)), which could provide a new link road, country park, homes, jobs, education and health facilities and other supporting infrastructure.

Shoebury is also home to employment / industrial areas, providing an important local employment base. However, some of the older traditional industrial areas are in need of renewal or reallocation to other uses, and some employment allocations on the Garrison are primarily now in residential use. The MOD/Qinetiq still maintains a presence on the “New Ranges” and provides local employment.

There is a wide variation in socio economic conditions within the area. The Index of multi-deprivation indicates that areas around Delaware Road and the eastern end of Eagle Way are within the lowest 10% of Lower Super Output Areas in the country. In contrast parts of Shoeburyness, particularly in the north and west of the area are among the least deprived nationally.

Map 52: Shoeburyness Characteristics

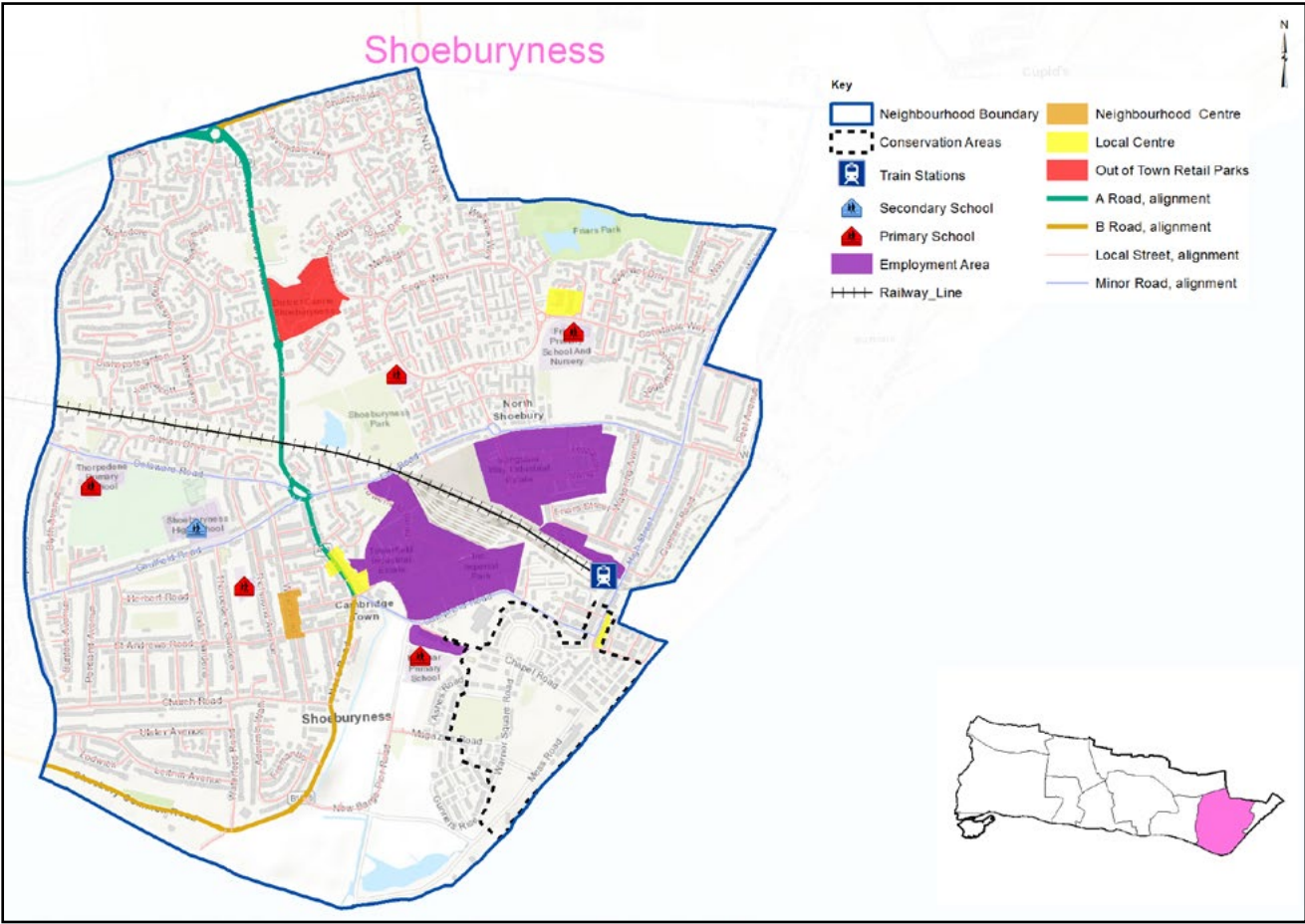
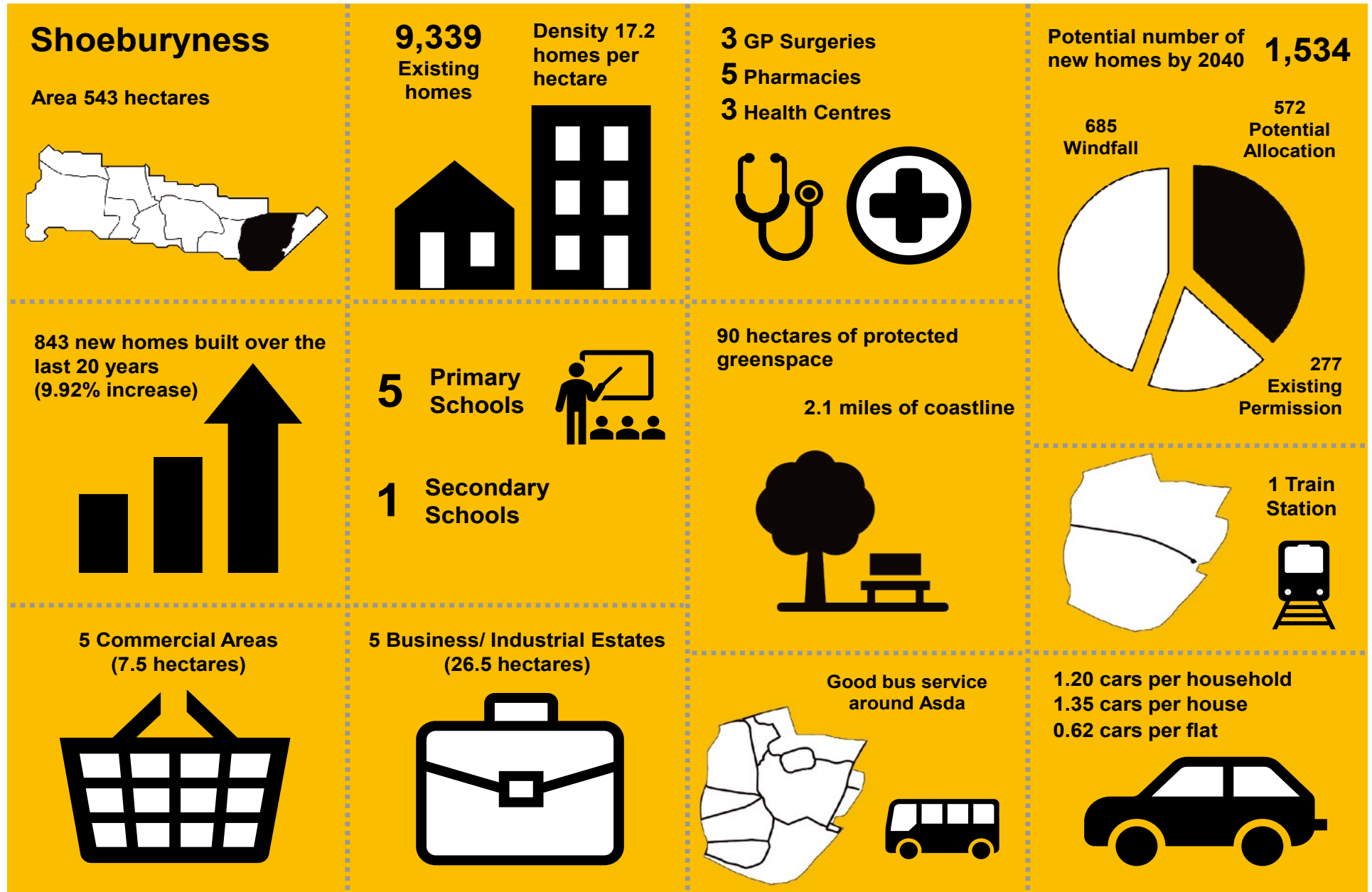


Figure 30: Shoeburyness Characteristics

No. Homes	Density	Land Area (ha)	Car Ownership per home
9,339	17.2 dph	543	1.2



3.8.2 Vision – Shoeburyness

Where we want to be

For Shoeburyness to grow in a sustainable way and adapt to change in a positive manner, enhancing its existing characteristics. The historic core around the Garrison will be conserved and East Beach carefully managed for both its tourism and ecological value. The range of local centres and facilities will be allowed to evolve and be enhanced to facilitate the role of Shoeburyness as a complete neighbourhood. To aid feedback a draft set of priorities for Shoeburyness is included below:

- New housing, where acceptable in principle, will be of high quality and enhance the characteristics of the local area.
- The Shoebury Garrison Conservation Area and other designated heritage assets will be conserved and enhanced.
- The environmental quality of employment areas will be enhanced, and the existing stock upgraded
- Opportunities to improve the offer of existing neighbourhood and local centres and shopping parades to serve the day to day needs of the local community will be encouraged, including community facilities and healthcare services, with improved walking and cycling connections to surrounding residential areas.

- Working with partners to facilitate East Beach as a key tourism, recreational and environmental asset, including sustainable access and enhanced links to Shoeburyness Railway Station.
- Effectively integrating Shoeburyness with potential new development to the north of Bournes Green Chase/Poynters Lane, potentially including new link road and new country park.
- Seek to enhance existing green space.

3.8.2 Shoeburyness (Vision)

Have your say...

Please explain your answers

- a. Do you agree with our draft vision and priorities for Shoeburyness? If not, let us know what we have missed.

3.8.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Shoeburyness.

Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)¹. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

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

The completeness score for Shoeburyness, by infrastructure type, is summarised in the rainbow image on the following page. For example 66% of the neighbourhood lies within easy walking distance to a health facility, 80% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 24% is within easy reach of green space

3.8.3 Shoeburyness (Infrastructure)

Have your say...

Please explain your answers

- a. Are there any issues with infrastructure provision in Shoeburyness? Please explain your answer and let us know what the priorities should be over the next 20 years.

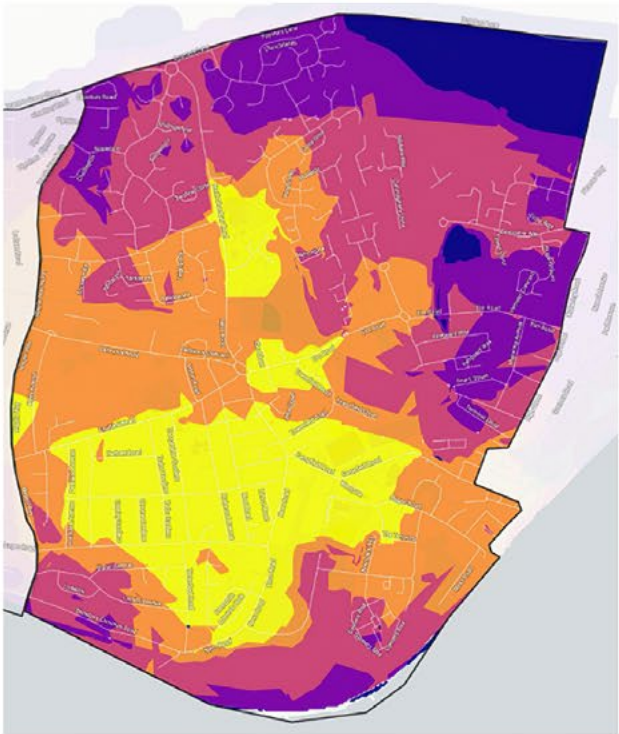
¹ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Shoeburyness

- Most day-to-day infrastructure facilities fall south of the Railway line, and especially within the south-eastern part of the neighbourhood.
- One superstore (Asda) is located north and provides access to the majority of the neighbourhood.
- Rail corridor is a huge barrier to those living to north and accessing infrastructure by foot, especially schools, green infrastructure, and community infrastructure.
- Limited community infrastructure north of rail line
- The area just south of the rail corridor has the greatest level of access to the different types of infrastructure identified in this study.
- There is a good provision of sports and green infrastructure across the neighbourhood, including to the north-western portion.
- Bus services are poorest to the north of the area
- Lack of woodland in the north east of the Borough



Shoeburyness	% of neighbourhood within walking distance	
Education: 59%	Civic: 46%	Green Space: 24%
Health: 66%	Sports & Leisure: 80%	Town Centre uses: 46%



Walking Completeness Score

- 1 - 4
- 5 - 7
- 8 - 10
- 11 - 13
- 14 - 17

Shoeburyness ‘Aggregated Completeness Score’ = 53%

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

3.8.4 Land Use Proposals – Shoeburyness

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

3.8.41 New Homes

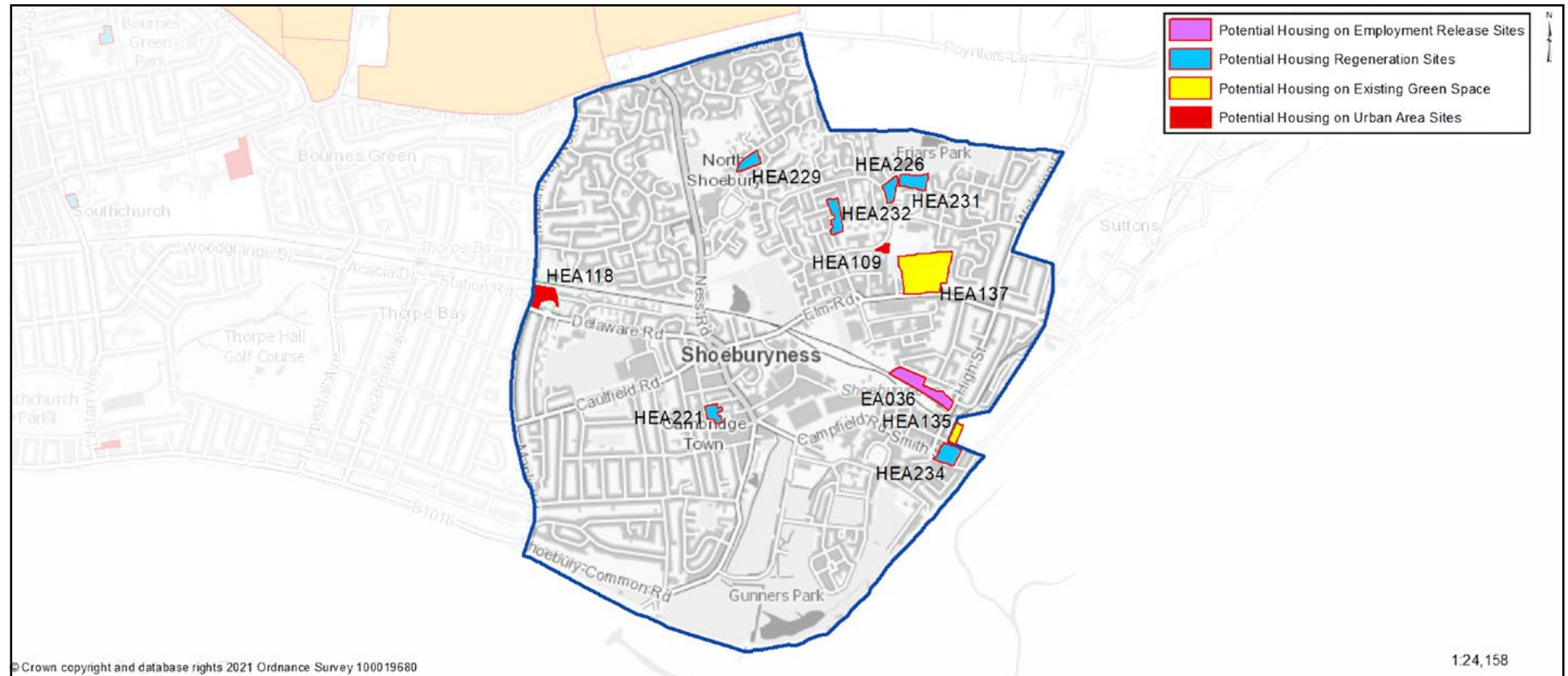
The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 53**. **Table 48** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 48** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site in **Table 48**, an assessment can be viewed via the Local Plan website: localplan.southend.gov.uk/local-plan-refining-plan-options/appendix-4-site-proformas

Map 53: Potential Residential Sites – Shoeburyness (excluding those with planning permission)



Mapping Feature (Potential Residential Sites) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations (opus4.co.uk)**

Table 48: Potential Residential Sites – Shoeburyness

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA109	Parking Area and adjacent areas at Eagle Way	A former Council owned garage site which has since been demolished with the area left open for parking. The land to the north which is included within the proposal is currently an under-utilised grass area with low-level planting (Not designated).	This Council owned site has been submitted through the Call for Sites process for residential development	Residential development	Urban Area General	12	12
HEA118	Thorpedene Campus	Includes Delaware House, a two-storey residential care home, and Thorpedene Clinic, which includes NHS facilities. Railway track to the north. Surrounding area largely residential. Significant change in levels from Maplin Way North to Delaware Road.	This site has been submitted through the Call for Sites process. Existing building(s) in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential led development with potential for community use	Urban Area General	65	65

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA221	Avon Way / West Road, Avon Way	Group of 3 storey buildings currently occupied as sheltered housing. In a mixed area adjacent to a parade of shops surrounded by residential uses.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	63	0
HEA226	Crouchmans, 46 Centurion Close	Group of 1 and 2 storey buildings currently occupied as sheltered housing. Located in a mainly residential area on the urban edge. Adjacent to Friars Park and surrounded by low-rise housing.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	60	0

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA229	Great Mead, 200 Frobisher Way	Part 2 and 3 storey sheltered housing building with car park and shared gardens. Located in a residential estate fronting Frobisher Way. Near to a local centre.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	53	5
HEA231	Kestrel House, 96 Eagle Way	Part 1 and 2 storey sheltered housing building with car parking and shared greenspaces. In a residential setting surrounded by low rise housing. Near to local centre and Friars Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	51	0

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA232	57-103 Kingfisher Close and 58-120 Sandpiper Close	Group of eight 2 storey buildings with car parking to the front and shared green spaces. In a low-rise residential area.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	32	0
HEA234	Longmans, 11 Rampart Street	Group of mainly 2 storey buildings currently used as sheltered accommodation near to seafront. Area is generally residential of 1 to 3 storey buildings	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	77	25

3.8 Shoeburyness

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
HEA135	Playing Field, George Street	Grassed playing field associated with former Hinguar School. Shoebury High Street to the north west, residential uses opposite the site, mainly 2 storey, open space public toilets and East Beach lie to the east and south east. Covenant issues on land	The site has been submitted through the Call for Sites process. Potential for residential development and to enhance adjacent East Beach recreational / environmental offer	Residential development	Green Space Release Sites	16	16
HEA137	Land at Elm Road, Shoeburyness	Large site, designated protected green space, includes an area of landfill greened over. Mixture of uses surround the site including residential, school, open space.	The site has been submitted through the Call for Sites process. Potential for residential. Tree planting on the remaining green space would increase biodiversity. There is an existing programme of managing the habitat with controlled cutting regimes to increase biodiversity. Site remediation would also be required.	Residential development with improvements to remaining green space	Green Space Release Sites	300	300
EA036	Terminal Close Employment Area	Existing employment site. Industrial estate made up of 1.5 storey buildings next to Shoeburyness train station, which may potentially cause noise issues. The site may also be contaminated: this requires further investigation. Site designated for employment.	Terminal Close is currently underutilised with half of the site being vacant and difficult to let due to the poor condition of premises and the unviable nature of the significant investment that would be required to bring the site up to modern day standards.	Mixed Use	Employment Release Site	149	149
Planning permission 5 units or more	HEA004, HEA026, HEA032, HEA051, 18/01141/OUTM, 17/01473/FUL						251

Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)
Planning permission 4 units or less							10
Being Implemented							16
Windfall							685
Total							1,534

3.8.41 Shoeburyness (Residential)

Have your say...

Please explain your answers

- Do you agree with the proposed housing sites for Shoeburyness? Please reference the site you are referring to (**Table 48**), e.g. HEA118 Thorpedene Campus. You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 31: Development Typologies** as set out on the following pages.
- Do you have any other comments on housing provision in Shoeburyness? If yes, please explain your answer.

3.8.42 Urban Form and Development Typologies

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

Map 54 shows the Urban Forms of Shoeburyness neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to low rise flats.

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

Figure 31 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Shoeburyness and within the different Urbans Forms as shown in **Map 54**. For instance you may believe the medium density residential area within **Map 54** should accommodate similar development, such as house typologies H2 and H3, and flat typology F1, within **Figure 31**.

Figure 31: Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph

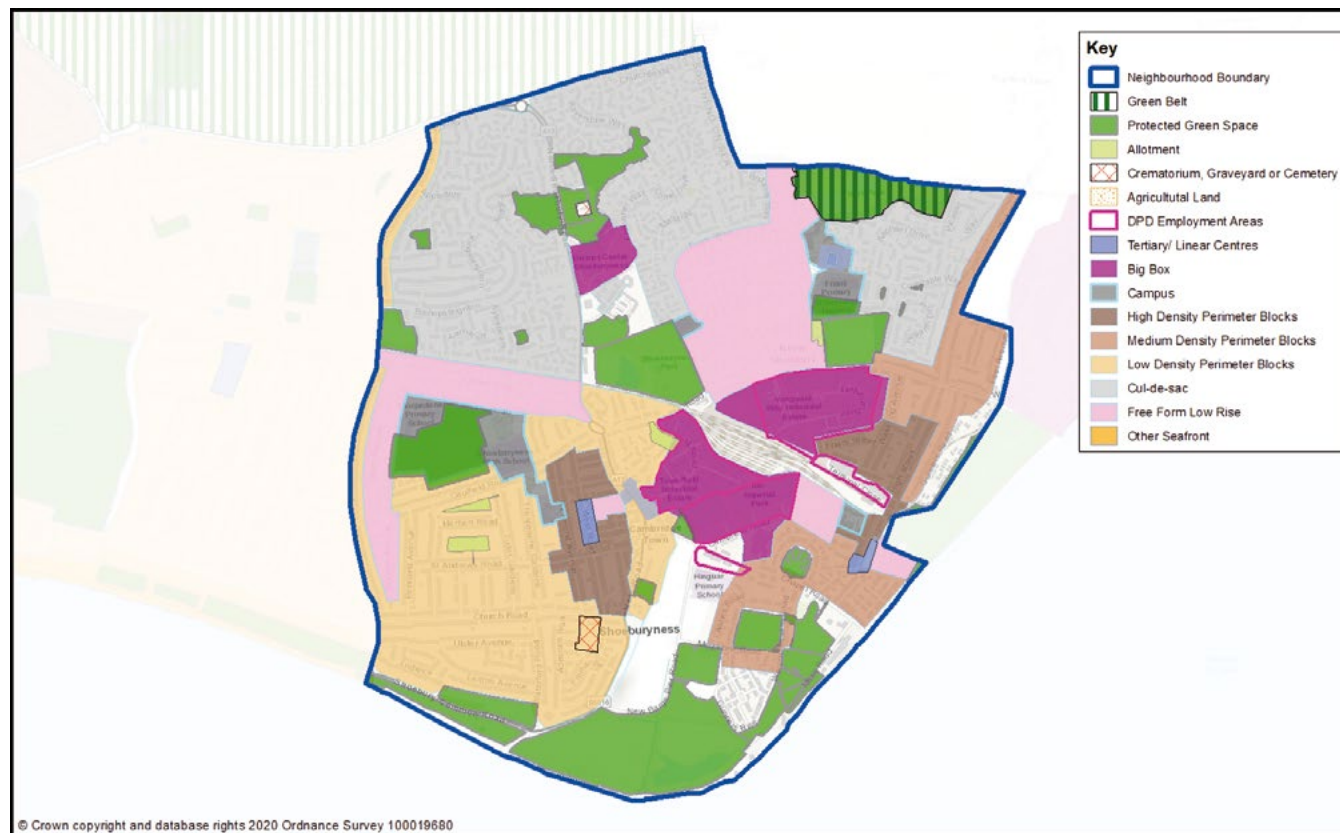


F4: 250dph



F5: 525dph

Map 54: Urban Form of Shoeburyness



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



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



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



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



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



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



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



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

Mapping Feature (Urban Form) [Southend-on-Sea Borough Council – Local Plan: Map 2 Urban Forms Map \(opus4.co.uk\)](https://opus4.co.uk)

3.8.42 Shoeburyness (Urban Form)

Have your say...

Please explain your answers

- a. Are there development typologies (**Figure 31**) that you would like to see come forward in Shoeburyness? Please explain your answer – you may wish to refer to the different urban forms presented in **Map 54** in your response.

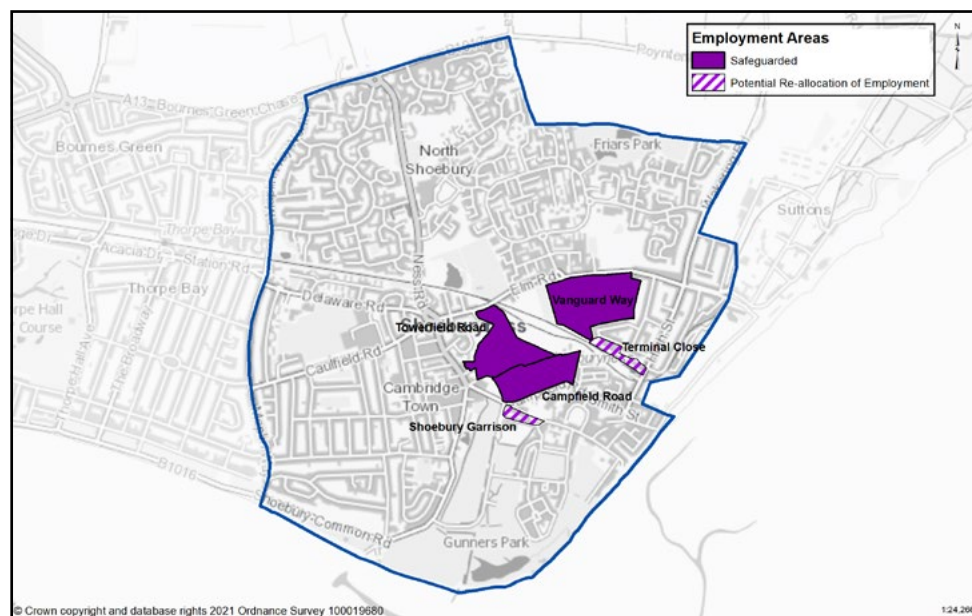
3.8.43 Employment

There are a number of industrial estates in Shoeburyness, largely clustered in the area close to the railway station and sidings. Vanguard Way, Towerfield Road and Campfield Road are particularly important locations offering a range of different sizes of units, from large format spaces accommodating major employers through to small business units such as the Seedbed Centre at Vanguard Way. It is intended they will be safeguarded for this purpose. Terminal Close and Shoebury Garrison Employment Areas may however offer opportunities for redevelopment for housing as they are currently functioning poorly as employment areas and have been identified for potential release. Terminal Close has a high vacancy rate and poor quality buildings, while Shoebury Garrison has lost most of its employment function to residential development and is likely to continue to do so as permissions have been granted for more residential development on other parts of the employment area. **Table 49** and **Map 55** sets out the employment land use proposals for Shoeburyness.

For businesses with regional and national markets, the location of Shoeburyness at the very end of the A13 creates access issues. It can take a considerable time at peak hours to negotiate traffic in Southend before reaching the Borough boundary. The proposed new Link Road offers the potential to improve accessibility to Shoebury's employment areas.

Table 49: Land Use Proposals in Shoeburyness – Employment Land

Site Name (ref)	Category	Hectares	Additional Floorspace
Vanguard Way	Safeguarded	10.69	
Towerfield Road	Safeguarded	7.25	
Campfield Road	Safeguarded	6.13	
Shoebury Garrison	Re-allocation	-1.49	
Terminal Close	Re-allocation	-0.94	
Total		21.64	

Map 55: Land Use Proposals in Shoeburyness – Employment Land


Mapping Feature (Employment) **Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations (opus4.co.uk)**

3.8.43 Shoeburyness (Employment)

Have your say...

Please explain your answers

- Do you agree with the proposed employment sites for Shoeburyness? Please name the employment site you are referring to in your response.
- Do you have any other comments on employment land provision in Shoeburyness? If yes, please explain your answer.

3.8.44 Commercial Centres

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

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

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E²) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Those centres within Shoeburyness are outlined in **Map 56** and **Table 50**.

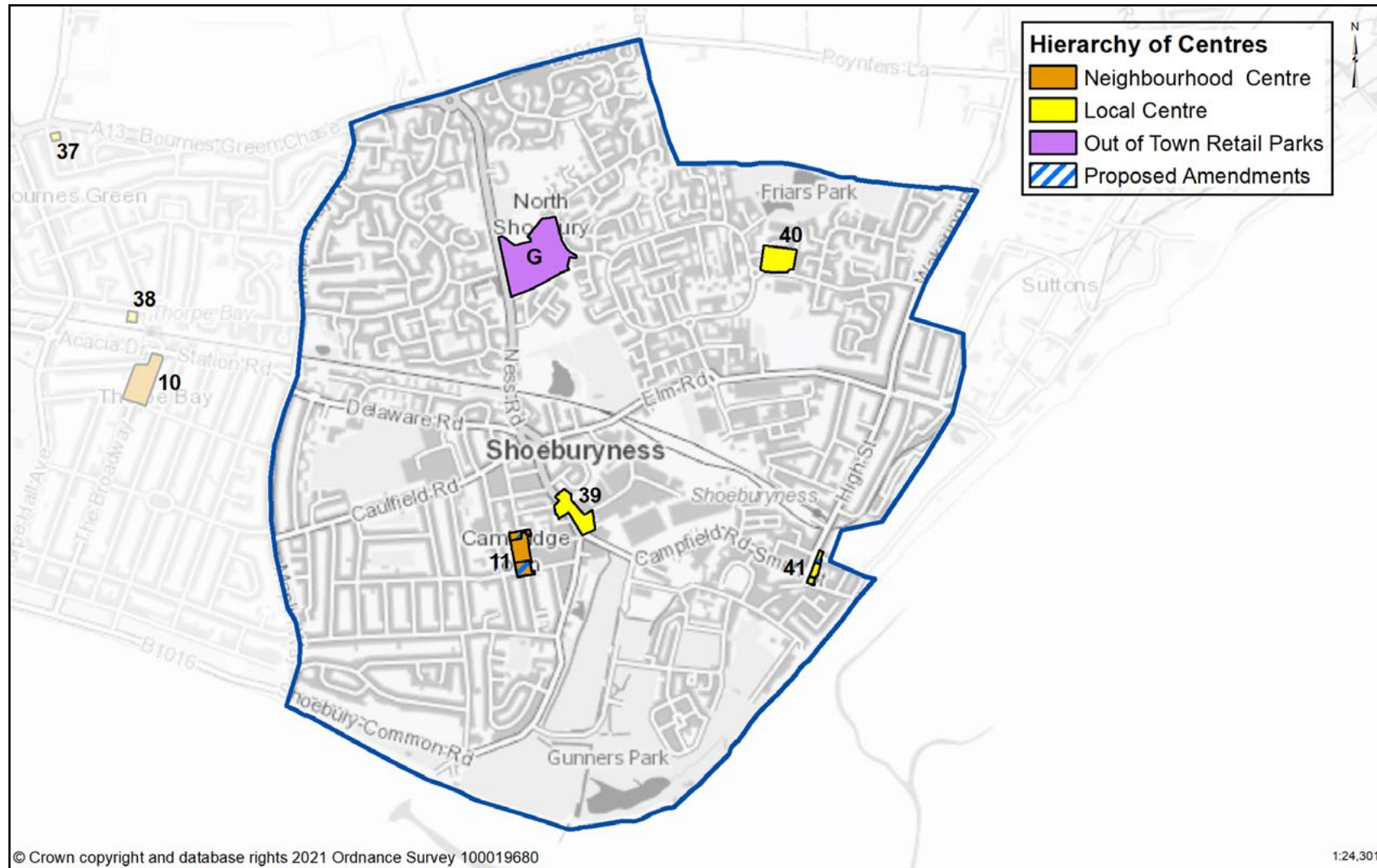
As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be

converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 56** and **Table 50** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

A number of amendments are proposed to de-designate parts of existing centres as shown in **Map 56**. These are in areas which either suffer from high vacancies or has lost a commercial frontage at ground floor level.

² <https://www.legislation.gov.uk/ukxi/2020/757/made>

Map 56: Shoeburyness Commercial Centres



Mapping Feature (Centres) [Southend-on-Sea Borough Council – Local Plan: Map 1 Borough wide map with neighbourhoods and specific housing and employment allocations \(opus4.co.uk\)](#)

Table 50: Shoeburyness Commercial Centres

Ref	Name	Centre Type
11	Shoeburyness (West Road)	Neighbourhood Centre
39	Ness Road	Local Centre
40	The Renown	Local Centre
41	High Street, Shoeburyness	Local Centre
G	North Shoebury	Out of Town Retail Parks

There are amendments proposed to the Shoeburyness (West Road) Neighbourhood Centre due to the reduction of active frontages in the north and south of the centre that reduce its ability to function as an effective Commercial, business and service sector. The northern section has a high vacancy rate while the southern section has a high proportion of units in residential use, introducing a dispersed distribution of commercial activities along these parts of the centre. To ensure a healthy commercial centre which delivers the required improvements and which functions accordingly it might be necessary to consider the extent of the centre by redefining and consolidating the areas dedicated to commercial activities to ensure a focused approach with emphasis on the areas located in the middle of the centre.

There are similar amendments also proposed to the High Street, Shoeburyness local centre due to a high proliferation of residential uses on the northern and southern parts of the centre.

3.8.44 Shoeburyness (Commercial Centres)

Have your say...

Please explain your answers

- Should we seek to define 'Commercial Areas' as set out in **Table 50** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development changes to residential – if yes, what frontages?
- Do you agree with the proposed amendments to commercial centres as set out on **Map 56**?
- Are there any other areas within the Shoeburyness Neighbourhood area that we haven't identified that should be promoted for commercial activities at ground floor level? If yes, please explain your answer and let us know where.

3.8.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in **Table 51** and **Map 57**.

Existing Green Space

Shoebury Park, Friars Park, Gunners Park and East Beach are key areas of green space within the neighbourhood. Gunners Park has been re-configured as a result of the redevelopment of the Shoebury Garrison and is a large area of informal public space, including a pond, areas of natural open space, children's play area, skateboard park and tennis courts. The areas of natural open space are managed by the Essex Wildlife Trust. The broader Garrison development includes a cricket field. Friars Park contains two ponds and a play area for older children. Other play spaces are located around the neighbourhood, such as off Caulfield Road. Tree canopy cover in the neighbourhood ranges from 8.6% of the ward in West Shoebury to 12.3% in Shoeburyness ward. This is set within

the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Opportunities for enhancement of green space will be pursued wherever possible, especially around East Beach where management of day visitors will be particularly important.

Local Green Space

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

Proposed Local Green Space – Gunners Park is proposed to be designated as a Local Green Space for its heritage and biodiversity value and unique character offering panoramic sea views. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community.

Proposed New Green Space

It is proposed to designate the coastal walking and cycle link between East Beach and the Garrison estate as a Green Corridor. The potential new settlement to the north and west of Shoeburyness would include substantial amounts of greenspace linking into a broader South Essex Regional Park. This would include significant green corridors that would make access to countryside easier particularly by walking and cycling ([Table 51a](#)).

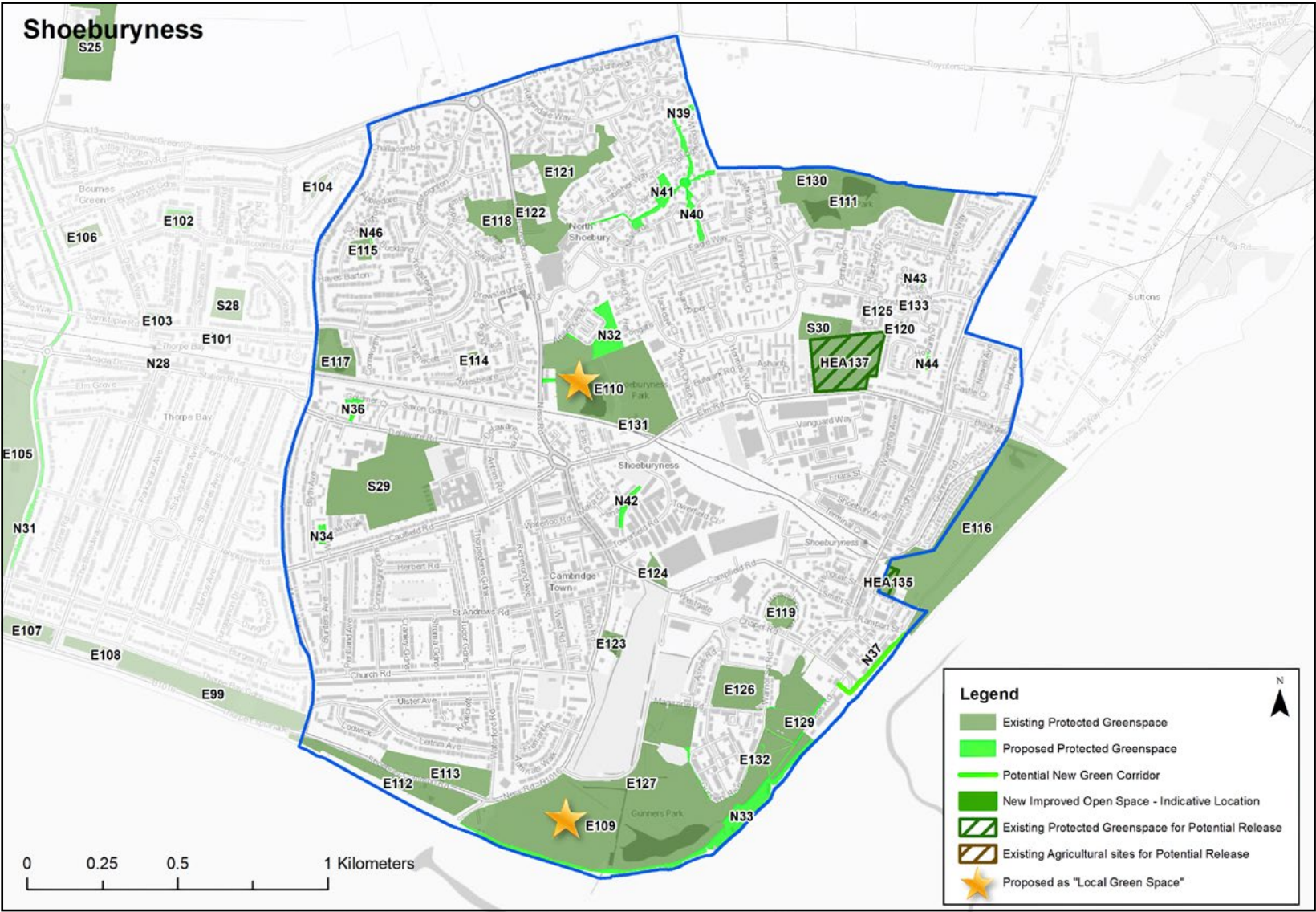
Falcon Way and Colne Drive are existing green spaces adjacent to Colne Drive playground which are proposed to be protected as Amenity Green Space. Other existing green spaces proposed to be protected as Amenity Green Space are Jena Close, Goya Rise and Hogarth Open Space. These informal spaces perform a valuable amenity, recreational and biodiversity role.

Existing playgrounds at Delaware Road, Jena Close and Caulfield Road are also proposed to be protected.

Green spaces with potential for other uses

Playing Fields at George Street and land at Elm Road which are currently protected as green space in the local plan have been identified as public land which has potential for development, including for housing ([Table 51b](#)).

Map 57: – Protected Green Space in Shoeburyness and Proposed Green Space



Mapping Feature (Green Space) [Southend-on-Sea Borough Council – Local Plan: Map 3 Green Spaces \(opus4.co.uk\)](#)

Table 51: Shoeburyness – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Parks		
E109	Gunners Park	28.235
E110	Shoebury Park	9.261
E111	Friars Park	7.619
E112	Shoebury Common	2.769
E113	Shoebury Common North	2.495
Amenity Open Space		
E114	Aylesbeare Open Space	0.173
E115	Cheldon Barton Open Space	0.365
E116	East Beach Open Space	12.735
E117	Maplin Way Open Space	1.574
E118	Sedgemoor Open Space	1.900
E119	Horseshoe Crescent	0.838
E120	Whistler Rise Open Space	0.044
E121	St Mary's Green	4.011
E122	St Mary's Nature Reserve	0.975
E123	Ness Road	0.448
E124	Campfield Road War Memorial	0.422

Site Ref.	Name of Site	Size (Ha)
E125	Turner Close Courtyard	0.041
Sports Grounds		
E126	Garrison Cricket Square	2.186
E127	Gunners Park – Wheeled Sports	0.034
E128	Gunners Park – Ball Sports	0.032
E129	Gunners Park – Tennis Courts	0.124
Playgrounds		
E130	Friars Park	0.402
E131	Shoebury Park Playground	0.191
E132	Gunners Park – Toddler Play Area	0.036
Pocket Park		
E133	Hogarth Drive Open Space	0.026
School		
S29	Shoebury High playing fields	7.646
S30	Friars Primary School Playing fields	1.206
Allotments		
A12	Growing Together Shoeburyness	0.349
A13	Elm Road/Towerfield Road	0.577

Site Ref.	Name of Site	Size (Ha)
A14	Herbert Road	0.460
A15	St Andrews Road	0.821
Crematorium, Graveyard or Cemetery		
C10	St Mary's, Shoebury	0.258
C11	St Andrews	0.975
Release Site		
HEA135	Part of playing field George Street	0.318
HEA137	Land at Elm Road Sports Ground	3.880

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

Table 51a: Shoeburyness – Proposed Green Space

Site Ref.	Name of Site	Size (Ha)
Local Parks		
N32	Shoebury Park Expansion	1.184
N33	Gunners Park update to boundary	3.061
Playgrounds		
N34	Caulfield Road (Wicklow Walk)	0.161
N35	Jena Close Playground	0.038
N36	Delaware Road	0.295

Site Ref.	Name of Site	Size (Ha)
Green Corridor		
N37	East Beach path to Gunners Park	315m
Sports Ground		
N38	Colne Drive Sports Ground	0.026
Amenity Open Space		
N39	Collingwood Open Space	0.450
N40	Falcon Way Open Space	0.557
N41	Colne Drive Open Space	0.768
N42	Jena Close Open Space	0.238
N43	Goya Rise Open Space	0.082
N44	Hogarth Open Space	0.066
N45	Aylesbeare Open Space Extension	0.033
N46	Cheldon Barton Open Space Extension	0.035

Table 51b: Land Use Proposals in Shoeburyness – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/ Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA135	Land at George Street	0.32	Former playing field associated with Hinguar School, about 0.5 miles from site.	Grassed playing field, maintained. Fenced off and sign states “for school use only”. Green space to north and east is publicly accessible and functionally part of East Beach recreation area.	N	16	Land is in public ownership and has potential for residential development. Redevelopment could enhance adjacent green space.
HEA137	Land at Elm Road	3.77	Former landfill site	Contamination issues, land actively managed for biodiversity, used by dog walkers/ pedestrian link through area.	Possible if removed in entirety	300	Land is in public ownership and has potential for residential development

3.8.45 Shoeburyness (Green Space)

Have your say...

Please explain your answers

- a. Do you agree with the proposed new green space designations?
When responding please include the site reference ([Table 51a](#)). If not, can you explain why?
- b. Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? If yes, please provide an address.
- c. Do you agree with the sites identified for release from green space designations ([Table 51b](#))? If not, can you explain why?
- d. Do you agree with Gunners Park and Shoebury Park being identified as Local Green Space? If not, can you explain why?
- e. Are there any other sites within Shoeburyness that should be designated as Local Green Space? If yes, please provide an address and supporting evidence to outline how the space is special to local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- f. Do you have any other comments on green space provision in Shoeburyness? If yes, please explain your answer.

Making your views known

It is important to tell us what you think is the best approach to take in developing Southend and its different places.

To guide your response to Refining the Plan Options, the document sets out a number of questions, many of which relate to specific sites in the Borough.

You do not need to respond to all the sections and suggested questions, you can focus on what interests you. For instance you may wish to focus on the neighbourhood you live in.


**You can view and comment
on the main document online
and download questions at:
localplan.southend.gov.uk**

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

How to Contact Us

You can email us at:

Or write to us at:

 Planning Policy,
Southend-on-Sea Borough Council,
PO Box 6, Civic Centre,
Victoria Avenue,
Southend-on-Sea
SS2 6ER

You can also follow us on social media:

[@PlanSouthend](#) and [@SouthendBCOfficial](#)

If you would like to be notified of future planning policy consultations you can sign up to our planning policy consultation database.

Please contact  planningpolicy@southend.gov.uk
or telephone  01702 215408.






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Translations of this document in alternative languages are also
available upon request.

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