Southend-on-Sea City Council

# Urban Capacity

## Southend New Local Plan Topic Paper

September 2026

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# 1. Introduction

## Overview

The Council is preparing a Local Plan for the City of Southend to guide future development decisions. An important consideration for the Local Plan is the provision of housing.

The Government, through national planning policy and guidance, has set out the approach for establishing a housing requirement figure for each local authority area in the country through the preparation of strategic policies within, inter alia, Local Plans. In line with the National Planning Policy Framework (NPPF), establishing a housing requirement through the adoption of a Local Plan can be summarised as a two-stage process: requires housing needs to be objectively assessed (often termed a policy-off approach) and then a distinct assessment made as to whether and if so, to what extent, other policies dictate or justify constraint (policy-on approach).

The Government's current Standard Methodology is based on population projections and affordability. The figure for Southend is 1,405 dwellings per annum[1].

With Southend having limited land resources and its urban area being tightly bound by the administrative boundary, this represents a significant challenge. Housing need for Southend as set out by the Standard Method is more than four times the adopted housing requirements in the Core Strategy (2007)[2] and the annual average housing delivery achieved in Southend since 2001. To date, the majority of dwelling completions has taken place on previously developed land within the existing built-up area.[3]

To provide a step change in housing delivery the Local Plan seeks to take a proactive approach to identifying suitable opportunities for meeting future housing needs.

## Purpose

The preparation of the Local Plan has required a range of evidence base studies to support the production of the spatial strategy, planning policies and site allocations. This Urban Capacity Topic Paper forms part of the evidence base for the Local Plan. It has been prepared to evaluate the potential theoretical future capacity of sites within the existing urban area of Southend to contribute towards future housing supply.

It supplements the Housing and Employment Lane Availability Assessment (HELAA) which was first prepared in 2020 and has subsequently been updated in 2026 to evaluate the capacity of developable, available and deliverable sites.

[1] Local housing need (December 2024 – new standard method)

[2] The Southend Core Strategy (adopted 2007) makes provision for housing, employment, retail, education, leisure and tourism within the urban area, mainly focussed on the central area of the town, as detailed in the Southend Central Area Action Plan (SCAAP) (adopted in 2018). These plans cover the period to 2021. The annual housing target in the Core Strategy was 325 dwellings per annum (dpa) for the period 2001-2021. Monitoring indicates 336dpa were delivered during this period.

[3] For the period 2001-2021 development on previously developed land was on average 93.4%, for the monitoring years 2020/21 it was 100% - Southend Annual Monitoring Report A summary for the period 2001 to 2021.

To avoid double counting, this Paper does not duplicate the HELAA, it explores other potential sources of capacity in the urban area to help meet identified housing needs.

This approach does not represent a statement of policy, nor does it set out allocations, it is only intended to help inform the Local Plan, along with other relevant evidence.

# 2. Background

## National Planning policy context

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The most recent revision of the NPPF was published in August 2026.

The Government has set out is objective of significantly boosting the supply of homes across the country, and it is important that a sufficient amount and variety of land can come forward where it is needed, and the overall aim should be to meet an area's identified housing need.

Planning policies and decisions should promote an effective use of land in meeting the identified need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. To this end, strategic policies should set out a clear strategy for accommodating objectively assessed needs in a way that makes as much use as possible of previously developed land.

Planning policies and decisions should encourage multiple benefits from land, including mixed use schemes and achieving net environmental gains; recognise some undeveloped land can perform many functions; given substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs; promote and support the development of underutilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively (for example converting space above shops, building on or above service yards, car parks, lock ups and railway infrastructure); support opportunities to use the airspace above existing residential and commercial premises for new homes, including airspace development.

In situations where there is an existing or anticipated shortage of land for meeting identified housing needs, it is important that planning policies and decisions avoid homes being built at low densities, while ensuring that development makes optimal use of the potential of each site.

Plans should contain policies to optimise the use of land to meet as much of the identified need for housing as possible. This will be tested robustly at examination and should include the use of minimum density standards for city and town centres and other locations that are well served by public transport. Such standards should seek a significant uplift in the average density of residential development within these areas, unless it can be shown that there are strong reasons why this would be inappropriate.

The use of minimum density standards should also be considered for other parts of the plan area, and it may be appropriate to set a range of densities that reflect the accessibility and potential of different areas, rather than one broad density range.

## Planning Practice Guidance

Planning practice guidance provides further detail on planning for higher density development and outlines a range of considerations for establishing appropriate densities on a site, or in a particular area. This can include:

- measures of accessibility such as distances and travel times to key facilities including public transport stops or hubs (taking into consideration service capacity, frequencies and destinations served);
- characterisation studies and design strategies dealing with matters such as urban form, historic character, building typologies and green infrastructure and amenity space[4].

It confirms that different ways of measuring density can be adopted including dwellings per hectare and plot ratio. Given the potential for dwellings per hectare to encourage particular forms of development that may not fully address housing needs it advises that it is *"important to consider how housing needs, local character and appropriate building forms relate to the density measures being used".*

It notes the importance of how local character and building forms relate to the density measures being used[5].

## National Design Guidance

The National Design Guide (NDG) notes that well designed places have compact forms that are walkable and have accessible local public transport, services and facilities to ensure sustainable development. It states that appropriate density will result from the context, accessibility, the building types, form and character of the development.

In terms of tall buildings, the NDG states[6] that when well-designed these can play a positive urban design role in the built form, acting as landmarks, emphasising important places and making a positive contribution to views and the skyline. However, tall buildings (and buildings of significantly larger scale or bulk than their surroundings) require special consideration including their location and siting; relationship to context; impact on local character, views and sight lines; composition - how they meet the ground and the sky; and environmental impacts, such as sunlight, daylight, overshadowing and wind.

## Southend Context

Southend (Figure 1) is already a densely developed urban city with one of the highest urban densities in the country outside of London. Its urban area is bounded by the Thames Estuary to the south, the North Sea to the east and areas of Green Belt to the north. Southend is adjoined by the local authorities of Rochford to the north and Castle Point to the west.

The city has excellent public transport connections with two railway lines providing services to London (Fenchurch Street and Liverpool Street) via nine stations. There are good local

4 Planning Practice Guidance Paragraph: 004 Reference ID: 66-004-20190722
5 Ibid. Paragraph: 005 Reference ID: 66-005-20190722
6 https://assets.publishing.service.gov.uk/media/602cef1d8fa8f5038595091b/National_design_guide.pdf

bus links including high frequency services and Southend Airport lies to the north (largely within Rochford).

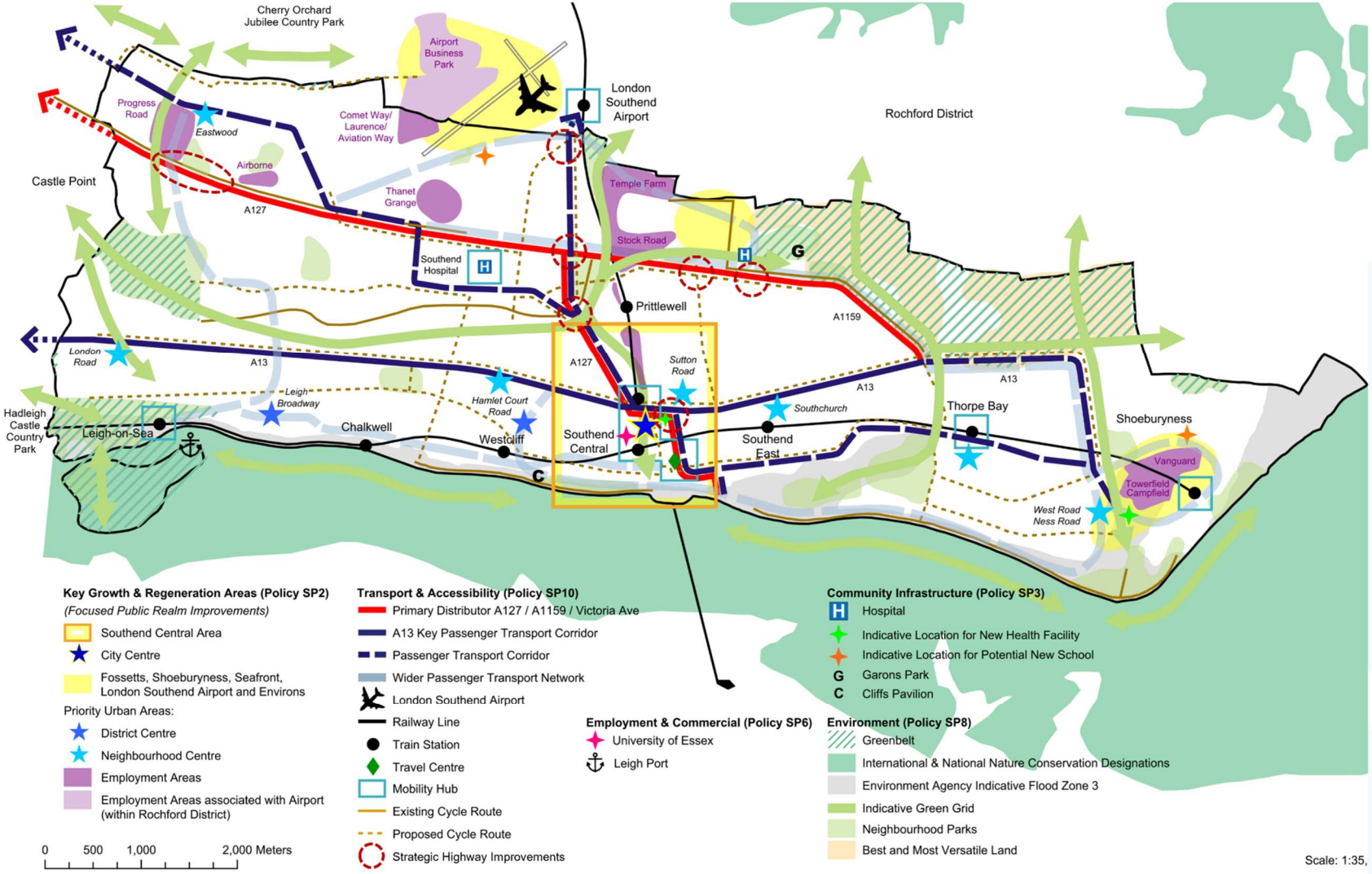
The main road network comprises the A13 which connects from west to east across the city, the A1015 which connects through to Rayleigh, the A127 and A1159 which connect the city centre to the airport and provide a northerly route connecting Eastwood in the north-west to Thorpe Bay and Shoeburyness in the south-east. Its coastal location, with beaches and nature reserves make it an attractive destination for visitors. Low lying coastal areas are constrained by flood risk.

With a population of approximately 185,300 covering an area of around 4,175 hectares, Southend has a population density equating to around 44 persons per hectare[7].

Population densities are highest in the area immediately surrounding Southend Central, areas of Southchurch, and Westcliff.

[7] 2024 mid year population estimate

*Figure 1: Southend Context* (taken from Local Plan Preferred Approach with Options, 2025)



# 3. Methodology and approach

This paper assesses the potential for further residential development within the existing urban area of Southend, excluding areas within the Green Belt. It complements and is in addition to the updated HELAA and feeds into the Housing Topic Paper.

The method has been developed with reference to existing guidance, including the 'Tapping the Potential' report[8] and Government planning guidance on producing HELAA's, considering local character and context and the need to make effective use of land in accessible locations in urban areas.

It has identified potential sites and reviewed the potential of other sources of supply. Sites identified within the UCS are not included within the HELAA and are not actively being promoted to the Local Plan for development.

The last piece of detailed policy guidance on assessing urban capacity was produced by the Urban and Economic Development Group (URBED[9]) on behalf of the Government in 1999 entitled 'Tapping the Potential'. This identified a range of measures for assessing urban capacity informed by an analysis of place and character and took a design-led approach to establishing appropriate density bands for use in different locations, based on accessibility and proximity to services, including the identification of 'priority areas' accessible to a range of sustainable transport options.

The approach to identifying development capacity within the existing urban area has also been informed by the concept of 'complete neighbourhoods'[10] [11] – namely, seeking to create healthy, connected neighbourhoods by promoting growth in urban centres and the corridors between them, which have safe and convenient access to the goods and services needed in daily life, including sustainable transport options.

## Sources of supply and unconstrained capacity

The following sources of supply have been considered:

- Intensification/ redevelopment of potential sites for residential or mixed-use development including residential, not included within the HELAA;
- Subdivision of existing housing (based on trend analysis of the last 10 years);
- Living above shops (use of existing non-residential floorspace);
- Empty homes;
- Redevelopment of existing Council-owned land including sheltered housing/ housing estates;
- Car parks;

[8] https://urbed.coop/sites/default/files/Tapping%20the%20Potential%20Report.pdf

[9] The Urban and Economic Development Group (URBED) for the Department of the Environment, Transport and the Regions 1999.

[10] https://www.portlandoregon.gov/cbo/article/486451

[11] https://www.planmelbourne.vic.gov.au/current-projects/20-minute-neighbourhoods

- Prior approvals including extensions to flats and office to residential conversions;
- Employment and open space allocations.

The following are not considered as part of this study:

- Sites on brownfield register. These are considered in the HELAA;
- Existing housing allocations. There are considered in the HELAA.

Where sites have been reviewed in the HELAA but not taken forward, for instance due to lack of information regarding site availability, they have been considered in in this paper[12].

A 'policy off' approach has been taken for the initial stage of this study to identify the unconstrained potential of the existing built-up urban area plus areas of open land.

This has included reviewing a wide range of potential opportunities to provide dwellings within the urban area. A combination of desk study and fieldwork has been used to do this.

The analysis of unconstrained potential has been informed by trend-based analysis (e.g. subdivision/ empty homes/ prior approvals) and through a site-specific based analysis of the extent to which density can be optimised (e.g. intensification).

This site specific analysis has used accessibility, character and density to define typologies and apply densities. Research has been undertaken to identify schemes (both implemented and consented) that make efficient use of urban land and are appropriate to the local context. The density analysis of planning applications is provided in Appendix 1.

Further detail on the approach is provided below.

## Desk based review

A desk-based review of potential sites was undertaken to identify as many future development opportunities as possible within the existing urban area.

This desk-based stage included mapping the catchment areas around town and district centres, railway and bus interchanges, as well as highly frequently served bus corridors to identify any sites in the more sustainable areas of the city. Surveys of these areas and catchments followed a structured a street-by-street approach.

A review of mapping and associated aerial imagery was undertaken to identify other potential opportunities.

## Site Visits

Site survey work was undertaken to view and record the sites identified through the desk-based review, as well as providing opportunities to identify other potential development sites for consideration. The site visits also involved some street surveys within the neighbourhoods, particularly around

[12] A small number of sites were identified through the UCS which have been progressed through to the HELAA for evaluation and are therefore not included here.

sustainably accessibly locations, together with a general examination of other areas.

A list of potential sites identified through this process are included in Appendix 2. Some sites identified through this process have been considered within the HELAA and have been excluded from the Urban Capacity study to avoid double counting. Where sites are no longer being taken forward in the HELAA due to not being available, they have been added to the list of sites considered in the UCS.

## Typologies and density

The capacity of individual sites to deliver homes will also vary depending on their location and accessibility to public transport and services as well as the character of the area and context including any site-specific constraints.

The accessibility of different areas to public transport as well as facilities and services has been drawn from the Settlement Role and Hierarchy Study, 2020 (SRHS). The definition of the character of the Southend and its neighbourhoods has been informed by this and the Southend Borough-wide Character Study, 2011 (SBCS). Both documents form part of the evidence base to the Local Plan.

### Defining typologies

A series of generic site typologies has been defined following an analysis of the public transport accessibility of the locations, characteristics of the neighbourhoods, and of the size of sites identified to enable appropriate density assumptions to be assigned.

In terms of public transport accessibility, an approximate five to ten-minute walking time (400-800m)[13] from the home to access different facilities is generally acknowledged to be the distance able-bodied people are willing to travel by foot. Distances can vary depending on the type of facility and how far people are willing to travel by foot to these; for example 800m/ 10 minute walk to a doctors surgery, dentist, primary school, community centres/ halls, library; approximate 400m/ 5 minute walk to amenity green space and local shops; with people willing to walk slightly further to access secondary schools, pharmacies, nurseries, places of worship, town/ district centres, superstores, and playing pitches for example. By bicycle it is assumed that the average distance an able-bodied person might travel by bicycle in 5 minutes is 1,150m (at a speed of approximately 13.8km/h or 8.5mph)[14].

As above, people may be more willing to cycle further for particular uses, such as town/ district centres and superstores. These distances have been used to inform an understanding of the catchment areas of facilities within the city's neighbourhoods[15].

This is presented in more detail in the SRHS, which provides an analysis of the city's 'neighbourhoods' and their relative levels of 'accessibility' and 'completeness'. It is a key consideration of the Local Plan, creating successful neighbourhoods within the city that provide access to a range

[13] Institution of Highways & Transportation, 2000, Guidance for Providing for Journeys on Foot

[14] Settlement Role and Hierarchy Study 2020

[15] ibid

of shops and services for residents, helping to encourage walking and cycling and other sustainable travel choices.

A key focus for the identification of potential development capacity within the existing urban area of Southend is in the most sustainable parts of the city. The most sustainable locations have good access to public transport, local shops and services. These areas include:

- the city centre and central seafront area,
- the district centres (and, in some cases, neighbourhood centres),
- the A13 Key Passenger Transport Corridor,
- areas close to train stations, the bus station and bus interchange in Southend city centre, as well as frequently served bus stops[16].

These locations are considered to present the greatest opportunities for intensification in principle, subject to consideration of potential effects on local character and any constraints.

For the purposes of this study, the following site sizes have been used:

- Small – up to 0.5 Ha
- Medium – between 0.5 Ha and 2.5Ha
- Large – Over 2.5Ha

Sites that can accommodate fewer than 5 units have been excluded (consistent with the approach taken for the HELAA).

### Density

A typical density or density range has been assigned to each typology. The density ranges for the typologies have been determined through analysis of typical gross densities achieved by planning permissions for developments in areas of similar character that have been implemented or granted.

The typical densities have been defined having regard to the accessibility, size and context of the site as well as whether a mix of uses has been accommodated.

It is acknowledged that density will vary according to a variety of factors including house types and housing mix. Where higher densities have been provided, for example, this is often due to a higher proportion of smaller units or developments incorporating flats.

In determining what density within a range to apply to specific sites, an understanding of the existing character set out in SBCS/SRHS together with the wider context and constraints has informed the assumption.

While it is recognised that using gross densities is a relatively blunt tool, and its limitations are acknowledged, it provides a broad-brush indication of the potential capacity that can be achieved on sites in different locations.

[16] Research has shown that people prefer a 'frequency minimum every 20 minutes in urban areas, with 10 minutes the target'. Source: Chartered Institution of Highways and Transportation, January 2018, Buses in Urban Developments. Note: A service with four buses per hour (i.e. one every 15 minutes) is the mid-point between this.

This approach does not represent a statement of policy, nor does it set out allocations, it is only intended to help inform the Local Plan, along with other relevant evidence. Nor are the density figures applied prescriptive; the amount of development achieved on individual sites will need to be designed to be appropriate to their context and considered on their merits as part of any planning application. It may be possible to achieve higher densities, in some cases others may be lower. However, this provides a broad indication of potential capacity.

## Discounting

The housing yield from different sources of supply identified through this urban capacity process, would not be fully realised. To provide an estimate of the number of dwellings that could be expected to realistically come forward during the plan period, this 'unconstrained capacity' (see Section 5) is discounted.

A range of factors have an impact on this including physical constraints such as site contamination or flood risk, infrastructure capacity, the availability of a site, viability or local character/ context.

Tapping the Potential set out a range of discounting rates that could be applied to different sources of supply with their application relying on professional judgement. This, together with consideration of local circumstances, has informed the discount rates that have been applied to each of the sources of supply identified in this study.

The discounts have been applied to each of the sources to provide an estimate of constrained capacity.

# 4. Southend context, typologies and density

## Southend context

### Public transport/ accessibility to services

Southend is well-served by rail links with nine railway stations and services connecting through to London (Fenchurch Street and Liverpool Street) and to Southend Airport. There is also a network of frequent bus services (more than 4 buses per hour) serving large parts of the city.

Mapping from the SRHS (Figure 3) shows that parts of the city is within an 800m walking catchment of a railway station (shown shaded blue) and/ or high frequency bus route (shown shaded purple). Areas within both catchments are hatched in blue.

It can be seen that the highest levels of public transport accessibility are within the central Southend and extending along the central seafront, followed by adjoining areas of Southchurch, Prittlewell, and Westcliff, and Leigh (South), as well as areas around Thorpe Bay and Shoeburyness stations.

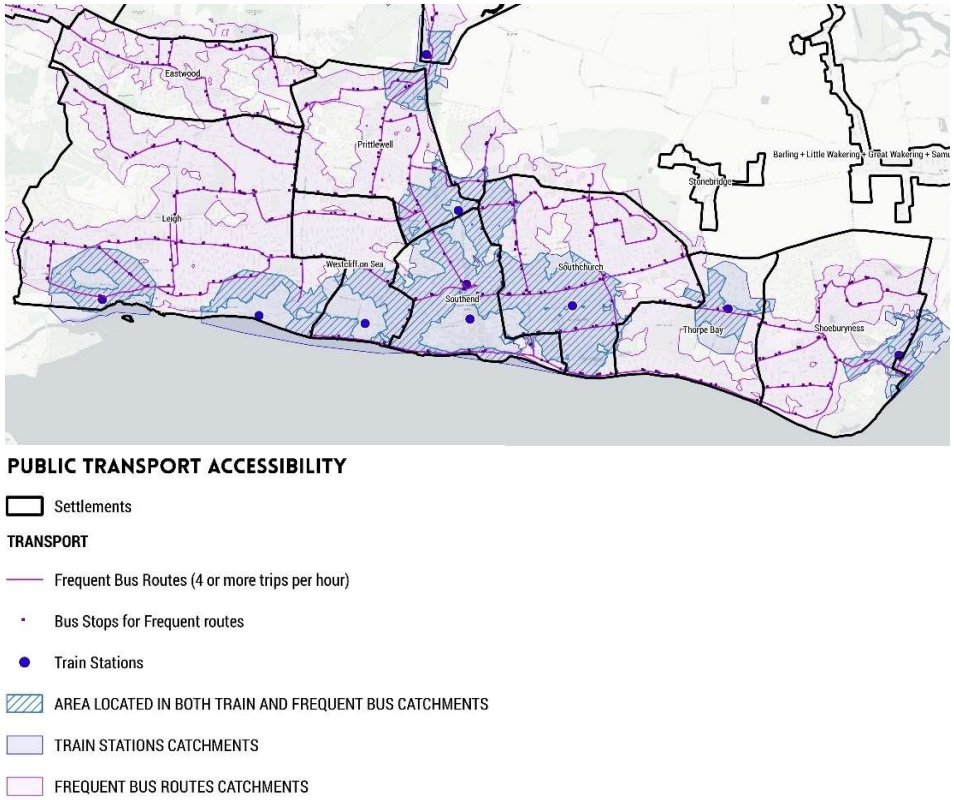



*Figure 3: Public transport accessibility across Southend*

Mapping from the SRHS also shows how these routes connect to key facilities in the surrounding area (Figure 4). It uses colour coding to identify the highest levels of accessibility to public transport and services or ‘completeness’. Yellow and orange show the areas with highest levels of ‘completeness’. These are within Southend Central and adjoining areas of Southchurch, Westcliff, Leigh (South), south Shoeburyness, and the southern part of Prittlewell. The lowest levels of completeness are shown by the purple tones and include the western edge of the city, Thorpe and the northern part of Prittlewell and Shoeburyness.

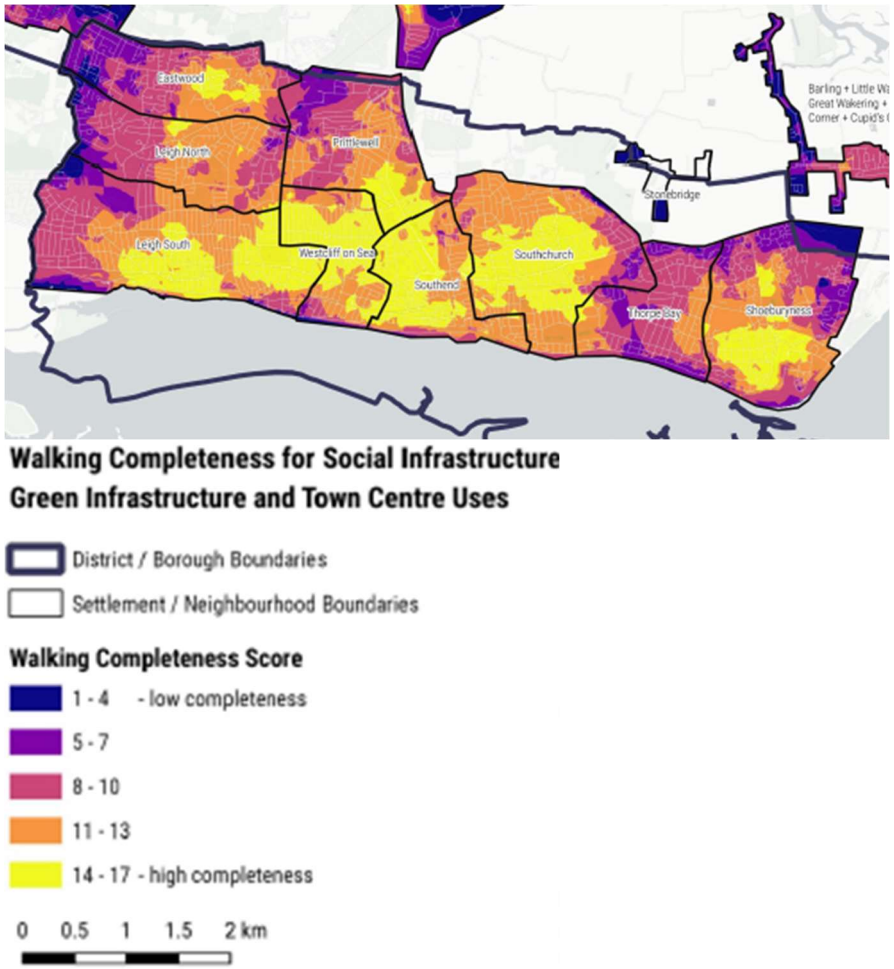



*Figure 4: Levels of completeness within the urban area (relative levels of accessibility to facilities, services and public transport on foot)*

## Constraints

Some constraints will limit the capacity of land within the urban area to accommodate residential development. These include:

- Areas affected by flood risk. Flood zones 2 and 3 are mainly located along the coast with some areas extending inland and along watercourses.
- Southend airport lies to the north, within Rochford District. Height restrictions limit the height of development in adjacent areas.
- Heritage Assets. Areas of historic townscape that are of particular quality protected by Conservation Area designations.

## Neighbourhoods

The city has been subdivided into broad neighbourhoods based on local character and context informed initially by the SBCS and refined by the SRHS, which has also analysed and mapped their sustainability in terms of access to public transport, employment and services. These existing neighbourhoods are shown on Figure 5, and their key characteristics described in the following section.

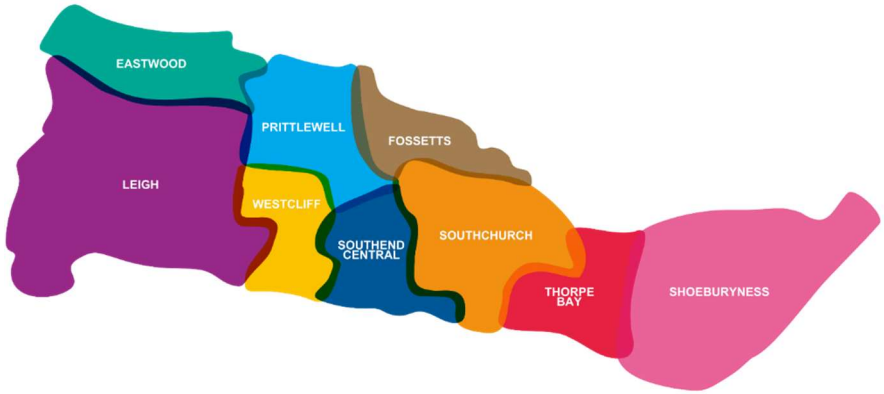



Figure 5: Southend's Neighbourhoods (Source: Southend Local Plan Preferred Approach with Options 2025).

## Eastwood

Eastwood's northern and western boundaries adjoin Rochford district, with the A127 creating a strong boundary to the South, and Nestuda Way forming the boundary to the east. The following characteristics have been identified:

- Eastwood is predominantly residential (accommodating around 7.3%[17] of Southend's total population) and has pockets of industrial. Housing typologies include higher density areas comprising terraced housing and lower density areas of bungalows and semi-detached housing.
- The neighbourhood has a range of services and facilities, including several local centres along Rayleigh Road and out-of-town formats at Western Approaches providing an important retail focus.
- Some of the neighbourhood benefits from access to services and facilities in Rayleigh town centre (in Rochford District). The area is not particularly well served by rail, with the nearest stations being at Leigh-on-Sea and limited bus connections north-south.
- There are some areas of flood risk (zone 2) and the area lies to the west of the airport. There are no conservation areas in Eastwood

## Leigh-on-Sea

The SRHS split the large area of Leigh on Sea identified in the SBCS into two areas; Leight north and Leigh south.

### *Leigh (north)*

Leigh (north) abuts Eastwood to the north along the A127 and is defined to the south by a combination of Fairfax Drive, Manchester Drive and Blenheim Chase.

- Predominantly residential with mainly houses, including bungalows, semi-detached and terraced housing. It accounts for around 6% of the total population of Southend.
- No stations in the area. Most of the day-to-day infrastructure facilities are found to the central and eastern parts of the neighbourhood, which has a number of smaller local centres and is in the catchment of facilities in Leigh (south) and Eastwood neighbourhoods.
- Belfairs Woods provide an important area of green space, providing a range of leisure activities. Prittle Brook Greenway runs to the south, and provides an important cycle path and footway linking Leigh from Belfairs through to Priory Park in Prittlewell neighbourhood. The other large area of green space in Leigh (north) is provided by Blenheim Park.
- There are no conservation areas in Leigh (north) with development mainly dating from the 20th century.

[17] The 2021 census has been used to calculate populations for each neighbourhood. While the information available is at Output Area (OA) level and therefore fine-grained, the geography of OAs do not always neatly match neighbourhood boundaries. In such cases, an estimate has been made on the population of the OA falling within the settlement or neighbourhood boundary.

### *Leigh (south)*

Focussed around the historic settlement of Leigh on the hilltop overlooking the estuary, with vibrant district centre focussed to Leigh Broadway. Leigh South accounts for around 14% of the total population of Southend.

- Two railway stations - Leigh-on-Sea and Chalkwell – provide a range of public transport options in walking distance (particularly in Leigh south).
- The London Road (A13) forms an important spine. It is a focus for bus services, providing a sustainable transport corridor (accessible by residents in Leigh north and south). There are shops and services, with a greater prevalence of flats along its length, providing variation in scale, character and density. There is also a predominance of flats in the southern part of the area.
- There is a relatively good provision of all services and facilities, including provision for healthcare and education.
- There are conservation areas in the southern part of the area.
- Street trees are common throughout the neighbourhood, and areas of the western part of Leigh (south) around the Marine Estate benefit from green spaces to the cliff front grass verges, and together with the Chalkwell Hall Estate, is notable for more spacious plots.
- One of the main issues affecting parts of Leigh, particularly the more tightly planned terraced streets around the heart of the district centre, is pressure for on-street parking. Many of the residential properties have no off-street parking, and this is compounded by added car parking pressures arising from previous conversions of houses to flats, from the streets being used for parking by visitors to Leigh district centre and the nearby seafront.

### Westcliff

Westcliff lies between Leigh to the west and Southend to the east. It stretches from the coast to the south to the Prittle Brook to the north and is bisected by the London Road (A13).

- Although smaller than other Southend neighbourhoods, it holds a moderate share of the city's population (10%) and is one of the most densely populated.
- The area includes a mainline railway station to the south (Westcliff), with other railway stations including Chalkwell, in walking distance for some residents. The London Road (A13) has good bus connections to Southend, Leigh and beyond
- There is a linear centre of shops and services along London Road as well as Hamlet Court Road district centre with its north-south axis
- Most of Westcliff dates from the Victorian/ Edwardian era, and it is notable for its tightly planned streets particularly around the Westborough. Some parts are covered by Conservation Area designations.
- Housing typologies are predominantly flats and maisonettes. The southern part of the neighbourhood contains a mix of terraced residential streets and some larger properties, particularly along the seafront route (including high rise flats and larger domestic-scaled dwellings comprising a range of houses and flats).

- There is development pressure along the seafront and the potential erosion of the Edwardian seafront character for more modern, high-rise development. Across the neighbourhood there are issues from demand for parking spaces and pressure on local streets, particularly in the more tightly planned terraced streets, where there have been a number of house to flat conversions.

### Prittlewell

Located to the north of Southend Central Area, this neighbourhood forms the gateway to the city centre, with the A127 (Prince Avenue) forming a central spine, cutting through the area, having a dominant impact. Prittlewell's northern boundary adjoins Rochford District, and London Southend Airport is immediately to the north of this boundary (some of the associated land used being within Southend).

- Prittlewell railway station is in the neighbourhood, and Southend Airport railway station is close by. There are also frequent bus connections to the airport and beyond with much of the area accessible to services.
- Prittlewell is home to Southend University Hospital, Southend United Football Club as well as having London Southend Airport to its north
- The area is largely characterised by low and medium density housing (detached, semi-detached and terraced in the north, with some flats in the south).
- There is a conservation area, at the East and West Street junction with the busy Victoria Avenue, including St Mary's Church and the historic Prittlewell Priory in Priory Park to the south.
- Prittle Brook Greenway provides a pedestrian and cycle route to neighbourhoods in the west, connecting to Priory Park.

### Southend Central

At the centre of the urban area, including Southend City Centre, Southend Pier and the wider central seafront area.

- The city centre is the principle public transport hub and includes two railway stations (Southend Central and Southend Victoria), the travel centre, and bus interchange at Southend Victoria and a highly accessible location.
- It provides an important civic function (Council offices, police station and courts largely focused north of the High Street at Victoria Avenue). The city centre is home to the University of Essex and South Essex College campuses, as well as The Forum public and academic library.
- Population densities vary. The city centre currently has relatively low densities, due to the dominance of commercial functions, whereas elsewhere (such as the Kursaal Estate), densities are much higher. Flats and maisonettes are the dominant housing type. There is potential for a growth in the residential population of the central area, particularly around the city centre and there are proposals for regeneration of the Queensway area.
- Southend has an important historic core. Milton and Clifftown mark the early expansion of Southend's residential neighbourhoods, including some attractive planned streets and spaces, that are designated as

conservation areas. There is also Warrior Square Conservation Area to the east of the High Street, which also contains an area of green space, The Kursaal Conservation Area and Eastern Esplanade Conservation Areas to the south-east of the area along the seafront.

### Southchurch

Focussed around Southchurch Road, a linear centre which runs east-west and forms a continuation of the A13 (London Road) which runs from Leigh and Westcliff to the west, running through to Shoeburyness. To the northern edge, the A1159 marks a clear line to the edge of the urban area.

- Southchurch is the second largest neighbourhood.
- Southend East railway station is at the heart of the area, with regular bus services through the neighbourhood (particularly along Southchurch Road and A1159). Southchurch Road and Woodgrange Drive provide a range of shops and services.
- There is a predominance of flats to the south and houses to the north, with a mix of terraced housing, semi-detached and detached housing and bungalows. Housing typologies generally correlate with population densities, with the least dense area to the east and greater densities to the west.
- North/south of Southchurch Road development is often more tightly planned, including traditional terraced streets. These areas often suffer from issues such as parking stress due to the demand for on street parking, exacerbated by the type of development, lack of off-street parking, and conversion of traditional residential houses to flats/maisonettes. Housing types in the northern part of the neighbourhood include some public sector housing and bungalows.
- There are areas of open space to the south, including Southchurch Park which is in Flood risk zone 3.

### Fossetts

Fossetts Neighbourhood lies on the northern fringe of Southchurch and eastern edge of Prittlewell, extending east of the Southend to Liverpool Street railway line as far as Garon Park, and northwards up to the boundary with Rochford District Council along Fossetts Way.

- The area contains a cluster of uses that attract a wider catchment, such as the fire station, cemetery and crematorium, Garon Park, allotments, Cecil Jones Academy, Fossetts Way retail park, and the employment areas of Temple Farm, Stock Road and Rosshill.
- Jones Memorial Recreation Ground is protected green space. Land to the east of Jones Memorial Recreation Ground includes Prittlewell Camp Hillfort, a Scheduled Monument protected from development due to its national archaeological importance. The land to the north within Rochford is rural in character.
- Temple Sutton Primary School lies on the south side of Eastern Avenue, which is a busy dual carriageway with a limited number of signalled pedestrian crossings. A wider range of retail and community facilities are available at Southchurch Neighbourhood Centre, located approximately 1 mile to the south, and shopping parades at Cluny Square and Hamstel Road.

- The principle of development at Fossetts Farm, including SUFC Training Ground, Eastern Avenue, has been established through planning permissions for housing and supporting infrastructure.
- Planning permission on land west of Fossetts Way provides for a new local park and a landscaped buffer around the Scheduled Monument to conserve it and its setting and enhancement works to improve public access.

### Thorpe Bay

Adjacent to the neighbourhoods of Southchurch to the west, Shoeburyness to the east, with Rochford District to the north, and the estuary to the south, Thorpe Bay has the smallest population of all Southend's neighbourhoods.

- To the south of the railway line the neighbourhood is home to Thorpe Bay mainline railway station and characterised by a strong grid pattern with generous proportions and wide plots, with a retail centre provided at The Broadway.
- North of the railway is Bournes Green, laid out on a loose grid pattern, influenced by the garden city movement, including small cul-de-sacs.
- Population densities are low across the neighbourhood. This can be attributed in part of the larger housing typologies and gardens – a mix of detached houses and bungalows - as well as areas of open space including along Thorpe Esplanade, Thorpe Hall golf course and Southchurch East Park (much of which is in Flood Zone 3).
- There are no conservation areas in this neighbourhood.

### Shoeburyness

The eastern most neighbourhood is Shoeburyness.

- It is served by a station at the eastern edge of the area. Shoebury High Street and West Road provide a local retail function and there is also a retail park, anchored by a large supermarket to the north. This is dominated by car use and lacks some connectivity with surrounding residential development.
- There is good accessibility to rail and or frequent bus services from the central part of the area. Areas to the north of the railway are not as accessible.
- There are a wide range of spatial and architectural characteristics over several distinct zones in the neighbourhood. Shoebury Garrison is a significant feature, an important example of Victorian military design with a strong urban form, largely converted to residential uses and protected by conservation area designation. The rest of South Shoebury is more influenced by the neighbouring Thorpe Bay, following a grid pattern with relatively large plots and has semi-detached housing. North Shoebury is characterised by cul-de-sacs and open-plan low rise development with detached and terraced forms.
- Gunners Park is at southern tip of the area and is in Flood Zone 3.

## Density analysis

A variety of factors influence the density that can be achieved on any given site including public transport accessibility, the availability of facilities and services, the existing character of the context, whether there are any location specific

constraints that could influence height or intensity of development (for example heritage assets and aircraft safeguarding zones and areas of flood risk), the size and mix of residential units provided and whether the scheme includes a mix of uses.

An analysis of the residential densities that have been achieved on regeneration/ redevelopment sites within the urban area of Southend has been undertaken to ensure that assumptions about the densities are realistic and appropriate to the Southend context. The examples have either been built or have been granted planning permission (and have therefore met policy requirements in terms of matters including design and amenity).

The density analysis is provided in Appendix 1. It is not intended to be exhaustive, but rather to provide insight where residential or mixed-use residential-led redevelopments have provided a density of development that has been successfully integrated in different locations. Drawing on the work undertaken in the SRHS, the following categories have been adopted to examine the densities of development in the most accessible locations of Southend:

- Central Area – sites within Southend Central and the Central Seafront
- Highly sustainable location - sites within 800m of a mainline railway station and 400m frequent bus route) outside of the Central Area (blue hatched area on Figure 2)
- Sustainable location – site within 800m of a mainline railway station and >400m of a highly frequent bus route but served by a frequent bus or train service outside of the Central Area (blue and purple areas on Figure 2)

The density analysis has found, for the sample analysed, that:

1. There is considerable variation in the residential density that has been achieved by schemes within the Central Area. The majority of developments reviewed are for flats with some schemes including commercial uses at ground floor. Densities range from over 530 dwellings per hectare (dph) on a medium sized site adjacent to Southend Victoria station (an existing tall building in an area where there are already tall buildings) to 74 dph on a small site on the edge of the Central Area (in Westcliff) which includes houses. More generally, the range of densities is 100 and 300 dph.
2. The medium to large sites reviewed in the Central Area had a higher average density than the smaller sites.
3. The average density on the small mixed-use sites in the Central Area is around 175 dph and on large mixed-use sites is over 300 dph.
4. Along the key transport corridor of London Road and Southchurch Road (A13) redevelopment of former commercial premises with flats (some above commercial) has achieved typical densities of around 150 dph, with a general range of 100-200 dph. Densities at the higher end reflect developments in the order of 4 storeys with development at the lower end, 3 storeys in height. Where development included houses, densities were lower than 100 dph.

5. In other highly sustainable locations, densities of 100-300 have been achieved on flatted developments, with an average of 200 dph. Where houses have formed part of the mix, the densities have been lower.
6. There has been some intensification within shopping parades in the Central Area with extensions and change of use to provide self-contained residential units. There is a variation in density between 100 and over 300 dph in the sample, with all sites being small.
7. There has been more limited intensification in other parades to provide self-contained residential accommodation of 5 units and over. There is wider variation in density in the applications reviewed from 85 to over 200 dph.
8. In locations, that are urban, sustainable and have good access public transport densities varied with an average in the order of 75 dph having been delivered with a greater proportion of the applications including houses.

The analysis, although necessarily high level, gives an indication of the typical variation in the density of development in different locations and how that varies for mixed use and where larger units (houses) are provided. This analysis has informed the density ranges assumed for each of the typologies.

## Typologies

In defining the typologies, consideration has also been given to the accessibility of sites to public transport and services as the more accessible the location, there greater the potential to optimise density, subject to other constraints.

A series of typologies have been identified as a basis for estimating a site's potential for intensification to accommodate residential development. The typologies reflect urban locations where there may be future opportunities for regeneration/ renewal and the sustainability of those locations, namely their accessibility to public transport, services and facilities:

**Type A: Key passenger transport corridor** – 100-200 dph

This has been applied to sites on the A13 London Road/ Southchurch Road outside of the city centre following a review of the average density of recently completed schemes in these areas and taking into account the sustainability of the locations in terms of public transport access and frequency and access to a range of shops, services and facilities. It is noted that these densities reflect a high proportion of small units and flatted developments which frequently have commercial use at ground level. Individual sites may offer potential for higher densities, but an average of 150dph has been applied.

**Type B: Sites in a highly sustainable location** –100-175dph

These are highly accessible locations (for example in key centres where there is a high level of service provision or near a rail station and frequent bus route) where higher density flatted development would be appropriate and make best use of land, subject to consideration of constraints and effect on character.

**Type C: Sites in a sustainable location** – 60-100 dph.

This has been applied to urban sites within Southend (not including A13 London Road/ Southchurch Road), in less central locations. Where an element of flatted development may be more likely to be acceptable in relation to local character for example, the higher end of the range has been applied. Where sites are more constrained or houses more characteristic, the lower end of the range has been applied.

**Type D: Central Area[18] shopping parades** - 200dph

This has been applied to parades in the Central Area, where a review of applications has indicated that conversion of upper floors to flats with the addition of a roof extension can provide additional residential accommodation above retained commercial floorspace. There is variation in the densities delivered and therefore 200 dph has been applied.

**Type E: Shopping parades outside of the Central Area/ Key Passenger Transport Corridor** – 130 dph

These are parades in district centres or secondary shopping frontages where there may be potential for redevelopment including commercial at ground level and upper floors for residential units.

**Type F: Other Central Area sites** –

1. Small – 125-275
2. Medium/Large – 175-500

These have been subdivided by size for the purposes of identifying typical density ranges, noting that larger sites will need to provide space/ parking or servicing.

The analysis of planning permissions has shown that in locations such as Victoria Avenue office area, where there have been conversions of former office buildings and redevelopment for residential, higher densities have been achieved, which are more in keeping with their central, sustainable, location. Where appropriate and tall buildings are in keeping with the prevailing character of the surrounding area, densities towards the higher end of the range have been applied. For other sites, densities in the middle of the range have been applied unless the context/constraints indicate that the lower density will be more realistic.

**Type G: Suburban sites beyond Central Area** – 40-50 dph
These are urban infill sites and more suburban sites within Southend where flatted development may not be as appropriate due to, for example, established local character, scale and grain or other constraints. Historically, development in suburban areas has generally been at lower density. This may have been due to a range of factors including the prevailing character and the mix of dwellings which may include larger dwellings and family homes of three and four bedrooms. The density study has indicated 40dph is achievable with semi-detached dwellings with higher densities where terraced forms are introduced. This is consistent with figures within the National Model Design Code (2021).

[18] The Central Area comprises the city centre and central seafront.

# 5. Potential supply and estimating unconstrained capacity

## Intensification

Intensification involves making more effective use of underused land in urban areas. This is consistent with national policy which is clear that local planning authorities should seek to make efficient use of land, including avoiding development at low densities particularly in cases where there is an identified shortage of land available to meet development needs.

Sites with potential for future intensification have been identified through a combination of desk study and fieldwork.

Sites that are developable and available are included in the HELAA. Where sites have been discounted from the HELAA because they have development potential but their availability for development is unknown or uncertain, they have been included in the UCS.

The potential for intensification has been considered for:

- garages courts and backland sites,
- the regeneration of former commercial uses or other sites where these are no longer required and residential is appropriate for the context,
- mixed use redevelopment of suitable commercial sites to include some residential development (for example, shop units at ground level and flats above), and
- Existing sheltered housing and residential estates.

## Existing sites (desk top review/ former HELAA)

The sites that are/ have formerly been in commercial or other use have, together with the backland sites, been identified via the desk-based review and site visits. A list of the sites identified and considered only in the UCS are included in Appendix 2.

The sites that were identified and assessed through the HELAA process but subsequently excluded are listed in Appendix 3, with the exception of sites that are currently operating as car parks. These are covered in the section on car parks below.

Where part of the site lies within Flood Risk zone 2 or 3, the site area has been adjusted to remove those areas of flood risk from the assumed developable areas.

All the sites identified via field and desk-based survey or through the HELAA have been classified based on typology. Densities have been applied, informed by the density analysis and a desk-based review of the context to provide an estimate of the potential yield. Two of the sites within the Central Area were specifically identified as having potential for mixed use redevelopment through the HELAA. That has informed the assumptions that have been applied in the UCS.

Sites with a potential yield of under 5 homes have been excluded. These are listed in Appendix 4.

Analysis of this potential source of supply indicates a potential unconstrained supply of **2,961 units** from intensification, (Appendices 2 and 3).

## Intensification – existing housing estates

Some of the areas reviewed in considering potential opportunities for intensification are existing local authority housing estates and sheltered housing. As the Council has no firm commitment to progress estate regeneration or renewal for any of these sites, these have not been included in the HELAA.

It is noted that the small size of some sheltered housing accommodation (where the provision comprises one or two bedroom flats, for example) means that this form of residential development has often been built at higher density than is typical for the area, although within an acceptable form. For the purposes of this analysis, it has been assumed that any future regeneration of sheltered housing and housing estates would only be undertaken to renew or increase the housing stock. As such, it has been assumed that there would be no reduction in the number of residential units at any given site should regeneration be pursued at some point in the future and this has informed the density applied to sheltered housing sites where applying typical densities would have led to a reduction in the number of homes.

The unconstrained capacity from this potential source of supply is estimated to be **2,346 units** (net) (see Appendix 5).

## Subdivision

This arises primarily from the subdivision of existing single dwellinghouses into flats. The trend analysis of the last 10 years, presented in Table 1, shows that the numbers delivered annually from this source are relatively low. Although subdivision can contribute to the source of supply, some neighbourhoods in Southend, have already experienced subdivision of existing houses.

In some locations, consideration needs to be given to the cumulative impact of further sub-division on living conditions, the supply of larger units and residential amenity, including having the potential to increase pressure on on-street parking, local services and infrastructure and the way in which a street or area functions. Local planning policies have sought to address this to ensure such impacts are minimised.

The trend analysis shows an average of 6 dwellings per year being created as a result of subdivision of existing housing. Looking forward over the next 15 years it is projected that there is a potential unconstrained capacity for **90 units** from this source.

**Table 1: Homes delivered through sub-division 2016-2026**

| Year | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | Average (2015-2025) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total (net)** | *11* | *2* | *6* | *2* | *4* | *15* | *5* | *6* | *2* | *7* | **6** |

## Living above shops

Residential units in vacant or underused existing commercial or other floorspace above shops can provide a valuable source of residential accommodation, in a location that has good access to local shops and services.

Some shops already have residential accommodation above them and the potential has been realised. Shop units within parades generally have a limited footprint and the vacant/ underused floorspace on the upper floors may only provide a small number of residential units.

The potential for living above shops will mainly be associated with parades of shops as opposed to large format retail units. Valuation office data for Southend (2026), lists all non-residential floorspace in the local authority area. This has been sorted to select various types of retail premises, excluding addresses of large format locations including The Royals, and The Victoria's shopping centres. The data has also been filtered to remove floorspace identified as being at ground, mezzanine and basement level. These areas are assumed to remain within retail use or be unsuitable for residential use.

The net internal floor space in non-residential use at first floor and above is in the order of 41,860 sqm net internal area (NIA). This has provided an estimate of the overall quantum of non-residential floorspace above retail units within the LPA area. This equates to around 44,063 sqm GIA.

Some of the floorspace will be required by the business and some may be in separate ongoing use. Therefore, only a limited proportion of this non-residential floorspace will come forward for conversion to residential uses.

Assuming that 25% could be suitable for residential use and applying an average, blended unit size of 70 sqm GIA this would equate to **157 units** of unconstrained capacity.

## Empty homes

Bringing back long-term empty homes (i.e. those empty for 6 months or more) into use can contribute to supply. Census data indicates that there were 715 long term empty homes in Southend[19] in 2025. Looking back over the trends for the past ten years, although there is some variation, this figure is generally in line with these.

Taking the 10-year average of 642 long term empty homes per year, this accounts for approximately 0.78% of Southend's housing stock.

The level of long-term vacancy is less than that for England which had around 1.03% of total stock as long term vacant.

[19] Live Table 615 https://www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants

**Table 2: Long term empty homes 2016-2024**

| Year | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Long term empty homes** | 593 | 701 | 615 | 596 | 630 | 724 | 643 | 658 | 633 | 622 | 642 |
| **% of total properties in city** | 0.75% | 0.87% | 0.76% | 0.73% | 0.77% | 0.88% | 0.78% | 0.79% | 0.76% | 0.74% | 0.78% |

## Car Parks

Car parks, particularly surface level car parks, can take up a lot of space in prime urban areas. The majority of the larger car parks sites are located within Southend Central Area and are in locations that are highly accessible by public transport, encouraging private car use. Even when well used, car parks can have the potential to yield capacity. Those that are being promoted for allocation, including potential residential uses, through the Local Plan Review are considered in the HELAA and are therefore excluded from this study[20]. The unconstrained capacity of all other car parks has been calculated, where potential capacity is over five units this is included in Table 3.

Some car parks within the Central Area serve visitors, particularly those within walking distance of the seafront and their role in supporting the visitor economy is recognised in the Local Plan[21]. This has been reflected in the densities that have been applied, for example mid rather than higher end range. In other locations densities have been applied at the higher end of the range.

Based on Table 3 an unconstrained potential yield of **2,336** units has been estimated from this source.

[20] Car parks in the HELAA/ Local Plan and excluded from the UCS including Victoria Avenue (west), Victoria Avenue (east), Short Street, Essex Street, and Hamlet Road Car Park (part), Eastern Esplanade (Former Gas Works), The Royals, and The Victoria's. While Tylers Avenue car park is identified in the Local Plan, this is for enhanced parking, ancillary development, public transport interchange and public realm enhancements, and not residential uses, therefore the UCS has considered its potential capacity for residential over the plan period.

[21] Fairheads Green, Shorefield Road, Alexandra Street, Clarence Road, Seaways.

**Table 3: Unconstrained potential capacity from car parks**

| Car Park | Area (Ha) | Typology | Density applied | No of units |
|---|---|---|---|---|
| Clarence Road | 0.35 | F1 | 200 | 70 |
| Alexandra Street | 0.32 | F1 | 200 | 64 |
| North Road | 0.24 | F1 | 275 | 66 |
| Warrior Square | 1.39 | F2 | 350 | 487 |
| Seaways | 2.32 | F2 | 300 | 696 |
| Tylers Avenue* | 1.81 | F2 | 300 | 543 |
| Rayleigh Road | 0.14 | C | 100 | 14 |
| Elm Road | 0.29 | C | 100 | 29 |
| Ceylon Road | 0.16 | B | 125 | 20 |
| Fairheads | 0.57 | F1 | 200 | 114 |
| Victoria Wharf | 0.06 | C | 100 | 6 |
| Belton Bridge North | 0.16 | B | 125 | 20 |
| Sutherland Boulevard | 0.04 | A | 150 | 6 |
| Shoebury Common | 0.24 | C | 100 | 24 |
| Gunners Park | 0.53 | G | 50 | 27 |
| Gunners Park (Warrior Square Road) | 0.09 | G | 50 | 5 |
| East Beach | 0.72 | G | 50 | 36 |
| Ilfracombe Ave | 0.12 | A | 150 | 18 |
| Shorefield Road | 0.33 | B | 150 | 50 |
| Hamlet Court Road (part) | 0.27 | B | 150 | 41 |
| **Total Unconstrained Capacity** | | | | **2,336** |

*Table 3 examines housing potential of car parks within the city. This is a theoretical exercise and in no way allocates or gives weight to the development of the listed car parks.*

**Whilst Tylers Avenue car park is identified in the local plan for enhanced parking, ancillary uses, public transport interchange and public realm enhancements, this does not include an element of residential development, and it is considered in the UCS to identify its theoretical potential residential capacity over the plan period.*

## Office to residential and other prior approvals

Changes to the planning system have enabled the conversion of office buildings (and buildings in other uses) to residential use through the prior approval process. An analysis of implemented prior approvals of office to residential conversions over the past 10 years demonstrates that this has provided a varied source of supply.

One of the main sources of this supply has been former large office buildings. Many of those in Southend's Victoria Avenue area have already been converted or redeveloped for residential, indicating that the potential from this source will be more limited in the future. This has been reflected in the discount rate applied in the next section.

Other permitted development rights that have been introduced under GDPO, schedule 2, part 3, that allow for the conversion of a range of commercial and other uses to residential have also been considered. In addition, from August 2020, Schedule 2, part 20 A, of the GPDO introduced permitted development rights for the construction of up to two additional storeys of new dwellings above the top storey of detached purpose-built flat blocks. Since its introduction there have been applications relating to four sites, of which only one has been granted and not yet implemented. These permitted development rights may therefore make only a limited contribution to unconstrained supply in future years.

Table 4 shows that for the period 2015–2024, a total of 768 additional residential units have been provided from changes of use through the use of prior approvals. The unconstrained potential supply from this source based on historic trends would be 77 units per annum. Over a 15-year plan period this would equate to **1,155 units.**

**Table 4: Residential units from prior approvals 2015-16 to 2024-25**

| Year | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Residential units from prior approvals** | 101 | 37 | 101 | 150 | 7 | 271 | 18 | 18 | 32 | 16 | 768 |
| **Average number of units per annum** | | | | | | | | | | | 77 |

## Existing employment areas

The Southend Economic Needs Assessment (2026) highlights that Southend is a very constrained area where employment land has seen significant losses in recent years, however for the Local Plan to positively encourage sustainable economic growth it must not overlook potential opportunities to enable this. It should also not underutilise land with unjustifiable designations if there is no reasonable prospect of the land meeting future employment needs. This will therefore include a balanced approach of safeguarding the existing stock, additional land provision and re-allocation of employment land to other uses.

The New Local Plan proposes that the majority of existing employment areas should continue to be designated and safeguarded. These areas are listed in Table 5 below - they are included in the UCS to provide an understanding of the various sources of land (policy-off) and what this could theoretically contribute in terms of housing supply. This is a theoretical exercise, however, and does not constitute a recommendation that additional areas should be released, and these areas continue to offer important and necessary employment land for the city.

The Southend Employment Release Topic Paper (2021)[22] identified several designated employment areas with potential for re-allocation to other uses through the Local Plan. Prince Close, Grainger Road and Terminal Close have been proposed for release from employment designation as a result of this review and are considered in the HELAA, so are not included in the Urban Capacity Study. Land a Nestuda Way has been excluded due to its proximity to the airport runway. The Shoebury Garrison (Phase 1) employment area and Prittle Brook Industrial Estate have already been redeveloped for housing and other uses and no further residential growth is assumed.

Density multipliers have been applied according to the existing employment area's context and accessibility as set out in the typologies. Altogether, this results in a potential unconstrained capacity of **8,793** units within the designated employment areas listed on Table 5.

With the exception of the potential employment release sites, the supporting evidence indicates that the remaining employment areas will continue to be required for employment use to ensure sustainable economic growth, and this figure will therefore be discounted at the next stage by 100% as the land is not suitable for housing.

Any other land currently in employment/ commercial use, but not designated, which has been identified as having potential for redevelopment through the desk-based and site survey, has been covered within the Intensification section.

[22] https://localplan.southend.gov.uk/

**Table 5: Unconstrained Capacity Employment Areas**

| Site Ref. | Employment Area | Site Area (ha) | Typology | Density (dph) | Capacity |
|---|---|---|---|---|---|
| EMP 1 | Progress Road | 21.46 | C/ G | 80 | 1,717 |
| EMP 2 | Airborne Industrial Estate | 1.39 | G | 50 | 70 |
| EMP 3 | Airborne Close | 2.02 | G | 50 | 101 |
| EMP 4 | Comet Way | 6.15 | C | 80 | 492 |
| EMP 5 | Laurence Industrial Estate | 1.26 | C | 80 | 101 |
| EMP 6 | Aviation Way | 1.59 | C | 80 | 127 |
| EMP 7 | Thanet Grange | 5.41 | G | 50 | 271 |
| EMP 8 | Priory Works | 0.96 | C | 100 | 96 |
| EMP 9 | Tickfield Avenue | 1.2 | C | 100 | 120 |
| EMP 10 | Short Street | 4.03 | B/C | 125 | 504 |
| EMP 11 | Stock Road | 21.4 | C/G | 80 | 1,712 |
| EMP 12 | Temple Farm | 18.9 | C/G | 80 | 1,512 |
| EMP 13 | Rosshill Industrial Park | 1.13 | C | 80 | 90 |
| EMP 14 | Towerfield Road | 7.25 | C | 80 | 580 |
| EMP 15 | Campfield Road | 6.13 | B | 125 | 766 |
| EMP 16 | Vanguard Way | 10.69 | G | 50 | 535 |
| ***Unconstrained potential*** | | | | | ***8,793*** |

*Table 5 examines housing potential of employment within the city (excluding Grainger Road, Prince Close, and Terminal Close which are considered in the HELAA). This is a theoretical exercise and in no way allocates or gives weight to the development of the listed employment areas.*

## Open Space

To better understand the potential of land within Southend for residential development, green/ open spaces have been reviewed (see Appendix 6) to show the potential residential yield on areas of open space. This has excluded land with environmental designations, green belt sites, land identified as Local Green Space and areas that are largely in Flood risk Zones 2 and 3).

A density of 40pdh was applied to each area. This reflects that were such areas to be developed they may be more suitable for family homes, than other sites and will need to make amenity provision whilst also making best use of land. Layouts including semi-detached houses or short terraces can achieve this gross density. Many open spaces are also within areas of suburban character and lower accessibility and therefore this density is considered to be appropriate in this context.

The result was a potential unconstrained supply of **8,014 units**.

It should be noted that is a theoretical exercise, as the areas of open space within Southend meet a demand for recreational facilities and open space from existing residents, and in no way allocates or gives weight the development of open spaces listed. The SRHS notes that Southend as a whole scores relatively low in relation to access to green infrastructure.

Policy therefore seeks to protect green space/ open spaces which meet these needs and contribute to the quality of life within the urban area.

Any areas of open land that are, available being proposed for development and do not contribute in the same way, are included within the HELAA.

# 7.Constrained Supply

## Discounting

To estimate of the number of dwellings that could realistically be expected to come forward during the plan period from the various sources of considered in this topic paper, the 'unconstrained capacity' has been discounted.

Of the yield of housing potential from suitable sites identified through this process, not all is likely to be realised. There are a range of factors that could have an impact on this, including physical constraints such a site contamination or flood risk as well as factors including infrastructure capacity, availability, viability and local character/ context.

The density analysis that has been undertaken also reflects the urban character of the context and many of the sites assessed have delivered predominantly smaller units within flatted developments, whether though change of use and extension/ alteration or wholesale redevelopment.

A range of discounting rates that could be applied to different sources of supply, is provided in Tapping the Potential and this has been adapted to reflect the local context within Southend and justification provided for the level of discount applied (Table 7: Discounted Rates Applied). The totals for each potential source of supply are then presented in Table 8: Constrained Supply.

**Table 7: Discount Rates Applied**

| Capacity Source | Discount Rate |
|---|---|
| Intensification of existing areas (identified through desk- based exercise and site visits, and former HELAA sites) | *Tapping the Potential indicates a range of 70-85%. Southend is an urban area, with many neighbourhoods having a good provision of local shops and services, and access to public transport, which could be attractive for residential redevelopment or mixed use regeneration where sites become available. This pattern of redevelopment has occurred already in some locations. A proportion of the sites previously will remain in commercial use (or their current use), some sites will be constrained by a range of site constraints and other factors (e.g. noise/ contamination/viability/ownership), deterring redevelopment for housing. While intensification may be possible, a substantial proportion will not be realised in the plan period. A discount towards at the lower end of the range of* **70%***has been applied.* |

| Capacity Source | Discount Rate |
|---|---|
| Intensification existing residential estates | *Some sites transferred from the HELAA contain occupied residential buildings owned by the Council. Discussion with relevant Council departments has identified that there is no specific intention to progress regeneration of these areas through the Local Plan. While there is insufficient certainty over estate regeneration programmes to enable them to be included within the HELAA, there is some potential for programmes of estate renewal or intensification to be considered. A discount rate of **85%** has been applied to this source.* |
| Subdivision of existing housing | *Tapping the Potential identifies a range of 25-40%. In the Southend context, existing annual rates of subdivision are relatively low. Flats are already the predominant type of dwelling in parts of Westcliff on Sea, Leigh (south), Southend and Southchurch. In areas characterised by Victorian and Edwardian housing, and where flats predominate, continuing patterns of sub-division of existing houses could lead to unsustainable levels of intensification, having an impact on street parking provision for example as well as erosion of supply of larger homes. A policy to prevent unacceptable effects of subdivision is expected to be retained. A rate of **25%** is applied.* |
| Living above shops | *Tapping the Potential indicates a range of 25-40%. Recognising the general sustainability of these locations, where residential accommodation could be provided in proximity to shops and services, some locations will have potential for conversion to residential use on the upper floors. It is also recognised that some are already in residential use and only a proportion of the non-residential floorspace will be suitable. A **25%** discount rate is applied,* |
| Empty Homes | *The issue with including empty homes within an urban capacity study is that they are outside of the control of the planning system, as well as a proportion being within the private sector. The level of vacancy in Southend has been relatively consistent over time and the current percentage of long term vacant homes is around 0.78% on average, which is less than the average for England of 1.03%. Given that a level of vacancy is also necessary to allow the normal operation of the housing market and that empty homes are accounted for in the windfall allowance in the HELAA, no capacity has been assumed from this source in the urban capacity study. A 100% discount is applied.* |
| Car parks | *Tapping the Potential indicates a range of 70-85%. There is limited availability of land within the existing urban area, and although there is the potential for even well used car parks to yield capacity, some of the car parks are close to visitor destinations and play a role in maintaining the visitor economy. Some car parks close to the shoreline are also in areas of high flood risk, which may limit their potential and others are within or close to heritage designations. Many are in locations with good public transport accessibility and some are developable but have unknown availability so could come forward in the future. An **85%** discount rate is applied.* |

| Capacity Source | Discount Rate |
|---|---|
| Conversion of commercial buildings (prior approvals) | *In recent years, office to residential conversions have made a notable contribution to Southend's housing supply. This source of supply is expected to reduce as many of the larger office buildings (outside of designated employment areas) have come forward already for residential conversion (or redevelopment) and this source of supply will therefore be constrained by availability of this type of building, and appropriateness of location for residential development, in the future. A discount rate of **75%** has been applied.* |
| Employment allocations | *These have been identified through evidence base work as not suitable for release. They have been tested here to establish their theoretical capacity. Employment Release sites are included within the HELAA/ local plan trajectory and are therefore not included here. A discount rate of **100%** has been applied so that these results are excluded from the constrained capacity figures.* |
| Open Space | *Green and open spaces have been considered as part of this study, with the exception of Green Belt and proposed Local Green Spaces. The extent of the urban area, and Southend's population density, mean that open spaces make an important contribution to health, wellbeing and the local economy providing facilities for Southend's residents and visitors and contributing to an attractive environment. An open space deficit across around one third of the city has been identified[23] and therefore the loss of these open spaces to housing would be inappropriate. A discount rate of **100%** has been applied so these results are not included in the final constrained capacity figure.* |

[23] Parks and Green Spaces Strategy 2015-2020, p25

## Constrained capacity

Table 8 below applies the discount rates to the unconstrained capacity figures provided earlier in this paper.

The overall constrained capacity from these sources is 2,067 units.

**Table 8: Constrained Potential from each of the Sources of Supply**

| Source | Unconstrainted Potential | Discount rate | Constrained Potential |
|---|---|---|---|
| Intensification (existing sites from desk top analysis and former HELAA) | 2,961 | 70% | **889** |
| Intensification (existing residential, former HELAA) | 2,346 | 85% | **352** |
| Subdivision of existing housing | 90 | 25% | **68** |
| Living over shops | 157 | 25% | **118** |
| Empty Homes | 650 | 100% | **0** |
| Car Parks | 2,336 | 85% | **351** |
| Conversion of commercial buildings (prior approvals) | 1,155 | 75% | **289** |
| Employment Areas (excluding potential employment release sites) | 8,793 | 100% | **0** |
| Green and Open Space | 8,014 | 100% | **0** |
| **TOTAL** | | | **2,067** |

# 7.Conclusion and recommendations

The Urban Capacity Study topic paper has been undertaken to provide evidence to support the production of the Local Plan. It has found that there is estimated constrained potential for up to 2,067 dwellings to come forward from these sources over the plan period even though the availability of sites is currently unknown.

This figure represents an estimate of the urban housing capacity of Southend within the existing urban area (Table 8) excluding sites in the HELAA. It reflects an assessment at a point in time, and it is recognised that some urban sites will become available and others may remain unchanged or be developed/ re-used for non-residential uses. The housing supply will continue to be monitored by the authority as part of the Authority Monitoring Report (AMR).

To enable the future potential from urban renewal to be realised, Local Plan policies will need to support residential or mixed-use redevelopment incorporating residential use and other forms of intensification in the most sustainable locations, where this would not lead to unacceptable impacts - for example on amenity, character, heritage or infrastructure - and it is consistent with other objectives of planning policy.

Given that national policy places particular importance on making effective use of previously developed land in urban areas, it will be important for future development opportunities for residential development coming from these sources to optimise the yield of new homes, particularly in locations that are well served by public transport and with access to a range of facilities and services while maintaining high quality design.

The NPPF identifies that design guides and codes, and minimum residential density standards for town centres and areas with high levels of connectivity can support the more effective use of land, noting that a range of densities may be appropriate in other areas.

The analysis of previous planning applications, development capacity and the gross density of previous schemes has provided a broad insight into the range of scale, form and density of development that have been successfully accommodated in sustainable locations with high levels of ‘completeness’ in different locations within Southend, including key transport corridors and within the Central Area together with some of the key issues to consider to ensure good design that is appropriate for its context.

Commentary on the locations that present the greatest potential for future intensification having had regard to the SRHS, SBCS, density analysis and the spatial development strategy set out in the Local Plan Preferred Approach with Options (2025), together with commentary on the potential opportunities presented by intensification, tall and mid-rise buildings and mixed use development to optimise the use of land whilst ensuring that scheme are well design and appropriate for their context follows.

## Intensification

Intensification of existing areas can take several forms:

- Subdivision of existing properties;

- Upwards extensions of purpose-built flats by one or two floors;
- Urban infill or backland development;
- Urban renewal and redevelopment.

These types of developments have the potential to provide additional supply and can be successfully integrated into their surroundings when well designed so that they respond positively to their context.

Subdivision of existing houses can provide additional homes, whether through adjusting the internal arrangement or where extensions and attic storeys are included. It is noted that this removes a larger home from the existing supply and can lead to issues associated with storage of bins, loss of front gardens to parking and pressure on on-street parking in areas where there are already high levels of subdivision.

Where appropriate, there may be potential to add an additional one or two storeys to existing flats, or parades of shops, for example where varied street scenes and lack uniformity enable a well-designed and proportionate incremental additions to be accommodated whereas uniform purpose-built parades would need a comprehensive approach to upwards extensions. Corner locations may also provide opportunities for development to step up in height by a storey to mark key junctions and the steps and set-backs to limit effects on adjoining areas.

On tight urban sites, space at ground level needs to meet competing demands (for example for access and servicing, refuse storage, cycle and car parking and external amenity space). Flexibility in the application of car parking standards and the car-free development can help to support optimisation in highly accessible urban areas. Effects on neighbouring residential amenity should be minimised through design.

Skilful and creative design can help to unlock the potential of smaller and more constrained sites (including backland sites, garage sites, and awkwardly shaped areas of land). In such circumstances, good design flows from addressing the context and successfully addressing constraints to avoid unacceptable effects on amenity. This may need to be achieved through creative rather than standardised approaches.

## Tall and mid-rise buildings

There are parts of the Central Area of Southend where tall buildings are characteristic and consistent with the spatial hierarchy of Southend. Tall buildings are defined in the New Local Plan Preferred Approach (para 7.39) as

*"…buildings that are substantially taller and/ or bulkier and out of scale with the prevailing built form of the surrounding area, and/ or have a significant impact on the skyline of Southend."*

There is therefore potential for redevelopment proposals incorporate tall building forms where UCS sites come forward to enable the number of new homes to be optimised in sustainable, accessible central locations, where appropriate.

Well-designed tall buildings can make a positive contribution to the townscape and play a positive urban design role, acting as landmarks and making a positive contribution to the

skyline[24]. Although they can contribute to legibility and a positive sense of identity when they are well-designed and appropriately located, they can also have adverse visual and environmental effects and detract from the character of the context when in the wrong location or poorly designed.

The Local Plan Preferred Approach with Options (2025) specifically identifies locations in the City Centre and Central Seafront area as being provisionally acceptable (subject to consideration of a range of policy criteria). In other locations, are unlikely to be appropriate for the townscape character and context, unless an case for an exception is justified.

Any proposals for tall buildings need to rigorously assessed to ensure that the location is acceptable, that the proposal is of the necessary functional and design and placemaking quality and that unacceptable adverse effects can be mitigated.

In particular, consideration needs to be given to their siting, relationship to context; views and visual impact from a range of distances and different directions; micro-climatic effects (including wind, daylight sunlight and overshadowing), effects on heritage assets and local character. Due to the prominence of tall buildings, excellent architectural design and high quality, durable materials are essential.

Attention needs to be given to be paid to the design in terms of the form and proportions of tall buildings to ensure they are slender and not over bulky, how they terminate on the skyline as well as how the building meets the ground. Tall buildings should positively address the public realm, incorporating active frontages, clear entrances and be designed to respond to a human scale. Tall buildings should make a positive contribution to skyline character, with any roof level plant or telecommunications equipment carefully designed into the proposal.

Mid-rise redevelopment typically includes development between 5 and 8 storeys, which can optimise the use of land in highly accessible, central urban locations with fewer visual and other environmental effects than tall buildings exceeding these heights. In these more accessible locations, lower car parking provision could be considered (in sustainable locations).

Well-designed mid-rise forms have been successfully integrated in some central and sustainable locations within Southend and there is potential for future intensification of a similar scale and form in accessible locations where a limited increase in height can be accommodated. Examples include residential apartments over commercial uses along key routes, seafront apartments and flats in central locations (e.g. Victoria Avenue).

## Mixed use and co-location

Some of the sites within city and district centres and along key roads may present an opportunity for mixed use redevelopment in sustainable locations. The residential uses can help to increase the vibrancy of retail and other areas. Many of the examples along A13 London Road and

[24] National Design Guide, January 2021 (para 70)

Southchurch Road redeveloped with commercial use at ground floor and residential uses above.

Mixed use development should pay particular attention to:

- Arrangement of ground floor uses to ensure successful occupation
- Access arrangements to upper floors, especially to homes[25]

## Key locations with potential for new homes

**Southend Central Area**:

The SRHS concluded that Southend Central Area is the most complete in terms of services, facilities and accessibility, and is a sustainable location where residential development should be optimised. With good access to public transport (including frequent rail services from two mainline station and bus services, including from Southend travel centre interchange and the bus interchange at Southend Victoria) and a range of shops and services within a 10 minutes-walk, intensification incorporating residential development in the City Centre could assist in contributing to the creation of 'complete communities' and presents an opportunity for further regeneration and growth within central Southend.

The scale of the built form in Central Southend is varied with some tall and mid-rise buildings (for example around Victoria Avenue) and other parts presently developed at relatively low densities, correlating in places with the presence of non-residential uses, including retail and education and industrial (for example east of Sutton Road). Mixed-use regeneration (and the use of space above shops/ commercial for residential within the city centre) would allow for further homes to be provided while maintaining a balance of provision.

Both the city centre and central seafront components of the Central Area would benefit from a complementary residential use that would support vitality, activity and safety and reflect the aims of Southend City Centre Strategy and Investment Plan (2022), City Vision and draft Strategic Spatial Strategy set out in the Southend New Local Plan Preferred Approach with Options.

Potential sites of various sizes been identified through this urban capacity study within Southend Central Area that, in addition to existing allocations, would have potential to deliver new homes in this highly sustainable location were they to become available.

Additional residential accommodation can be provided in a range of ways, depending on the site and its context. It could include making use of existing non-residential accommodation above shops, upwards extensions of shops or business premises, conversion of commercial buildings that are no longer required, intensification of existing residential uses – for example through estate regeneration, whether redevelopment, infill or upwards extensions - and through urban renewal including the redevelopment of brownfield sites and the introduction of more intensive development forms

[25] National Design Code (para 114)

including mid and high rise residential typologies where appropriate for the context.

**A13 Key Passenger Transport Corridor (London Road and Southchurch Road)**:

Opportunities for residential development are expected to continue to come forward along the strategic transport corridor of the A13 London Road and Southchurch Road, either side of the Central Area. These main routes have good access to frequent public transport (bus/ some parts with rail services) and have a number of shops and services along them.

The SRHS confirms the sustainability of the neighbourhoods that this corridor passes through:

- **Southchurch** is well served by public transport, highly accessible and most of the area is within the catchment of a large number of services and facilities being close to Southend city centre.
- **Westcliff** benefits from good access to a range of facilities, including education, health and civic uses, although the SRHS highlights potential to enhance green infrastructure provision.
- **Leigh south** benefits from a wide range of services and facilities, with some 'gaps' in provision across this large neighbourhood, as well as a range of dwelling types and population densities. The strategic transport corridor through Leigh is a sustainable location for exploring future growth potential which could accommodate residential growth and the delivery of urban greening (such as pocket parks) and town centre uses (such as local shops).

The SHRS also highlights that areas of Southchurch and Westcliff comprise areas of relatively dense terraced housing.

Some residential intensification, often in the form of redevelopment providing commercial ground floor uses and residential apartments on the upper floors has already occurred in these areas.

Potential for further intensification in locations along key public transport corridors is primarily from commercial premises (e.g. former garages, petrol filling stations, retail premises or small scale business uses) becoming vacant and being brought forward for re-use or redevelopment. Depending on the context, this may present future opportunities for mixed use redevelopment or wholesale residential redevelopment.

This potential is illustrated where similar redevelopment has already been successfully integrated, with a range of examples considered in the density analysis. Many of these schemes are taller than the prevailing heights by one or two storeys.

Numerous potential sites have been identified in these locations through the desk-based exercise and site visits, indicating that were these to come forward for re-use or redevelopment they could provide further opportunity for residential intensification that would make more efficient and effective use of land as well as maintaining ground floor commercial frontages where appropriate.

Design codes, design guidance or design policy can be used to ensure that the use of land is optimised, comprises an

appropriate mix of uses and that high-quality design that is appropriate to the context is achieved.

**Westcliff and Leigh District Centres, and Rayleigh Road Neighbourhood/ Local Centres**:

There are two district centres in the city, at Leigh and Westcliff. Like A13 London Road/ Southchurch Road, Rayleigh Road (A1015) also has a number of neighbourhood/ local centres along it, as well as providing access to Progress Road Employment Area, and through to Rayleigh.

These are all sustainable locations with a range of shops, services and other facilities and good public transport links, that provide an opportunity for intensification.

These centres may offer potential for airspace development or living above shops to further contribute to supply with and the creation of complete communities. For Rayleigh Road, in a similar guise to the A13 Key Passenger Transport Corridor, some residential intensification has taken place and there may be scope for further residential intensification (by one/ two storeys of the prevailing height) to make efficient and effective use of land, as well as maintaining ground floor commercial frontages where appropriate. The surrounding areas are suburban in character.

Within Leigh and Westcliff district centres development should conserve and enhance the conservation areas and other heritage assets as appropriate.

Tall building forms are unlikely to be acceptable in these locations.

**Areas Around Railway Stations:**

Southend benefits from nine railway stations, as well as a railway station just outside of the city boundary at London Southend Airport (within Rochford District).

A number of the city's railway stations are located in residential areas with an established character and scale, although there may be opportunities for intensification around them where this is informed by context. NPPF (2026) Policy L3.2.c sets out that development proposals for residential or mixed-use schemes within reasonable walking distance (c. 800m) of a well-connected railway station should achieve minimum densities of 45dph in areas, like Southend. Given the urban nature of Southend, and having considered existing densities, the density range presented in this report across all typologies exceeds 45dph (see Section 4: Density Analysis).

Some potential future opportunities have already been identified around stations within the city in the emerging Local Plan, including proposed reallocation of the employment area designation at Terminal Close and recognition of the potential for this site to provide a mixed-used, residential scheme. More widely, the potential of sites and locations around stations for intensification would need to be considered on a case-by-case basis, informed by a review of local character and context.

Tall building forms are unlikely to be appropriate in these locations, although the two stations within Southend Central Area may have potential for higher density development/ taller buildings in proximity to them, reflecting their city centre location.

## Other Sources of Supply

For any larger sites that come forward but are unallocated (e.g. employment sites or car parks), it may be appropriate to produce a site-specific design code or guidance to ensure land is optimised and buildings and spaces designed to respond to the local character and context as appropriate. Consideration may need to be given to the potential for a mix of uses and effects on heritage assets or other designations.

In the case of existing surface car parks, any redevelopment or opportunities for more intensive use will need to be balanced with the demand for public car parking that support the visitor economy (particularly within the south of the central area).

Potential sources of supply, such as the re-occupation of empty homes, does not represent a significant source of new homes for Southend, but the Council's Empty Homes Strategy[26] seeks to reduce the number of empty homes, and facilitate and assist the creation of good quality and affordable homes in the city.

Given the differing levels of completeness across the city, differing urban character and average densities, it may also be relevant for further consideration to be given to the appropriateness of setting minimum densities in locations with high levels of connectivity as identified in the NPPF (2026) Policy L1.

As identified in the Draft Design and Placemaking Planning Practice Guidance (2026), appropriate densities for a site or location will be determined by the design process and a range of factors to achieve a high quality scheme. Density metrics should therefore be used with other measures.

Prescribing minimum densities is not an approach taken in the adopted Development Plan for Southend. However, if design codes are proposed for areas or development types, this could be a factor that is taken into account to encourage the optimisation of land. This may be most appropriate for the Central Area of Southend, where levels of completeness are relatively high although consideration could also be given to key passenger transport corridors like the A13 and passenger transport corridors like Rayleigh Road, and around stations as appropriate.

## Future design guidance

The NPPF (2026) Policy DP1 is clear that Plans should, at the most appropriate level, set out a clear design expectations, by ensuring the vision for the plan reflects the desired design and placemaking outcomes, informed by an evaluation of the area's existing characteristics and potential, as well as identifying where design guides, design codes, and masterplans are necessary, setting locally specific design policies, and setting out where design review or other design processes will be required.

[26] https://www.southend.gov.uk/downloads/file/440/empty-homes-strategy

The National Design Guide's[27] guidance on creating well designed places includes compact forms of development that bring people together to support local public transport, facilities and local services, making destinations easily accessible by walking and cycling wherever practical, making efficient use of land including optimising densities.

Such guidance could further address the 'complete communities' concept considering a sites sustainability particularly in terms of its proximity to frequently served local public transport routes, shops and services. This should include an understanding of parking demand/ parking stress to understand how increased densities could be achieved and be based on an analysis of existing scale and character, identifying opportunities for residential intensification, including through potential step changes in building heights for example.

The following design codes/ guidance would enable future residential development opportunities coming forward to be optimised while responding to local context and character:

1. Codes or guidance specific areas with high levels of connectivity;
2. Generic codes relating to specific typologies (for example, living above shops/ upwards extensions to parades of shops/ upwards extension of blocks of flats/ backland and garage court redevelopments); and
3. Design guidance or codes for specific medium/ large sites (for example estate regeneration, car parks or unallocated employment areas).

Existing urban areas of Southend that have good levels of completeness and that could be covered by generic design codes and/or identify site/location/typology specific opportunities include:

- Southend Central Area including City Centre, Central Seafront, and Victoria Avenue
- London Road/ Southchurch Road A13 key transport corridor
- Leigh and Westcliff district centres
- Rayleigh Road
- Shoeburyness
- Areas around railway stations (within 800m)

A city-wide design code could include both area and typology guidance to encourage effective use of land whilst achieving good design that addresses local character and context, and key design principles as set out in the National Design Guide and National Model Design Code (and draft Design and Placemaking Planning Practice Guidance).

27 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/962113/National_design_guide.pdf

## Appendix 1: Density Analysis

| Site location | Site reference | Development Type | Area (Ha) | Site size (s/m/l) | No of units (gross) | Gross Density (rounded) | Typology |
|---|---|---|---|---|---|---|---|
| 303 Southchurch Road, Southend-on-Sea, SS1 2PE | 13/00330/FULM | Residential (houses) | 0.51 | M | 48 | 93 | A |
| 1341 – 1347 London Rd, SS9 2AB | 13/00505/FUL | Residential (flats) | 0.03 | S | 6 | 185 | A |
| 613 To 619 And Garages To Rear Of 593 To 647 Southchurch Road | 21/00220/FUL | Residential (houses/flat) | 0.15 | S | 5 | 33 | A |
| Orchard Motor Co 1771 London Road, SS9 2ST | 14/01997/FUL | Residential (flats) | 0.07 | S | 8 | 114 | A |
| 840-846 London Road | 20/00707/FUL | Residential (flats) | 0.07 | S | 9 | 123 | A |
| Nazareth House, 111 London Road | 22/01118/FULM | Residential (flats) | 1.4 | M | 144 | 103 | A |
| 845 - 849, London Road, Westcliff-on-Sea, SS0 9SZ | 16/01210/RESM | Mixed use - commercial ground/ flats above | 0.11 | S | 22 | 197 | A |
| 1043 London Road | 15/01545/FULM | Mixed use - commercial ground/ flats above | 0.09 | S | 17 | 189 | A |
| 662 Southchurch Road | 08/01448/FULM | Mixed use - commercial ground/ flats above | 0.3 | S | 59 | 197 | A |
| 565-569 London Road | 14/01552/FUL | Mixed use - commercial ground/ flats above | 0.06 | S | 9 | 150 | A |
| 555 London Road, Westcliff | 19/00139/FUL | Mixed use - commercial ground/ flats above | 0.05 | S | 9 | 182 | A |
| 659-665 London Road | 21/00161/FULM | Mixed use - commercial ground/ flats above | 0.08 | S | 20 | 248 | A |
| 459 London Road, Westcliff | 19/02368/FUL | Mixed use- D1 use ground/ flats above | 0.1 | S | 8 | 80 | A |
| 1285 London Road Leigh-on-sea | 22/01827/FULM | Mixed use - commercial ground/ flats above | 0.1 | S | 17 | 170 | A |
| Land at 444 - 456 Southchurch Road | 24/00011/FUL | Mixed use - commercial ground/ flats above | 0.07 | S | 10 | 143 | A |
| ***Average*** | | | | | | ***147*** | |
| | | | | | | **Density to apply to typology A = 100-200 dph** | |
| 258 Leigh Road, Leigh-on Sea, SS9 1BW | 16/02045/FULM | Residential (flats) | 0.09 | S | 22 | 247 | B |
| 87 Rectory Grove Leigh-on-Sea SS9 2HA | 12/00365/OUTM | Residential (flats) | 0.15 | S | 30 | 203 | B |
| 109 Ambleside Drive | 12/00936/OUT/ 14/00167/RES | Residential (flats) | 0.04 | S | 5 | 125 | B |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Camper Road Garage, adj. 1 Camper Road, SS1 2YR | 13/01752/FUL | Residential (flats) | 0.02 | S | 6 | 300 | B |
| Roots Hall Stadium Victoria Avenue | 19/01985/FULM | Residential (houses/flats) | 3.15 | L | 502 | 159 | B |
| Dairy Crest, Southchurch Boulevard | 13/00854/FULM | Residential (flats) | 0.25 | S | 32 | 128 | B |
| Cantel Medical Ltd Campfield Road | 23/00030/FULM | Residential (houses/ flats) | 2.22 | L | 70 | 32 | B |
| ***Average*** | | | | | | ***171*** | |
| | | | | | | **Density to apply to typology B = 100-175 dph** | |
| Albany Court, Nelson Road | 13/01842/FULM | Residential (houses/flats) | 0.65 | M | 65 | 100 | C |
| Elkington House, 9 Imperial Avenue (Chalkwell) | 25/00257/FUL | Residential (flats) | 0.12 | S | 9 | 76 | C |
| 162 Ness Road | 21/02292/OUT | Residential (houses/flats) | 0.32 | S | 10 | 67 | C |
| 135 Ness Road Shoeburyness | 17/00219/FUL | Residential (houses) | 0.44 | S | 7 | 16 | C |
| Land Adjacent 85 Lundy Close | 22/01214/BC3 | Residential (houses/flats) | 0.15 | S | 9 | 60 | C |
| 209 - 223 West Road | 23/01599/FULM | Residential (flats) | 0.12 | S | 17 | 142 | C |
| ***Average*** | | | | | | ***77*** | |
| | | | | | | **Density to apply to typologyy C = 60-100 dph** | |
| 141 - 159 Sutton Road | 22/01541/FULM | Mixed use - commercial ground/ flats above | 0.35 | S | 34 | 134 | D |
| Miss Selfridge, 122-124 High Street, Southend | 21/00632/FUL | Mixed use - commercial ground/ flats above | 0.05 | S | 9 | 180 | D |
| Fitness Centre 199 - 203 High Street Southend-On-Sea Essex SS1 1LL | 18/00485/FUL | Mixed use - commercial ground/ flats above | 0.04 | S | 9 | 225 | D |
| 69 - 71 High Street Southend-On-Sea Essex | 17/01663/FULM | Mixed use - commercial ground/ flats above | 0.03 | S | 10 | 333 | D |
| ***Average*** | | | | | | ***218*** | |
| | | | | | | **Density to apply to typology D = 200 dph** | |
| 120 Broadway | 20/01759/FULM | Mixed use - commercial ground/ flats above | 0.1 | S | 15 | 150 | E |
| Grand Hotel Broadway Leigh-On-Sea | 17/01464/FULM | Mixed use - commercial ground/ flats above | 0.21 | S | 18 | 86 | E |
| 153-155 Hamlet Court Road | 25/00261/PA64 | Mixed use - commercial ground/ flats above | 0.03 | S | 7 | 233 | E |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 105 Hamlet Court Road | 20/01783/PA3COU | Mixed use - commercial ground/ flats above | 0.07 | S | 6 | 85 | E |
| ***Average*** | | | | | | ***139*** | |
| | | | | | | **Density to apply to typology E = 130 dph** | |
| 175 London Road | 14/00499/RESM and 20/00146 | Residential (flats) | 0.08 | S | 30 | 349 | F1 |
| 177 London Road | 16/02281/FULM and 20/00859/FUL | Residential (flats) | 0.05 | S | 18 | 320 | F1 |
| Former college building, Carnarvon Rd | 15/00803/BC4M | Residential (flats) | 0.86 | M | 158 | 184 | F2 |
| Melrose House 95 - 99 Alexandra Road | 24/00136/FUL | Residential (flats) | 0.12 | S | 18 | 152 | F1 |
| Cumberland House 24 - 28 Baxter Avenue | 25/00610/FUL | Mixed use - commercial ground/ flats above | 0.27 | S | 8 | 30 | F1 |
| Mariner House 157 High Street | 24/01540/FUL | Residential (flats) | 0.06 | S | 8 | 128 | F1 |
| Royal Hotel And Princess Caroline House 1 High Street | 23/02020/FULM | Residential (flats) | 0.09 | S | 17 | 196 | F1 |
| 425 - 427 Sutton Road | 22/00611/FULM | Residential (flats) | 0.2 | S | 33 | 167 | F1 |
| South Point, 257-285 Sutton Road | 11/00087/FULM | Residential (flats) | 0.42 | S | 97 | 230 | F1 |
| Texsol Builders Merchants, Kenway, Southend-on-Sea, SS2 5DX | 15/00468/FULM | Residential (flats) | 0.43 | S | 50 | 117 | F1 |
| Marine Plaza, Land Between Southchurch Avenue/ Pleasant Road | 14/01462/FULM | Residential (flats) | 1.1 | M | 282 | 256 | F2 |
| 211 - 213 North Road/ 86 - 104 Salisbury Avenue, Salisbury Avenue, Westcliff-on-Sea, SS0 7GL | 14/00411/FULM | Residential (houses/flats) | 0.37 | S | 27 | 74 | F1 |
| 411-415 Sutton Road | 15/01130/FULM/ 16/01503/FULM | Mixed use - commercial ground/ flats above | 0.33 | S | 44 | 133 | F1 |
| Clifftown Shore, Western Esplanade (formerly The Esplanade) | 17/02266/FULM | Mixed use - commercial ground/ flats above | 0.17 | S | 49 | 288 | F1 |
| 1 - 5 Nelson Street | 25/00104/FUL | Mixed use - commercial ground/ flats above | 0.07 | S | 9 | 125 | F1 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Ocean House 40B - 42 Marine Parade | 24/01510/FUL | Mixed use - commercial ground/ flats above | 0.03 | S | 9 | 306 | F1 |
| Alexander House, Victoria Avenue, Southend | 23/01645/BC4M | Mixed use - commercial ground/ flats above | 1.04 | M | 557 | 536 | F2 |
| Heath House and Carby House, Victoria Avenue | 06/00598/FUL | Mixed use - commercial ground/ flats above | 1.05 | M | 280 | 280 | F2 |
| Better Queensway | 20/01479/BC4M | Mixed use - commercial/ residential/community | 10.08 | L | 1760 | 175 | F2 |
| ***Average*** | | | | | | ***161*** | |
| | | | | | | **Density to apply to typology F1 = 175 dph; F2= 275 dph** | |
| Land at Fossetts Farm, Sutton Road | 20/00337/OUTM | Residential (houses ) | 3.7* | L | 131 | 35 | G |
| Land East Of Fossetts Way | 21/00711/FULM | Residential (houses/ flats) | 5.9 | L | 221 | 37 | G |
| Land between Barge Pier Road and Ness Road | 20/01227/OUTM/ 24/00237AMDT | Mixed use - Houses/ flats, commercial and health centre | 7.8* | L | 210 | 27 | G |
| 13 - 15 (St Hildas School), Imperial Avenue, Westcliff-on-Sea, SS0 8NE | 15/01125/FULM | Residential (houses/flats) | 0.29 | S | 18 | 63 | C |
| ***Average*** | | | | | | 41 | |
| | | | | | | **Density to apply to typology G = 40-50 dph** | |

## Appendix 2: Consideration of potential capacity (sites identified via desk top study)

*Note: This does not represent a statement of policy, nor does it set out allocations, it is theoretical and is only intended to help inform the Local Plan, along with other relevant evidence.*

| Ref | Address | Location | Postcode | Typology | Density | Site Area | Yield |
|---|---|---|---|---|---|---|---|
| NS1 | Adjacent to 6 Railway Terrace | Southend | | F1 | 150 | 0.15 | 23 |
| NS2 | Railway Terrace | Southend | | F1 | 150 | 0.12 | 18 |
| NS3 | 153 East Street | Southend | SS2 5EB | F1 | 200 | 0.50 | 100 |
| NS4 | 452-460 Sutton Road | Southend | SS2 5EZ | F1 | 275 | 0.10 | 26 |
| NS5 | Vale Works, Kenway | Southend | SS2 5DX | F1 | 150 | 0.12 | 18 |
| NS6 | 10-12 Bircham Road | Southend | SS2 5DN | F1 | 150 | 0.15 | 23 |
| NS7 | 27-28 Redstock Road | Southend | SS2 5DJ | F1 | 225 | 0.10 | 22 |
| NS9 | 2 Christchurch Road | Southend | SS2 4JS | B | 150 | 0.05 | 7 |
| NS10 | Corner of Ferndown Close/ Southchurch Road | Southend | | A | 150 | 0.05 | 7 |
| NS15 | 211-223 West Road | Southend | SS0 9DE | B | 175 | 0.12 | 21 |
| NS16 | 200 West Road | Southend | | F1 | 150 | 0.04 | 6 |
| NS17 | 184 West Road | Southend | | F1 | 150 | 0.04 | 6 |
| NS20 | 139-155 West Road | Westcliff | SS0 9DH | G | 50 | 0.14 | 7 |
| NS24 | 507-511 London Road | Westcliff | | A | 150 | 0.08 | 12 |
| NS25 | London Road | Westcliff | | A | 150 | 0.22 | 33 |
| NS29 | 701B London Road | Westcliff | | A | 150 | 0.07 | 11 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| NS45 | 24 Wallis Avenue | Southend | SS2 6HS | F1 | 125 | 0.05 | 7 |
| NS46 | 131-133 Victoria Avenue | Southend | | F1 | 125 | 0.16 | 21 |
| NS58 | 537-543 London Road | Westcliff | | A | 150 | 0.06 | 9 |
| NS60 | 74 Leigh Road | Leigh on Sea | | B | 100 | 0.05 | 5 |
| NS65 | 206b London Road | Southend | | A | 150 | 0.12 | 18 |
| NS69 | r/o 366 London Road | Westcliff | SS0 7HZ | A | 100 | 0.07 | 7 |
| NS82 | 817 London Road | Westcliff | SS0 9SY | A | 150 | 0.14 | 21 |
| NS83 | 720 London Road | Wescliff | | A | 150 | 0.10 | 15 |
| NS90 | 1008-1012 London Road | Leigh on Sea | SS9 3NE | A | 150 | 0.08 | 13 |
| NS92 | 1060 London Road | Leigh on Sea | SS9 3NA | A | 150 | 0.30 | 45 |
| NS93 | 1379-1383 London Road | Leigh on Sea | | A | 150 | 0.05 | 8 |
| NS94 | 1517 London Road | Leigh on Sea | SS9 2SF | A | 150 | 0.06 | 9 |
| NS95 | 1565 London Road | Leigh on Sea | SS9 2SF | A | 150 | 0.06 | 9 |
| NS99 | 1701-1705 London Road | Leigh on Sea | SS9 2SH | A | 150 | 0.08 | 12 |
| NS100 | 329-337 Southchurch Road | | | A | 150 | 0.20 | 30 |
| NS101 | Bellevue Place | | | B | 100 | 0.09 | 9 |
| NS103 | 745 Southchurch Road | Southend | SS1 2PP | A | 150 | 0.09 | 14 |
| NS104 | 759-765 Southchurch Road | Southend | SS1 2PP | A | 150 | 0.06 | 8 |
| NS105 | 722 Southchurch Road | Southend | SS1 2PS | A | 150 | 0.04 | 5 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| NS106 | 27 Southchurch Boulevard | Southend | SS2 4UB | C | 100 | 0.07 | 7 |
| NS107 | Land at rear of 1-9 Ilfracombe Avenue (and garages) | Southend | SS1 2QX | G | 50 | 0.16 | 8 |
| NS108 | Ambleside Drive | Southend | SS1 2UP | B | 150 | 0.19 | 28 |
| NS109 | 67-69 Leigh Road | Southend | SS1 1JW | B | 100 | 0.10 | 10 |
| NS110 | 95-97 Rectory Grove | Leigh on Sea | SS9 2HW | B | 100 | 0.09 | 9 |
| NS111 | 364-366 Rayleigh Road | Eastwood | SS9 5PT | C | 100 | 0.11 | 11 |
| NS114 | 462 Rayleigh Road | Eastwood | SS9 5HZ | C | 100 | 0.11 | 11 |
| NS116 | 190 Woodgrange Drive | Southend | SS1 2SJ | B | 100 | 0.10 | 10 |
| NS119 | 456 Southchurch Road | Southend | | A | 150 | 0.06 | 10 |
| NS120 | 192-200 Queensway | Southend | SS1 2LU | F1 | 150 | 0.17 | 26 |
| NS132 | Boscombe Mews | Southend | SS2 5JD | G | 50 | 0.22 | 11 |
| NS133 | Royston Avenue | Southend | SS2 5JY | G | 50 | 0.10 | 5 |
| NS134 | Cromwell Road | Southend | SS2 5NF | G | 50 | 0.22 | 11 |
| NS137 | 341-365 Victoria Avenue | Southend | | F1 | 125 | 0.16 | 20 |
| NS138 | r/o 26 Wells Avenue | Southend | | G | 50 | 0.09 | 5 |
| NS139 | Oak Walk | Leigh on Sea | SS9 4UH | C | 100 | 0.10 | 10 |
| NS142 | r/o 3-11 Holyrood Drive | Westcliff | | G | 50 | 0.11 | 5 |
| NS143 | 8 Southend Arterial Road | Leigh on Sea | SS9 4DA | C | 100 | 0.11 | 11 |
| NS144 | Kent Elms Corner, 691 Prince Avenue | Westcliff | SS0 0JA | C | 100 | 0.72 | 72 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| NS145 | 640 Sutton Road | Southend | SS2 5PX | C | 100 | 0.16 | 16 |
| NS146 | 36 Queens Road | Southend | SS1 1BF | F2 | 325 | 0.62 | 200 |
| | | | | | | **Total units** | **1102** |

## Appendix 3: Consideration of potential capacity (former HELAA sites)

*Note: This does not represent a statement of policy, nor does it set out allocations, it is theoretical and is only intended to help inform the Local Plan, along with other relevant evidence.*

| Site Ref | Site Name | Neighbourhood | Current Use | Size (ha) | Area in Flood risk Zone 2 | Area in Flood Risk Zone 3 | Adjusted site area (Ha) | Typology | Density | Potential units (gross) | Existing units | Potential units (net) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CA008 | Golden Mile | Southend Central | Commercial (leisure)/ residential | 1.17 | 0.25 | 0.15 | 0.78 | F2 | 250 | 195 | 0 | 195 |
| CA011 | London Road | Southend Central | Retail/ Commercial/ Residential/ Food & Drink | 2.72 | 0.00 | 0.00 | 2.72 | F2 | 250 | 680 | 10 | 670 |
| HEA005 | Part of Former Keddies Building and Maitland House, Chichester Road | Southend Central | Mixed - Office, Hotel, Bar, Night Club | 0.28 | 0.00 | 0.00 | 0.28 | F1 | 275 | 76 | 0 | 76 |
| HEA019 | 1026 London Road - SS9 3NE | Leigh South | Commercial | 0.06 | 0.00 | 0.00 | 0.06 | A | 150 | 9 | 0 | 9 |
| HEA075 | Manners Court - Manners Corner - SS2 6QR | Prittlewell | Retail, residential | 0.32 | 0.00 | 0.00 | 0.32 | B | 75 | 24 | 16 | 8 |
| HEA076 | 116 Arterial Road - SS9 4DG | Leigh North | Former Petrol station, garage and workshops | 2.45 | 0.00 | 0.00 | 2.45 | C | 100 | 245 | 0 | 245 |
| HEA077 | 373 Victoria Avenue - SS2 6JL | Prittlewell | Retail/ residential | 0.13 | 0.03 | 0.00 | 0.10 | B | 100 | 10 | 0 | 10 |
| HEA081 | 25 Riviera Drive - SS1 2QY | Southchurch | Residential | 0.10 | 0.00 | 0.00 | 0.10 | B | 100 | 10 | 1 | 9 |
| HEA090 | 327 Southchurch Road - SS1 2PE | Southchurch | Industrial | 0.69 | 0.00 | 0.00 | 0.69 | B | 175 | 121 | 0 | 121 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HEA092 | Land at Prittlewell Station, near Station Approach, SS2 6LG | Prittlewell | Vacant land | 0.13 | 0.00 | 0.00 | 0.13 | F1 | 125 | 16 | 0 | 16 |
| HEA122 | (Warrior House) 42-82 Southchurch Road - SS1 2LZ | Southend Central | Commercial | 0.16 | 0.00 | 0.00 | 0.16 | F1 | 275 | 44 | 0 | 44 |
| HEA129 | West Office Near Mendip Road - SS0 0HD | Leigh North | Offices | 0.09 | 0.00 | 0.00 | 0.09 | C | 60 | 5 | 0 | 5 |
| HEA148 | 516-518 Arterial Road - SS9 4DT | Leigh North | Commercial | 0.09 | 0.00 | 0.00 | 0.09 | C | 100 | 9 | 0 | 9 |
| HEA152 | Northumbrian Water site - North Road | Southend Central | Art studios | 0.47 | 0.00 | 0.00 | 0.47 | F1 | 125 | 59 | 0 | 59 |
| HEA166 | (Former bakery) Chase Road and land near 2 Riviera Drive - SS1 2RB | Southchurch | Commercial | 0.04 | 0.00 | 0.00 | 0.04 | B | 175 | 8 | 0 | 8 |
| HEA167 | Industrial Uses - Maple Avenue & Leighcliff Road - SS9 1DJ | Leigh South | Commercial | 0.09 | 0.00 | 0.00 | 0.09 | C | 100 | 9 | 0 | 9 |
| HEA171 | 1781-1799 London Road - SS9 2ST | Leigh South | Petrol station and shop | 0.21 | 0.00 | 0.00 | 0.21 | A | 150 | 32 | 0 | 32 |
| HEA172 | 1647-1653 London Road - SS9 2SQ | Leigh South | Car garage/ sales | 0.08 | 0.00 | 0.00 | 0.08 | A | 150 | 13 | 0 | 13 |
| HEA173 | 1388-1416 London Road - SS9 2UJ | Leigh South | Timber yard | 0.14 | 0.00 | 0.00 | 0.14 | A | 150 | 20 | 0 | 20 |
| HEA174 | 1386 London Road - SS9 2UJ | Leigh South | Commercial | 0.09 | 0.00 | 0.00 | 0.09 | A | 150 | 13 | 0 | 13 |
| HEA177 | 1165-1169 London Road - SS9 3JE | Leigh South | Commercial/ Residential | 0.13 | 0.00 | 0.00 | 0.13 | A | 150 | 20 | 0 | 20 |
| HEA180 | 956-984 London Road - SS9 3JL | Leigh South | Commercial/ Residential | 0.24 | 0.00 | 0.00 | 0.24 | A | 150 | 36 | 0 | 36 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HEA183 | 1087 London Road - SS9 3JP | Leigh South | Car Wash | 0.07 | 0.00 | 0.00 | 0.07 | A | 150 | 10 | 0 | 10 |
| HEA186 | 856 London Road - SS9 3NQ | Leigh South | Badminton Centre | 0.07 | 0.00 | 0.00 | 0.07 | A | 150 | 11 | 0 | 11 |
| HEA187 | 1009-1015 & 1017 London Road - SS9 3JY | Leigh South | Commercial (retail) | 0.10 | 0.00 | 0.00 | 0.10 | A | 150 | 15 | 0 | 15 |
| HEA189 | 963-967 London Road - SS9 3LB | Leigh South | Commercial | 0.05 | 0.00 | 0.00 | 0.05 | A | 150 | 7 | 0 | 7 |
| HEA190 | 600 London Road - SS0 9HS | Leigh South | Petrol station and shop | 0.15 | 0.00 | 0.00 | 0.15 | A | 150 | 23 | 0 | 23 |
| HEA191 | 538-550 London Road - SS0 9HS | Leigh South | Commercial (goods yard and large retail) | 0.49 | 0.00 | 0.00 | 0.49 | A | 150 | 74 | 0 | 74 |
| HEA192 | 543-545 London Road - SS0 9LJ | Westcliff | Commercial | 0.06 | 0.00 | 0.00 | 0.06 | A | 150 | 8 | 0 | 8 |
| HEA194 | 467-473 London Road - SS0 9LG | Westcliff | Retail | 0.09 | 0.00 | 0.00 | 0.09 | A | 150 | 13 | 0 | 13 |
| HEA199 | 329 Southchurch Road - SS1 2PE | Southchurch | Commercial | 0.16 | 0.00 | 0.00 | 0.16 | A | 150 | 24 | 0 | 24 |
| HEA202 | 736 Southchurch Road - SS1 2PS | Southchurch | Car sales | 0.04 | 0.00 | 0.00 | 0.04 | A | 150 | 5 | 0 | 5 |
| HEA203 | Garages at 221 Southchurch Boulevard - SS2 4UU | Southchurch | Garages | 0.12 | 0.01 | 0.00 | 0.11 | A | 150 | 16 | 0 | 16 |
| HEA204 | 34 West Street - SS2 6HJ | Prittlewell | Used car sales yard/ residential | 0.10 | 0.00 | 0.00 | 0.10 | F1 | 275 | 28 | 0 | 28 |
| | | | | | | | | | | | **Unconstrained potential** | **1859** |

## Appendix 4: Small Sites (*Excluded from UCS, due to low yield)*

*Note: This does not represent a statement of policy, nor does it set out allocations, it is theoretical and is only intended to help inform the Local Plan, along with other relevant evidence.*

**Former HELAA sites providing less than 5 units**

| Site Ref: | Size Area (ha) | Site Name: | Neighbourhood: | Current Use: | Flood risk z2 | Flood risk z3 | Amended site area | Typology |
|---|---|---|---|---|---|---|---|---|
| HEA002 | 0.08 | 112 Bellhouse Road - SS9 5NG | Eastwood | Residential | 0.0 | 0.0 | 0.08 | C |
| HEA128 | 0.05 | Garages 29 Fraser Close - SS3 9YT | Shoeburyness | Garages | 0.0 | 0.0 | 0.05 | C |
| HEA169 | 0.07 | 430 Rayleigh Road - SS9 5PT | Eastwood | Residential | 0.0 | 0.0 | 0.07 | C |
| HEA213 | 0.02 | 17-19 Wesley Road - SS1 2HE | Southchurch | Vacant (former garage) | 0.0 | 0.0 | 0.02 | C |
| HEA040 | 0.02 | 57 York Road, SS1 2BZ | Southend Central | HMO | 0.0 | 0.0 | 0.02 | F1 |

**UCS Sites providing less than 5 units**

| Site ref | Site Area (Ha) | Occupier | Address | Postcode | Location | Typology | Density | Potential units |
|---|---|---|---|---|---|---|---|---|
| NS21 | 0.04 | Sign Right | 157-161 West Road | SS0 9DH | Westcliff | G | 50 | 2 |
| NS22 | 0.05 | Inverness Garage | Inverness Avenue | SS0 9DY | Westcliff | C | 60 | 3 |
| NS26 | 0.06 | Tyre garage | r/o sainsburys/ halfords | | Westcliff | G | 75 | 4 |
| NS62 | 0.05 | Webuyanycar | 23 Boston Avenue | SS2 6JH | Southend | G | 50 | 3 |
| NS121 | 0.04 | Southend's Premier Hand Car Wash | 200 Queensway, adj to 75 Warrior Square | SS1 2LU | Southend | G | 50 | 2 |
| NS126 | 0.03 | Parkson Cash & Carry | 2-4 Clarence Rd | SS1 1AN | Southend | C | 100 | 3 |
| NS66 | 0.06 | Karrs | 119-123 St Helen's Road | | Westcliff | G | 50 | 3 |
| NS71 | 0.05 | The Furniture Project | Hamlet House, Anerley Road | SS0 7HH | Westcliff | C | 60 | 3 |
| NS72 | 0.07 | Garage and commercial units | 61 Canewdon Road | SS0 7ER | Westcliff | C | 60 | 4 |
| NS140 | 0.08 | Garages r/o 18-22 Danescroft Close | r/o 18-22 Danescroft Close | SS9 4NW | Leigh-on-Sea | G | 50 | 4 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| NS141 | 0.04 | Garages to r/o 47-49 Flemming Crescent | r/o 47-49 Flemming Crescent | SS9 4HR | Leigh-on-Sea | G | 50 | 2 |
| | | | | | | | | **33** |

### Appendix 5: Consideration of potential capacity (housing estates)

*Note: This does not represent a statement of policy, nor does it set out allocations, it is theoretical and is only intended to help inform the Local Plan, along with other relevant evidence.*

| Site Ref | Size (ha) | Site Name | Neighbourhood | Current Use | Area in Flood risk | Area in Flood risk | Adjusted site area | Typology | Density | Potential units (gross) | No. existing units | Net no. of units |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HEA095;EA015 | 2.13 | Baxter Avenue (SCAAP Opportunity Site PA8.2) | Southend Central | Retirement housing | 0.0 | 0.0 | 2.13 | F2 | 285 | 607 | 260 | 347 |
| HEA220 | 0.51 | Adams Elm House, 1271 London Road, Leigh on Sea | Leigh South | Sheltered Housing | 0.0 | 0.0 | 0.51 | A | 175 | 89 | 89 | 0 |
| HEA221 | 0.47 | Avon Way / West Road, Avon Way, Shoeburyness | Shoeburyness | Sheltered Housing | 0.0 | 0.0 | 0.47 | C | 133* | 63 | 63 | 0 |
| HEA222 | 0.86 | Bishop House, Western Approaches, Eastwood | Eastwood | Sheltered Housing | 0.6 | 0.1 | 0.11 | C | 530* | 58 | 58 | 0 |
| HEA223 | 0.13 | Bronte Mews | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.13 | B | 150 | 20 | 7 | 13 |
| HEA224 | 0.34 | Buckingham House, Salisbury Avenue, Westcliff | Southend Central | Sheltered Housing | 0.0 | 0.0 | 0.34 | C | 100 | 34 | 28 | 6 |
| HEA225 | 0.27 | 1-29 Cedar Close, Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.27 | B | 150 | 41 | 28 | 13 |
| HEA226 | 0.72 | Crouchmans, 46 Centurion Close, Southend | Shoeburyness | Sheltered Housing | 0.0 | 0.0 | 0.72 | C | 100 | 72 | 60 | 12 |
| HEA227 | 0.32 | 1-33 Dickens Close, Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.32 | C | 100 | 32 | 32 | 0 |
| HEA228 | 0.27 | Furzefield, 20 Priorywood Drive, Leigh on Sea | Leigh North | Sheltered Housing | 0.0 | 0.0 | 0.27 | C | 102* | 28 | 28 | 0 |
| HEA229 | 0.53 | Great Mead, 200 Frobisher Way, Southend | Shoeburyness | Sheltered Housing | 0.0 | 0.0 | 0.53 | C | 100 | 53 | 48 | 5 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HEA230 | 0.25 | Keats House, Shelley Square, Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.25 | C | 230* | 57 | 57 | 0 |
| HEA231 | 0.51 | Kestrel House, 96 Eagle Way | Shoeburyness | Sheltered Housing | 0.0 | 0.0 | 0.51 | C | 100 | 51 | 51 | 0 |
| HEA232 | 0.72 | 57-103 Kingfisher Close and 58-120 Sandpiper Close | Shoeburyness | Sheltered Housing | 0.0 | 0.0 | 0.72 | C | 100 | 72 | 56 | 16 |
| HEA233 | 0.32 | 1-11 Lincoln Chase, Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.32 | C | 100 | 32 | 11 | 21 |
| HEA234 | 0.77 | Longmans, 11 Rampart Street, Southend | Shoeburyness | Sheltered Housing | 0.0 | 0.0 | 0.77 | B | 150 | 116 | 52 | 64 |
| HEA235 | 0.24 | Mussett House, 49 Bailey Road, Leigh on Sea | Leigh South | Sheltered Housing | 0.0 | 0.0 | 0.24 | C | 100 | 24 | 21 | 3 |
| HEA236 | 0.43 | Nayland House, 203 Manners Way, Southend | Prittlewell | Sheltered Housing | 0.0 | 0.0 | 0.43 | B | 150 | 65 | 27 | 38 |
| HEA237 | 0.85 | Nicholson House & The Barringtons, 299 Southchurch Road | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.85 | A | 150 | 128 | 96 | 32 |
| HEA238 | 0.32 | Norman Harris House, 450 Queensway, Southend | Southend Central | Sheltered Housing | 0.0 | 0.0 | 0.32 | F1 | 275 | 87 | 28 | 59 |
| HEA239 | 0.27 | Nursery Place, 530-596 Southchurch Road, Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.27 | A | 150 | 40 | 28 | 12 |
| HEA240 | 0.33 | 18 - 72 Randolph Close, Southend | Leigh North | Sheltered Housing | 0.0 | 0.0 | 0.33 | C | 102* | 34 | 34 | 0 |
| HEA241 | 0.14 | Ruskin Mews (14-24 Ruskin Avenue), Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.14 | B | 150 | 21 | 6 | 15 |
| HEA242 | 0.10 | Kipling Mews, Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.10 | B | 150 | 15 | 5 | 10 |
| HEA243 | 0.74 | Scott House, 171 Neil Armstrong Way, Leigh on Sea | Eastwood | Sheltered Housing | 0.0 | 0.0 | 0.74 | G | 78* | 58 | 58 | 0 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HEA244 | 0.19 | Senier House, 39 Salisbury Road, Southend, SS9 2JX | Leigh South | Sheltered Housing | 0.0 | 0.0 | 0.19 | B | 150 | 28 | 20 | 8 |
| HEA245 | 0.82 | 68-114 Snakes Lane, Southend | Eastwood | Sheltered Housing | 0.0 | 0.0 | 0.82 | G | 58* | 48 | 48 | 0 |
| HEA246 | 0.64 | Stephen McAdden House, 21 Burr Hill Chase, Southend | Prittlewell | Sheltered Housing | 0.0 | 0.0 | 0.61 | B | 150 | 92 | 66 | 26 |
| HEA247 | 0.27 | The Brambles, 20 Eastern Avenue, Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.27 | B | 175 | 48 | 39 | 9 |
| HEA248 | 0.28 | Trafford House, 117 Manchester Drive, Southend | Leigh South | Sheltered Housing | 0.0 | 0.0 | 0.27 | C | 100 | 27 | 26 | 1 |
| HEA249 | 0.25 | Trevett House, 19a Rectory Chase, Southend | Southchurch | Sheltered Housing | 0.0 | 0.0 | 0.25 | C | 120* | 29 | 29 | 0 |
| HEA250 | 1.67 | Westwood, 139 Eastwood Old Road, Southend | Leigh North | Sheltered Housing | 0.0 | 0.0 | 1.67 | C | 100 | 167 | 73 | 94 |
| HEA251 | 0.36 | Yantlet, 1193-1215 London Road, Leigh on Sea | Leigh South | Sheltered Housing | 0.0 | 0.0 | 0.36 | A | 150 | 54 | 42 | 12 |
| HEA253 | 1.49 | Longbow and Sherwood Way | Southchurch | Residential (Regen site) | 0.0 | 0.0 | 1.49 | C | 102* | 152 | 152 | 0 |
| HEA254 | 1.36 | Beaver Tower | Eastwood | Residential (Regen site) | 0.0 | 0.0 | 1.36 | G | 71* | 96 | 96 | 0 |
| HEA255 | 1.54 | Blackdown Brecon & Grampian Tower Blocks | Southend Central | Residential (Regen site) | 0.0 | 0.0 | 1.54 | F2 | 275 | 424 | 231 | 193 |
| HEA256 | 0.37 | Bewley Court | Southchurch | Residential (Regen site) | 0.0 | 0.0 | 0.37 | C | 205* | 76 | 76 | 0 |
| HEA257 | 2.87 | Cecil Court | Prittlewell | Residential (Regen site) | 0.0 | 0.0 | 2.87 | B | 150 | 430 | 178 | 252 |
| HEA258 | 4.36 | Cluny Square and Environs | Southchurch | Residential / Retail (Regen site) | 0.0 | 0.0 | 4.36 | C | 100 | 436 | 266 | 170 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HEA276 | 7.33 | Woodgrange Drive Estate | Southend Central | Residential | 2.0 | 0.6 | 4.70 | F2 | 350 | 1646 | 730 | 916 |
| *density adjusted so no loss of units. | | | | | | | | | | | | |
| | | | | | | | | | | | **Total** | **2346** |

## Appendix 6: Open spaces

*It should be noted that is a theoretical exercise, as the areas of open space within Southend meet a demand for recreational facilities and open space from existing residents, and in no way allocates or gives weight the development of open spaces listed. The SRHS notes that Southend as a whole scores relatively low in relation to access to green infrastructure. 100% discount applied*.

| Ref. | Green / Open Space | Site Area | All/ largely Flood Zones 2&3 | DPH | Potential Yield |
|---|---|---|---|---|---|
| E77 | Alexandra St Bowling Green | 0.2 | | 40 | 10 |
| S25 | Allen Court School | 6.9 | | 40 | 276 |
| E90 | Archer Close | 0.3 | | 40 | 11 |
| E114 | Aylesbeare Open Space | 0.2 | | 40 | 7 |
| E101 | Barnstaple Road | 0.1 | | 40 | 5 |
| S6 | Belfairs High | 4.7 | | 40 | 187 |
| E44 | Belfairs Park Play Area | 0.1 | | 40 | 5 |
| E35 | Belgrave Road Open Space | 0.1 | | 40 | 4 |
| E19 | Belton Gardens | 3.6 | | 40 | 143 |
| E9 | Benvenue Avenue - Dandies Park | 0.5 | | 40 | 20 |
| E10 | Benvenue Avenue - Dandies Park Childrens Play Area | 0.0 | | 40 | 2 |
| E24 | Blenheim Park | 9.2 | | 40 | 368 |
| E43 | Blenheim Park Play Area | 0.2 | | 40 | 8 |
| S13 | Blenheim Primary Playing Fields | 0.8 | | 40 | 32 |
| E42 | Bonchurch Childrens Play Area | 0.3 | | 40 | 11 |

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| E23 | Bonchurch Park | 0.8 | | 40 | 32 |
| E80 | Bournes Green Park | 4.6 | | 40 | 183 |
| E85 | Bournes Green Park Play Equipment | 0.1 | | 40 | 5 |
| S28 | Bournes Green School | 1.0 | | 40 | 41 |
| E36 | Bradfordbury Open Space | 1.0 | | 40 | 39 |
| E102 | Branscome Square | 0.4 | | 40 | 15 |
| E106 | Broadclyst Gardens | 0.6 | | 40 | 23 |
| E33 | Broomfield Avenue | 0.2 | | 40 | 7 |
| E103 | Burleigh Square | 0.3 | | 40 | 11 |
| E30 | Buxton Square | 0.1 | | 40 | 5 |
| E49 | Cavendish Sports Ground | 1.1 | | 40 | 46 |
| S26 | Cecil Jones College | 2.9 | | 40 | 115 |
| E50 | Chalkwell Esplanade | 0.6 | Yes | 0 | 0 |
| S20 | Chase High | 4.1 | | 40 | 162 |
| E115 | Cheldon Barton Open Space | 0.4 | | 40 | 15 |
| E71 | Churchill Gardens | 1.9 | | 40 | 77 |
| E87 | Cluny Square | 0.4 | | 40 | 15 |
| E83 | Cluny Square Playground | 0.2 | | 40 | 10 |
| E3 | Cockethurst Park | 1.4 | | 40 | 58 |

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|---|---|---|---|---|---|
| E14 | Cockethurst Park Playground | 0.1 | | 40 | 4 |
| E8 | Coniston Open Space | 0.2 | | 40 | 7 |
| E126 | Cricket Ground | 2.2 | | 40 | 87 |
| E58 | Crowstone Church Tennis Courts | 0.3 | | 40 | 12 |
| E56 | Crowstone School Sports Ground | 0.2 | | 40 | 8 |
| E20 | Danescroft Gardens | 0.9 | | 40 | 35 |
| E38 | Danescroft Gardens Park Play Area | 0.0 | | 40 | 2 |
| S9 | Darlinghurst School | 1.1 | | 40 | 43 |
| E34 | Dunster Avenue | 0.3 | | 40 | 11 |
| S14 | Earls Hall School Playing Fields | 1.1 | | 40 | 46 |
| E116 | East Beach | 12.7 | Yes | 0 | 0 |
| E69 | Eastbourne Grove Tennis Court | 0.1 | | 40 | 2 |
| S3 | Eastwood Junior School | 1.0 | | 40 | 40 |
| E11 | Eastwood Park Playground | 0.2 | | 40 | 7 |
| S4 | Eastwood School | 4.9 | | 40 | 196 |
| E70 | Ecko Sports Ground East of Manners Way | 3.1 | | 40 | 125 |
| S1 | Edwards Hall Primary | 2.1 | | 40 | 83 |
| E29 | Fairview Gardens | 0.3 | | 40 | 10 |
| S7 | Fairways School | 2.4 | | 40 | 97 |

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|---|---|---|---|---|---|
| E6 | Four Sisters Way Open Space | 2.4 | | 40 | 98 |
| E111 | Friars Park | 7.6 | | 40 | 305 |
| E130 | Friars Park Play Area | 0.4 | | 40 | 16 |
| S30 | Friars Primary School Playing fields | 1.2 | | 40 | 48 |
| E65 | Gainsborough Park | 0.8 | | 40 | 33 |
| E67 | Gainsborough Park Play Area | 0.2 | | 40 | 8 |
| E98 | Garon Park | 17.6 | | 40 | 705 |
| E7 | Green Lane Open Space | 0.6 | | 40 | 23 |
| E109 | Gunners Park | 28.2 | Yes | 0 | 0 |
| E128 | Gunners Park - Ball Sports | 0.0 | | 40 | 1 |
| E129 | Gunners Park - Tennis Courts | 0.1 | | 40 | 5 |
| E132 | Gunners Park - Toddler Play Area | 0.0 | Yes | 0 | 0 |
| E127 | Gunners Park - Wheeled Sports | 0.0 | Yes | 0 | 0 |
| S22 | Hamstel School | 2.9 | | 40 | 118 |
| S5 | Heycroft School | 1.5 | | 40 | 59 |
| E63 | Hoblythick Lane Open Space | 0.1 | | 40 | 4 |
| E133 | Hogarth Drive Open Space | 0.0 | | 40 | 1 |
| E119 | Horseshoe Crescent | 0.8 | | 40 | 34 |
| E54 | Imperial Avenue Bowling Green | 0.8 | | 40 | 32 |

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|---|---|---|---|---|---|
| E55 | Invicta Tennis Club | 0.4 | | 40 | 15 |
| E94 | Jones Memorial Ground | 10.9 | | 40 | 438 |
| S2 | Kingsdown School | 0.6 | | 40 | 24 |
| E59 | Leigh Bows Club - Rectory Grove | 0.1 | | 40 | 2 |
| E25 | Leigh Cliffs | 3.1 | | 40 | 123 |
| E39 | Leigh Library Gardens Play Area | 0.0 | | 40 | 1 |
| E57 | Leigh Road Baptist Tennis Club | 0.2 | | 40 | 10 |
| E60 | Leigh Tennis Club - Adalia Crescent | 0.2 | | 40 | 10 |
| E86 | Liftstan Way Playground | 0.2 | | 40 | 7 |
| E117 | Maplin Way North | 1.6 | | 40 | 63 |
| S17 | Milton Hall School Playing Field | 0.6 | | 40 | 25 |
| E73 | Milton Road Gardens & Tennis Courts | 0.3 | | 40 | 10 |
| E78 | Milton Road Gardens Playground | 0.0 | | 40 | 1 |
| E123 | Ness Road | 0.4 | Yes | 0 | 0 |
| E46 | Oakwood | 1.2 | | 40 | 50 |
| E13 | Oakwood Park Playground | 0.1 | | 40 | 3 |
| S10 | Our Lady of Lourdes | 0.9 | | 40 | 36 |
| E31 | Owlshall Wood | 0.5 | | 40 | 22 |
| E104 | Plymtree | 0.2 | | 40 | 6 |

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| S15 | Prince Avenue School | 1.4 | | 40 | 55 |
| E92 | Queensway to Woodgrange Drive Clusters | 0.6 | | 40 | 26 |
| E5 | Repton Green Open Space | 0.3 | | 40 | 11 |
| E26 | Ridgeway Gardens | 0.5 | | 40 | 21 |
| E4 | Scotts Park | 1.3 | | 40 | 54 |
| E12 | Scotts Park Playground | 0.2 | | 40 | 8 |
| E118 | Sedgemoor Open Space | 1.9 | | 40 | 76 |
| E112 | Shoebury Common | 2.8 | Yes | 0 | 0 |
| E113 | Shoebury Common North | 2.5 | Yes | 0 | 0 |
| S29 | Shoebury High playing fields | 7.6 | | 40 | 306 |
| E110 | Shoebury Park | 9.3 | Yes | 0 | 0 |
| E131 | Shoebury Park Playground | 0.2 | Yes | 0 | 0 |
| E100 | Southchuch Park East | 7.1 | Yes | 0 | 0 |
| E79 | Southend Bowling Club | 0.3 | | 40 | 14 |
| S16 | Southend High For Boys Playing Fields | 5.5 | | 40 | 221 |
| S23 | Southend High School for Girls | 6.6 | | 40 | 265 |
| S18 | St Helen's School Playing Field | 0.4 | | 40 | 17 |
| E121 | St Mary's Green | 4.0 | | 40 | 160 |
| E122 | St Mary's Nature Reserve | 1.0 | | 40 | 39 |

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|---|---|---|---|---|---|
| S19 | St Mary's School Playing Field | 0.4 | | 40 | 16 |
| S8 | St Thomas More HIgh School | 11.3 | | 40 | 453 |
| E32 | Stonehill Road | 0.2 | | 40 | 7 |
| S21 | Temple Sutton Primary School | 1.5 | | 40 | 62 |
| E68 | The Growing Together Gardens | 0.2 | | 40 | 9 |
| E108 | Thorpe Bay Bowling Club | 0.2 | | 40 | 6 |
| E107 | Thorpe Esplanade Tennis Courts | 1.4 | | 40 | 56 |
| S27 | Thorpe Greenways Playing Fields | 1.1 | Yes | 0 | 0 |
| E105 | Thorpe Hall Golf Course | 35.7 | Yes | 0 | 0 |
| E125 | Turner Close Courtyard | 0.0 | | 40 | 2 |
| E27 | Undercliff Gardens | 0.6 | | 40 | 25 |
| E28 | Underwood Square | 0.2 | | 40 | 6 |
| E91 | Vallance Close | 0.2 | | 40 | 6 |
| E96 | Victory Sports Ground | 5.8 | | 40 | 230 |
| E97 | Warners Bridge Sports Ground | 10.4 | | 40 | 418 |
| E72 | Warrior Square Gardens | 0.5 | | 40 | 19 |
| E51 | Wellstead Gardens | 1.9 | | 40 | 76 |
| S11 | Westcliff Boys | 3.9 | | 40 | 157 |
| S12 | Westcliff Girls | 0.9 | | 40 | 37 |

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|---|---|---|---|---|---|
| E53 | Westcliff Lawn Tennis Club | 0.6 | | 40 | 23 |
| E52 | Westcliff Tennis Club | 0.4 | | 40 | 14 |
| E120 | Whistler Rise Courtyard | 0.0 | | 40 | 2 |
| E93 | Wimbourne Road Bowling Green | 0.1 | | 40 | 5 |
| E88 | Windermere Road Courtyards | 0.1 | | 40 | 4 |
| E37 | Wood Farm Close | 0.3 | | 40 | 10 |
| E47 | Woods North of Rothwell Close | 0.1 | | 40 | 6 |
| | | | | **Unconstrained potential** | **8014** |