

Statement submitted on behalf of Genesis Housing Association

Southend-on-Sea Central Area Action Plan (SCAAP)

Examination in Public

May 2017

Introduction

The responses set out below are submitted by GL Hearn on behalf of Genesis Housing Association (GHA) in response to Key Matters, Issues and Questions raised within the SCAAP examination in public discussion note and agenda issued by Inspector Mike Fox BA (Hons) DIPTP MRTPI. GHA is the freehold owner of the Baxter Avenue site (SCAAP site ref. PA8.2) and GHA is actively pursuing a development proposal to deliver high quality new housing, including affordable housing, at the Baxter Avenue site, including 250 dwellings within the SCAAP plan period.

Matter 8: The Policy Areas

8.1 Are the following policies setting out the development principles, including Opportunity Sites, where appropriate, in relation to the following policy areas, justified and deliverable within the plan period ?

(xi) Policy PA8: Victoria Gateway Neighbourhood Policy Area

GHA Response

- 1.1 Opportunity sites PA8.1 (Victoria Avenue Office Area), and PA8.2 (Baxter Avenue) are justified and deliverable within the SCAAP plan period. Both of these opportunity sites represent highly sustainable regeneration sites within easy walking distance of employment, retail and leisure uses within the centre of Southend, as well as excellent access to the Southend Victoria with services to London Liverpool Street. Opportunity sites PA8.1 and PA8.2 collectively provide a strong gateway and entrance to Southend forming the principal arrival point to Southend from the A12 and at the transport hub of Southend Victoria railway station. The delivery of new homes at sites PA8.1 and PA8.2 will respond to high demand for new homes at sustainable locations and with access to existing community services and facilities.
- 1.2 Opportunity site PA8.1 has already started to yield new homes, with 280 one and two bedroom apartments, including 52 shared ownership homes being delivered by Randall Watts and GHA at Richmond House, Victoria Avenue. Additional proposals for conversion of

existing offices under permitted development rights, and planning applications for redevelopment for housing are also being brought forward within the Opportunity site PA8.1.

- 1.3 Opportunity site PA8.2 comprises land controlled by GHA and which GHA is progressing as a redevelopment scheme. GHA have already appointed architects and entered in to pre-application discussions with SoSBC housing and planning departments to consider the scale and form of development at the Baxter Avenue site. GHA are also continuing to progress consultation and engagement with existing residents within the Baxter Avenue site to ensure that the regeneration of the Baxter Avenue site meets the specific current and future housing needs for the locality as far as possible.
- 1.4 The programme for delivery for the Baxter Avenue site PA8.2 currently comprises the following:
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| May / June 2017 | Formal pre-application and Environmental Impact Assessment screening application submission to SoSBC |
| June / July 2017 | Formal pre-application consultation with SoSBC planning and housing departments |
| Summer-Autumn 2017 | Public consultation and engagement. |
| Early 2018 | Hybrid planning application submission, including at least 250 flats within phase 1 |
| Summer 2018 | Planning permission |
| Autumn 2018 | Planning conditions discharge |
| Early 2019 | Commence development |
| 2021 | Delivery of at least 250 dwellings |
- 1.5 Funding for the project has been identified by GHA, as well as some funding for the scheme from the DCLG estate regeneration fund programme. GHA is currently conducting a site specific housing needs survey and GHA will seek to deliver new homes at the Baxter Avenue site to meet existing and identified future needs. GHA intend for the Baxter Avenue development to deliver a high quality mixed tenure residential development, including additional affordable housing, as well as providing amenity open space, attractive and usable green infrastructure and pedestrian access and linkages between Victoria, Baxter and Boston Avenues.
- 1.6 The SCAAP identification of site PA8.2 (Baxter Avenue) to deliver 250 dwellings with the plan period to 2021 is therefore justified and sound.