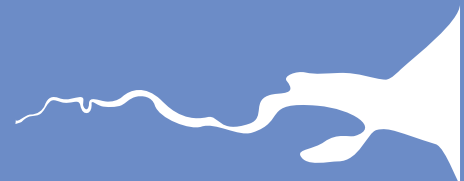


development management dpd proposed submission march 2011

local development framework
delivering regeneration and growth



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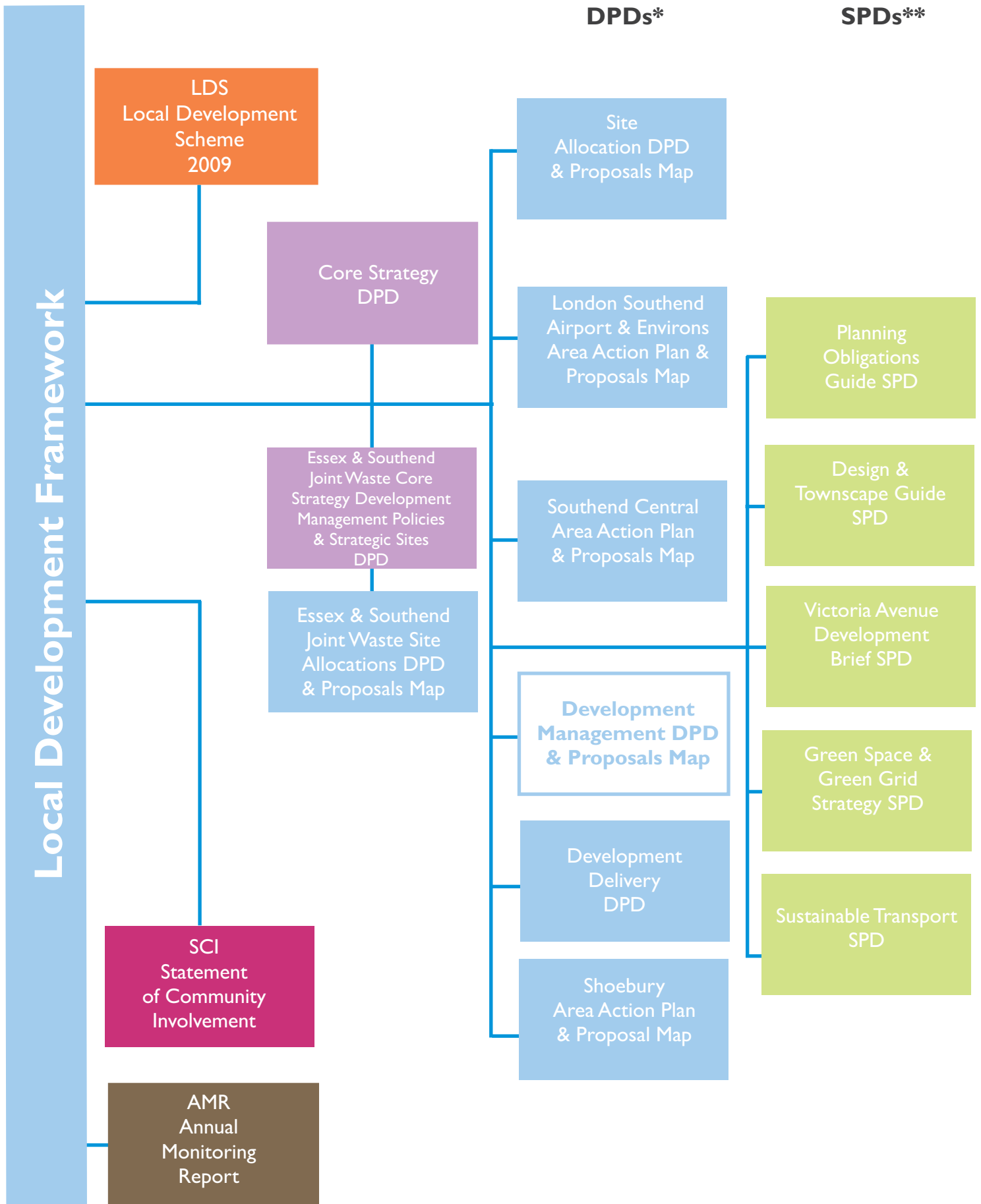
section one

Section 1: Introduction

Local Development Framework

- 1.1 This document is the Development Management Development Plan Document: Proposed Submission' document. The 'Development Management Development Plan Document, when adopted, will form part of the Southend-on-Sea Local Development Framework (LDF). The LDF was introduced by the Planning and Compulsory Purchase Act 2004 and comprises a number of statutory planning documents called Development Plan Documents (DPDs) and non-statutory further guidance set out in Supplementary Planning Documents (SPDs).
- 1.2 Southend-on-Sea's **Core Strategy DPD** was adopted in December 2007. The *Core Strategy DPD* sets out the Borough Council's spatial strategy and strategic planning policy framework for Southend-on-Sea. It contains the vision and strategic objectives for the spatial strategy, key development principles, detailed core thematic policies and a monitoring and implementation framework. The *Core Strategy DPD* is a strategic level document that provides the framework for subsequent DPDs, including the Development Management DPD. Diagram 1 sets out the LDF and how the Development Management DPD fits within the development plan structure.
- 1.3 The Borough Council has also adopted the following SPDs which provide further guidance and advice in relation to delivery of the Core Strategy.
 - **Design and Townscape Guide SPD** (adopted 2009). This document provides clear contextual development and design guidance and should be referenced within all development proposals; and
 - **Planning Obligations Guide SPD** (adopted 2010). This document provides developers, landowners, the community and the Borough Council with guidance in relation to potential planning obligations or developer contributions in relation to development. The document also includes procedural information and contact details to assist in the negotiation of legal agreements.
- 1.4 These DPDs and SPDs collectively form the planning policy framework for the Borough and to which all development should have regard to ensure that development in Southend-on-Sea will be undertaken in a sustainable manner that contributes to local regeneration objectives and improvements to the quality of life of residents, businesses and visitors of the Borough.

Figure I: Southend on Sea Local Development Framework - Content



*Development Plan Document

** Supplementary Planning Document

Development Management Policies Document

The Purpose of this Document

- 1.5 This document is the Proposed Submission version of the 'Development Management' DPD. It will set out the Borough Council's policies for positively managing development in Southend-on-Sea and will be used to assess and determine planning applications. The policies in the Development Management DPD will replace all of the remaining policies in the Southend-on-Sea Borough Local Plan Saved Policies. The document will advise people who are considering development on the nature of proposals that are likely to be acceptable.
- 1.6 The Development Management DPD reflects the spatial vision and objectives of the *Core Strategy DPD* and includes more detailed local policies for the management of development. Where appropriate, cross-references are made to the relevant *Core Strategy* Strategic Objectives that the development management policies will assist in delivering and the relevant core strategy policies that the policies will expand upon.
- 1.7 The Development Management DPD provides the framework in which to manage Southend-on-Sea's built environment and ensure successful place-making to ensure that the Borough is a place where people want to live work and enjoy. This document will contribute positively to the health and well-being of residents, businesses and visitors alike and consequently will deliver sustainable development and support balanced communities.
- 1.8 **All policies within this DPD should be read alongside national planning policies, the policies of the Core Strategy DPD, other Development Plan Documents and guidance in Supplementary Planning Documents that comprise the Local Development Framework.**
- 1.9 **It is important to note that this Development Plan Document should be read as a whole, as the policies are cross cutting and inter-relate. Decisions on development proposals will have regard to all relevant policies within this Development Plan Document. The fact that a particular policy may specifically support or encourage a certain type of development does not alter this requirement.**

Consultation and Community Involvement

- 1.10 One of the key elements of the new LDF planning system is the recognition of the need for the earliest and fullest community involvement in the preparation of new planning documents. The Development Management DPD has been subject to an 'Issues and Options' consultation stage and this proposed

submission version has been informed by consideration of representations received on that consultation and on other relevant LDF consultation documents. The consultation process followed is compliant with the adopted Statement of Community Involvement. Diagram 2 sets out the production timetable and key dates for the Development Management DPD.

Diagram 2: Development Management DPD: Timetable

Production Stage	Key Dates
Issues and Options Consultation (Regulation 25)	June - August 2010
Proposed Submission Consultation	March 2011
Submission of Document to Secretary of State for Independent Examination	June 2011
Pre-examination Meeting	August 2011
Independent Examination Hearing Sessions	October 2011
Inspector's Final Report	December 2011
Adoption	February 2012

1.11 The Borough Council has undertaken extensive community consultation that considers a variety of issues. The key consultations exercise undertaken that have informed this Development Management DPD are set out below.

Development Management DPD: Issues and Options

1.12 The 'Issues and Options' consultation on possible development policies took place between 21st June and 9th August 2010. The purpose of the Issues and Options stage was to explore how detailed development management policies could guide development in a sustainable manner. The Council wanted to gather the public and stakeholder's views about the general direction of proposed policy to meet Southend-on-Sea specific issues. The Borough Council put forward a 'suggested approach' for each policy theme as part of the consultation alongside alternative options with the reasons they were considered less favourable. The process has provided local people with the opportunity to shape the look and feel of Southend-on-Sea and its communities, including consideration of environmental and social interests. The responses received at this stage informed the production of the development management policies.

1.13 The consultation covered the requirements of the Planning Regulations (as amended 2008). This included the requirement for authorities to consult 'specific' and 'general' bodies (as defined in regulations) on the 'content' of the Development Management DPD. The Borough Council chose to use the Regulation 25 stage to not only seek guidance from the 'specific' and 'general' bodies on whether the current approach is one they support but also to engage the public. Given the level of public opinion already amassed from the

consultations cited below, the Council was able to develop its suggested policy approach.

Town Centre Area Action Plan: Issues and Options

- 1.14 The 'Issues and Options' consultation on the future scope and scale of development in Southend Town Centre and central area took place in January 2007. The purpose of the consultation was to explore approaches to regeneration of the town centre and its surrounds. Views were invited on opportunities for strategic development sites/areas within the town centre, as well as exploring sustainable approaches to the provision of various land uses (such as retail, office, housing and a range of other town centre uses) and supporting infrastructure requirements (including parking, transport access and public open space/public realm). Particular questions were posed relating to the boundary of the Area Action Plan (and its relationship to the Seafront Area Action Plan) and the extent and nature of the 'central business district/town centre'.

Seafront Area Action Plan: Issues and Options

- 1.15 An 'Issues and Options' consultation on the future development, enhancement and / or protection of the seafront took place in January 2007. The consultation sought to establish where areas should be protected from unsuitable development and where new development opportunities to regenerate the leisure and tourism offer should be located. It proposed a series of 'zones' along the length of the seafront and explored associated development policy responses. In addition it sought to explore development policy responses to cross cutting issues such as transport and parking, flood risk and biodiversity, the use of the River Thames and open space provision. Particular questions were posed relating to the boundary of the Area Action Plan (and its relationship to the Town Centre Area Action Plan).

Southend Central Area Action Plan: Issues and Options

- 1.16 In June 2010, the Borough Council published for consultation a further Issues and Options document for the Southend Central Area. It built on the foundations laid by both the Town Centre and Seafront Issues and Options Reports published in January 2007 and the **Central Area Masterplan (CAM)**, prepared by Renaissance Southend Limited (RSL) following an extensive consultation process.
- 1.17 In November 2007 the Borough Council endorsed the principles of the *Central Area Masterplan* draft Development Framework. A year later in November 2008 the Borough Council agreed to adopt the *Central Area Masterplan* prepared by RSL as a design brief and interim guidance.

1.18 The **Southend Central AAP Issues and Options Report** therefore took forward the guiding principles from the Central Area Masterplan and established a revised boundary which included the Central Seafront Area and extended the area to include gateway neighbourhoods to the north. This revised boundary took into account representations received on the above Issues and Options consultation questions and the benefits of aligning the boundary with the Central Area Masterplan.

Other Relevant Consultations

1.19 This development Management DPD has also taken account of the following consultations:

- Planning Obligations and Vehicle Parking Standards DPD: Preferred Options consultation (November 2006 to January 2007);
- Design and Townscape SPD consultation (March to April 2009); and
- Essex Planning Officers' Association Vehicle Parking Standards (March to April 2009).

Sustainability Appraisal

1.20 A Sustainability Appraisal is an assessment of the potential significant social, environmental and economic impacts of development and forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. The preferred policy option and alternative approaches in the Issues and Options Document were subject to an initial Sustainability Appraisal. This appraisal has been used to assist decision-making and identification of the most sustainable policies to take forward.

1.21 All policies in this submission document have been subject to a final Sustainability Appraisal. The final assessment of the sustainability and the potential significant effects of this plan can be found in the Sustainability Appraisal Report which is available on the Borough Council's website www.southend.gov.uk/ldf.

Habitats Regulations Screening Report

1.22 Southend-on-Sea and the surrounding districts are home to a number of important designated sites for nature conservation. Habitats screening is an assessment of the potential significant effects of a policy on European Sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas, and international Ramsar sites. A policy should only be approved after determining that it will not

adversely affect the integrity of such sites. The Development Management Policies Issues and Options consultation document was assessed for any significant impacts on European sites within or outside Southend-on-Sea. The screening report concluded that suggested policies in the Development Management Policies Issues and Options consultation document will not have any significant impact on European sites, either alone or in combination with other plans and strategies. The statutory bodies agreed with these conclusions. The Habitats Regulations Screening Report is available on the Council's website www.southend.gov.uk/ldf. The Development Management DPD has taken account of the conclusions of the screening report to ensure that it will not have any significant impact on European sites, either alone or in combination with other plans and strategies.

Economic Challenge

- 1.23 The UK economy entered a period of recession in 2008/2009 and experienced the biggest quarter-on-quarter economic decline since 1980. The economic recovery process has begun, but at a slow rate and the economy remains fragile. Coupled with a weak economy, the Government has to tackle a Government spending deficit that has exceeded an unprecedented £156 billion. The Treasury will also undertake a Spending Review, reporting in the autumn following consultation with all tiers of Government and the private sector. This current fragile economic situation is having a direct impact upon public and private investment decisions, which in turn is likely to affect the delivery of new houses, employment opportunities and infrastructure schemes, in the Borough.
- 1.24 The Borough Council, however, is committed to providing a flexible and effective Planning Framework to guide development decisions in a way that best meets the needs and aspiration of local people and the business community. This means planning for the longer term now to provide certainty for the development industry ready for when the economy recovers.

What Happens Next?

- 1.25 The Development Management DPD: Proposed Submission document represents the Borough Council's final draft. Upon publication, and prior to submission of the DPD, there will be a period of 6 weeks where representations can be made on the policies contained in this document. At this stage in the process, representations must relate to either, the legal compliance of the plan (under the provisions of the Planning and Compulsory Purchase Act 2004) or whether the plan is sound (that is, justified, effective, and consistent with national policy). The representations will then be taken into account at the independent Examination-in-Public.

1.26 In order to comply with Government guidance and to help ensure that representations are submitted in a format that the Planning Inspector and the Council can easily use, they must:

- Clearly identify which policy or paragraph the representation relates to;
- Identify what test of 'soundness' or legal requirement the representation relates to;
- State whether the document is considered 'sound' or 'unsound'. If unsound explain what needs to be amended and why in order to make the document sound;
- State whether the issue has been raised at previous consultations. If not the representation should explain why the issue has not been raised previously; and
- State whether the respondent would like to appear at the public hearing.

1.27 The Development Management DPD: Proposed Submission can be viewed and downloaded from the Council's website. Representations should be made using the Council's online interactive consultation system, which can be found at www.southend.gov.uk. Alternatively, representations may be submitted using the following means:

By email to: debeskinner@southend.gov.uk

By post to: Strategic Planning, Department of Enterprise, Tourism & the Environment, PO Box 5557, Civic Centre, Southend-on-Sea, SS2 6ZF

1.28 Please be aware that representations made on this document cannot be treated as confidential i.e. they will be in the public domain. Representations received after the closing date of the consultation period cannot be considered. Please make sure we receive your representations by **5pm on 29th April 2011**.

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Section 2: Design and Townscape

Policy DM1 – Design Quality

- 2.1 The Borough Council will apply an approach to development that seeks high to achieve quality design that contributes positively to the local distinctiveness and characteristics of areas within Southend-on-Sea. High quality design is essential to maintain and create successful and sustainable places that are safe, attractive, and distinctive and where people will want to live, work, visit and enjoy. It is therefore necessary that high quality design is at the forefront of all planning applications.
- 2.2 The *Design and Townscape Guide SPD (second edition)* was adopted by the Borough Council in 2009 and provides detailed design advice for achieving high quality development within the Borough. The aim of the *Design and Townscape Guide SPD* is to provide a practical basis for achieving high quality design in the Borough, assisting the Borough Council in rejecting poor quality development. It is essential that applicants recognise the importance of, and adhere to, these objectives and principles of this SPD in respect of all development.

Context and Sense of Place

- 2.3 Within the context of existing neighbourhoods a primary concern will be how new developments reflect the local character and scale of the area. To ensure that new development is sympathetic to its surroundings a process of analysis should inspire the design process. A sustainable development proposal will need to fully integrate into the existing built fabric by ensuring a positive relationship with its surroundings with respect to the pattern and arrangement of development blocks, streets, density, form, scale, massing, height, elevational design and materials. The *Southend Borough Wide Character Study 2011* provides a detailed description and understanding of the Borough's urban character and should be used as a reference document when considering a sites context.

Public Realm

- 2.4 The design of the spaces between buildings, both private and public, is a fundamental component in contributing to place-shaping. This includes hard and soft landscaping, art/sculpture, as well as boundary treatments, bin and cycle stores, use of materials and lighting. Landscape design and the intended use of any open spaces must form an integral part of any proposals, and considered in the context of the development as a whole and from the conception of a project. Particular attention needs to be given to the interface

between the public and private space and how an area will connect or relate to the wider open space network.

Amenity

- 2.5 High quality development by definition should not result in adverse impact on the amenity of occupiers of nearby properties, whilst providing a positive living environment for its intended users. Protection and enhancement of amenity is essential to maintaining people's quality of life and ensuring the successful integration of proposed development into existing neighbourhoods. Amenity refers to well-being and takes account of factors such as privacy, overlooking, outlook, noise and disturbance, the sense of overbearing, pollution and daylight and sunlight. A proposed development will need to consider its potential impact upon neighbouring properties and the surround area. Such considerations apply equally to proposals to extend and alter existing buildings as they do to new developments.

Secured by Design

- 2.6 Developments should be safe and secure and take account of crime prevention and community safety considerations as cited in the Secured by Design principles. This will require particular consideration to the layout of the development to allow for effective natural surveillance and supervision of public areas. Where appropriate, public areas should be clearly visible from adjoining buildings and the design and landscaping should provide for clear sight-lines on public routes (paths, cycle ways etc) and not create unnecessary concealed or void areas.

Pre-Application Discussions

- 2.7 Good urban design requires a 'partnership' approach between applicants, the Council and the local community. As such, the Council will require applicants to engage in pre-application discussions with the Local Planning Authority and the local community and stakeholders where appropriate. These discussions may benefit both applicants and the Council in ensuring a better understanding of the proposals and defining the scope of drawings and reports to be submitted with a planning application.

Policy DM1 – Design Quality

1. All developments must demonstrate how the design principles set out in the '*Design and Townscape Guide*' have been incorporated into the development. All development must:
 - (i) Respect and enhance the character of the site, its local context and surroundings in terms of its architectural approach, height, size, scale, form, massing, density, proportions, materials, townscape and/or landscape setting, and detailed design features;
 - (ii) Provide appropriate detailing that contributes to and enhances the distinctiveness of place;
 - (iii) Contribute positively to the space between buildings and their relationship to the public realm;
 - (iv) Protect the amenity of the site and surrounding area, having regard to privacy, overlooking, outlook, noise and disturbance, the sense of overbearing, pollution and daylight and sunlight;
 - (v) Provide an internal and external layout that takes account of all potential users; and
 - (vi) Address security issues by having regard to the principles of '*Secured by Design*'.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 14	Policy KP2: Development Principles
	Policy CP4: The Environment and Urban Renaissance

Policy DM2 – Low Carbon Development and Efficient Use of Resources

- 2.8 New development has the potential to impact upon the environment, from the materials used in construction, to the impact its future use has on the consumption of natural resources. It is therefore crucial that energy and water conservation measures together with other sustainable measures be incorporated into new development. All development will be required to meet the highest possible environmental standards including being designed and built to reduce energy and resource use, minimise greenhouse gas emissions across its lifetime and incorporate low carbon technologies. Urban greening techniques will be promoted and supported as such measures will contribute to the adaptation to, and mitigation of, the effects of climate change.
- 2.9 Policy KP2 of the adopted *Core Strategy* seeks the reduction in the use of energy and other resources within all new development as well as requiring 10% of the energy needs of all new development to come from on-site renewable options (and/or decentralised renewable or low carbon sources) in line with national planning and energy policy. These are quite separate policy objectives and the *Core Strategy* established that development must address both. Policy DM2 should be read in conjunction with KP2 and both policies will collectively reduce the consumption of energy and natural resources and will contribute towards the provision of renewable energy supply and securing more sustainable forms of development.
- 2.10 The Borough Council has signed the **Nottingham Declaration on Climate Change**, which is a voluntary pledge to address the issues of climate change. In signing the declaration, the Borough Council is giving a public commitment that it will play its part in addressing the causes and possible impacts of climate change. The **Climate Change Adaptation Action Plan (CCAAP)** is the Borough Council's strategy for relation to improving energy efficiency, reducing carbon emissions throughout Southend and tackling climate change and sustainability locally. The *CCAAP* requires the planning system to reduce the volume of greenhouse gas emissions throughout Southend-on-Sea and where possible exceed national carbon emission reduction targets in new builds.
- 2.11 The Borough Council is also a lead partner organisation for **Build with CaRe** (Carbon Reduction) which aims to mainstream energy efficient building design. The *Build with CaRe* project is partly financed by the **Interreg IV B North Sea Programme** and involves local and regional authorities, universities and institutes from 10 regions in 5 countries in the North Sea Region. The Borough Council is involved in two of the four *Build with CaRe* work packages (planning & policy and marketing & publicity) and will utilise its involvement in the partnership to progress the low carbon agenda.

Passive Design Measures

2.12 Good passive design is based on the principles of orientation, daylighting, ventilation, insulation, thermal mass and zoning. The basic idea of a passively designed building is to allow in heat, daylight and air only when it is useful in achieving a desired comfort level. A well designed passive building will use very little energy to maintain a constant thermal comfort level and an abundance of natural light will reduce the requirement for artificial lighting. The key principles of passive design include:

- The use of materials with high thermal efficiency;
- Maximising the benefits of passive solar gain to provide natural heating and lighting;
- Minimises overshadowing;
- Promotes natural ventilation, cooling and shading;
- Incorporates indigenous species which are resilient to the predicted impacts of climate change;
- Makes the most efficient use of water resources;
- Ensures that water run-off levels are maintained at pre-development levels wherever possible; and
- Use of permeable surfaces, sustainable drainage systems, green roofs and other water management features.

Sustainable Code and BREEAM

2.13 The Borough Council requires a proactive approach to carbon management and covers a wider range of issues other than just energy use.

2.14 The Code for Sustainable Homes is a national standard for sustainable design and construction of new homes. The Code for Sustainable Homes provides an all-round measure of the sustainability of new homes, ensuring that homes deliver real improvements in key areas such as carbon dioxide emissions and water use. The Borough Council will require a minimum Sustainable Code Level 3 for all new residential developments. Exceptions will be considered where it can be demonstrated to the satisfaction of the Council this is not viable or feasible. The built environment accounts for approximately 40% of carbon emissions nationally, it is therefore essential that all forms of housing meet the standards.

2.15 It is important that all new non-residential developments also meet environmental standards in terms of function and impact, not just for the short term but over the lifetime of the development. The Borough Council therefore will require all non-residential developments to meet the **BREEAM** standard 'Very Good' as a minimum, although higher standards will be encouraged.

Exceptions will be considered where it can be demonstrated to the satisfaction of the Council this is not viable or feasible.

Water Efficiency

- 2.16 There is a need for increased water efficiency measures to be installed into new developments to take account of the water resourcing issues associated with Essex. The **Essex Thames Gateway Water Cycle Study: Scoping Study 2009** states that South Essex is not self sufficient in relation to water resources and over the last 25 years has been dependent on the transfer of water from other areas beyond the wider Essex area. In very dry years there is a 'supply and demand deficit' in the Essex Thames Gateway area, meaning there are insufficient resources to meet peak demand. The Environment Agency advice is to reduce water consumption rates to 110 lpppd. The Supplement to PPS1 states that sustainability targets should align with the Code for Sustainable Homes, or BREEAM standards. Code Level 3 requires water consumption rates of 105 lpppd, and is considered necessary as a minimum requirement to achieve a sustainable supply of water in Southend-on-Sea.

Urban Greening

- 2.17 Urban greening is the use of planting of various types and soft open spaces within a development on a site to perform a range of functions and achieve a positive outcome. It not only enhances the aesthetic quality of a development but also contributes towards absorbing rainfall, filtering pollution (water and air borne) and providing shade and/ or shelter. It also contributes to the reduction of glare and heat reflection and the reduction of a buildings energy demand, whilst forming part of the wider green infrastructure in Southend-on-Sea, assisting in the promotion of biodiversity and increasing the amount of the provision of soft open space.
- 2.18 Planting and landscaping, given the range of potential benefits described above, should not be an afterthought or considered as a merely decorative element to be added once the built structures are designed or constructed, it should be a major consideration at an early stage in the design of any development design. Applicants should always consider whether a solution involving plants can be found instead of hard or engineered solutions. Thus the use of plants should be considered an integral part of the development.
- 2.19 The **Thames Gateway South Essex Greengrid Strategy** and the Government's **Sustainable Communities: Greening the Gateway** document seeks to achieve a living system threading through the urban and rural landscapes. This vision places landscape at the heart of the development process. Urban greening will contribute to this objective by incorporating measures that create a positive sense of place, provide environmental

protection for local communities and enhances quality of life. Furthermore it contributes to the emergence of a continuous linked network of varied landscapes that begins at the 'front door' and connects with the wider area.

Retrofitting

2.20 The East of England, together with London and the South East, is expected to experience the most significant climate change impacts in the UK. The vast majority of the existing housing stock was built without consideration of climate change and consequently needs to be adapted to enhance its long-term sustainability. Retrofitting, that is the fitting of climate adaptation measures to existing premises, may be a cost effective means of adapting existing stock to ensure it is upgraded to cope with the current climate and future climatic changes. There are a number of key advantages to the retrofitting including: improving the resilience to flooding; improving water efficiency through the introduction of cost-effective measures that save water, energy and carbon alike; and addressing the issue of overheating without constituting a significant increase in carbon dioxide emissions. These measures will make the internal environment of existing buildings more comfortable and will ensure fewer resources are consumed, thus reducing costs and reducing carbon dioxide emissions and thereby make an important contribution to sustainable development. The Borough Council will therefore expect the *EcoHomes 2006* 'Very Good' standard to be met within development proposals for conversions, extensions and/or alterations of existing buildings, where viable or feasible.

Energy Assessments

2.21 All major planning applications must be accompanied by an Energy Assessment that demonstrates how passive and energy efficient measures have been incorporated into a proposal and the extent to which these measures have reduced energy demand. The Energy Assessment will also have to demonstrate how the measures incorporated into the scheme will ensure it meets the relevant **Code for Sustainable Homes** and/or *BREEAM* standards. Planning applications for minor developments will need to include a section within the Design and Access Statement that addresses how these measures have been met.

Policy DM2 – Low Carbon Development and Efficient Use of Resources

- (1) All Development proposals will make the fullest contribution to minimising energy demand and carbon dioxide emissions in accordance with the following energy hierarchy:
- (i) Be lean: reduce the need for and use less energy;
 - (ii) Be clean: supply and use energy efficiently; and

Be green: supply energy from renewable sources.

- (2) All development proposals will be energy and resource efficient by incorporating all of the following requirements:
- (i) Applying passive and energy efficient design measures; and Using sustainable sourced materials; and Adopting sustainable construction methods; and
 - (ii) Achieving a minimum Code for Sustainable Homes Level 3 and move towards zero carbon by 2016 for all residential developments. Achieve a BREEAM 'very good' rating and move towards zero carbon by 2019 for all non-residential developments. Planning conditions will require submission of final Code certificates and post-construction BREEAM certificates, as appropriate; and
 - (iii) Incorporating water efficient design measures that limit internal water consumption to between 80 and 105 l/p/d. Such measures will include the use of water efficient fittings, appliances and water recycling systems such as grey water and rainwater harvesting; and
 - (iv) Incorporating urban greening measures and promoting biodiversity from the beginning of the design process. Urban greening and design measures include, but are not limited to: provision of soft open space; tree planting; green roofs; living walls; nest boxes; and soft landscaping.
- (3) High standards of energy and water efficiency in existing developments will be supported wherever possible through retrofitting. Conversions, extensions and/or alterations of existing buildings should meet EcoHomes 'very good'. Where this is not technically feasible or viable, appropriate sustainability measures will be incorporated.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 15	Policy KP2: Development Principles
Strategic Objective 17	Policy CP4: The Environment and Urban Renaissance
Strategic Objective 18	

Policy DM3 – The Efficient and Effective Use of Land

2.22 Given the constraints and urban characteristics of Southend-on-Sea it is essential that existing land is used in an efficient and effective manner that contributes to the sustainable objectives set out in the adopted *Core Strategy*, whilst protecting and positively promoting a high quality of life for the Borough's residents.

Density

2.23 A design-led approach to the density of a development proposal is necessary to balance the efficient use of land with the protection of local distinctiveness. Proposals for high density development will need to ensure that increased densities will not result in a detrimental impact upon the amenity and character of the surrounding area. Design and Access Statements will need to explain the rationale for the density selected, in particular, its impact on the capacity of the site to meet other necessary policy requirements, and how it relates to local physical and environmental characteristics (including the rhythm/grain and massing of existing buildings), relationship to surrounding buildings and occupiers as well as the location's accessibility, transport and infrastructure capacity.

Backland and Infill

2.24 Backland development refers to the development of land to the rear of existing buildings whilst infill sites are development sites on the street frontage between existing buildings. Amendments made to PPS3 in June 2010 provide a greater recognition of the value of gardens and changed their land classification from previously developed land to greenfield land. However, backland and infill sites have made an important contribution to the delivery of housing in Southend-on-Sea. Nevertheless a balance needs to be exercised to ensure that development does not intensify the use of a site to such an extent that it causes a detrimental impact for its intended occupiers, its neighbours and the surrounding area. It is also necessary to consider the relationship of the site to the surrounding area in terms of local character, ecology, green corridors and the general environment. The Borough Council will restrict backland and infill development where any of these matters are detrimentally affected. The *Design and Townscape Guide SPD* provides further detail on how backland and infill development may be successfully achieved in Southend-on-Sea.

Conversion of Existing Dwellings

2.25 There is a need resist the conversion of existing single dwellings due to the identified shortage of family housing in Southend-on-Sea. **The Thames Gateway South Essex Strategic Housing Market Assessment (SHMA)**

2008 (updated in 2010) demonstrates that there is strong demand and need for family accommodation in Southend-on-Sea yet there is a shortage of this type of accommodation in the Borough. The conversion of existing single dwellings into self-contained flats (in combination with a rise in provision of new build flats) over the last 20 years has led to an above average number of 1-bed and 2-bed dwellings, a consequence of which is that there is now an undersupply family housing in Southend-on-Sea.

- 2.26 Conversions of single dwellings to more than one self-contained unit can also give rise to a number of problems within an area. These include contributing to pressure on on-street parking, changes in the social and physical character and function of an area. It is also important that conversions do not result in a poor quality internal environment that detrimentally impacts upon the intended occupiers' quality of life. The cumulative impact from multiple conversions in an area on population growth and high activity can also put pressure on local services and infrastructure that is not immediately recognised as part of a single application. Applicants wishing to convert an existing property will be required to demonstrate how the proposals will create a high quality internal layout and will not, on its own and in association with other conversion schemes, impact detrimentally upon the surrounding area.

Bungalows

- 2.27 Southend-on-Sea has a higher than average older people's population with higher than average home-ownership. Many of Southend-on-Sea's older residents want to remain living in their own home and community as long as possible within accommodation which helps them to feel safe and secure. The **Southend-on-Sea Older People's Accommodation & Support Needs Strategy 2008 – 2011** states that 81% of residents aged 55-64 and 50% of people aged 85 years and over live in a house or bungalow. To ensure that homes and neighbourhoods are sustainable it is necessary to provide accommodation that allows people to remain in their own home as their physical and social needs change. There is a growing pressure in Southend-on-Sea to redevelop bungalow dwellings for higher density housing schemes. With the projected increase in the elderly population in Southend-on-Sea who do not require specific care assistance and seek to remain in their home it is clear that there is a pressing need to protect bungalow dwellings in the Borough as this house type being single storey, often detached and usually on a larger plot size than other types of housing is the most suitable and adaptable as a person's physical and social needs change.
- 2.28 The **Southend Borough Wide Character Study 2011** notes that one of the key distinguishing features of Southend-on-Sea is the high degree of variation found from plot to plot. Areas developed in this way contain a wide range of building types including a mix of bungalows in amongst the two and sometimes

three storey houses. There are a number of streets within Southend-on-Sea where the prevailing character is of single storey dwellings. The nature of these streets and the presence of bungalows in the streetscene is a distinctive feature of Southend-on-Sea and as such should be protected. Proposals involving the redevelopment of bungalows will need to demonstrate how specific bungalow design advice contained within the *Design and Townscape Guide* has been adhered to.

Additions and Alterations

2.29 Alterations and additions to an existing building is a common way in Southend-on-Sea of adapting existing building stock to the changing needs of a household, business or other use. A well designed and well integrated extension can complement and even enhance an existing property, whereas a poorly designed addition can easily destroy the original character and have a detrimental effect on the streetscene. The *Design and Townscape Guide SPD* provides detailed guidance on how to successfully integrate an alteration or addition with the original building. All alterations and additions will be required to make a positive contribution to the character of the existing building and the surrounding area.

Policy DM3 – The Efficient and Effective Use of Land

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| 1. | All development will be design-led and will seek to optimise the use of land in a manner that is compatible with the local context together with local infrastructure and transport capacity. An excessive intensity of development will be refused. |
| 2. | All development on land that constitutes backland and infill development will be considered on a site-by-site basis. Development within these locations will not be acceptable where the proposals: <ul style="list-style-type: none"> (i) Will create a detrimental impact upon the living conditions of existing and future residents; or (ii) Conflict with the character and grain of the local area; or (iii) Result in contrived and unusable garden space for the existing and proposed dwellings; or (iv) Result in the loss of local ecological assets including wildlife habitats and significant trees. |
| 3. | The conversion of existing single dwellings into two or more dwellings will generally be resisted. Exceptions will be considered where the proposed development: <ul style="list-style-type: none"> (i) Does not adversely impact upon the living conditions of the intended occupants and neighbouring residents and uses; and (ii) Will not harm the character and appearance of the existing building or |

	<p>wider area or set a precedent that will lead to a material change of street's character and function; and</p> <p>(iii) Meets the residential standards set out in DM8 and the vehicle parking standards set out Policy DM16.</p>
4.	<p>The conversion or redevelopment of single storey dwellings (bungalows) will generally be resisted. Exceptions will be considered where the proposal:</p> <p>(i) Does not create an unacceptable juxtaposition within the streetscene that would harm the character and appearance of the area; and/ or</p> <p>(ii) Will not harm the balance of housing types essential to meet the needs of Southend-on-Sea's residents.</p>
5.	<p>Alterations and additions to a building must make a positive contribution to the character of the original building and the surrounding area through:</p> <p>(i) The use of materials and detailing that draws reference from, and where appropriate enhances, the original building, and ensures successful integration with it; and</p> <p>(ii) Adopting a scale that is respectful and subservient to that of the original building and surrounding area.</p> <p>(iii) Where alternative materials and detailing are proposed it will need to be demonstrated that such an approach will improve the character of the original building or surrounding area.</p>

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 4	Policy KP1: Spatial Strategy
Strategic Objective 14	Policy KP2: Development Principles
	Policy CP4: The Environment and Urban Renaissance

DM4 – Tall and Large Buildings

- 2.30 It is the Borough Council's approach that tall and large buildings should be part of a strategic approach to regeneration at key locations within the Southend Central Area and that such buildings should not have an unacceptably harmful impact on their surroundings. Appropriately sited, attractive and well-designed tall buildings can make a strong and positive contribution to the skyline of Southend-on-Sea, by attracting investment, assisting in way finding, and acting as a catalyst for regeneration. It is important that the impact of tall buildings is critically assessed through the planning process and that only proposals which pass a rigorous examination are put forward for approval.
- 2.31 For the purposes of this policy tall and large buildings are defined as buildings that are significantly 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.
- 2.32 Southend-on-Sea already has a number of tall and large buildings. The *Southend Borough Wide Character Study 2011* notes that these buildings tend to be focused on the Southend Central Area and along the Seafront. The Southend Central Area is the focus for a significant cluster of tall buildings, both in the core of the town centre but also in the Civic Quarter to the north of Victoria Station. In addition, a number of residential towers exist dotted around the Borough, mainly in the central and eastern half of the town. These are typically the product of public sector housing development in the 1960s and are located amongst conventional low rise development. Such areas are generally low rise and therefore would be sensitive to further tall buildings. A number of tall and large buildings that are often too bulky have been developed along the Seafront, however many of the more recent examples, by virtue of their bulk and massing have resulted in a loss of historic grain and character and are often constructed in locations which do not require a significant landmark.
- 2.33 Along the Seafront it is considered that tall buildings should be restricted to the Southend Central Area, beyond this central area such buildings are incongruous with the character and function of the Seafront. The existence of a tall building in a particular location will not, of itself, justify its replacement with a new tall building on the same site, or a new tall building in the same area. In addition tall buildings will be resisted either within, or immediately adjacent to, any of Southend-on-Sea's historic assets where they would visually impinge on the setting of these assets.
- 2.34 Retaining and enhancing key views and vistas through the sensitive siting of tall buildings is a key objective. Tall buildings should complement, not

compromise, important views and vistas in the Borough and respect significant local views, particularly in regard to the view of the Seafront and Thames Estuary but also how the town is viewed from the River Thames. Tall buildings can be used to effectively reinforce landmarks or significant gateways but they should not be used in themselves to create a landmark that would not have any contextual meaning.

- 2.35 It is necessary for tall and large buildings to be located close to existing public transport infrastructure that has the ability to absorb the impacts related to increases in urban density brought about by such developments. Applications will be required to demonstrate their proximity to existing public transport infrastructure as well as set out a travel plan that clearly describes the measures that will be implemented to reduce car use by occupants of the building.
- 2.36 The principles of sustainability as set out in other LDF policies should form the basis of all new tall and large buildings in the Borough. Tall and large buildings have a role to play in improving building performance, energy consumption, water management and materials selection. Applicants will be expected to demonstrate how proposals will exceed both the Sustainable Code for Homes and BREEAM standards as appropriate.
- 2.37 Applicants must also provide 360 degree evaluations of the potential visual impact of the proposal on the urban context. This may be illustrated through visually verified montages and contextual models that analyse impacts on:
- The built and natural environment;
 - Key strategic views, approaches and points of arrival;
 - Conservation settings and listed buildings; and
 - Local views.

Policy DM4 – Tall and Large Buildings

1. Tall and large buildings are defined as buildings that are significantly taller and out of scale with the prevailing built form of the surrounding area and/or have a significant impact on the skyline. Tall buildings will only be permitted in the Southend Central Area and will only be considered outside this area in exceptional circumstances. All development proposals involving tall buildings will require early and extensive discussions with planning officers and where appropriate the involvement of third parties. Tall and large buildings will only be considered acceptable where:
- (i) They are located in areas whose character, function and appearance would not be harmed by the scale, mass or bulk of a tall or large building; and
 - (ii) They integrate with the form, proportion, composition, character of

- surrounding buildings, urban grain and public realm (including landscape features), particularly at street level; and
- (iii) Individually or as a group, form a distinctive landmark that emphasises a point of visual significance and enhances the skyline and image of Southend-on-Sea; and
 - (iv) The highest standards of architecture and materials are incorporated; and
 - (v) The latest regulations and planning policies for minimising energy use and reducing carbon emissions over the lifetime of the development are exceeded; and
 - (vi) Ground floor activities provide a positive relationship to the surrounding streets; and
 - (vii) The tall and large buildings will be located in an area with frequent public transport links.

2. Tall and large buildings will not be acceptable where:

- (i) They adversely affect their surroundings in terms of character, microclimate, wind turbulence, overshadowing, noise, reflected glare, navigation and telecommunication interference; or
- (ii) They impact adversely on local views that make an important contribution to the character of the area; or
- (iii) They adversely impact upon the skyline of Southend-on-Sea as viewed from the foreshore and other important viewpoints and vistas within and outside the Borough; or
- (iv) They adversely impact upon London Southend Airport; or
- (v) They detrimentally impact upon the setting of historic assets.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 4	Policy KP1: Spatial Strategy
Strategic Objective 14	Policy KP2: Development Principles
	Policy CP4: The Environment and Urban Renaissance

Policy DM5 – Southend-on-Sea’s Historic Environment

- 2.38 The Borough Council will seek to preserve and enhance Southend-on-Sea’s built and landscape heritage and ensure that it provides benefits to the Borough’s economy, culture and quality of life for its residents. The historic heritage of an area can provide a sense of place that links with the past. Southend-on-Sea has a number of rich heritage assets that includes conservation areas, listed buildings, locally listed buildings, scheduled monuments and sites of archaeological importance. Heritage assets also include undesignated sites and features.
- 2.39 Southend-on-Sea comprises a number of former villages and small settlements, including the medieval villages of Prittlewell and Leigh, absorbed by the rapidly expanding town of Southend-on-Sea during the late 19th and early 20th Century, and Shoebury Garrison which has several listed buildings and special architectural and historic interest in its own right.
- 2.40 The careful treatment of the setting of a building is therefore vital to ensuring that new development complements and enhances its surroundings. The Borough Council will require explanation of how the potential implications for heritage assets of any development proposals affecting a conservation area or listed building or locally listed are addressed.

Conservation Areas

- 2.41 Conservation Areas are areas of special architectural or historic interest where the Borough Council has a statutory duty to preserve or enhance their character and appearance. The boundaries of the Borough’s 14 Conservation Areas are shown on the Proposals Map. To preserve the character and quality of the Conservation Areas, development within these areas will have to be carefully considered and demonstrate a high quality design that not only integrates with the surroundings but also preserves and enhances its intrinsic character. Development adjoining these areas will also have to demonstrate that it does not detrimentally impact the setting of the Conservation Area.

Listed Buildings

- 2.42 The statutory list for Southend-on-Sea was first published in 1974 and there are to date around 150 historic buildings and structures in the Borough included on it. These important assets are links to Southend-on-Sea’s past, which the Borough Council will seek to ensure are preserved and enhanced to protect local heritage and promote a sense of place.
- 2.43 When considering proposals affecting listed buildings, local authorities have a statutory duty to have special regard to the desirability of preserving the

building or its setting or any features of special architectural or historic interest. There is a clear presumption against proposals for the total or substantial demolition of any listed building, or for any alteration or extension that would adversely affect its special architectural or historic character. Proposals which affect the setting of a Listed Building will also be critically assessed.

Locally Listed Buildings

2.44 A locally listed building is a building or other structure which is deemed to be of local architectural or historic interest and is included on the Local List drawn up by the Borough Council. The Borough Council locally lists buildings in order to give them the recognition they deserve. Locally listed buildings do not have the statutory protection afforded by listed buildings but make an important contribution to Southend-on-Sea's sense of place and consequently need to be protected.

Archaeology

2.45 Southend-on-Sea contains numerous sites of archaeological importance. They constitute a finite and non-renewable resource and are in many cases highly fragile and vulnerable to damage and destruction. Many locations within the Borough have sites that may have archaeological potential but have no statutory protection. Where development affects sites of archaeological significance, or potential significance, the Council will require an archaeological investigation that sets out appropriate measures to protect and record historic remains. Guidance should be sought from English Heritage on the scale and nature of information required.

Policy DM5 – Southend-on-Sea's Historic Environment	
1.	All development proposals that affect an historic asset will be required to preserve and enhance its historic character, setting and townscape value. Development proposals that detrimentally impact upon an historic asset will be refused.
2.	The total or partial demolition of a listed building, locally listed building or a building within a conservation area will be resisted, unless exceptional circumstances are shown to outweigh the case for retention.
3.	Development proposals that impact upon the 'Frontages of Townscape Merit' as identified within the Design and Townscape SPD, will be required to pay special regard to the preservation and restoration of features which contribute to the special character of their frontage.
4.	Any alterations and additions to a heritage asset will need be evidence-based. They should be informed by a heritage statement explaining the significance of the building, giving a justification for the works, and clearly identifying their impact on the building's fabric and character. Where

appropriate this may be set out in the Design and Access Statement.
5. Where development might affect archaeological deposits, an evaluation should be carried out beforehand so that it is possible to assess the likely impact of the application on the deposits, and that provision is made for their provision <i>in situ</i> , or for their investigation and recording.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 14	Policy KP2: Development Principles
	Policy CP4: The Environment and Urban Renaissance



section three

Section 3: The Seafront

Policy DM6 – The Seafront

- 3.1 Southend-on-Sea has access to a major natural asset, the River Thames. The Southend-on-Sea Seafront Area stretches from Two Tree Island to Foulness. The extensive foreshore is a significant area for biodiversity being designated as international and European sites for nature conservation. The Seafront Area is not a defined area but relates to any area that has a material relationship with the Seafront. This relationship will be considered on a site-by-site basis and will take account a number of factors that may include proximity to Seafront, flood risk, visual associations, function and connectivity.
- 3.2 The Seafront is also an important component of Southend-on-Sea's heritage that has defined the development and form of the town. Its character varies significantly along its length from the historic Leigh fishing port in the west to the old Garrison at Shoeburyness. Extensive parks and gardens range over the cliffs west of the pier. The central area is dominated by traditional, more vibrant seaside activities giving way to more passive recreation and broad expanses of open space moving east. Along the length of the Seafront there are several areas of housing which vary in style and density.
- 3.3 The Seafront acts as a major leisure asset. The offer ranges from passive recreation, to major tourism attractions such as the pier, amusement arcades and theme park, to water sport activities based on the foreshore and river itself. The regeneration of the Southend-on-Sea Seafront is a key objective of the Borough Council and forms part of wider initiatives for the Thames Gateway.
- 3.4 The Borough Council will ensure that residents, visitors, businesses and properties benefit from their close relationship with the River Thames. At the same time, it will safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources of the area and ensure the sites for nature conservation on the foreshore are not adversely affected by any new development.

Seafront Character Zones

- 3.5 Along Southend-on-Sea's stretch of seafront there are several distinctive character zones and each has a different built form and function. Each character zone has unique pressures and opportunities that need to be managed to maintain, protect and enhance their form and function. It is consequently not appropriate to apply a blanket policy approach to the whole Seafront area. Policy Table 1 sets out the development principles that will guide

- development in each character zone and ensure that their unique characteristics are not harmed.
- 3.6 The Central Seafront Area and Shoeburyness are not considered in the character zones in Table 1 as the detailed policy approach to development for these areas will be addressed in the Southend Central Area Action Plan and Shoeburyness Area Action Plan.

Built Environment

- 3.7 The Seafront plays a defining role in the character of Southend-on-Sea. The *Southend Borough Wide Character Study 2011* identifies several distinct facets that define Southend-on-Sea's relationship with the Seafront. These are:
- Historic estuary town at Leigh-on-Sea;
 - Pleasure and leisure in the central part of Southend;
 - Hotels and larger buildings in the areas of the seafront around the central seafront;
 - Residential character beyond the central seafront area;
 - Cliffs located along western part of seafront resulting in a very distinctive landscape of steep escarpments.
- 3.8 The Seafront is also characterised by the frequency of heavily articulated buildings, including bold use of bays and balconies. Corner sites are particularly exploited, often providing opportunities for additional height and decorative features such as turrets. There is the strong orientation towards the sea.
- 3.9 Southend-on-Sea benefits greatly from a south facing aspect over the Thames Estuary at the point where it widens to meet the English Channel. This creates significant pressure for space in the premium positions along the seafront. Increasingly the desire for more flats and retirement properties in this location has led to taller and bulkier development.
- 3.10 The main concern for the character of the Seafront is the gradual degradation of that which makes it special. The increase in scale and loss of historic grain has a detrimental effect on the integrity and character of the Seafront. As a consequence there is a need to include design principles that control form, appearance and massing appropriate to the differing characters along the Seafront.

Public Realm

- 3.11 The coastline and associated setting already has a distinctive and historic character, sense of place and activities along the Seafront. The horizontal

nature of the landscape is well suited for enjoyment, rest and recuperation. Improvements to the Seafront's public realm is critical to the perception of Southend on Sea as a cultural and tourist destination and 'the place to be' within Thames Gateway.

3.12 Interspersed at regular distances, street furniture and public art will be encouraged within developments to demarcate both areas of different character and the actual distances between points. This will not only allow for easy navigation and a mark for a range of leisure activities but will also reinforce Southend-on-Sea's Seafront as a high quality environment. The overall public realm strategy is driven by the following principles:

- The importance of a high quality public realm;
- The need for a broader range of activities and experiences for all sectors of the community;
- The value of the existing parks, gardens and landscape areas;
- The inclusion of a network of high quality activity spaces connected through a 'Green Corridor' along the Esplanade to include distinctive street furniture, lighting and illumination and Public Art; and
- The creation of distinctive characters for each character zone both when experienced on land and from the sea.

3.13 Linkages will be developed that will join up the green spaces along the Seafront with the wider Southend area and the South Essex Green Grid. Any developments along Seafront will have to take account of the Seafront's role as Green Corridor and where appropriate incorporate and contribute to this function and the linkages to the wider area.

Nature Conservation and Biodiversity

3.14 Government Policy requires a high level of protection to be given to the most valued landscapes, wildlife habitats and natural resources and those with national and international designations should receive the highest level of protection. The foreshore is Southend-on-Sea's most valuable amenity, biodiversity and natural resource and is recognised as such by international, national and local designations. These designations are:

- RAMSAR site;
- Site of Special Scientific Interest;
- Special Protection Area (for Birds);
- Leigh National Nature Reserve (part); and
- Southend Foreshore Local Nature Reserve.

- 3.15 In addition to the importance of the natural environment which is an attraction in its own right, there are many demands on the Seafront for leisure and tourism, as well as sea defences. Southend-on-Sea is a major tourism destination and has leisure and cultural infrastructure of regional significance, including the Pier. Much of these are a direct result of the attraction of the foreshore for its beach and water recreation activities and attractive environment in which to spend leisure time. The **Southend Local Strategic Partnership** recognises the importance of the Seafront in achieving its ambition of Southend-on-Sea being a cultural capital of the East of England. This priority is reflected in the *Core Strategy* DPD which at its heart sees the Central Seafront Area as a focus for regeneration.
- 3.16 Informal recreational use of the foreshore (and water when the tide is in) takes place along almost the entire length of the Seafront. It co-exists with nature conservation value, and has done for many years. It remains important to balance the regeneration, tourism and recreational opportunities with the biodiversity and natural resources along the Seafront.

Managing Flood Risk and Coastal Change

- 3.17 Government policy emphasises the need for flood risk to influence the location of development, and for development plans to follow a 'sequential test' in relation to the level of flood risk, directing development away from areas at risk of flooding. Within Southend, the Environment Agency's current indicative floodplain maps identify a number of areas along the Seafront to be 'at risk', mainly from tidal flooding. In assessing the weight to be attached to this consideration, the Borough Council, in preparing its Core Strategy DPD had regard to:
- The cultural, leisure and tourism opportunities on the seafront and regeneration and growth imperatives particularly within the built up central seafront area;
 - The early findings of the 2006 Thames Gateway South Essex Strategic Flood Risk Assessment (SFRA) which provided accurate maps of local flood risk. It indicated that flood defences within and adjacent to Southend were mainly in good overall condition. However, there remained small, but significant areas of the Borough where a residual risk remained in the event of a breach in the tidal defences; and
 - Southend has regularly and systematically improved existing flood defences to meet perceived levels of risk, which reduces the level of actual risk, indicated on current flood plain maps. This policy to maintain flood defences in line with the potential risk posed by climate change is set to continue and is supported by the Thames Estuary 2100 (TE2100) March 2010 and South Essex Catchment Flood Management Plan (CFMP) December 2008.

- 3.18 The adopted Core Strategy DPD identifies the seafront as a key growth and regeneration area and in addressing flood risk the Core Strategy goes on to require that where the Environment Agency's Flood Zone Maps or other considerations, including up to date Strategic Flood Risk Assessment, indicate that a risk of flooding remain, all development proposals shall be accompanied by a detailed flood risk assessment appropriate to the scale and nature of the development and the risk. As such development will only be permitted where the assessment clearly demonstrates that it is appropriate in terms of type, siting and mitigation measures proposed, using sustainable flood risk management options which safeguard biodiversity importance of the foreshore and / or effective sustainable drainage measures.
- 3.19 In 2009/10 the Borough Council commissioned an update of the Thames Gateway South Essex Strategic Flood Risk Assessment (SFRA) 2006. This update focussed on the Southend on Sea local authority area and in addition it considered all sources of flooding within Southend and the impacts of climate change. It was carried out by Scott Wilson in collaboration with the Environment Agency's Anglian and Thames Regions and in accordance with recommendations within the PPS25 Practice Guide.
- 3.20 PPS25 outlines a two staged approach to the completion of a SFRA and the Southend Study has produced the following 2 reports:
- Level 1 SFRA completed September 2010 – provides an overview of the flood risk issues throughout Southend-on-Sea BC in order to facilitate a sequential approach during the production of spatial strategies in the future such as the review of the Core Strategy; and
 - Level 2 SFRA completed November 2010 – provides a more detailed assessment of flood risk to inform the Exception Test.
- 3.21 The Level 1 SFRA has confirmed that the two main sources of flooding within the Borough are tidal flooding from the Thames Estuary (resulting from a failure of a flood defence or overtopping of a defence) and fluvial flooding from the Prittle Brook, Eastwood Brook and Willingale watercourse that runs through Southchurch Park. In addition to tidal and fluvial sources, the study considers the risks associated with groundwater, surface water, sewer flooding and flooding from artificial sources. The Borough Council is also carrying Surface Water Management Plan to further assess the potential impacts and future management measures associated with surface water sources.
- 3.22 The most significant events in the Borough, in terms of potential for flooding, tend to be storm surges coupled with high spring tides which produce high tidal water levels in the Thames Estuary. These have the potential to impact on large areas of development along the tidal frontage.

- 3.23 Detailed hydrodynamic breach and overtopping modelling has been completed as part of the Level 2 SFRA to provide a greater level of detail regarding the variation of residual flood risk within Flood Zones across Southend. Results show that the Southend-on-Sea seafront and the southern extent of the Central Area are at residual risk of flooding in the event of a breach in the flood defences and via overtopping of the existing defences. Some of the flood defences along the Southend-on-Sea frontage are below the required 1 in 200 year standard for present day water levels.
- 3.24 *Thames Estuary 2100* is an Environment Agency initiative, which aims to determine the appropriate level of flood protection needed for London and the Thames Estuary for the next 100 years. The Policy Management Approach within the TE2100 Plan for the seafront from Leigh-on-Sea to Shoeburyness is “to take further action to keep up with climate and land use change so that flood risk does not increase”. Where Southend Borough boundary extends to Hadleigh Marshes the Policy Management Approach is “to continue with existing or alternative actions to manage flood risk, maintaining flood defences at their current level, accepting that the likelihood and/or consequences of a flood will increase because of climate change”. It is clear that the predicted increases in sea level will continue to reduce the standard of protection as time goes by.
- 3.25 The overall intent of the *Essex and South Suffolk Shoreline Management Plan* for Southend-on-Sea is to sustain and support the viability of the Seafront related tourism and commercial activities and protects the communities that reside along it. This means a continuation of the current management approach that seeks to hold the current alignment where there are defences. Although the integrity of defences are under pressure from the risk of erosion, holding the line is necessary to sustain the Seafront which is essential to the viability of Southend-on-Sea as a seaside resort. This is currently managed through beach recharge. All development should take account of the *Essex and South Suffolk Shoreline Management Plan* and have regard to the need to manage future flood risk and coastal change so that it does not increase the need for new sea defences.
- 3.26 Due to the economic and social importance of the Seafront and its built-up nature along its length it would be inappropriate to impose restrictions on future development and it is considered that the main issue is one of ensuring the flood resilience of all new development and maintaining the structural integrity of the sea defences. The latter can be achieved in ways that significantly enhances leisure and tourist facilities to reflect the particular nature and role within the different proposed character zones. It is important to ensure that regeneration issues and the increased opportunities and impetus to improve the tourism and recreational offer and environment along the Seafront

does not have an adverse impact on biodiversity and natural resources which are at the heart of the seafronts attractiveness.

- 3.27 In line with the *Core Strategy DPD* and *Essex and South Suffolk Shoreline Management Plan*, any development proposals within areas of risk will require detailed flood risk assessment and agreement with the Environment Agency. Development will also be required to demonstrate that it is appropriate in terms of type, siting and the mitigation measures proposed, including where necessary enhancement of flood defences and/or effective sustainable drainage measures.
- 3.28 Reference should also be made to the Southend-on-Sea BC SFRA Reports and Surface Water Management Plan for detailed surface water modelling results and further details on the mechanics of surface water flooding locally (this report is anticipated in Spring 2011). Site-specific Flood Risk Assessments (required for all development proposals on sites greater than 1ha) should refer to Council and water utility historic flood records to establish the level of potential surface water flood risk to any future development in these locations.

Water Recreation

- 3.29 Water recreation in Southend-on-Sea has increased in popularity over recent years and this popularity looks set to continue in coming years as Southend-on-Sea's profile as a visitor destination increases. It is considered important that proposals for new and improved facilities, including slipways, are provided in appropriate locations where they do not conflict with other beach activities, public accessibility, the general enjoyment of the foreshore and the natural environment including the designated sites. Individual proposals are likely to require assessment under the **Conservation of Habitats and Species Regulations 2010** and will need to take account of any known wreck sites or other historic assets.

Policy DM6 – The Seafront

1. All development within the Seafront Area will incorporate measures which will:
 - (i) Limit any adverse impacts and where possible enhance the biodiversity interests of the local nature reserves and coastal and marine environment; and
 - (ii) Protect the valuable natural amenity areas of International, European, national importance.
2. All development proposals within the Seafront Area must take account of flood risk and coastal change. This will include, where appropriate, incorporating:

<ul style="list-style-type: none"> (i) Appropriate sea defence and engineering solutions; and/or (ii) Flood resistant and resilient design that provides safe refuge to occupants in the event of a flood and is easily restored after the event. (iii) Development within the Seafront Area must not prevent or restrict the future maintenance and improvement of sea and flood defences and the Borough Council's ability to manage coastal change.
<p>3. Existing buildings along the Seafront that form a cohesive frontage, have a historic context or are known as key landmarks and/or contribute to a distinctive Southend-on-Sea sense of place will be retained and protected from any development that would adversely affect their character, appearance, setting and the importance of the Seafront.</p>
<p>4. Development within or near the Seafront Area must not detrimentally impact upon the Thames Estuary's openness or detrimentally impact upon views across and backdrops to the River Thames and Southend-on-Sea's beaches.</p>
<p>5. The provision of new and improved facilities for water recreation and other leisure and tourism facilities will generally be supported in appropriate locations along the Seafront. Proposals for water recreation facilities are required to demonstrate that:</p> <ul style="list-style-type: none"> (i) Such facilities will not significantly reduce the amount of beach available for public use or public accessibility to the foreshore; and (ii) Provide an adequate means of access to the foreshore.
<p>6. All development within the Seafront Area must:</p> <ul style="list-style-type: none"> (i) Accord with the development principles set in put in Policy Table 1 ; and (ii) Demonstrate how it connects to and where appropriate contributes to the Green Grid Strategy; and (iii) Either incorporate or contribute towards the provision public art within this area.

Policy Table 1: Seafront Character Zones

Seafront Character Zones	Development Principles
<p>1. Two Tree Island, Leigh Marshes and Belton Hills</p>	<ul style="list-style-type: none"> (i) To maintain and improve recreational facilities within the character area and provide appropriate additional recreational facilities that supports the needs of local residents and enhances the attractiveness of the offer for visitors. (ii) To protect the special character of the nature reserve. (iii) The priority is to maintain the openness and function of the Green Belt in this area. (iv) To retain character and building height along Marine Parade.

<p>2. Leigh Port and Old Town</p>	<ul style="list-style-type: none"> (i) To maintain a thriving fisheries and working port. This is achieved by resisting the loss of existing marine industrial activities. (ii) To enhance the leisure and tourism in a manner that does not compromise the marine industrial activities and character of Leigh Old Town. (iii) To preserve and enhance the special character of Leigh Old Town Conservation Area. (iv) Measures that maintain and improve the balance between the working port and leisure and tourism activities will be supported.
<p>3. The Cinder Path (Old Leigh to Chalkwell Station including Marine and Grand Parade and Undercliff Gardens)</p>	<ul style="list-style-type: none"> (i) To continue to protect and enhance the open character and undeveloped, green space, frontage and estuary views from Grand Parade, Cliff Parade, The Gardens, Leigh Hill and The Ridgeway. (ii) Development will only be acceptable where it will improve the design quality of Undercliff Gardens, Grand Parade, Cliff Parade, The Gardens, Leigh Hill and The Ridgeway and where it retains the characteristics and form of the area. Development that materially changes the existing character, appearance and form of the area will be resisted. (iii) To improve the public realm linked to the Sustrans route. (iv) Improvements to the distinctive accessibility of the foot bridge and creation of a public space.
<p>4. Chalkwell Esplanade to San Remo Parade</p>	<ul style="list-style-type: none"> (i) To maintain and enhance the open aspect of the foreshore and beaches, promenade and landscaped areas. (ii) To replenish the beaches as the need arises and maintain the integrity of the sea defences. (iii) To improve the quality the beach huts at the western end of the zone. Additional beach huts elsewhere within this Zone will be resisted. (iv) To resist inappropriate development fronting the Seafront. The existing historic buildings, especially those in conservation areas or locally listed, will be retained. In all areas the form and fine grain of the seafront that defines this character zone will be preserved. The amalgamation of existing plots and large format bulky buildings will be resisted. (v) The existing low rise building height of the buildings will also be maintained. Development will only be allowed where it is appropriate to context and where it enhances

	<p>the character of the area.</p> <p>(vi) To develop a quality promenade that incorporates the Sustrans cycle route and encourages activity and increased enjoyment of the Seafront.</p> <p>(vii) To maintain and promote the commercial activities within this character zone.</p> <p>(viii) To replenish the beaches as the need arises and maintain the integrity of the sea defences.</p> <p>(ix) To resist inappropriate development fronting the Seafront and ensure that development does not erode this area's existing architectural style and form. Development will only be allowed where it enhances the existing character of the area.</p>
<p>5. Victoria Road to Clieveden Road</p>	<p>(i) To encourage enhancements that promotes this location as a tourist and leisure destination and as a place to live.</p> <p>(ii) Shelters and cafes will be improved. Refurbishment and renewal works will not impact on the foreshore views and will not encroach onto the foreshore.</p> <p>(iii) To protect the existing architectural character and mix of uses.</p> <p>(iv) To resist inappropriate development fronting the Seafront. The form and fine grain of the seafront that defines this character zone will be preserved. The amalgamation of existing plots and large format bulky buildings will be resisted.</p> <p>(v) The existing low rise building height of the buildings will also be maintained. Development will only be allowed where it is appropriate to context and where it enhances the character of the area.</p>
<p>6. Clieveden Road to Maplin Way</p>	<p>(i) Maintain existing established built character and activities based around open parks and beach recreation.</p> <p>(ii) Measures to improve the quality of the beach huts will be supported.</p> <p>(iii) Green grid will be enhanced through improvements to the parks and gardens.</p> <p>(iv) Existing leisure activities including the tennis, bowls and yacht clubs.</p> <p>(v) No major development will be promoted or supported in this zone. Flatted developments along the Seafront will be resisted. Development that does take place must respect the open nature of the public and private open space and the grain and character of the residential</p>

	<p>area.</p> <p>(vi) Shelters and cafes will be improved. Refurbishment and renewal works will not impact on the foreshore views and will not encroach onto the foreshore.</p>
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Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 4	Policy KP1: Spatial Strategy
Strategic Objective 12	Policy KP2: Development Principles
Strategic Objective 14	Policy CP4: The Environment and Urban Renaissance

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section four

Section 4: Housing

DM7 – Dwelling Mix

- 4.1 It is important that future housing delivery meets the needs and aspirations of those households that require market and affordable housing in Southend-on-Sea. The **Southend-on-Sea Community Plan 2011 – 2021** states that providing good quality housing and a well integrated blend of different housing types and tenures is a vital part of achieving the strategic vision of 'Southend Together'. It is further stated that housing needs to be flexible so that it continues to meet people's needs as they change and caters for the diverse needs of the community.

Dwelling Mix

- 4.2 To deliver sustainable communities, the Council seeks to ensure that new housing reflects the needs and demand of Southend-on-Sea's existing and future communities and improves the quality and mix of new market and affordable housing in the Borough.
- 4.3 In order to sustain mixed communities it is considered that a mix of housing is required within each development and that the mix should be agreed with the Council during pre-applications discussion. The *South Essex Thames Gateway Strategic Housing Market Assessment (SHMA)* identified a shortage of family accommodation in Southend-on-Sea despite an acute demand for this type of dwelling. Consequently residential development proposals will be expected to incorporate family accommodation.
- 4.4 The affordable housing sector is more regulated in that housing is allocated in relation to the housing size required and as such this policy should be more detailed in terms of the proportion of housing size types. The *SHMA* undertook an assessment of affordable dwelling need and consequently set out a recommended affordable dwelling mix for Southend-on-Sea. The recommended affordable mix is incorporated into policy but this proportion should not be treated as a definitive mix but be used during negotiations.

Affordable Tenure

- 4.5 The *Core Strategy DPD* sets the thresholds that trigger the need for affordable housing provision within a development scheme. There are two main types of affordable home, social rented housing and intermediate affordable housing. Social rented housing includes housing rented from registered affordable housing providers such as registered providers. Intermediate affordable housing costs more than social rented housing, but substantially less than

market housing. It caters for occupiers who are unable to afford market housing, such as key-workers and first-time buyers. The *SHMA* suggests there is a need for social rented housing in Southend-on-Sea and that there is a potential market for intermediate home ownership. The Borough Council will therefore seek a flexible mix of 70:30 between social rented housing and intermediate affordable housing.

Policy DM7 – Dwelling Mix

1. All residential development is required to provide a dwelling mix that incorporates a range of dwelling types and bedroom sizes, including family housing on appropriate sites, to reflect the Borough’s housing need and housing demand.
2. Where affordable housing is provided:
 - (i) The affordable dwelling mix set out in Policy Table 2 is sought; and
 - (ii) An indicative tenure mix of 70:30 between social rented accommodation and intermediate housing is sought.

Where it is considered that the affordable housing dwelling mix and/or tenure mix is not appropriate, applicants will be required to justify to the satisfaction of the Council, a more appropriate mix. The Council will take into consideration factors such as the latest available affordable housing evidence, the site context and viability.

Policy Table 2: Affordable Dwelling Mix

Dwelling size: No. Bedrooms	1-bed	2-bed	3-bed	4-bed
Proportion of affordable housing total	30%	25%	30%	15%

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 7	Policy CP8: Dwelling Provision
Strategic Objective 14	

DM8 – Residential Standards

- 4.6 It is the Council's aim to deliver good quality housing and ensure that new developments contribute to a suitable and sustainable living environment for now and future generations. To achieve this it is necessary to ensure that new housing developments provide the highest quality internal environment that will contribute to a high quality of life and meet the modern needs for all the Borough's residents.

Residential Standards

- 4.7 The requirement for high quality residential standards is supported by national planning policy which imbeds sustainable development into the planning system. The Government's '*Sustainable Communities Plan*' considers decent homes to be at the heart of a sustainable community. Residential standards are a key component of sustainable development in Southend-on-Sea as they will contribute towards: delivering a better quality of life; ensuring decent homes for all; providing high quality residential environments; delivering sustainable design and construction; providing personal privacy; reducing depression, anxiety and stress; and improving health and well-being within a home.
- 4.8 The evidence within '**Housing Quality Review 2011**' indicates that the minimum amount of space needed per person is not felt to vary by tenure and that there is an increasing need for more indoor and outdoor space across all tenure groups and household types, especially for families accommodation. The Council has set out minimum residential standards that will apply to all housing. These standards are based on the Housing Corporation's occupancy space standards that are used to form the basis for their funding system. It is expected that these standards will be exceeded.
- 4.9 Lifetime homes involve design features that have been tailored to foster accessible living, helping to accommodate old age, injury, disability, pregnancy and pushchairs and therefore support the changing needs of a family's lifecycle and allowing people to live in their home for as much of their life as possible. The Council will expect all new homes to meet the lifetime homes standards unless it can demonstrated to the satisfaction of the Council that this requirement is not viable and feasible.

Flexibility

- 4.10 The '*Housing Quality Review 2011*' identifies the need for new dwellings to be flexible over the lifetime of the building. Flexibility is the potential for rooms in a home to be used in a variety of ways without altering the building fabric.

- 4.11 Households do not always want, nor are they always able, to move home as their circumstances change. Therefore every home should be flexible enough to accommodate a range of possible changes in circumstances. The inclusivity provided by homes that have space to respond to occupiers changing physical and social requirements over their lifetimes has the knock-on benefit of creating more balanced and stable neighbourhoods.
- 4.12 There is a need to ensure some rooms are multi-functional for example the modern use of a home means that bedrooms are not just used for sleeping but are also used for work and study or to relax away in private from the social spaces of the home. The research studies identified in the '*Housing Quality Review 2011*' demonstrated that there is a correlation between education attainment and where there are opportunities for children to study in private.

Working from Home

- 4.13 Changing economic conditions and technological advances has allowed more people to work from home whether it is full-time or just a day a week. This working arrangement has allowed for a greater live-work balance and sense of well-being and as such contributes to sustainable development. As the economy develops there is likely to be a significantly greater demand for additional workspace within the home than has previously been the case. Sufficient space and appropriate internet and telephone connections within a dwelling is essential to enable flexible working patterns and thereby contribute to improving life-work balance.

Storage Space

- 4.14 The lack of storage within a home causes a detrimental impact upon the way a home is used. The evidence cited in '*Housing Quality Review 2011*' suggests the inclusion of dedicated built-in storage cupboards of 1.25 sq m for 2 person dwellings and 0.5 sq m for each additional occupant. The storage provision should take account of the nature of household items. For example, cleaning equipment needs to be readily accessible whilst other belongings such as suitcases or decorating equipment are only in seasonal use or occasional use. Without adequate storage space, people's belongings will take space away from their rooms of the home and limit enjoyment of them.

Climate Change

- 4.15 Improving the quality of a dwelling in terms of space standards and function contributes towards the mitigation of climate change by increasing the lifespan of the building before significant remodelling or complete redevelopment is required. Poorly designed buildings will quickly become functionally obsolescent or unsuitable for anyone. Unnecessary redevelopment involves a

greater waste of energy and natural resources and increased carbon cost therefore makes it harder to achieve sustainability targets. Environmental sustainability is best served by providing buildings that have a reasonably long life, which requires them to have sufficient in-built flexibility for them to adapt to changing needs over their lifetime.

Amenity Space

- 4.16 Private outdoor space is an important amenity asset and allows for both adults and children to have external recreational areas in which they feel safe. It is considered that this space must be functional for needs of the intended occupants.

Planning Application Drawings

- 4.17 The design of the internal layout of a dwelling should accommodate the furniture and activity space required for the intended number of occupants. It is necessary that the room sizes are large enough to accommodate the furniture requirements needed for modern living. Planning application plans must indicate on the submitted plans how furniture will fit in a room a number of arrangements.

Non Self-Contained Accommodation

- 4.18 Non self-contained accommodation refers to campus living and could include both student and hospital staff accommodation. It is recognised that campus accommodation may reduce pressure on other elements of the housing stock currently occupied by students, especially in the private rented sector. The University of Essex has an accreditation scheme that all approved private landlords must meet. This accreditation scheme provides a measure in which to ensure that student accommodation is of a high quality and meets the needs of students. The non self-contained standards seek to meet the minimum requirements set out in the accreditation scheme.

Policy DM8 – Residential Standards

1. All new dwellings must be of the highest quality internal environment. To achieve this all new dwellings must:
 - (i) Provide convenient and efficient room layouts; and
 - (ii) As a minimum meet the residential space standards set out in Policy Table 3 and must meet the requirements of Policy Table 4; and
 - (iii) Meet the Lifetime Homes Standards; and
 - (iv) Deliver at least 10% of new dwellings on major development sites to full wheelchair standards; and
 - (v) Make provision for usable private outdoor amenity space for the

enjoyment of intended occupiers. Residential schemes with no private outdoor amenity space will only be considered acceptable in exceptional circumstances which will need to be fully justified.

All planning applications for residential development will be required to include plans that provide indicative furniture and storage arrangements within the proposed rooms to demonstrate that the proposed space is of an adequate size for the intended number of occupants and allows an efficient internal layout and circulation.

2. All proposals for non self-contained accommodation (such as student and hospital staff accommodation) will be required to meet the internal space standards set out in Policy Table 5.

Policy Table 3: Indicative Residential Space Standards

Number of Occupants	No. of storeys	Minimum Gross Internal Area (m ²)
1	-	30
2	-	45
3	-	57
4	-	67
5	1	75
5	2	82
5	3	85
6	1	85
6	2	95
6	3	100
7	2+	108
7+	-	Add 10 m ² per occupant

Policy Table 4: Residential Standards

Internal Storage Areas	Provision of a storage cupboard with a minimum floor area of 1.25m ² should be provided for 1-2 person dwellings. A minimum of 0.25m ² storage area should be provided for each additional occupant.
Amenity	Suitable space should be provided for a washing machine and for drying clothes.
Bedroom Sizes	The minimum floor area for bedrooms to be no less than 7m ² for a single bedroom and 12m ² for a double/twin bedroom.
External Storage	Suitable, safe cycle storage with convenient access to the street frontage.
Refuse Facilities	Non-recyclable waste storage facilities should be provided in new residential development in accordance with the Code for Sustainable Homes Technical Guide and local requirements.

	<p>Suitable space should be provided for and recycling bins within the home.</p> <p>Refuse stores within buildings should be located to limit the nuisance caused by noise and smells and should be provided with a means for cleaning.</p>
Working from Home	Provide suitable space that allows the opportunity to work from home. This space will be required provide a high speed broadband connection, suitable number of electrical points and sufficient space to accommodate a computer desk and filling/storage cupboards.

Policy Table 5: Standards for Non Self-Contained Accommodation (such as student and hospital staff accommodation)

Location	Proposals for this type accommodation will be directed to either locations in close proximity to the establishment that needs the accommodation, the Southend Central Area or places with good access to appropriate public transport services.
Bedroom Sizes	Accommodation must have a minimum bedroom size of 6.5m ² for single bedrooms and 10.2m ² for double bedrooms. Each bedroom must have a convenient layout that provides: appropriate hanging storage space for clothes; a study desk and chair; and shelving storage for books.
Communal Areas	Accommodation must contain either a living room, dining room or kitchen diner of a suitable size for all the occupants. The layout of this room must enable all the occupants to be able to use the room simultaneously in a comfortable manner.
Broadband	Accommodation must have connection to high speed broadband.
Waste	Accommodation must provide appropriate waste and recycling bins. Refuse stores within buildings should be located to limit the nuisance caused by noise and smells and should be provided with a means for cleaning.
Storage	Accommodation must have a kitchen that has sufficient food storage for each occupant and has sufficient work surface space.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 7	Policy CP8: Dwelling Provision
Strategic Objective 14	

Policy DM9 – Specialist Residential Accommodation

- 4.19 It is important that the local residents of Southend-on-Sea have access to housing that meets their specific needs. Specialist residential accommodation includes extra care and supported accommodation and residential facilities for mental health, learning disabilities, dementia, physical and sensory impairment, and drugs and alcohol dependency. Specialist housing does not include sheltered housing which is assessed under general housing policies.
- 4.20 There is a need to limit further growth in the residential care homes market in Southend-on-Sea, because national and local social care policy is to support older people and people with disabilities in their own homes, rather than expect them to live in residential care homes. The Borough Council's *Older Peoples' Accommodation and Support Strategy* and *Older Peoples' Strategy* both support a continued reduction in the rate of admission to residential care. Promotion of independent living is the therefore policy focus of the Council rather than further expansion of residential care.
- 4.21 There is an over provision of residential care in Southend-on-Sea in proportion to the local population and consequently this sector need to avoid further over provision. Approximately 12 to 15% of residential care beds are vacant at any one time in Southend-on-Sea. This level of capacity encourages the inward migration of older populations into Southend-on-Sea from outside the Borough and the South Essex area. These new residents tend to lack the family and local social networks that support social interaction and quality of life, and impose strains and costs on the local health and social care economy. The Borough Council will continue to consult local people and work with local providers of care to develop a balanced market that is driven by quality and the principle of independent living.
- 4.22 It is the Council's corporate policy to limit the further growth of residential care and instead to focus on promoting improvements to the existing facilities. Proposals that include the refurbishment or re-provision of existing facilities will be supported where they do not increase net capacity. If a proposed specialist residential scheme results in a net increase in the overall number of units then a pre-application consultation with the Director of Adult and Community Services will be essential. The proposed scheme will also not be acceptable without the agreement with the local NHS commissioning body and Adult Social Care that adequate health care is available.
- 4.23 A condition relating to a maximum number of residents that can be accommodated in the home will normally form part of any planning permission. The maximum number of residents will normally be calculated in relation to factors such as the level of need, site capacity, number of parking spaces and the amount of amenity space around the buildings.

Policy DM9 – Specialist Residential Accommodation

1. Development proposals for specialist residential accommodation, including new build and extensions, will be considered acceptable where:
 - (i) There is a clearly identified need in Southend-on-Sea Borough that has been accepted by Council during pre-application discussions; and
 - (ii) There is no existing capacity for such facilities within Southend-on-Sea; and
 - (iii) The proposed development does not lead to a significant net increase in the overall capacity of the residential care sector; and
 - (iv) It will not lead to an over concentration of similar uses that would be detrimental to the character of a residential area, residential amenity or will impact the capacity of public services e.g. health and social care; and
 - (v) It would not result in the loss of an existing use that makes an important contribution to other Council objectives, strategies and policies; and
 - (vi) It is accessible to public transport, shops, services, community facilities, public open space and social networks appropriate to the needs of the intended occupiers.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 7	Policy CP6: Community Infrastructure
Strategic Objective 14	Policy CP8: Dwelling Provision

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section five

Section 5: Economic Development

- 5.1 As part of the Thames Gateway South Essex Growth Area and as a key regional centre, the regeneration and growth of Southend-on-Sea will be focussed on the following key drivers:
- The renaissance of the town centre;
 - The development of the airport and associated business park;
 - The development of Southend-on-Sea's role as a cultural and intellectual hub and centre of excellence; and
 - The development of the leisure and visitor economy.

Policy DM10 – Employment Sectors

- 5.2 Sustainable economic prosperity will depend on building on existing strengths and seizing new opportunities and helping businesses to grow locally. As such the Borough Council considers it important to promote economic diversity within the local and sub-regional economy and ensure that there is sufficient flexibility to enable emerging growth sectors to prosper. The **Southend-on-Sea Local Economic Assessment 2011** and the **Southend-on-Sea Employment Land Review 2010** both identify a number of key sectoral groups that are important to the Borough's economy and future economic growth. The Council will seek to promote these sectors and ensure that their locational requirements are supported in a sustainable manner.

Aviation Industries

- 5.3 The aviation industry is set to grow rapidly following a series of proposals for the extension of London Southend Airport and delivery of supporting infrastructure including a new railway station, control tower and terminal building. A planning application for the extension of London Southend Airport was approved by the Council in January 2010 and was subsequently approved by the Secretary of State. The extension is scheduled to be fully functional by 2012 and will increase access to variety of destinations across Europe. This growth will support a number of complementary sectors including high-tech manufacturing and engineering. The Maintenance, Repair and Overhaul (MRO) activities related to the airport are also a critical element to the Southend-on-Sea economy.

Health and Medical Industries

- 5.4 Health and medical industries are an important element to Southend-on-Sea's economy. Southend University Hospital is the Borough's largest employer, whilst KeyMed, which manufactures medical equipment, is also a significant

employer. A number of smaller companies dealing in medical instruments have emerged in the surrounding area, either directly or indirectly linked to KeyMed. Both the *Southend-on-Sea Local Economic Assessment 2011* and the *Southend-on-Sea Employment Land Review 2010* have forecast these industries to grow which will provide an opportunity for a cluster of health and medical industries that are well related to KeyMed, the Hospital and University.

Business and Financial Services

- 5.5 The business and financial services is well represented in Southend-on-Sea and currently accounts for 23% of the Borough's workforce. Both the *Southend-on-Sea Local Economic Assessment 2011* and the *Southend-on-Sea Employment Land Review 2011* indicate that there is limited scope for large scale relocations to Southend-on-Sea but there may be scope for medium sized operations. It is also indicated within these documents that this sector has important indirect influence over other sectors in the Borough such as restaurants, bars and shops and will continue to be a key economic driver within the economy.

Culture and Intellectual Hub

- 5.6 The Department for Culture, Media and Sport defines the creative industries sector as those industries which have their origin in individual creativity, skill and talent which have the potential for wealth and job creation through the generation and exploitation of intellectual property. Significant investment has already taken place in the form of the new University of Essex campus in the town centre and further development works are scheduled. The creative and educational sectors represent a good opportunity for Southend-on-Sea to expand its economic diversity. The *Southend-on-Sea Local Economic Assessment 2011* identifies Southend Central, Westcliff and Leigh-on-Sea as the main cultural centres within the South Essex sub-region and the best locations in which to develop this industry.

Tourism

- 5.7 The tourism sector accounts for 18.3% of the Borough's economy and has a wider positive impact upon retailing, catering, entertainment and transport industries. There are a number of tourism and cultural developments in the pipeline which could stimulate economic growth in the Borough. In addition there is potential to launch Southend-on-Sea as a conference destination. Like education and cultural employment growth, tourism and leisure growth will build the reputation of Southend-on-Sea as a vibrant cosmopolitan urban centre.

Civic and Government Administration

5.8 Approximately a quarter of all jobs in Southend-on-Sea are in the public sector. An important public sector hub is centred along Victoria Avenue and contains the Borough Council offices and HMRC.

Policy DM10 – Employment Sectors
1. Development will be encouraged that contributes to the promotion of sustainable economic growth by increasing the capacity and quality of employment land, floorspace, and jobs.
2. Development proposals within the employment sectors identified within Policy Table 6 will be directed to the Locational Priority Areas.

Policy Table 6 - Employment Sectors

Employment Sectors	Key Activities and features	Priority Location Areas
Aviation Industries	Maintenance, Repair and Overhaul (MRO)	London Southend Airport; Existing Industrial and Employment Areas.
Health and medical industries	Medical instruments; research and development; training and enterprise;	Existing health facilities; Existing Industrial and Employment Areas.
Business and financial services	Small and medium enterprises; managed accommodation; incubator/seedbed centres.	Southend Central Area; Employment Areas; London Southend Airport; and close proximity to rail stations.
Cultural and intellectual hub and Higher Education centre of excellence	Individual creativity; skill and talent; arts; digital media; design, music etc; combination units comprising e.g. office and workshop; and Flexible space.	Southend Central Area; Leigh-on-Sea District Centre; Employment Areas; Existing facilities.
Tourism and leisure	Hotels; restaurants; catering; Visitor Conference; other tourism related activities.	Southend Central Area; the Seafront.
Manufacturing, Construction and Warehousing	Low density industrial; flexible; small and medium sized units; storage yards.	Existing Industrial and Employment Areas.
Civic and Government administration	Borough Council and HMRC	Southend Central Area.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 1	Policy KP1: Spatial Strategy
Strategic Objective 2	Policy CP1: Employment Generating Development
Strategic Objective 3	Policy CP2: Town Centre and Retail Development
Strategic Objective 4	
Strategic Objective 5	

Policy DM11 – Industrial Estates and Employment Areas

- 5.9 Due to the urbanised nature of Southend-on-Sea and tightly defined administrative boundary, land is a scarce resource which needs to be utilised to deliver the growth vision for the Borough and sub-region. The main issue with economic development is the relatively lower land values compared to other land uses such as residential. This means that land in employment uses or desirable locations for employment development in market and sustainable terms, needs to be safeguarded or allocated to facilitate economic growth.
- 5.10 Improving the quality of the existing stock of industrial estates and employment areas is essential if Southend-on-Sea is to meet the objectives of the *Core Strategy DPD* and continue and further develop as an attractive location for a diverse range of successful businesses. This is necessary to stimulate regeneration and investment and raise the profile of Southend-on-Sea. The industrial estates and employment areas are identified in the *Core Strategy DPD* as Priority Urban Areas, which form a network of areas where new development and investment will be focused with the aim of contributing to the creation of 2,750 of the 13,000 jobs to be delivered in Southend-on-Sea by 2021.

Small and Medium Enterprises

- 5.11 Small and Medium Enterprises (SMEs) make an important contribution to the Southend-on-Sea economy. Approximately 4,375 businesses in the Borough employ between 1 and 10 employees. This comprises 81.3% of all the VAT and PAYE registered companies (Source: Interdepartmental Business Register (IDBR) 2009). SMEs account for 12,880 employees, which is equivalent to 13% of the Borough's workforce. SMEs are diverse and have varying accommodation requirements.
- 5.12 The *Southend-on-Sea Employment Land Review 2010* highlights a need within Southend-on-Sea for more managed accommodation for new companies,

particularly grow-on space from incubator units. It's important the future provision provides a choice in terms of location and premises size for business services. If Southend-on-Sea is to facilitate growth, incubator, grow-on and medium sized premises are required in a variety of locations.

Employment Growth Areas

- 5.13 The *Southend-on-Sea Employment Land Review 2010* also identified several sites as potentially suitable for future employment provision. These sites are discussed below.
- 5.14 Progress Road and Prittle Brook Industrial Estate offer significant regeneration opportunities over the long term. Progress Road, has several vacant units many in a poor state of repair. It is clear that redevelopment for modern employment uses over the long term is required and the Borough Council is already working in partnership to redevelop the site on a plot-by-plot basis in line with the adopted Progress Road Estate Framework: Design Brief (2009). Prittle Brook Industrial Estate is available for comprehensive redevelopment with a significant proportion having already been cleared.
- 5.15 Terminal Close is currently in poor condition. This site provides an opportunity for a mixed use scheme, to provide modern good quality provision in the centre of Old Shoebury. It is considered that the site should be primarily retained for employment uses providing a minimum of 4,000m² of hybrid office/workshop units to support business service and potential creative industries and start ups businesses.
- 5.16 Shoebury Garrison is the last remaining area of 'greenfield' employment opportunity within the Borough. The existing Phase 1 has several new good quality units available for rent and should be safeguarded. Phase 2 is currently allocated employment land. The Borough Council's Employment Land Review found a future employment land demand gap across the Borough in the long term. As such, all land allocated in Phase 2 may well be required for employment. It would not be unreasonable, therefore, to safeguard the whole site for employment use for the post 2021 period. This approach has been used by other authorities to safeguard valuable employment land of strategic importance for the long term. To support the *Core Strategy DPD* objective of 1,500 jobs in Shoeburyness, 4.3 ha of the Garrison site would be required (in addition to future supply from existing industrial estates in the area) and this would support, 25,800 sq m of floorspace to meet future requirement. However, whilst all employment land in Southend is a valuable commodity, the ELR suggests that in the medium term to 2021 there is a lower demand for employment land in this location and the Garrison Phase 2 land could contribute to an oversupply. Oversupply in this location could potentially compete with other priorities within the Town Centre and at the Airport in the

medium term. As a result, the ELR recommends that to meet forecast demand in this area, a minimum of 3.2 ha is required to support 19,000 sq m by 2021. The use of remaining land should be determined through the production of the Shoeburyness AAP, which can consider this site alongside other employment sites in Shoeburyness, such as Campfield Road and Vanguard Way.

- 5.17 Grainger Road and Sutton Road are located outside the town centre area. Grainger Road consists of older industrial units with some vacant units, whilst Sutton Road has mixed quality post war units with higher vacancy. The *Southend-on-Sea Employment Land Review 2010* recommends protecting Grainger Road for employment uses with potential to redevelop as an employment-led mixed-use scheme to provide a better relationship with surrounding residential uses. It is also recommended that Sutton Road is also redeveloped but with a residential-led scheme that provides active commercial and retail uses on the ground floor.

Industrial Estates

- 5.18 The *Southend-on-Sea Employment Land Review 2010* sets out the existing employment sites that are considered to have continued value in employment use and therefore should continue to be protected from loss in the first instance.
- 5.19 There is a need to manage existing employment land and buildings within Southend-on-Sea. Upgrading employment land will provide an opportunity to improve the stock of industrial and employment premises in the Borough. Improving the quality of the existing stock of the industrial estates and employment areas is essential if Southend-on-Sea is to be an attractive location for a diverse range of successful businesses and employers.

Policy DM11 – Industrial Estates and Employment Areas

1. Major redevelopment proposals will be required to make provision of a range of flexible unit sizes including accommodation that supports small and medium sized enterprises. Where appropriate, incubator / seedbed centres and/or affordable workspaces will be sought.
2. The *Employment Growth Areas* identified within Policy Table 7 will be maintained and promoted as locations for increased modern employment floorspace. The Southend Central Area will form the primary location for major economic growth particularly for Class B1 office uses.
3. A managed approach will be sought at the *Employment Growth Areas* through planning briefs that will set out the quantum of development and appropriate uses.

<p>4. The <i>Industrial Estates</i> identified within Policy Table 7 will be retained and protected for Class B uses and those sui-generis uses of an employment nature. Complementary and supporting uses will be considered acceptable at the <i>Industrial Estates</i> where they serve the day-time needs of estate's working population and will not result in a material change to the Class B character and function of the area.</p>
<p>5. Proposals for employment generating uses outside the industrial estates and employment areas will be allowed where they do not impact upon the amenity of the surrounding uses and do not conflict with other development plan policies.</p>
<p>6. Outside the industrial estates and employment areas, proposals for alternative uses on sites used (or last used) for employment purposes, including sites for sui-generis uses of an employment nature, will not be permitted unless it can be demonstrated that:</p> <p>(i) Continued use of site for employment purposes is no longer viable taking into account the site's existing and potential long-term market demand; or</p> <p>(ii) Use of the site for B1, B2 or B8 purposes gives rise to unacceptable environmental problems.</p> <p>It will need to be demonstrated that an alternative use or mix of uses will give greater potential benefits to the community and environment than continued employment use.</p>
<p>7. The Council will plan, monitor and manage the function of the industrial estates and employment areas so that these areas can continue to contribute to strategic and local economic objectives.</p>

Policy Table 7: Industrial and Employment Areas

1. Employment Growth Areas	2. Industrial Estates
Southend Central Area Shoebury Garrison Progress Road Prittle Brook Industrial Estate Terminal Close Grainger Road Short Street	Thanet Grange Comet Way Airborne Close Airborne Industrial Estate Laurence Industrial Estate Temple Farm Stock Road Priory Works Prince Close Vanguard Way Towerfield Road Campfield Road Tickfield Avenue

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 1	Policy KP1: Spatial Strategy
Strategic Objective 2	Policy CP1: Employment Generating Development
Strategic Objective 3	Policy CP2: Town Centre and Retail Development
Strategic Objective 4	
Strategic Objective 5	

Policy DM12 – Visitor Accommodation

5.20 Tourism, culture and the creative industries as key sectors within Southend-on-Sea and are important for sustained economic growth in the Borough. Visitor accommodation is an important part of the tourism sector, which is emphasised in the *Southend-on-Sea Local Economic Assessment 2010*. This document notes that whilst only 5% of visitors to Southend-on-Sea stay overnight, 28% of tourism jobs are sustained by overnight stays. There are opportunities in Southend-on-Sea to develop this sector by promoting the following market segments:

- Higher income group day visitors – drawn by developing cultural attractions;
- Short break activity weekends – based on watersports, kitesurfing, golf, riding, indoor tennis, arts festivals;
- Business conference tourism – in the medium term once a quality hotel with conferencing is in place;
- Foreign language students – using out of term student accommodation; and
- London 2012 staying visits – using the direct rail link to Stratford.

5.21 The **Southend-on-Sea Hotel Futures Report 2010** made an assessment of potential hotel market demand and indicated potential for future growth in this sector over the next 20-years. It is necessary therefore that the Borough Council manages this growth in a sustainable manner that positively contributes to Borough’s regeneration and economic objectives.

Hotel Locations

- 5.22 The *Southend-on-Sea Hotel Futures Report 2010* considered existing and planned (new and refurbished) hotel capacity as at 2010, against prospects for growth in provision. The planned hotels considered as part of the town's existing capacity include two hotels the subject of extant planning permissions, one at London Southend Airport and one as part of the development of a new stadium for Southend United at Fossetts Farm, and the hotel at Garon Park promoted in the adopted Garon Park Development Brief in response to Core Strategy Policy CP6 3.a. The study went on to identified potential for hotel development over the next 10 to 20 years as the town's economy and leisure tourism offer develops and stated that there are many sites in Southend-on-Sea that can accommodate future hotel sites but there is a need to prioritise locations and sites to ensure that hotels are directed to where they can deliver the greatest benefit. Hotel development will therefore be prioritised within the Southend Central Area, in and at London Southend Airport and close to the Seafront. The Seafront is not a defined area but relates to any area that has a material relationship with the Seafront. This relationship will be considered on a site-by-site basis and will take account of a number of factors that includes an area's function and connectivity with the Seafront and specifically whether there are clear, convenient and direct walking routes to the Seafront. New hotels in the town centre and close to the Seafront will contribute to developing the visitor and evening economy of these locations. The expansion of the airport and associated business parks will help support hotel development that is directly associated with the airport's operations.
- 5.23 Outside of these areas, further hotel uses will be discouraged in order to facilitate new hotels in the town centre, close to the Seafront and at the airport. Hotels outside of these locations would compete for a share of the wider Southend-on-Sea market and would undermine potential growth in the key locations and detrimentally impact upon sustainable tourism and economic growth in the Borough.

Viability Assessment

- 5.24 All planning applications that involve the loss of visitor accommodation must demonstrate to the satisfaction of the Council that the use is no longer viable. The level of information required should be agreed with the Council prior to submitting a planning application.

Policy DM12 – Visitor Accommodation

1. Proposals for new visitor accommodation will be focused within the Southend Central Area, London Southend Airport area and at locations close and with good access to the Seafront (the key areas). Proposals for new visitor accommodation will only be acceptable where it can be demonstrated that they are well related to the primary road network and have good public transport accessibility and meet the requirements of all other relevant development management policies.
2. Within the key areas in (1) visitor accommodation will be retained. Proposals for alternative uses on sites used (or last used) for visitor accommodation will not be permitted unless it can be demonstrated that the existing site is no longer viable or feasible for visitor accommodation and that the proposals meet all other relevant development management policies. Where an alternative use is considered acceptable by the Council, applications that would contribute positively to the leisure, recreation and tourism offer in the Borough will be considered favourably.
3. Proposals for alternative uses on sites used (or last used) for visitor accommodation outside the key areas in (1) will generally be permitted provided that the proposal meets all other relevant development management policies.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 1	Policy KP1: Spatial Strategy
Strategic Objective 2	Policy CP1: Employment Generating Development
Strategic Objective 14	

Policy DM13 – Southend-on-Sea Town Centre

5.25 Policy CP2 of the Southend Core Strategy DPD sets out the hierarchy and network of centres within the Borough. Southend Town Centre’s role is as a regional centre and will remain the first preference for all forms of retail development and for other town centre uses attracting large numbers of people. Development within the Town Centre should be in accordance with the spatial strategy set out in Policy KP1 of the Core Strategy DPD. The centres of Westcliff (Hamlet Court Road) and Leigh will support Southend Town Centre as District Centres providing a range of local comparison shopping, convenience shopping and services to the neighbouring communities. Existing centres elsewhere will be supported as local centres and will meet the day to day convenience needs of their local communities. Town centre and retail development should be located within these centres, should contribute to their vitality and viability, and must be appropriate to the function, size and

character of the centre concerned, in accordance with the above hierarchy and priorities. Appendix 4 sets out the appropriate uses for each centre.

- 5.26 The **Retail and Town Centre Study 2011** highlights that Southend Town Centre is performing successfully as a comparison shopping destination, drawing a good level of trade from the surrounding zones. The *Retail and Town Centre Study 2011* also considers that there is scope for additional comparison floorspace in Southend Town Centre, based upon forecast growth in population and expenditure over the Core Strategy period. It is indicated that there is capacity for a further 36,841m² of retail space by 2015, rising to 50,873m² by 2020 and rising to 70,172m² at 2025.
- 5.27 There are clear opportunities to improve the performance of Southend Town Centre as a major retail centre. The focus for retail activity should continue to be the established town centre, however there is an opportunity to achieve critical mass by delivering a strong retail circuit and new units to the south-east of the High Street. In order to reinforce the primacy of the High Street, it is important that The Victoria and The Royals continue to improve as anchors. The Clifftown area and other secondary retail locations have a significant potential to play a part in the provision of a wider breadth of retailing uses in the central area.
- 5.28 There are no changes to the town centre boundary from the Borough Local Plan (1994). This boundary will be reviewed as part of the Southend Central Area Action Plan process and if necessary the Proposals Map will be updated accordingly.

Policy DM13 – Southend-on-Sea Town Centre

1. The defined Town Centre will remain the first preference for all forms of retail development.
2. New retail development should enhance the performance of Southend Town Centre as a comparison shopping destination. The Borough Council will seek to maintain and enhance the existing level of comparison shopping floorspace and encourage the provision of additional comparison floorspace within the Town Centre. In particular, support will be given to proposals:
 - (i) that provide additional retail floorspace for comparison goods and reinforce the primacy of the High Street retail circuit;
 - (ii) for new retail development proposals that contribute to the delivery of new retail circuits focussed on the following areas:
 - South east of the High Street where larger retail units would be encouraged; and
 - South west of the High Street where smaller retail units would sit comfortably within the existing character of the area

Proposals that seek to establish the new retail circuits will need to take account of the associated improvements required to road alignments, public transport access and car parking.

These new areas, once developed for retail purposes would become part of the Primary Shopping Area.

3. Within the Town Centre the Borough Council will seek to maintain the existing level of convenience goods retailing. Additional major foodstore provision will be supported where it can be demonstrated that it will contribute towards the role, function and vitality of the town centre.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 1	Policy KP1: Spatial Strategy
Strategic Objective 8	Policy CP1: Employment Generating Development
	Policy CP2: Town Centre and Retail Development

Policy DM14 – Shopping Frontage Management

5.29 The primary frontages in Southend-on-Sea perform a vital retail function for the areas that they serve. It is important that the retail character and function of these frontages is not eroded as they are important for local economic vitality. The primary frontages are considered to be appropriate locations for a range of non-retail uses including banking, insurance, food and drink. These uses are complementary to the retail function of the frontage adding to their attraction, and encouraging multi purpose journeys. However, an over-concentration of non-retail uses within the frontage can detract from its shopping function and may prejudice its vitality and viability and create extensive lengths of "dead" frontage and a lack of a proper shop window display. This can reduce the attractiveness of the street to shoppers or isolate particular shops or areas from the main pedestrian flows. It is therefore necessary to protect the shopping function of centres by controlling the balance of retail and non-retail uses.

5.30 Whilst primary frontages may need to be restricted to a high proportion of retail uses, there is scope for more flexibility of use in secondary frontages. The Secondary Frontages contain mainly retail uses but also a greater diversity of other business uses that offer important services for the areas that they serve. It is important that the character and function of these frontages are maintained and enhanced as they a vital service, meeting the day-to-day needs of local communities.

- 5.31 The Council will monitor the role and function of the primary and secondary frontages through regular surveys to ascertain the range of goods and services available to shoppers and visitors, and to identify any significant and long term trends.

Policy DM14 – Shopping Frontage Management	
1.	Primary and secondary frontages within Southend-on-Sea will be managed to reinforce their attractiveness, vitality and viability within the daytime and night-time economies. The character and function of both these frontages will be protected and enhanced.
2.	The loss of Class A1 retail uses at the ground floor in the identified primary shopping frontages will be resisted. A loss of Class A1 retail use uses at the ground floor will only be considered if: <ul style="list-style-type: none"> (i) The proposed use will not result in Non-Class A1 retail uses exceeding 30% of the primary shopping area’s ground floor frontage. Where Non-Class A1 uses already exceed 30% of a primary shopping area’s ground floor primary frontage, no further Class A1 losses will be allowed; and (ii) An active shop front is retained or provided.
3.	All developments in the secondary shopping frontage must maintain or provide an active shop front.
4.	All new shop frontages will be of a high standard of design that is compatible with the architectural style and character of the building. The design of new shop fronts will incorporate the following design principles: <ul style="list-style-type: none"> (i) The fascia signs are integrated into the overall design and are in proportion to the shop front and the building. Fascia signs will respect and where appropriate improve the character of the general street scene; (ii) Roller shutter boxes and guides will be incorporated behind the fascia and the shutters will be open grills or punched; (iii) Blank frontages will be avoided on principal elevations; (iv) Active street frontages will be maintained and enhanced in non-residential frontages throughout Southend-on-Sea; (v) Opportunities for exposing upper floor windows will be maximised; and (vi) The loss of traditional features and shop fronts which contribute to the appearance and visual amenity of a building or surrounding area will not be allowed.
5.	Where there are a number of empty units within a centre and little prospect of these units being occupied in the short term, the Council will work with the landowner/landlord to encourage the display of local art within the windows of the empty units.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 1	Policy KP1: Spatial Strategy
Strategic Objective 8	Policy CP1: Employment Generating Development
	Policy CP2: Town Centre and Retail Development



section six

Section 6: Environmental Management

Policy DM15 – Environmental Protection

- 6.1 The Borough Council seeks to ensure that no development will give rise to any unacceptable pollution and land instability risks that could impact on human health, property and the wider environment. The Borough Council will ensure that consideration will be given to adopting environmental best practice measures in all cases.

Contamination

- 6.2 Development in the Borough will inevitably be on previously developed land, including industrial and other sites that may be affected by contamination. Contaminated land can potentially have health implications and also detrimentally impact upon the natural environment and water quality. Reusing this land provides the opportunity to deal with contamination so that threats posed to health and the environment may be tackled. It is important that any land that is known or suspected of being contaminated is dealt with before development occurs.
- 6.3 It is necessary that when development is proposed on or near a site that is known to be, or there is good reason to believe may be, contaminated that the developer carries out a site assessment to establish the nature and extent of contamination. The assessment of land affected by contamination is a complex subject and as such it is intended that each site will be judged separately and on its merits and taking into account guidance set out within **'Land affected by Contamination – Technical Guidance for Applicants and Developers, Second Edition'** (December 2007). This document provides an informative guide to developers, advising them how to deal with land contamination and to inform them of what information is required with a planning application submission for the development of land that could potentially be contaminated. The guidance within this document does not replace the **DEFRA & the Environment Agency's Model Procedures for the Management of Land Contamination (CLR11)** and **PPS23**. The Borough Council considers it essential that a Contaminated Land Assessment be carried out by or under the direction of a suitably qualified competent person and in accordance with **BS10175 (2001) Code of Practice for the Investigation of Potentially Contaminated Sites**.

Land Instability

- 6.4 The Borough Council will ensure that no development will be at risk from land instability or increase this risk to the site or other areas.

- 6.5 The Thames Estuary frontage of the Borough is backed by cliffs from the western boundary to Marine Parade in the east. The cliffs are often steeper than the natural stable gradient for the material(s) of which they are composed. As such there has been an on-going history of movement of the cliffs ranging from small scale slumping to major rotational and transitional movements, such as that seen below the Southend Bandstand in 2002. The cliffs, if not maintained, over a significant period of time, would naturally degrade to a stable profile which would continue to slump and move northwards. However, such a situation does not accord with the built environment of the Borough and measures would need to be introduced to prevent and or reduce the movement or accommodate it. Before any significant works are to be undertaken it will be essential to monitor existing movement to identify the nature and extent of the problems that the cliffs present.
- 6.6 It is important to ensure that the full implications of building on unstable land are taken into account at an early stage in the development process. The stability of the ground so far as it affects land use is a material consideration that will be taken into account when deciding a planning application. All appropriate mitigation measures will need to be agreed with the appropriate authorities prior to a planning application submission.

Policy DM15 – Environmental Protection

1. Development on or near land that is known to be contaminated or which may be affected by contamination will only be permitted where:
 - (i) An appropriate Contaminated Land Assessment has been carried out as part of the application to identify any risks to human health, the natural environment or water quality; and
 - (ii) Where contamination is found which would pose an unacceptable risk to people’s health, the natural environment or water quality, the Council will impose a condition to ensure the applicant undertake appropriate remedial measures to ensure that the site is suitable for the proposed use and that the development can safely proceed.
 - (iii) Remediation works will be carried out before the occupation of any new development.
2. Planning applications for development in areas where the Council may suspect land instability are required to include an assessment of land stability that analyses the issues relevant to ground instability and indicates how they would be overcome. Development that is at risk from land instability or is likely to increase this risk to the site or surrounding areas will be not acceptable. Development will only be considered acceptable where:
 - (i) It has been demonstrated to the satisfaction of the Council that the

development of unstable or potentially unstable land will be constructed and used safely without adding to the instability of site and surrounding land; and

(ii) It can be demonstrated that mitigation measures to stabilise land are environmentally acceptable and will not adversely impact upon neighbouring uses.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 12	Policy KP2: Development Principles
Strategic Objective 14	Policy CP4: The Environment and Urban Renaissance

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section seven

Section 7: Sustainable Transport Management

Policy DM16 – Sustainable Transport Management

- 7.1 Transport in Southend-on-Sea plays a key role in supporting economic growth, reducing carbon emissions, promoting equality of opportunity and improving the quality of life and health. Sustainable transport management will provide a number of benefits that contribute towards to sustainable development such as:
- Reducing emissions to air, improving local air quality and contribution to climate change;
 - Improving health through better air quality and making walking and cycling an attractive option;
 - Helping equitable access to services for all, not putting those who cannot or do not own a car at a disadvantage; and
 - Reducing congestion on the road from car travel can have benefits for the economy.

Transport Choices

- 7.2 The **Southend-on-Sea Local Transport Plan (LTP)** in line with national transport policy seeks to reduce the need to travel and to broaden the number travel options available. Consequently development should be located in areas which are accessible by non-car modes and which reduce the overall need to travel.
- 7.3 Development provides opportunities to make significant improvements to the road network as well as providing suitable alternatives to car based travel. The availability of safe, coherent and easy to use footpaths and cycle routes can have a significant impact on people's choice of transport mode. Developments should also facilitate opportunities for people to use public transport both for local journeys and to access the wider public transport network.

Smarter Choice Measures

- 7.4 The *Southend-on-Sea LTP* seeks to tackle congestion through placing greater emphasis on travel plans and incorporation of 'smarter choice' measures. 'Smarter choices' are techniques for influencing people's travel behaviour towards more sustainable options such as encouraging school, workplace and individualised travel planning. They also seek to improve public transport and marketing services such as travel awareness campaigns, supporting car clubs and encouraging flexible working. Applicants will need to agree appropriate 'smarter choice' measures with the Council prior to a planning application submission. A Travel Plan and arrangements for its monitoring will be required

for any proposal where the Council considers it necessary, based on the potential individual or cumulative impact of the proposal in the area.

Parking

- 7.5 The demand for travel in Southend-on-Sea is expected to continually increase as result of the regeneration proposals programmed within the town and as a result of changing lifestyle choices. Managing car parking space provision can actively encourage more sustainable choices to be made in respect to the need to travel and the choice of mode.
- 7.6 The **Parking Review 2011** highlights that although maximum parking standards in residential areas has restricted the amount of parking available, the ownership of cars has not reduced and consequently developments have a number of parking pressures. In addition, due to the interrelationship between Southend and its neighbouring districts both in terms of travel to work patterns and shopping and leisure trips it is considered important that a consistent approach to vehicle parking standards is adopted across the sub region. The **EPOA Parking Standards 2009** set out a mix of standards for all development. Applying the EPOA Parking Standards, where appropriate, would enable the Borough Council to provide clarity and certainty for developers and residents within the Borough. The *Design and Townscape Guide 2009* provides further guidance on the technical specifications in respect to the design and layout of parking areas.
- 7.7 In town centres the maximum level of provision for residential car parking is more appropriate. This recognises that town centres are better provided with public transport options and have services and facilities within walking distance making sustainable travel choices a realistic alternative for many people.
- 7.8 Garages are often an important feature of a residential development and are multi-functional in that they are used for both car parking and general storage. As cited in Policy DM8 appropriate storage space is an important component of modern living and sustainable development. Garages therefore need to be large enough to accommodate a modern, family sized car and some storage. Garages that have an internal dimension below 7.0m x 3.0m will not be considered or counted as a parking space as this level is considered the minimum to accommodate an average sized family car and bikes.

Policy DM16 – Sustainable Transport Management

1. Development will only be allowed where there is physical and environmental capacity to accommodate the type and amount of traffic generated in a safe manner.
2. Access to the proposed development and any traffic generated must not unreasonably harm the surroundings, including the amenity of neighbouring properties and/or the public rights of way.
3. Development proposals must prioritise provision for:
 - (i) Pedestrians, including disabled persons and those with impaired mobility;
 - (ii) Cyclists, including making for provision for safe, secure and covered on-site cycle parking and where appropriate changing facilities;
 - (iii) Public transport, through measures that reduce dependency on private vehicles; and
 - (iv) Servicing and emergency vehicles.
4. All development must incorporate and include appropriate 'smarter choice' measures into all developments such as Travel Plans (Personal, Workplace and School), car clubs, car sharing and pooling, real-time public transport information and marketing and communication materials and welcome packs.
5. All developments must meet the vehicle parking standards set out into Appendix 4.

Development proposals that rely upon on-street parking will generally be refused. Where the Council has accepted that exceptional circumstances exist, reliance upon on-street parking will only be considered appropriate where it can be demonstrated by the applicant that there is on-street parking capacity.

The parking standards in Appendix 4 will be kept under regular review to ensure that they are serving their purpose.

Core Strategy Linkage:	
Objectives	Policies
Strategic Objective 3	KP1: Spatial Strategy
Strategic Objective 9	KP2: Development Principles
Strategic Objective 10	CP3: Transport and Accessibility



appendices

Appendix 1: Monitoring Framework

Monitoring and review are key aspects of the development plan system with its emphasis on delivery of sustainable development and sustainable communities. Local Development Frameworks should be regularly reviewed and revised to ensure that components of the framework are updated to reflect changing circumstances nationally, regionally and locally.

The Southend-on-Sea *Development Management DPD* reflects the spatial vision and objectives of the *Core Strategy DPD* and includes more detailed local policies for the management of development. It is therefore a key element in achieving the vision and objectives of the *Core Strategy DPD* and contributes to achieving the aims of the Southend-on-Sea's Community Strategy, '*Southend Together*'.

The *Development Management DPD* will be delivered through the Council's decisions on planning applications. The Council will use the policies in this document, alongside those in the *Core Strategy DPD* and other relevant Local Development Framework documents, when it determines applications for planning permission in the Borough. Account will also be taken of the Council's other planning documents such as planning briefs and frameworks and conservation area statements, appraisals and management plans, when assessing planning applications. Monitoring of the policies of these documents will evaluate progress being made towards delivering the spatial vision and objectives through the implementation of policies. The results of such monitoring will provide the basis for a review to be undertaken.

In accordance with the *Planning and Compulsory Purchase Act 2004*, the Council annually produce the *Southend Annual Monitoring Report (SAMR)*, which contains an assessment of Local Development Document preparation against milestones set out in the *Local Development Scheme (LDS)*, and the extent to which policies set out in Local Development Documents are being achieved and targets being met. The *SAMR* will be the main mechanism for assessing the LDF's performance and effect. As well as linking with spatial objectives and policies, indicators in the *SAMR* will also link to sustainability appraisal objectives in order to identify the significant effects of policy implementation.

In addition to those core and local indicators already set out in the *SAMR*, the following indicators will be subject to annual review to ensure effective monitoring. These are new local output indicators.

Key Indicators	Target / Direction	Indicator	Core Strategy Objective	LDF Policy
Code for Sustainable Homes	Maximise the environment performance of new residential buildings	Number of new dwellings built to Code for Sustainable Homes Level 3, 4 etc as a proportion of total new build	SO15	KP2, CP4 and DM2
BREEAM	Maximise the environment performance of new non-residential buildings	Floorspace built to BREEAM	SO15	KP2, CP4 and DM2
Water Efficiency	Maximise the water efficiency of new buildings	Number of new dwellings that limit water consumption to at least 105 l/p/d	SO15	KP2, CP4 and DM2
Retrofitting of existing buildings	Maximise the environment performance of existing buildings	Number of existing dwellings that incorporate energy and water efficiency measures as part of a planning application.	SO15	KP2, CP4, and DM2
Protection of family housing stock in the Borough	Increase in family homes	Number of family homes lost; Number of family homes gained; Net +/- family homes	SO4, SO7 and SO14	KP2, CP4 and DM4
Protection of bungalow stock in the Borough	Increase in number of bungalow homes	Number of bungalows homes lost; Number of bungalow homes gained; Net +/- bungalow homes	SO4, SO7 and SO14	KP2, CP4 and DM4
Protection and enhancement of Listed Buildings 'at risk'	0% of new developments to result in loss of Grade I and II* and scheduled monuments at risk and other important historic assets. Year	Number of planning applications affecting an historic asset	SO14	KP2, CP4 and DM5

	on year reduction in number of buildings on Buildings at Risk register.			
Protection and enhancement of Conservation areas		% of Conservation Areas covered by an up to date Character Assessment	SO14	KP2, CP4 and DM5
Mix of affordable housing tenure to meet local needs	Alignment of affordable housing provision to meet needs of the Borough	Total Number of Affordable Dwelling completions by Tenure	SO7	CP8 and DM7
Standard of internal accommodation in new dwellings	All residential development to have a high standard of internal accommodation	Total number of dwelling completions by number of bedrooms and floor area meeting and/or above policy standards	SO7	CP8 and DM7
Maintain and improve the vitality and viability of Primary frontages	Maintain at least 70% A1 Retail street frontage in the Primary Frontage	Percentage Class A1 Retail street frontage in the Primary Frontage	SO1 and SO8	KP1, CP1, CP2 and KP13
Parking standards for new developments	Zero % of planning applications contrary to parking standards	Number of planning permissions contrary to parking standards	SO9 and SO10	KP2, CP3 and DM16

Appendix 2: Southend-on-Sea Core Strategy – Objectives

Objective Reference	
SO1	Deliver employment led regeneration, wealth creation and growth across Essex Thames Gateway sub-region.
SO2	Secure the regeneration of Southend as a cultural and intellectual hub and a centre of education excellence.
SO3	Create and maintain a balance between employment and housing growth in the future.
SO4	Secure sustainable regeneration and growth focused on the urban area.
SO5	Provide for not less than 13,000 net additional jobs in the period 2001 to 2021 within Southend.
SO6	Provide for 6,500 net additional dwellings in the period 2001 to 2021 within Southend.
SO7	Target future dwelling provision to meet the needs of local people including the provision of affordable housing.
SO8	Secure a thriving, vibrant and attractive town centre and network of district and local centres.
SO9	Secure a 'step change' in the provision of transport infrastructure as an essential concomitant to new development.
SO10	Maximise the effectiveness and integration of key transport corridors and interchanges as a principal focus for development in the urban area.
SO11	Secure the regeneration of London Southend Airport to enable it to reach its potential to function as a local regional airport providing for significant new employment opportunities and improved surface access subject to environmental safeguards.
SO12	Secure the sustainable use of the River Thames and its Estuary as an asset for transport, leisure and business.
SO13	Secure the social and physical infrastructure related to improving the health, education, lifelong learning and well-being of all sectors of the community.
SO14	Deliver high quality, well designed and attractive urban and natural environments which are safe, people friendly and distinctive, and which respect and enhance existing character and local amenity.
SO15	Secure effective and efficient sustainable development which prevents or minimises local contributions to, and the impact of, climate change, flood risk and the depletion of non-renewable resources, including the application of sustainable construction and operation in all development through the prudent use of natural resources, energy efficiency and low carbon emissions, and the maximum use of renewable and recycled resources.

SO17	Regenerate and bring back into productive and beneficial long-term use, including where appropriate use for biodiversity or other natural resource value, land which is contaminated or otherwise degraded.
SO18	Contribute to the creation of a 'Green Grid' of high quality, linked and publicly accessible open spaces and landscapes across the sub-region.
SO19	Secure delivery of strategic objectives through all relevant delivery bodies and their strategies.

Appendix 3: Southend-on-Sea Core Strategy – Policies

Policy Reference	Policy
Policy KP1	Spatial Strategy
Policy KP2	Development Principles
Policy KP3	Implementation and Resources
Policy CP1	Employment Generating Development
Policy CP2	Town Centre and Retail Development
Policy CP3	Transport and Accessibility
Policy CP4	The Environment and Urban Renaissance
Policy CP5	Minerals and Soils Resources
Policy CP6	Community infrastructure
Policy CP7	Sport, Recreation and Green Space
Policy CP8	Dwelling Provision
Policy CP9	Monitoring and Review

Appendix 4: Centre Hierarchy and Appropriate Uses

Centre Hierarchy	Acceptable Uses
Town Centre	<p>Acceptable uses at street frontage:</p> <ul style="list-style-type: none"> Class A1 - Shops Class A2 - Financial and professional services Class A3 - Cafes and restaurants Class A4 - Drinking establishments Class A5 - Takeaways Class C1 - Hotels (where they add vitality and activity to the street scene) Class D1 - Community and education facilities (where they add vitality and activity to the street scene) Class D2 and sui generis - Appropriate leisure, entertainment and cultural and recreation facilities (e.g. night clubs, casinos, theatres) <p>Open air markets</p> <p>Acceptable uses above the street-level frontage include:</p> <ul style="list-style-type: none"> Class B1a - Smaller-scale office development Class B1a and b - Non-office business development Class C1 - Hotels Class C2 - Residential Institutions Class C3 - Housing Class D1 - Community and education facilities
District Centre	<p>Acceptable uses at Street Frontage:</p> <ul style="list-style-type: none"> Class A1 - Shops Class A2 - Financial and professional services Class A3 - Cafes and restaurants Class A4 - Drinking establishments (inc. night time economy) Class A5 - Takeaways Class C1 – Hotels (where they add vitality and activity to the street scene) Class D1 – Community, cultural and education facilities (where they add vitality and activity to the street scene) Class D2 and sui generis - Appropriate leisure, entertainment and cultural and recreation facilities (e.g. night clubs, casinos, theatres) Launderettes <p>Acceptable uses above the street-level frontage include:</p> <ul style="list-style-type: none"> Class B1a - Smaller-scale office development Class B1a and b - Non-office business development Class C1 - Hotels

	<p>Class C2 - Residential Institutions Class C3 - Housing</p>
Existing Local Centres Elsewhere	<p>Class A1 - Shops Class A2 - Financial and professional services Class A3 - Cafes and restaurants Class A4 - Drinking establishments Class A5 - Takeaways Class D1 - Community facilities</p> <p>Acceptable uses above the street-level frontage include: Class B1a - Smaller-scale office development Class C3 - Housing</p>

Appendix 5: Vehicle Parking Standards

Table A5(1): Vehicle Parking Standards by Use Class

Use Class	Land Use	Maximum Standards	
		Central Area AAP	Rest of Borough
A1	Shops – food	1 space per 18 m ²	1 space per 14 m ²
A1	Shops – non food	1 space per 35 m ²	1 space per 20 m ²
A2	Financial And Professional Services	1 space per 30 m ²	1 space per 20 m ²
A3	Restaurants and cafes	1 space per 6 m ²	1 space per 5 m ²
A4	Drinking Establishments	1 space per 6 m ²	1 space per 5 m ²
A5	Hot Food Takeaway	1 space per 25 m ²	1 space per 20 m ²
B1	Business	1 space per 40 m ²	1 space per 30 m ²
B2	General Industrial	1 space per 60 m ²	1 space per 50 m ²
B8	Storage or Distribution	1 space per 150 m ²	1 space per 150 m ²
C1	Hotels	1 space per bedroom	1 space per bedroom
C2	Hospitals	-	To be treated on its merits
C2	Residential care homes	1 space per resident staff + 1 space per 3 bed spaces/dwelling units	1 space per resident staff + 1 space per 3 bed spaces/dwelling units
C2	Residential Educational Establishments – Higher Education	1 Space per full time equivalent staff + 1 space per 5 Students	1 Space per full time equivalent staff + 1 space per 5 Students
D1	Medical Centres	1 space per full time staff + 2 spaces per consulting room	1 space per full time equivalent staff + 3 spaces per consulting room
D1	Day care centres	1 space per full time staff + waiting facilities where appropriate	1 space per full time equivalent staff + waiting facilities where appropriate
D1	Creches/ Nurseries	1 space per full time staff + waiting facilities where appropriate	1 space per full time staff + waiting facilities where appropriate
D1	Schools (Primary and Secondary Education)	1 space per 15 pupils	1 space per 15 pupils

D1	Schools (Further and Higher Education)	1 space per 15 students for full time equivalent staff + 1 space per 15 students for student parking	1 space per 15 students for full time equivalent staff + 1 space per 15 students for student parking
D1	Art Galleries / Museums / Public Halls	1 space per 25 m ²	1 space per 25 m ²
D1	Places of Worship/ Libraries/ Reading Rooms	1 space per 10 m ²	1 space per 10 m ²
D2	Cinemas	1 space per 5 seats	1 space per 5 seats
D2	Other Uses	1 space per 20 m ²	1 space per 20 m ²
	Outdoor sports Pitches	20 spaces per pitch plus 1 space per 10 spectators	20 spaces per pitch plus 1 space per 10 spectators
	Swimming pool, gym, sports hall	1 space per 10 m ² of public area	1 space per 10 m ² of public area
	Conference Facilities	To be treated on its merits	To be treated on its merits
	Motor Vehicle Service Centres	1 space per full time equivalent staff + 1 space per 35 m ²	1 space per full time equivalent staff + 1 space per 35 m ²
	Petrol Filling Station	1 space per 20 m ² of retail space.	1 space per 20 m ² of retail space.
	Recycling Centre / Civic Amenity Site	1 space per full time equivalent staff	1 space per full time equivalent staff
	Theatre	1 space per 5 seats	1 space per 5 seats
	Vehicle Rental / Hire	1 space per full time equivalent staff permanently deployed at the registered base + allowance for visitors	1 space per full time equivalent staff permanently deployed at the registered base + allowance for visitors

Table A5(2): Vehicle Parking Standards – Residential

Use Class	Land Use	Southend Central Area	Rest of Borough
		Maximum Standards	Minimum Standards
C3	1 Bedroom Dwelling House	1 space per dwelling	1 space per dwelling
C3	2+ Bedroom Dwelling House	1 space per dwelling	2 spaces per dwelling
C3	Retirement	1 space per dwelling	1 space per dwelling

	developments (e.g. warden assisted independent living)		
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Table A5(3): Cycle Parking Standards

Use Class	Land Use	Minimum Standards
A1	Shops – food	1 / 400m ² for staff 1 / 400m ² for customers
A1	Shops – non food	1 / 400m ² for staff 1 / 400m ² for customers
A2	Financial And Professional Services	1 / 100m ² for staff 1 / 200m ² for customers
A3	Restaurants and cafes	1 space per 100 m ² for staff plus 1 space per 100 m ² for customers
A4	Drinking Establishments	1 space per 100 m ² for staff plus 1 space per 100 m ² for customers
A5	Hot Food Takeaway	1 space per 100 m ² for staff plus 1 space per 100 m ² for customers
B1	Business	1 space per 100 m ² for staff plus 1 space per 200 m ² for visitors
B2	General Industrial	1 space per 250 m ² for staff plus 1 space per 500 m ² for visitors
B8	Storage or Distribution	1 space per 500 m ² for staff plus 1 space per 1000 m ² for visitors
C1	Hotels	1 space per 5 staff plus 1 space per 10 bedrooms
C2	Hospitals	1 space per 4 staff Visitors - to be Considered on a case by case basis
C2	Residential care homes	1 space per 5 staff
C2	Residential Educational Establishments – Higher Education	1 space per 5 staff + 1 space per 3 students
C3	Dwellinghouses	1 secure covered space per dwelling. None if garage or secure area is provided within curtilage of dwelling
C3	Retirement Developments (e.g. warden Assisted independent living accommodation)	1 space per 8 units (visitors)

D1	Medical Centres	1 space per 4 staff plus 1 space per Consulting room
D1	Day care centres	1 space per 4 staff
D1	Creches/ Nurseries	1 space per 4 staff plus 1 space per 10 child places
D1	Schools (Primary and Secondary Education)	1 space per 5 staff plus 1 space per 3 pupils
D1	Schools (Further and Higher Education)	1 space per 5 staff plus 1 space per 3 students
D1	Art Galleries / Museums / Public Halls	1 space per 4 staff plus visitor parking (individual merits)
D1	Places of Worship/ Libraries/ Reading Rooms	1 space per 4 staff plus visitor parking (individual merits)
D2	Cinemas	10 spaces plus 1 space per 10 vehicle space
D2	Other Uses	10 spaces plus 1 space per 10 vehicle space
	Outdoor sports Pitches	10 spaces plus 1 space per 10 vehicle space
	Swimming pool, gym, sports hall	10 spaces plus 1 space per 10 vehicle space
	Conference Facilities	1 space per 4 staff plus visitor parking on individual merits
	Motor Vehicle Service Centres and showrooms	1 space per 4 staff plus customer parking
	Petrol Filling Station	1 space per 4 staff plus customer parking
	Recycling Centre / Civic Amenity Site	1 space per 4 staff plus customer parking on individual merits
	Theatre	1 space per 20 seats
	Vehicle Rental / Hire	1 space per 4 staff plus customer parking on individual merits



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