

development management dpd consultation statement - regulation 22

july 2014

southend on sea borough council
local development framework



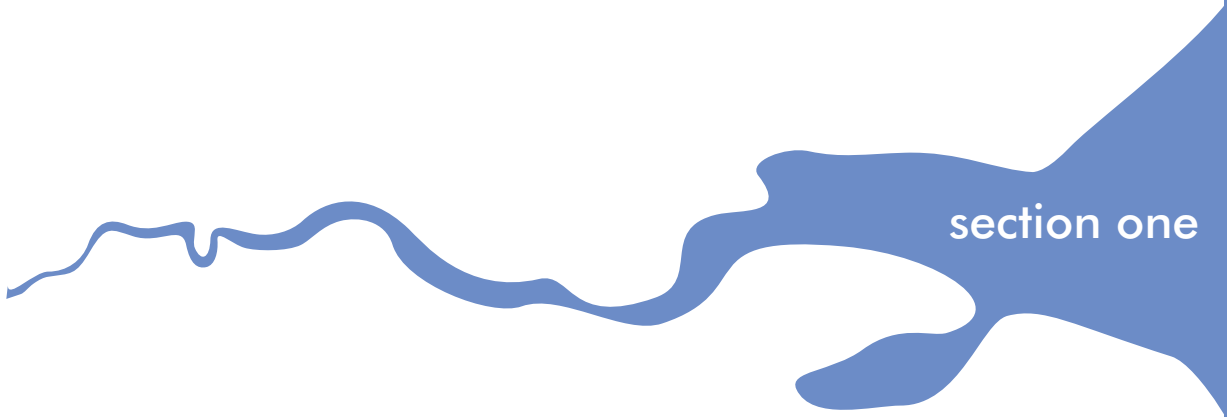
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section one

Section 1 Introduction

This statement has been prepared as a supporting document to the Development Management DPD Submission Document and to comply with the requirements of Regulation 22 of the Town and Country Planning (Local Development) (England) Regulations 2012. It details how the Council has dealt with consultations, how representations have been sought and how representations have been received and addressed in preparing the Development Management Development Plan Document (DM DPD).

The DM DPD sets out the Borough Council's policies for positively managing development in Southend-on-Sea (hereafter referred to as Southend) and will be used to assess and determine planning applications. It will form part of the Development Plan for Southend. The DM DPD reflects the spatial vision and objectives of the adopted Core Strategy DPD and includes more detailed local policies for the management of development.

This statement sets out:

- Which bodies and persons were invited to make representations under Regulation 18;
- How those bodies and persons were invited to make representations under Regulation 18;
- A summary of the main issues raised by the representations made pursuant to Regulation 18;
- How the representations made pursuant to Regulation 18 have been taken into account; and
- The number of representations made pursuant to Regulation 20 and a summary of the main issues raised in those representations.

As such, for each stage in the production of the DM DPD, this document sets out: the methods the Council employed to ensure community involvement; groups, organisations and bodies who were invited to make representations; a summary of the main issues raised; and how representations have influenced the plan-making process.

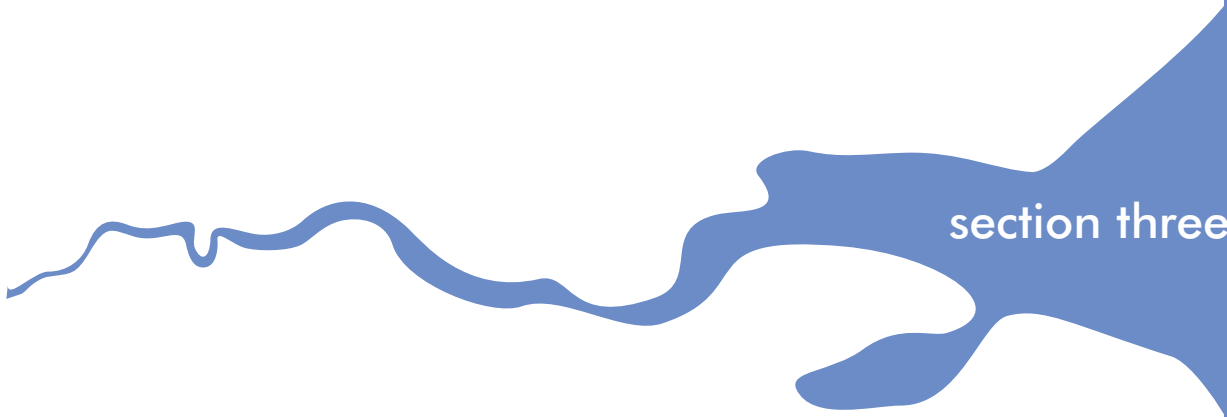


section two

Section 2 Statement of Community Involvement

Southend-on-Sea Borough Council has an adopted Statement of Community Involvement (SCI), which sets out how the Council will involve the local community and other interested parties in the planning process.

The SCI was adopted in June 2013 following public consultation. Southend Borough Council first adopted a SCI in November 2007 and this document represents the second update that has been undertaken to reflect new planning legislation. The Development Management DPD was prepared in compliance with the respective SCI's adopted by the Council and the relevant planning regulations.



section three

Section 3 Consultation Process Overview

The Development Management DPD (DM DPD) has been subject to an extensive process of consultation which in turn has helped to shape the plan.

There have been three main versions of the Development Management Document:

- The Issues and Options version (June - Aug 2010);
- The Proposed Submission version (March - April 2011); and
- The Revised Proposed Submission Development Management DPD (April - May 2014).

Box 1: Common consultation issues and themes raised prior to commencement of the DM DPD

A number of consultation events on other planning documents prior to the formal commencement of the Development Management DPD helped inform the initial preparation of the document and provide important context, this included consultation on the:

- *Southend-on-Sea Core Strategy DPD;*
- *Town Centre Area Action Plan Issues and Options;*
- *Seafront Area Action Plan Issues and Options;*
- *Planning and Vehicle Parking Standards DPD Preferred Options; and*
- *Design and Townscape Guide SPD.*

A number of common themes and issues were raised by the general public and stakeholders during these consultations. These themes and issues include:

- *The creation of a viable and vibrant town centre for a mix of shopping, cultural, leisure activities supported by commercial, education and technology sectors;*
- *The requirement for a flexible approach to development within the town centre;*
- *Accommodating additional employment and business development in the town centre;*
- *Safeguarding existing major industrial site allocations;*
- *Ensuring that housing allocations in the town centre are treated on their merits taking into account design consideration;*
- *Controlling the amount of flatted developments;*
- *Ensuring that parking provision protects residential amenity and character;*
- *Incorporate improvements to cycle and walking facilities;*
- *Setting out a design criteria policy to assess all developments;*
- *Retaining the principle of frontages of townscape merit;*
- *Setting out a design criteria and guidance policy for tall buildings;*
- *Promoting the development of additional educational, cultural and tourism facilities in the town centre;*
- *Protecting the Seafront as an historical asset;*

- *Protecting the extent of the Green Belt;*
- *Ensuring that no development takes place on Two Tree Island;*
- *Protecting the marine activities at Leigh-on-Sea;*
- *Restricting the height levels along the Seafront to reflect the Victorian levels;*
- *Preventing high-rise development along the Seafront;*
- *Protecting existing bungalows and small family houses;*
- *Ensuring that national environmental designations are taken into account in planning decisions; and*
- *Applying the proposed Seafront Character Zones to manage the future planning of these areas.*

The DM DPD Issues and Options stage represented the first formal stage of consultation on the plan. 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 specific issues. The Borough Council put forward a 'suggested approach' for each policy theme as part of the consultation alongside reasonable alternative options. The process has provided local people with the opportunity to shape the look and feel of Southend and its communities, including consideration of environmental and social interests. The responses received at this stage informed the production of the development management policies.

Formal consultation on the DM DPD Issues and Options Report took place between 21 June and 9 August 2010. A range of activities were implemented to advertise the consultation and encourage participation. Details of this consultation stage are explained in Section 4 of this statement.

Taking account of the feedback from the public consultation the Proposed Submission DM DPD was published so that representations could be made in relation to soundness and legal compliance between 18 March and 29 April 2011. The purpose of the publication period was to publicise the draft DM DPD to establish whether it was soundly based and legally compliant. 81 representations were duly made; this was extremely valuable and provided the Council with a number of helpful suggestions that would then improve the plan. Details of this first proposed submission consultation are outlined in Section 5 of this statement.

Following publication of the first Proposed Submission Development Management DPD in March 2011 the National Planning Policy Framework (NPPF) was published in 2012. This constituted a fundamental change to national planning policy and therefore delayed the production of the DM DPD. A final stage of public consultation commenced on 4 April 2014 with the publication of a Revised Proposed Submission version of the DM DPD (See Section 6) - this document included a number of amendments to the first Proposed Submission DM DPD to ensure the document remained in conformity with national policy and guidance, reflected new evidence, and continued to take account of previous representations. A document that summarises the main changes between the first, now

superseded, Proposed Submission Development Management DPD and the revised proposed submission version is available on the Council's website www.southend.gov.uk.



section four

Section 4 Issues and Options Consultation (21 June – 9 August 2010) Under Regulation 25 of the 2008 Regulations

The Issues and Options document was made available for public consultation between 21 June and 9 August 2010. The Council consulted the community and other stakeholders using the methods detailed in Table 1 below.

Table 1: Issues and Options Consultation Methods

Method	Action Taken
Direct Consultation with Specific, General and Other Consultees including hardcopies/electronic copies of the consultation document where appropriate	Letter sent on 21 st June 2010 to all contacts on the LDF database to inform them that the Development Management Issues and Options consultation document was published for consultation. The database contains 700 consultees representing Specific, General and Other Consultees.
	100 hard copies of the document were printed and made available on request.
	Letters and hard copies of the Development Management Issues and Options consultation document were sent to all of the Southend-on-Sea Borough Councillors on 21 st June 2010.
	An email was sent to all of Southend-on-Sea Borough Council's Corporate Directors informing them of Consultation and requesting response. Hard Copies were supplied on request.
Inspection copies were made available at all of the public libraries in the Borough and at the Civic Centre	Copies of the Development Management Issues and Options consultation document with posters and leaflets were placed at all libraries and Council Offices on 21 st June 2010.
Publish on the Southend-on-Sea Borough Council website	The Development Management Issues and Options consultation document was published on the Southend-on-Sea Borough Council website with a JDi on line consultation facility and ability to download document on 21 st June 2010. Information was provided on how to obtain hard copies and/or view at deposit points.
	Leaflets produced providing advice on the on-line consultation system and left at deposit points/exhibitions.
	Information about consultation and Links to Borough Council's Web Page placed on SAVS and Renaissance Southend's Web sites on 14 th July 2010 – this is to actively target more hard to reach groups.
Publication of Newsletters and/or Leaflets as appropriate	1,000 consultation leaflets were printed.
	Poster and Leaflets deposited at all Doctors Surgeries on 19 th July 2010 in order to potentially target some of

Method	Action Taken
	the harder to reach groups.
Press Release + newspaper notice	Press Release to local papers issued printed on Friday 2 nd July 2010 and Friday 16 th July 2010.
	Advert about public consultation and information about drop in exhibition event in Town Centre (see below) placed in local press on Wednesday 14 th July 2010, Thursday 15 th July and Friday 16 th July 2010. Also advert placed in free weekly paper 14 th July 2010 [Evening Echo, Essex Enquirer and Southend Standard].
Area Forums/Workshops/exhibitions	Drop in exhibition The Victorias and The Royals Shopping Centres on 17 th and 18 th July 2010 to target Residents and Visitors to the Town Centre.
	Permanent Exhibition and Leaflets in Central Library from 19 th July to 9 th August 2010 to target Residents and Visitors to the Town Centre.
	Informed the regular breakfast meeting of Planning and Developers Forum held on 24 th June 2010 about the Development Management consultation to target the development industry.
Community Groups	Letter sent on 21 st June 2010 to all on LDF database to inform that the Development Management Issues and Options consultation document is published for consultation – includes comprehensive coverage of resident / tenants / community associations and societies across the Borough.
	Information about consultation and links to Borough Council's Web Page placed on SAVS and Renaissance Southend's websites on 14 th July 2010.
Councillors	Local Development Framework Working Party briefed about consultation on the Development Management Issues and Options consultation document on the 24 th June 2010.
	Councillor Drop-in sessions 15 th July 2010.
Feedback form to assess effectiveness of engagement activity	The Council's online system for making representations also includes an equalities feedback form.
	Document placed on the Council's website (www.southend.gov.uk) for inspection and downloading. The Borough Council encourage comments online via our E-Consultation service in order to make commenting on documents easier and straightforward.

Summary of Consultation responses at Issues and Preferred Options Stage

In general, there was a high level of support for the Development Management Issues and Options consultation document. Approximately 28% of the comments received were in support of the content and suggested options in the Development Management Issues and Options consultation document, whilst only approximately 11.5% objected to the content within the consultation document. Approximately 60% of the comments received were of a general nature.

Table 2: Response to the Issues and Options Development Management DPD

Development Management DPD Issues and Options Comments	
Number expressing support	84 (28%)
Number expressing concern	35 (11.5%)
Number of other comments	182 (60.5%)
Total	301

A summary of the main issues raised during this consultation is available at Appendix 8. The Council’s response to each representation received is contained within Appendix 9.



section five

Section 5 First Proposed Submission Document (18 March – 29 April 2011) Under Regulation 27 of the 2008 Regulations

The DM DPD Submission Document was first published for pre-submission consultation on 18 March 2011. The Council consulted the community and other stakeholders through the actions set out in Table 2 below.

Table 3: Consultation Methods (Proposed Submission DM DPD Publication)

Method	Action Taken
Direct Consultation with Specific, General and Other Consultees including hardcopies/electronic copies of the consultation document where appropriate	Letter sent on 18 th March 2011 to all contacts on the LDF database to inform them that the Development Management Proposed Submission consultation document was published for consultation. The database contains 700 consultees representing Specific, General and Other Consultees.
	Hard copies of the document were printed and made available on request.
	Letters and hard copies of the Development Management Proposed Submission consultation document were sent to all of the Southend-on-Sea Borough Councillors on 18 th March 2011
Inspection copies were made available at all of the public libraries in the Borough and at the Civic Centre	Copies of the Development Management Proposed Submission consultation document with Representation Form and supporting documents were placed at all libraries and Council Offices on 17 th March 2011.
Publish on the Southend-on-Sea Borough Council website	The Development Management Proposed Submission consultation document, Public Notice and supporting documents was published on the Southend-on-Sea Borough Council website and via a JDi on-line consultation facility, with ability to download the document, on 18 th March 2011. Information was provided on how to obtain hard copies and/or view at deposit points.
Publication of Newsletters and/or Leaflets as appropriate	Poster deposited at all Doctors Surgeries on 18 th March 2011 in order to potentially target some of the harder to reach groups.
Press Release + newspaper notice	Public Notice placed in weekly paper 18 th March 2011 and 21 st March 2011 [Evening Echo and Southend Standard].
Community Groups	Letter sent on 18 th March 2011 to all on LDF database to inform that the Development Management Proposed Submission consultation document is published for consultation – includes comprehensive coverage of resident / tenants / community associations and societies across the Borough.

Method	Action Taken
Feedback form to assess effectiveness of engagement activity	The Council's online system for making representations also includes an equalities feedback form.
	Document placed on the Council's website (www.southend.gov.uk) for inspection and downloading. The Borough Council encourage comments online via our E-Consultation service in order to make commenting on documents easier and straightforward.

Summary of Consultation responses made during the first Proposed Submission stage

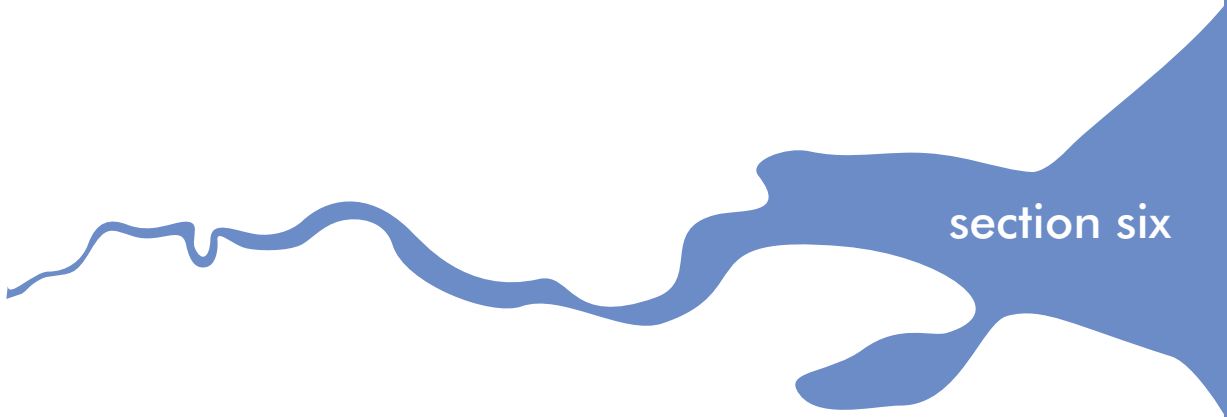
In total, 24 organisations and individuals made 81 representations on the draft Development Management DPD. Of the 81 representations, 41 considered the document or elements of it 'unsound', 15 considered the document or parts of it 'sound'. There were also 25 general comments that did not state if the document was either 'unsound' or 'sound'.

Table 4 – Numerical breakdown of the first Proposed Submission DM DPD consultation responses

First Proposed Submission Development Management DPD	No. Sound	No. Unsound	Total Responses
Introduction – General Comments	2	5	11
Policy DM1 – Design Quality	0	0	1
Policy DM2 – Low Carbon Development and Efficient Use of Resources	2	2	7
Policy DM3 – Efficient and effective Use of Land	0	2	2
Policy DM4 – Tall and Large Buildings	3	0	3
Policy DM5 – Southend-on-Sea's Historic Environment	2	0	3
Policy DM6 – The Seafront	2	3	13
Policy DM7 – Dwelling Mix	0	0	1
Policy DM8 – Residential Standards	0	0	2
Policy DM9 – Specialist Residential Accommodation	0	0	0
Policy DM10 – Employment Sectors	3	3	7
Policy DM11 – Industrial Estates and Employment Areas	0	6	8
Policy DM12 – Visitor Accommodation	1	0	1
Policy DM13 – Southend-on-Sea Town Centre	0	4	4

Policy DM14 – Shopping and Centre Management	0	5	5
Policy DM15 – Environmental Management	0	3	4
Policy DM16 – Sustainable Transport Management	0	1	1
Appendix 1 - Monitoring Framework	0	0	1
Proposals Map	0	7	7
Total	15	41	81

A summary of the main issues raised during this consultation is available in Appendix 6. The Council's response to each representation received is contained within Appendix 7.



section six

Section 6 Revised Proposed Submission Document (4 April – 16 May 2014) Under Regulations 18 and 19 of the 2012 Regulations

The Revised Proposed Submission Development Management DPD was published so that representations could be made in relation to soundness and legal compliance between 4 April and 16 May 2014.

The Proposed Submission consultation was carried out in line with the Councils adopted Statement of Community Involvement (2013) and relevant planning regulations. During the six week consultation the plan was publicised in the local press, the council's [website](#) and was available to view at the Council offices and all local libraries. Consultation response forms were also available. Appendix 3 set out the list of specific and general consultees contacted and Appendix 4 sets out a copy of the consultation material used during the Revised Proposed Submission Development Management DPD consultation.

The Council consulted the community and other stakeholders through the actions set out in Table 5 below.

Table 5: Consultation Methods (Revised Proposed Submission DM DPD Publication)

Method	Action Taken
Direct Consultation with Specific, General and Other Consultees including hardcopies/electronic copies of the consultation document where appropriate	Notification sent on 4 th April 2014 to all contacts on the LDF database to inform them that the Development Management Revised Proposed Submission consultation document was published for consultation. The database contains 771 consultees representing Specific, General and Other Consultees. Hard copies of the document were printed and made available on request. Notification of the Development Management Revised Proposed Submission document sent to all of the Southend-on-Sea Borough Councillors on 4 th April 2014
Direct consultation with previous respondents on the first DM DPD Proposed Submission	Notification sent on 4 th April 2014 to all previous respondents on the first DM DPD Proposed Submission.
Inspection copies were made available at all of the public libraries in the Borough and at the Civic Centre	Copies of the Development Management Revised Proposed Submission consultation document with Representation Form and supporting documents were placed at all libraries and Council Offices on 4 th April 2014.
Publish on the Southend-on-Sea Borough Council website	The Development Management Revised Proposed Submission consultation document, Public Notice and supporting documents was published on the Southend-

Method	Action Taken
	on-Sea Borough Council website and via a JDi on-line consultation facility, with ability to download the document, on 4 th April 2014. Information was provided on how to obtain hard copies and/or view at deposit points.
Publication of Newsletters and/or Leaflets as appropriate	Poster deposited at all Doctors Surgeries on 9 th April 2014 in order to potentially target some of the harder to reach groups.
Press Release + newspaper notice	Public Notice placed in weekly papers: Standard Recorder Friday 4th April 2014; Evening Echo 4th April 2014; Yellow Advertiser 4th April 2014.
Community Groups	Notification sent on 4 th April 2014 to all on LDF database to inform that the Development Management Proposed Submission consultation document is published for consultation – includes comprehensive coverage of resident / tenants / community associations and societies across the Borough.
Feedback form to assess effectiveness of engagement activity	The Council's online system for making representations also includes an equalities feedback form. Document placed on the Council's website (www.southend.gov.uk) for inspection and downloading. The Borough Council encourage comments online via our E-Consultation service in order to make commenting on documents easier and straightforward.

In total, 11 organisations and individuals made 54 representations on the draft Development Management DPD. Of the 54 representations, 6 considered the document or elements of it 'unsound', 24 considered the document or parts of it 'sound'. There were also 24 general comments that did not state if the document was either 'unsound' or 'sound'.

Table 6 – Numerical breakdown of the Revised Proposed Submission DM DPD consultation responses

Revised Proposed Submission Development Management DPD	No. Sound	No. Unsound	Total Responses	Total respondents
Introduction – General Comments	2	0	8	6
Policy P1 – Sustainable Development	1	0	1	1
Policy DM1 – Design Quality	1	0	2	2
Policy DM2 – Low Carbon Development and Efficient Use of Resources	8	1	11	4

Policy DM3 – The Efficient and effective Use of Land	1	0	3	2
Policy DM4 – Tall and Large Buildings	0	0	0	0
Policy DM5 – Southend-on-Sea’s Historic Environment	0	0	0	0
Policy DM6 – The Seafront	5	0	11	3
Policy DM7 – Dwelling Mix, Size and Type	2	1	4	2
Policy DM8 – Residential Standards	2	1	3	3
Policy DM9 – Specialist Residential Accommodation	0	0	0	0
Policy DM10 – Employment Sectors	0	0	1	1
Policy DM11 – Employment Areas	1	0	1	1
Policy DM12 – Visitor Accommodation	0	0	0	0
Policy DM13 – Shopping Centre Management outside the Town Centre	0	0	0	0
Policy DM14 – Environmental Protection	1	0	4	2
Policy DM15 – Sustainable Transport Management	0	2	3	3
Appendix 2	0	0	1	1
Policies Map	0	1	1	1
Total	24	6	54	11

Key Issues Identified during Revised Proposed Submission Consultation

The following information provides a list of some of the issues raised by the representations on each proposed policy. This list is not intended to be exhaustive. Appendix 1 of this report provides a summary of each representation made. Full comments made during the consultation on the first Proposed Submission Document can be [viewed here](#).

General Comments (8 comments received)

Support the Development Management DPD and the revision incorporating the NPPF. The positive approach to review the policies as a whole for their viability and impact when considering planning applications is supported.

There should be a concise and flexible telecommunications policy contained within one of the statutory Documents of the Local Planning Framework.

The Habitats Regulation Assessment linked to the DM DPD is dated September 2010. The Council needs to be satisfied that the information they are holding is appropriate and current. The approach and methodology used in the 2010 Assessment is acceptable and

in line with relevant legislation.

Policy P1 – Sustainable Development (1 comment received)

Support the new section and Policy P1 to clarify the relationship of policies when determining planning applications.

Policy DM1 – Design Quality (2 comments received)

Encourage the concept of 'Active Design' to encourage people to be physically active and recommend incorporating this into Policy.

Policy DM2 – Low Carbon Development and Efficient Use of Resources (11 comments received)

Support the urban greening and water efficient design measures outlined within policy and the specific section on retrofitting.

The Council could make references to the multiple benefits of green, open, natural space in support of this policy.

Policy could be strengthened further by incorporating comments made in the Sustainability Appraisal in relation to conserving and enhancing nature conservation and biodiversity assets, and creating new ones.

The continued reference to the Code for Sustainable Homes Level 3 and BREEAM very good should be amended. The policy should not quote specific standards; otherwise the policy is likely to date quickly as standards change.

Support the inclusion of flexibility, "where viable and feasible", within the Policy in relation to: the Code for Sustainable Homes; BREEAM; and BREEAM Domestic Refurbishment. This is considered particularly important in the context of the NPPF.

Support the inclusion of additional supporting text and Policy DM2 criteria (ii) to promote the importance of the use of renewable materials to reduce the demand for and use of minerals in construction.

Policy DM3 – The Efficient and effective Use of Land (3 comments received)

Policy could be strengthened further by incorporating comments made in the Sustainability Appraisal in relation to conserving and enhancing nature conservation and biodiversity assets, and creating new ones.

Support the protection of ecological assets including wildlife habitats.

The policy seeks to restrict the development of backland / infill development. Given the population projections for Southend, more housing is needed than currently set out within the Council's planning policies and a full review of the Core Strategy, including Green Belt, is required. Sites in the Green Belt but on the edge of the settlement in sustainable locations, such as Bournes Green, now need to be considered seriously for development.

Policy DM4 – Tall and Large Buildings (0 comments received)

No comments Received

Policy DM5 – Southend-on-Sea's Historic Environment (0 comments received)

No comments Received

Policy DM6 – The Seafront (11 comments received)

Paragraph 4.19 refers to the "Thames Estuary 2100 (TE2100) March 2010". While the objectives for Southend have not changed, the text should refer to the final adopted plan, which was published in November 2012.

Paragraph 4.20 refers to "the Environment Agency's Flood Zone Maps". You may wish to amend this for accuracy, as the relevant maps are now known as the 'Flood Map for Planning (Rivers and Sea)'.

The Council is reminded that in respect of European sites, consideration will need to be given to functional land, as well as the designated sites themselves. Functional land is used as foraging, commuting and perching land for a variety of species, whilst not designated, forms an intrinsic part of the function and ability of the site for species.

There are proposals to designate the Thames Estuary as a Marine Conservation Zone (MCZ) in the long term due to its ecological status. Such zones, when identified, would be of the same status as SPAs and SACs, and should receive the highest level of protection.

Paragraph 4.1 states that 'The Seafront' is not a defined area, the extent of which will be considered on a site-by-site basis with regard to factors including flood risk. As mentioned in our response to the 2011 Proposed Submission consultation, we acknowledge Policies KP1 & KP2 in the adopted Core Strategy, but would have preferred to see a flood risk policy within this document that applied across the entire borough.

The policy could more proactively support the natural areas by adding a measure that requires development to contribute to the positive appreciation of the natural resources

Policy DM7 – Dwelling Mix, Size and Type (4 comments received)

The new version of the policy contains references to "where viable and feasible" related to dwelling mixes and types. This addition is supported in principle as it is considered particularly important in the context of the NPPF.

Support the intention to provide a mix of housing, including family homes. The shortage of family homes in the borough has the potential to further intensify the housing problem facing Southend in the face of future population growth.

The serious need for family homes needs to be addressed now, and the only way is through the release of larger sites for residential development, particularly those on the edge of the urban areas or in the Green Belt.

Policy should be explicit in relation to the circumstances when deviation from the preferred dwelling mix could be appropriate. The policy should define "significantly" since this is a key trigger in establishing if the dwelling mix target should be met on any given site.

Consideration should also be given to introducing a threshold above which the dwelling mix policy would apply.

Policy DM8 – Residential Standards (3 comments received)

The new version of the policy contains references to "where viable and feasible" related to residential standards. This addition is supported in principle as it is considered particularly important in the context of the NPPF.

Some flexibility in the residential standards should be incorporated into the policy. This can aid the delivery of housing by helping to deliver a scheme that might otherwise be prevented by a policy that is too rigid in its application.

Policy DM9 – Specialist Residential Accommodation (0 comments received)

No comments Received

Policy DM10 – Employment Sectors (1 comment received)

There are no policies in the document for the protection of community and cultural facilities and therefore does not conform to guidance from the NPPF. Policy DM10 is imprecise and provides no firm basis for evaluating proposals

Policy DM11 – Employment Areas (1 comment received)

The new version of the policy contains references to "where viable and feasible" related to Employment Areas (DM11). This addition is supported in principle as it is considered particularly important in the context of the NPPF.

Policy DM12 – Visitor Accommodation (0 comments received)

No comments Received

Policy DM13 – Shopping Centre Management outside the Town Centre (0 comments received)

No comments Received

Policy DM14 – Environmental Protection (4 comments received)

Supporting text states that the 2007 guidance prepared by the Essex Contaminated Land Consortium should be taken into account. While this reference is supported, it should be noted that this is currently under review, with an updated edition currently expected during 2014.

Support the updated section on Waste Water Treatment Works in the supporting text, which provides further clarity on the issue of current available capacity. The issue is one that should continue to be monitored as additional development is proposed.

Support part one of the policy and the supporting text in relation to contamination.

This policy could be linked to policies relating to The Seafront with regards to protection of aquatic environment for the Ramsar and SPA sites within the Borough through consideration of the water receptors and pathways.

Policy DM15 – Sustainable Transport Management (3 comments received)

Green infrastructure can provide multiple benefits including potential for walking and cycling opportunities.

In line with the NPPF the policy should specifically include provision for new highway infrastructure and its funding (through CIL, S106 or otherwise).

Flexibility in the car parking standards should be a proactive part of the policy approach. It is neither appropriate nor desirable to require all development to meet the Council's car parking standards. The flexibility afforded to residential parking standards should be applied to the parking standards generally. Such flexibility should not however be afforded in exceptional circumstance as currently required by policy but as part of a proactive approach designed to encourage sustainability.

Appendix 2 – Southend-on-Sea Core Strategy Objectives (1 comment received)

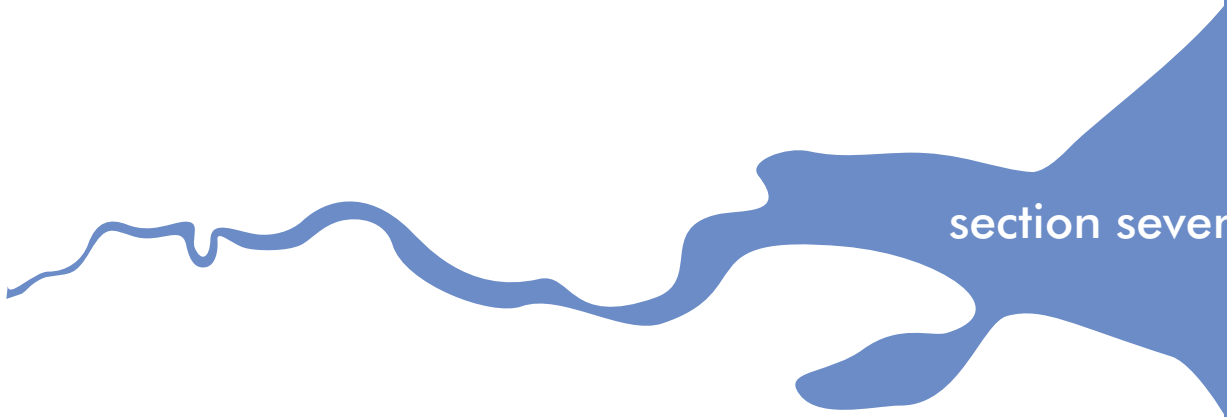
Core Strategy objectives broadly supported, especially in relation to urban and natural environments and providing publicly accessible green spaces and landscapes. The Development Management DPD could be strengthened further by incorporating these issues.

Policies Map (1 comment received¹)

23 West Street is no longer viable as a business location. The location is designated as Secondary Shopping Frontage on the Policies Map. A residential property in this location would greatly improve the area and there is a great need for moderately priced residential properties in the centre of town.

A schedule of proposed minor amendments was subsequently drawn up taking into account these representations. The schedule is available on the Council's website and for convenience in Appendix 2.

¹ Comment did not make clear reference to which policy they were referring to and did not refer to either the soundness or legal compliance.



section seven

Section 7 Duty to Co-Operate

Under Section 33A (1) of the Planning and Compulsory Purchase Act 2004 (as introduced through Section 110 of the Localism Act), Local Planning Authorities, such as Southend, and other prescribed bodies have a duty to cooperate on strategic matters during the plan making process to ensure the effectiveness of the plan. Cooperation should take place on issues that require strategic planning across local boundaries, should be proportionate, and with those bodies as set out in Part 2 of the Town & Country Planning (Local Planning) (England) Regulations 2012.

Although the majority of the DM DPD preparation pre-dated the formal requirements of the Duty to Cooperate, Southend Borough Council has had a strong level of cooperation and engagement with other authorities on planning matters (in particular Rochford District Council, Castle Point Borough Council and Essex County Council), and public bodies (including the Environment Agency, Natural England and English Heritage), and has participated in a number of joint studies (including the Strategic Housing Market Assessment, Vehicle Parking Standards, and Water Cycle Study).

This cross-boundary and collaborative working is reflected within the DM DPD, which builds upon the spatial strategy established by Southend's adopted Core Strategy DPD (which is itself the product of a high level of cross-boundary, cooperative working). Feedback received during the three consultation stages has been considered and amendments made where appropriate, with every effort having been taken to reach an agreed outcome on those issues raised as part of the engagement/consultation process, where possible to do so. Southend Borough Council therefore considers that the Duty to Cooperate has been fulfilled in relation to the preparation of the Development Management document and that there are no cross boundary issues arising from the document. The Council has published a separate Statement of Compliance that contains more information concerning the Duty to Cooperate for the submission DM DPD and is available on the Council's website.

The Council contends that its Core Strategy DPD, which sets the strategic planning framework for the Borough, adopted in 2007, was found sound by the Inspector, being in general conformity with the Regional Spatial Strategy (now revoked), which was at that time the mechanism for dealing with cross-boundary, strategic issues prior to the introduction of Section 33A to the Planning and Compulsory Purchase Act (2004) as amended. The DM DPD contains policies that deliver the strategic priorities of the Core Strategy DPD and is therefore the product of a high level of cross-boundary, cooperative working.

In relation Natural England Representation 1635 made during the DM DPD's revised proposed submission consultation on the Habitats Regulation Assessment (HRA) (See Box 2 below, and Appendix 1), the Council has produced an addendum to the published HRA Screening Report confirming that Council is satisfied that the HRA baseline position remains appropriate. It affirms that the DM DPD is a positive plan that will, in combination with the adopted Core Strategy, protect and enhance the integrity of nature conservation sites in accordance with the requirements of Natural England. This conclusion has been validated by Natural England who state that they 'do not disagree with the Council's

assessment, therefore we accept the Habitats Regulation Assessment as submitted by Southend in respect of this document.’ A full copy of the letter submitted by Natural England on 7th July 2014 in respect of this addendum may be seen in Appendix 5.

Box 2: Representation 1635 – Natural England

Summary - The Habitats Regulation Assessment linked to the DM DPD is dated September 2010. The Council needs to be satisfied that the information they are holding is appropriate and current. The approach and methodology used in the 2010 Assessment is acceptable to Natural England and in line with relevant legislation.



appendices

Appendix 1 - Representations made on the Revised Proposed Submission Development Management DPD (April – May 2014) – Detailed Summary

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
1.1/ Intro	NHS England, Essex Area Team (K Kavanagh) [349]	1653	Comment		No Comment
1.1/ Intro	Basildon Council (S Thompson) [365]	1666	Comment		No Comment
1.1/ Intro	Essex County Council (L Stenhouse) [366]	1668	Support		<p>Essex County Council fully supports the preparation of the Development Management DPD, and the revisions incorporating the NPPF. The Plan will provide more detailed guidance and flexibility to assist the process of securing high quality sustainable development to meet the needs of the community, in support of the adopted Core Strategy; strategic vision and adopted Supplementary Planning Documents.</p> <p>The positive approach to review the policies as a whole for their viability and impact when considering planning applications is supported.</p> <p>The county council considers the Revised Proposed Submission Document to be “sound” and welcomes the revisions which incorporate the majority of our previous comments dated 19 April 2011. Our previous comments were to assist the future use and application of the Plan and the need for a further reflection on a number of limited matters.</p>
1.1	Mono	1680	Comment		There should be a concise and flexible telecommunications policy contained within

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
	Consultants Ltd (J Cooke) [368]				<p>one of the statutory Documents of the Local Planning Framework. Any further background information should be contained within a separate Supplementary Planning Document.</p> <p>The National Planning Policy Framework (NPPF) at paragraph 42 confirms that “advanced, high quality communications infrastructure is essential for sustainable economic growth and play a vital role in enhancing the provision of local community facilities and services. ” Paragraph 43 confirms that “in preparing local plans, local planning authorities should support the expansion of telecommunications networks”, but should also “aim to keep the numbers of radio telecommunications masts and sites for such installations to a minimum consistent with the efficient operation of the network. Existing masts, buildings and other structures should be used, unless the need for a new site has been justified.”</p> <p>Further advice on the siting and design of telecommunications and good practice procedural guidance is contained within the Code of Best Practice for Mobile Phone Network Development (July 2013).</p> <p><i>We would suggest that this policy be a stand-alone policy within one of the main LDDs.</i></p> <p><i>Supporting text:</i> <i>“Modern telecommunications systems have grown rapidly in recent years with more than two thirds of the population now owning a mobile phone. Mobile communications are now considered an integral part of the success of most business operations and individual lifestyles. With new services such as the advanced third generation (3G) services, demand for new telecommunications infrastructure is continuing to grow. The authority is keen to facilitate this expansion</i></p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
					<p><i>whilst at the same time minimising any environmental impacts. It is our policy to reduce the proliferation of new masts by encouraging mast sharing and siting equipment on existing tall structures and buildings. Further information on telecommunications can be found in Local Development Document....."</i></p> <p><i>Stand-alone Policy:</i> "Proposals for telecommunications development will be permitted provided that the following criteria are met: -</p> <ul style="list-style-type: none"> (i) the siting and appearance of the proposed apparatus and associated structures should seek to minimise impact on the visual amenity, character or appearance of the surrounding area; (ii) if on a building, apparatus and associated structures should be sited and designed in order to seek to minimise impact to the external appearance of the host building; (iii) if proposing a new mast, it should be demonstrated that the applicant has explored the possibility of erecting apparatus on existing buildings, masts or other structures. Such evidence should accompany any application made to the (local) planning authority. (iv) If proposing development in a sensitive area, the development should not have an unacceptable effect on areas of ecological interest, areas of landscape importance, archaeological sites, conservation areas or buildings of architectural or historic interest. <p><i>When considering applications for telecommunications development, the (local) planning authority will have regard to the operational requirements of telecommunications networks and the technical limitations of the technology."</i></p>
1.6/	Cogent Land	1654	Comment		The population of Southend has increased significantly in recent years, and is

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
Intro	LLP represented by Icen Projects Ltd (I Mayhead) [361]				<p>projected to experience significant and rapid growth at least until 2031. In order to accommodate this growth, further provision of housing and employment opportunities will need to be delivered in the area, together with associated infrastructure necessary to serve the population.</p> <p>Cogent recognises that the potential of Southend cannot be fully realised without extensive new highway and public transport infrastructure and accordingly, Cogent is promoting an extension of Southend to enable the delivery of significant improvements to the strategic transport infrastructure network that will realise the long-standing objectives of the Council. In particular, Cogent has identified the potential for the development of land at Bournes Green, which is capable of delivery in the short term, and can provide private and affordable family housing alongside contributions to the improvement of the strategic transport network.</p>
1.8/ Intro	Essex County Council (L Stenhouse) [366]	1669	Support		Support the inclusion of the title "Relationship between Policies"
1.10/ SA	Natural England (D Hammond) [359]	1634	Comment		<p>Within the Sustainability Appraisal - Reference to the Habitats Regulation Assessment – "The Conservation of Habitats and Species Regulation 2010" is acknowledged here and Natural England is pleased to see reference to the Thames Estuary 2100 Plan.</p> <p>Applicants and or developer need to be aware of the legislation and potential for impact, together with their requirement to screen and or assess for any likely significant effect.</p> <p>SA Paragraphs 3.1.21 to 3.1.24 refer to the aspiration to "conserve and enhance the natural environment" which is welcomed and to be supported.</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
					<p>References to “conserving and enhancing the nature conservation and biodiversity assets and create new ones” are supported and link into our comments in respect of green infrastructure.</p> <p>Similarly SA paragraph 4.3.4 refers to new urban open space, including new green space are also to be welcomed and encouraged and linked to comments above.</p> <p>However, given the designations within the Borough we refer you to our comments above in respect of projects and proposals that have the potential to impact on designated sites.</p>
1.12/ Habitat Assessment	Natural England (D Hammond) [359]	1635	Comment		<p>The Habitats Regulation Assessment linked to this document on the Council’s website is dated September 2010, meaning the report is 3 to 3½ years old. Development would have taken place during this time and baseline information is likely to have changed, potential for changes in species numbers, locations, increases in the Borough’s population, potential for increased recreational pressure and green space access deficiencies may have altered.</p> <p>The Council needs to be satisfied that the information they are holding is appropriate and current, meeting the needs of the legislation and if the Council are satisfied that the document provides sufficient and appropriate information will need to confirm that.</p> <p>The approach and methodology used in the 2010 Assessment is acceptable to Natural England and are in line with relevant legislation.</p> <p>Natural England expects to be consulted on projects or applications which have the potential to impact on designated (Natura 2000) sites, should a developer or applicant not be sure that a project or application may have an impact, then</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
					consultation/contact with Natural England is encouraged at an early stage to discuss and consider.
P1/ Section 2	Essex County Council (L Stenhouse) [366]	1670	Support		Support the new section and policy P1 to clarify the relationship of policies when determining planning applications.
DM1/ 3.4	Natural England (D Hammond) [359]	1636	Support		Paragraph 3.4 refers to 'soft' and hard landscaping which is welcomed and to be encouraged.
DM1	Sports England (M Taylor) [354]	1628	Comment		Sport England and MADE encourage the concept of 'Active Design' which seeks to ensure design, layout, open space, active transportation etc., route interpretation (finger posts, directions, distance, time etc. to key community facilities), and lockers and showers in employment sites encourage people to be physically active (walk, cycle, play etc.) and we would recommend this concept is incorporated into your policy. Please see the following link for further information: http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/other-design-guidance/
DM2/ 3.13	Essex County Council (L Stenhouse) [366]	1672	Support		Support paragraph 3.31 and specific reference to the Parklands vision (2008).
DM2/ 3.29	Natural England (D Hammond) [359]	1637	Support		Paragraph 3.29 refers to a variety of options for Urban Greening. Planting and landscaping to form an integral part of development proposals is to be encouraged and supported, assisting in the delivery of sustainable development and communities.
DM2	Natural England	1638	Comment		Biodiversity and the natural environment can lead to various opportunities, not just for wildlife activity and connection, but also health, recreation, contributing to climate

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
	(D Hammond) [359]				change adaptation and improving quality of life. The Council could make references to the multiple benefits of green, open, natural space in support of this policy and aspiration approach.
DM2	Natural England (D Hammond) [359]	1639	Support		DM2(1)(v) Urban Greening measures are included, which is welcomed and to be encouraged.
DM2	Natural England (D Hammond) [359]	1640	Comment		<p>Appendix 2: Southend on Sea Core Strategy Objectives lists nineteen (19) objectives which can be broadly supported, especially the following; SO 14 refer to well designed and attractive urban and natural environments; SO 18 refer to Green Grid and high quality, linked publicly accessible green spaces and landscape.</p> <p><i>These policies could be strengthened further by linking into comments made in the Sustainability Appraisal (paragraph 4.2.1 specifically refers). These paragraphs make references to conserving and enhancing nature conservation and biodiversity assets and create new ones.</i></p> <p><i>This could be linked in the Development Management Plan policies DM 2 and DM 3, which provide opportunities for biodiversity and ecological enhancement, or revised wording as below:</i></p> <p><i>“To protect and enhance the network of high quality, accessible green and open space throughout Southend”</i> OR <i>“To protect and enhance the quality of the natural and built environment within Southend having particular regards to features of Ecological, Landscape and Historic features”</i></p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
DM2	Cogent Land LLP represented by Icen Projects Ltd (I Mayhead) [361]	1655	Object	Unsound Not Consistent with National Policy	The continued reference to the Code for Sustainable Homes Level 3 and BREEAM very good in Policy DM2 should be amended. As previously advised, this should not quote specific standards as otherwise the policy is likely to date quickly as standards change. <i>Code for Sustainable Homes Level 3 and BREEAM very good in Policy DM2 should be amended otherwise the policy is likely to date quickly as standards change.</i>
DM2	Cogent Land LLP represented by Icen Projects Ltd (I Mayhead) [361]	1656	Support		The new version of the proposed submission version contains references to "where viable and feasible" in the policies related to sustainability (DM2). This addition is supported in principle as it is considered particularly important in the context of the NPPF.
DM2 & 3.26 – 3.28	Essex County Council (L Stenhouse) [366]	1671	Support		DM2(ii) - The supporting text and its subsequent inclusion with the policy DM2 and criteria (ii) is welcomed and supported. This is a positive amendment to promote the importance of the use of renewable materials to reduce the demand for and use of minerals in construction, consistent with the waste hierarchy and the emerging Essex and Southend on Sea Waste Development Document.
DM2	Environment Agency (M Barrell) [351]	1620	Support		We are supportive of the objectives of Policy DM2, in particular those relating to water efficient design measures.
DM2	Environment Agency (M Barrell) [351]	1678	Support		We welcome the specific section on retrofitting, which has the potential to deliver improvements across the borough.
DM2	Environment Agency	1679	Support		We support the requirement for urban greening measures to be incorporated from the beginning of the design process. Such early consideration should enable more

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
	(M Barrell) [351]				effective integration, and secure the maximum range of benefits as described in paragraph 3.29.
DM3	Natural England (D Hammond) [359]	1641	Comment		<p>Appendix 2: Southend on Sea Core Strategy Objectives lists nineteen (19) objectives which can be broadly supported, especially the following; SO 14 refer to well designed and attractive urban and natural environments; SO 18 refer to Green Grid and high quality, linked publicly accessible green spaces and landscape.</p> <p><i>These policies could be strengthened further by linking into comments made in the Sustainability Appraisal (paragraph 4.2.1 specifically refers). These paragraphs make references to conserving and enhancing nature conservation and biodiversity assets and create new ones.</i></p> <p><i>This could be linked in the Development Management Plan policies DM 2 and DM 3, which provide opportunities for biodiversity and ecological enhancement, or revised wording as below:</i></p> <p><i>"To protect and enhance the network of high quality, accessible green and open space throughout Southend"</i> OR <i>"To protect and enhance the quality of the natural and built environment within Southend having particular regards to features of Ecological, Landscape and Historic features" Page 3 of 3</i></p>
DM3	Natural England (D Hammond) [359]	1642	Support		DM3(2)(iv) Refers to the protection of ecological assets including wildlife habitats and is to be welcomed and encouraged.
DM3	Cogent Land	1657	Comment		The proposals seek to restrict the development of backland / infill development (Policy

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
	LLP represented by Icen Projects Ltd (I Mayhead) [361]				DM3). With this in mind, SBC need consider the need for the release of Green Belt sites in their Core Strategy review in due course. Given the population projections for the borough, more housing is needed than set out within SBC's planning policies and a full review of the Core Strategy in order to establish the exact quantum is required. A critical point is now being reached in Southend with the supply of brownfield sites at risk of drying up. Sites in the Green Belt but on the edge of the settlement in sustainable locations, such as Bournes Green, now need to be considered seriously for development.
DM6/4.13	Essex County Council (L Stenhouse) [366]	1673	Support		Support & welcome the inclusion of ECC previously suggested text: "An important strategic link is the Thames Estuary Path which runs from Central London to Shoeburyness. It is particularly important in Southend linking the Seafront to Chalkwell, Leigh on Sea and beyond to Hadleigh, the venue for the Olympic Mountain biking event in 2012."
DM6/4.14	Essex County Council (L Stenhouse) [366]	1674	Support		Support the inclusion of the additional text in paragraphs 4.14 - 4.16 to recognise the local importance of the designations
DM6/4.14	Natural England (D Hammond) [359]	1643	Support		Nature Conservation and Biodiversity under paragraph 4.14 identifies relevant designated sites such as Ramsar, Special Protection Area (SPA), Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI) which is welcomed and acknowledged.
DM6/4.19	Environment Agency (M Barrell) [351]	1623	Comment		Paragraph 4.19 refers to the "Thames Estuary 2100 (TE2100) March 2010". While the objectives for Southend have not changed, the text should refer to the final adopted plan, which was published in November 2012.
4.20	Environment Agency (M Barrell)	1624	Comment		Paragraph 4.20 refers to "the Environment Agency's Flood Zone Maps". You may wish to amend this for accuracy, as the relevant maps are now known as the 'Flood Map for Planning (Rivers and Sea)'.

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
	[351]				
DM6	Natural England (D Hammond) [359]	1644	Comment		<p>DM6 (1)(i) refers to limiting adverse impacts on and where possible enhances the biodiversity interests of the local nature reserves and coastal and marine environment.</p> <p>Sub section (ii) relates to protecting the valuable natural amenity areas of international, European and national importance.</p> <p>The Council is reminded that in respect of European sites, consideration will need to be given to functional land, as well as the designated sites themselves. Functional land is used as foraging, commuting and perching land for a variety of species, whilst not designated, forms an intrinsic part of the function and ability of the site for species.</p>
DM6	Natural England (D Hammond) [359]	1645	Comment		There are proposals to designate the Thames Estuary as a Marine Conservation Zone (MCZ) in the long term due to its ecological status. Such zones, when identified, would be of the same status as SPAs and SACs, and should receive the highest level of protection.
DM6	Natural England (D Hammond) [359]	1646	Support		DM6(6) refers to linking into the Green Grid is to be encouraged, providing green chains, links corridors will also link in to our comments above, green spaces providing multi benefits and other Council policies such as sustainable transport options by providing walking and cycling routes and potentially ameliorating areas of deficiency by improving access to and between open spaces.
DM6	Environment Agency (M Barrell) [351]	1621	Support		We are supportive of sections 1 & 2 of Policy DM6, concerning biodiversity and flood risk management.
DM6	Environment Agency (M Barrell)	1622	Comment		Paragraph 4.1 states that 'The Seafront' is not a defined area, the extent of which will be considered on a site-by-site basis with regard to factors including flood risk. As mentioned in our response to the 2011 Proposed Submission consultation, we

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
	[351]				acknowledge Policies KP1 & KP2 in the adopted Core Strategy, but would have preferred to see a flood risk policy within this document that applied across the entire borough.
DM6	Essex County Council (L Stenhouse) [366]	1675	Comment		<p>Note the supporting text has been changed to address ECC previous comment, however the policy has not been amended to include the suggested third measure to the first paragraph.</p> <p>The suggested measure is still considered to be appropriate to proactively support the natural areas.</p> <p><i>Add a third measure to the first paragraph of the Policy to read 'iii) contribute to the positive appreciation of the natural resources by increased information facilities and, where possible, physical access'.</i></p>
DM7	Cogent Land LLP represented by Icen Projects Ltd (I Mayhead) [361]	1658	Support		The new version of the proposed submission version contains references to "where viable and feasible" in the policies related to dwelling mixes and types (DM7). This addition is supported in principle as it is considered particularly important in the context of the NPPF.
DM7	Cogent Land LLP represented by Icen Projects Ltd (I Mayhead) [361]	1659	Support		The findings of the SHMA are reflected in the housing mix policy (DM7), which requires a mix of housing types including family homes. Cogent land support this intention, particularly the requirement for 69% of the total number of market homes to be 3 or 4 beds. This is critical in ensuring that the housing needs of the area are met. The shortage of family homes in the borough has the potential to further intensify the housing problem facing SBC in the face of future population growth.

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
DM7	Cogent Land LLP represented by Icen Projects Ltd (I Mayhead) [361]	1660	Comment		In the 10 years from 2002 to 2012 over 70% of homes built were flats rather than houses and approximately 80% of all homes contained only 2 bedrooms or less. This may be attributable to the reluctance of SBC to release larger sites for housing development, particularly those on the edge of the urban areas or in the Green Belt. Furthermore, the economic development aspirations, particularly those uses to be located around the airport, result in their own demand for new housing. In particular, the new employees are likely to have a requirement for family homes also. The serious need for family homes needs to be addressed now, and the only way is through the release of larger sites for residential development.
DM7	Moon A Ltd represented by Planning Works Ltd (G Thomas) [356]	1629	Object	Unsound	<p>Policy should be explicit in relation to the circumstances when deviation from the preferred dwelling mix could be appropriate. While the policy acknowledges in very general terms that significant deviation from the preferred mix must be justified and demonstrated, it should be explicit in relation to the circumstances when such a deviation might or might not be acceptable.</p> <p>DM7(i) already acknowledges that family housing (i.e. 3 and 4 bed dwellings) will only be appropriate on certain sites but does not say what is or is not an appropriate site. Since the target for family housing on every site is 69% of the mix, the policy wording needs to be explicit.</p> <p>The policy also needs to define "significantly" since this is a key trigger in establishing if the dwelling mix target should be met on any given site.</p> <p>Consideration should also be given to introducing a threshold above which the dwelling mix policy would apply.</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
DM8	Cogent Land LLP represented by Icen Projects Ltd (I Mayhead) [361]	1661	Support		The new version of the proposed submission version contains references to "where viable and feasible" in the policies related to residential standards (DM8). This addition is supported in principle as it is considered particularly important in the context of the NPPF.
DM8	Moon A Ltd represented by Planning Works Ltd (G Thomas) [356]	1630	Object	Unsound	<p>Some flexibility in the residential standards should be incorporated into the policy.</p> <p>Some conversion schemes, for example, will need to adopt a different approach to a new build scheme in order to deliver a successful and viable development since fixed floor plate sizes, column locations and general configurations often impact on the layout that can be achieved.</p> <p>Flexibility can aid the delivery of housing by helping to deliver a scheme that might otherwise be prevented by a policy that is too rigid in its application.</p>
Policy Table 5/ DM8	Essex County Council (L Stenhouse) [366]	1676	Support		In relation to previous ECC comment, Policy Table 5 has been corrected for consistency.
DM10	The Theatres	1632	Comment		There are no policies in the document for the protection of your community and

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
	Trust (R Freeman) [67]				<p>cultural facilities. Policy DM10 is imprecise and provides no firm basis for evaluating proposals.</p> <p>We note the Core Strategy Objective SO2 to regenerate Southend as a cultural and intellectual hub which is reflected in para.6.1, and we note at para.4.17 that Southend is a major tourist destination with leisure and cultural infrastructure of regional significance. However, we can find no policy to support these objectives, nor to conform to guidance from the National Planning Policy Framework (NPPF).</p> <p><i>For sustainable development the document should first protect and enhance existing before building new. We therefore advise a general borough-wide development management policy for this purpose to reflect item 70 in the NPPF on page 17 which states that to deliver the social, recreational and cultural facilities and services that the community needs, planning policies and decisions should plan for the use of shared space and guard against unnecessary loss of valued facilities. Also to ensure that established facilities and services are retained and able to develop for the benefit of the community.</i></p> <p><i>Item 156 of the NPPF also states that local planning authorities should set out the strategic priorities for the area in the Local Plan. This should include strategic policies to deliver the provision of health, security, community and cultural infrastructure and other local facilities.</i></p>
DM11	Cogent Land LLP represented by Iceni Projects Ltd (I Mayhead) [361]	1662	Support		The new version of the proposed submission version contains references to "where viable and feasible" in the policies related to Employment Areas (DM11). This addition is supported in principle as it is considered particularly important in the context of the NPPF.

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
DM14/ 7.10	Environment Agency (M Barrell) [351]	1625	Comment		Paragraph 7.10 states that the 2007 guidance prepared by the Essex Contaminated Land Consortium should be taken into account. While this reference is supported, it should be noted that this is currently under review, with an updated edition currently expected during 2014.
DM14/ 7.16	Environment Agency (M Barrell) [351]	1626	Comment		We welcome the updated section on Waste Water Treatment Works at paragraphs 7.16 - 7.20, which provides further clarity on the issue of currently available capacity. The issue is one that should continue to be monitored as additional development is proposed.
DM14	Environment Agency (M Barrell) [351]	1627	Support		We support the inclusion of part 1 of Policy DM14, concerning the requirements for land affected by contamination. We also welcome the inclusion of the related supporting text at paragraphs 7.5 - 7.11.
DM14	Natural England (D Hammond) [359]	1647	Comment		This section relates principally to land contamination and instability. This policy could be linked to policies relating to The Seafront with regards to protection of aquatic environment for the Ramsar and SPA sites within the Borough through consideration of the water receptors and pathways and would help strengthen the document further
DM15	Natural England (D Hammond) [359]	1648	Comment		Green infrastructure can provide multiple benefits including potential for walking and cycling opportunities.
DM15	Cogent Land LLP represented by Icen Projects Ltd (I Mayhead) [361]	1667	Object	Unsound Not Consistent with National Policy	In terms of transport, policies should specifically include provision for new highway infrastructure and its funding (through CIL, S106 or otherwise). Paragraph 7 of the NPPF sets out the different dimensions to sustainable development. The economic role specifically highlights the need to identify and coordinate development requirements, including the provision of infrastructure. Furthermore, paragraph 31 of the NPPF states Local Authorities should work with neighbouring authorities and transport providers to develop strategies for the provision of viable infrastructure necessary to support sustainable development. Without specific provision being

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					<p>made, it is considered by Cogent that the DMDPD fails to positively embrace the aims of paragraphs 7 and 31 of the NPPF and that changes need to be made to ensure that it can be found sound.</p> <p><i>Policy DM15 should specifically include provision for new highway infrastructure and its funding (through CL, S106 or otherwise).</i></p>
DM15	Moon A Ltd represented by Planning Works Ltd (G Thomas) [356]	1631	Object	Unsound	<p>Flexibility in the car parking standards should be a proactive part of the policy approach.</p> <p>It is neither appropriate nor desirable, in part 5 of the policy to require all development to meet the Council's car parking standards. This is especially true in the light of part 3 of the policy which seeks to promote alternatives to private vehicle use.</p> <p>The flexibility afforded to residential parking standards (in part 5) should be applied to the parking standards generally based on a range of criteria such as the size of the development, its location (e.g. town centre or not) and the measures proposed under part 3 of the policy. Such flexibility should not however be afforded in exceptional circumstance as currently required by policy but as part of a proactive approach designed to encourage sustainability.</p>
Appendix 2	Natural England (D Hammond) [359]	1649	Comment		<p>Appendix 2: Southend on Sea Core Strategy Objectives lists nineteen (19) objectives which can be broadly supported, especially the following; SO 14 refer to well designed and attractive urban and natural environments; SO 18 refer to Green Grid and high quality, linked publicly accessible green spaces and landscape.</p> <p><i>These policies could be strengthened further by linking into comments made in the Sustainability Appraisal (paragraph 4.2.1 specifically refers). These paragraphs make references to conserving and enhancing nature conservation and biodiversity assets</i></p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
					<p><i>and create new ones.</i></p> <p><i>This could be linked in the Development Management Plan policies DM 2 and DM 3, which provide opportunities for biodiversity and ecological enhancement, or revised wording as below:</i></p> <p><i>“To protect and enhance the network of high quality, accessible green and open space throughout Southend”</i></p> <p><i>OR</i></p> <p><i>“To protect and enhance the quality of the natural and built environment within Southend having particular regards to features of Ecological, Landscape and Historic features” Page 3 of 3</i></p>
Policies Map	S Ashley [367]	1677	Object*		<p>Since 2000, economic circumstances have changed, and as a business location 23 West Street is no longer viable.</p> <p>Over 50% of the retail premises, one for as long as 15 years are now vacant. Even though the business rates have now been waived, when someone does attempt to start an enterprise here, it is no sooner opened than it is closed down again due to lack of local support from residents.</p> <p>Given that planning is going ahead for the Roots Hall Football Stadium to be moved to Fossetts Farm, and the likelihood of a new Sainsbury’s supermarket being built in its place, past experience in other areas suggests that a large supermarket will dominate the area to the extent that even the current demand for small retail units in the community will be further reduced.</p> <p>I clearly understand that the current policy on preserving secondary shopping areas covers this street, but would seriously question in this particular case, whether there is</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]
					<p>likely to be any demand for these shops as retail premises in the foreseeable future- even if the economy recovers.</p> <p>There is a great need for moderately priced residential properties in the centre of town. Were my shop to be turned into a residential property in this manner I believe that the area would be greatly improved.</p> <p>There may be some specific aspects regarding my circumstances that make my property very different from others on the same street. I live over the shop in a two bedroom flat on the corner of West Street and Colchester Road, which not only provides a garage but I also have a residents parking permit and can therefore provide parking for two vehicles. The unit also has outside space.</p>

* Note: Comment 1677 did not make clear reference to which policy they were referring to and did not refer to either the soundness or legal compliance.

Appendix 2: Schedule of Proposed Minor Amendments to the Development Management DPD

The table below sets out the schedule of post-publication proposed minor amendments to the Revised Proposed Submission Development Management DPD.

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
M1	Contents Page	Policy DM13 – Shopping Frontage and Centre Management outside the Town Centre	To reflect previous alteration in the main document	Internal
M2	Contents Page	Relationship between Policies Policy P1: Sustainable Development Policy DM1: Design Quality Policy DM2: Low Carbon and Development and Efficient Use of Resources Policy DM3: Efficient and Effective Use of Land Policy DM4: Tall and Large Buildings Policy DM5: Southend-on-Sea Historic Environment Policy DM6: The Seafront Policy DM7: Dwelling Mix, <u>Size and Type</u> Policy DM8: Residential Standards Policy DM9: Specialist Residential Accommodation Policy DM10: Employment Sectors Policy DM11: Industrial Estates and Employment Areas Policy DM12: Visitor Accommodation Policy DM13: Shopping Frontage and Centre Management outside the Town Centre Policy DM14: Environmental Management <u>Protection</u> Policy DM15: Sustainable Transport Management	To reflect previous alteration in the main document	Internal
M3	1.5	<i>Insert new paragraph immediately following paragraph 1.4, label 1.5 and subsequently renumber subsequent paragraphs, to read as follows:</i>	This information regarding CIL was	Internal

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		<p><u>"1.5 The Council is also preparing a Community Infrastructure Levy (CIL) Charging Schedule, which will be informed by the policies in this Development Management DPD. Local authorities can choose to apply CIL to specified developments in their area. The levy can apply to new residential and commercial development, and the proceeds can be spent on providing infrastructure to support the development within that authority's area. A key consideration in setting CIL is to ensure that, in general, development within the Borough will still be viable after it has complied with planning policies, including the policies contained within this Development Management DPD."</u></p>	<p>previously outlined in the Text Box on page 8.</p>	
M4	Text Box pg. 8	<p>(To be deleted on adoption) How this document differs from the Proposed Submission draft Development Management DPD consulted on in March 2011.</p> <p>This is the Revised Proposed Submission version of the Development Management DPD. It is being published for a 6-week period so that everyone can comment on policies the Council considers planning application should be assessed against and should further guide development in Southend. The publication period provides the opportunity to make formal representations to the Inspector about soundness of the DM DPD and its legal compliance. A guidance note for submitting representations is available on the Council's website. Following this publication period, the Council will consider the representations made, making any necessary changes, and then submit the DPD to the Secretary of State. An Examination will be held by an independent government appointed Planning Inspector who will consider whether or not the DPD is 'soundly based' and legally compliant. If the Inspector decides the plan is 'sound', the Council will be able to adopt it later in 2014.</p>	<p>This section provided information in relation to the revised proposed submission consultation and its preparation. This information is no longer required in the submission version of the document.</p>	Internal

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		<p>To reach this stage, the Council has assembled a comprehensive evidence base, (available on the Council's website). There has also been extensive discussion and consultation, over several years, on the issues and principles underlying the policies in the DPD. Details about this process can be found in the Regulation 19 Statement, which is published alongside this document. There have been three main versions of the Development Management DPD:</p> <ul style="list-style-type: none"> ■ The Issues and Options version (June 2010); ■ The Proposed Submission version (March 2011); and ■ This Revised Proposed Submission Development Management DPD (March 2014). <p>The Development Management DPD has been prepared in accordance with the Southend Local Development Scheme, is consistent with the adopted Core Strategy (2007) and has been prepared in compliance with the Council's Statement of Community Involvement. The DPD has also had regard to a number of other adopted and emerging planning policy documents and their consultations; including: the Southend Central Area Action Plan (including the previous Town Centre Area Action Plan and Seafront Area Action Plan consultations); the Design and Townscape Guide SPD; Planning Obligations and Vehicle Parking Standards DPD consultation. The Development Management DPD has been fully informed by a Sustainability Appraisal (including Strategic Environmental Assessment), a Habitat Regulations Screening Report and an Equality Impact Assessment. The final Sustainability Appraisal, which includes a commentary on the sustainability factors and options that helped shape this document, is also published alongside this document for public comment.</p>		

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		<p>The Council is also preparing a Community Infrastructure Levy (CIL) Charging Schedule, which will be informed by the policies in this Development Management DPD. Local authorities can choose to apply CIL to specified developments in their area. The levy can apply to new residential and commercial development, and the proceeds can be spent on providing infrastructure to support the development within that authority's area. A key consideration in setting CIL is to ensure that, in general, development within the Borough will still be viable after it has complied with planning policies, including the policies contained within this Development Management DPD.</p> <p>The Development Management DPD '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.</p> <p>This document is the second Proposed Submission Development Management DPD to be published so that representations can be made in</p>		

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		<p>relation to soundness and legal compliance. Following publication of the first Proposed Submission Development Management DPD in March 2011 the National Planning Policy Framework (NPPF) was published in 2012. A number of amendments have been made and reflected in this latest revised version of the Development Management DPD to ensure it is in conformity with national policy and guidance.</p> <p>This document also takes account of and responds to representations that were made during the first Proposed Submission publication period carried out in March/ April 2011. A total of eightyone representations were received during this consultation. A number of representations identified ways in which the Development Management DPD could be improved. The Regulation 19 Statement provides details of this process, including a summary of all representations received and Council response. In taking account of these representations, there have consequently been a number of amendments to the DPD. The Publication of this Revised Proposed Submission version of the Development DPD provides an opportunity for these changes to be consulted upon before the document is submitted to the Secretary of State for examination in public.</p> <p>A full list of evidence base and related document that have informed the Development Management DPD is available on the Council's website. The list comprises a number of new and updated evidence documents, including:</p> <ul style="list-style-type: none"> ■ The Southend-on-Sea Combined Policy Viability Assessment (2013) ■ Technical Report – The Management of Designated Shopping Frontages in Southend-on-Sea (2013) 		

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		<ul style="list-style-type: none"> ■ Survey of Key Employment Areas (2013) ■ Parking Review Addendum (2014) ■ Housing Quality Review Addendum (2014) ■ Climate Change Review Addendum (2014) ■ The Thames Gateway South Essex Strategic Housing Market Assessment (2013) ■ Southend Health and Wellbeing Strategy (2013-2015) ■ The Southend-on-Sea Local Economic Assessment Refresh (2013) ■ Low Carbon Energy Strategy 2012 – 2014 (2012) ■ Agricultural Land Classification: protecting the best and most versatile agricultural land (2012) ■ Local Wildlife Site Review (2011). ■ Census 2011 <p>A number of amendments have been made and reflected in this latest revised version of the Development Management DPD, in response to previous representations, new evidence base material and to ensure it is in conformity with national policy and guidance. A document that summarises the main changes between the original, now superseded, Proposed Submission Development Management DPD and this revised proposed submission version is available on the Council's website.</p> <p>Development Management DPD: Revised Proposed Submission Publication</p> <p>This plan includes amended policies. Representations on the Revised Proposed Submission Development Management DPD should be made at this stage, even if comments have been submitted on earlier iterations of the Plan. This will ensure that your issues will be submitted for</p>		

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		<p>consideration by the Planning Inspector appointed to carry out the examination in public.</p> <p>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 for examination purposes, they must:</p> <ul style="list-style-type: none"> ■ 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 examination in public. <p>The Development Management DPD: Revised Proposed Submission can be viewed and downloaded from the Council's website. Representations should be made using the Council's online interactive consultation system: www.southend.gov.uk/planningpolicyconsultations. Alternatively, representations can be made using the Council's response form, available on request, and submitted using the following means:</p> <p>By email to: ldf@southend.gov.uk</p> <p>By post to: Department for Place, PO Box 5557, Civic Centre, Southend-on-Sea, SS2 6ZF</p>		

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		<p>Please be aware that representations made on this document cannot be treated as confidential i.e. they will be in the public domain. Please make sure we receive your representations by 5pm on 16th May 2014.</p> <p>The following information may also be helpful and are available on the Council's website and on request:</p> <ul style="list-style-type: none"> ■ Development Management DPD Public Notice, including Statement of Fact; ■ Development Management DPD Statement of Representation Procedure; ■ Development Management DPD Frequently Asked Questions ■ Development Management DPD Guidance Notes for Proposed Submission Stage Representations. <p>The Development Management DPD is accompanied by a Policies Map, which illustrates land use designation related to policy, and a Sustainability Appraisal, both are available on the Council's website. Representations related to the Policies Map and Sustainability Appraisal are also invited.</p>		
M5	3.31	<p>The Thames Gateway South Essex Greengrid Strategy and the Government's Sustainable Communities: Greening the Gateway Implementation Plan seeks to achieve a living system threading through the urban and rural landscapes. This vision places landscape at the heart of the development process and is further emphasised by the Thames Gateway Parklands Vision (2008), which seeks to guide and support the regeneration and development of urban and rural open spaces which are connected together to create an accessible and coherent landscape. Urban greening will contribute to this objective by incorporating measures that provide a wide range of benefits, including wildlife activity and</p>	Issue raised by Natural England during revised proposed-submission consultation.	In relation to Natural England (1638)

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		connection , create a positive sense of place, provide environmental protection for local communities, aid climate adaptation, and enhance quality of life providing health and recreational benefits . 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.		
M6	4.19 3 rd bullet point	<ul style="list-style-type: none"> Southend's regular and systematic improvements to existing flood defences to meet perceived levels of risk, which reduces the level of actual risk, as 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 Nov 2012 and South Essex Catchment Flood Management Plan (CFMP) December 2008. 	Issue raised by Environment Agency during revised proposed-submission consultation.	Environment Agency (1623)
M7	4.30	For proposals, reference should always be made to the Southend SFRA 1 & 2 Reports and, when published , the Surface Water Management Plan for detailed surface water modelling results, and further details on the mechanics of surface water flooding locally. Site-specific Flood Risk Assessments (required for all development proposals on sites greater than 1 ha) 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.	Clarification	Internal
M8	5.8	The SHMA (2013) undertook an assessment of dwelling need and consequently set out a recommended dwelling mix for affordable as well as private market housing in Southend. The preferred dwelling mix outlined in Policy Table 2 and 3 reflects the recommendations set out in the SHMA (2013) and is intended to provide an overall flexible target for the Borough that may be applied flexibly and which to takes account of any changes to the preferred mix in any SHMA updates (or equivalent successor). The preferred dwelling mix should not be treated as a definitive	To clarify that Policy Table 2 and 3 outlines Borough wide targets that may be applied flexibly when considering individual proposal sites.	In relation to Moon A Ltd (1629)

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)
		<p>mix but be used during negotiations. The Council will take account of the latest available evidence from the SHMA (or its equivalent successor); the site context; and for affordable housing any pressing short term housing need as identified by the Southend Council's Homeseekers Register affordable housing waiting list.</p>	To reflect the correct terminology.	Internal
M9	5.14	<p>The Council will therefore seek a flexible mix of 60:40 between rented (social and affordable) housing and intermediate housing. In accordance with the findings of the Southend on Sea Combined Policy Viability Study (September 2013), which recommends that the Council applies a flexible approach to tenure split to ensure that the viability of developments is not adversely affected over the economic cycle, this proportion may be negotiated between developer/provider and local authority housing officers as part of a proposal. This decision will take account of the viability of specific sites, the findings of the latest SHMA (or its equivalent successor), a consideration of the Council's housing register Homeseekers Register and the availability of public subsidy.</p>	To reflect the correct terminology.	Internal
M10	Policy DM7 (1)	<p>All major residential development is expected 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.</p> <p>The Council will promote the mix of dwellings types and sizes, taking account of those outlined in the SHMA, illustrated in Policy Table 2, in all new major residential development proposals. Where a proposal significantly deviates from this mix the reasons must be justified and demonstrated to the Council.</p> <p>The provision of family size housing will be encouraged on smaller sites, particularly where the surrounding building types provide an appropriate</p>	Issue raised by Moon A Ltd during revised proposed-submission consultation.	In relation to Moon A Ltd (1629)

Ref:	Paragraph / Policy	Minor Amendment	Justification	Suggested by (reference)												
		context for this type of development to be included within a scheme.														
M11	7.1	The Council will ensure that no development gives rise to or triggers unacceptable levels of pollution and land instability that could impact on human health, property and the wider environment including environmental designations . The Council will ensure that consideration is given to adopting environmental best practice measures in all cases.	Issue raised by Natural England during revised proposed-submission consultation.	In relation to Natural England (1647)												
M12	7.10	The assessment and remediation of contaminated land is complex, with each site being judged specifically to render it fit for end use. When carrying out an assessment, interested parties should take into account guidance set out in 'Land affected by Contamination – Technical Guidance for Applicants and Developers, Second Edition' (December 2007), or replacement editions , produced by the Essex Contaminated Land Consortium.	Issue raised by Environment Agency during revised proposed-submission consultation.	Environment Agency (1625)												
M13	8.3	Development provides opportunities to make significant improvements to the road network for public transport, which aids the provision of suitable and sustainable alternatives to car based travel. The availability of safe, coherent, legible and easy to use footpaths and cycle routes, enhanced by and combining with green infrastructure , as well as good public transport information, high quality facilities and an environment free from street clutter, can have a significant impact on people's choice of transport. The Council's Streetscape Manual SPD provides guidance on the use of street furniture and materials and opportunities for minimising clutter and merging functions.	Issue raised by Natural England during revised proposed-submission consultation.	In relation to Natural England (1648)												
M14	Appendix 1: Monitoring Framework Page 87	<table border="1"> <thead> <tr> <th>DM Policy</th> <th>Indicator Ref</th> <th>Indicator</th> <th>Target/ Direction</th> <th>Core Strategy Objective</th> <th>Core Strategy Policy Linkage</th> </tr> </thead> <tbody> <tr> <td>DM13</td> <td>DM13.2</td> <td>Proportion of</td> <td>No</td> <td>SO1,</td> <td>KP1,</td> </tr> </tbody> </table>	DM Policy	Indicator Ref	Indicator	Target/ Direction	Core Strategy Objective	Core Strategy Policy Linkage	DM13	DM13.2	Proportion of	No	SO1,	KP1,	Omitted in error. Relates to supporting text " <i>The Council will monitor the role and function of the primary and secondary</i>	Internal
DM Policy	Indicator Ref	Indicator	Target/ Direction	Core Strategy Objective	Core Strategy Policy Linkage											
DM13	DM13.2	Proportion of	No	SO1,	KP1,											

Ref:	Paragraph / Policy	Minor Amendment						Justification	Suggested by (reference)
				units within Primary Shopping Frontage <u>and Secondary Shopping Frontage</u> that are vacant	target	SO8	CP1, CP2	<i>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."</i> (paragraph 6.48)	

Appendix 3: Specific and general consultation bodies consulted at revised proposed-submission stage

LDF 2014 - Specific Consultees (ALL)

Organisation

Aldi Foodstore Ltd

AMEC Environment & Infrastructure UK Ltd

Anglian Water Services

Arriva Southern Counties

Arriva Southern Counties Ltd

Barling Magna Parish Council

Basildon Borough Council

BUPA Wellesley Hospital

c2c Rail & National Express East Anglia

CAA Safety Regulation Group

Castle Point Borough Council

CPREssex

Dartford Borough Council

Defence Estate East

Defence Infrastructure Organisation

East of England Ambulance Service

East Of England Development Agency

English Heritage East of England

Environment Agency

Environment Agency

Essex Chambers of Commerce - South Essex Office

Essex Council Council

Essex County Council

Essex County Council

Essex County Council

Essex County Council

Essex Fire & Rescue Service HQ

Essex Police

Essex Police (Southend Division)

Organisation

Essex Police Community Safety Dept

Essex Police, Headquarters

Essex Wildlife Trust

First Essex Buses Ltd

Foulness Parish Council

Friends, Families & Travellers & Travellers Law Reform Project Community Base

Great Wakering Parish Council

H M Customs & Excise

Highways Agency

Highways Agency

Highways Agency (Network Strategy)

Hockley Parish Council

Leigh Town Council

Leigh Town Council

London Southend Airport

London Southend Airport

MOA (Mobile Operators Association)

Mobile Operators Association

Natural England

Natural England Consultation Service

Network Rail Property

NHS England, Essex Area Team,

QinetiQ

Rochford District Council

Rochford Parish Council

South East Local Enterprise Partnership

Southend University Hospital NHS Foundation Trust

SPORT ENGLAND

Thames Gateway South Essex Partnership Ltd

The National Federation of Gypsy Liaison Groups

The National Trust

The Planning Inspectorate

The Society for the Protection of Ancient Buildings

Thurrock Council

Organisation

Thurrock Unitary Council

Town Centre Partnership

Traveller Law Reform

LDF 2014 - General Consultees (ALL)

Organisation

A W Squier Ltd

Abbeyfield Southend Society

AC Taxis

Age Concern

Arriva Southern Counties Ltd

Association of Jewish Refugees

Barton Wilmore

Belfairs Gardens Residents Association

Belfairs Gardens Residents Association

Braintree District Council

BRE Global

Brentwood Borough Council

British Hardware Federation

British Horse Society

BT Payphones

Burges Estate Residents Association (BERA)

Bus & Rail User Group

c2c Rail

Campaign to Protect Rural Essex (CPREssex)

Canewdon Parish Council

Chalkwell Ward Residents Association

Chart Plan (2004) Ltd

Chelmsford Borough Council

COBRA (Coalition of Borough Residents Associations)

Colchester Borough Council

Conservation Association Westcliff Seaboard

CPRE Southend Area

Crest Nicholson

Crime Prevention Panel (Leigh)

Organisation

Crown Estate Office

Cycling Touring Club (CTC)

Darby & Joan Organisation

DIAL Southend

English Sports Council (East)

Essex & Suffolk Water

Essex Amphibian & Reptile Group

Essex Badger Protection Group

Essex Biodiversity Project

Essex Bridleways Association

Essex Racial Equality Council

Essex Water Company

Essex Wildlife Trust

Essex Wildlife Trust - Southend and Rochford Group

Estuary Housing Association

Ethnic Minority Forum

Federation of Small Businesses

Fusion Online Ltd

Futures Community College

GreenKeeper

Growing Together Project

Hamlet Court Road Business Association

Hamlet Court Road Business Association

Hanson Quarry Products

Harlow District Council

Hawkwell Parish Council

Herbert Grove Residents Association

Hindu Association (Southend & District)

Hobbs Parker

Home Builders Federation (HBF)

Horse Owners and Riders (SE Essex)

Hullbridge Parish Council

Iceni Projects

Iceni Projects Ltd

Organisation

Iceni Projects Ltd

Indigo Planning

IPECO

J.C Gibb Chartered Surveyors

Januarys

John Grooms Association

Kent County Council

Labour European Office

Lambert Smith Hampton

Lancashire Digital Technology Centre

Landmark Town Planning Group

Leigh Cliff Association

Leigh Seafront Action Group

Leigh Society

Leigh Traders Association

Leigh-on-Sea Crime Prevention Panel

Lidl UK Ltd

Love Southend

Maldon District Council

Marks & Spencer

Member of Parliament for Southend West

Milton Community Partnership

Milton Conservation Society

Milton Conservation Society

Moat Homes

National Express East Anglia

National Federation for the Blind

National Rivers Authority Anglian Region

Network Rail (Town Planning Team)

Network Rail Property

NIBS

North Crescent & Feeches Rd Residents Association

Older Peoples Federation

Olympus KeyMed

Organisation

OPA

Paglesham Parish Council

Parklife

Pebbles 1

Peter Harris Associates

Phase 2 Planning and Development

Pipe of Port Wine Bar

Planning Perspectives LLP

Planning Perspectives LLP

Planning Perspectives LLP

Planware Ltd

Port of London Authority

Powergen Plc

Prospects College

Qinetiq

Railtrack Property

Ramblers Association (Southend Unitary Authority)

Rayleigh Town Council

Residents Association of Westborough (RAW)

RIBA South East Chapter

Rikard Keen

Rochford & Southend East Constituency Labour Party

Royal Association For Deaf People (RAD)

Royal Bank of Scotland (RBS)

Royal Mail Group Property

Royal National Lifeboat Institution - Southend Branch

SAEN

Sanctuary Group

SEEVIC

Shoebury Residents Association

Shoebury Society

Shoebury Traders Association

Smart Planning Ltd

Smart Planning Ltd

Organisation

Society for the Protection of Undercliff Gardens

SOS Domestic Abuse Projects

South East Essex Archaeological Society

South East Essex Archaeological and Historical Society

South East Essex College

South East Essex Friends of the Earth

South Essex Area Health Authority

South Essex Natural History Society

South Westcliff Community Group

Southend & District Aid Society

Southend & District Pensioners Campaign

Southend & Leigh Fishermans Association

Southend & Surrounds Cycling Campaign

Southend Adult Community College

Southend and Surrounds Cycling Campaign

Southend and Westcliff Hebrew Congregation

Southend Animal Aid

Southend Area Bus Users Group

Southend Association of Voluntary Services

Southend Blind Welfare Organisation

Southend Hospital NHS Trust

Southend Islamic Trust

Southend Mencap

Southend Mind

Southend Ornithological Group

Southend Primary Care Trust (PCT)

Southend Properties (Guernsey) Ltd

Southend Sports Council & Southend Wheelers Cycling Club

Southend Taxi Drivers Association

Southend Tenants and Residents Federation

Southend Town Centre Business Group

Southend University Hospital

Southend West School Sport Partnership

Southend Wheelers

Organisation

Southend YMCA

Southend Youth Council

Southend-on-Sea Arts Council

Southend-on-Sea Guild of Help and Citizens Advice Bureau

Southend-on-Sea Sports Council

Sport England East

St Marys Prittlewell C of E School

St. Matthew's Christian Spiritualist Church (1999) Ltd.

Stambridge Parish Council

Stephensons of Essex

Stewart Ross Associates

Stock Woolstencroft Architecture and Urbanism

Stockdale Group of Companies

Strutt and Parker

SUSTRANS Essex

Sutton Parish Council

Tarmac Southern Ltd

Tattersall Gardens Residents Group

Tendring District Council

Terence O'Rourke

Tesco Stores Ltd

Tetlow King Planning

Thames Water Property Services

The Guinness Trust

The Planning & Development Partnership

The Planning Bureau Ltd

The Salvation Army Leigh on Sea

The Southend Pier Museum Trust Ltd

The Southend Society

The Theatres Trust

The Victoria Shopping Centre

Tolhurst House Residents Association

Trust Links

UK Rainwater Harvesting Association (UKRHA)

Organisation

University of Essex Southend

University of Essex Southend

Uttlesford District Council, Planning Department

Waitrose Ltd

West Leigh Residents Association

West Leigh Residents Association

West Milton & Queens Residents Association

Westborough Neighbourhood Action Panel

Westcliff & Leigh Neighbourhood Watch

Youth Service

**Appendix 4: Copy of Revised Proposed Submission Development
Management DPD Consultation Material (April – May 2014)**

Representation Form

Development Management DPD Revised Proposed Submission

This form has two parts -

Part A - Personal Details

Part B - Your representation(s)

Completing this Response Form

Please complete this form and submit it to the Council.

Your comments will be used to check the plan is the most appropriate for the area at an independent examination. Paragraph 182 of the National Planning Policy Framework sets out more detail.

All comments must be supported by your full name and address. As this is a statutory stage of consultation, no late comments can be accepted.

We are legally required to publish comments received as part of the consultation for public inspection and keep these records on our files for the purpose of the Local Plan. By submitting, you consent to your information being disclosed to third parties for this purpose.

Please return completed form(s) to Department for Place to the address below:

email: ldf@southend.gov.uk

Post: FAO Business Intelligence Officer
Department for Place
Southend-on-Sea Borough Council
PO Box 5557
Civic Centre
Victoria Avenue
Southend-on-Sea
Essex SS2 6ZF



Part A

Personal Details - if an agent is appointed, please only complete Title, Name & Organisation boxes below but complete the full contact details of the agent.

Agent Details (if applicable)

Title	<input type="text"/>	<input type="text"/>
First Name	<input type="text"/>	<input type="text"/>
Surname	<input type="text"/>	<input type="text"/>
Job Title*	<input type="text"/>	<input type="text"/>
Organisation*	<input type="text"/>	<input type="text"/>
Address line 1	<input type="text"/>	<input type="text"/>
Address line 2	<input type="text"/>	<input type="text"/>
Address line 3	<input type="text"/>	<input type="text"/>
Address line 4	<input type="text"/>	<input type="text"/>
Postcode	<input type="text"/>	<input type="text"/>
Telephone No	<input type="text"/>	<input type="text"/>
Email Address*	<input type="text"/>	<input type="text"/>

Part B - Please use a separate sheet for each representation outlining the relevant section and page number.

1. To which part of the document does this representation relate?

Policy (e.g DMI) Paragraph Policies Map

2. Do you? Support Object

3. Do you consider the document is:

3(1) Legally Compliant

(If your representation is due to the way in which the Council has prepared and published the DPD)

Yes No

3(2) Sound

(If it is the actual content on which you wish to object/ support. See guidance notes for further assistance)

Yes No

If you have entered No to 3(2), please continue to Q4. In all other circumstance, please go to Q5

* where relevant

4. Do you consider the DPD is UNSOUND because it is not:

4(1) Positively Prepared

(The plan should seek to meet local need where possible)

4(2) Justified

(The plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence)

4(3) Effective

(The plan should be deliverable over its period and based on effective joint working on cross-boundary strategic priorities)

4(4) Consistent with National Policy

(The plan should enable the delivery of sustainable development in accordance with the

5. Please give your reasons below why you are supporting/ objecting to this part of the plan. Please give details of why you consider the DPD is not legally compliant or is unsound. Please be as precise as possible. If you wish to support the legal compliance or soundness of the DPD, please also use this box to set out your comments

continue on a separate sheet if necessary

6. What changes would you suggest should be made to this part of the plan? Please set out what change(s) you consider necessary to make the DPD legally compliant or sound, having regard to the test you have identified at 4 above where this relates to soundness. You will need to say why this change will make the DPD legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

continue on a separate sheet if necessary

Please note your representation should cover succinctly all the information, evidence and supporting information necessary to support/ justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further representations. After this stage, further submissions will be only at the request of the Inspector, based on the matters and issues he/she identifies for examination.

7. If your representation is seeking a change, do you consider it necessary to participate at the oral part of the examination?

No - I do not wish to participate at the oral examination

Yes - I do wish to participate at the oral examination

Please note the written comments you have made will hold the same weight as those discussed at the examination and will also be fully considered by the Inspector.

8. If you wish to participate at the oral part of the examination, please outline why you consider this to be necessary:

Please note the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate at the oral part of the examination.

8. Do you wish to be notified when the document is:

Submitted for independent examination

The Inspectors Report is published

Adopted

Please sign and date:

Signature

Date

Data Protection Act 1998

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We only use personal information you supply to us for the reason that you provided. All employees and contractors who have access to your personal data or are associated with the handling of that data are obliged to respect your confidentiality.

Please note: All representations will be published on our website excluding address, telephone number and email address.

NOTICE OF THE PUBLICATION OF THE DEVELOPMENT MANAGEMENT DEVELOPMENT PLAN DOCUMENT (REVISED PROPOSED SUBMISSION DOCUMENT)

Planning and Compulsory Purchase Act 2004 (as amended) Town and County Planning (Local Planning) Regulations 2012: Regulation 19

Southend-on-Sea Borough Council has prepared a Revised Proposed Submission Development Management Development Plan Document (DPD) as part of its Local Planning Framework, which it proposes to submit to the Secretary of State under Regulation 22 of the above Regulations.

The Development Management DPD sets out detailed policies for a wide range of issues, which planning applications will be assessed against, including shopping, housing, transport, design and the historic and natural environment and will replace a number of Saved Policies from the 1994 Borough Local Plan. It does not include site allocations.

The Development Management Revised Proposed Submission version of the document updates and replaces the Proposed Submission Development Management DPD (published March 2011) to ensure conformity with the recent changes to national planning policy within the National Planning Policy Framework (NPPF). The revised version of the document also considers additional evidence material and those representations made on the Proposed Submission Document Development Management.

The Revised Proposed Submission Development Management DPD is accompanied by a Proposed Submission Policies Map, the Sustainability Appraisal Report and its non-technical summary, the Consultation Statement and relevant supporting background documents. These documents are being published in order for representations to be made prior to the submission of the Development Management DPD to the Secretary of State for independent examination.

Representations can be made on the document during the publication period which begins Friday 4th April 2014 and ends at 5pm 16th May 2014.

Only representations received during this time will be considered. Late responses will not be accepted.

The Revised Proposed Submission Development Management DPD, Revised Policies Map and accompanying documents, alongside a statement setting out how representations can be made, are available for inspection from **4th April 2014 – 16th May 2014** at the following locations:

- Southend-on-Sea Borough Council's website:
www.southend.gov.uk/developmentmanagementdpd

- Southend-on-Sea Borough Council Contact Centre, Civic Centre, Victoria Avenue, Southend on Sea between 8.45am and 5.15pm (Monday to Friday); and
- All Southend Libraries during normal opening hours.

Hard copies can be purchased at a cost of £5 by contacting the Southend-on-Sea Borough Council by telephone on 01702 215004 ext. 5408 or email ldf@southend.gov.uk

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e-mail: ldf@southend.gov.uk

Post: FAO Debee Skinner
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PO Box 5557
Civic Centre
Victoria Avenue
Southend-on-Sea
Essex SS2 6ZF

Southend-on-Sea Borough Council

Department for Place

Head of Planning and Transport – Peter Geraghty

Our ref: TP/100/455/1/ds

Telephone: 01702 215408

Your ref:

Date: 4 April 2014

E-mail: council@southend.gov.uk

Contact Name: M Sheppard

DX 2812 Southend

Dear Consultee

Planning and Compulsory Purchase Act 2004

Town and County Planning (Local Planning) Regulations 2012: Regulation 19

Have your say on the Revised Proposed Submission Development Management Development Plan Document

Southend-on-Sea Borough Council has prepared a **Revised** Proposed Submission Development Management Development Plan Document (DPD) as part of its Local Planning Framework, which it proposes to submit to the Secretary of State under Regulation 22 of the above Regulations. The Plan includes a Policies Map (formerly known as a proposals map) for the area covered by the Plan.

The Development Management DPD sets out detailed policies for a wide range of issues, which planning applications will be assessed against, and will replace a number of Saved Policies from the 1994 Borough Local Plan. It does not include site allocations.

There has been extensive discussion and consultation on the issues and principles underlying the policies in this DPD. These have helped inform and update the Development Management DPD document and details about this process can be found in the Regulation 19 Consultation Statement, which is published on the Council's website.

The Development Management Revised Proposed Submission version of the document updates and replaces the Proposed Submission Development Management DPD (published March 2011). Amendments have been made to the document to ensure conformity with the recent changes to national planning policy within the National Planning Policy Framework (NPPF). The revised version of the document also considers additional evidence material and those representations made on the 2011 Proposed Submission Development Management Document.

The Revised Proposed Submission Development Management DPD is accompanied by a Policies Map, a Sustainability Appraisal Report and non-technical summary, a Consultation Statement and relevant supporting background documents. These documents are being published in order for representations relating to the soundness and legality of the plan to be made prior to the submission of the Development Management DPD to the Secretary of State for independent examination.

This Plan includes amended policies. Representations on the Revised Proposed Submission Development Management DPD should be made at this stage, even if comments have been submitted on earlier iterations of the Plan. This will ensure that your issues will be submitted for consideration by the Planning Inspector appointed to carry out the examination in public.

Representations can be made during the publication period which begins at noon on Friday 4 April 2014 and ends at 5.00pm on Friday 16 May 2014. Only representations received during this time will be considered. Late responses will not be accepted. Representations will only be regarded as duly made if supplied on the Representation Form or made directly via the online consultation system.

The Plan, alongside a statement setting out how representations can be made, is available online via the Councils' website (www.southend.gov.uk/developmentmanagementdpd) at Southend Civic Centre and in the Borough's libraries.

The quickest and easiest way to submit comments is via our online system at this link: <http://southend.jdi-consult.net/> .

Comments may be submitted by selecting the relevant document then clicking on the pen symbol next to the option on which you wish to comment. Before you submit comments for the first time you will need to register on the system. This is a simple process requiring a valid email address. **If you are already registered on the online consultation system you can use the same login and do not need to re-register.**

We recommend that you also visit www.southend.gov.uk to view the documents, access background information and, if required, obtain help on using the online consultation system.

We recognise that not everyone has access to the Internet and that it is important that no one is excluded from participating. Copies of the Representation Form are also available from Southend Civic Centre, or on request by calling 01702 215408 or emailing debeskinner@southend.gov.uk.

Yours sincerely



Mark Sheppard
Senior Planner

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Post: **FAO Debee Skinner**

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Public Notices

PUBLIC NOTICE
Notice is hereby given that Lee James Boosey of Merlin House, Falconry Court, Bakers Lane, Epping, CM16 5DQ has applied to the Judge at Southend County Court for a Bailiffs Certificate. Any person who knows of a reason why Lee James Boosey is not a fit and proper person to be granted a Certificate should contact the Court Manager at Tylers House, Tylers Avenue, Southend-On-Sea, Essex, SS1 2AW before the hearing date of the 14/04/2014.

PUBLIC NOTICE
Notice is hereby given that Peter Richards & Blessing Tshabulula of Merlin House, Falconry Court, Bakers Lane, Epping, CM16 5DQ have applied to the Judge at Southend County Court for a Bailiffs Certificate. Any person who knows of a reason why Peter Richards & Blessing Tshabulula are not fit and proper persons to be granted a Certificate should contact the Court Manager at Tylers House, Tylers Avenue, Southend-On-Sea, Essex, SS1 2AW before the hearing date of the 16/04/2014.

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Notices

**NOTICE OF THE PUBLICATION OF THE
DEVELOPMENT MANAGEMENT
DEVELOPMENT PLAN DOCUMENT
(REVISED PROPOSED SUBMISSION
DOCUMENT)**



**Planning and Compulsory Purchase Act 2004 (as amended)
Town and County Planning (Local Planning) Regulations 2012: Regulation 119**

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Essex SS2 6ZF

Invitation to make Representations

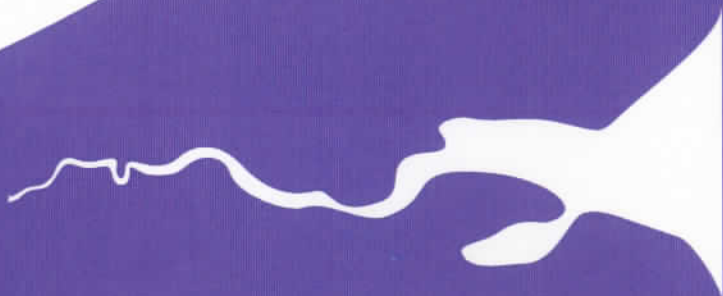
closes on 16th May 2014

Southend Development Management Development Plan Document

This Revised Proposed Submission document sets out the Borough Council's policies for positively managing development in Southend-on-Sea. It will be used to assess and determine planning applications alongside other Local Development Framework documents.

View and comment on the full document:

- Head online and visit
<http://southend.jdi-consult.net/ldf>
- Visit the Council's website
www.southend.gov.uk/planningpolicyconsultations
- Call 01702 215004 and request a printed copy
- Visit your local library
- Visit the Southend Civic Centre



Appendix 5: Further Engagement under the Duty to Co-operate

Date: 7 July 2014
Our ref: 125276
Your ref:



Mr Matthew Thomas
Team Leader
Strategic Transport and Planning Policy
Southend on Sea Borough Council
Civic Centre
Victoria Avenue
Southend on Sea
SS2 6ER

Customer Services
Hornbeam House
Crewe Business Park
Electra Way
Crewe
Cheshire
CW1 6JC

T 0300 060 3900

BY EMAIL ONLY

Dear Mr Thomas,

Addendum to Development Management Development Plan Document Habitats Regulations Assessment

Thank you for your correspondence dated 3rd July 2014 together with your colleague, Mark Sheppard's correspondence dated 25th June 2014 in respect of the above consultation document, seeking the views and comments of Natural England on the addendum information provided in response to our letter dated 14th May 2014.

Natural England is the Government agency that works to conserve and enhance biodiversity and landscapes, promote access to the natural environment, and contribute to the way natural resources are managed so that they can be enjoyed now and by future generations

Biodiversity and the natural environment can lead to various opportunities, not just for wildlife activity and connection, but also health, recreation, contributing to climate change adaptation and improving quality of life. The Council could make references to the multiple benefits of green, open, natural space to support these policies.

Habitats Regulation Assessment

The Habitats Regulation Assessment linked to this document on the Council's website is dated September 2010, the Council have now identified that they have reviewed the baseline evidence of this report.

Policies to promote sustainable development and enhance designated areas will be supported by Natural England. This document does not include specific plans or proposal that would result in growth that would have an impact on European sites. Southend Council are satisfied that the information they are holding is appropriate and current, and that having revised the information indicates that it meets the needs of the legislation.

Natural England do not disagree with the Council's assessment, therefore we accept the Habitats Regulation Assessment as submitted by Southend in respect of this document.

Natural England expects to be consulted on projects or applications which have the potential to impact on designated (Natura 2000) sites, should a developer or applicant is unsure that a project or application may have an impact, then consultation/contact with Natural England is encouraged at an early stage to discuss and consider.

In respect of the above Southend Council is reminded that in respect of European sites, consideration will need to be given to functional land, as well as the designated sites themselves. Functional land is used as foraging, commuting and perching land for a variety of species, whilst not designated, forms an intrinsic part of the function and ability of the site for species.

There are also proposals to designate the Thames Estuary as a Marine Conservation Zone (MCZ) in the long term due to its ecological status. Such zones, when identified, would be of the same status as SPAs and SACs, and should receive the highest level of protection.

We really value your feedback to help us improve the service we offer. We have attached a feedback form to this letter and welcome any comments you might have about our service.

For clarification of any points in this letter, please contact [REDACTED] For any new consultations or issues, please contact consultations@naturalengland.org.uk.

Yours faithfully

[REDACTED]
Lead Advisor

For and on behalf of Beds, Essex, Northants, Cambs, Herts

Appendix 6: Summary of issues raised through consultation on the first Proposed Submission DM DPD (March – April 2011)

The following tables provide a list of some of the issues raised by the representations made on the first Proposed Submission Development Management DPD (March 2011). The Council's response to each representation received is contained within Appendix 7.

General Comments (11 comments received)

The document does not adequately replace the Borough Local Plan Saved Policies. It reduces planning policy to principles rather than specifics which could prove difficult to implement

The document should maintain sufficient flexibility to respond to future changes in national policy direction.

The reliance on the development of central brownfield sites for high density development, as set out by the Core Strategy, will not deliver what the market, or residents of Southend, require. An extension of Southend will provide an opportunity to plan comprehensively

Clarification is required to outline that the document seeks to plan for the short term as well as the long term.

Policy DM1 – Design Quality (1 comment received)

Include additional requirement so all developments must address the Seven Attributes of "Safer Places" The Planning System and Crime Prevention document.

Policy DM2 – Low Carbon Development and Efficient Use of Resources (7 comments received)

Provide reference to Parklands Vision (2008)

As the Code for Sustainable Homes includes water efficiency as a mandatory requirement at each level why does the policy require water efficiency at part 2(iii) when Code for Sustainable Homes requirements have already been set out in part 2(ii)

Support policy but concerned that waste efficiency has been removed from the policy. This has also been identified in the Sustainability Appraisal

Part 2(ii) of the policy should be revised to reflect paragraph 2.14 that outlines the circumstances where the Council will consider exceptions to the Code for Sustainable Homes target

The policy should be less prescriptive, not repeat other legislation and not include policies that date quickly upon adoption, particularly the Code for Sustainable Homes.

Policy DM3 – Efficient and effective Use of Land (2 comments received)

The removal of the national minimum target for the delivery of residential development on previously-developed land provides the Council with the necessary basis for the wholesale review of the development strategy for Southend.

Policy DM4 – Tall and Large Buildings (3 comments received)

Support the principle that tall and large buildings are required to exceed the Code for Sustainable Homes and BREEAM standards

Support the principle that tall buildings should not be permitted where they would

adversely impact upon the Airport

Support the reference to protecting the setting of heritage assets.

Policy DM5 – Southend-on-Sea’s Historic Environment (3 comments received)

Policy DM6 – The Seafront (13 comments received)

Reference should be made to the delivery of the Strategic Thames Estuary Path (Survey 2008)

In reference to paragraph 3.17 funding provided by the Environment Agency for flood defences is not guaranteed and future investment in flood defences will require greater contributions from communities and businesses

Disappointed that a more detailed policy on flood risk is not included

The beach areas within Shoebury should be treated similarly to the other beach zones of Southend

Support the character zone approach relating to the seafront and the commitment to protecting Leigh Old Town

Support the development principles identified for Character Zone 1

The policy could more proactively support the natural areas by adding a measure that requires development to contribute to the positive appreciation of the natural resources

Disappointed that the requirement set out by the Issues and Options version of the document for an emergency plan to be in place for the location in which development is proposed has been removed.

The principles set out in point 3 of Policy Table 1 will either be unenforceable or are subjective and therefore do not adequately replace saved policy C12

Concerned that the document is not fit for purpose as it is unable to answer many issues in relation to development at Undercliff Gardens

Replace reference to ‘Sustrans route’ with ‘cinder path’

Additional wording that seeks to protect the amenity of neighbouring properties should be included to strengthen the statement in Policy Table 1 3(ii).

Policy DM7 – Dwelling Mix (1 comment received)

It may be prudent to amend part 2(ii) to provide the flexibility to enable affordable rented units to also be sought

Policy DM8 – Residential Standards (2 comments received)

External storage for bicycles is not sought in respect of non-self-contained accommodation in Policy Table 5. Student and nurse accommodation would be suitable for this

Policy Table 4 and paragraph 4.14 are inconsistent in respect of minimum storage area ‘for each additional occupant’

Policy DM9 – Specialist Residential Accommodation (No comments received)

Policy DM10 – Employment Sectors (7 comments received)

Policy Table 6 should be amended to include retail development

Policy Table 6 to be amended to encourage Tourism and Leisure uses at Fossetts Farm

Aviation industries, health and medical industries, business and financial services, cultural and intellectual hub and higher education centre of excellence, and manufacturing, construction and warehousing would be appropriate at Fossetts Farm, which should be designated as an Employment Area

Policy DM11 – Industrial Estates and Employment Areas (8 comments received)

Redevelopment of Prittle Brook Estate for modern employment purposes is not viable in the present market. The policy and paragraph 5.14 lacks flexibility as it fails to recognise that viability will be an important consideration in the regeneration of the Prittle Brook Estate as outlined by the Southend Employment Land Review 2010

The policy should recognise that it is possible to secure the same amount of employment floorspace at Prittle Brook Estate as well as enabling development, including residential. Phase 2 of the Garrison Site should be allocated as a mixed-use site to include residential. If this is not possible within the DPD it is requested that at a minimum the findings of the Employment Land Review should be reflected with respect to the land being suitable for a mix of uses. Greater flexibility is required to ensure that the policy allows for changing circumstances with provision made to enable the review of alternative viable uses including residential, so that the site can come forward prior to the completion of the Shoebury Area Action Plan

Road access to Shoebury should be further improved for holiday makers and businesses to encourage them to the area

Policy Table 7 should be amended to include Fossetts Farm as an Employment Growth Area.

Policy DM12 – Visitor Accommodation (1 comment received)

Policy DM13 – Southend-on-Sea Town Centre (4 comments received)

Policy DM13 should support complementary non-retail uses that support the role and function of the town centre by generating linked trips and allow shoppers to spend more time in the town centre. There is a significant opportunity to deliver new restaurants and cafés in particular

Include additional wording that outlines that providing sufficient car parking is a vital component in delivering a successful town centre

It is essential that strong support and flexibility is provided for The Royals and The Victoria shopping centres.

Policy DM14 – Shopping and Centre Management (5 comments received)

The designation of the northern and southern frontage of Southchurch Road as a primary shopping frontage on the Proposal Map are not justified, as these frontages do not currently fulfil this function

The arbitrarily-defined restriction on the proportion of units within the primary shopping area's ground floor frontage allowed to be in non-Class A1 (retail) use is unnecessarily and could actually harm the attractiveness, vitality and viability of the town centre

Traditional features and shopfronts should not be protected from being developed in all circumstances

The policy should be more facilitative by allowing landowners to agree the content of local art to be displayed upfront; and be more relaxed in terms of requiring landowners to apply

for planning permission only where proposals cannot be agreed informally

Policy DM15 – Environmental Management (4 comments received)

The Southend Water Cycle Study (Scoping Report, March 2009) outlines that Southend Wastewater Treatment Works does not have the capability to treat further wastewater flows as a result of increase in development and this may have a detrimental impact on water quality, nature conservation and the environment. A policy is required to ensure the impact of new development on foul water infrastructure and water quality is considered.

Concern with some of the wording relating to contaminated land. A condition should only be applied where appropriate and any remediation works should be carried out before commencement of any new development.

The policy should outline that all development proposals in the vicinity of the cliffs frontages shall take account of the risk of ground instability and a reference to the emerging Cliffs Management Strategy should be included.

Policy DM16 – Sustainable Transport Management (1 comment received)

The section fails to adequately address the concerns of the local high levels of traffic congestion. A closer link between the document and the Local Transport Plan should be created to enhance the prospects of achieving the necessary improvements. Reference should be made to the intentions of the Council regarding Community Infrastructure Levy, to ensure all future development provides for improvements to the strategic transport network.

Appendix 1 – Monitoring Framework (1 comment received)

It may be appropriate to include water quality as a key indicator in the monitoring framework.

Proposals Map (7 comments received)

The proposals map must be updated to show Fossetts Farm as a priority urban area to reflect its designation in the Core Strategy. The Protected Green Space, Green Belt and Agricultural Land designations currently shown on the emerging proposals map must be deleted as they are inconsistent with the Core Strategy (2007), the Borough Local Plan Second Alteration (1999) and the inspectors report concerning Planning Permission (SOS/06/01300/FUL)

The proposals map as currently drafted is unsound as it does not reflect the current adopted local policy, national policy, current designations and the planning history of the land at Fossetts Farm. For land at Fossetts Farm, the proposals map should be changed to that of an Employment Area including leisure uses. This designation will enable the creation of jobs in line with the Core Strategy target and the Government's 'Planning for Growth' agenda and it will be in accordance with PPS4 by proactively encouraging sustainable economic growth. It also retains flexibility in line with the Southend Core Strategy Inspector's Report (October 2007) which considered that the future uses for Fossetts Farm should remain flexible

The Development Management DPD is not the proper DPD to make strategic decisions about specific sites and therefore should not designate Fossetts Farm as High Grade Agricultural Land nor remove the adopted Core Strategy designation as a Priority Urban Area. Any change to the designation should be made through the Core Strategy and/or

Site Allocations DPD

With respect to Fossetts Farm whilst there is a need to protect the scheduled ancient monument, the other areas are suitable for development

The Development Management DPD proposes to replace all of the Southend-on-Sea Local Plan Saved Policies, including Saved Policy G1 a Safeguarded Land (Second Alteration), which seeks to safeguard Fossetts Farm for future development needs. This policy should not be deleted without a satisfactory replacement designation

The Shoebury Garrison land should be identified as a 'Mixed-Use Site to include Residential'. In circumstances where the Proposals Map has no other provision for mixed-use sites (or housing sites for that matter), the employment allocation for the Garrison land be reduced to the figures referred to in the Employment Land Review.

Appendix 7 – Response to the issues raised through consultation on the First Proposed Submission Development Management DPD (March –April 2011)

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
1.1/ Intro	Anglian Water (S Bull) [37]	1193	Comment		No comment to make.	Noted
1.1/ Intro	Network Rail Property (A Robinson) [233]	1194	Comment		No comment to make.	Noted
1.1/ Intro	Highways Agency (E Cooper) [153]	1195	Comment		No comment to make.	Noted
1.1/ Intro	East of England Development Agency (N Blaken) [89]	1201	Comment		No comment to make.	Noted
1.1/ intro	Essex County Council (R Lewis) [107]	1432	Support		Essex County Council fully supports the preparation of the Development Management DPD. It will provide more detailed guidance which should greatly assist the process of securing high quality sustainable development in support of the strategic vision of the Core Strategy and meeting the needs of the community. The emphasis on a positive and proactive approach in pursuit of achieving better development outcomes through the whole Development Management process is welcomed. <i>The County Council considers that the Proposed</i>	Noted

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					<i>Submission is 'sound' but that the future use and practical application of the document would benefit from further reflection on a limited number of matters, which are set out in the original submission and summarised in representations 1216-1221.</i>	
1.5/ Intro	The Society for the Protection of Undercliff Gardens (B Powell) [78]	1229	Object	Unsound Soundness: [ii] Effective	The Council's present proposals appear to be the greatest threat experienced since this Society was formed more than 60 years ago to protect the character of Undercliff Gardens. The proposed DPD reduces planning policy to principles rather than specifics, a broad brush approach providing maximum flexibility rather than specific detailed requirements. To implement this policy document will require a high level of assessment and consultation, but it is our experience that these essential qualities are rarely available. We have no confidence that this document will improve matters, and it may well prove to be a developers charter. We therefore suggest that more work is required to "tighten" up a well meaning document.	Disagree; the Development Management Development Plan Document (DM DPD) in conjunction with other Local Development Documents, including the Core Strategy DPD and Design and Townscape Guide SPD, provides the necessary framework to guide appropriate sustainable development in the Borough. Policy Table 1 of Policy DM6: The Seafront sets out the development principles that will guide development in each identified seafront character zone, including

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
						for Undercliff Gardens, which outlines that development will only be acceptable where it improves the design quality 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.
1.5/ Intro	Colonnade Land LLP represented by Icen Projects Ltd (J Cutler) [225]	1182	Object	Unsound Illegal Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	In summary, as the changes to the planning system continue to emerge, it is important that the DMDDP maintains sufficient flexibility to respond to future changes in national policy direction. The reliance on the development of central brownfield sites for high density development will not deliver what the market, or residents of Southend, require. The resolution of many of these issues needs to be addressed in the early review of the Core Strategy. CLLP looks forward to making a positive contribution to the early review of the Core Strategy. <i>In the interim, the Council should:</i>	Noted; Appropriate amendments to the DMDDP will be considered in light of the NPPF and other national guidance to ensure the document remains consistent with national policy and sufficiently flexible. The amendments will be published and made available for comment as part of the Development Management Revised Proposed Submission

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					<p><i>Clarify that the DMDPD seeks to plan for the long-term growth of Southend, whilst seeking to invigorate investment and growth in the short term</i></p> <ul style="list-style-type: none"> <i>* Embrace the changes to the planning system being brought into effect by the Government</i> <i>* Include greater cross references with the LTP to provide a greater prospect of achieving the necessary for improvements to the strategic transport infrastructure network; and</i> <i>* Include reference to the intentions of the Council regarding CIL, to ensure all future development provides for improvements to the strategic transport network.</i> 	<p>Document.</p> <p>The adopted Core Strategy (2007) establishes the spatial strategy for the Borough. The Local Development Scheme sets out the timetable for Core Strategy review.</p> <p>The Core Strategy provides strategic links and cross referencing to the LTP. Further cross reference to LTP3 is not required within the DM DPD.</p> <p>The Community Infrastructure Levy (CIL) is being prepared as a separate document by the Council. It is being prepared in line with government requirements. A short informative summary statement that</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
						outlines the Councils intention towards a CIL will be set out as part of revised proposed submission Development Management DPD consultation.
1.6/ Intro	Colonnade Land LLP represented by Icen Projects Ltd (J Cutler) [225]	1183	Object	Unsound Illegal Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	The potential of Southend, including Southend airport, cannot be fully realised without extensive new highway and public transport infrastructure and accordingly, CLLLP is promoting an extension of Southend to enable the delivery of significant improvements to the strategic transport network. In particular, CLLLP has identified the potential for the development at The Wick, Bournes Green, which is capable of delivery in the short term, and can provide private and affordable family housing alongside contributions to the improvement of the strategic transport network. <i>The extension of Southend provides an opportunity to plan comprehensively for improvements to infrastructure, including the potential to contribute to improvements to Garon Park, the expansion of the airport and highway and public transport infrastructure.</i>	The DM DPD is not the appropriate document to consider an extension of Southend and subsequent green belt release. The release of greenbelt for the future growth of Southend was discussed during the adoption of the Core Strategy and dismissed. The Local Development Scheme sets out the timetable for Core Strategy review.
1.8/ Intro	Essex County Council	1216	Support		Paragraph 1.8 and 1.9 - the principle that the policies within the Development Management DPD	Noted; amendments will be considered to further

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
	(R Lewis) [107]				should read alongside other statutory policy documents, and with each other, is fully supported. However, the statements would benefit from additional highlighting within the text, perhaps by 'boxing' them and giving the title 'Relationship of Policies'. The paragraphs could also be usefully added for reference to the 'Policies' list in the contents section. The cross-referencing policies could be reinforced at appropriate points within the document, particularly the need for users to read and apply Policy DM16 alongside other Policies.	emphasise the interrelation between policies in the DM DPD and those in other Local Development Documents.
1.8/ Intro	The Society for the Protection of Undercliff Gardens (B Powell) [78]	1230	Object	Unsound Soundness: [ii] Effective	Saved policies emphasise the unique character of certain areas in the Borough, but they are to be superseded by this document. However, current reports to the Development Control Committees make full and frequent reference to saved policies - in other words they are not redundant or superfluous but are fully used on a day to day basis to support assessments of planning applications. They are also widely used by the Council when submitting evidence to Appeals Inspectors. By deleting these essential statements of policy we would expect them to be replaced by a stronger, direct, incontrovertible, policy document - which the proposed DPD is not. We suggest that more work is required to protect the areas previously covered by saved policies.	Disagree; the Development Management Development Plan Document (DM DPD) in conjunction with other Local Development Documents, including the Design and Townscape Guide SPD, provides the necessary framework to guide appropriate sustainable development in the Borough. An appendix will be added to the document to

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
						clearly outline which Saved Planning Policies will be replaced by the DM DPD.
1.24/ Intro	Colonnade Land LLP represented by Icen Projects Ltd (J Cutler) [225]	1184	Object	Illegal Unsound	<p>Paragraph 1.24 indicates that the Council is seeking to plan for a time when the economy recovers in the long term, rather than seeking to address matters arising in the short term, which includes the need to provide improvements to the strategic transport infrastructure network, as well as the timely delivery of family housing to meet the needs of the local population. As such it is important that the wording clarifies the need for short term planning.</p> <p><i>CLLLP considers it is important that the wording of paragraph 1.24 is clarified for the avoidance of doubt.</i></p> <p><i>Clarify that the DMDPD seeks to plan for the long-term growth of Southend, whilst seeking to invigorate investment and growth in the short term to contribute to lifting the Country out of the</i></p>	Noted. Appropriate amendments will be made.

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					<i>economic crisis that it currently faces.</i>	
DM1	Essex Police (J Hills) [205]	1168	Comment		<p>Include additional policy requirement so that all developments must address "Safer Places" in the Planning System and Crime Prevention document.</p> <p><i>Additional point for All developments must:</i></p> <p><i>(Vii) Address the Seven Attributes of "Safer Places" The Planning System and Crime Prevention document. (A supporting document to PPS1).</i></p>	Disagree; It is considered that it is unnecessary to include this requirement in the DM DPD. The Seven Attributes of "Safer Places" is covered as guidance in Chapter 7 of the Design and Townscape Guide, and this document is referred to in Policy DM1.
DM2/ 2.19	Essex County Council (R Lewis) [107]	1217	Comment		Paragraph 2.19 - should read also reference the Parklands Vision (2008) as a key document.	Agree; amendments will be made to reference the Parklands Vision (2008) as a key document.
DM2	Castle Point Borough Council (A Raffaelli) [63]	1204	Comment		<p>I would like to offer some suggestions in respect of this document that may prove useful to you in moving forward:</p> <p>It is agreed that water efficiency should be a requirement for new development in south Essex. The Code for Sustainable Homes includes water efficiency as a mandatory requirement at each level. I would therefore query why policy DM2 part 2 requires water efficiency at part (iii) when Code for Sustainable Homes requirements have already been set out in part (ii).</p>	Policy DM2 sets out the policy basis for limiting internal water consumption across the Borough, providing the Council with a sounds basis for ensuring that all development in the Borough is water efficient, particularly in cases where it is demonstrated that a minimum of Code

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
						Level 3 (or BREEAM Very Good) is not viably or feasibly obtainable.
DM2	Environment Agency (J Hardwick) [215]	1173	Comment		Generally support the policy although concerned that waste efficiency has been removed from the policy. This has also been identified in the SA.	Noted; appropriate amendments to Policy DM2 in relation to sustainable construction methods will be further considered as part of a Revised Proposed Submission Development Management Document.
DM2	Colonnade Land LLP represented by Icen Projects Ltd (J Cutler) [225]	1185	Object	Illegal Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	The aims and aspirations of the Council in seeking to secure low carbon development and the efficient use of resources are supported by CLLLP. However, there are tensions between the wording of Policy DM2 and the introductory text, in particular paragraph 2.14, which confirms that the Council will apply exceptions where it has been demonstrated that the requirements are not viable or feasible. This proposed flexibility is not reflected in DM2. <i>CLLLP considers that part 2(ii) of the policy should be revised to better reflect the proposed flexibility.</i>	Agree, Policy DM2 and supporting text should be consistent. The DM DPD will be informed by a policy viability assessment in line with the NPPF. Any subsequent amendments will be made and consulted upon as part of a revised proposed submission Development Management DPD.
DM2	Colonnade Land LLP represented	1427	Object	Illegal Unsound	DM DPD should not simply repeat the requirements of other legislation and not include policies that	It is considered that DM2 is not overly prescriptive

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
	by Icen Projects Ltd (J Cutler) [225]			Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	date it quickly upon adoption, particularly regarding changes to the definition of the Code for Sustainable Homes. CLLLP considers that the policy should be less prescriptive. <i>CLLLP considers that the policy should also be revised to be less prescriptive.</i>	and in conformity with national policy. It is considered that the obtainment of a minimum Code for Sustainable Homes Level 3, with a move towards zero carbon is a positive and proactive approach in line with the priorities identified within the Council's adopted Core Strategy DPD. The DM DPD will be informed by a policy viability assessment in line with the NPPF, which will assess the impact of those existing and emerging policies with a potential cost implication, including those relating to sustainability standards. Any amendment will be reflected in the Development Management Revised Proposed Submission

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
						Document and made available for comment.
DM2	Environment Agency (J Hardwick) [215]	1414	Support		Particularly support the measures to increase water efficiency in new development and promote retrofitting in existing development.	Noted.
DM2	Environment Agency (J Hardwick) [215]	1417	Support		It is pleasing that the multiple benefits of urban greening have been acknowledged in the supporting text such as absorbing rainfall, filtering pollution and promoting biodiversity. Given the highly urbanised nature of the Borough, it will be necessary for developers to consider innovative measures to achieve this such as green/ brown roofs and walls.	Noted.
DM3/ 2.22	William Robinson [283]	1435	Object	Unsound Soundness: [ii] Effective	<p>With making such a large amount of land available to the airport to extend the runway and close Eastwoodbury Lane. The effect being to have aircraft fly even lower over areas of Leigh than they do now. This is not promoting a high quality of life for the residents.</p> <p>By Southend-on-Sea Borough Council giving planning permission SOS09/01960/FULM. This goes against Policy DM3.</p>	All planning applications are considered against the Development Plan for Southend-on-Sea, which includes adopted local and national planning policy. The DM DPD, including Policy DM3, did not form part of the Development Plan when planning permission was granted for SOS09/01960/FULM.
DM3	Colonnade Land	1186	Object	Illegal	In response to previous representations on	The DM DPD is not the

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
	LLP represented by Icen Projects Ltd (J Cutler) [225]			Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	<p>classification of backland and infill land in PPS3, the Council referred to the retention of the target and trajectory for delivery of residential development on PDL.</p> <p>Announcements from Government have confirmed removal of the national minimum target for delivery of residential development on PDL. This relaxation of national targets provides local authorities with freedom to plan for growth to provide the type of housing required by local residents. These factors in combination provide the necessary basis for wholesale review of the development strategy.</p> <p><i>This provides the Council with the necessary freedoms to provide the type of housing required by local residents, and the wholesale review of the development strategy for Southend.</i></p>	<p>appropriate document to review the development strategy for Southend.</p> <p>The adopted Core Strategy (2007) outlines the spatial strategy for Southend between 2001-2021. It is considered that the approach remains valid in seeking to focus regeneration and growth towards the existing urban area of the Borough. The Local Development Scheme sets out the timetable for Core Strategy review.</p> <p>The Core Strategy DPD, Development Management DPD, and Design and Townscape Guide SPD provide a comprehensive framework within which applications for backland and infill development can be</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
						considered, to ensure their sustainability.
DM4/2.36	Environment Agency (J Hardwick) [215]	1174	Support		It is pleasing that paragraph 2.36 will require tall and large buildings to exceed the Code for Sustainable Homes and BREEAM standards.	Noted.
DM4	London Southend Airport (P Le Blond) [211]	1169	Support		London Southend Airport supports the policy that tall buildings should not be permitted where they would adversely impact upon the Airport. Details of potential impacts should be identified through the normal safeguarding process.	Noted.
DM4	English Heritage (K Fletcher) [109]	1191	Support		While we have expressed reservations in previous consultations in relation to the role of tall buildings, we note that part 2 of policy DM4 contains specific reference to protecting the setting of heritage assets and we welcome the inclusion of this safeguard in this particular policy.	Noted.
DM5/2.38	English Heritage (K Fletcher) [109]	1192	Support		Overall, we would like to express our support for the historic environment content and the manner in which the above policies reflect Planning Policy Statement 5.	Noted.
DM5	Harry Chandler [219]	1179	Comment		Shoebury Residents Association members are concerned that the Shoebury Garrison site current, proposed and future developments are not clearly understood by the residents of Shoebury and that the residents do not have easy access to the overall development plans as they are developing. Residents wish to see any future plans for both the	Noted. The adopted Statement of Community Involvement (SCI) sets out the Councils approach to consulting and engaging stakeholders and the community on planning

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					historic conservation area and the other parts of the garrison site show clearly how the proposed development fits into whole site.	applications and for planning policies. Shoebury Residents Association will be consulted on future policy development, including those specific policies related to Shoebury, in accordance with the SCI.
DM5	English Heritage (K Fletcher) [109]	1189	Support		We are pleased to note that the historic environment is referred to in several policies and welcome in particular policy DM5. The recognition given to the importance of protecting the settings of heritage assets, including those of conservation areas, is useful.	Noted.
DM6/ 3.13	Essex County Council (R Lewis) [107]	1218	Comment		Paragraph 3.13 - the reference to the Greengrid Strategy is welcome but reference should be made to delivery of the Strategic Thames Estuary Path (Survey 2008). <i>Appropriate additional text would be 'An important strategic link is the Thames Estuary Path which runs from Central London to Shoeburyness . It is particularly important in Southend linking the Seafront to Chalkwell, Leigh on Sea and beyond to Hadleigh, the venue for the Olympic Mountain biking event in 2012'.</i>	Agree; appropriate amendments will be made to reference the Strategic Thames Estuary Path (Survey 2008).

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
DM6/3.14	Essex County Council (R Lewis) [107]	1220	Comment		<p>Paragraph 3.14 - the reference to National Biodiversity designations is welcome but particular reference to their local importance could be included.</p> <p><i>Include additional text - ' These sites are significant attractions in their own right and the mudflats at Southend and Leigh contribute to the estuarine character of the place. Furthermore Two Tree Island and Leigh Marshes are important visitor attractions which could be further developed to boost green economy.'</i></p>	Agree; appropriate reference will be made to emphasise the local importance of the foreshore biodiversity designations and their role as visitor attractions.
DM6/3.17	Environment Agency (J Hardwick) [215]	1418	Comment		The council should be aware that any funding provided by the Environment Agency for flood defences is not guaranteed and future investment in flood defences will require greater contributions from communities and businesses.	Noted.
DM6	Environment Agency (J Hardwick) [215]	1175	Comment		Disappointed that a more detailed policy, than Policy KP1 and KP2 of the Core Strategy, on issues such as fluvial and surface flood risk has not been included to address development in areas other than the seafront. However, We do not feel there is sufficient reason to raise this as a soundness issue.	Noted.
DM6	Harry Chandler [219]	1180	Comment		Shoebury Residents Association members wish to see the beach areas round Shoebury to be treated similarly to the other beach zones of Southend, for example DM6.	Noted. The seafront character zone for Shoebury will be incorporated into the Shoebury Area Action

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					<p><i>Members wish to see the following for the Shoebury sea fronts.</i></p> <ol style="list-style-type: none"> <i>1. Maintain existing established built character and activities based around open parks and beach recreation.</i> <i>2. Support measures to improve the quality of the beach huts.</i> <i>3. Enhance Green grid through improvements to the parks and gardens.</i> <i>4. Help maintain and promote existing leisure activities on East Beach and Shoebury Slipway including wind and kite surfing and picnicking.</i> <i>5. No major development will be promoted or supported in this beach area. Flatted developments along the Seafronts 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 area.</i> <i>6. Shelters and cafes will be improved. Refurbishment and renewal works will not impact on the foreshore views and will not encroach onto the foreshore</i> 	Plan (AAP), which is detailed in the Local Development Scheme. Matters raised in the representation will be considered as part of the Shoebury AAP.
DM6	English Heritage (K Fletcher) [109]	1190	Support		We also welcome the character zone approach in policy DM6 relating to the Seafront, and the commitment to protecting Leigh Old Town.	Noted.
DM6	Castle Point Borough	1202	Support		Castle Point Borough Council welcomes the development principles identified for Character	Noted.

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
	Council (A Raffaelli) [63]				Zone 1: Two Tree Island, Leigh Marshes and Belton Hills in Table 1. The Council are of the view that the maintenance of the Green Belt in this location is very important and consistent with national policy set out in PPG2	
DM6	Essex County Council (R Lewis) [107]	1219	Comment		<p>Policy DM6 (The Seafront) - the policy could more proactively support the natural areas by adding a third measure to the first paragraph of the Policy.</p> <p><i>Add a third measure to the first paragraph of the Policy.to read 'iii) contribute to the positive appreciation of the natural resources by increased information facilities and, where possible, physical access'.</i></p>	Noted; the inclusion of a further measure to Policy DM6 to ensure that proposals along the seafront support the positive appreciation of the natural area will be considered.
DM6	Environment Agency (J Hardwick) [215]	1419	Comment		Disappointed to note that point 2(i) in Issues and Option policy DM7 has been removed. This required an emergency plan to be in place for developments and forms a part of managing flood risk and ensuring people remain safe. We assume this amendment has been discussed with and has agreement from your emergency planning department in accordance with PPS 25.	Noted; The Core Strategy and national planning policy sets out the site specific flood risk requirements, including emergency planning matters.
DM6	The Society for the Protection of Undercliff Gardens (B Powell) [78]	1231	Object	Unsound Soundness: [ii] Effective	The principles outlined in Policy Table 1 para 3 are to replace saved policy C12. Based on past experience, at best such intentions will either be unenforceable or are subjective. This well intentioned broad brush approach is a dangerous concept in our view. We envisage endless	Disagree; the Development Management Development Plan Document (DM DPD) in conjunction with other

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					<p>arguments about whether an application is retaining the characteristics and form of an area, and whether the existing character, appearance, and form of the area will be changed.</p> <p>This DPD seems like a developers charter because it is possible to show that a single development does not materially change the character of an area [not a difficult argument to make] but if such a building is approved it will then become a precedent for other similar developments, often won on appeal, and the character of an area will then have been changed for ever.</p>	<p>Local Development Documents, including the Design and Townscape Guide SPD, provides the necessary framework to guide appropriate sustainable development in the Borough.</p> <p>Policy Table 1 of Policy DM6: The Seafront sets out the development principles that will guide development in each identified seafront character zone, including for Undercliff Gardens, which outlines that development will only be acceptable where it improves the design quality and where it retains the characteristics and form of the area. Development that materially changes the existing character, appearance and form of</p>

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						the area will be resisted.
DM6	The Society for the Protection of Undercliff Gardens (B Powell) [78]	1232	Comment	Unsound Soundness: [ii] Effective	Table 1 Seafront Character Zones Item 3iii still refers to this organisation which is no longer active. Obviously the name should be removed. <i>The sentence might be changed to "improve the public realm linked to improvement of the cinder path".</i>	Disagree; Sustrans cycle route is still in existence.
DM6	The Society for the Protection of Undercliff Gardens (B Powell) [78]	1437	Object	Unsound Soundness: [ii] Effective	Additional wording that seeks to protect the amenity of neighbouring properties is suggested to strengthen the statement in Policy Table 1 3(ii). <i>Policy Table 1 3.ii, Development that materially changes the existing character, appearance and form of the area or materially affects the benefits and amenity of neighbouring properties will be resisted.</i>	Noted. The supporting text to Policy DM1 sets the policy context for addressing amenity, for both existing and future residents, within development proposals; further clarification and amendment to Policy DM1 1(iv) will be considered to highlight the need to consider the amenity of the site and immediate neighbours within all development proposals. This will be applicable, as appropriate, to development proposals at Undercliff Gardens.

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DM6	The Society for the Protection of Undercliff Gardens (B Powell) [78]	1438	Object	Unsound Soundness: [ii] Effective	<p>Many questions spring to mind regarding what is not included in a document that will be used to consider the detail of any planning application. Some may be answered by reference to the Design and Townscape Guide, but this document can, we presume, be comfortably ignored.</p> <p>For example:</p> <ul style="list-style-type: none"> * Why is a proposed building allowed to project in front of the line of building? * Why are balconies allowed to project in front of adjoining buildings? * Why is development on Grand Parade frontage being allowed? * Why is overlooking not dealt with? * Why are the benefits and amenities of neighbouring properties not protected? * Why are there no levels on the drawings? * Why are the materials proposed not in accordance with the Design and Townscape Guide? * Why is landscaping not shown? <p>Until such questions are answered, we remain highly concerned that this DPD is not fit for purpose.</p>	Noted; It is considered that the DM DPD in conjunction with other Local Development Documents provides the necessary framework to guide appropriate sustainable development within the Borough including at Undercliff Gardens.
DM7	Castle Point Borough	1205	Comment		I would like to offer some suggestions in respect of this document that may prove useful to you in	Agree; appropriate amendments will be

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	Council (A Raffaelli) [63]				<p>moving forward:</p> <p>It is agreed that an appropriate split between the different tenures of affordable housing should be sought. However, it may be prudent, given the recent changes in the definition of affordable housing, that part 2(ii) of policy DM7 is amended to provide the flexibility to enable Affordable Rented units to be sought also.</p>	<p>made referencing affordable rent as part of the affordable housing offer.</p> <p>An updated Strategic Housing Market Assessment (SHMA) is envisaged to be completed before the Development Management Revised Proposed Submission Document is published. The findings of the SHMA and any implications for the DM DPD will be considered and made available for comment as part of this publication.</p>
DM8	Castle Point Borough Council (A Raffaelli) [63]	1206	Comment		<p>It is queried as to why external storage for bicycles is not sought in respect of non-self contained accommodation in Policy Table 5. It is considered that student and nurses' accommodation is most often provided within close proximity of the study/work place and other services and facilities, and therefore the provision of cycle storage will promote more sustainable transport movements by</p>	<p>Noted. Policy DM16 Sustainable Transport Management sets out vehicle parking standards, including for bicycles.</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					these occupants.	
DM8	Essex County Council (R Lewis) [107]	1221	Comment		Paragraph 4.14 and Policy DM8 (Residential Standards) Policy Table 4 (Residential Standards) - the text of paragraph 4.14 and Policy Table 4 is inconsistent in respect of minimum storage area 'for each additional occupant'. The paragraph refers to 0.5m ² whereas the Policy Table refers to 0.25m ² . Either the values should be consistent or the document should explain the reasons for the variation.	Agree; appropriate amendments will be made to ensure consistency.
DM10/5.4	Olympus KeyMed (M Batty) [126]	1167	Support		Use 'Olympus KeyMed' rather than just 'KeyMed'	Noted; appropriate amendments will be made.
DM10	London Southend Airport (P Le Blond) [211]	1170	Support		London Southend Airport supports the policy of increasing the capacity and quality of employment land and directing MRO activity to the Airport	Noted.
DM10	Castle Point Borough Council (A Raffaelli) [63]	1203	Support		Castle Point Borough Council welcomes the approach to employment distribution set out in Policy DM10 and Table 6. The direction of jobs towards easily accessible locations including Southend Central Area, London Southend Airport and existing employment areas along the A127 Corridor is important for residents of Castle Point, as Southend-on-Sea is a key employment location in the Thames Gateway South Essex sub-region.	Noted.
DM10	Sainsbury's Supermarkets	1210	Object	Unsound Soundness:	We do not consider that Policy Table 6, entitled 'Employment Sectors' is sound. Policy Table 6	Policy CP2: Town Centre and Retail Development,

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	LTD represented by Indigo Planning Ltd (S McGarth) [268]			<p>ii] Effective iii] Consistent with national policy</p>	<p>outlines a range of employment sectors but fails to include retail in this. This is not consistent with national policy guidance set out in pps4, which confirms at Paragraph 4 that retail development as a main town centre use is considered to be Economic Development and provide sustainable economic growth. We consider that Table 6 should be amended to include retail development.</p> <p><i>In order to make policy table 6 and policy dm 10 sound, we consider that Table 6 should be amended to include retail development. This would make the DPD sound as it would be consistent with national policy set out in Paragraph 4 of PPS4.</i></p>	of the adopted Core Strategy, sets out the hierarchy and sequential preferences for retail development and Town Centre uses in Southend-on-Sea. Policy CP2 is referred to accordingly in the Core Strategy Linkage text box.
DM10	C & S Associates represented by Firstplan (M Woolner) [277]	1211	Object	<p>Unsound Soundness: i] Justified ii] Effective iii] Consistent with national policy</p>	<p>Policy Table 6 seeks to direct Tourism and Leisure to the Southend Central Area and the Seafront, whilst these locations may well be suitable for tourism and leisure uses the policy should retain flexibility in order to meet the tests of soundness. There may be some leisure and tourism uses which are more appropriate on the edge of the urban area, for example uses which take up large areas or land such as the permitted football stadium at Fossetts Farm.</p> <p>The potential for leisure uses on our client's site is identified within the existing Section 106 Agreement which provides a zonal plan and indicates that the</p>	Noted; Policy DM10 is sufficiently flexible and does not restrict the describe uses to these areas. Policy DM10 reflects the Council's desire to encourage and focus tourism and associated leisure uses to the Southend Central Area and Seafront, which represent sustainable locations.

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					<p>Council agree that the area could be comprehensively developed for employment and leisure.</p> <p><i>Policy Table 6 to be amended to encourage Tourism and Leisure uses at Fossetts Farm</i></p>	
DM10	C & S Associates represented by Firstplan (M Woolner) [277]	1212	Object	<p>Unsound Soundness:</p> <p>[i] Justified</p> <p>[ii] Effective</p> <p>[iii] Consistent with national policy</p>	<p>The sectors which will be guided to employment areas (Policy Table 6) include aviation industries, health and medical industries, business and financial services, cultural and intellectual hub and higher education centre of excellence, and manufacturing, construction and warehousing. These types of uses would be appropriate at Fossetts Farm which, as per our representations on the Proposals Map and Policy DM11, should be designated as an Employment Area.</p>	<p>Policy DM10 provides a flexible approach that seeks to direct and focus certain employment sectors to specific locations within the borough.</p> <p>Fossetts Farm represents a large area of greenfield land that was safeguarded for future uses as part of the borough local plan (second alteration) (1999). The DM DPD will not replace this saved policy.</p> <p>The Core Strategy, in setting out broad locations for employment</p>

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						<p>growth, identifies Fossetts Farm as an employment area of a Priority Urban Area where appropriate regeneration and growth will be focused. However, the Core Strategy does not include site allocations or allocate sites with a definitive boundary that can be shown on a Policies Map.</p> <p>Furthermore, the Proposed Development Management DPD does not contain site allocations and, therefore, will not include specific allocations for Fossetts Farm on the accompanying Policies Map.</p> <p>Site specific allocations, including for new employment land, will be progressed through other</p>

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						appropriate development plan documents. These will consider, inter alia, the allocation of impending and upcoming sites within broad spatial locations, such as those within Priority Urban Areas as defined by the Core Strategy DPD; including potential allocations at Fossetts Farm.
DM10	C & S Associates represented by Firstplan (M Woolner) [277]	1428	Comment		Policy DM10 sets out that development will be encouraged that contributes to the promotion of sustainable economic growth by increasing the capacity and quantity of employment land, floorspace and jobs. This is in accordance with the Government's 'Planning for Growth' agenda which sets out that the top priority is to promote sustainable growth and jobs.	Noted.
DM11/ 5.14	Linpac represented by Planning Perspectives LLP (B Kelly) [142]	1199	Object	Unsound Soundness: [i] Justified [ii] Effective	In the present market redevelopment of Prittle Brook Estate for modern employment purposes would not be viable. Further clarity is needed to acknowledge that the ability of the site to provide employment opportunities in the future will depend upon the ability for any redevelopment to be viable. Considering the conclusions of the ELR, paragraph	Noted; appropriate amendments will be made to the supporting text to further outline the results and recommendations of the Employment Land Review

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					<p>5.14 is neither justified nor effective without recognising the implications of viability and will impose barriers to the redevelopment . In addition, Linpac Ltd has a lease on the site to 2070 and pays substantial ground rent which further reduces prospects of securing a viable.</p> <p><i>The final sentence of paragraph 5.14 should be reworded to read: "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. It is acknowledged that to reflect viability issues there may need to be a flexible approach to a mixed use development that contains good quality commercial premises particularly along the frontage to Priory Crescent".</i></p>	(2010).
DM11/5.16	Garrison Developments LLP represented	1222	Object	Unsound Justified	Paragraph 5.16 reflects the analysis provided in the Employment Land Review (ELR) so the text is broadly supported. However the text does not	Noted. Appropriate amendments will be made to ensure and

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	by Planning Perspectives LLP (K Atkinson) [278]			[ii] Effective	<p>extend to include all of the relevant commentary in the ELR with regard to the Phase 2 site being suitable for a mix of uses. For example, the ELR refers to land coming forward for a new primary school (which has since been granted permission) and part of the Phase 2 site being promoted to the SHLAA (CON111) for residential use. This information is absent from Paragraph 5.16.</p> <p>The Council is aware that there has been significant interest in bringing forward the Phase 2 site for mixed-use purposes including residential.</p> <p><i>The Paragraph should be expanded to include all of the text set out at Paragraphs 6.8 and 6.9 of the ELR. Reference should also be made to the table proforma appended to the ELR which considers that the site "can be protected and developed when necessary for future employment use or mixed use (our emphasis)". Residential should be referenced as an appropriate and viable use for the remaining land.</i></p>	<p>clarify that Policy DM11 applies to existing employment sites. Site specific allocations for the provision of new employment land will be progressed through other appropriate development plan documents.</p> <p>Shoebury Garrison Phase 2 land will be recognised as a potential site for new employment provision and other appropriate uses, which will be addressed through other suitable development plan documents.</p>
DM11/5.16	Garrison Developments LLP represented by Planning Perspectives LLP (K Atkinson)	1223	Object	Soundness: [i] Justified [ii] Effective	Our client is concerned that the Phase 2 Garrison site is available to come forward now in advance of the Shoeburyness AAP. Only preliminary work has been undertaken on the progress of the AAP to date as such the AAP process for exploring the use of the remaining Garrison land would seem too	Noted. Appropriate amendments, including too paragraph 5.16, will be made to ensure and clarify that Policy DM11 applies to existing

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	[278]				<p>uncertain and slow.</p> <p>Paragraph 5.16 needs to include alternative text in order to ensure a flexible approach to the Phase 2 Garrison site coming forward in the interim.</p> <p><i>Given the need to ensure a flexible approach in advance of the Shoeburyness AAP being prepared, the text should also make reference to the remaining non-employment land at Shoebury Garrison being determined in accordance with other national and local planning policy objectives and other material considerations, with the focus on the creation of sustainable, mixed-use communities.</i></p> <p><i>Greater flexibility is also needed to ensure that the DPD allows for changing circumstances with regard to employment land supply and demand. In the event that the land does not come forward for employment purposes, the text should include the provision to review alternative, viable uses including residential.</i></p>	<p>employment sites. Site specific allocations for the provision of new employment land will be progressed through other appropriate development plan documents.</p> <p>Shoebury Garrison Phase 2 land will be recognised as a potential site for new employment provision and other appropriate uses, which will be addressed through other suitable development plan documents. Therefore, land at Shoebury Garrison Phase 2 will not be designated as employment land in the DM DPD.</p> <p>Proposed Policy DM11 outlines that the Council will plan; monitor; and manage the function of the employment areas in</p>

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						respect to strategic and local economic objectives.
DM11	Harry Chandler [219]	1181	Comment		<p>Shoebury Residents Association Members are concerned that Shoebury is not an attractive area for employers and especially for youth employment.</p> <p>Members wish to see the road access to Shoebury to be further improved, both for holiday makers and businesses, so that business will be encouraged to locate in Shoebury and business and holiday makers will not be put off by access problems.</p> <p>We are concerned that many roads in Shoebury used by heavy transport are not suitable for heavy transport and wish to see more investment put into our local road infrastructure so that employers will locate in Shoebury.</p>	<p>Noted; it is considered that Policy DM16 in combination with the adopted Core Strategy provides the necessary framework to manage transport implications associated with new development in a sustainable manner.</p> <p>In setting out the long term strategy for transport within the Borough the Southend-on-Sea Third Local Transport Plan (LTP3) seeks to ensure provision of sustainable transport to support the regeneration of Shoeburyness and to ensure infrastructure is planned for, to encourage and sustain economic growth.</p>

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DM11	Linpac represented by Planning Perspectives LLP (B Kelly) [142]	1196	Comment	Unsound Soundness: [i] Justified [ii] Effective	Part 2 of Policy DM11 notes that those sites listed within Policy Table 7 should be maintained and promoted for modern employment floorspace. The policy lacks flexibility as it fails to recognise that viability will be an important consideration in the regeneration of the Prittle Brook Estate as outlined by the Southend-on-Sea Employment Land Review (ELR) 2010. Redevelopment will only be a possibility therefore if the viability is taken into consideration and a flexible policy allowing mixed-use development applied.	Noted; Policy table 7 defines Prittle Brook Industrial Estate as an Employment Growth Area. Proposed Policy DM11 (3) provides a flexible approach to managing development at the Employment Growth Areas through planning briefs that will set out the quantum of development and appropriate uses. The Council will further consider the policy in light of the National Planning Policy Framework and propose amendments, including in relation to flexibility and viability, where appropriate.
DM11	Linpac represented by Planning Perspectives LLP (B Kelly) [142]	1198	Object	Unsound Soundness: [i] Justified [ii] Effective [iii]	On the basis that modern business floorspace is developed at a higher density than old stock/industrial floorspace, a substantial part of the Prittle Brook Estate would be available for enabling residential development. Given that residential led	The Employment Land Review (2010) recommends that Prittle Brook Industrial Estate is retained for continued

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				<p>Consistent with national policy</p>	<p>redevelopment of the site may be the only way to bring it back into an active use, the policy is ineffective and will prevent redevelopment. Allowing mixed use development would be supported by PPS4 which encourages policies to remain flexible. Therefore, it is considered that DM11 is not compliant with national policy as it doesn't provide the desired level of flexibility to plan for sustainable economic growth.</p> <p><i>Part 3 of Policy DM 11 should read:</i> <i>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. An open view will be taken towards enabling development where it can help to meet aspirations for the development of modern employment facilities.</i></p> <p><i>Part 4 of Policy DM 11 should read:</i> <i>4. The Industrial Estates identified within Policy Table 7 will be mostly 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 Industrial Estates where they serve the day-time needs of estate's working population and will not result in a material change to the character and</i></p>	<p>employment purposes, given the restricted nature of employment land supply within the borough. However, it is considered that a flexible approach will be required to enable redevelopment of the site.</p> <p>Policy table 7 defines Prittle Brook Industrial Estate as an Employment Growth Area. Proposed Policy DM11 (3) provides a flexible approach to managing development at the Employment Growth Areas through planning briefs that will set out the quantum of development and appropriate uses.</p> <p>The Council will further consider the policy in light of the National Planning Policy Framework and</p>

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					<i>function of the area. Nevertheless, as part of comprehensive redevelopment proposals, enabling development (including residential if sensitively located) will be considered if it can be proven that a redevelopment to entirely employment uses would otherwise be unviable, and that the proposal meets identified priorities in terms of employment provision. This will ensure that the policy is sound: both effective and justified</i>	propose amendments, including in relation to flexibility and viability, where appropriate.
DM11	C & S Associates represented by Firstplan (M Woolner) [277]	1213	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	<p>Policy Table 7 identifies a number of Employment Growth Areas. This includes existing employment areas and green field land at Shoebury Garrison. The omission of Fossetts Farm from the identified Employment Growth Areas is not justified as:</p> <ul style="list-style-type: none"> * it is a Priority Urban Area (Industrial/ Employment Area) in the adopted Core Strategy (contributing to the delivery of 2750 jobs). * It is identified as Safeguarded Land in the Southend-on-Sea Local Plan Saved Policies; * a Section 106 Agreement dated 8th January 2004 provides an indicative zonal plan showing areas of Fossetts farm for employment and leisure recognises that the land could be comprehensively developed for these uses. 	Appropriate amendments will be made to ensure and clarify that Policy DM11 applies to existing employment sites only. Site specific allocations for the provision of upcoming and impeding sites, such as for land at Fossetts Farm, will be progressed through other appropriate development plan documents.

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					<p>* It is not effective or consistent with National Policy as it does not encourage sustainable economic growth in this location.</p> <p><i>Policy Table 7 should be amended to include Fossetts Farm as an Employment Growth Area.</i></p>	
DM11	Garrison Developments LLP represented by Planning Perspectives LLP (K Atkinson) [278]	1224	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	<p>The Policy is not justified as it fails to reflect the findings of the Employment Land Review (ELR) with regard to the Shoebury Garrison site (which is listed within Policy Table 7 as an Employment Growth Area). The Policy does not reflect the further findings of the ELR in that not all of the Shoebury Garrison site is required for employment purposes.</p> <p>To this end, the ELR recommends that a figure of around 3 hectares is required. This figure is significantly less than the whole 11.27 hectares making up the Phase 2 land as currently suggested in the Policy and the corresponding Proposals Map. Indeed, the ELR refers to other uses coming forward on the remaining land. Indeed the site proforma table appended to the ELR considers that the site "can be protected and developed when necessary for future employment use or mixed use (our emphasis)".</p> <p>Mixed-use development is supported by national</p>	<p>Noted. Appropriate amendments will be made to ensure and clarify that Policy DM11 applies to existing employment sites. Site specific allocations for the provision of new employment land will be progressed through other appropriate development plan documents.</p> <p>Shoebury Garrison Phase 2 land will be recognised as a potential site for new employment provision and other appropriate uses, which will be addressed through other suitable development</p>

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					<p>policy. PPS4 encourages policies to remain flexible. Policy EC2 notes that whilst employment land can be safeguarded from other uses, this safeguarding should "facilitate a broad range of economic development, including mixed-use". Against this advice, it is considered that the proposed Policy DM11 is not compliant with national policy as it fails to provide the desired level of flexibility to plan for sustainable economic growth.</p> <p><i>The Policy currently allocates the whole of the Shoebury Garrison site (Phases 1 and 2) as an Employment Growth Area. Given that only part of the site is currently supported for employment purposes for reasons set out on in the ELR, the site should be more appropriately allocated as a 'Mixed-Use Site to include Residential'.</i></p> <p><i>In circumstances where the DPD has no other Section on mixed-use sites (or housing sites for that matter), we would request at minimum that the employment allocation for the Garrison land be reduced to the figures referred to in the ELR.</i></p> <p><i>This would ensure that the Policy is justified and sound.</i></p> <p><i>In addition to this, whilst Part 7 of the Policy sets</i></p>	<p>plan documents.</p>

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					<p><i>out that "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", greater flexibility is needed to ensure that the policy allows for changing circumstances with regard to employment land supply and demand.</i></p> <p><i>In the event that the land does not come forward for employment purposes, the Policy should include the provision to review alternative, viable uses including residential.</i></p> <p><i>This would ensure that the Policy is effective, in conformity with national policy and sound.</i></p>	
DM12	London Southend Airport (P Le Blond) [211]	1171	Support		London Southend Airport supports the policy of focusing hotel accommodation at the Airport (as well as other locations).	Noted
DM13	Orchard Street Investment Management LLP represented by Gerald Eve LLP (M Moss) [218]	1177	Object	Unsound Soundness: [i] Justified [ii] Effective	It is considered that Policy DM13 it is not adequately 'justified', as it is considered not to provide the most appropriate strategy for Southend Town Centre; and is not sufficiently 'effective' as it fails to provide adequate flexibility. As it is contended that the draft policy fails both of these tests of soundness (as identified by PPS 12: Local Spatial Planning), the policy is seen to be unsound	Noted; the emerging Southend Central Area Action Plan (SCAAP) sets out detailed policies in relation to managing development and growth in the town centre and central area. The Council

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					<p>in its current form.</p> <p><i>Please refer to Representations 1420, 1421 and 1422</i></p>	<p>will consider the relevance of Policy DM13 in relation to the policies contained in the SCAAP and whether Policy DM13 as drafted is required.</p>
DM13	Orchard Street Investment Management LLP represented by Gerald Eve LLP (M Moss) [218]	1420	Object	<p>Unsound Soundness:</p> <p>[i] Justified</p> <p>[ii] Effective</p>	<p>To enable Southend town centre to remain the first preference and focus for all forms of retail development, it is essential that retail uses are complemented by supporting uses, in line with PPS6, which generate linked trips and allow shoppers to spend more time in the town centre. There to be significant opportunity to deliver new restaurants and cafés in particular</p> <p><i>The following amendments to the policy are sought:</i></p> <p><i>Add the following additional Part 4 to the policy:</i></p> <p><i>4. The introduction of complementary non-retail uses that support the role and function of the town centre is supported in principle. Restaurants and Cafés complement the retail offer of the town centre and help generate improved vitality for the town centre throughout the day. Proposals for new (Class A3) restaurants and cafés in the town centre are encouraged subject to the submission of a</i></p>	<p>Noted; the emerging Southend Central Area Action Plan (SCAAP) sets out detailed policies in relation to managing non-retail uses and town centre uses in the town centre and central area.</p> <p>The Council will consider the relevance of Policy DM13 in relation to the policies contained in the SCAAP and whether Policy DM13 as drafted is required.</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					<i>report by the applicant that adequately demonstrates that the proposals would be cause no adverse impact to the retail offer or the vitality or viability of the town centre.</i>	
DM13	Orchard Street Investment Management LLP represented by Gerald Eve LLP (M Moss) [218]	1421	Object	Unsound Soundness: [i] Justified [ii] Effective	<p>In order to maintain the primacy of the town centre, it is also essential that it remains accessible by a range of transport modes. Travel by car remains the only viable mode of transport for a number of people travelling to Southend town centre. Providing sufficient car parking is therefore a vital component in delivering a successful town centre, especially given pressures from out of town retail centres. Accordingly, it is requested that Policy DM13 explicitly acknowledges the important role car parking has in the function of the town centre and prevents any net loss in public car parking spaces.</p> <p><i>The following amendments to the policy are sought:</i></p> <p><i>Add the following additional Part 5 to the policy:</i></p> <p><i>The public car parks in the town centre have an important role in providing car parking for shoppers and, alongside public transport provision, adequate car parking is key ensuring the town centre remains accessible to all. Proposals which</i></p>	<p>Noted; the emerging Southend Central Area Action Plan (SCAAP) sets out detailed policies and proposals, including those relating to the management of town centre parking for the town centre and central area</p> <p>The Council will consider the relevance of Policy DM13 in relation to the policies contained in the SCAAP and whether Policy DM13 as drafted is required.</p> <p>Appropriate amendments to the DM DPD will be considered in light of the NPPF to ensure the document remains</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					<i>would result in the net loss of public car parking spaces in the town centre will be resisted.</i>	consistent with national policy.
DM13	Orchard Street Investment Management LLP represented by Gerald Eve LLP (M Moss) [218]	1422	Object	Unsound Soundness: [i] Justified [ii] Effective	<p>In light of the key role that The Royals and The Victoria shopping centres have in promoting the vitality and viability of the town centre, it is essential that this is explicitly recognised by Local Development Plan policy contained in the Development Management DPD, which should define a facilitative and flexible approach to support development of both centres throughout the plan period. It is made all the more essential in the face of direct competition from the large out-of-town retail park to be developed at Fossett's Farm.</p> <p><i>The following amendments to the policy are sought:</i></p> <p><i>Amend part 2 to read as follows:</i></p> <p><i>(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 comparison shopping within the Town Centre. In particular, support will be given to proposals:</i></p> <p><i>(2i) that provide additional retail floorspace for comparison goods and reinforce the primacy of the</i></p>	Noted; the emerging Southend Central Area Action Plan (SCAAP) sets out detailed policies in relation to managing development and growth in the town centre and central area. The Council will consider the relevance of Policy DM13 in relation to the policies contained in the SCAAP and whether Policy DM13 as drafted is required.

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					<i>High Street retail circuit, including at The Royals and The Victoria shopping centres</i>	
DM14	Broadway Estates Ltd represented by Hobbs Parker Property Consultants LLP (D Jarman) [228]	1188	Object	Unsound Soundness: [i] Justified	<p>The designation of the northern and southern frontage of Southchurch Road as a primary shopping frontage on the Proposal Map is opposed, as these frontages do not fulfill this function.</p> <p><i>Remove primary shopping notation from northern and southern Southchurch Road frontages</i></p> <p><i>Note - we consider that this notation fails the 'justified' soundness test.</i></p>	Noted. The designation of Primary and Secondary Shopping Frontages across the Borough will be further appraised in light of the NPPF and appropriate amendments will be considered and made available for comment during the publication of a revised proposed submission Development Management DPD and Southend Central Area Action Plan.
DM14	Orchard Street Investment Management LLP represented by Gerald Eve LLP (M Moss) [218]	1178	Object	Unsound Soundness: [i] Justified [ii] Effective	It is considered that Policy DM14 is not adequately 'justified', as it is considered not to provide the most appropriate strategy to reinforce the attractiveness, vitality and viability of the primary and secondary frontages within Southend-on-Sea within the daytime and night-time economies; and is not sufficiently 'effective' as it fails to provide adequate flexibility. As it is contended that the draft policy fails both of these tests of soundness (as identified by PPS 12: Local Spatial Planning), the policy is	Noted; It is considered that Policy DM14 is justified in its approach to managing Primary and Secondary Shopping Frontages. The Council will ensure that the policy is in conformity with the NPPF

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					seen to be unsound in its current form <i>Please refer to Representations 1423, 1424 and 1425</i>	and remains adequately justified and effective.
DM14	Orchard Street Investment Management LLP represented by Gerald Eve LLP (M Moss) [218]	1423	Object	Unsound Soundness: [i] Justified [ii] Effective	Adequate flexibility is important in planning policy to ensure complementary non-retail uses are able to develop in the town centre. An arbitrarily-defined restriction on the proportion of units within the primary shopping area's ground floor frontage allowed to be in non-Class A1 (retail) use is unnecessarily. This could actually harm the attractiveness, vitality and viability town centre and will be made more problematic by the retail development at Fossetts Farm. To recognise the need for adequate flexibility the requirement for active shopfronts to be retained or provided in primary and secondary shopping frontages, should instead refer to active frontages. <i>Replace part 2 of the policy with the following:</i> <i>2. Proposals involving the loss of units in Class A1 uses to non-Class A1 uses in the identified primary shopping frontages will be required to demonstrate that they would not cause significant adverse impact to the attractiveness, vitality and viability of the town centre. All proposals will be required to retain or provide an active frontage.</i>	Noted; It is considered that Policy DM14 is justified in its approach to managing Primary and Secondary Shopping Frontages. An over-concentration of non-retail uses within the primary frontage can detract from its shopping function and may prejudice its vitality and viability, create extensive lengths of "dead" frontage and a lack of proper shop window displays. This can detract from the attractiveness of the street to shoppers or isolate particular shops or areas from the main pedestrian flows. It is therefore necessary to manage the shopping function of

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					<p><i>Amend part 3 of the policy to read as follows:</i></p> <p><i>3. All developments in the secondary shopping frontage must provide an active frontage</i></p>	<p>centres to ensure their vitality and viability is not significantly harmed.</p> <p>The Council will ensure that Policy DM14 is in conformity with the NPPF and remains adequately justified and effective.</p>
DM14	Orchard Street Investment Management LLP represented by Gerald Eve LLP (M Moss) [218]	1424	Object	Unsound Soundness: [i] Justified	<p>Object to the protection of traditional features and shopfronts from being developed in all circumstances, as proposed by the policy. The value of preserving traditional features and shopfronts must be weighed against the benefits associated with any proposals that necessitate their loss. Such a restriction could potentially hold back development of the town centre and impinge on its ability to compete with nearby centres and the out-of-town retail park to be developed at Fossett's Farm.</p> <p><i>Amend part 4 vi of the policy to read as follows:</i></p> <p><i>4vi) The loss of traditional features and shop fronts which contribute to the appearance and visual amenity of a building or surrounding area will be</i></p>	<p>Noted; appropriate alterations will be considered in light of the proposed amendments suggested in the representation.</p> <p>Any amendment will be reflected in the publication of the Development Management Revised Proposed Submission Document and made available for comment.</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					<i>generally resisted. Proposals that would result in the loss of traditional features and/or shop fronts will be required to demonstrate that the benefits of the proposals outweigh the loss of these features.</i>	
DM14	Orchard Street Investment Management LLP represented by Gerald Eve LLP (M Moss) [218]	1425	Object	Unsound Soundness: [i] Justified [ii] Effective	<p>Whilst support is expressed for draft policy DM14's encouragement of the display of local art within the windows of the empty shop units, it is requested that Policy DM14 is more facilitative by allowing landowners to agree the content of local art to be displayed upfront; and be more relaxed in terms of requiring landowners to apply for planning permission only where proposals cannot be agreed informally.</p> <p><i>Amend part 5 of the policy to read as follows:</i></p> <p><i>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. The Council will seek an open upfront dialogue with landlords to agree suitable displays of public art and will adopt a facilitative and flexible approach to ensure the display of art is not unnecessarily delayed by requirements for formal planning applications to be submitted for schemes considered to be acceptable.</i></p>	Noted; Part 5 of Policy DM14 outlines that the Council will encourage the display of local art within vacant shop front windows to create visual interest from the public realm. Where applicable this will need to have regard to advertisement consent. Additional supporting text will be considered to provide clarification.

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
DM15	Environment Agency (J Hardwick) [215]	1172	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	<p>The DPD has not considered the foul water infrastructure and water quality issues identified in the Water Cycle Study.</p> <p>The Southend Water Cycle Study (Scoping Report, March 2009) identifies that the Southend Wastewater Treatment Works does not have the capability to treat further wastewater flows as a result of an increase in development. This may have a detrimental impact on water quality, nature conservation and the environment, which would contravene policy and objectives. Therefore, a policy is required to ensure that the impact of new development on foul water infrastructure and water quality is considered.</p> <p><i>Currently the only reference in the Southend LDF requiring new development to consider the impacts of growth on infrastructure appears to be in policy KP2 of the adopted Core Strategy which states development should 'not place a damaging burden on existing infrastructure'. There is however no specific reference to foul water infrastructure or the impacts of development on water quality.</i></p> <p><i>In light of the WCS scoping report findings we feel it necessary for the Development Management DPD to include a policy requiring developers to</i></p>	<p>Noted; since the publication of the Southend Water Cycle Study Scoping Report (2009) and this representation, Anglian Water have demonstrated to the satisfaction of the Environment Agency that current capacity at the Southend WwTWs can accommodate the Core Strategy adopted growth targets to 2021 and beyond. As such the Environment Agency has agreed to withdraw their unsound representation on this matter.</p> <p>Appropriate amendments to the supporting text regarding Waste Water Treatment works within the Borough will be considered and made available for comment during the publication of</p>

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					<p><i>demonstrate that there is capacity in the WwTWs and sewer network serving the Borough.</i></p> <p><i>We suggest the following (or similar) is recommended to the inspector as a minor amendment to Policy DM15 'Environmental Protection'. It is recommended that this wording is also agreed with Anglian Water and Natural England.</i></p> <p><i>Supporting Text [New subsection after paragraph 6.6]</i></p> <p><i>'Foul Water Infrastructure'</i></p> <p><i>The Essex Thames Gateway Water Cycle Study - Scoping Report (dated March 2009) identified that Southend Wastewater Treatment Works (WwTWs) is currently at capacity. It also identifies increases in flows through parts of the sewerage network is likely to cause an increase in the frequency of diluted but untreated discharges from the system. These systems discharge to the Thames Tideways which are a sensitive environmental receptor and designated SAC, SPAs, RAMSAR and SSSI. The discharges are also required to meet the requirements of the Water Framework Directive, Habitats Directive, Shellfish Waters Directive and</i></p>	<p>a revised proposed submission Development Management DPD.</p> <p>Please note that on the 27 March 2013 the Environment Agency withdrew this representation. See Appendix 3 for full details.</p>

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					<p><i>Bathing Waters Directive.</i></p> <p><i>Applicants should engage in pre-application discussions with Anglian Water and the Council to discuss these issues. All planning applications will be required to demonstrate that there will be capacity in the WwTWs and network before the development comes online.</i></p> <p><i>Policy Requirement [New point in the policy]</i></p> <p><i>'3. Applications for new development need to demonstrate there is adequate capacity in the foul water network, including the foul sewerage network and receiving wastewater treatment works, or that arrangements have been implemented for the necessary improvements to be in place in advance of the development.'</i></p> <p><i>You may also consider it appropriate to include water quality as a key indicator in the monitoring framework (appendix 1 of the DPD).</i></p>	
DM15	Environment Agency (J Hardwick) [215]	1176	Object	Unsound Soundness: [iii] Consistent with national policy	Concern with some of the wording relating to contaminated land. A condition should only be applied where appropriate and any remediation works should be carried out before commencement of any new development.	Agree; appropriate amendments to Policy DM15 will be considered and made available for comment during the publication of a revised

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					<p><i>To address our concern regarding point (1iii) of the policy we suggest the following minor amendment is suggested to the inspector:</i></p> <p><i>'(iii) remediation works will be carried out before the commencement of any new development'</i></p> <p><i>With regards to our comment relating to point 1(ii) we suggest the Council consider the following minor amendment:</i></p> <p><i>'(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, if appropriate, 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.'</i></p>	proposed submission Development Management DPD.
DM15	Natural England (G Wyatt) [65]	1200	Object	<p>Illegal Unsound</p> <p>Soundness: [iii] Consistent with national policy</p>	<p>In the absence of the additions to Policy DM15 and its supporting text, as recommended by the Environment Agency in their response dated 20 April 2011, there is a Risk that development might have a significant effect on the Benfleet and Southend Marshes SPA and RAMSAR site.</p> <p><i>The risk of impacts upon the Benfleet and Southend Marshes SPA and RAMSAR site can be removed by</i></p>	Disagree, since the publication of the Southend Water Cycle Study Scoping Report (2009), Anglian Water have demonstrated to the satisfaction of the Environment Agency that current capacity at the

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					<p><i>the inclusion of the additions to Policy DM15 and its supporting text, as recommended by the Environment Agency in their response dated 20 April 2011. This would ensure legal compliance and soundness.</i></p>	<p>Southend WwTWs can accommodate the Core Strategy adopted growth targets to 2021 and beyond. As such the Environment Agency, and subsequently Natural England, have agreed to withdraw their unsound representations on this matter.</p> <p>Appropriate amendments to the supporting text regarding Waste Water Treatment works within the Borough will be considered and made available for comment during the publication of a revised proposed submission Development Management DPD.</p> <p>Please note that on the 11 December 2013 Natural England withdrew this representation. See</p>

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						Appendix 3 for full details.
DM15	Southend Borough Council (R Atkins) [284]	1436	Comment		<p>Halcrow's recent advice whilst developing a Cliffs Management Strategy changes the circumstances quite significantly and I consider there is now a strong reason to make changes to the document as follows:</p> <p><i>"All development proposals in the vicinity of the cliff frontages shall take full account of the risk of ground instability. The Council is developing a Cliffs Management Strategy which will include location specific guidance to developers on areas which the Council consider unsuitable for development and those which require mitigation works to facilitate development. Pending issue of this strategy, potential developments should be discussed with the Council at an early stage to establish the suitability of the proposal. Development that is at risk from land instability or that is likely to increase risk to the site or surrounding areas will not be acceptable. Proposals will only be considered where:-</i></p> <p><i>(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 increasing instability in the site</i></p>	Agree, Appropriate amendment will be made to Policy DM15 and the supporting text to reflect the issues made on land instability. The amendments will be published and made available for comment as part of the Development Management Revised Proposed Submission Document.

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					<i>or surrounding land (ii) It can be demonstrated that mitigation measures to stabilise land are environmentally acceptable and will not adversely impact upon neighbouring uses."</i>	
DM16/ 7.1	Colonnade Land LLP represented by Icen Projects Ltd (J Cutler) [225]	1187	Object	Illegal Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	<p>This section fails to adequately address concerns of local high levels of traffic congestion, arising from the pressure on existing transport infrastructure and the high levels of out-commuting. By creating a closer link between the DMDPD and the LTP through more meaningful cross-references, there is a greater prospect of achieving the necessary improvements to the strategic transport infrastructure network. Alongside this, reference should be made to the Council's intentions regarding CIL, to ensure all future development provides for improvements to the strategic transport network.</p> <p><i>CLLLP would recommend that the supporting text to the policy is revised to confirm the role of the LTP in securing improvements to the strategic transport network.</i></p> <p><i>By creating a closer link between the DMDPD and the LTP, there is a greater prospect of achieving the necessary improvements.</i></p>	<p>Noted. The approach to Strategic Transport Infrastructure is addressed in the Local Transport Plan (LTP) 3 and the Core Strategy DPD. Sufficient reference is made to transport related issues and the LTP in the supporting text of DM16 and within the Core Strategy DPD.</p> <p>It is considered that reference to the Council's approach to developing a Community Infrastructure Levy is not required in Policy DM16.</p>

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					<i>Reference should be made to the intentions of the Council regarding CLL, to ensure all future development provides for improvements to the strategic transport network.</i>	
Appendix 1	Environment Agency (J Hardwick) [215]	1408	Comment		In relation to Representation 1172 consider the inclusion of water quality as a key indicator. <i>You may also consider it appropriate to include water quality as a key indicator in the monitoring framework (appendix 1 of the DPD).</i>	Noted; following discussion with the Environment Agency (EA) on this matter it has been established that water quality data is no longer readily available from the EA. Therefore, this matter will not be taken forward as a key indicator in the monitoring framework of the DM DPD.
Proposal Map	Southend United Football Club represented by Savills (M Power) [276]	1207	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	The proposals map must be updated to show Fossetts Farm as a priority urban area to reflect its designation in the Core Strategy. The designation currently shown on the emerging proposals map must be deleted. The emerging Proposals Map shows land at Fossetts Farm with a combination of the following designations: protected green space, Green Belt and agricultural land. This does not correspond with the current position and is inconsistent with the designations of the site in the: * adopted Core Strategy (2007), where Key	Noted; Fossetts Farm represents a large area of greenfield land that was safeguarded for future uses as part of the borough local plan (second alteration) (1999). The DM DPD will not replace this saved policy. The Core Strategy, in

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					<p>Diagram identifies Fossetts Farm as a Priority Urban Area and the Core Strategies Inspectors Report which states that the relocation of Southend United Football Club's stadium to Fossetts Farm area is supported in principle;</p> <p>* the Borough Local Plan Second Alteration (1999), which designated most of the site as safeguarded land outside of the Green Belt; and</p> <p>* the inspectors report concerning Planning Permission (SOS/06/01300/FUL), that concluded (paragraph 10.24) that: 'the indication in the key Diagram is sufficient to show that none of the land south and west of the Fossetts Farm PUA carries a Green Belt notation';</p> <p><i>The proposals map must be updated to show Fossetts Farm as a priority urban area to reflect its designation must be adopted in the Core Strategy. The designation currently shown on the emerging proposals map must be deleted. This will ensure that the proposals map is justified and effective in accordance with pps 12.</i></p>	<p>setting out broad locations for employment growth, identifies Fossetts Farm as an employment area of a Priority Urban Area where appropriate regeneration and growth will be focused. However, the Core Strategy does not include site allocations or allocate sites with a definitive boundary that can be shown on a Policies Map.</p> <p>Furthermore, the Proposed Development Management DPD does not contain site allocations and it does not provide a review of the Green Belt. Therefore, the Policies Map will not include specific new allocations for land at Fossetts Farm, including the safeguarded land allocation in the Borough</p>

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						<p>Local Plan Second Alteration (1999). Existing designations at Fossetts Farm will remain until they are replaced by site specific allocations.</p> <p>Appropriate amendments will be made to the DM DPD supporting text to clarify that site specific allocations will be progressed through other appropriate development plan documents. These will consider, inter alia, the allocation of impending and upcoming sites within broad spatial locations, such as those within Priority Urban Areas as defined by the Core Strategy DPD; including potential allocations at Fossetts Farm.</p> <p>The agricultural</p>

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						designation on the accompanying DM DPD Policies Map will be updated to reflect the safeguarded land designation at Fossetts Farm and the latest agricultural land classification surveys for Southend, provided by Natural England. The amendments will be published and made available for comment as part of the Development Management Revised Proposed Submission Document.
Proposal Map	C & S Associates represented by Firstplan (M Woolner) [277]	1214	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	The proposals map as currently drafted is unsound as it does not reflect the current adopted local policy, national policy, current designations and the planning history of the land at Fossetts Farm. There is no evidence base to support the proposed High Grade Agricultural Land designation at Fossetts Farm. Its designation is inconsistent with both the adopted Local Plan 1999 alterations, which designates the site as Safeguarded Land to	Noted; the agricultural designation on the accompanying DM DPD Policies Map will be updated to reflect the safeguarded land designation at Fossetts Farm and the latest agricultural land classification surveys for

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					<p>meet future development needs (Policy G1 a) and the Core Strategy (2007) which designates the site as a Priority Urban Area (Industrial/ Employment Area). Neither of these adopted plans designate the site as High Grade Agricultural Land.</p> <p>On the contrary, the Core Strategy seeks to encourage employment growth at Fossetts Farm. The proposed High Grade Agricultural Land designation is also inconsistent with a Section 106 Agreement entered into by our client and the Council dated January 2004 which provides an indicative zonal plan showing areas for employment and leisure. The zonal plan identifying our clients land for employment and leisure clearly shows that the Council agreed with the principle of these uses, this is carried forward in the Core Strategy designation.</p> <p><i>For land at Fossetts Farm, the proposals map should be changed to that of an Employment Area including leisure uses to reflect the Core Strategy as a Priority Urban Area designation and Section 106 Agreement. The High Grade Agricultural Land designation should be removed.</i></p>	<p>Southend, provided by Natural England.</p> <p>Appropriate amendments will be made to the DM DPD supporting text to clarify that site specific allocations, including for new employment land, will be progressed through other appropriate development plan documents. These will consider, inter alia, the allocation of impending and upcoming sites within broad spatial locations, such as those within Priority Urban Areas as defined by the Core Strategy DPD; including potential allocations at Fossetts Farm.</p> <p>Amendments will be published and made available for comment as part of the Development</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
						Management Revised Proposed Submission Document.
Proposal Map	C & S Associates represented by Firstplan (M Woolner) [277]	1215	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	<p>The Development Management DPD is not the proper DPD to make strategic decisions about specific sites and therefore should not designate our client's site as High Grade Agricultural Land nor remove the adopted Core Strategy designation as a Priority Urban Area. Any change to the designation should be done through the Core Strategy and/or Site Allocations DPD.</p> <p>We recognise that this is not a site allocations DPD but our suggestion (relating to the removal of the agricultural land designation and the suitability of employment and leisure uses at Fossetts Farm) simply reflects the adopted designations of the site as a Priority Urban Area and safeguarded land. It is noted that the proposals map does identify future designations, for example the green field land at Shoebury Garrison.</p>	<p>Noted; the Core Strategy, in setting out broad locations for employment growth, identifies Fossetts Farm as an employment area of a Priority Urban Area where appropriate regeneration and growth will be focused. However, the Core Strategy does not include site allocations or allocate sites with a definitive boundary that can be shown on a Policies Map.</p> <p>Furthermore, the Proposed Development Management DPD does not contain site allocations and, therefore, will not include specific allocations for Fossetts Farm on the</p>

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						<p>Policies Map.</p> <p>Appropriate amendments will be made to the DM DPD supporting text to clarify that site specific allocations, including for new employment land, will be progressed through other appropriate development plan documents. These will consider, inter alia, the allocation of impending and upcoming sites within broad spatial locations, such as those within Priority Urban Areas as defined by the Core Strategy DPD; including potential allocations at Fossetts Farm.</p> <p>The agricultural designation on the accompanying DM DPD Policies Map will be updated to reflect the</p>

Policy, para or section	Respondent (Name) [No]	Rep No	Object/ Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
						safeguarded land designation at Fossetts Farm and the latest agricultural land classification surveys for Southend, provided by Natural England. A revised submission version of the Development Management DPD, incorporating proposed amendments, will be published and made available for comment.
Proposal Map	Garrison Developments LLP represented by Planning Perspectives LLP (K Atkinson) [278]	1228	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	PROPOSALS MAP - Industrial Estates and Employment Areas. The allocation currently shows the Shoebury Garrison Phase 1 and 2 land as an Employment Growth Area. This is not considered to be justified and effective nor consistent with national policy for the reasons set out in our representations on Policy DM11. <i>The Shoebury Garrison land should be identified as a 'Mixed-Use Site to include Residential'. In circumstances where the Proposals Map has no</i>	Noted. Appropriate amendments will be made to ensure and clarify that Policy DM11 applies to existing employment sites. Site specific allocations for the provision of new employment land will be progressed through other appropriate development plan documents.

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
					<i>other provision for mixed-use sites (or housing sites for that matter), we would request at minimum that the employment allocation for the Garrison land be reduced to the figures referred to in the ELR.</i>	<p>Shoebury Garrison Phase 2 land will be recognised as a potential site for new employment provision and other appropriate uses, which will be addressed through other suitable development plan documents. Consequently, land at Shoebury Garrison Phase 2 will not be designated as employment land in the DM DPD, including Policies Map.</p> <p>A revised submission version of the Development Management DPD, incorporating these proposed amendments, will be published and made available for comment.</p>
Proposal Map	C & S Associates represented by Firstplan	1429	Object	Unsound Soundness: [i] Justified	With respect to Fossetts Farm whilst there is a need to protect the scheduled ancient monument, the other areas are suitable for development.	Noted; Site specific allocations will be progressed through other

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
	(M Woolner) [277]			[ii] Effective [iii] Consistent with national policy		appropriate development plan documents. These will consider, inter alia, the allocation of impending and upcoming sites within broad spatial locations, such as those within Priority Urban Areas as defined by the Core Strategy DPD; including potential allocations at Fossetts Farm.
Proposal Map	C & S Associates represented by Firstplan (M Woolner) [277]	1430	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national policy	The Development Management DPD proposes to replace all of the Southend-on-Sea Local Plan Saved Policies, including Saved Policy G1 a Safeguarded Land (Second Alteration), which seeks to safeguard Fossetts Farm for future development needs. This policy should not be deleted without a satisfactory replacement designation.	Agreed; Policy G1a will not be deleted upon adoption of the Development Management DPD.
Proposal Map	C & S Associates represented by Firstplan (M Woolner) [277]	1431	Object	Unsound Soundness: [i] Justified [ii] Effective [iii] Consistent with national	The potential of the site to meet the future development needs of Southend is well established both in terms of adopted policy and planning history. The site is suitable for both employment and leisure uses. This designation will enable the creation of jobs in	Noted. Appropriate amendments will be made to the DM DPD supporting text to clarify that site specific allocations, including for new employment land,

Policy, para or section	Respondent (Name) [No]	Rep No	Object/Support	Element of Soundness	Representation (Summary of Original Submission) and Respondents Suggested Changes to Plan [<i>in italics</i>]	Response to Representation
				policy	<p>line with the Core Strategy target and the Government's 'Planning for Growth' agenda which sets out that the top priority is to promote sustainable growth and jobs, and sets out that the answer to growth wherever possible should be 'yes' except where this would conflict with sustainable development principles.</p> <p>The designation of this site as an employment area including leisure uses is also in accordance with PPS4 which seeks for development plans proactively encourage sustainable economic growth. It also retains flexibility in line with the Southend Core Strategy Inspector's Report (October 2007) which considered that the future uses for Fossetts Farm should remain flexible because the site represents a scarce resource in terms of undeveloped land (Paragraph 6.5).</p>	<p>will be progressed through other appropriate development plan documents. These will consider, inter alia, the allocation of impending and upcoming sites within broad spatial locations, such as those within Priority Urban Areas as defined by the Core Strategy DPD; including potential allocations at Fossetts Farm.</p>

Appendix 8: Summary of issues raised through consultation on the Issues and Options DM DPD (June – Aug 2010)

The following tables provide a summary of the responses made to the Development Management Issues and Options Consultation. The Council's response to each representation received is contained within Appendix 9.

Generic Comments Received
The DPD missed the need to plan for the different types of people who use Southend i.e. Residents, Visitors and Workers.
Many new crossing points have been created where traffic will compete for road space and parking.
The currently adopted plans mix late night revellers from the night clubs and pubs through newly created residential areas such as the St. John's Quarter and the proposed road layout mixes the movement of workers in and out of Southend with Residents moving in the opposite direction at the same time.
The emphasis on a positive and proactive approach in pursuit of achieving better development outcomes through the whole Development Management process is welcomed.
The Council should embrace localism as it provides an opportunity for the Council to enhance the quality of life of its residents, enhance the individuality and unique character of Southend and provides the optimum framework to deliver on the long-standing objectives of the Council to deliver improvements to the strategic transport infrastructure network.
The potential of Southend cannot be fully realised without extensive new highway and public transport infrastructure.
An urban extension to Southend is needed to enable the delivery of the strategic transport infrastructure network.
Garon Park could be served by a new link road and associated development could be designed around an expanded park that would form the focus of growth and provide a green lung for both Southend and Rochford.
The Council has not indicated whether it will review its Core Strategy in light of the RSS abolition and PPS3 revision.
Southend should absorb the housing shortfall of neighbouring authorities.
Council should change its housing strategy to maintain a five and fifteen year supply of housing sites.
The current market demand in Southend is now predominantly for family sized homes.
There are housing delivery issues associated with high density urban development on complex brownfield sites.
Draft document contains many broad brush policies that need "tightening up".
No mention of lifelong learning.
Housing and employment numbers need to be reviewed.
Lower Thames Rowing Club and SMAC scheme could provide physical, recreational and educational facilities at Two Tree Island.
No mention of a park and ride at Leigh Station that serves East Beach park and the Seafront.

Development management issues needs an overall embrace of "Sustainability".
The pre-application discussions text should be drafted as a policy.
The criteria in DM26 should be explicitly used to justify site allocations in the CAAP and other location specific allocations in the DMDPD. Sustainable transport management issues should also be required to be addressed in development proposals.
Support for many of the suggested options but consider that the overall approach is too rigid as most policies will not able to respond either to changing market or to site-specific circumstances.
More consideration should be given towards the current residents and the parts of their lifestyle which will be changed by the proposed plans, such as loss of sea views and how they should be compensated for the loss of amenities.
A telecommunications policy is needed.
Need to take account of PPS5 and ensure that there is evidence about the historic environment and heritage assets in the Southend-on-Sea. Recommend that heritage at risk, including grade II buildings at risk, should form part of the LDF monitoring framework.
Only the very minimum has been done to 'tick the box' in terms of preparing an evidence base. Supporting studies have not been completed.
Need for a study to investigate potential link from a new Victoria station layout with a cheap transport system ie Tram or Land train to the seafront near pier and to Kursaal via central station.
Study needed to look at possibly opening the High street for cars after 5pm.
Design and townscape section does not go far enough with regard to storage and use of rainwater, and reduction of overflows into main system.
Great improvements can be made to freeing streets of traffic if sensible amounts of parking are made available at all new development.
Members, not just the chair, need to be involved in pre-application discussion.

Issue DM1 - Design of Developments
Paragraph 3 should be amended to read: 'Ensuring that the requirements of sustainable development are fully reflected in the design and layout to give priority to the needs of pedestrians (including disabled people and those with restricted mobility), cyclists and access to public transport'.
Paragraph 8 should give a clearer commitment to raising design quality standards and ensure the Design & Access Statements are prepared early enough on major schemes to inform the decision making process rather than justify what has already been decided.
The optimisation of the use of land and flexible design policies are required to ensure that areas which are in need of regeneration can be viably developed.
The Council is constrained in meeting the design objectives because they have incorporated the plans devised by Renaissance Southend Ltd.
Until the economy turns around the Council should concentrate on small developments that will improve the lifestyle of Southend Residents, Workers and Visitors.
Quality design and townscape can be achieved without demanding high quality materials in all circumstances. It may be appropriate to use materials that meet other planning and sustainability objectives i.e. locally sourced materials.
Some designs need to be in keeping with the traditional characteristics of the town.
Need to consider siting of developments with regard to solar gain as part of policy.

Flood risk is not included.

Issue DM2 – Tall Buildings

Tall buildings are not generally supported.

The Urban Place Supplement to the Essex Design Guide provides some useful advice on the approach to urban design principles that would be appropriate to Southend.

It would be inappropriate to include a level of detail in respect to defined buildings heights.

The suggested option appears a little vague and may need to be tightened up to avoid unintentional loopholes; eg. 'relate well', 'a point of visual significance'.

Use of the 'highest standards of architecture' could conspire to justify a tall building in an inappropriate suburban or remote setting.

Tall buildings should be defined as three storeys.

Suggested option is inflexible and does not allow for tall (or large) buildings to come forward in changing circumstances over the life of the plan.

The policy should allow for tall buildings to come forward on other sites, provided they meet the policy criteria.

Although the policy is entitled "Tall Buildings" the detail in points (i)-(vi) relate to both tall and large building. This may result in criteria being used to assess tall rather than large buildings.

Reference to "scale and character to surrounding buildings" is not appropriate for tall buildings. Tall buildings are different (stand out) from their surroundings or prevailing townscape scale. Therefore they are unlikely to relate to the scale of the surrounding.

The policy should not reference local regeneration.

Tall buildings which conform to the design suggestions will become landmarks and can enhance the environment.

There is no need to put tall buildings directly on the seafront.

Tall buildings need to be seen in relation to other tall buildings and especially from the Estuary.

Issue DM3 – Intensification of Existing Residential Sites and Areas

Support for the suggested option.

'Parking stress' and 'over concentration' needs to be defined.

Most conversions are unlikely to meet the Lifetime Homes Standard.

Policy needs to be subject to wholesale review in light of the changes to the classification of garden land as Greenfield development in the amendment to PPS3.

The issue of parking should be looked at on a case by case basis.

Particular care needs to be taken in historic areas.

There should not be a numerical benchmark that prevents conversions of existing dwellings under a certain internal size. This should be considered on a site by site basis.

No mention of conversion of Flats into Flats, this will not matter if Homes for Life provides adequate standards of space internally.

There could be an increase in flood risk if intensification of existing residential sites and areas in flood zones is considered.

Issue DM4 – Low Carbon Development and Efficient Use of Resources
General support for this policy and the principle of increasing energy efficiency and seeking on-site renewable energy.
CSH and BREEAM may pose severe challenges to public and private sector projects in the short/medium term on grounds of both cost and viability. Exceptions should be allowed.
Perceived bias towards the reduction of energy rather than carbon reduction methods.
Leaving the policy to rely on national policy and building regulations alone will mean that development is open to challenge in the areas of carbon and energy reduction.
Government's approach is all that is needed.
Zero carbon developments should not be implement ahead of Government's 2016 target as too challenging for the development industry.
All Councils are supposed to put into their development plans sites that are suitable for renewable energy. The most suitable site we have is between the Pier & Shoebury Boom along the low water mark.
The Thames Gateway is an Eco Region and should lead the way in resource efficiency and climate change mitigation.
The Council's approach needs to be flexible enough to respond to changes in emerging / adopted Government policy.
Support for zero carbon development ahead of Government changes to the Building Regulations in 2016.
The council should encourage the improvements in building refurbishments.
There should be a Borough-wide low carbon standard.
Decentralised energy comes with costly infrastructure which can be a negative barrier for inclusion within developments.
The Council should carry out a resource assessment of the region and identify areas where decentralised energy can be best introduced.
Development should use the lowest carbon energy production technologies.
Development should be assessed to examine whether community scale systems for energy, heating and cooling would be more efficient than relying on centralised supply or micro-generation.
It is possible that power may be most efficiently produced from a centralised location.
Waste that cannot be recycled or reused should be used for energy recovery.
Absence of any information on how and where the Council would seek to facilitate the delivery of decentralised energy networks within specified areas.
The policy options do not adequately address the issue of climate change.
In order to have a valuable effect on sustainable energy policies, a multifaceted approach should be promoted.
A 25% reduction in carbon emissions should be incorporated into development proposals.
Siting of development for maximum solar gain should go in to policy.
Flexibility is required to take account of viability, feasibility and suitability. The policy should not be framed in such a way that will place an undue burden on developers.
The Water Cycle Study might highlight areas where increased water efficiency is required.
Water efficiency measures add a minimal cost to development but can achieve significant results. All developments should aspire to incorporate community water harvesting and reuse systems, which are needed to achieve water use of less than 95l/head/day.
A strategy should be produced that identifies the means of reducing carbon dioxide emissions from direct and indirect sources.

The policy may need to consider carbon use in the construction supply chain, including reuse of construction materials on- and off-site.

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

The suggested policy was generally supported.

Care needs to be taken to ensure the preservation and enhancement of historic areas.

Use of local listing and stringent policies of control is advocated and that attention should also be paid to areas outside historic areas which may impact on them.

The unique design of the houses with balconies should be in a conservation area and subject to preservation.

In Southend the heritage assets require further assessment and appropriate protection and enhancement to ensure that they make a strong contribution in future to local townscape character.

Other issues to consider include: issues relating to coastal erosion, underwater archaeology.

Issue DM6 – Alterations and Additions to Existing Buildings

Care needs to be taken when considering alterations and additions in conservation areas.

Exceptions should be made where alterations and extension seek to improve carbon efficiencies.

Alterations and additions to theatre buildings requires complex consideration.

Issue DM7 – Flood Risk and Water Management

A more imaginative approach to flood risk and water management is required.

If there is a major flood, damaged property in low lying areas should not be put back to the same use but the whole area assessed and possibly alternative uses found, such as a yacht basin.

When planning permission is being sought for the development of a property, a separate risk assessment should not be necessary if there is already one for the same post code.

Development proposals in high risk areas should always be accompanied by a flood risk assessment.

The policy needs to take account of Flood and Water Management Act 2010 in terms of SUDS.

There seems to be a conflict with the Environment Agency flood risk policy.

Council needs to be mindful of the safety of any residents.

New development can provide opportunities for the incorporation of innovative flood defences into the design of the development.

The policy needs to consider all risks of flooding which are identified in your updated SFRA, Water Cycle Study and in the future by your Surface Water Management Plan.

Issue DM8 – Seafront Public Realm and Open Space

General support of the principle of Seafront Public Realm Policy.

There should be a clear link to the Greenspace and Green Grid Strategy SPD.

Attention should be paid to the historic areas of the Borough to ensure that the public realm sets a good example.

Policy makes reference to high quality design standards which the Council has failed to

achieve in recent years.
The Pier and the Kursal Roundabout should be made into an underground road.
Object to alternative options. Seafront needs a policy.
Undercliff - expect good quality design in new development, renovation schemes, streets and urban spaces whilst safeguarding and enhancing local character.
Latest DPD will need to be carefully co-ordinated with the Design and Townscape Guide.
Questions are raised over whether the continuation of general "nice idea policies" is a good idea.
A Seafront bus service link to tramway/land train from Victoria station to pier hill should be included.
Microclimate should be considered.

Issue DM9 – Seafront Character Zones
Support given for the retention of the openness and function of the Green Belt.
Policy needs to include reference to enhancing the biodiversity of the nature reserve.
The Sustrans proposals should not detrimentally affect the historic areas such as Leigh Old Town.
The Green Belt in the Two Tree Island Zone is very important and should be maintained.
The Old Town must be maintained as a marine village.
Cliffs below Cliff Parade - This area is not mentioned, but is popular for picnics and visitors to the seafront.
Semi stepped bridge should be made into a smooth ramp so that push chairs and buggies and electric buggies can use it.
Whilst it may be appropriate to define Seaside Character Areas to plan for their future, the current approach is prescriptive and in any event, premature.
Leigh Marshes needs to be changed from Green Belt to a recreation area or public green space.
Need for a park & ride.
Need for more parking for commuters.
Potential for a boat club or café or facilities for camping at Leigh Creek.
Leigh Marsh should not have been included in Green Belt.
Need for a safe pedestrian route from the Leigh Marsh car park into Old Leigh.
Need to extend activities for youth, extend the present skateboard park and put in a refreshment area.
Area North of the golf driving range could accommodate five touring caravans.
There is a wide and diverse range of marine plants that grow alongside the cinder path.

Issue DM10 – Water Recreation
Water recreation proposals should be considered on their merits.
Reference to the nationally designated off-shore conservation areas is required.
Water Recreation does not include any reference to the importance of biodiversity interests and, in particular, to issues of loss of inter-tidal habitats and the risk of increased disturbance to birds.

DM11 – Dwelling Mix
Proposed approach needs to reflect the implications of deliverability difficulties associated with the proposed provision of high density flatted development.
Developers should bring forward proposals for market housing that reflects the profile of households requiring such accommodation. Family sized accommodation should be encouraged where appropriate and agreed at the pre-application stage.
The market should determine the housing mix.
Support for the proposed affordable housing mix and the flexible approach to market housing mix.
Support encouragement of family accommodation but add "where site conditions allow".
The proposed affordable housing mix should not be treated as a definitive mix but rather a negotiated figure.
Alternative options not considered appropriate.
The Council should endeavour to raise the quality of the very poor condition of property offered for rent in the private sector.
Need to differentiate between housing and dwelling types i.e. Houses and Flats. Houses, 3/4/5 bedrooms. Flats, 1/2/3/4/5 bedrooms. Need to limit numbers of flats.
Bungalows should be avoided in areas of flood risk.
Justification of affordable dwelling mix should have regard to SHMA, specific site feasibility and viability, public funding, affordability criteria and potential for of-site provision.

Issue DM12 – Affordable Housing Tenure
Mix of tenure is essential in order to maintain or develop sustainable communities. There is now a wider range of affordable housing options including intermediate rent, rent to HomeBuy, HomeBuy and social rent.
The percentage of social housing differs between areas. The balance should be addressed where appropriate. Greater flexibility is required.
The Market should create the housing mix.
It is important to ensure a range of different types of housing within this category are provided.
The policy requirement for 70% of all affordable housing provision to be social rented on all sites is too high and inflexible.
Policy should refer to the need to take into account the findings of an affordable housing toolkit assessment, local conditions (including existing dwelling mix in the locality), levels of affordability, feasibility of delivery and specific site viability when determining the level of social rented housing within any particular development.
The alternative option is not appropriate.

Issue DM13 – Retention of Residential House Types
Suggested option supported.
The market should determine the housing mix.
Strongly support the protection of bungalows and resistance to conversions.
The option is too inflexible.
The issues of housing need, condition of buildings and feasibility / viability of renovation, energy efficiency and meeting life homes criteria should be considered in relation to

retaining existing bungalows and small family dwellings.

Issue DM14 – Residential Space Standards

Support the proposals to ensure all new dwellings meet Lifetime Homes Standards and mirror space standards as set out by HCA ensuring equality of choice for those entering market and affordable housing.

Very poor quality homes in some parts of Kursaal with overcrowding.

Not clear whether the preferred option relates to new build, not just new dwellings.

Policy text should state 'high' quality and not 'highest' quality.

Internal environments should be appropriate for the occupants needs and aspirations.

The policy should not simply promote quantity over quality.

The Council should endeavour to raise the quality of the very poor condition of property offered for rent in the private sector.

The desire to create balanced and healthy neighbourhoods should be a consideration and that minimum space standards may not lead to this if applied without looking at the context.

Space standards will be balanced against other considerations in this plan including the need to create balanced communities and liveable neighbourhoods.

The suggested option for protecting single storey dwellings could be strengthened by an Article 4 direction.

The deletion of "deemed necessary" in the option would be appropriate.

It is doubtful whether further protection could be given to family accommodation as that is too broad a definition.

The desire to create balanced and healthy neighbourhoods should be a consideration and that minimum space standards may not lead to this if applied without looking at the context. Space standards should be balanced against other considerations in this plan including the need to create balanced communities and liveable neighbourhoods.

Issue DM15 – Student Accommodation Space Requirements

Agree with suggested option.

Some of the information is out of date and needs updating.

Issue DM16 – Houses in Multiple Occupation

Agree that there is an unfair distribution of houses in multiple occupation (HMOs).

Issue DM17 – Specialist Residential Accommodation

Groups such as mental health, learning disabilities etc should be included.

Should promote independence and support individuals to live in their own homes.

Southend is a very popular area for retirement which means that there can be costs associated for both health and social care which could explain the disproportionate costs to the Southend area.

The occupancy is generally made up of Southend residents and also residents from other parts of Essex.

Suggested approach supported.

Public buildings should always include accessible toilets for those more severely disabled in addition to standard disabled toilet facilities.

Issue DM18 – Network of Centres

More sophisticated development control policy may be needed and may be required in the Southend Central AAP rather than Development Management DPD.

Support the approach for enhancing the town centre and also the inclusion of sui generis use in the town centre. Support the strategy to have a hierarchy of centres and focus retail development and other uses that attract a large number of people in Southend-on-Sea Town Centre and in District Centres.

Enhancement of the theatres will make a strong contribution to the character of the town and increase the experience of visiting the town as a tourist.

The options provided are based on a retail study completed in 2003. The overall level of future retail provision in the Borough and Town Centre has yet to be determined in the Retail Study.

Care should be taken to ensure the correct balance between shops and other uses and to avoid clustering of like uses.

Although the DMDDPD policies are appropriate, more detailed guidance needs to be provided in the Southend Central AAP and other DPD documents and site-specific development / design briefs on the appropriate future type, scale and location of retail and other town centre uses.

Support the range of uses proposed in the hierarchy of centres, with some minor changes.

The policy does not link well to the other DMDDPD policies including those of mixed use, sustainable development and those seeking centralised energy systems.

Issue DM19 – Shop Frontage Management

Support the policy to resist the loss of A1 retail uses in primary shopping frontages. The appropriate level on non-retail frontage should not be a borough-wide figure in the DMDDPD.

The appropriate level of retail and non-retail uses in each of the identified primary and secondary shopping frontages should also be informed the Southend-on-Sea Retail Study

The primary and secondary frontages need to be identified on a map base in the Submission Southend Central AAP and other relevant LDDs.

The retail function of the various centres is to be encouraged and should not be jeopardised by excessive non-retail uses.

Whilst the need for A3 type uses is recognised these should be assimilated within the retail elements of the shopping frontages and not clustered.

A more sophisticated development control policy may be needed to implement the preferred policy for the High Street. This should be in the Southend Central AAP rather than Development Management DPD.

There are too many discount shops, no shoe shops and lack of higher end shops.

In Leigh there are concerns with primary shopping frontage area. This should be extended to include Broadway West.

The use of a percentage of the whole centre for non A1 uses could lead to clusters. This should be restricted to individual frontages.

There is a need to clearly define "Primary Shopping Zones" rather than shopping frontages.

Object to overall reduction to 70% Class A1 in the primary shopping frontage.

Primary Shopping Zones should be reviewed to see if the length and extent is appropriate.

The policy should also give special consideration to shopfronts in conservation areas.
Council may wish to consider more detailed shop frontage design guidance in the Development Management DPD or other LDDs

Issue DM20 – Employment Sectors
Support for the suggested option and the identified employment sectors.
Policy should be further tested through the Local Economic Assessment.
Concern about the expansion of the airport and the perceived resulting traffic congestion on Leigh.
Many of the permissions for tourism and leisure development in Southend town centre have lapsed due to lack of operator interest. Further studies are required to ascertain the likely future level of demand for such tourism and leisure developments.
Suggested option contradicts the appropriate locations for a range of town centre uses contained in Table 2.
No site(s) have been identified in the Southend Central AAP for a Visitor Conference Centre. Alternative locations for Conference Facilities could include Southend Football Ground and / or at or near the airport.
The increasing trend towards self-employed working from home has not been considered. These may include space requirements and fast fibre-optic broadband connections etc.
The area referred to as 'North Fringe' needs to be defined.
The employment sector policies have been informed by supply led assessments, rather than informed growth-led strategies. Further analysis is required.

Issue DM21 – Industrial Estates and Employment Areas
The suggested approach is broadly supported as it is consistent with the adopted Core Strategy and the Employment Land Review 2010.
Further clarification is required about the Council's aspirations of sites identified for "maintenance and supply of modern employment floorspace within a mixed use context".
It is understood that the Council accepts the need for some level of enabling development as part of a comprehensive redevelopment of the Prittle Brook Estate, but this has not been expressed clearly in this document.
Viability of redevelopment should be recognised as a key consideration for sites in need of regeneration.
An improvement in the quality of employment floorspace should be given greater weight.
As the employment density for modern business units is greater than with older stock and industrial uses, there will be an opportunity to use a substantial part of the site for the enabling residential development.
Progress Road should be a protected industrial estate.
Support is given to the approach as it only retains industrial estates and employment land which are in desirable locations or which meet other sustainability criteria.
Dispute over the findings of the Employment Land Review.
Objection to the allocation of Grainger Road as a location for the "maintenance and supply of modern employment floorspace". Grainger Road should be reclassified as one of the List 3 sites.
Further clarification is needed on the interaction between this policy and the requirements of DM22.

Shoebury Garrison does not present a suitable opportunity for employment use given its geographical location within the Borough and the poor transport links connecting the site to the rest of the Borough and beyond. There is no demand in this location. This site should be a housing site.

Need to address the needs of self-employed home workers, the provision of starter units for all types of business and workspace / units for Creative Industries.

Enabling development is not expressed clearly within the document. A residential led mixed use scheme at Prittle Brook Estate may be the most appropriate way forward for a comprehensive redevelopment to optimise the use of the site.

Issue DM22 – Employment Uses

The suggested policy was supported.

The suggested policy is considered to be overly prescriptive in requiring "at least equivalent" jobs to the existing floorspace. A flexible approach is required.

The redevelopment of old and unsuitable stock will attract investment to the area even if it is providing a lower amount of floorspace than the existing.

The suggested policy is not clearly worded and it is unclear whether the equivalence should be in the type of employment (sector and grade) or number of jobs measured as full time equivalents. Clarification is also required of whether this provision can be made on or off-site or via developer contribution.

The proposed approach should extend to the sites identified for protection and intervention to allow for their review during the life of the Plan to allow for their release where there is no demand for the sites / premises and/ or any prospect of redevelopment.

The requirement for a range of unit sizes provided in any employment proposals should be led by feasibility and viability criteria and if not for a named occupier, should be informed by a market demand assessment.

The approach and the preferred option has focussed on the "traditional" employment uses and areas, which are known to be in major and fundamental decline, The issue of addressing the changing requirements of the occupiers of these traditional types of premises and the needs of different and emerging employment sectors have not been addressed. These sectors include those identified - cultural and creative industries, the "intellectual sector" including tertiary education and the service sector for the expanded retail and leisure offer in Southend.

Issue DM23 – Visitor Accommodation

It has been estimated that there are between 2.5 and 3 million people who live within an hours travel of Southend, because of this fact Southend will always be a day trip destination. No need for this policy.

Support for the suggested policy but with concerns regarding the airport expansion.

Support the approach to restrict out-of-town hotel development to secure new hotels in the town centre, on the Seafront and at the airport and the decision not to designate Hotel Development Zones.

Support the preferred approach, but all applications need to be considered on a site-by-site basis

Consideration should be given to the special location requirements of key sub-sectors such as boutique hotels and serviced apartments. The proposals for the provision of visitor accommodation (as well as those which include the loss of visitor accommodation) should

be subject to a demand assessment and supported by viability and feasibility assessments.
Certain types of visitor accommodation may be best located around the key employment areas (including the university) and/or the station.
Southend has many economy bed and breakfast establishments. The Council should encourage this type of accommodation not try to change it.
Other issues to consider may include the type and seasonality of demand and how this is to be addressed in proposals for visitor accommodation; and the specialist needs of conference visitor accommodation.

Issue DM24 – Contaminated Land
This policy is generally supported.
The policy could be strengthened by recommending Global Remediation Strategies for certain sites.
If the development of an area is under one ownership and is to be undertaken over a number of years some thought should be given to assessment of the site from a global or strategic perspective and planning long-term sustainable remediation options where appropriate.
The Council may wish to state a policy preference for the type of land remediation - encapsulation, soil cleaning, off-site disposal of contaminated soils for various end uses.

Issue DM25 – Land Instability
Susceptible areas should be monitored for the cumulative effects of development.
This policy should make reference to the potential for palaeo-archaeological or environmental evidence to be discovered in areas where the cliffs are unstable.

DM26 – Sustainable Transport Management
The proposed approach fails to address the potential for improvements to the strategic transport infrastructure network that could be accommodated through growth in the north of the borough.
General support for the policy.
It is not apparent that the release and retention of the industrial sites under DM21 had due regard to these sustainable transport management objectives.
An aging population in Southend and district has caused many more electric mobility vehicles to use the roads and pavement. The Council should consider this when selecting paving for pedestrian use.
Park and Ride and Bus Lanes should be included.

Issue DM27 – Vehicle Parking Standards
Consideration should be given to future residents and to the displacement of car parking from one area to another rather than simply new additional car parking.
Standards need to reflect demand and also local circumstances.
The policy should require applicants to be innovative about car parking.
Parking should not be an absolute figure and should be expressed as a maxima.
Support intention to distinguish between CSAAP area and rest of Borough.
May need to retain additional flexibility to respond to individual issues on major town centre sites and to take account of overall policy for town centre parking provision publicly

available off street and on-street spaces.
Vehicle Parking Standards Table 4 excludes theatres. Consider 1 cycle stand per 40 seats and 1 parking space per 5 fixed seats.
There needs to be more parking facilities in the town centre.
The attempt to discourage private vehicle use has failed and is now inappropriate.
Need to encourage sustainable traffic movements e.g. encourage bus use, park and ride, to increase rail use within the town and to provide adequate parking for residents.
Need to extend the cycle routes.
The vehicle parking standards need a complete revision to free up our roads for residents and visitors.
Need to review the size of parking areas allowed in front of houses that will accommodate small "Smart" cars.
Food store car parking should be maximised and balanced to ensure that foodstore facilities operate efficiently without adverse effects on the highway network. Car parks associated with food retail developments within or on the edge of centres can also provide short-term car parking facilities for shoppers and visitors to the centre which can serve the town or City centre as a whole.
Car clubs, and financial disincentives should be part of an acceptable solution.
The car park standards for schools causes significant problems when expanding primary schools. There are not any sites or money for new schools so it is necessary to expand existing schools. Parking standards will result in more car parking at the expense of school play area. A flexible policy is needed.

Appendix 9: Response to the issues raised through consultation on the Issues and Options Development Management DPD (June – Aug 2010)

Consultation Questions: Consultee Responses

Section 3: Development Policy Context: Generic Questions

1. Has the Council identified all the key development management issues that are relevant to Southend-on-Sea?

Respondent	Respondent's Comment (Detailed Summary)	Council's Response
Herbert Grove Residents	The main point missed was the need to plan for the different types of people who use Southend, Residents, Visitors and Workers. The currently adopted Council plans mix late night revellers from the night clubs and pubs through newly created residential arrears such as the St. John's Quarter and the proposed road layout mixes the movement of Workers in and out of Southend with Residents moving in the opposite direction at the same time. Many new crossing points have been created where traffic will compete for road space and parking.	Comments relate more particularly to the Southend Central AAP issues and options consultation and will be considered within the Central Southend Area Action Plan: Consultation Statement. The Development Management Issues and Options document does not set out any development proposals. The function of this document is to manage development within a sustainable framework. Noted and as such it seeks to balance the needs of the different types of people who use Southend. This evident through the document structure and coverage of development management policies.
Essex County Council	Essex County Council fully supports the preparation of the Development Management DPD. It will provide more detailed guidance which should greatly assist the process of securing high quality sustainable development in support of the strategic vision of the Core Strategy and meeting the needs of the community. The emphasis on a positive and proactive approach in pursuit of achieving better development outcomes through the whole Development Management process is welcomed.	Noted. No further action(s) required.
Anglian Water	On this occasion, I have no comment to make.	Noted. No further action(s) required.

<p>Iceni Projects</p>	<p>Iceni Projects Ltd (Iceni) has been instructed by Cordea Savills on behalf of Colonnade Land LLP (Colonnade) to submit representations to the Development Management Document (DMD) and Southend Central Area Action Plan (SCAAP) Development Plan Documents (DPDs). Colonnade represents the interests of landowners to the north of Southend. Colonnade considers Southend to be one of the most important locations in the Thames Gateway for improving both the local and regional economy. This is based on the potential that exists for Southend to function as a regional city for Essex Thames Gateway and the potential of Southend Airport to develop into a successful regional airport for the sub-region and an economic pole in its own right.</p> <p>The advent of localism and the changes to the planning system being brought into place by the Government provide an opportunity for the Council to drastically enhance the quality of life of its residents, enhance the individuality and unique character of Southend and provides the optimum framework to deliver on the long-standing objectives of the Council to deliver improvements to the strategic transport infrastructure network.</p> <p>Colonnade recognises that the potential of Southend cannot be fully realised without extensive new highway and public transport infrastructure and accordingly, Colonnade is promoting an extension of Southend to enable the delivery of significant improvements to the strategic transport infrastructure network that will realise the long-standing objectives of the Council arising from the original Local Transport Plan. The extension of Southend provides an opportunity to plan comprehensively for improvements to infrastructure, including the potential to contribute to improvements to Garon Park. Indeed, Garon Park could be served by a new link road and associated development could be designed around an expanded park that would form the focus of growth and provide a green</p>	<p>Noted.</p> <p>Through the PPG and PPS policy documents, there has been a long-standing requirement for new development to contribute to the enhancement of the quality of life of its residents and the enhancement of the individuality and unique character of an area. The Core Strategy has been found to be sound and meets the Government's planning policy requirements set out in the PPG and PPS documents. Despite recent changes, these requirements have not changed.</p> <p>LTP3 has been prepared and an issues and options paper was published for consultation in late 2010 / early 2011.</p>
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lung for both Southend and Rochford.

The new Government has announced a series of significant changes to the planning system that are material to the Core Strategy and its daughter documents, including the DMD and SCAAP. Whilst the intention of the changes is not to derail or stop the LDF production process, it is inevitable that the implications of the changes will need to be considered by the Council. In the absence of clarification from the Council as to its intended path - principally the choice between continuing with the Core Strategy as adopted (and continuing the production of its daughter documents based on an unaltered strategy), or opting to alter the Core Strategy to take account of the changes. Either way, the Council is expected to: "...quickly signal their intention to undertake an early review so that communities and land owners know where they stand." [guidance issued on 6 July 2010 by the Department for Communities and Local Government]. We await the response from the Council as to its intentions regarding housing targets and reserve the right to comment further on the clarification of its position. If the Council decides the appropriate path is to undertake an early review of the Core Strategy, which for the avoidance of doubt Colonnade considers is the appropriate approach in light of the changes to PPS3 in particular (the reasons for this being clarified below), then the consultation on the DMD and SCAAP should be held in abeyance pending the outcome of the review.

With regard to the housing targets set out in the now revoked East of England Plan, Colonnade would welcome the swift clarification of the intended approach to the housing provision targets in accordance with Government advice.

It is also significant that neighbouring authorities are understood to be considering reducing their housing targets with the expectation that Southend will absorb the resultant surplus and it is clear that the

On the 15th June 2010, the Southend-on-Sea Cabinet agreed to the principle of amending the Local Development Scheme on the basis of the proposed timetable. This document proposes a review of the Core Strategy with the Regulation 25 stage scheduled for December 2011. In the interim, the Council considers that the adopted housing targets are appropriate for Southend-on-Sea which are supported by a robust evidence base that includes an up-to-date SHLAA. The SHLAA sets out a 10.9 year supply of ready to develop housing sites.

There is no expectation that Southend-on-Sea will absorb Rochford's housing requirements. As noted in the representation, the localism agenda and revocation of the

Government has confirmed the expectation that authorities will work together to address these, and other, issues. The confirmation of the shortfall in the housing land supply in Rochford, approximately 2.5 years, by the Inspector and the Secretary of State at the recent recovered appeal (ref. APP/B1550/A/09/2118433/NWF), provides a clear indication of the extent of the issues being faced by a neighbouring authority.

As to the changes to PPS3, these are considered to be a material change that could fundamentally affect the principal aims of the housing strategy set out in the Core Strategy. As such, Colonnade considers that the Council will need to consider a review of the Core Strategy as a result of these changes as a minimum. The change in classification of backlands/gardens and the abandonment of the minimum housing density targets will act to further enhance the need to identify additional housing sites through the planning process. Quite simply, the Council will not be able to rely to any extent on the delivery of windfall sites, the level of development within the Town Centre and Central Area or further intensification of the urban areas to the extent envisaged in the Core Strategy.

As such, wholesale changes will be required to the housing strategy to maintain a five and fifteen year supply of suitable, available and viable housing sites. It is significant that there has been growing concern amongst Council Members over town cramming and the provision of a large predominance of flatted developments. The changes to PPS3 do allow the Council to apply greater freedoms in the types and standards of housing (size and densities) sought, provided there is sufficient additional land supply identified to address these improved standards.

Regional Spatial Strategy allows local council's to set their own housing targets based on a robust evidence base. Rochford are currently at an advanced stage of their Core Strategy production, which will set their own housing targets. This document cannot set any housing targets for Southend-on-Sea. Furthermore, it is noted that the Planning Inspector stated in the referenced appeal that it is premature to consider further housing sites as the Rochford Core Strategy is at an advanced stage.

It is considered that the changes to the planning system notably and change of definition of previously-developed land does not materially delay the programme for the Development Management DPD production.

On the 15th June 2010, the Southend-on-Sea Cabinet agreed to the principle of amending the Local Development Scheme on the basis of the proposed timetable. This document proposes a review of the Core Strategy with the Regulation 25 stage scheduled for December 2011. In the interim, the Council considers that the adopted housing targets are appropriate for Southend-on-Sea which are supported by a robust evidence base that includes an up-to-date SHLAA. The SHLAA sets out a 10.9 year supply of ready to develop housing sites.

As clarified below, the current market demand, in Southend and the wider area, is now predominantly for family sized homes. Therefore, the logical conclusion arising from both of the changes to PPS3 is the need to identify further reservoirs of housing land to allow for sufficient housing growth of the dwelling type/s demanded without the comfort of delivery on windfall sites or minimum targets on those areas identified.

With the recent changes to PPS3 in mind, it is relevant to note the findings of the Inspector and Secretary of State in relation to the evidence presented by the appellant regarding the likelihood of high density flatted development schemes being delivered in the current economic climate, specifically in relation to the south Essex sub-region, at the recent appeal by Colonnade for the development of approximately 300 dwellings in East Tilbury (ref. APP/M9565/A/09/2114804/NWF). Evidence was presented by a former Managing Director of a national housebuilder with a significant property portfolio in south Essex, which confirmed that, amongst other issues: * Delivery of new housing in South Essex in recent years has, as a result of buoyant market conditions, limited supply, and vendor expectations, been focussed on flatted development as this was seen by investors as the way to maximise the value of their land; Following the downturn in the economy, there has been a realisation that high density schemes, unless of a scale and location that are highly sustainable and desirable, are not economically deliverable in the short or medium term; * Planning supply of flatted product suddenly became the opposite of what little end user demand existed for traditional family housing; In some cases the financial viability of high density schemes that also had high planning gain tariffs, sustainability codes and contemporary

The change in definition of previously-developed land is not a strategic issue that needs to be addressed by a Core Strategy. Rather it is a site specific issue that should be addressed by the Development Management DPD. The change of definition only changes the classification of backland development and does not prevent this type of development. The Annual Monitoring Report indicates that the previously-developed land target of 80% and the adopted housing targets have all been met and that the change of definition will not impact upon future housing delivery. This is supported by evidence in the SHLAA. PPS3 allows the Council to seek a mix of housing types and standards. The SHMA provides the evidence of the household need for the borough. Recent amendments to PPS3 do not alter the principles of PPS3 in this respect. The Suggested Option in Issue DM11 seeks a mix of housing types including family housing in accordance with PPS3. Noted. This market demand is supported by evidence in the SHMA. However the Council disagree that this need requires a 'reservoir of housing land to allow for sufficient housing growth'. The SHLAA provides evidence of sites that can meet this need. The SHMA provides evidence to demonstrate that Thurrock and Southend-on-Sea operate within neighbouring but different housing markets. Therefore, in this instance the reference to Thurrock is not considered comparable and consequently the conclusions of the Planning Inspector of the land supply situation of Thurrock and not Southend-on-Sea. It is however recognised that there is a need for a balanced supply of housing types and sizes within a Southend-on-Sea

design costs was in question even at the height of the market; Due to the financial difficulty being experienced by all house builders at present, the emphasis is on securing land that has the ability to generate turnover with low working capital expenditure. In order to achieve this, the focus is on securing relatively 'clean' land for building and selling family housing product rather than flats, which are less dependent on off-market sales and the buy-to-let investor market. The Inspector's Report confirmed that the above evidence was accepted in making his recommendation that the appeal be allowed. In addition, the Inspector acknowledged the "delivery problems arising in the current economic climate, and from the heavy reliance on the delivery of high density urban development on complex brownfield sites" [IR334] and noted that: "More recently, the additional cost associated with major brownfield schemes has in some cases seen the proportion of affordable housing renegotiated downwards. An example is the Fiddler's Reach scheme at West Thurrock, where viability considerations have restricted the proportion of affordable housing to 11%." [IR308] It is quite clear from the above, that a heavy reliance on the delivery of housing development on high density brownfield sites brings with it a number of significant complexities, not least the issues of attractiveness to the market and viability, but also the potential to restrict affordable housing delivery, both in real and proportional terms. In accepting the recommendation of the Inspector and allowing the appeal, the Secretary of State verified position adopted by the Inspector and should be taken into account by the Council in the formulation of the policies of the DMD and SCAAP.

The proposed approach to a number of the issues contained within the DMD will need to be reconsidered in light of the announcements by the Secretary of State for Communities and Local Government and the Minister for Decentralisation.

context. This issue has been addressed within the Suggested Option to Issue DM11.

Disagree. The issues referred to within this representation have been considered within Development Management Issues and Options document and despite recent announcements by the Secretary of State for Communities and Local Government and the Minister for Decentralisation it is not considered that these issues need

		to be re-considered.
The Society for the Protection of Undercliff Gardens	We acknowledge receipt of your letter dated 21 June, and very much welcome the long overdue concept of detailed policies that planning applications can be assessed against. Unfortunately the draft document contains many proposals for broad brush policies that are clearly in conflict with this concept and need "tightening up" if it is to succeed.	Noted. Amendments will be made to the final policies as necessary.
Cllr Crystall	<p>Page 15.Q."No mention of life long learning" Agree with the objectives as far as they go, Provision of Life long Education should be one of the aims of the corporate plan..</p> <p>SO5 and SO6, numbers will need to be reviewed and reduced.. SO12. and education.</p> <p>Lower Thames Rowing Club and SMAC scheme will provide physical, recreational and educational facilities at two tree, as well as Seafront existing.</p> <p>Strategic objectives . "Park and Ride" All other major towns in East of England have Park and Ride as an essential part of their infrastructure. Leigh station Park and ride to to East beach park and ride along seafront would be a good start .Only one lot of buses needed, terminal at each end.</p> <p>Development management issues needs an overall embrace of "Sustainability", which relates to all six bullet points.</p>	<p>Noted. Education is addressed within the Issues and options and document. 'Life Long Learning' is a specific issue that is not appropriate within this document and should be addressed within the Corporate Plan.</p> <p>The Strategic Objectives are set out in the adopted Core Strategy and repeated here to underline the Council's objectives with regard to development management policies. The Development Management DPD is not a strategic document and can not amend the Council's Strategic Objectives.</p> <p>Noted.</p> <p>Noted. The Development Management DPD does not set the site specific transport policies. These issues have been raised as part of the LTP. LTP3 is has been prepared and an issues and options paper was published for consultation in late 2010 / early 2011.</p> <p>Noted. The Development Management DPD provides the framework in which to manage Southend-on-Sea's built environment and ensure successful place-making and sustainable development. All development management policies should therefore be read as a whole.</p>
Savills for	The text on the approach to handling applications - pre-application	Noted. The requirement for pre-application discussions is

Inner London Group	<p>discussions and detail of information to be provided during pre-application stage (page 8, paras 2 and 3) - should be drafted as a policy. This policy on pre-application discussion could be an important Key Performance Indicator for the Annual Monitoring Report. Insert new policy.</p> <p>The role and purpose of including the references to the Saved Policies of the Southend on Sea Borough Local Plan under each of the subject chapters has not been explained and is unclear.</p> <p>The criteria in DM26 should be explicitly used to justify site allocations in the CAAP and other location specific allocations in the DMDPD (e.g. DM21 and DM22) and in future LDDs. Sustainable transport management issues should also be required to be addressed in development proposals.</p>	<p>set out in the Design and Townscape Guide. It is therefore considered that the approach to pre-application discussions should be explained in the supporting text and not policy. This will allow greater flexibility.</p> <p>The saved policies referenced in the Issues and Options document are those that will be replaced when the Development Management DPD is adopted.</p> <p>Noted. All development management policies should be read as a whole.</p> <p>Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>
Burges Estate Residents Association	Page 5/6. Self evidently the policies which will eventually emerge from this participation exercise will not come into force until Feb 2012 based upon your timetable. Consequently should not the Council be making arrangements to keep the saved policies from the Borough Plan valid until they are superseded to avoid a vacuum	The Saved Policies are saved until they are superseded by the LDF documents.

2. Do you agree with the suggested policy options?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	In general we support many of the suggested options, but consider that the overall approach is too rigid, most policies will not able to respond either to changing market or to site-specific circumstances	Noted. The Council will apply a 'plan, monitor and manage' approach to development to ensure responsiveness to changing market conditions.

3. Are there any other options that you think the Council should consider as well as the ones suggested within this consultation document?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	More consideration should be given towards the current residents and the parts of their lifestyle which will be changed by the proposed plans, such as loss of sea views and how they should be compensated for the loss of amenities.	<p>Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p> <p>The preferred option in DM1(2) seeks to take account of the outlook from neighbouring properties of new developments. DM1(2) also seeks to protect the amenity of neighbouring properties in terms of privacy, noise, activity and overshadowing.</p> <p>However, there is no fundamental right to a view in the English planning system and the loss of a view from a particular window or indeed, from a property as a whole, would not amount to a loss of a fundamental amenity. The policy wording in DM1(2) will however be strengthened to protect the amenities of neighbouring properties.</p>
Mono Consultants Ltd	<p>We would take this opportunity however to comment that we consider it important that there remains in place a telecommunications policy within the emerging Local Development Framework.</p> <p>We would suggest a policy which reads;</p> <p>Proposals for telecommunications development will be permitted provided that the following criteria are met: -</p> <p>(i) the siting and appearance of the proposed apparatus and associated structures should seek to minimise impact on the visual amenity, character or appearance of the surrounding area;</p> <p>(ii) if on a building, apparatus and associated structures should be sited and designed in order to seek to minimise impact to the external appearance of the host building;</p>	The Council considers that telecommunications can be addressed by general design policies and national policy.

	<p>(iii) if proposing a new mast, it should be demonstrated that the applicant has explored the possibility of erecting apparatus on existing buildings, masts or other structures. Such evidence should accompany any application made to the (local) planning authority. (iv) If proposing development in a sensitive area, the development should not have an unacceptable effect on areas of ecological interest, areas of landscape importance, archaeological sites, conservation areas or buildings of architectural or historic interest.</p> <p>When considering applications for telecommunications development, the (local) planning authority will have regard to the operational requirements of telecommunications networks and the technical limitations of the technology.</p> <p>Mobile communications are now considered an integral part of the success of most business operations and individual lifestyles. With new services such as the advanced third generation (3G) services, demand for new telecommunications infrastructure is continuing to grow</p> <p>We are suggesting that a clear and flexible telecommunications policy be introduced in one of the main LDDs. This should be introduced by a short paragraph outlining the development pressures and the Councils policy aims.</p>	
English Heritage	<p>PPS5 builds on the earlier national guidance for the historic environment and brings it up-to-date based on the principles of heritage protection reform. The following parts are of particular relevance: Policy HE2.1</p> <p>'...local planning authorities should ensure that they have evidence about the historic environment and heritage assets in their area and that this is publicly documented. The level of detail of the evidence should be proportionate and sufficient to inform adequately the plan-making process.' Policy HE3.1: '...local development frameworks should set out a positive, proactive strategy for the conservation and enjoyment of the historic environment in their area, taking into account the variations in type and distribution of heritage asset, as well as the contribution made</p>	<p>Noted. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>

by the historic environment by virtue of (inter alia) its influence on the character of the environment and an area's sense of place.' Policy HE3.2 advises that the level of detail contained in a LDF 'should reflect the scale of the area covered and the significance of the heritage assets within it'. Policy HE3.4 states that 'At a local level, plans should consider the qualities and local distinctiveness of the historic environment and how these contribute to the spatial vision in the local development framework core strategy. Heritage assets can be used to ensure continued sustainability of an area and promote a sense of place. Plans at local level are likely to consider investment in and enhancement of historic places including the public realm, in more detail. They should include consideration of how best to conserve individual, groups or types of heritage assets that are most at risk of loss through neglect, decay or other threats'. The emphasis on a positive, proactive approach to the historic environment in plans is especially noteworthy. We would also highlight the need to understand the significance of heritage assets within the plan area. In the context of the Southend LDF we hope that assessment of the historic environment will be pursued as an important and integral part of the evidence base. Other points from PPS5 worth noting at this stage: - The term 'heritage asset' is now the appropriate term to refer to those parts of the historic environment that have significance, both designated and un-designated. Paragraph 5 provides the definition. - Paragraph 7 of the PPS recognises the positive contribution of heritage assets to local character and sense of place - The historic environment should be integrated into planning policies promoting place-shaping (paragraph 7) - Policy HE5 refers to the need for monitoring indicators. We recommend that heritage at risk, including grade II buildings at risk, should form part of the LDF monitoring framework.

4. Do you think that the Council's evidence base is sufficient to inform the Development Management DPD or do you consider that there is a need for further studies to inform this document?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	Herbert Grove Residents believe that only the very minimum has been done necessary to 'tick the box'. The studies seem to have been carried out by consultants who have been no further than Brighton and do bring any of the new design ideas from successful holiday and commercial centres such as Alicante, Nice, Cannes and nearer at Le Touquet.	<p>Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p> <p>Disagree. The Council has developed a robust set of evidence base documents to inform the Local Development Framework (including the Development Management DPD) that covers an extensive range of topic areas that are specific to Southend-on-Sea.</p> <p>The approach to the regeneration and growth within the Southend Central Area (including central seafront) will be sensitive to the need for innovation within the policy framework, particularly in the Southend Central AAP.</p>
Cllr Crystall	<p>a) Need for a study to link new Victoria station lay-out with a cheap transport system ie Tram or Land train to seafront near pier and to Kursaal via central station. This will extend the shopping and leisure offering to city beach from both stations. Could link on return trip to bus station via Seaway. This would make Southend different to all other seaside towns in the South East. Tram/land train could start inside the Victoria station.</p> <p>b). Study to look at possible opening of High street for cars after 5pm.</p> <p>Design and townscape does not go far enough with regard to storage and use of rainwater, and reduction of overflows into main system.</p>	<p>Noted. The Development Management DPD does not set the site specific transport policies. These issues should be raised as part of the LTP and locally specific AAPs. LTP3 is currently being prepared and an issues and options paper was published for consultation in late 2010 / early 2011.</p> <p>Noted. The Development Management DPD does not set the site specific transport policies.</p> <p>Noted. These issues will be addressed and relevant policies amended as necessary.</p>

	<p>Great improvements can be made to freeing streets of traffic if sensible amounts of parking are made available at all new development, we are a visitor town and want to encourage visitors, and we need to create enough space to accommodate parking spaces for visitors. Present standards are making the situation worse.</p> <p>Park and ride is essential for SUSTAINABLE regeneration and growth. Members, not just the chair, need to be involved in pre application discussion.</p>	<p>Noted. Amendments will be made to ensure there is no increase in on-street parking by providing sufficient parking for residents in development schemes. The DM parking policy will address this matter. The town centre is however subject to Policy CP2 of the adopted Core strategy which seeks to maintain on-street visitor parking.</p> <p>The Development Management DPD does not set the site specific transport policies. These issues should be raised as part of the LTP. LTP3 is currently being prepared and an issues and options paper was published for consultation in late 2010 / early 2011.</p>
Savills for Inner London Group	Do not consider the evidence base to be adequate as the supporting studies have not been completed.	Noted. The evidence base is comprehensive, its findings have been robust and publication is on-going.

Section 4: Design and Townscape

5. Issue DM1 – Design of Developments: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Planning Perspectives LLP	The proposed approach is supported. In particular, the approach taken towards density is the correct one as this should always be design led and not prescriptive. A comprehensive approach should be taken towards the development of a site, which aims to optimise the use of land whilst taking account of local context. Design policies must be flexible enough to ensure that areas which are in need of regeneration can be viably developed.	Noted. No further action(s) required.
Renaissance Southend Ltd	Renaissance Southend supports the suggested Option for DM1. Suggested that para.3 could be strengthened and amended to read: Ensuring that the requirements of sustainable development are fully reflected in the design and layout to give priority to the needs of	Agree – Policy wording changes required.

	pedestrians (including disabled people and those with restricted mobility), cyclists and access to public transport. Para 8. should be strengthened with a clearer commitment to raising design quality standards and ensuring the D&A statements are prepared early enough on major schemes to inform the decision making process rather than justify what has already been decided.	
Herbert Grove Residents	As far as they go the suggestions are good, however the Council are constrained in meeting these objectives because they have incorporated the plans devised by Renaissance Southend Ltd. in their development structure and it is considered by Herbert Grove Residents that these plans do not agree with the suggested options.	Noted. The Council seeks to embed high quality design into all developments throughout the borough. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.
Carole Mulroney (Leigh Society)	Option supported	Noted. No further action(s) required.
English Heritage	Issue DM1 Design of Developments Context, p16/17 English Heritage welcomes the Borough Wide Character Study that is being commissioned. We would be pleased to advise on the brief or, if the study is already underway, to comment on the draft report. We agree with the statement that the density of new schemes should arise from the design rather than be imposed as a constraint at the beginning. We note on page 17 that you encourage pre-application discussion involving the local planning authority and the local community. Engagement with other stakeholders and environmental bodies, including English heritage should also be encouraged, where appropriate. Design of developments - suggested option, p17. English Heritage supports the criteria listed, especially ii) historic development and local	Noted. Noted. Agree that stakeholders should be consulted where appropriate during pre-application discussions. Noted.

	<p>vernacular and iii) urban grain and morphology. However, these need to be identified and understood as part of a character study exercise.</p> <p>Design of developments - alternative options 1 to 4, p18 English Heritage agrees that these options are not appropriate in Southend.</p> <p>Relevant Local Plan saved policies, p19 Under saved policies, we consider the heritage policies C1, C4, C5 and C6 should be mentioned.</p>	
<p>Savills for Inner London Group</p>	<p>Generally support design objectives and criteria for assessment of development proposals. However we consider that the policy is too inflexible and makes no allowance for other factors. The preferred option places high quality of design above all other planning considerations, such as feasibility/viability, in all cases. The policy focuses too much on high-quality architectural design and townscape, at the expense of a variety of environmental, social and economic factors that should have a strong influence on the design of sustainable development.</p> <p>(Q7) The policy should be redrafted to include many of the criteria currently included in DM4 and in Sections 8.4- 8.11 (Addressing Resource Minimisation And Carbon Emissions) of the CAAP. Flood risk Passive design for energy efficiency and carbon minimisation Water efficient design and SUDS Energy efficiency - district heat and energy systems Green Travel Plans Part L of Building Regs Zero Carbon developments by 2016</p> <p>These DM policy sections should be removed from DMP4 and CAAP and redrafted as one policy in Design and Townscape SPD, or as an interim measure, in the DMDPD Revise wording for clarity to read: "the Council takes the view that the applicant should demonstrate how the development proposals will take account.... "</p> <p>The detailed design criteria set out in DM1 (1) are very detailed and there is potential for the detail to overlap / or conflict with the policies of the Design and Townscape Guide SPD, and with Policies in Section 8 of CAAP leading to duplication and potential confusion. Replace the</p>	<p>The suggested policy option is fully compliant with PPS1 which places high quality design at the heart of the planning system.</p> <p>Agree that carbon emissions and resource minimisation are important design issues however disagree that they should be addressed within DM1. These issues are an important component of the Development Management DPD and will contribute to reducing impact upon and adapting to climate change. As such should be addressed within a specific policy.</p> <p>Disagree. Given the challenges of adapting to climate change a strong policy approach is needed to address carbon emissions and resource minimisation. An SPD is therefore not an appropriate document to address these issues.</p> <p>Disagree. DM1 takes account of the Design and Townscape Guide to ensure that there is no conflict. However agree that the Design and Townscape Guide should be referenced in DM1.</p>

detailed criteria in the numbered bullet points in DM1 (1) with a cross reference to the DTG SPD and ensure that all points are covered in the SPD. If this is not considered appropriate, changes are required to the detail in Policy DM1 (1) subsections as set out below in this table. 1 (1) The links between the development and adjoining / surrounding areas are as important as the links to the wider areas. Suggest policy should address "local context" in addition to the wider context. Suggest policy should include the words "and local" after the word "wider"

1 (vii) - the wording "Natural environment and trees" is inappropriate in an built urban context Add the words "and trees" to sub-para (iv) Replace 1 (vii) with "Ecology and environment "

1(ix) - there will be locations in the Borough, especially in the Central Area where Council and/or applicant may not want to enhance uses throughout the night

1(x) "Levels of activity" is ambiguous and may mean either "economic activity" i.e. jobs created on site or "social activity" - pedestrian movements / increased usage of urban space within and around the site
5 - There is no justification for the design of a development particular regard to "Secure by Design" principles over other design objectives. In certain localities these principles could militate against the desire for increased pedestrian linkages and permeability. This criteria should be deleted

6 - All developments required to incorporate high quality materials. Quality design and townscape can be achieved without demanding high quality materials in all circumstances, and it may be appropriate in certain circumstances to allow construction using materials that are not of high quality to meet other planning and sustainability objectives i.e. locally sourced materials. Replace wording "high quality material " with "materials of appropriate quality"

8 - Design and Townscape Guide SPD principles to be followed. This wording should be incorporated into DM1 (1) (see above) We consider

Agree. Appropriate amendments will be made.

Agree. Appropriate amendments will be made.

Noted.

Noted.

Disagree. The Council considers that the design principles in 'Secured by Design' are important in terms of delivering secure and safe neighbourhoods. It is therefore important that these principles are followed.

Noted. Appropriate amendments will be made.

Noted. Appropriate amendments will be made.

that the aspiration for high quality design is laudable, but needs to be tempered by commercial realities. Although we support the thrust of the preferred option, the final draft policy needs to be modified so that the approach, although design-led, is more flexible. The policy should allow the design of development proposals to be considered on a site-by-site basis, having regard to local circumstances, the need to meet other objectives within the LDF and any other relevant factors.

6. Issue DM1 – Design of Developments: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	All developments required to incorporate high quality materials. Quality design and townscape can be achieved without demanding high quality materials in all circumstances, and it may be appropriate in certain circumstances to allow construction using materials that are not of high quality to meet other planning and sustainability objectives i.e. locally sourced materials. Replace wording "high quality material " with "materials of appropriate quality"	Noted. Amendments will be made within the context of securing a high quality townscape.
Burges Estate Residents Association	Page 16. The question of density is an important one but is dealt with in a vague and woolly manner. I do not suggest setting rigid figures but do feel some guidance in the form of ranges reflecting development types would be appropriate.	Disagree. It is considered that density should be context-led and it is considered that setting density levels could undermine the objectives for improving design quality in new developments.

7. Issue DM1 – Design of Developments: Are there any approaches to implementing high quality design in new developments that should be considered by the Council?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	Yes! Since the Central Area Masterplan was adopted the whole economic basis on which it was based has changed. There is now very little prospect of any large amounts of new capital being invested in Southend until growth returns to the economy, this has been estimated to be a five to ten year time frame. This is illustrated by the fact that work has ceased on the Ambassador Hotel and the Nirvana Apartments both	Noted. The purpose of the Development Management DPD is to positively manage in Southend-on-Sea and be used to assess planning applications. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of

	<p>prime seafront developments, the company developing Marine Plaza has been reported going into bankruptcy and it seems that the only way Southend united will get a new stadium is if Sainsbury's finance it.</p> <p>Until the economy turns around The Council can concentrate on small developments that will improve the life style of Southend Residents, Workers and Visitors. Southend Council could run a competition asking for planning suggestions that will improve the environment and condition of the local area at a cost of £500,000 or less. Open to planning professionals and armatures alike a prize of £10,000 could be offered for any suggestions that are taken up.</p>	<p>the Consultation Statement for the SCAAP.</p> <p>It is not feasible for the Council to open a planning suggestion competition with a prize in the region of £10,000.</p>
Cllr Burdett	Some designs need to be in keeping with the traditional characteristics of the town as otherwise they will date quickly - the high street furniture is an example of this	Noted. The suggested option in DM1(1) seeks to ensure that all development is based on a thorough understanding of the surrounding context and character of the area and enhancements of public realm.
Cllr Crystall	Need to consider siting of developments with regard to solar gain as part of policy.	Agree. This will be incorporated into the appropriate policy.
Environment Agency	Issue DM1: Question 5 We note that flood risk is not included in the list provided under part 1. Flood risk is addressed in SO15 and policies KP1 and KP2 of the adopted Core Strategy. If you feel there is any way that you can add to these requirements through the Development Management DPD, we would request its inclusion. It is possible that flood risk and making space for water could be covered under "(vii) Natural environment and trees"	It is considered that flood risk is addressed comprehensively by the Core Strategy and national policy. It will be addressed as appropriate within the Development Management DPD.

8. Issue DM2 – Tall Buildings: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	Yes, however the tall buildings shown on the adopted Central Area Masterplan do not conform to the suggestions.	Noted. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.

Cllr Burdett	I feel we have a problem with a lack of space for development and therefore have no option but to build upwards especially with regard to homes. But I feel our green spaces should be protected.	Noted. Policy CP7 of the Core Strategy protects green space.
Carole Mulroney (Leigh Society)	Great care needs to be taken in historic areas or the surrounding area which may have an impact on them	Noted. Suggested Options DM2(1x) and DM5 requires development (including tall buildings) to sensitively take account of the historic setting. No further action(s) required.
Mrs Jennifer Hircock	No tall buildings whatsoever.	There are a number of tall buildings in Southend-on-Sea with the majority of these being located within the Central Southend area. The Characterisation Study highlights that the central area is a clearly defined tall building location that has scope for further tall buildings. The Design and Townscape Guide provides guidance to ensure that tall buildings make a positive contribution to Southend-on-Sea, taking account of English Heritage and CABE's guidance on tall buildings.
English Heritage	<p>Issue DM2- Tall Buildings, p20 English Heritage and CABE have produced guidance on Tall Buildings and this is referred to (though English Heritage should be referenced). The context section appears to embody much of our advice, however; we do suggest in 1.2 of our publication that 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 in the same area. The same process of analysis and justification should be required as for new sites.</p> <p>Tall Buildings - suggested option, p20/21 WE have some concerns that this appears to look positively on tall buildings overall. The Borough Wide Character Study should inform this policy, and may suggest that no new tall buildings can be assimilated by the borough's townscape. The potential impact on heritage assets should be carefully assessed, and this should be a clear caveat within the policy. Tall Buildings - alternative options, p21/22 These appear to be inconsistent with a well-reasoned</p>	<p>Noted. Appropriate amendments will be made.</p> <p>Noted. The development management policies should be read as a whole. DM5 considers the historic environment.</p>

	policy. We refer to paragraph 4.1 of the joint EH/CABE advice with regard to the definition of a tall building.	
Savills for Inner London Group	Generally support approach of preferred option (Q8)	Noted.
Burges Estate Residents Association	Page 21. I cannot argue with the requirements put forward as a basis for approving tall buildings. I just cannot agree that the requirements are robust enough i.e. they are too vague and I doubt it is possible to design a tall building that does not cause a micro climate change nor create wind turbulence. Moreover I do not believe it is possible to accurately assess those factors in a modelling exercise. As a consequence any development proposal is bound to be speculative as to its impact.	These requirements take account of guidance from CABE and English Heritage.

9. Issue DM2 – Tall Buildings: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Renaissance Southend Ltd	No but it should be recognised that the Urban Place Supplement to the Essex Design Guide does provide some useful advice on the approach to urban design principles that would be appropriate to Southend and is not wholly focussed on rural or the vernacular	The adopted Design and Townscape Guide SPD provides guidance in respect to tall buildings. The Urban Place Supplement provides comparable guidance but not to the same level of detail nor is it specific to the particular local Southend context and it would therefore be inappropriate to reference this document in addition to the adopted Design and Townscape Guide SPD.
Savills for Inner London Group	(Q9). 1 "Ensuring that tall buildings would only be permitted in the sites / areas identified in the Area Action Plans". This approach is inflexible and does not allow for tall (or large) buildings to come forward in changing circumstances over the life of the plan and on sites not foreseen in the AAPS This wording should be deleted. The policy should allow for tall buildings to come forward on other sites, provided they meet the policy criteria. Reference to be made to the joint CABE / EH guidance on Tall Buildings July 2007 Although the policy is entitled "Tall Buildings" the detail in points (i)-(vi) relate to both tall and large building. This is confusing and may results in criteria that are not appropriate being used	Noted. Appropriate amendments will be considered in relation to sites outside the central area. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.

	<p>to assess tall rather than large buildings. e.g. (ii) building to relate in "scale and character to surrounding buildings" - not an appropriate criteria to consider introduction of tall buildings. Tall buildings are defined as being different (standing out) from their surroundings or prevailing townscape scale. Therefore they are unlikely to relate to the scale of the surrounding.</p> <p>1) (iv) "Incorporate the highest standards of architecture and materials." - policy too rigid and inflexible Should read "high standard of design" and "appropriate materials" (1) ((vi) "Make a significant contribution to local regeneration" The word "local "is undefined and confusing and should be removed.</p>	<p>Disagree. Tall buildings by their nature will have a significant impact upon the townscape and place-shaping of Southend-on-Sea. They should therefore be an exemplar in design terms. This approach is consistent with guidance provided by English heritage and CABE.</p>
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10. Issue DM2 – Tall Buildings: Do you consider that there is a need to define a tall building in terms of number of storeys?

Respondent	Respondent's Comment	Council's Response
Renaissance Southend Ltd	It would be inappropriate to include this level of detail in the Development Management DPD unless there was a physical constraint (eg. Airport Safety Zone) in a given area, or unless the Character Study identified particular evidence/justification for a height limitation.	Noted, but it is considered that a tall building definition is necessary to ensure that a tall building policy is effective.
Herbert Grove Residents	No, Herbert Grove Residents consider that tall buildings which conform to the design suggestions will become landmarks and can enhance the environment.	Noted, but it is considered that a tall building definition is necessary to ensure that a tall building policy is effective.

11. Issue DM2 – Tall Buildings: Are there any other issues relating to tall buildings that the Council should consider?

Respondent	Respondent's Comment	Council's Response
Renaissance Southend Ltd	<p>If the Character Study presently underway is able to provide the rationale where and where not tall buildings may be acceptable this will need to be adopted within a specific DPD and/or AAPs. Should DM DPD describe the process for how the spatial and design issues will become policy?</p> <p>Some of the wording used in the suggested option appears a little vague and may need to be tightened up to avoid unintentional loopholes; eg. 'relate well', 'a point of visual significance' and 'highest standards of architecture' could conspire to justify a tall building in an inappropriate</p>	<p>Noted. Suggest Option DM2 provides the policy in which planning applications for tall buildings will be assessed against. The Development Management DPD will not set out site specific proposals for tall buildings. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>

	suburban or remote setting.	Agree. Policy wording will be amended to strengthen the requirements of the policy.
Herbert Grove Residents	Yes. There is no need to put tall buildings directly on the seafront, there are many sites in Southend where the rise in ground will provide excellent sea views and be near commuter hubs. For example there is no point in putting a Casino in a building with a view, the most successful gambling resort in the world is Las Vegas which overlooks a desert.	Noted. Suggested Option DM2 provides the policy in which planning applications for tall buildings will be assessed against. The Development Management DPD will not set out site specific proposals for tall buildings. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.
Mrs Jennifer Hircock	IF the majority supports tall buildings then it needs to specify no more than say 3 storeys the monstrosity at Westcliff the Leas says it all. Ugly unfinished and totally out of character with the rest of the area.	Noted. It is considered that a tall building definition is necessary to ensure that a tall building policy is effective.
Cllr Crystall	Tall buildings need to be seen in relation to other tall buildings, and to and especially from the Estuary. St Clements Court East would not have been built if the effect on St Clements Church from the Sea had been considered, or from the west approaching Leigh.	Agree. Appropriate amendments will be made. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.

12. Issue DM3 – Intensification of Existing Residential Sites and Areas: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Iceni Projects	Intensification of Existing Residential Sites and Areas: The proposed approach of the policy needs to be subject of wholesale review in light of the changes to the classification of backland and infill land in PPS3.	Disagree. The amendments made to PPS3 in June 2010 state that the definition of previously developed land no longer includes private residential gardens. However the objectives of PPS3 require a flexible, responsive supply of land that is managed in a way that makes efficient and effective use of land. It is considered that the intensification of existing residential sites and areas meets this objective. Paragraph 43 of PPS3 states that at the local level, Local

		Development Documents should include a local previously developed land target and trajectory. Policy CP8 of the adopted Core Strategy sets a target of 80% of residential development to be on previously developed land. This target allows for a proportion of housing to be made on Greenfield sites. This policy also makes allowance for the intensification of existing sites. The proposed approach is fully compliant with the housing supply requirements of PPS3 and adopted Core Strategy Policy CP8. There is no need for a wholesale review of dwelling provision.
Renaissance Southend	Renaissance Southend supports the thrust behind the suggested option to protect existing established residential areas and encourage development to specific locations, such as the town centre, where opportunity and scope exists for new housing. The Character Study should be incorporated to give additional robustness to policy that seeks to protect specific locations from overdevelopment or inappropriate schemes that cumulatively would result in a change in character to the detriment of local amenity.	Noted. Consideration will be given to findings of the 'Character Study' upon its completion.
Herbert Grove	Generally yes but the parking restriction should also be look at on a case by case basis. If conversion is taking place to provide student accommodation then parking should not be required because students do not usually have cars.	Noted.
Cllr Burdett	DM3 - In agreement with a lack of family homes	Noted.
Carole Mulroney (Leigh Society)	Particular care needs to be taken in historic areas to ensure there is no detrimental effect on conservation interests	Noted. This issue is considered in Suggested Option DM5.

English Heritage	Issue DM3 - Intensification of Existing Residential Sites and Areas, p22 The second paragraph on page 23 refers to the cumulative impacts on climate change, surface water flooding and biodiversity. Historic environment should also be included within this list.	Noted. Historic environment is addressed in DM5. All development management policies should be considered as a whole.
Savills for Inner London Group	<p>Need to differentiate in policy terms between additional development, conversion and redevelopment, as different levels of intensification are likely to be appropriate for each of these types of development proposals. In this context it is not clear what is meant by "over intensification"</p> <p>The requirement for all new homes, including conversions, to meet Lifetime Homes Standards, is too onerous. Redraft policy "should aim to be 100% Lifetime Homes Standards, unless there are special circumstances, which can be demonstrated. "</p> <p>To be consistent with other policies in this DPD and the CAAP the policy on floorspace calculation to support conversion should be on Gross Internal Area, rather than Net Internal Area</p> <p>There is a potential policy conflict arising from the interaction between these policies on residential intensification and other policies, in particular those on Tall Buildings</p>	<p>Agree. Appropriate amendments will be made.</p> <p>Noted. Given the social profile of the borough, identified in the SHMA, and the need to plan for balanced and sustainable communities, Lifetime Homes should apply to all developments including conversions where viable and feasible.</p> <p>Noted</p> <p>Disagree. This policy area relates to securing the efficient use of land within a sustainable context. Tall buildings relates to buildings that are out of scale and context with their surrounds.</p>
Burgess Estate Residents Association	Page 23. The analysis of the problems caused by conversion into flats is self evident and begs the question as to why the Council did so little in the past to resist the trend. Given the nature of the problems e.g. increased parking, it is difficult to see how a continued supply of 1 and 2 bed flats can be assured to satisfy the demand. Your suggested option does not deal with the loss of family accommodation, nor loss of private amenity space and is too vague on the concentration of flatted units in a street. Certainly the Council should provide a lower limit on conversions and 125sm seems an appropriate minimum. So far as the protection of bungalows is concerned there needs to be a firmer line taken which,	<p>Noted.</p> <p>The loss of family accommodation is addressed in Issues DM13. Matters relating to living conditions is addressed in Issue DM1.</p>

	<p>aside from character and appearance, includes going against the grain of the area, intensifying activity levels and adversely affecting the living conditions of neighbours.</p> <p>This also should be some protection as to permitted development, in particular utilising roof space, where the extensions are more dominate and are out of keeping with the integrity of the original roof. (i.e. hipped to gable, or a flatted dormer that fits uncomfortably with the existing roof line)</p>	<p>The Development Management DPD can not change Government policy relating to permitted development.</p>
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13. Issue DM3 – Intensification of Existing Residential Sites and Areas: Do you consider the alternative options to be more appropriate? If so, please state why.

No comments made

14. Issue DM3 – Intensification of Existing Residential Sites and Areas: Should the Council set a numerical figure that prevents the conversion of dwellings below a given internal floor area as original constructed? The adopted Local Plan currently prevents the conversion of existing dwellings where the existing internal floor area is 125m2 or less.

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	No, a case by case approach is fairer	Agree. The Council considers that the criteria approach will ensure that conversion of existing dwellings into two or more dwellings will be of a high quality that does not detrimentally impact upon the existing dwelling or wider area. No further action(s) required.

15. Issue DM3 – Intensification of Existing Residential Sites and Areas: Are there any other issues and options relating to the intensification of existing residential sites or areas that the Council should consider?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	Only parking, Southend was designed before the era of the Motor Car so in order to provide quality of like style the Council must provide suitable parking for Residents. The technology exists to provide small underground car parks, perhaps even on a street by street basis if it can be done cheaply enough.	Disagree. The Council does not seek to increase car parking provision as it instead seeks to promote more sustainable forms of transport in line with Government policy. Furthermore, the cost of underground car parking provision as described would be too great and it is unreasonable for the Council to provide car parking for private homes.

		The Southend-on-Sea Parking Policies was adopted in June 2010. This document sets out the Council's general approach to parking.
Renaissance Southend	How is 'parking stress' to be defined? What is definition of 'over concentration'? Could the Character Study help in answering two questions above? Most conversions are unlikely to meet the Lifetime Homes Standard. Is it advisable for the DM DPD to identify which elements are essential?	Noted. 'Parking Stress' and 'Over Concentration' will be defined in the Pre-Submission version of the Development Management DPD.
Cllr Crystall	No mention page 24 of Flats into Flats, this will not matter if Homes for Life provides adequate standards of space internally. We have been caught out with this before. Flats into flats should be a rare exception.	DM3 refers to single dwellings, which includes flats. All dwellings including conversions will be required to meet Lifetime Homes Standards.
Environment Agency	There could be an increase in flood risk if intensification of existing residential sites and areas in flood zones is considered. It could also place further burden on the emergency services by placing more people at risk. We therefore feel that flood risk should be considered in the list under part 1 of the suggested option.	All development management policies will be considered as a whole and alongside the Core strategy and national policy. It is considered that additional flood risk policy is not required.

16. Issue DM4 – Low Carbon Development and Efficient Use of Resources - Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
DPP	The suggested option is comprehensive in its coverage taking the energy hierarchy as its basis whereby efficiency is promoted as the starting point. However it has a bias towards the reduction of energy rather than carbon reduction methods and as such is not in line with the national sustainable policy objectives. In addition, it is felt that a greater importance and weight should be given to this section within the guidelines. This will provide a much clearer and coherent sustainable energy policy throughout the region as a whole and ensure that prospective developments in Southend are as energy efficient as possible. The achievement of the Code for Sustainable Homes and BREEAM Excellent are feasible in general circumstances. However, where exceptions occur and are explained, meaning these targets cannot be achieved, must not be allowed to prejudice the submission.	Agree. Greater emphasis will be placed on carbon reduction in the Pre-Submission version of the Development Management DPD. New developments should take account of their impact over their lifetime and not just at the time of the planning application. These standards form an important part of the Council's aim to deliver sustainable buildings, places and communities. They are also in line with national planning and energy policy.

	Guidance on the requirements and stages to meet these requirements will also be necessary.	
Renaissance Southend	Renaissance Southend supports the policy intention that all non-residential development meets the BREEAM Excellent Standard. However, this may pose severe challenges to public and private sector projects in the short/medium term on grounds of both cost and viability. Paras.3, 5 & 6 relate to the Code for Sustainable Homes, BREEAM and Building Regs. Greater clarity is needed on whether the policy will seek to simply meet, or exceed these standards, both regulatory and voluntary. The 10% on site renewables policy reflects the current Adopted Core Strategy but is likely to need review before the DM DPD is adopted re comments on SCAAP.	Noted. The Council is committed to delivering a more sustainable Southend-on-Sea with emphasis on: using less energy; supplying energy more efficiently; and the use of renewables. The Code for Sustainable Homes and BREEAM standards will contribute and form a vital component in meeting these aims.
Herbert Grove	No, too much policy causes confusion.	Noted. The Council is committed to delivery a more sustainable Southend-on-Sea with emphasis on: using less energy; supplying energy more efficiently; and the use of renewables. The Code for Sustainable Homes and BREEAM standards will contribute and form a vital component in meeting these aims.
Carole Mulroney (Leigh Society)	The highest possible standards should be maintained and incorporated into development schemes	Agree. The Council is committed to delivery a more sustainable Southend-on-Sea with emphasis on: using less energy; supplying energy more efficiently; and the use of renewables. The Code for Sustainable Homes and BREEAM standards will contribute and form a vital component in meeting these aims.
Mrs Jennifer Hircock	Insist on carbon reduction for all new buildings and help support renewable energy in existing homes.	Agree. The Council is committed to delivery a more sustainable Southend-on-Sea with emphasis on: using less energy; supplying energy more efficiently; and the use of renewables. The Code for Sustainable Homes and BREEAM standards will contribute and form a vital component in meeting these aims.

Environment Agency	<p>We are in general agreement with the approach set out in the suggested option. We welcome the requirement for a minimum Code Level 4 rating, but this could also go further to require increasing ratings in line with the Government aspiration for zero carbon development by 2016. We are pleased to see a BREEAM rating of 'Excellent' for non-residential development. We welcome all of the measures set out in parts 1-7. We are particularly interested in the water efficiency requirements and reference to your Water Cycle Study should be made and might allow more detailed requirements to be set. We would also recommend that you refer to our Thames Gateway Environmental Standards for further advice on other issues.</p>	Noted.
English Heritage	<p>Issue DM4 - Low Carbon Development and Efficient Use of Resources, p26 We do, in general, support the principles behind this policy, but the background text to this policy deals exclusively with new developments. This policy should also recognise the embodied energy within existing buildings, and should not be used to justify demolition of buildings that make a positive contribution to their surroundings. In this context, the advice in PPS5 HE1.1 is relevant, including the need to seek the reuse and, where appropriate, the modification of heritage assets so as to reduce carbon emissions and secure sustainable development. English Heritage's guidance 'Energy Conservation in Traditional Buildings' (available on the HELM website) provides further advice on sympathetic adaptation of the existing building stock.</p>	Agree. The Council in line with its partnership with Build with CaRe will incorporate a retrofitting element to this policy.
Savills for Inner London Group	<p>The design criteria do not read across to DM1.</p> <p>This requirement, extending to minor developments is unrealistic. Greater emphasis should be placed on passive design to reduce energy consumption during construction and in use, as in the London Plan. The energy reduction attributable to these should be taken into account in</p>	<p>Each development management policy should be read as a whole.</p> <p>Noted. Appropriate amendments will be made.</p>

	<p>determining the level of renewable energy production on site and/or off site contributions to say CHP facilities. This requirement should be subject to feasibility and viability criteria.</p> <p>This should be an aspiration rather than an absolute requirement. Permission should be granted for schemes where not all buildings meet Code Level 5, provided that they meet other LDF objectives and / or viability information demonstrates that scheme would not come forward otherwise.</p> <p>An additional criteria should be included referring to the Green Grid Strategy</p> <p>Generally support suggested option - subject to detailed comments and linking this policy area to DM1. There is no special justification for exceeding national targets in Southend. Need to place greater emphasis on reduction in energy use and consumption though good design and construction. To be reflected in Policy DM4 and DM10 and interrelationship with requirement for 10% renewable energy generation on-site.</p>	<p>Noted. Policy will be amended to reflect national policy.</p> <p>Agree. Appropriate amendments will be made.</p> <p>Noted.</p>
<p>Burges Estate Residents Association</p>	<p>Page 29. There is every acknowledgement that reducing carbon emissions are crucial. However the Council needs to take care with regard to local or on site energy generation in terms of its visual impact on the local environment. The placing of photovoltaic cells/solar panels on roofs and the growth of small wind turbines threatens the street scene. Moreover there is growing resistance occasioned by the noise, vibration and flicker effect of wind turbines. In order not to unduly constrain development in the Borough I think the Council should await the Govt. changes to the Building Regulations.</p>	<p>Design including noise, vibration and lighting issues are addressed in Issue DM1.</p>

17. Issue DM4 – Low Carbon Development and Efficient Use of Resources: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
DPP	No, the practicality of leaving the policy to rely on national policy and building regulations alone will mean that development across the region is open to challenge in the areas of carbon and energy reduction. Likewise insisting that development in the region exceed national requirements leaves the council open to challenge, slows the development cycle down, and encourages developers to look for alternative less onerous sites to develop. It is our opinion that the key to ensuring carbon and energy reduction across the region is consistency and rigorous follow through of the local policy which should be clear and enforceable.	Agree that local policy will play an important role, together with national policy requirements and standards.

18. Issue DM4 – Low Carbon Development and Efficient Use of Resources: Is the Council's approach necessary given the emerging Government policy?

Respondent	Respondent's Comment	Council's Response
DPP	Yes, the removal of the Regional Spatial Strategies (RSS's) and with them the targets for renewable and low carbon energy reduction has shown the government intention to devolve the authority for such things to the local level. Therefore it is essential that the council have a clear and detailed policy that allows development to continue at a healthy pace	Agree that local policy will play an important role, together with national requirements and standards.
Herbert Grove Residents	Yes the Government's approach is all that is needed.	Disagree. National planning policy supports a local approach.
Cllr Peter Wexham	All Councils are supposed to put into their development plans site for renewable energy. The most suitable site we have is between the Pier & Shoebury Boom along the low water mark. This is between 1 mile at the pier & two & a half miles at the boom. If you need reasons why this is suitable I can tell you but for now I think the site is what is needed.	The Development Management document does not set out site allocations. This will need to be addressed through other LDF and corporate policy documents.

Environment Agency	We support the council in taking positive action ahead of Government changes. The Thames Gateway is an Eco Region and should lead the way in resource efficiency and climate change mitigation.	Noted.
Savills for Inner London Group	The Council's approach needs to be flexible enough to respond to changes in emerging / adopted Government policy.	Noted.

19. Issue DM4 – Low Carbon Development and Efficient Use of Resources: Should the Council seek to implement zero carbon developments before the Government's changes to the building regulations in 2016?

Respondent	Respondent's Comment	Council's Response
DPP	No, the building community should be allowed to formulate the best way to meet the target by being given a suitably appropriate timeframe. When the zero carbon target was announced the timeline was set to be challenging for developers. Bringing forwards this date will only reduce the likelihood that a coherent development scheme that can meet the criteria will be constructed within the region.	Noted. The Council will align the policy to national standards whilst still retaining a local approach.
Environment Agency	Issue DM4: Question 19 We would support you should you wish to seek zero carbon development ahead of Government changes to the Building Regulations in 2016.	Noted.
Savills for Inner London Group	The governmental policy objective for all developments after 2016 to be "Zero Carbon" is particularly onerous and is likely to have a significant effect on development delivery. Introducing this into Southend before required and during a market recession, may have a severe negative effect on developments coming forward.	Noted.

20. Issue DM4 – Low Carbon Development and Efficient Use of Resources: Are there any areas of Southend-on-Sea where higher low carbon standards should be sought?

Respondent	Respondent's Comment	Council's Response
DPP	Southend-on-Sea should ensure that new developments within their own region enhance the potential for carbon reduction, providing a clear sign that the improvements in carbon reduction are possible. In addition the council should encourage the improvements in building	Agreed. The policy aims to achieve this. A retrofitting element will be added to the policy.

	refurbishments.	
Savills for Inner London Group	There should be a Borough - wide low carbon standard	Noted. The Council will incorporate a borough-wide Code for Sustainable Homes and BREEAM standard that will achieve this.

21. Issue DM4 – Low Carbon Development and Efficient Use of Resources: Should the Council seek to facilitate the delivery of decentralised energy networks within the specific areas within the borough?

Respondent	Respondent's Comment	Council's Response
DPP	Decentralised energy comes with costly infrastructure which can be a negative barrier for inclusion within developments. By facilitating the delivery of such systems the council can ensure inclusion within the region. It is suggested that the council carry out a resource assessment of the region and identify areas where decentralised energy can be best introduced, bearing in mind key criteria for optimum performance.	Noted.
Environment Agency	Issue DM4: Question 21 Development should use the lowest carbon energy production technologies and reduce inefficiencies in the energy supply to minimise carbon dioxide emissions. Decentralised energy networks could provide the lowest carbon solution. Supply infrastructure and buildings should be adaptable to future innovative technologies. Low carbon producing technologies Assess the development to examine whether community scale systems for energy, heating and cooling would be more efficient than relying on centralised supply or micro-generation. Efficient Energy Production and Supply Community energy systems for heating and cooling allow primary energy resources to be processed, distributed and used more efficiently than generation at either a centralised or micro scale. However, it is possible that power may be most efficiently produced from a centralised location. Waste that cannot be recycled or reused should be used for energy recovery. An assessment should be made at a strategic scale as to whether there are	Noted.

	sufficient quantities of non-recyclable waste to support energy from waste facilities. Industrial symbiosis should be encouraged between neighbouring developments to improve resource efficiency. This symbiosis is the trade of materials, energy, heat, water and other by-products. Please see recommendation ERE3 on Page 23 of our Thames Gateway Environmental Standards for more info.	
Savills for Inner London Group	In the absence of any information on how and where the Council would seek to facilitate the delivery of decentralised energy networks within specified areas in the borough, and alternative options, it is not possible to make a reasoned response to this question.	Noted.

22. Issue DM4 – Low Carbon Development and Efficient Use of Resources: Are there any other issues relating to low carbon development that the Council should consider?

Respondent	Respondent's Comment	Council's Response
DPP	DPP Sustainability have extensive experience in the area of sustainable energy methods; Whilst we welcome the fact that the Southend-on-Sea are in favour of promoting sustainable energy methods, we are of the opinion that the text contained in the draft guidelines lacks clear guidance and does not adequately address the issue of climate change, which should be treated with greater importance and weight; In order to have a valuable effect on sustainable energy policies, a multifaceted approach should be promoted in line with national and European policy. This is best achieved through a requirement to illustrate that a 25% reduction in carbon emissions has been incorporated into development proposals; Energy Statements should be promoted as accompanying documents in planning application pack to clearly illustrate to Southend-on-Sea Borough Council how and if the 25% reduction in carbon emissions has been met.	Agree. Greater weight will be given to passive design measures and Code for Sustainable Homes and BREEAM standards. It is Council's approach to track the targets within national policy.
Cllr Crystall	Page 28. This is where siting of development for maximum solar gain should go in.	Agree. Greater weight will be given to passive design measures.

<p>Peacock and Smith for WM Morrison</p>	<p>It is acknowledged that a number of Local Authorities are seeking a percentage of onsite renewable energy generation in new development and, in principle, our client supports this approach. However, we consider that any such policy should incorporate an element of flexibility to allow for circumstances where it will not be viable, feasible or suitable to incorporate renewable energy equipment to reduce CO2 emissions by a given percentage, or indeed for a development to be zero carbon. We note that paragraph 8 of PPS22 states that local planning authorities may include policies in Local Development Documents that require a percentage of energy requirements to come from onsite renewable energy generation, however this guidance is subject to the caveat that such policies: (i) should ensure that a requirement to generate on-site renewable energy is only applied to developments where the installation of renewable energy generation equipment is viable given the type of development proposed, its location and design; (ii) should not be framed in such a way as to place an undue burden on developers, for example, by specifying that all energy to be used in a development should come from onsite renewable generation. Accordingly, Wm. Morrison requests that any such policies on renewable energy include text to confirm that this will be subject to the tests of viability and suitability.</p>	<p>The Core Strategy was adopted in 2007. This policy contains the existing requirement for incorporation of a percentage non-renewable energy into developments. This is an energy policy in addition to carbon emission renewable policy. The Development Management DPD will incorporate sustainable design measures.</p>
<p>Environment Agency</p>	<p>The Water Cycle Study might highlight areas where increased water efficiency is required, which in turn will reduce carbon dioxide emissions. Water efficiency measures add a minimal cost to development but can achieve significant results. In addition, all developments should aspire to incorporate community water harvesting and reuse systems, which are needed to achieve water use of less than 95l/head/day. We would also recommend retrofitting strategy. Existing development could be retrofitted with resource efficiency measures to decrease carbon dioxide emissions and mitigate climate change. Implementing measures to reduce water use and improve waste recycling will also help to use</p>	<p>Agree. The policy will incorporate water efficiency measures and a retrofitting element.</p>

	resources more efficiently and reduce carbon dioxide emissions. A strategy should be produced and implemented which identifies: * the means of reducing carbon dioxide emissions from direct and indirect sources; * the funding for retrofitting resource efficiency measures; * who should benefit; and * how the contributions should be administered and measures implemented. Please see recommendation CCM4 on Page 61 of our Thames Gateway Environmental Standards for more info. As mentioned in our response to Question 21 above, supply infrastructure and buildings should be adaptable to future innovative technologies.	
Savills for Inner London Group	The policy may need to consider carbon use in the construction supply chain, including reuse of construction materials on- and off-site.	Agree. Sustainable construction methods will be incorporated into the policy.

23. Issue DM5 – Southend-on-Sea’s Historic Environment: Do you agree with the suggested option?

Respondent	Respondent’s Comment	Council’s Response
Renaissance Southend Ltd	Paras.2&3. The test in a case to alter or demolish a building of special architectural or historic interest is more exacting than the assessment of development either affecting or demolishing a 'locally listed' building or building in a Conservation Area. The narrative implies they are all equally protected and that the processes are identical. PPG15 sets out the tests.	Noted. Further consideration will be given the policy wording at the proposed Submission stage.
Carole Mulroney (Leigh Society)	Great care needs to be taken to ensure the preservation and enhancement of historic areas. The use of local listing and stringent policies of control is advocated. Attention should also be paid to areas outside historic areas which nevertheless may impact on them.	Agreed. DM5 seeks to achieve this.
English Heritage	Issue DM5 - Southend-on-Sea's Historic Environment, p30. We are pleased to see the emphasis that new development should preserve and enhance conservation areas and historic buildings. We also welcome the acknowledgement of the economic benefits of the historic environment. Context In the 2nd paragraph, p30 you refer to historic buildings 'scheduled in the Council's local list'. To avoid any confusion	Noted. Appropriate amendments will be made.

	<p>with Scheduled Monuments, you may wish to substitute 'scheduled' with 'identified', or 'set out'. You should also include reference to unscheduled archaeological sites, and direct developers to the Borough Historic Environment Record. Historic Environment - suggested option, p30 English Heritage urges the Borough to take adequate steps to ensure that they have evidence about the historic environment and heritage assets in their area and that this is publicly documented as required by PPS5, policy HE2.1. Within the Option we suggest a new topic with wording to the effect 'The appraisal of existing conservation areas and potential new designations, as well as surveys to further identify buildings and assets of local importance, with effective policies for the management of all of these assets.' We also recommend the following in the suggested option: Point 1. Add 'The effect on undesignated heritage assets will be assessed and considered when considering development proposals' (see PPS5, policy HE8.1). Point 2. Add 'or their settings'. Point 3. Refer to tests in PPS5, policy HE9.2, which include the need to demonstrate substantial public benefits of change, the need to prove that reasonable uses cannot be found, or uses in the medium term to enable conservation, or grant funding or charitable/public ownership are not possible, or the harm/loss is justified by finding a new use for a site. Point 4. Add after appearance 'or setting of that conservation area.'</p>	
Savills for Inner London Group	<p>Generally support thrust of preferred option. However policy to require full planning applications for developments affecting the setting of locally listed buildings is too onerous and contrary to planning law and governmental guidance. We consider that all the main historical issues have been considered by the Council.</p>	Noted. Appropriate amendments will be made.

24. Issue DM5 – Southend-on-Sea’s Historic Environment: Do you consider the alternative option to be more appropriate? If so, please state why.

Respondent	Respondent’s Comment	Council’s Response
English Heritage	Historic Environment - Alternative options, p31 English heritage agrees that it would be inappropriate to omit historic environment policies.	Noted.

	<p>PPS5 advises that local planning documents should identify a positive and pro-active strategy to protect the historic environment. In Southend the heritage assets require further assessment and appropriate protection and enhancement to ensure that they make a strong contribution in future to local townscape character. Historic Environment Development Plan Policy Linkages, p31/32 There are 6 saved local plan policies relating to the historic environment which should be referred to here. These are strong policies and we would like to ensure that the policy coverage that replaces them is appropriate to the positive approach set out in PPS5. While the East of England Plan may not continue to have relevance, for the present we suggest that the historic environment policy ENV6 should be included here.</p>	
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25. Issue DM5 – Southend-on-Sea’s Historic Environment: Are there other historical issues that the Council should consider?

Respondent	Respondent’s Comment	Council’s Response
Herbert Grove Residents	<p>Residents of Herbert Grove and Chancellor Road believe that the unique design of the houses with balconies should be in a conservation area and subject to preservation. These properties were specially designed for the environment in which they sit and should be retained. The adopted RSL plans for St. John's Quarter call for the destruction of this area of Southend, this has resulted in property owners being reluctant to maintain or repair property which lowers the tone of the whole environment. Residents fear that the Council will buy property in this area and board it up leaving it to deteriorate and thus reducing the quality of life in the area and allowing the Council to buy further property lower than current market value.</p>	<p>The characterisation study of the Borough has considered each neighbourhood. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>
English Heritage	<p>English Heritage has published an advice note on seaside towns and their common issues, which you may find useful (available on the HELM website). Other issues you may wish to consider: issues relating to coastal erosion, underwater archaeology (there are over 100 known wreck sites just off the coast of Southend), protection of the Pigs Bay Cold War Defence Boom, off Shoebury Ness (Scheduled Monument</p>	<p>Noted. Reference to wreck sites and scheduled monuments will be included in the policy.</p>

	35502). Potential impacts on these assets should be considered particularly in relation to water based recreational activity.	
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26. Issue DM6 – Alterations and Additions to Existing Buildings: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Renaissance Southend Ltd	Renaissance Southend agrees with the statement that flooding issues should not impact upon future development with the proviso that detailed flood risk assessments are undertaken before permission is granted. There should be consistency between the DM DPD and the SCAAP on this issue.	This response relates to Issue DM7. Noted. The Council will ensure consistency between the Development Management DPD and the Southend Central AAP.
Carole Mulroney (Leigh Society)	particular care needs to be taken in conservation areas	Noted. The suggested option in Issue DM5 seeks to ensure that development proposals will preserve or enhance the historic areas.
English Heritage	Issue DM6 - Alterations and additions to existing buildings, p32 Alterations and additions- suggested option, p33 English Heritage recommends that extra specific guidance should be provided to inform those considering alterations and additions to listed and locally listed buildings, and buildings in conservation areas.	The development management policies should be considered as a whole and alongside guidance in the Design and Townscape Guide.
Savills for Inner London Group	Generally support thrust of preferred option, as the alternative option is limited. Issues of water and energy efficiency should have been considered by the Council.	Water and energy efficiency is considered in DM4. Each development management policy should be considered as a whole.
Burges Estate Residents Association	Page 33. The suggested option presumes that the parent building has merit which the extension should emulate. That may not be the case and therefore some allowance should be made to ensure an extension respects both the parent building as it is and as its character was.	Noted. Amendments will be made.

27. Issue DM6 – Alterations and Additions to Existing Buildings: Do you consider the alternative option to be more appropriate? If so, please state why.

No Comments

28. Issue DM6 – Alterations and Additions to Existing Buildings: Are there any other issues relating to alterations and additions to buildings that the Council should consider?

Respondent	Respondent's Comment	Council's Response
The Theatres Trust	Due to the specific nature of the Trust's remit we are concerned with the protection and promotion of theatres and therefore anticipate policies relating to cultural facilities. Issue DM6: Alterations to Existing Buildings - We have no issue with the suggested option but wish to add that theatres are very complex buildings technically and do need to be very carefully planned both inside and out. They need substantial development if they are to keep pace with public expectations and the needs of performers and producers and we are keen to help theatre owners do more to improve and adapt their buildings and to attract new audiences. The document should ensure that access to your theatres is not impeded by other proposals, such as those which could prevent disabled access and drop off, parking of trucks and vans for stage get-ins, broadcasting and other uses of theatre spaces. A theatre's economic sustainability relies upon it being able to have unrestricted physical access for users.	Noted. Policy to be amended to included a section relating to the function of existing buildings and their access arrangements.
Herbert Grove Residents	Where the alteration is to improve Carbon Emissions exceptions should be made.	Disagree. Issue DM4 seeks to reduce carbon emissions for all new developments. The alterations should always be of a high quality design standard.
Southend-on-Sea Borough Council (Children & Learning Dept)	I have looked at the Car Parking and Cycle Standards on pages 94 and 95. The car park standards for schools give us significant problems with planners when we have to expand primary schools - as we will have to right across Southend as a result of the increased birth rate. There are not the sites or money for new schools so we will have to expand existing schools - already on very tight sites. If the school expands the planners insist on more car parking to meeting the requirements - this means	This response relates to Issue DM27. The comments are noted and further consideration will be given to the parking standards in relation to schools.

	<p>taking away playground space at the very time we are asking the schools to take more numbers on already restricted sites. More car parking at the expense of school play area is not acceptable. We need to have a more flexible policy. Less of an issue are the cycle standards. We are just building a new secondary school at Belfairs and we will have a new school at Hinguar. To meet planning requirements we will have to provide cycle sheds way in excess of current usage - and the current facilities are there if pupils want them- and with a limited budget cut other more essential things. We need to encourage cycling but not waste resources. Similarly we have schools (eg the grammar schools) where large numbers travel some distance and use public transport. Cycling is not going to be an option for those pupils. I accept and agree with the aspirations and the encouragement but we need to be flexible in the interpretation and not have a rigid guideline. The car parking issue will give the Borough significant problems in the next few years as we try to expand primary places.</p>	
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Section 5: The Seafront

29. Issue DM7 – Flood Risk and Water Management: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	When planning permission is being sought for the development of a property a separate risk assessment should not be necessary if there already one for the same post code.	Disagree. This approach conflicts with national policy contained in PPS25.
Iceni Projects	Issue DM7 - Flood Risk and Water Management: The proposed approach needs to be revised to accord with the requirements of the Flood and Water Management Act 2010 in terms of SUDS provision and the changes to connectivity arrangements;	Agree. Regard will be given to the Flood and Water Management Act 2010.
Carole Mulroney (Leigh	Development proposals in high risk areas should always be accompanied by a flood risk assessment	Agree.

Society)		
Environment Agency	<p>Issue DM7: Question 29 We are in general agreement with the approach set out in this suggested option. It should be noted that, under part 1, sustaining the current level of flood risk into the future does not necessarily mean that defences will be (or are able to be) raised. Effective floodplain management is therefore likely to play a major role into the future - this includes effective development control, for example applying the principles of PPS25 including the Sequential Test and the Exception Test, and also effective emergency planning. Under part 3, the recommendations of the TE2100 Plan are also considered as this area overlaps between the SMP and TE2100. The TE2100 Plan has been signed off by our Board of Directors and has been submitted to Defra. Although flood risk and coastal issues are discussed through mention of the linkages with the SMP it doesn't meet the requirements of the new PPS25 supplement on Coastal Change. This recommends that when development is proposed in a Coastal Change Management area it needs to be accompanied by an assessment of the vulnerability of the proposed development to coastal change. The frontage of Southend is at risk from erosion which in turn poses a risk to the structural integrity of the flood defences. This is currently managed through beach recharge. We would recommend that a paragraph is included to ensure it is not only flood risk that is managed but also coastal change, which occurs in this area due to erosion.</p>	Noted. Reference to Coastal Change will be added.
Savills for Inner London Group	<p>It is not clear how the findings of TE2100 and CFMP2008 have been reflected both in DMDPD and CAAP, at this section states that "the level of actual risk and the areas actually remaining at risk are therefore likely to be much lower than indicated by these maps, subject to the structural integrity of the defences being maintained." The submission drafts of the DMDPD and CAAP should include a plan delineating the flood risk areas that have been agreed with the Environment Agency. Both Plan</p>	Noted. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.

	<p>Documents should set out any constraints on the form of development and / or appropriate uses with the flood risk area, setting out clearly any differences within different areas of risk. The commentary states that "any development proposals within areas of flood risk will require a detailed flood risk assessment, appropriate mitigation measures and agreement with the Environment Agency" This approach and the preferred option, rather than the alternative option, need to be ratified by the Environment Agency prior to the Submission Drafts of the CAAP and DMDPD being published, given the potential conflict with national planning policy on flood risk (PPS 25 and related Practice Guidance). This requirement to provide an FRA should be integrated into the approach (it currently is not) and form part of the overarching design policies (DM1 and Design and Townscape DPD).</p> <p>Given the exceptional circumstances in Southend, we generally support the suggested option, rather than relying on the alternative option and sequential and exceptions tests in PPS25. However this suggested option and the approach to considering flood risk must have the full support of the Environment Agency, before the submission Draft of the DMDPD and CAAP are published, so that discussion with the EA on a site by site basis during the life of the Plan are considered in this context.</p>	
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30. Issue DM7 – Flood Risk and Water Management: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Burges Estate Residents Association	Page 36. There seems to be a conflict with the Environment Agency policy regarding development in flood risk areas. Can one assume that the SFRA due this year which purports to give a better interpretation of flood risk will be accepted by the Environment Agency? While there may be parts of the sea front within the high risk flood area which would benefit from development, the Council needs to be mindful of the safety of any residents and should as part of their policy emphasise the non residential priorities for development.	The flood risk and water management option has taken account of advice provided by the Environment Agency.

31. Issue DM7 – Flood Risk and Water Management: Should there be a specific policy that encourages ways to use the sea defences in a positive and imaginative way to bring about social and economic benefits?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	More imagination beyond that given by RSL is very necessary.	Noted. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.
Environment Agency	Issue DM7: Question 31 New development can provide opportunities for the incorporation of innovative flood defences into the design of the development. This would not only afford protection to the development, but could also make better use of the riverfront areas. The TE2100 Plan provides a vision for this area where improvements to the flood risk management system provide amenity, recreation and environmental enhancement. This could also positively contribute to the Thames Gateway Parklands vision.	Noted.

32. Issue DM7 – Flood Risk and Water Management: Are there any other flood risk issues that the Council should consider?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	If there is a major flood, damaged property in low lying areas should not be put back to the same use but the whole area assessed and possibly alternative uses found, such as a yacht basin.	This does not accord with TE2100 or advice provided by Environmental Agency.
Environment Agency	You need to consider all risks of flooding which are identified in your updated SFRA, Water Cycle Study and in the future by your Surface Water Management Plan. These background studies form a key part of your evidence base and must support the formulation of policies within this document and in your Core Strategy review. This whole section should be updated in light of the (soon to be) completed SFRA and the TE2100 Plan.	Agree. Amendments will b made.

33. Issue DM8 – Seafront Public Realm and Open Space: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Renaissance Southend Ltd	There should be a clear link in the policy to more detailed proposals to be contained within the Greenspace and Green Grid Strategy SPD	Agree. Reference to the Green Grid will be emphasised.
Cllr Burdett	DM8 -The slot machines in my opinion do not give the impression of high quality. Like character zones - but most day trippers go to the area by the slot machines.	Noted. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.
Carole Mulroney (Leigh Society)	Particular attention should be paid to the historic areas of the Borough to ensure that the public realm sets a good example for private development and enhances the areas.	Partially Agree. The Suggested Option seeks a high quality public realm across the whole of Southend.
The Society for the Protection of Undercliff Gardens	Context. DM8 also contains many generalities under the heading "context" which sounds fine. But, as ever, the devil is in the detail. We are not hopeful in this regard. Site specific design codes. The Council's stated approach in DM8 ["Our approach is"] contains a commitment to ensuring that site specific [e.g. Undercliff Gardens] design briefs and design codes are prepared - which is welcome, but hopefully this will cover all sites in the borough and not just major development sites as suggested. We suggest that all residents wish to live in an area of which they can be proud and not just those affected by major developments. A sense of place. Item 4 confirms a commitment to recognize a sense of place and to retain and protect from any development that would adversely affect their character, appearance and setting. TOO LATE! The approval of the latest planning application for 82 Undercliff Gardens shows a total disregard for this commitment and has wrecked any chance of that policy being implemented in spite of strong written protests by this Society.	Noted. The Development Management DPD will provide a policy basis to inform planning application decisions and ensure high quality development.

Environment Agency	<p>We generally agree with the approach being taken in this suggested option. Public realm and open space along the seafront presents opportunities to tie-in with the Thames Gateway Parklands vision and the wider green-grid initiatives. Under part 1 we would suggest that native planting is sought rather than purely aesthetic planting. Using species of local provenance would maximise the ecological value of sites. As mentioned above, under Part 3, seeking opportunities for the incorporation of innovative flood defences into public realm and open space design would not only afford protection to the development, but could also make better use of the riverfront areas. The TE2100 Plan provides a vision for this area where improvements to the flood risk management system provide amenity, recreation and environmental enhancement. This could also positively contribute to the Thames Gateway Parklands vision. Under Part 11 you should also ensure that development will improve and enhance biodiversity and the natural environment. Where flood defences are to be redesigned or improved as part of a development, their design can add to the ecological value of the area. Setting back defences in some areas could also allow for foreshore habitat enhancement or recreation to mitigate for the impacts of coastal squeeze brought about by climate change.</p>	<p>Noted. Appropriate amendments will be made with regard to biodiversity.</p>
English Heritage	<p>In discussing the main functions of the estuary, there is a lack of consideration given to the historic environment, for example the grazing lands to the north of Southend are an area of high historical interest. Issue DM8 - Seafront Public Realm and Open Space The introductory paragraph on page 39 should include mention of the historic environment within the identification of other environmental resources of the area. This should also be brought forward into the bullet-pointed list lower down this page. It could be incorporated into the last two points. Paragraph 2 of the context section states that Seafront Character Zones are identified in DM8 - this should be DM9. Seafront public realm - suggested option, p40 The Seafront's 'special charm' is referred to</p>	<p>Noted. Consideration has been given to the historic areas within the Southend-on-Sea Borough area.</p> <p>Noted. Historic environment is considered in DM5. Each development management policy will be considered as a whole. Appropriate amendments will be made.</p>

	(approach field, page 40) but a specific reference is needed here, and in the bullet points, to the importance of the protection and enhancement of the historic environment. PPS5 places particular emphasis on the contribution of the historic environment to sense of place. Point 5 (p40) identifies that seafront development should not adversely impact on the Thames Estuary or Southend's beaches. This should also consider the impact on landward views from boats.	
Savills for Inner London Group	<p>There are some omissions and suggested changes to the suggested option: No reference to "Green Grid" in suggested approach Green Grid and Green Corridor should be identified in policy text and on plan</p> <p>No reference to "Seaside Character Zones" in suggested approach Seaside Character Zones should be identified in policy text and on plan Design Briefs and Codes may not be appropriate for "all major development sites" For clarity and monitoring purposes, a list of the key development sites for which briefs / codes are to be prepared should be appended to the Submission versions of both the DMDPOD and CAAP All public realm works should also include consideration of flood risk (point 3) The detailed proposal to enhance Cliff Gardens may be more appropriately included in the CAAP Redraft as policy / proposal in CAAP.</p>	<p>Agree. Reference to the Green Grid will be incorporated.</p> <p>Seafront character zones are addressed in DM9.</p> <p>Noted. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>
Burges Estate Residents Association	Page 42. There is nothing specific in the document to suggest that an Article 4 directive is needed. This seems somewhat draconian.	Noted.

34. Issue DM8 – Seafront Public Realm and Open Space: Do you consider the alternative option to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
The Society for the Protection of Undercliff Gardens	An alternative option. Finally we appose the suggested alternative option - which is not to have any policy regarding the seafront, but to rely on vague phrases such as "high quality environment". We can safely forecast that such a leaky policy would collapse under the onslaught of an appeal. We also suggest that there is little evidence that officers and elected members are capable of implementing a vague policy such as this.	Noted.

35. Issue DM8 – Seafront Public Realm and Open Space: Are there any other design considerations that the Council should consider when assessing schemes along the Seafront?

Respondent	Respondent's Comment	Council's Response
The Society for the Protection of Undercliff Gardens	Policy C12. Issue DM8 includes Undercliff Gardens, which this Society was founded to protect in 1946 and refers to saved policy C12 Undercliff Gardens. Our residents care deeply about their local area. They expect good quality design in new development, renovation schemes, streets and urban spaces whilst safeguarding and enhancing local character. Interesting buildings, quality streets, good relationships with existing development, and the use of public art and landscaping all help to develop local identity and places people are proud of. In the last few years Southend Council have constantly ignored such expectations of our residents which is in direct conflict with the above quotation, taken verbatim from Page 1 of the Council's own Design and Townscape Guide 2009. Clearly a change in fundamental attitude will be required if the latest DPD is to be worth the paper is written on - which may be difficult in the light of the Council entrenched position witnessed over the last decade. Therein lies the conflict of expectation and reality which ensures that residents approach any document relating to design and planning with a jaundiced eye in the light of many years experience during which time Southend Council have widely and	The Development Management DPD Issues and Options document has been carefully coordinated with the Design and Townscape Guide.

	<p>consistently ignored their own policies and guidelines. In other words we suggest that Southend Council have "form" and we fear that a change in attitude will be very difficult to implement. For this reason, the latest DPD will need to be carefully co-ordinated with the Design and Townscape Guide to avoid confusion, and eventually a lack of certainty.</p> <p>2. High quality design. DM8 contains many references to "high quality design standards" but the evidence to date is that bland references to high quality design is an ambition which has eluded the Council for many years. We therefore question whether the continuation of general "nice idea policies" based on all embracing phrases is a good idea. We strongly believe that it is the detail of any planning application that is important and hope that at last the Council may be willing to accept this argument.</p>	<p>The development management policy focuses on how high quality development will be achieved. The Council has a continued commitment to improving the quality of the environment in line with national policy.</p>
Herbert Grove Residents	<p>The road between the Pier and the Kursal Roundabout should be made into an underground road, freeing the surface for pedestrians. Further underground car parking could be incorporated if funding permits.</p>	<p>The principle of increasing pedestrian and recreational space along the promenade is accepted and forms a key element of the Council's 'City Beach' project which is scheduled for completion in March 2011. The Development Management DPD will not set specific transport allocations. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>
Cllr Crystall	<p>Seafront Public realm. Page 39. Park and ride needed and seafront bus service .Link to tramway/land train from Victoria station to pier hill. Adequate parking for sea front. Seaway CP is inadequate in Summer. Long term Strategic objective Rochford, Hockley Rayleigh bypass from East of town to A 130.</p>	<p>These suggestions are of a strategic nature and are not appropriate within the Development Management DPD. The suggestions would be more appropriately put forward to LTP consultation. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>

Savills for Inner London Group	Microclimate should be considered	Noted.
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36. Issue DM8 – Seafront Public Realm and Open Space: Should the Council enforce an Article 4 Direction over the Seafront area to restrict permitted development?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	No - each development should be assessed on its own merit.	Noted.
Savills for Inner London Group	No justification or explanation has been provided.	Noted.

37. Issue DM9 – Seafront Character Zones: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
CPREssex	Suggested Option DM9 With reference to the Sea Front Character Zone relating to Two Tree Island, Leigh Marshes and Belton Hills, we are pleased to see the priority is to maintain the openness and function of the Green Belt. Stronger wording needs to include reference to enhancing the biodiversity of the nature reserves which are such an important part of the landscape here.	Agree. The policy will reflect need to enhance biodiversity of the nature reserves.
Carole Mulroney (Leigh Society)	Care needs to be taken that the Sustrans proposals do not effect the historic areas such as Leigh Old Town detrimentally. The Green Belt in the Two Tree Island Zone is very important and strong policy should be maintained for its protection. Whilst the Old Town must be maintained as a marine village there are some improvements which could be made to the industrial area and these need to be pursued.	Agree Noted.

English Heritage	<p>Issue DM9 - The Seafront Character Zones English Heritage suggests that these zones may need to be defined when the Borough Wide Character Study has been completed and that similarly, the long-term outcomes should evolve from these. We urge that the question of inter-visibility between the zones is considered and the wider settings of assets such as the Pier and Clifftown. Reference could be made to policy HE10.2 of PPS5, and to English Heritage's draft guidance on the Setting of Heritage Assets (available on the English Heritage website). There is currently no indication that any historic landscape characterisation has been done. For example, where Table 1 lists the individual zones, the zone that covers Two Tree Island, Leigh Marshes and Belton Hills also includes Hadleigh Castle Country Park. The analysis of the function of the zone should include reference to the important heritage assets of the area and their recreational value.</p>	<p>The Seafront Character Zones were consulted on and established during the Seafront AAP Issues and Options.</p> <p>The pier and Clifftown will be considered during the Southend Central Area Action Plan.</p>
Savills for Inner London Group	<p>This section of the plan may be premature, given the awaited character analysis Options for each of the Character Areas should have been available for consideration under regulation 25 The draft policies should be written to minimise duplication with policies in the CAAP and other AAPs. There is currently no policy basis for achieving the proposed long term outcomes for each of the Character Areas (Table 1 and Appendix 6) The further modified boundaries of the Seaside Character Zones (following the completion of the Borough Wide Character Study in 2010) should be identified in policy text and on plan in both the Submission Draft of the DMDPD and CAAP Table 1 - Seafront Character Zones is not currently cross references to Appendix 6 and the two elements of the Plan are particularly difficult to understand</p>	<p>The Seafront Character Zones were consulted on and established during the Seafront AAP Issues and Options.</p> <p>There was a general agreement that the proposed Seafront Character Zones provided an appropriate tool in which manage the seafront area.</p> <p>Noted. The proposed outcomes have been drafted to minimise duplication with other policy documents.</p> <p>The Seafront Character Zones will be incorporated onto the Proposals Map.</p>

38. Issue DM9 – Seafront Character Zones: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Cllr Cystall	Cliffs below Cliff Parade. This area is not mentioned, but is popular for picnics and visitors to the seafront. Although an informal area, not groomed like a park, it is a neglected area, hedges rarely cut unless complaints are made regularly by members, steps not kept clean and broken glass not removed. A little tender care would greatly enhance this popular viewpoint of the Estuary and improve the visitor facility which gives access by the bridge to the Cinder Path and Chalkwell /Leigh Old Town.	Noted.
	Footbridge. Page 44. This is a semi stepped bridge that should be made into a smooth ramp so that push chairs and buggies and electric buggies for pensioners can gain access to the foreshore at this halfway point on the route. It would give older sailing club members and residents an opportunity to visit the sailing club, and to access the paddling pool with grandchildren. About a third of residents are pensioners, and their needs have to be considered. The bridge is presently an obstacle for all prams and wheelchairs, and need not be so.	Noted.

39. Issue DM9 – Seafront Character Zones: Do you agree that it is appropriate to define Seafront Character Zones to plan for their future?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	Whilst it may be appropriate to define Seaside Character Areas to plan for their future, the current approach is prescriptive and in any event, premature. Each character area should be considered and planned independently with consideration of options in each area.	The Seafront Character Zones were consulted on and established during the Seafront AAP Issues and Options.

40. Issue DM9 – Seafront Character Zones: Is there another approach to managing the Seafront Character Zones that the Council should consider?

Respondent	Respondent's Comment	Council's Response
Cllr Peter Wexham	<p>The area of Leigh Marshes needs to be changed from Green Belt to a recreation area or public green space. It states that it is landscaped for sport & football pitches. There have not been any football pitches for over 20 years, it is cut & used as a dogs toilet. There is a massive need for a park & ride. There is a need for more parking for commuters that jam up the residential streets, this could happen in the first field. There could be additional youth facilities to added to the skate park. There could be boot fairs on the site or camping & caravan touring site for visitors. If Leigh creek gets sorted out the area between the fields could be used as a boat club or café or facilities for camping but none of this can happen under the present designation of the site. We should look at what we can do not what we cant do with this area or else it will sit there for another 20 years doing nothing.</p>	<p>It is noted that Leigh Marshes should be used as a recreation area or public green space. However the Council disagrees that the Green Belt designation should be removed as the two designations are mutually supporting. PPG2 states that the most important attribute of Green Belts is their openness. Once Green Belts have been defined, the use of land in them has a positive role to play in providing opportunities for access to the open countryside for the urban population and to provide opportunities for outdoor sport and outdoor recreation near urban areas.</p> <p>The adopted Core strategy protects the extent of the Green Belt. The Development Management DPD is not a strategic document and cannot change the Green Belt boundary.</p>
Cllr Crystall	<p>Page 43. Leigh Marsh should not have been included in green belt. This is the area between the Railway industrial area and Leigh creek. The football pitches are a thin layer of earth on compacted rubbish, and have been unusable for sport for some years. They are mainly used for dog walking and informal games. They need to be used for an extension of parking and for a park and ride base for travel to Southend City Beach, difficult but not impossible with the green belt designation. Suggest green belt designation unsuitable for Leigh Marsh, informal activity area and "Park and Ride facility" Need to extend activities for youth, extend the present skateboard park and put in refreshment area. Climbing walls?. Need for a safe pedestrian route from the Leigh Marsh car park into Old Leigh. Cllr Wexham prepared a plan, which involved moving the Wire cage by the Marina area about a metre south, and</p>	<p>The adopted Core strategy protects the extent of the Green Belt. The Development Management DPD is not a strategic document and cannot change the Green Belt boundary.</p>

	would have cost about £18,000 ten years or so previously. The area North of the golf driving range could accommodate five touring caravans. Need for refreshment facility near slipway at Two Tree, Restaurant/café.	
	Page 43. Cinder path. There is a wide and diverse range of marine plants that grow alongside the cinder path on BOTH sides. This should be designated a nature trail, there are probably in excess of forty different marine species along here. Railtrack would need to stop spraying herbicides and council would need to stop removing plants at back of Joscelynes beach, where they made an attractive back drop. A booklet with all the marine plants needs to be prepared for educational use. Footbridge.	This level of detail is not appropriate within the Development Management DPD and should be considered in Biodiversity Action Plan

41. Issue DM10 – Water Recreation: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Carole Mulroney (Leigh Society)	Whilst we support the Preferred Option we consider that all development proposals should be considered on their merits	Noted.

42. Issue DM10 – Water Recreation: Do you consider the alternative options to be more appropriate? If so, please state why.

No comments made

43. Issue DM10 – Water Recreation: Are there any other issues regarding water recreation activities that you think the Council should consider?

Respondent	Respondent's Comment	Council's Response
CPREssex	Suggested Option DM10 - Water Recreation The emphasis on not compromising the enjoyment of other users is fine. We should like to see some reference to the nationally designated off-shore conservation areas, which might be damaged by expansion of motor-powered recreation such as speed boats.	Agee. References to the national designations will be added to the final policy.
Natural England	Natural England is concerned that Issue DM10 - Water Recreation does not include any reference to the importance of biodiversity interests and, in particular, to issues of loss of inter-tidal habitats and the risk of increased disturbance to birds. With this one exception, Natural England considers that the Development Management DPD addresses all of those	Agee. References to the national designations and importance of biodiversity will be added to the final policy.

	issues which are within our remit and which are relevant to the scope of the DPD; to a level of detail which is appropriate for the Issues and Options stage of the process.	
Cllr Crystall	Page 48. No use having byelaws about speed of boats if they are not enforced. A small fast boat capable of appropriate speeds to catch the culprits is necessary.	Noted.
Environment Agency	Issue DM10: Question 43 New and improved facilities for water recreation should not adversely impact upon biodiversity. They should also not compromise flood risk management infrastructure or the ability to maintain this into the future.	Agree. Appropriate amendments will be made.
Burges Estate Residents Association	Page 47. No mention is made about swimming/bathing or water quality or any mention of what measures might be sought to improve facilities for these activities.	It is inappropriate for the Development Management DPD to consider the water quality of the Seafront.

Section 6: Residential Accommodation

44. Issue DM11 – Dwelling Mix: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Iceni Projects	Issue DM11 - Dwelling Mix: The proposed approach needs to reflect the implications of deliverability difficulties associated with the proposed provision of high density flatted development;	The Suggest Option under Issue DM11 does not propose high density flatted development. Indeed it seeks a mix of dwelling sizes including family housing.
Adult & Community Services Southend-on-Sea Borough Council	Agree with the suggested options that developers should bring forward proposals for market housing that reflects the profile of households requiring such accommodation, that family sized accommodation is encouraged where appropriate and that mix is discussed at pre-application stage. Agree with suggested guideline mix which mirrors findings of the recent SHMA update and would encourage that this is informed by any future updates of SHMA, local housing needs assessments and informed by upcoming refresh of the Borough's Housing Strategy.	Noted.

Herbert Grove Residents	No the market should determine the housing mix	Noted. The Suggest Option under Issue DM11 allows for the market to decide the dwelling mix provided that a range of dwellings sizes and types are provided. The requirement for family housing is necessary considering the shortage of such housing as identified in the Strategic Housing Market Assessment.
Carole Mulroney (Leigh Society)	supported	Noted.
Savills for Inner London Group	<p>Generally support the proposed affordable housing mix, and the flexible approach to market housing mix To be drafted as policy Support encouragement of family accommodation (housing and flats) "where site conditions allow." To be clarified and drafted as policy Support approach which remains flexible to take account of revisions to the Strategic Housing Market Assessment, and which considers "The proposed affordable housing mix should not be treated as a definitive mix but rather a negotiated figure."</p> <p>Factors likely to influence housing and tenure mix, including feasibility and viability should be clarified. Text should be drafted as policy in Submission Draft</p>	<p>Noted.</p> <p>Noted.</p>
Burgess Estate Residents Association	<p>Page 51. The proportion of different dwelling sizes in the suggested option does not appear to relate to the analysis of need. As the document has previously made clear Southend has a very high proportion of 1 and 2 bed properties already and an acute demand for 3 and 4 bed accommodations. Surely the proportion of 3 and 4 bed should be higher at say 30 and 40% and consequently lower for 1 and 2 bed, say 15 and 15%. The concept of a mix of housing types within a specific development to achieve a sustainable community is flawed. No evidence is available to demonstrate the concept works. They are not even achievable within developments of similar housing size let alone</p>	The suggested option reflects the evidence in the SHMA.

	mixed dwelling size/types	
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45. Issue DM11 – Dwelling Mix: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Adult & Community Services Southend-on-Sea Borough Council	Alternative options not considered appropriate in line with Housing Strategy and associated documents.	Noted.
Herbert Grove Residents	No the market should determine the housing mix	Noted. The Suggest Option under Issue DM11 allows for the market to decide the dwelling mix provided that a range of dwellings sizes and types are provided. The requirement for family housing is necessary considering the shortage of such housing as identified in the Strategic Housing Market Assessment.

46. Issue DM11 – Dwelling Mix: Are there any other housing matters that the Council should consider as a part of this issue?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	The Council should endeavour to raise the quality of the very poor condition of property offered for rent in the private sector.	Agree. This is being undertaken through other Council strategies.
Cllr Crystall	Page 51. Need to differentiate between housing and dwelling types. Houses and Flats. Houses, 3/4/5 bedrooms. Flats, 1/2/3/4/5 bedrooms. Need to limit numbers of flats.	Disagree. This approach does not reflect the evidence within the SHMA. Emphasis will be given to family housing in the policy.
Environment Agency	Issue DM11: Question 46 Ideally bungalows should be avoided in areas of flood risk.	Noted.
Savills for Inner London Group	Other housing matters should be considered in determining dwelling mix Justification of affordable dwelling mix should have regard to SHMA, specific site feasibility and viability, public funding, affordability criteria and potential for of-site provision.	Noted.

47. Issue DM12 – Affordable Housing Tenure: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Adult & Community Services Southend-on-Sea Borough Council	Mix of tenure is essential in order to maintain or develop sustainable communities there is now a wider range of affordable housing options including intermediate rent, rent to HomeBuy, HomeBuy and social rent. Also percentage of social housing differs between areas and would seek to redress the balance in these areas where appropriate. To achieve this, greater flexibility is required however would want to ensure social rented accommodation is provided where required. Option to change the definition of the split to 70:30 rented accommodation (incl. social & intermediate products) and shared sale, thereby allowing flexibility within the 70% for agreed tenure split.	Noted.
Herbert Grove Residents	The Market should create the housing mix.	Disagree. In line with national policy, the Council considers that the mix should be determined by policy based on the identified tenure requirements set out in the Strategic Housing Market Assessment.
Carole Mulrone (Leigh Society)	supported - it is important to ensure a range of different types of housing within this category	Noted.
Savills for Inner London Group	The policy requirement for 70% of all affordable housing provision to be social rented on all sites is too high and inflexible, especially having regard to the flexibility in approach set out in the accompanying text. . The drafted policy should refer to the need to take into account the findings of an affordable housing toolkit assessment, local conditions (including existing dwelling mix in the locality), levels of affordability, feasibility of delivery and specific site viability when determining the level of social rented housing within any particular development.	Disagree. A flexible approach is taken within in DM12. The approach considers the findings of the SHMA and includes greater flexibility.
Burgess Estate Residents Association	Page 53. The document makes no mention of the current financial situation and that is understandable. However the financial restraints which will impact on social housing providers are going to	Affordable housing policy is addressed in the Core Strategy.

	make social housing provision very difficult in the short/medium term to the extent that affordable housing tenure is almost an irrelevance. There is no mention otherwise of the whole question of affordable housing and I would have expected some discussion on the matter of on site versus off site provision. In addition the Council will now have to deal very carefully with developers pleading poverty in relation to affordable housing, s106 requirements, etc.	
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48. Issue DM12 – Affordable Housing Tenure: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	The alternative option is not appropriate.	Noted.

49. Issue DM12 – Affordable Housing Tenure: Are there any other affordable housing considerations that are not addressed in the Southend-on-Sea Core Strategy and have not been considered in this document that the Council should consider?

No comments made

50. Issue DM13 – Retention of Residential House Types: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Adult & Community Services Southend-on-Sea Borough Council	Agree with suggested option	Noted.
Herbert Grove Residents	The market should determine the housing mix.	Disagree. The protection of family housing is necessary considering the shortage of such housing as identified in the Strategic Housing Market Assessment.
Carole Mulroney (Leigh Society)	Strongly support the protection of bungalows and resistance to conversions	Noted

Savills for Inner London Group	The option is too inflexible, although the objective is laudable. The policy when drafted should include wording "loss of bungalows and / or family housing will be resisted, unless their loss is part of redevelopment proposals which make equivalent or improved provision and / or meet other significant regeneration objectives."	Disagree. There is an identified need in the Southend-on-Sea to resist the loss of family housing and bungalows.
Burges Estate Residents Association	Page 56. The suggested option for protecting single storey dwellings could be strengthened by an Article 4 direction as put forward elsewhere for the sea front. The deletion of "deemed necessary" in the option would also help. It is doubtful whether further protection could be given to family accommodation as that is too broad a definition.	Some parts of the Borough have neighbourhoods which are comprised of large areas of bungalows, creating consistent scale and defined character which might easily be broken through intensive redevelopment. In these areas it is likely that development proposals to intensively redevelop sites would be out of character and as such an Article 4 Direction is not necessary to protect this character.

51. Issue DM13 – Retention of Residential House Types: Do you consider the alternative option to be more appropriate? If so, please state why.

No comments made

52. Issue DM13 – Retention of Residential House Types: Are there any other issues relating to single storey dwellings (bungalows) and small family dwellings that the Council should consider?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	The issues of housing need, condition of buildings and feasibility / viability of renovation, energy efficiency and meeting life homes criteria should be considered in relation to retaining existing bungalows and small family dwellings.	Noted.

53. Issue DM14 – Residential Space Standards: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Adult & Community Services Southend-on-Sea Borough Council	Support the proposals to ensure all new dwellings meet Lifetime Homes Standards and mirror space standards as set out by HCA ensuring equality of choice for those entering market and affordable housing.	Noted.

Cllr Burdett	DM14 - Very poor quality homes in some parts of Kursaal with dreadful overcrowding	Noted.
Carole Mulroney (Leigh Society)	Supported	Noted.
Savills for Inner London Group	In is not clear whether the preferred option relates to new build, not just new dwellings. It may be impossible to meet these standards if conversion of buildings to residential is pursued. Policy text should state that 'high' quality and not 'highest' quality. Internal environments should be appropriate for the occupants needs and aspirations. Policy text should state that 'high' quality and not 'highest' quality. Internal environments should be appropriate for the occupants needs and aspirations.	DM14 states 'all new dwellings' which includes conversions which increase the net number of number of dwellings. Disagree. The living conditions and quality of life of Southend-on-Sea's residents is of utmost importance.
Burgess Estate Residents Association	Page 56. The suggested option for protecting single storey dwellings could be strengthened by an Article 4 direction as put forward elsewhere for the sea front. The deletion of "deemed necessary" in the option would also help. It is doubtful whether further protection could be given to family accommodation as that is too broad a definition	Disagree. This approach is not reflected in the Borough-wide Character Study.

54. Issue DM14 – Residential Space Standards: Do you consider the alternative options to be more appropriate? If so, please state why.

No comments made

55. Issue DM14 – Residential Space Standards: Should the Council incorporate minimum private amenity space standards for residential development into planning policy?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	The policy should not simply promote quantity over quality. Minimum standard unless it is demonstrated otherwise that the amenity space will be fit for purpose.	Noted.

56. Issue DM14 – Residential Space Standards: Are there any other issues relating to residential standards that the Council should consider?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	The Council should endeavour to raise the quality of the very poor condition of property offered for rent in the private sector.	Agree. The Council is working with landlords to improve the quality of housing within the private rental sector.
Savills for Inner London Group	The desire to create balanced and healthy neighbourhoods should be a consideration and that minimum space standards may not lead to this if applied without looking at the context. Space standards will be balanced against other considerations in this plan including the need to create balanced communities and liveable neighbourhoods.	Disagree. Minimum space standards are an important component of sustainable development as they contribute to the creation of balanced communities and liveable neighbourhoods.

57. Issues DM15 – Student Accommodation Space Requirements: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Cllr Burdett	DM15 - New campus fantastic	Noted.
Adult & Community Services Southend-on-Sea Borough Council	Agree with suggested option	Noted.
Carole Mulroney (Leigh Society)	supported	Noted.
University of Essex	The University welcomes the many positive references to supporting the growth of the University. I note, however, that some of the information in the Development Management document Issue DM15 Student Accommodation Space Requirements is out of date and would be grateful if appropriate amendments are made in future documents.	Noted. Appropriate amendments will be made.

58. Issues DM15 – Student Accommodation Space Requirements: Do you consider the alternative option to be more appropriate? If so, please state why.

No comments made

59. Issues DM15 – Student Accommodation Space Requirements: Are there any other issues regarding student accommodation that the Council should consider?

No Comments made

60. Issues DM16 – Houses in Multiple Occupation: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Cllr Burdett	<p>DM16 - Agree completely - at present there is an unfair distribution of Houses in multiple occupation (HMOs) these people need positive role models which they are not getting if they are all contained within the one area of Kursaal. Around 40% of the remaining un-subdivided houses in parts of Kursaal now seem to be HMOs with no regulation and they at face value appear to cause 90% of the problems in regard to Anti-Social behaviour, drug dealing and cultivation etc we have in the area it would surely be a step in the right direction, the other 10% seems to relate to other private lets, though we do of course have some great tenants who are central to our community. When you consider that our borders to York Road and Hastings Road seem to be at around 80% saturation in terms of HMO and poorly maintained/managed property owned by a few landlords, even if they are fronting them via others or are Housing Associations, it is a shame that they cannot seem to run these as well as the Rosemead Project, who actively engage with the community which they are part of. It is tiresome that landlords as businesses are able to blight the lives of local residents without fear of any form of sanction. This is after all what these HMOs and Private Lets are, they are not Mr and Mrs Smiths pension plan, they are high profit businesses. If you take the recently converted property in Hastings Road, this has 8 let able units within, which will produce an income of £ 3200 at least per month. A very nice return on a property that sold for £170,000 recently. In fact</p>	Noted.

	because of this the Landlord is now sitting on an asset which is worth in excess of £450,000, yet contributes nothing to the overall well being and community of this area.	
Adult & Community Services Southend-on-Sea Borough Council	Agree with suggested option to monitor and control HMO development in the borough. Investigate potential of introducing management scheme before HMO occupation and wider HMO registration dependent on legislation and local resource availability.	Noted.
Carole Mulroney (Leigh Society)	supported	Noted.

61. Issues DM16 – Houses in Multiple Occupation: Do you consider the alternative options to be more appropriate? If so, please state why.

No comments made

62. Issues DM16 – Houses in Multiple Occupation: Should the Council restrict HMOs in specific areas?

No comments made

63. Issues DM16 – Houses in Multiple Occupation: Is the 10% cap on HMOs within a street appropriate or should another % cap be considered?

No comments made

64. Issues DM16 – Houses in Multiple Occupation: Are there any other issues regarding HMOs that the Council should consider?

No comments made

65. Issues DM17 – Specialist Residential Accommodation: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Adult & Community Services Southend-on-	The client groups i.e. mental health, learning disabilities etc also need to include older people on both pages 64 and 65. Further development should be discouraged as we have a high number of residential homes (both nursing and care) in Southend. We want to	Noted. These comments will be incorporated into the final policy.

Sea Borough Council	<p>promote independence and support individuals in their own homes. The cost of residential accommodation is high and disproportionate with other comparator groups. We also see placements of clients from outside of the area. Southend is a very popular area for retirement which means that there can be costs associated for both health and social care which could explain the disproportionate costs to our area. To decrease this it is important to keep older people healthy, well and independent which means providing the right accommodation and support. Southend-on-Sea has high numbers of residential accommodation for vulnerable adults particularly for older people. The occupancy is generally made up of Southend residents and also residents from other parts of Essex. Provision of some residential accommodation will always be necessary but in essence key governmental drivers promote independent living in all vulnerable adult groups. This would lead to the reduction of current provision as more individuals are supported at home and also the restriction of new builds unless it can be proven that there is no alternative accommodation available in existing establishments for the particular client group if they particularly need residential accommodation. With this in mind the council seeks to restrict the provision of residential care homes and residential nursing homes.</p>	
Carole Mulroney (Leigh Society)	supported	Noted.

66. Issues DM17 – Specialist Residential Accommodation: Do you consider the alternative options to be more appropriate? If so, please state why.

No comments made

67. Issues DM17 – Specialist Residential Accommodation: Are there any other specialist residential accommodation issues that should be considered?

Respondent	Respondent's Comment	Council's Response
Adult & Community Services Southend-on-Sea Borough Council	When planning public buildings consideration, should always be made to include accessible toilets for those more severely disabled in addition to standard disabled toilet facilities. Good practice dictates these would be in line with 'changing places'. Numbers of changing places units should take into account how many are in the locality and where these would provide the most benefit. 'Changing places' facilities should also be placed outside of the town centre so that they can be accessed in other localities. This will assist in helping vulnerable adults access this community without the need to return to home if they need to use a facility. This link gives more details: http://www.changing-places.org/ A 'changing places' facility just opened near Chalkwell Park and there is also one planned for city beach.	Noted. These comments will be considered in the final policy.

Section 7: Economic Development

68. Issue DM18 – Network of Centres: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
The Theatres Trust	Issue DM18: Network of Centres We support the approach for enhancing the town centre and also the inclusion of sui generis use in the town centre (Table 2). The enhancement of your theatres will make a strong contribution to the character of the town and increase the experience of visiting the town as a tourist. A festival or summer season may be a crucial draw and bring major economic advantage but this will only be possible if suitable venues are available. All theatre buildings are costly to run and maintain but with a diverse range of content and service providers, plus a range of audiences and users to reflect the wider community, it is possible to sustain the long	Noted

	<p>term viability of your theatre buildings. It is also important to ensure that there is a robust policy requiring the replacement of an existing cultural facility where development would result in their loss. This is particularly so where land values could be higher for other uses. In our experience without such a policy it is impossible to negotiate a proper replacement arts facility. As such, it is something the Council should wish to protect through robust development management policies.</p>	
Renaissance Southend Ltd	<p>That part of the policy relating to the town centre should be informed by the evidence of the Retail Study commissioned by the Council and a more sophisticated development control policy may be needed to implement the preferred policy for the High Street may be required in the SCAAP rather than DM DPD.</p>	<p>Noted. The Southend and Town Centre Study 2011 forms part of the LDF evidence base and will be considered as the Southend Central Area Action Plan and Development Management DPD are progressed. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>
Herbert Grove Residents	<p>The options provided are based on a retail study completed in 2003. The world has changes since then.</p>	<p>An updated Southend and Town Centre Study 2010 has been produced and has informed the development Management DPD</p>
Carole Mulroney (Leigh Society)	<p>Generally supported but care should be taken to ensure the correct balance between shops and other uses and to avoid clustering of like uses</p>	<p>Noted. This comment will be considered as the Development Management DPD is progressed. Linked to policy DM19.</p>
Savills for Inner London Group	<p>We support the strategy to have a hierarchy of centres and focus retail development and other uses that attract a large number of people in Southend-on-Sea Town Centre and in District Centres. Although the DM DPD policies are appropriate, more detailed guidance needs to be provided in the CAAP and other DPD documents and site-specific development / design briefs on the appropriate future type, scale and location of retail and other town centre uses.</p>	<p>Noted. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>

69. Issue DM18 – Network of Centres: Do you consider the alternative option to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	We generally support the range of uses proposed in the hierarchy of centres, with some minor changes, in particular the inclusion of a list of The policy for Local Centres should include a list of uses appropriate above ground floor level.	Agree. Amendments will be made as appropriate.
	The overall level of future retail provision in the Borough and Town Centre has yet to be determined in the Retail Study. Although the DMDPD policies are appropriate, more detailed guidance needs to be provided in the CAAP and other DPD documents and site-specific development / design briefs on the appropriate future type, scale and location of retail and other town centre uses.	The Southend and Town Centre Study 2010 forms part of the LDF evidence base and will be considered as the Southend Central Area Action Plan and Development Management DPD are progressed. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.

70. Issue DM18 – Network of Centres: Are there any other issues relating to the network of centres that should be considered?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	The policy does not link well to the other DMDPD policies including those of mixed use, sustainable development and those seeking centralised energy systems. The policy could be strengthened by referring to the need for new developments in Town and Local Centres to include a mix uses from those which are approved and which are appropriate to that location.	Disagree. This policy sets out the acceptable uses for each centre and gives a clear role.

71. Issue DM19 – Shop Frontage Management: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	Although we support the policy to resist the loss of A1 retail uses in primary shopping frontages, the appropriate level on non- retail frontage should not be a borough-wide figure in the DMDPD. The appropriate level of retail and non-retail use in each of the identified primary and secondary shopping frontages should also be informed the Southend-on-Sea Retail Study, which is yet to be completed. The primary and secondary frontages need to be identified on a map base	The Southend and Town Centre 2010 has reviewed and carried out health checks on each of the Centres in the Borough. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.

	in the Submission Draft CAAP and other relevant LDDs, including development briefs for individual sites. These documents should include appropriate levels of retail and non-retail use for each of the identified primary and secondary shopping frontages.	A general development management policy is required but if there are any specific requirements then these will be addressed by the Southend Central AAP.
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72. Issue DM19 – Shop Frontage Management: Do you agree that a proportion of the primary retail frontage should be protected for Class A1 retail purposes?

No comments made

72B. Issue DM19 – Shop Frontage Management: If so do you think the proportion should be 20%, 30% or other? Alternatively do you think there should be no retail protection?

Respondent	Respondent's Comment	Council's Response
Carole Mulroney (Leigh Society)	The retail function of the various centres is to be encouraged and not jeopardised by excessive non retail uses. Whilst the need for A3 type uses is recognised these should be assimilated within the retail elements of the shopping frontages and not clustered.	Noted. This comment will be considered as the DM DPD is progressed. Linked to policy DM19.
Renaissance Southend Ltd	That part of the policy relating to the town centre should be informed by the evidence of the Retail Study commissioned by the Council and a more sophisticated development control policy may be needed to implement the preferred policy for the High Street may be required in the SCAAP rather than DM DPD.	Noted: The Retail Study forms part of the LDF evidence base and has been considered in Development Management DPD and will be considered in the SCAAP. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.

73. Issue DM19 – Shop Frontage Management: Do you consider the alternative option to be more appropriate? If so, please state why.

No comments made

74. Issue DM19 – Shop Frontage Management: Are there any other issues relating to shop frontages that the Council should consider?

Respondent	Respondent's Comment	Council's Response
Cllr Burdett	Section 7: There are too many discount shops. There are no shoe shops. We need to be encouraging more fashionable, upmarket shops (Dune, Jones the bootmakers) especially for the new university students. Basildon offers so much more	Noted. The Development Management DPD will not set out any development proposals. The function of this document is to manage development within a sustainable framework. The Southend Central Area Action Plan aspires to improve the quality of the town centre and in so doing seeks to encourage the provision of high quality retail provision. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.
Carole Mulroney (Leigh Society)	We consider that for Leigh there are particular concerns and consider that the primary shopping frontage area should be extended to include Broadway West which is also a vibrant part of the town with many traditional uses. We consider that the use of a percentage of the whole centre for non A1 uses could lead to clusters and excessive numbers and this should be restricted to individual frontages to ensure an even spread of such uses and the retention of the primarily retail nature.	The Southend Retail Study 2010 and the Southend Retail Monitoring Report have considered the primary and secondary frontages in the borough. Based on these information further consideration will be given to boundary amendments.
Cllr Crystall	Page 71 .IMPORTANT There is a need to clearly define "Primary Shopping Zones" rather than shopping frontages. No mention of existing retail A1 use at 80%. I would oppose an overall reduction to 70%,but each PSZ should be reviewed separately to see if the length and extent is appropriate in present market conditions. For example, the Broadway PSZ includes a bit of Elm Road, this seems unnecessary and damaging to these small units. Broadway West might be included, as there are less restaurants there and we might rebalance the excess in the \Broadway with these, to help keep the viability and	The Southend Retail Study 2010 has reviewed and carried out health checks on each of the Centres in the Borough. Consideration will be given to boundary amendments.

	support present trends without damaging the policy and creating precedents.	
English Heritage	Row 3 of the Suggested Option table refers to 'ensuring that new shop frontages are of a high standard of design that is compatible with the architectural style and character of the building'. While we support this, the policy should also give special consideration to conservation areas.	Noted. All development management policies should be considered as a whole.
Savills for Inner London Group	The Council may wish to consider more detail shop frontage design guidance in the DMDPD of other LDD	Disagree. The Council considers that the suggested policy together with the Design and Townscape Guide provides sufficient policy coverage in respect to shop frontages.

75. Issue DM20 – Employment Sectors: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Renaissance Southend Ltd	Renaissance Southend strongly supports the suggested option and the identifies employment sectors. These should be further tested through the Local Economic Assessment before the policy is finalised. Further work should be done with Southend Hospital Trust to identify how best to support this sector in spatial terms before the policy is finalised.	Noted. The policy is informed by robust economic assessment through the Employment Land Review, the Council's Economic and Tourism Strategy and the Southend Local Economic Assessment 2011. The Southend Hospital Trust has been consulted on the policy options.
Carole Mulroney (Leigh Society)	Whilst we support the aims we, like many others, are concerned about the expansion of the airport and the consequent implications for traffic congestion and environmental effects on Leigh	Noted. The Government has approved plans to expand London Southend Airport. The London Southend and Environs Joint Area Action Plan will provide the framework in which to manage the airport's growth.
Savills for Inner London Group	NB we have not reviewed the Southend-on-Sea Economic Development and Outline Tourism Strategy The plan states that "Growth in tourism and leisure has been relatively weak since 2001 however there are a number (of) tourism and leisure developments in the pipeline which could reverse this trend. In addition there is potential to launch Southend-on-Sea as a conference destination. "	DM20 has been informed by the Hotels Futures Report 2010. The Southend-on-Sea Local Economic Assessment supports and the findings of the Hotel Futures Report and has informed the visitor accommodation policy. The evidence within these documents has informed the

	<p>We understand that many of the permissions for tourism and leisure development in Southend town centre have lapsed due to lack of operator interest. Further studies are required to ascertain the likely future level of demand for such tourism and leisure developments, including Conference Facilities.</p>	<p>locational approach in DM20 and demonstrated that these locations are the most appropriate in terms of sustainability and maximum potential benefits for the town as a whole.</p>
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76. Issue DM20 – Employment Sectors: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	<p>Preferred Option Table 3 suggests that retailing; hotels; restaurants; catering; Visitor Conference; other tourism related activities to be located as a preference in Central Southend-on-Sea and The Seafront. No site(s) have been identified in the CAAP for a Visitor Conference Centre, which would be a major land user and have significant transport implications. This table contradicts the appropriate locations for a range of town centre uses contained in Table 2. Further studies and assessments are required of potential alternative locations for Conference Facilities- i.e. at Southend Football Ground and / or at or near the airport.</p> <p>Further assessments of options for the location of these uses need to be considered in both the DMDPD and CAAP.</p>	<p>The evidence within these documents has informed the locational approach in DM20 and demonstrated that these locations are the most appropriate in terms of sustainability and maximum potential benefits for the town as a whole. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>

77. Issue DM20 – Employment Sectors: Are there any employment sectors that are not mentioned but should be considered?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	<p>The DMDP does not consider the implications of the increasing trend to the needs of the self-employed working from home, especially those in the cultural and creative sectors. These may include additional space requirements and other facilities including fast fibre-optic broadband connections for appropriate new residential developments.</p>	<p>Agree. Appropriate amendments will be made.</p>

78. Issue DM20 – Employment Sectors: Are there any other issues relating to the employment sectors that the Council should consider?

Respondent	Respondent's Comment	Council's Response
CPREssex	Economic Development Suggested Option DM20 Under both Health and Medical Industries and Manufacturing, Construction and Warehousing 'The Locational Preference' refers to North Fringe. It is not clear exactly what area is meant here. Please would you have a clearer definition of this area.	Noted. An appropriate definition will be considered.
Savills for Inner London Group	The employment sector policies have been informed by supply led assessments, rather than informed growth-led strategies. Further analysis is required to inform the policies of the DMDPD, CAAP and other LDDs	DM20 has been informed by the Hotels Futures Report 2010, Employment Land review and Local Economic Assessment.

79. Issue DM21 – Industrial Estates and Employment Areas: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Planning Perspectives LLP	Please accept the response below as our representations on the Development Management Document. Whilst we have registered with the online system, we have experienced problems with the system and are therefore submitting a response to relevant questions in this letter. All of our representations are made on behalf of Linpac Ltd, which has a land interest in the PrittleBrook Estate (long lease). Question 79 and 81 The suggested approach is broadly supported as it is consistent with the adopted Core Strategy and the Employment Land Review 2010. However, with respect to the sites identified for the "maintenance and supply of modern employment floorspace... within a mixed use context" further clarification is required about the Council's aspirations for these sites. Viability of redevelopment should be recognised as a key consideration for sites in need of regeneration. It is understood that the Council accept the need for some level of enabling development as part of a comprehensive redevelopment of the Prittle Brook Estate, but this has not been expressed clearly in this document. Indeed the Employment Land Review is more explicit in stating that redevelopment	The Council will provide further clarity about the Council's aspiration in respect to "maintenance and supply of modern employment floorspace... within a mixed use context". The Issue of enabling development was addressed within Issue DM22 and will be taken forward in the Development Management DPD. The Employment Land Review states" Prittle Brook Industrial Estate has already been partially cleared and it is recommended that it is retained for continued employment purposes, given the restricted nature of employment land supply within the borough. It is considered that a flexible approach will be needed to enable redevelopment of the site. The Employment Land review recommends that a development brief is produced to ensure that the employment use safeguarded as the major land use, improves site access and integrate employment uses with surrounding residential and open space uses better". The

	<p>of this site should be enabled through a flexible approach to development. The ELR notes that the land would not be allocated today for the same mix of employment uses as exist on the site, and that employment use should not be the only acceptable form of development. It is in fact recommended in the site appraisal of the ELR (Ref EMP017) that a more appropriate buffer between the site and residential uses is required. As part of the recommended flexible approach, it should be acknowledged that an improvement in the quality of employment floorspace will be weighed favourably against the need to maintain the same level of supply. Prittle Brook Estate represents an opportunity to provide new employment uses which meet the Council's aspirations for improving the quality of stock of employment premises, and could meet the demand for more business related jobs over industrial related jobs, as identified in the Employment Land Review. As the employment density for modern business units is greater than with older stock and industrial uses, there will be an opportunity to use a substantial part of the site for the enabling residential development. Indeed, a residential led mixed use scheme may in fact be the most appropriate way forward given the context of the surrounding area and the need for a comprehensive redevelopment to optimise the use of the site.</p>	<p>suggested option reflects this flexible approach.</p>
Renaissance Southend Ltd	<p>Renaissance Southend supports the principle of a managed approach to the existing industrial estates but would recommend that Progress Road be included within Group 1 rather than Group 2 as it is not considered that Progress Road is suitable for a mixed used development and the flexibility on uses implied for Group 2 is inappropriate for Progress Road which should remain in employment and commercial use.</p>	<p>Noted. Agree. Appropriate amendments will be made.</p>
Carole Mulroney (Leigh)	<p>no comment</p>	<p>Noted.</p>

Society)		
Savills for Inner London Group	The plan states "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." We support this approach, which logically also includes only retaining industrial estates and employment land which are in desirable locations or which meet other sustainability criteria. Further clarification is required.	Noted
	We dispute the findings of the Employment Land Review. We object to the allocation of Grainger Road as a location for the "maintenance and supply of modern employment floorspace.....within a mixed-use context. A flexible managed approach will be sought at these locations through planning briefs". Given the quality of accommodation on Grainger Road, the impact on the amenity of the surrounding uses and vehicular access problems that have been a consequence of its location within a high density residential context, Grainger Road is not an appropriate location for retaining employment floorspace. The stock of floorspace ageing, the quality of buildings and facilities are poor and there is a lack on modern planning controls over its use. There is little prospect of employment or employment-led redevelopment on feasibility, including access or viability grounds. There is also some potential discrepancy between this proposed policy and the preferred option for Grainger Road in the CAAP which envisages employment - led mixed use development at Grainger Road. Further clarification is required in the Submission Draft DMDPD on the interaction between this policy and the requirement of DM22 in particular the requirement to reprovided equivalent jobs under DM22 1(ii) (see below). Does that requirement relate to any redevelopments of the List 2 and List 3 sites? We propose that Grainger Road should be redeveloped for residential use - with a high proportion of family accommodation and affordable housing. It is preferable to see the site brought back to active use and	Disagree. The Employment Land Review is a robust independent evidence base document that meets the national requirements for such documents.

	to meet an identifiable need rather than hope that employment will flourish Grainger Road should be reclassified as one of the List 3 sites - those where appropriate non-employment uses will be allowed.	
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80. Issue DM21 – Industrial Estates and Employment Areas: Do you consider the alternative option to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Planning Perspectives LLP	<p>Please accept these comments in response to the current consultation for the Southend-on-Sea Development Management DPD. The comments are made in respect of Shoebury Garrison, Shoeburyness. Issue DM21 seeks the maintenance and supply of modern employment floorspace at Shoebury Garrison within a mixed-use context. A flexible managed approach is encouraged through the use of Planning Briefs. Historically, the site has been allocated for Employment Use and benefits from an extant outline planning permission for BI(a) Office use and BI(b) Research and Development. On this basis, the site has been marketed for sale for a significant period with little interest. Indeed, the recently published Employment Land Review (May 2010) (paragraph 6.8) acknowledges that "... in the medium term to 2021 there is significantly lower demand for employment land in this location. It is suggested that the site does not present a suitable opportunity for employment use, given its geographical location within the Borough and the poor transport links connecting the site to the rest of the Borough and beyond. Interest has been expressed in the site for residential development and as such a residential lead scheme should be considered in this location. Shoebury Garrison should be removed from Issue DM21 and identified as a residential lead development site. The site provides the potential to build on the existing residential development that has come forward as part of the outline planning permission and provides a suitable opportunity to contribute to</p>	<p>Diagree. The Employment Land Review states that: "The Garrison Phase 2 is currently allocated employment land. The existing Phase 1 has several new good quality units available for rent and should be safeguarded. Phase 2 was promoted to the SHLAA and consists of 8.01 Ha of land. To illustrate the potential employment capacity of Phase 2 we have applied the translation model assumptions. At an employment density of 1 job per 20 sq m and a plot ratio of 0.3 would provide a business park capable of supporting 48,060 sq m on the Phase 2 site, enough to support 2,403 new jobs. Whilst all employment land in Southend is a valuable commodity. It is considered that in the medium term to 2021 there is significantly lower demand for employment land in this location". "To support Core Strategy objectives, 4.3 ha of the Garrison site will be required and this would support, 25,800 sq m of floorspace to meet future requirement in other urban locations. This however is in excess of demand and could potentially compete with other locations such as the town centre, A127 and central fringe. To meet forecast demand 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</p>

	Southend's housing targets as a windfall site.	AAP, which can consider this site alongside other employment sites in Shoeburyness, such as Campfield Road and Vanguard Way. One option is to safeguarded the 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".
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81. Issue DM21 – Industrial Estates and Employment Areas: Are there any other issues relating to the industrial and employment areas that should be considered?

Respondent	Respondent's Comment	Council's Response
Planning Perspectives LLP (SW)	Please accept these comments in response to the current consultation for the Southend-on-Sea Development Management DPD. The comments are made in respect of Shoebury Garrison, Shoeburyness. Issue DM21 seeks the maintenance and supply of modern employment floorspace at Shoebury Garrison within a mixed-use context. A flexible managed approach is encouraged through the use of Planning Briefs. Historically, the site has been allocated for Employment Use and benefits from an extant outline planning permission for BI(a) Office use and BI(b) Research and Development. On this basis, the site has been marketed for sale for a significant period with little interest. Indeed, the recently published Employment Land Review (May 2010) (paragraph 6.8) acknowledges that "... in the medium term to 2021 there is significantly lower demand for employment land in this location. It is suggested that the site does not present a suitable opportunity for employment use, given its geographical location within the Borough and the poor transport links connecting the site to the rest of the Borough and beyond. Interest has been expressed in the site for residential development and as such a residential lead scheme should be considered in this location. Shoebury Garrison should be removed from Issue DM21 and identified as a residential lead development site. The site provides the potential to build on the existing residential	Diagree. The Employment Land Review states that: "The Garrison Phase 2 is currently allocated employment land. The existing Phase 1 has several new good quality units available for rent and should be safeguarded. Phase 2 was promoted to the SHLAA and consists of 8.01 Ha of land. To illustrate the potential employment capacity of Phase 2 we have applied the translation model assumptions. At an employment density of 1 job per 20 sq m and a plot ratio of 0.3 would provide a business park capable of supporting 48,060 sq m on the Phase 2 site, enough to support 2,403 new jobs. Whilst all employment land in Southend is a valuable commodity. It is considered that in the medium term to 2021 there is significantly lower demand for employment land in this location". "To support Core Strategy objectives, 4.3 ha of the Garrison site will be required and this would support, 25,800 sq m of floorspace to meet future requirement in other urban locations. This however is in excess of demand and could potentially compete with other locations such as the town centre, A127 and central fringe. To meet forecast demand a minimum of 3.2 ha is required to support

	<p>development that has come forward as part of the outline planning permission and provides a suitable opportunity to contribute to Southend's housing targets as a windfall site.</p>	<p>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. One option is to safeguard the 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".</p>
<p>Planning Perspectives LLP (BK)</p>	<p>Question 79 and 81 The suggested approach is broadly supported as it is consistent with the adopted Core Strategy and the Employment Land Review 2010. However, with respect to the sites identified for the "maintenance and supply of modern employment floorspace... within a mixed use context" further clarification is required about the Council's aspirations for these sites. The "flexible, managed approach" is wholeheartedly supported, but this does not tie in particularly well with the aspiration to maintain the same level of employment floorspace at these sites. Viability of redevelopment should be recognised as a key consideration for sites in need of regeneration. It is understood that the Council accept the need for some level of enabling development as part of a comprehensive redevelopment of the Prittle Brook Estate, but this has not been expressed clearly in this document. Indeed the Employment Land Review is more explicit in stating that redevelopment of this site should be enabled through a flexible approach to development. The ELR notes that the land would not be allocated today for the same mix of employment uses as exist on the site, and that employment use should not be the only acceptable form of development. It is in fact recommended in the site appraisal of the ELR (Ref EMP017) that a more appropriate buffer between the site and residential uses is required. As part of the recommended flexible approach, it should be acknowledged that an improvement in the</p>	<p>The Council will provide further clarity about the Council's aspiration in respect to "maintenance and supply of modern employment floorspace... within a mixed use context". The Issue of enabling development was addressed within Issue DM22 and will be taken forward in the Development Management DPD.</p> <p>The Employment Land Review states " Prittle Brook Industrial Estate has already been partially cleared and it is recommended that it is retained for continued employment purposes, given the restricted nature of employment land supply within the borough. It is considered that a flexible approach will be needed to enable redevelopment of the site. The Employment Land Review recommend that a development brief is produced to ensure that the employment use safeguarded as the major land use, improves site access and integrate employment uses with surrounding residential and open space uses better". The suggested option reflects this flexible approach. A residential-led scheme will therefore not be appropriate at this site.</p>

	<p>quality of employment floorspace will be weighed favourably against the need to maintain the same level of supply. Prittle Brook Estate represents an opportunity to provide new employment uses which meet the Council's aspirations for improving the quality of stock of employment premises, and could meet the demand for more business related jobs over industrial related jobs, as identified in the Employment Land Review. As the employment density for modern business units is greater than with older stock and industrial uses, there will be an opportunity to use a substantial part of the site for the enabling residential development. Indeed, a residential led mixed use scheme may in fact be the most appropriate way forward given the context of the surrounding area and the need for a comprehensive redevelopment to optimise the use of the site.</p>	
Savills for Inner London Group	<p>Policies DM22 and DM23 are combined into one policy The DMDPD (and CAAP and other LDDs) need to address the needs of self-employed home workers, the provision of starter units for all types of business and workspace / units for Creative Industries.</p>	<p>Agree that self-employed home workers, the provision of starter units for all types of business and workspace / units for Creative Industries. Appropriate amendments will be made.</p>

82. Issue DM22 – Employment Uses: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Carole Mulroney (Leigh Society)	Supported	Noted.
Planning Perspectives LLP	<p>Question 82 and 84 Whilst the overall approach is broadly supported, the way this policy is expressed is considered to be overly prescriptive in requiring "at least equivalent" jobs to the existing floorspace. A flexible approach is required in line with the recommendations of the Employment Land Review. The redevelopment of old and unsuitable stock will attract investment to the area even if it is providing a lower amount of floorspace than the existing, and therefore would have a lower potential for job creation based on notional employment</p>	<p>Disagree – allows an alternative employment generating use as part of the mix. It is considered that appropriate new uses could reasonably match the potential job creation of a site on a reduced foot print. This approach will maintain the economic function of the site and is also flexible enough to allow the introduction of appropriate new uses.</p>

	densities.	
Savills for Inner London Group	<p>The Employment Land Review is not available for inspection by the general public.</p> <p>1 (ii) "Provision is made for alternative floorspace to accommodate employment generating uses of at least equivalent jobs to the existing employment floorspace ". This is not clearly worded and it is unclear whether the equivalence should be in the type of employment (sector and grade) or number of jobs measured as full time equivalents. Clarification is also required of whether this provision can be made on or off-site or via developer contribution.</p>	Noted. Appropriate changes will be made to make this policy clearer.

83. Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	<p>The suggested approach is to require a mix of units in all development proposals. Speculative employment development is a thing of the past, without significant public investment and subsidy. The range of unit sizes provided in any employment proposals should be led by feasibility and viability criteria and if not for a named occupier, should be informed by a market demand assessment.</p> <p>This preferred option allows for a case to be made in exceptional circumstances to allow the redevelopment of redundant and underused employment buildings and land for non-employment use provided that "it can be demonstrated that there are no prospects of any employment generating use using the site in its current form or within a redevelopment aimed at meeting the accommodation requirements of the key existing and emerging employment sectors in the borough." This approach applies to all sites and properties except those identified for protection and retention - for which the policy approach is too rigid and inflexible. Grainger Road has significant neighbouring use and access problems and should not have been identified as a site for</p>	<p>Noted. A range of flexible unit sizes is important to enable commercial buildings and businesses to respond to market conditions and to provide accommodation that supports a balanced economy.</p> <p>Disagree. The Employment Land Review has undertaken a robust analysis of the borough's industrial and employment sites. The Employment Land Review states that Grainger Road is considered a good opportunity to create a live work development within a historical neighbourhood in central Southend. It is recommended that Grainger Road is protected for employment uses and redeveloped with an employment led scheme.</p> <p>A monitoring aspect will be incorporated into a policy to ensure that each identified sites continues to be fit for purpose during the lifetime of the plan.</p>

	retention and protection. In any event the proposed approach should extend to the sites identified for protection and intervention to allow for their review during the life of the Plan to allow for their release in where there is no demand for the sites / premises and/ or any prospect of redevelopment.	
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84. Are there any other issues relating to employment uses that should be considered?

Respondent	Respondent's Comment	Council's Response
Planning Perspectives LLP	Whilst the overall approach is broadly supported, the way this policy is expressed is considered to be overly prescriptive in requiring "at least equivalent" jobs to the existing floorspace. A flexible approach is required in line with the recommendations of the Employment Land Review. The redevelopment of old and unsuitable stock will attract investment to the area even if it is providing a lower amount of floorspace than the existing, and therefore would have a lower potential for job creation based on notional employment densities.	Disagree – allows an alternative employment generating use as part of the mix. It is considered that appropriate new uses could reasonably match the potential job creation of a site on a reduced foot print. This approach will maintain the economic function of the site and is also flexible enough to allow the introduction of appropriate new uses.
Savills for Inner London Group	The approach and the preferred option has focussed on the "traditional" employment uses and areas, which are known to be in major and fundamental decline, The issues of addressing the changing requirements of the occupiers of these traditional types of premises and the needs of different and emerging employment sectors have not been addressed. These sectors include those identified - cultural and creative industries, the "intellectual sector" including tertiary education and the service sector for the expanded retail and leisure offer in Southend. Consideration of specific sectoral needs and related site selection criteria are needed for both traditional and for other types of employment uses including those in the leisure, hotel, retail, education, cultural, creative and intellectual sectors. Key issues may include accessibility to the primary road network and or public transport, proximity to workforce of other uses, inclusion of other space (research and development, laboratory space, conference facilities, exhibition space etc).	The Employment Land Review has considered all these issues and made recommendations based on the needs of the future economy. Noted. Consideration has been given within other development management policies.

	A sustainable approach to allocating land for service, warehousing and storage uses needs to be adopted.	
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85. Issue DM23 – Visitor Accommodation: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	It has been estimated that there are between 2.5 and 3 million people who live within an hour's travel of Southend, because of this fact Southend will always be a day trip destination. The reality of staying in a decent hotel in Southend is that it will cost a couple for room and breakfast the same amount that they can get an all inclusive continental holiday. The Council should embrace Southend for what it is and not waste time and energy changing it into something it can never be.	Disagree. The findings and recommendations of the Hotels Futures Study 2010 were used to inform the suggested policy.
Carole Mulroney (Leigh Society)	support generally but with concerns re the airport expansion	Noted. The Government has approved plans to expand London Southend Airport. The London Southend and Environs Joint Area Action Plan will provide the framework in which to manage the airport's growth.
Savills for Inner London Group	We support the aim to promote economic regeneration development by a variety of means including enhancing the town's role as a cultural and intellectual hub. This includes promoting Southend on Sea as a hotel and conference resort and support the expansion of London Southend Airport. We support the approach to restrict out-of-town hotel development to secure new hotels in the town centre, on the Seafront and at the airport and the decision not to designate Hotel Development Zones.	Noted.

86. Issue DM23 – Visitor Accommodation: Do you consider the alternative options to be more appropriate? If so, please state why.

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	We support the preferred approach, but comment that all applications need to be considered on a site-by-site basis, within the overall context of the preferred locations. Consideration should be given to the special location requirements of key sub-sectors such as boutique hotels and serviced apartments. The proposals for the provision of visitor accommodation (as well as those which included the loss of visitor accommodation) should be subject to a demand assessment and supported by viability and feasibility assessments.	Noted.

87. Issue DM23 – Visitor Accommodation: Are there any areas where visitor accommodation should be concentrated that are not referred to?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	Certain types of visitor accommodation may be best located around the key employment areas (including the university) and/or the station.	Partially agree. The Hotel Futures Report 2010 sets out the suggested broad locations where hotels should be located in the best interests of the wider economy.

88. Issue DM23 – Visitor Accommodation: Are there any other visitor accommodation issues that need to be considered by the Council?

Respondent	Respondent's Comment	Council's Response
Herbert Grove Residents	Southend has many economy bed and breakfast establishments; the Council should encourage this type of accommodation not try to change it.	DM23 is based on the findings of the Hotel Futures Report 2010. The approach in DM23 takes account of the positive impact that visitor accommodation has on the wider economy.
Savills for Inner London Group	Other issues to consider may include the type and seasonality of demand and how this is to be addressed in proposals for visitor accommodation; the specialist needs of conference visitor accommodation.	DM23 is based on the findings of the Hotel Futures Report 2010. The approach in DM23 takes account of the positive impact that visitor accommodation has on the wider economy.

Section 8: Environmental Management

89. Issue DM24: Contaminated Land: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Carole Mulroney (Leigh Society)	Support	Noted.
Savills for Inner London Group	We support the preferred approach which we agree meets the requirements of PPG23.	Noted.

90. Issue DM24: Contaminated Land: Is there an alternative option that is more appropriate?

No comments made

91. Issue DM24: Contaminated Land: Are there any other land contamination issues that need to be considered?

Respondent	Respondent's Comment	Council's Response
Environment Agency	Issue DM24: Question 91 We support the wording of the proposed policy. The policy could be strengthened by recommending Global Remediation Strategies for certain sites. If the development of an area is under one ownership and is to be undertaken over a number of years some thought should be given to assessment of the site from a global or strategic perspective and planning long term sustainable remediation options where appropriate.	Noted.
Savills for Inner London Group	The Council may wish to state a policy preference for the type of land remediation - encapsulation, soil cleaning, off site disposal of contaminated soils for various end uses Contaminated land should also be included policy	The Council consider that this should be considered on a site by site basis.

92. Issue DM25 – Land Instability: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Carole Mulroney (Leigh Society)	Support but would wish to ensure that susceptible areas are monitored for the cumulative effects of development	Agree. Appropriate monitoring is undertaken.
English Heritage	Issue DM25 - Land Instability, p88 This policy should make reference to the potential for palaeo-archaeological or	Archaeological matters are addressed within DM5. There is no need to repeat the policy requirements here.

	environmental evidence to be discovered in areas where the cliffs are unstable. The proposed monitoring and stabilisation works could also be looked on as an opportunity to record items that might be of interest in the Borough's HER (Historic Environment Record).	
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93. Issue DM25 – Land Instability: Do you agree that there are no reasonable alternative options? If not, please state why.

No comments made

94. Issue DM25 – Land Instability: Are there any other issues regarding land stability that you think the Council should consider?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	We support the preferred approach to require an applicant with proposals for development on unstable ground to demonstrate that building can be undertaken safely and that stabilisation measures are both environmentally acceptable and will have no adverse impact upon neighbouring uses. Land instability should also be included policy DM1.	Noted. Land instability is an important issue in Southend-on-Sea and as such requires a specific policy. It would not be appropriate within a general design policy. All development management policies should be considered as a whole.

Section 9: Transport and Accessibility

95. Issue DM26: Sustainable Transport Management: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Iceni Projects	Issue DM26 - Sustainable Transport Management: The proposed approach fails to address the potential for improvements to the strategic transport infrastructure network that could be accommodated through growth in the north of the borough.	The Core Strategy sets out the strategic approach to development. The LTP sets out the strategic transport proposals. It is inappropriate consider strategic transport matters within the Development Management DPD.
Carole Mulroney (Leigh Society)	Support	Noted.
Highways Agency	The Highways Agency has no comments to make on the document other than to support the measures being proposed to encourage the promotion of modal shift from the private car to more sustainable	Noted.

	means of transport through the promotion of travel planning, either through individual work place and residential Travel Plans or where appropriate Overarching or Area Wide Travel Plans as detailed in Section 9 of the document.	
Savills for Inner London Group	We support the full range of measures included in the preferred option.	Noted.
Burges Estate Residents Association	Page 90. Mobility management policies are not about reducing reliance on the car but reducing the attractiveness of the car. Consequently the suggested option 3 makes no mention of parking provision in development proposals and is short sighted as a long term strategy. The management policy is at odds with the requirement to make Southend more attractive to tourists (day trippers or longer term) and shoppers when there are so many more accessible choices.	Issue DM27 considers parking issues. The suggested option is in accordance with the LTP and Council's parking strategy.

96. Issue DM26: Sustainable Transport Management: Do you agree that there are no reasonable alternative options? If not, please state why.

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	It is not apparent that the release and retention of the industrial sites under DM21 had due regard to these sustainable transport management objectives. Clearer cross-reference to this proposed policy needs to be included in the criteria for considering various types of proposals set out in this document including but not exclusively - DM1, DM2, DM 20, DM21, DM22 and DM23.	Disagree. Development management policies should be considered as a whole and therefore there is no need to reference certain policies.

97. Issue DM26: Sustainable Transport Management: Have all the sustainable transport management issues that affect new developments been considered and are there any other transport issues that need to be addressed?

Respondent	Respondent's Comment	Council's Response
Renaissance Southend Ltd	Unable to submit comments on DM27 but would support intention to distinguish between CSAAP area and rest of Borough. May need to retain additional flexibility to respond to individual issues on major town centre sites and to take account of overall policy for town centre parking provision publicly available off street and on-	Noted. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.

	street spaces.	
Herbert Grove Residents	An aging population in Southend and district has caused many more electric mobility vehicles to use the roads and pavement. The use of ornamental bricking on the paths in Southend High Street make using these vehicles very uncomfortable in some areas. The Council should consider this when selecting paving for pedestrian use.	Agree. The final policy will be amended to ensure that the public realm is functional for all users. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.
Cllr Crystall	Page 90. Omission of Park and Ride and Bus Lanes.	This issue will be considered within the LTP.

98. Issue DM27: Vehicle Parking Standards: Do you agree with the suggested option?

Respondent	Respondent's Comment	Council's Response
Savills for Inner London Group	Consideration should be given to future residents and to the displacement of car parking from one area to another rather than simply new additional car parking. Standards need to reflect demand but also local circumstances. Too high or too low could destroy viability. The policy should require applicants to be innovative about car parking and to promote reduction in parking by using incentives. Parking should not be an absolute figure and should be expressed as a maxima.	Noted. The Council considers it important that that parking standards reflects those of the neighbouring districts to ensure no cross-boundary policy conflict.
Burges Estate Residents Association	Page 93. The parking standards being put forward will inevitably add to the parking stress in a number of locations especially those residential areas close to the town centre where proposed parking standards are lower.	Noted.

99. Issue DM27: Vehicle Parking Standards: Do you consider the alternative option to be more appropriate? If so, please state why.
No comments made

100. Issue DM27: Vehicle Parking Standards: Are there any other parking issues that the Council should consider?

Respondent	Respondent's Comment	Council's Response
The Theatres Trust	Issue DM27: Vehicle Parking Standards Table 4 and Table 5 do not include sui generis class use thereby excluding your theatres. As an indication of other standards, Waveney DC has 1 cycle stand per 40 seats - 1 parking space per 5 fixed seats - adequate turning and loading facilities inc. space for one coach or 16.5m lorry. With regard to transport and parking arrangements for your evening economy we would like to emphasise that the economics of evening cultural and entertainment venues are reliant on audiences being able to get to the venue by car and public transport and being able to park their cars and bikes safely. We would strongly urge any planning policies concerned with parking provision to consider the presence of theatres, cinemas and evening leisure facilities in the locality.	Noted. Appropriate amendments will be made.
Cllr Burdett	Section 9: There needs to be more parking facilities - I know that this issue puts people off travelling into Southend to shop for this very reason.	General parking facilities are set out in the Southend-on-Sea Parking Policies 2010 document.
Cllr Crystall	Page 94. .The attempt to discourage private vehicle use has failed and is now inappropriate. What we need to do is to encourage the use of more sustainable traffic movements, To encourage bus use, to encourage park and ride, to increase rail use within the town and to provide adequate parking for residents so that congestion is eased. We need to extend the cycle routes, this can be achieved cheaply with painted lines in some areas. ie Marine Parade Leigh, where there are parallel footpaths. Southend is a seaside town that is long and thin and overall access without private vehicles is difficult. It has a 180 degree infrastructure. The vehicle parking standards need a complete revision to free up our roads for residents and visitors, we are a visitor town, We need to review the size of parking areas allowed in front of houses that will accommodate small "Smart" cars, that need only a small space. The number of bedrooms in a private house must be relevant to parking needs. We need to move from a negative to a positive policy, now that RSS has gone.	Noted. Appropriate amendments will be made.

<p>Peacock and Smith for WM Morrison</p>	<p>Issue DM27 - Vehicle Parking Standards We note that Table 4 sets out current and proposed options for parking standards by Use Class. For Class A1 use (food retail) within the Central Area AAP the proposed maximum standard is the provision of one space per 18 sqm, and within the rest of the Borough the proposed maximum is one space per 14 sqm. PPG13 states that the maximum car parking standard for food retail of 1,000 sqm gross floorspace and above is one space per 14 sq.m. However paragraph 56 of PPG13 notes that a balance has to be struck between encouraging new investment in town centres by providing adequate levels of parking, and potentially increasing traffic congestion caused by too many cars. It is noted that where retail and leisure developments are located in centre. or on an 'edge of centre' site as defined by PPS6 (now PPS4): 'Local Planning Authorities should consider allowing parking additional to the relevant maximum standards provided the Local Authority is satisfied that the parking facilities will genuinely serve the town centre as a whole and that agreement to this has been secured before planning permission has been granted' In broad terms. therefore, to fulfil the objectives of PPS4, it is necessary for town or City centre retailing 10 be competitive. To achieve this it must provide sufficient car parking to make the store as attractive as other existing stores in the area, and to ensure that foodstore facilities operate efficiently without adverse effects on the highway network. Car parks associated with food retail developments within or on the edge of centres can also provide short-term car parking facilities for shoppers and visitors to the centre which can serve the town or City centre as a whole. The provision of such spaces could enhance the vitality and viability of centres.</p>	<p>Disagree. The parking standards reflect local context which allows for reduced parking in central locations. Where comments relate to issues and options appropriate to the Southend Central AAP, these will be considered as part of the Southend Central AAP preparation process and published as part of the Consultation Statement for the SCAAP.</p>
<p>Savills for Inner London Group</p>	<p>Car clubs, and financial disincentives should be part of an acceptable solution.</p>	<p>Noted.</p>

