

Survey of Key Employment Areas September 2013



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Introduction

Policy CP1 *Employment Generating Development* of the adopted Core Strategy (2007), in setting out broad locations for employment growth, identifies industrial estates and employment areas as Priority Urban Areas where appropriate regeneration and growth will be focused. The proposed Development Management Development Plan Document (DPD) reflects the spatial vision and objectives of the Core Strategy and includes more detailed local policies for the management of development. Proposed Policy DM11 *Employment Areas* sets out detailed policies for managing identified and existing employment areas in Southend.

The Southend-on-Sea Employment Land Review 2010 provides an assessment of employment areas in the Borough. The Review recommends that some existing employment areas have the potential to provide for increased/ modern employment floorspace – these are termed ‘Employment Growth Areas’ in Policy DM11. Similarly the Employment Land Review also recommends sites that should be retained and protected for employment uses – these sites are termed ‘Industrial Estates and Business Estates’ in the Policy DM11, however, both terms fall under the ‘umbrella term’ of ‘Employment Areas’ and are designated on the emerging Development Management Policies Map.

Employment Areas		
1. Employment Growth Areas	2. Industrial / Business Estates	
Shoebury Garrison (Phase 1) Progress Road Prittle Brook Industrial Estate Terminal Close Grainger Road Short Street	Thanet Grange Comet Way Airborne Laurence Industrial Estate Aviation Way Temple Farm Stock Road Rosshill Industrial Park	Priory Works Prince Close Vanguard Way Towerfield Road Campfield Road Tickfield Avenue

Methodology

An 'on-site' survey was carried out for all the premises in each employment area during Aug/ Sept 2013. The name and perceived use class of each premises/ unit was recorded and any vacancy noted.

For the purposes of calculating the total number of premises falling in a 'B' Use Class, all vacant premises were assumed to be a conforming 'B' Use Class, owing to them being sited in a designated area.

This data was then inputted in to the Council's GIS system that recorded relevant information for each premises/business in each employment area surveyed. A map of each Employment Area showing the premises surveyed is available at Appendix 1.¹

By using a GIS system it was possible to calculate the building footprint of each business based on ordinance survey data. This does not reflect total employment floorspace, i.e. it does not take into account the number of floors, but instead provides a broad estimate of the size of the building/ premises or its footprint.

¹ The Employment Area boundaries as depicted on the Proposed Submission Development Management DPD Policies Map, published in March 2011, were survey. The survey indicated a number of minor amendments to these proposed designations (Appendix 2) and the results outlined below reflect these alterations. A Revised Proposed Submission version of the Development Management DPD will reflect these amendments (As per Appendix 1).

Survey Results

Main findings

- In total the Employment Areas cover 126 hectares, ranging in size from Progress Road (21.5Ha) to Prince Avenue (0.9Ha).
- The autumn 2013 survey shows that the identified Employment Areas in the Borough are performing well. Most of the identified employment areas have a high occupancy level.
- There are 727 individual premises in Southend's Employment Areas
 - 93.4% of premises are characterised as being within the 'B' use classes².
 - 79.5% of all premises are currently occupied by a functioning 'B' use class activity.
 - 101 premises are unoccupied equating to a vacancy rate of 13.9%.
- The combined total footprint of all premises within the identified Employment Areas equals 428,552 m²; only 6.4% of this total was recorded as being vacant.

Individual Employment Area Breakdown

Airborne (3.41 Ha) (*comprising Airborne Close and Airborne Industrial Estate*)

- Airborne Close and Airborne Industrial Estate are located off the A127 in the west of Borough. The site comprises mixed quality condition premises primarily in light industrial and 'B8' storage and distribution use.
- There are 12 premises within this Employment Area and only 1 is vacant.
- All the premises are characterised as being in the 'B' use class.
- The combined premises footprint in terms of area equals approximately 15,300sqm.

Campfield (6.13 Ha)

- Campfield employment area consist of 3 large premises located next to Towerfield Road Industrial Estate in Shoeburyness. None of the premises are vacant.
- All the premises are characterised as being in the 'B' use class.
- The combined premises footprint in terms of area equals approximately 29,100sqm.

² Premises comprise both occupied and vacant premises. All vacant premises assumed to be a conforming 'B' class use.

Comet Way (7.17 Ha)

- Comet Way is located on the Northern edge of Southend close to both the Airport and A127; it is separated from both Aviation Way and Laurence Industrial Estate by the B1013 dual carriageway. The overall site condition is mixed in terms of quality, with half the site comprising of modern B1a office units, whilst the rest consists of older post war industrial and 'B8' distribution.
- There are 22 premises, 2 of which were vacant equating to 9%.
- 18 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 82%.
- The combined premises footprint in terms of area equals approximately 20,700sqm.

Grainger Road (2.76 Ha)

- Grainger Road Industrial estate is located in the Southend Central Area just north of the town centre.
- There are 44 premises, 6 of which were vacant equating to 13.6%.
- 36 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 82%.
- The combined premises footprint is approximately 13,400sqm.

Lawrence Industrial Estate (1.26 Ha)

- Lawrence Industrial Estate is located next to Aviation Way Industrial Estate to the north of Southend and provides good quality small scale premises.
- There are 39 premises, 9 of which were vacant equating to 23%.
- 35 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 90%.
- The combined premises footprint is approximately 5,400sqm.

Aviation Way (1.59 Ha)

- Aviation Way is located in the north of Southend and straddles the Borough boundary with Rochford.
- The Southend element of this employment area comprises 3 'B' use class premises in total, which are situated directly next to Lawrence Industrial Estate and near to the Comet Way Estate.
- All of the premises are occupied.
- The combined premises footprint in terms of area equals approximately 7,300sqm.

Prince Close (0.9 Ha)

- Prince Close is located directly off the A127 in the north of the Borough and comprises smaller scale employment premises.
- There are just 5 premises, 1 of which is vacant.
- 4 of the premises (occupied and vacant) fall within the 'B' use classes. The other remaining unit was classified as a Sui Generis use.
- The combined premises footprint is approximately 2,600sqm.

Priory Works (0.96 Ha)

- Priory works is located in the central part of the Borough, north of the Southend Central Area. The site primary comprises older, relatively small scale, B2 employment premises.
- There are 20 premises in total and all of these are currently occupied by an active 'B' Use Class.
- The vacancy rate is zero
- The combined premises footprint area is only 1,900sqm approximately.

Prittle Brook Industrial Estate (7.71 Ha)

- Prittle Brook industrial estate is located to the north of the Borough and close to the A127. The site has been completely cleared of all premises after demolition. The site is identified in the emerging Development Management DPD as an Employment Growth Area.
- The site is available for comprehensive redevelopment.
- The Southend-on-Sea Employment Land Review 2010 recommends protecting this large employment development opportunity and primarily redeveloping the site for future employment purposes as part of a mixed use scheme. It states that such a scheme should be taken forward through a planning brief.

Progress Road (21.5 Ha)

- Progress Road is located to the north west of Southend, directly accessible from the A127.
- There are 87 premises, 10 of which were vacant equating to 11.5%.
- 81 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 93%.
- The combined premises footprint in terms of area equals approximately 70,300sqm; only 7% of this was classified as being vacant.

Shoebury Garrison (0.94 Ha)

- The existing employment floorspace at Shoebury Garrison ('Phase 1' development) has several new good quality purpose built premises.
- There are 6 premises, 4 of which were vacant.
- 5 of the 6 premises fall within the 'B' use classes, however, only one of these is currently occupied by an active 'B' class use.
- The combined premises footprint area is approximately 1,236sqm.
- This existing employment area is part of a wider mixed use development opportunity (which also comprises Shoebury Garrison 'Phase 2' development).

Short Street (4.03 Ha)

- The site is located off Queensway to the north of the Town Centre with access via Short Street. The site runs along the railway line and comprises a mixture of employment units.
- There are 14 premises, 1 of which is vacant.
- 10 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 71%.
- Of the 4 non-B class uses; 3 were 'Sui Generis' associated with the local bus company and ambulance service; and 1 premise was 'D1' use class related to the college.
- The combined premises footprint in terms of area equals approximately 11,300sqm.

Stock Road (21.4 Ha)

- The site is located in the north of Southend and comprises a mixture of different quality premises with some modern B1 office units and other older post war B2/B8 units.
- Stock Road also contains the Southend Waste Water Treatment Works and a number of waste management/ transfer facilities. These are relatively large 'Sui Generis' uses and their premises and operations have a footprint area of circa 70,000sqm.
- There are 93 premises, 9 of which were vacant equating to 9.7%.
- 86 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 92%.
- The combined premises footprint in terms of area equals approximately 108,400sqm.

Rosshill Industrial Park (1.14 Ha)

- Rosshill Industrial Estate is located directly adjacent to Stock Road and consists of a number of smaller employment units.
- There are 31 premises, 3 of which were vacant equating to 9.7%.
- All the premises are characterised as being in the 'B' use class and combined comprise a footprint area of approximately 3,500sqm

Temple Farm Industrial Estate (18.9 Ha)

- Temple Farm Industrial Estate is also located next to Stock Road in the north of Southend, bordering the Borough boundary with Rochford. The site provides some of the best employment premises in Southend.
- There are 182 premises, 24 of which were vacant equating to 13.2%.
- 179 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 98%.
- The combined premises footprint in terms of area equals approximately 62,000sqm.

Terminal Close (1.49 Ha)

- The site is located in Shoeburyness directly north of the train station.
- There are 15 premises, 3 of which are vacant equating to 20%.

- 14 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 93%.
- The combined premises footprint in terms of area equals approximately 4,600sqm.

Thanet Grange (5.41 Ha)

- Thanet Grange is located directly off the A127 to the north west of Southend.
- The site consists of one large B1 office use occupied by the Royal Bank of Scotland.

Tickfield Avenue (1.42 Ha)

- The site is located north of the Southend Central Area, in close to proximity to Prittlewell railway station and the Council's main office, the Civic Centre. A number of the premises have recently been improved for Council use, including new office and training facilities.
- There are 6 premises, 1 of which is vacant.
- 4 of the premises (occupied and vacant) fall within the 'B' use classes.
- The combined premises footprint in terms of area equals approximately 2,500sqm.

Towerfield (7.25 Ha)

- The site is located in Shoeburyness and is in a mixed condition in terms of quality, with modern and older post war units.
- There are 52 premises, 5 of which were vacant equating to 9.6%.
- 49 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 94%.
- The combined premises footprint in terms of area equals approximately 26,100sqm.

Vanguard Way (10.7 Ha)

- Vanguard Way is located in Shoeburyness and consist of numerous industrial premises primary used for heavier industrial practices and distribution. There are also a number of smaller B1 units.
- There are 92 premises, 22 of which were vacant equating to 23.9%.
- 88 of the premises (occupied and vacant) fall within the 'B' use classes, equating to 96%.
- The combined premises footprint in terms of area equals approximately 35,100sqm.

Table 1: Breakdown of Employment Areas by Premises

Employment Area	No. of premises	Proportion of B Class premises (Occupied/Vacant*)	Occupied B Class premises		Vacant premises	
			No.	%	No.	%
Airborne	12	100%	11	92%	1	8.3%
Campfield	3	100%	3	100%	0	0%
Comet Way	22	82%	16	73%	2	9.1%
Grainger Close	44	82%	30	68%	6	13.6%
Lawrence	39	90%	26	67%	9	23.1%
Aviation Way	3	100%	3	100%	0	0.0%
Prince Close	5	80%	3	60%	1	20.0%
Priory Works	20	100%	20	100%	0	0.0%
Prittle Brook	0	N/A	0	N/A	0	N/A
Progress Road	87	93%	71	82%	10	11.5%
Shoebury Garrison	6	83%	1	17%	4	66.7%
Short Street	14	71%	9	64%	1	7.1%
Stock Road	93	92%	77	83%	9	9.7%
Rosshill	31	100%	28	90%	3	9.7%
Temple Farm	182	98%	155	85%	24	13.2%
Terminal Close	15	93%	11	73%	3	20.0%
Thanet Grange	1	100%	1	100%	0	0%
Tickfield Avenue	6	67%	3	50%	1	16.7%
Towerfield	52	94%	44	85%	5	9.6%
Vanguard Way	92	96%	66	72%	22	23.9%

**Occupied/ vacant = All vacant premises assumed to be conforming Class B use in accordance with designation*

**The above results reflect recorded survey data only and do not necessarily reflect the true lawful use of the premises*

**Results reflect the primary land use per premises as surveyed*

Table 2: Breakdown of Employment Areas by footprint area

Employment Area	Combined Premises footprint m ²	Proportion of footprint within B Class (Occupied/ Vacant*)	Proportion of footprint currently occupied by B Class premises	Proportion of footprint vacant
Airborne	15,332	100%	87%	12.9%
Campfield	29,125	100%	100%	0%
Comet Way	20,680	91%	82%	8.8%
Grainger Close	13,443	83%	70%	12.7%
Lawrence Industrial Estate	5,410	90%	67%	23.3%
Aviation Way	7,290	100%	100%	0%
Prince Close	2,633	90%	80%	9.8%
Priory Works	1,925	100%	100%	0.0%
Prittlebrook	0	N/A	N/A	N/A
Progress Road	70,330	94%	87%	7.0%
Shoebury Garrison	1,236	78%	35%	43.1%
Short Street	11,337	79%	72%	7.0%
Stock Road	108,437	35%	31%	3.7%
Rosshill Industrial Park	3,521	100%	89%	11.3%
Temple Farm	61,975	99%	91%	8.0%
Terminal Close	4,557	93%	70%	23.8%
Thanet Grange	7,588	100%	100%	0.0%
Tickfield Avenue	2,478	61%	53%	7.7%
Towerfield	26,134	96%	93%	3.6%
Vanguard Way	35,121	99.6%	92%	7.7%

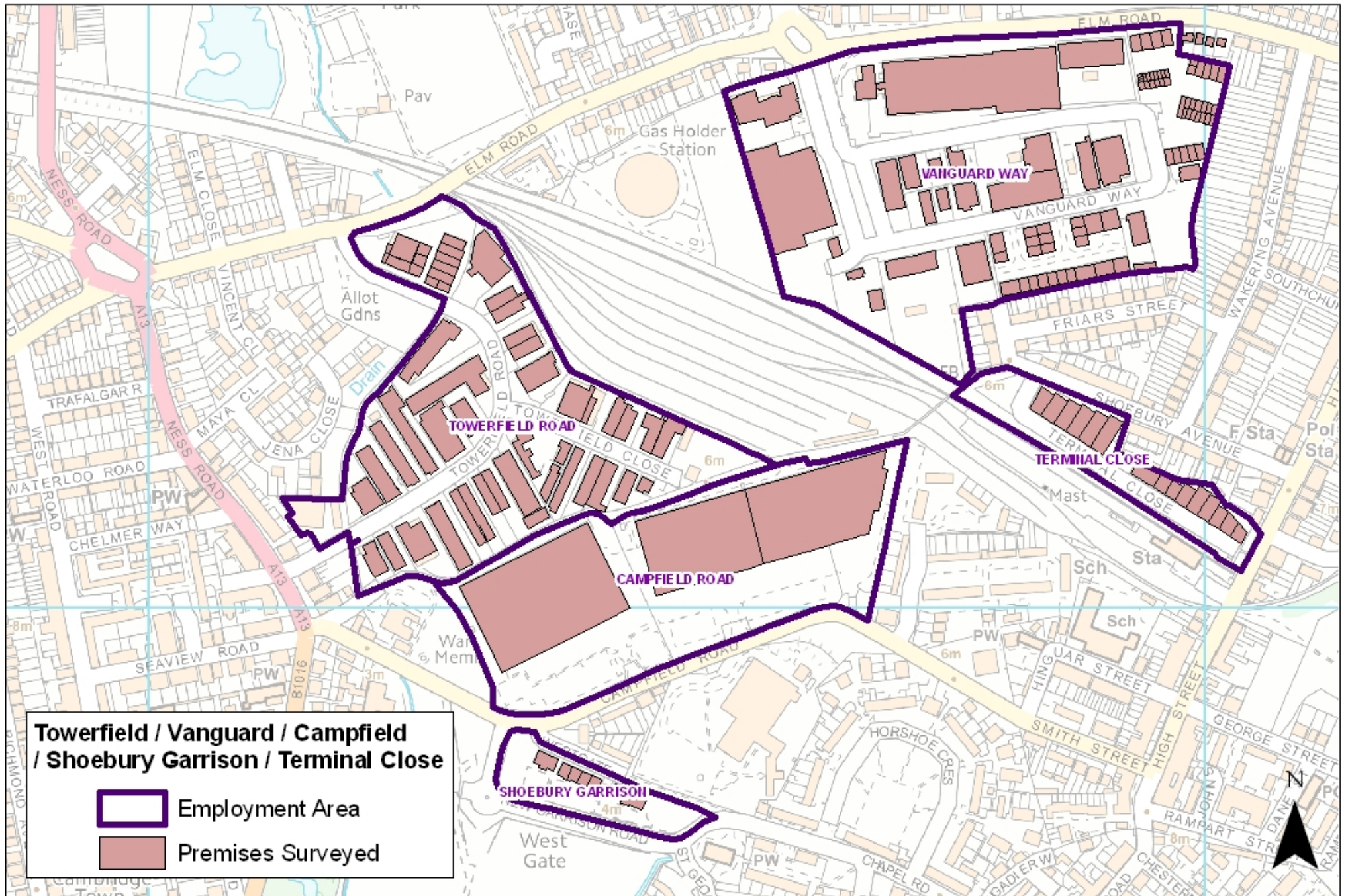
**Occupied/ vacant = All vacant premises assumed to be conforming Class B use in accordance with designation*

**The above results reflect recorded survey data only and do not necessarily reflect the true lawful use of the premises*



**Results reflect the primary land use per premises as surveyed*

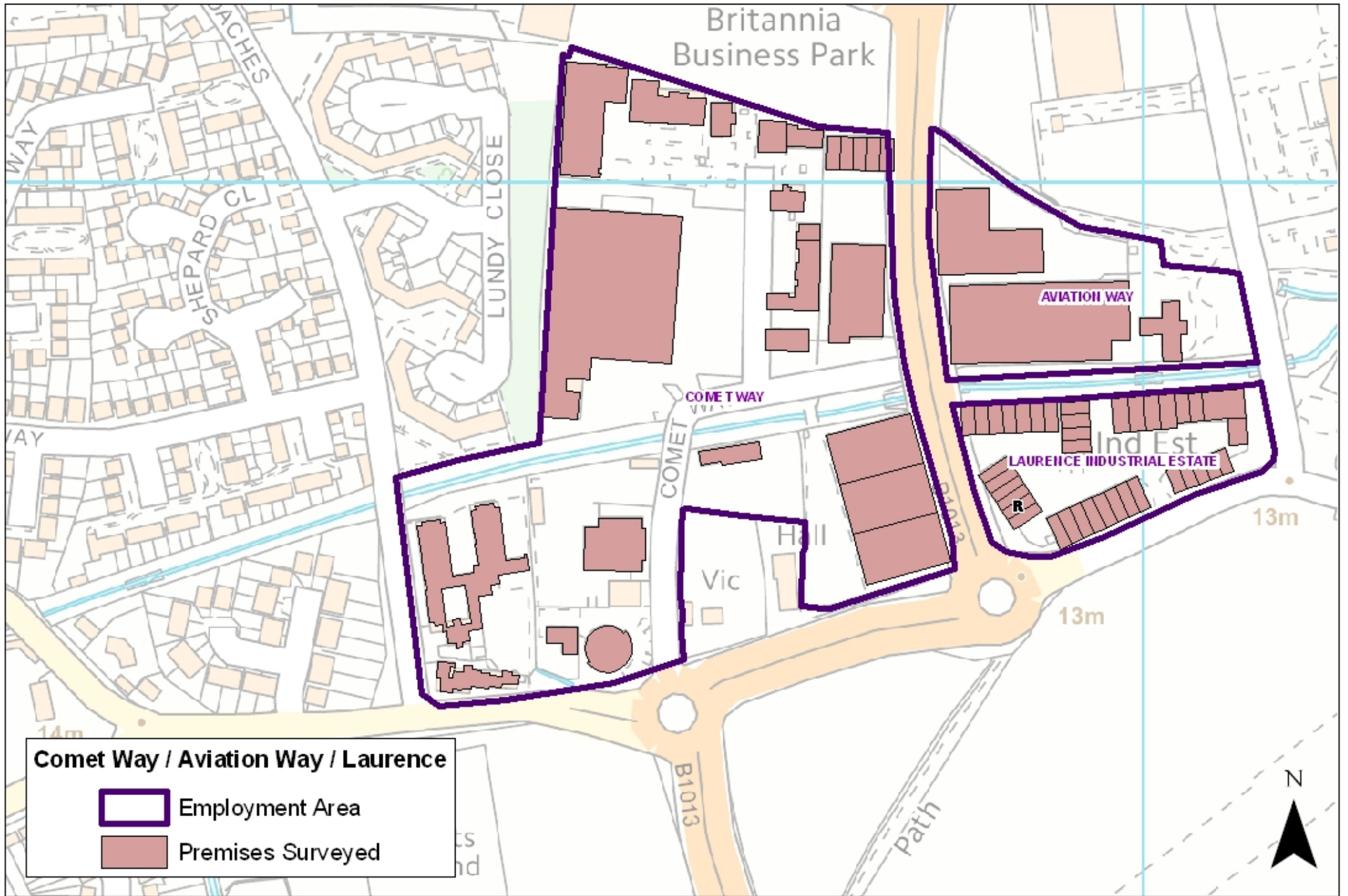
**Building/ premises footprint (m²) was calculated using ArcMap GIS and based on ordinance survey data. This does not represent total employment floorspace, not taking account of number of floors or ancillary uses. It provides a broad estimate of the size of the building/premises.*







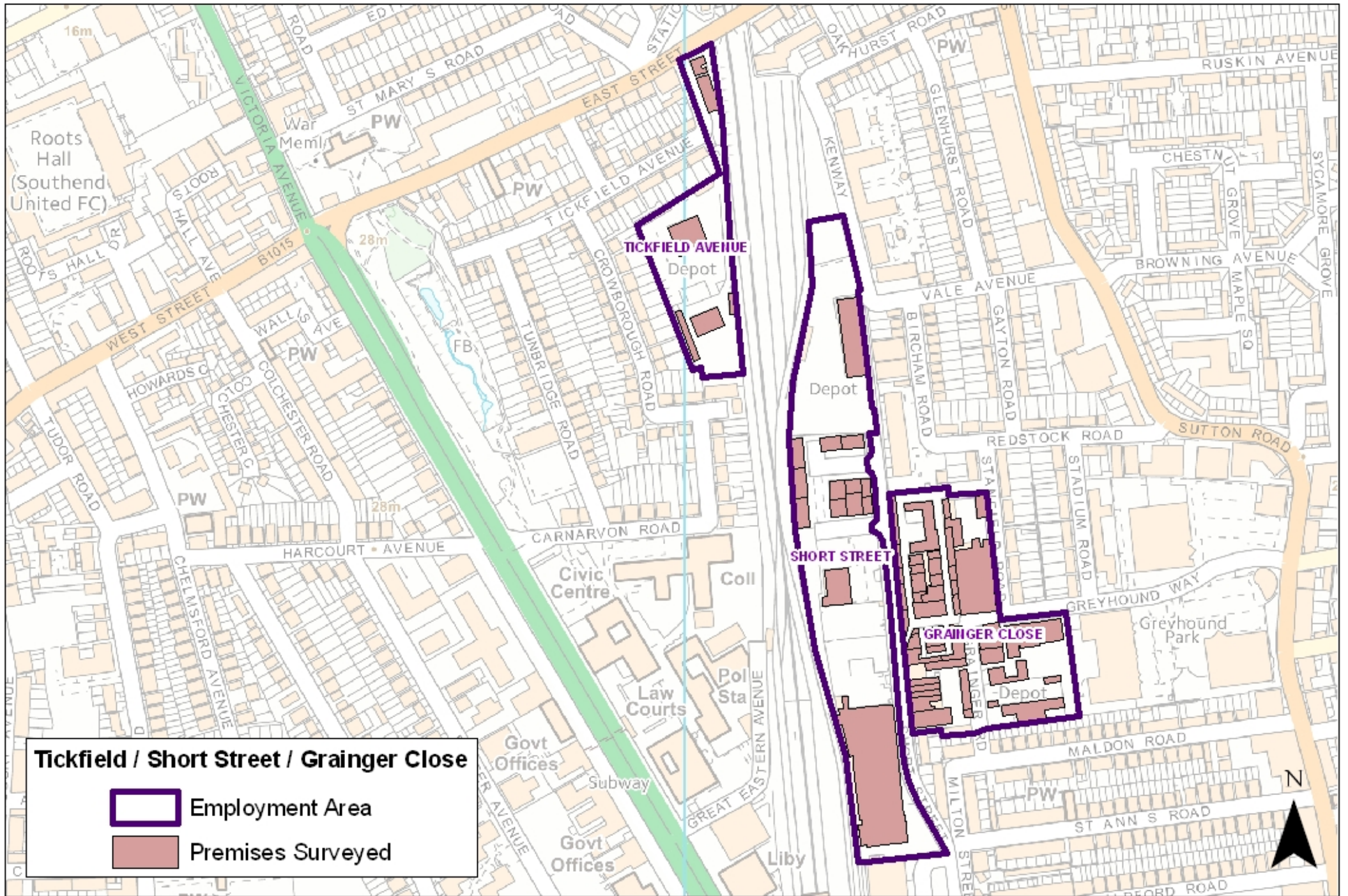
Towerfield / Vanguard / Campfield / Shoebury Garrison / Terminal Close

-  Employment Area
-  Premises Surveyed



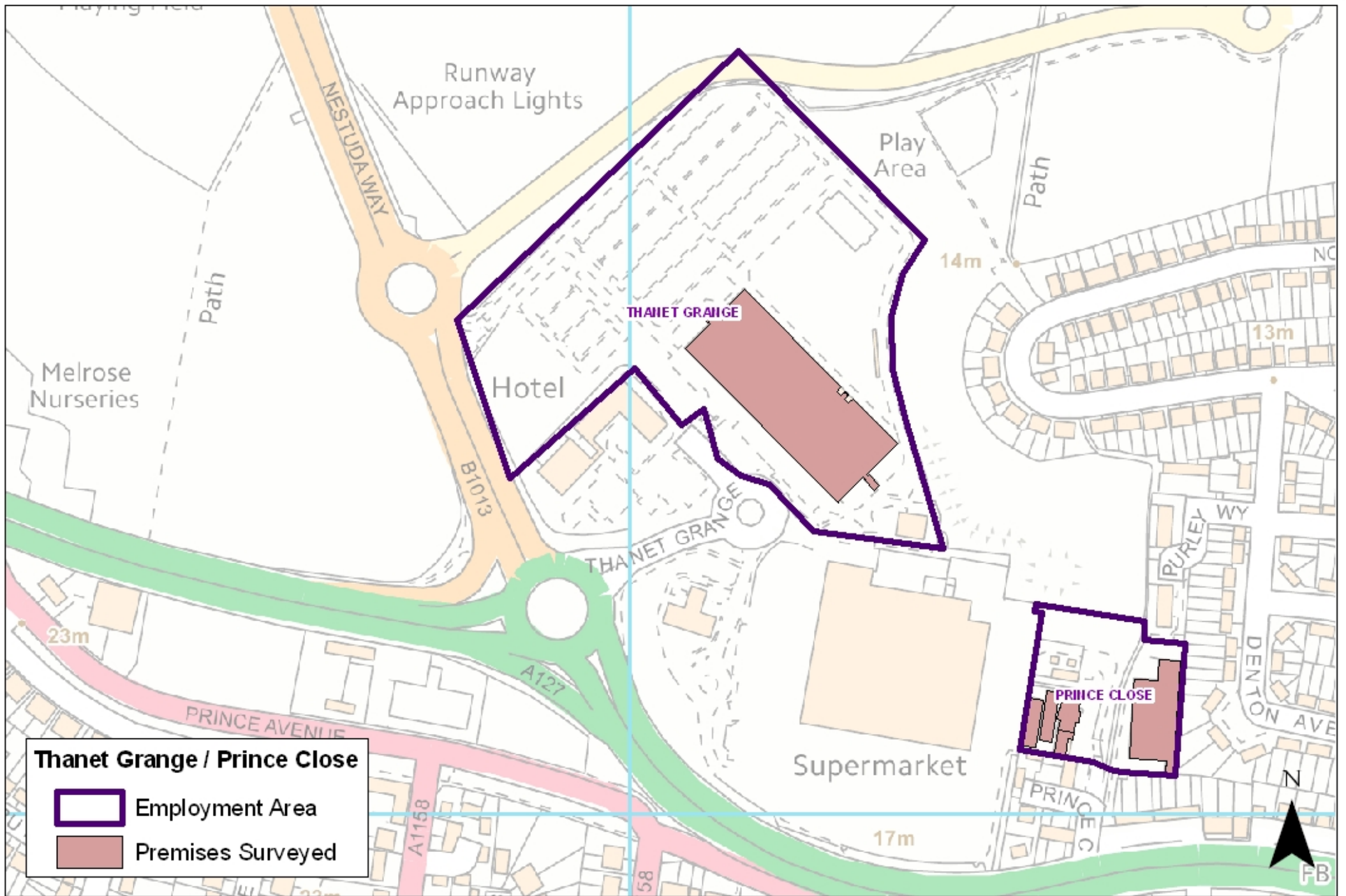
Comet Way / Aviation Way / Laurence

-  Employment Area
-  Premises Surveyed



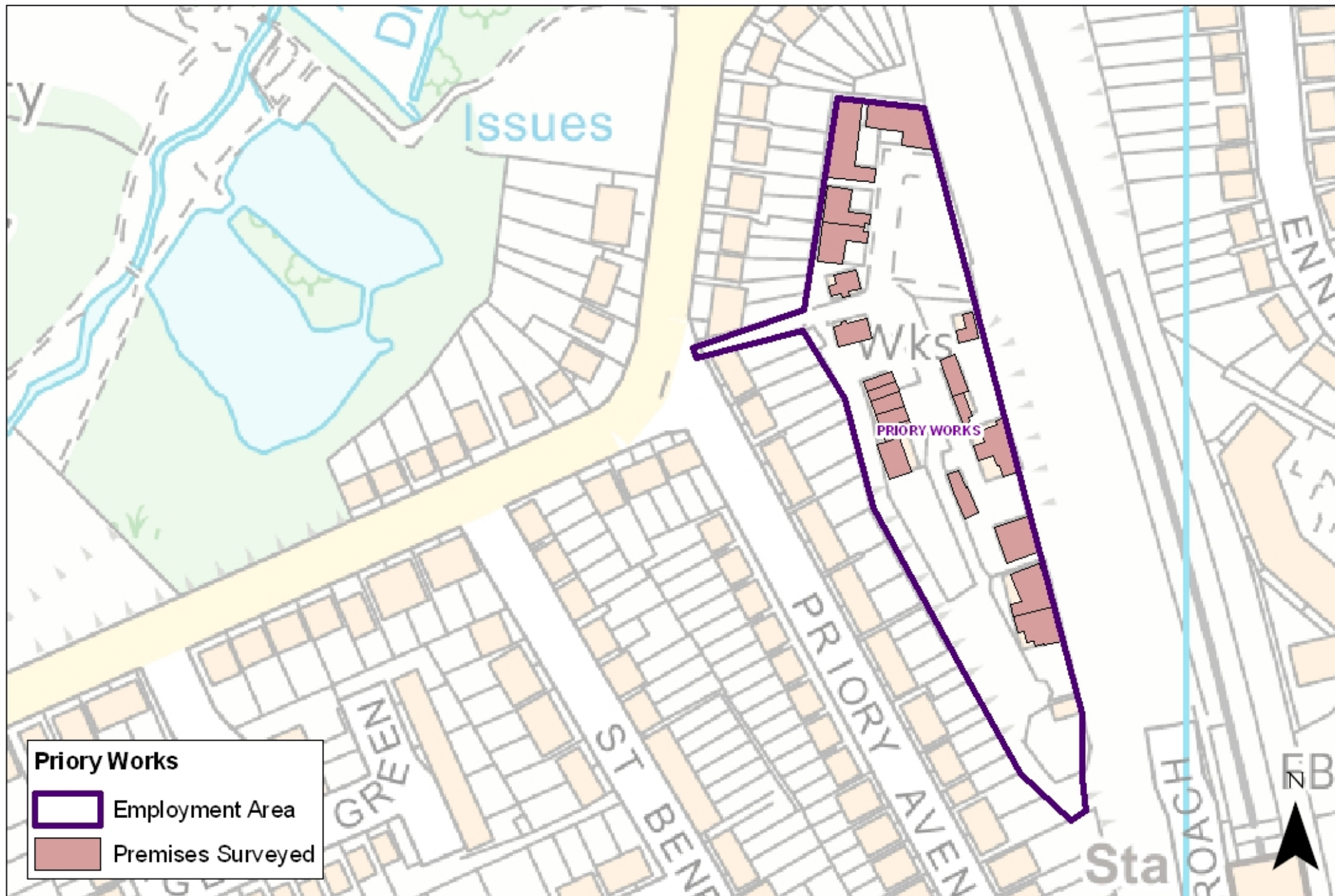
Tickfield / Short Street / Grainger Close

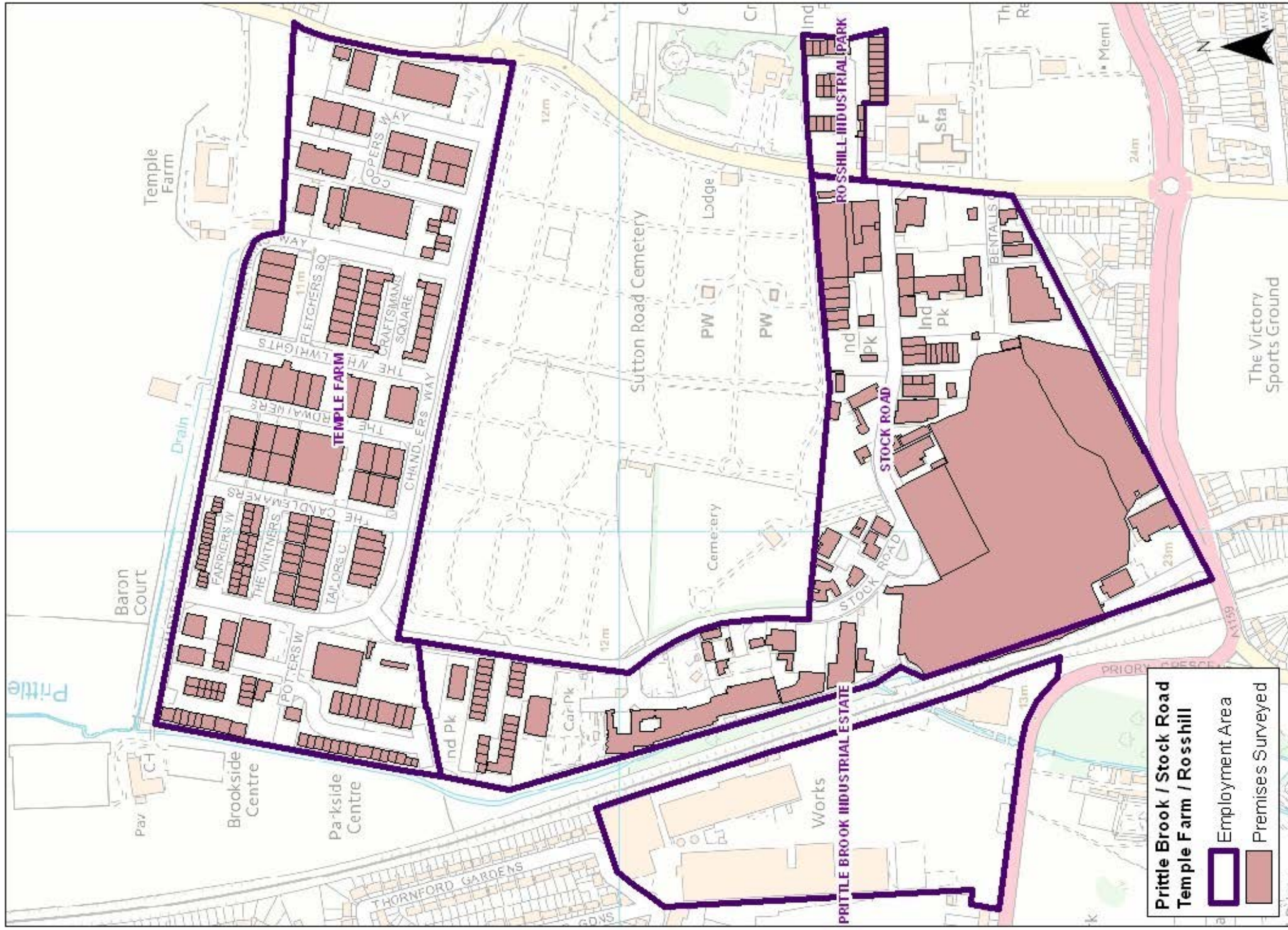
- Employment Area
- Premises Surveyed

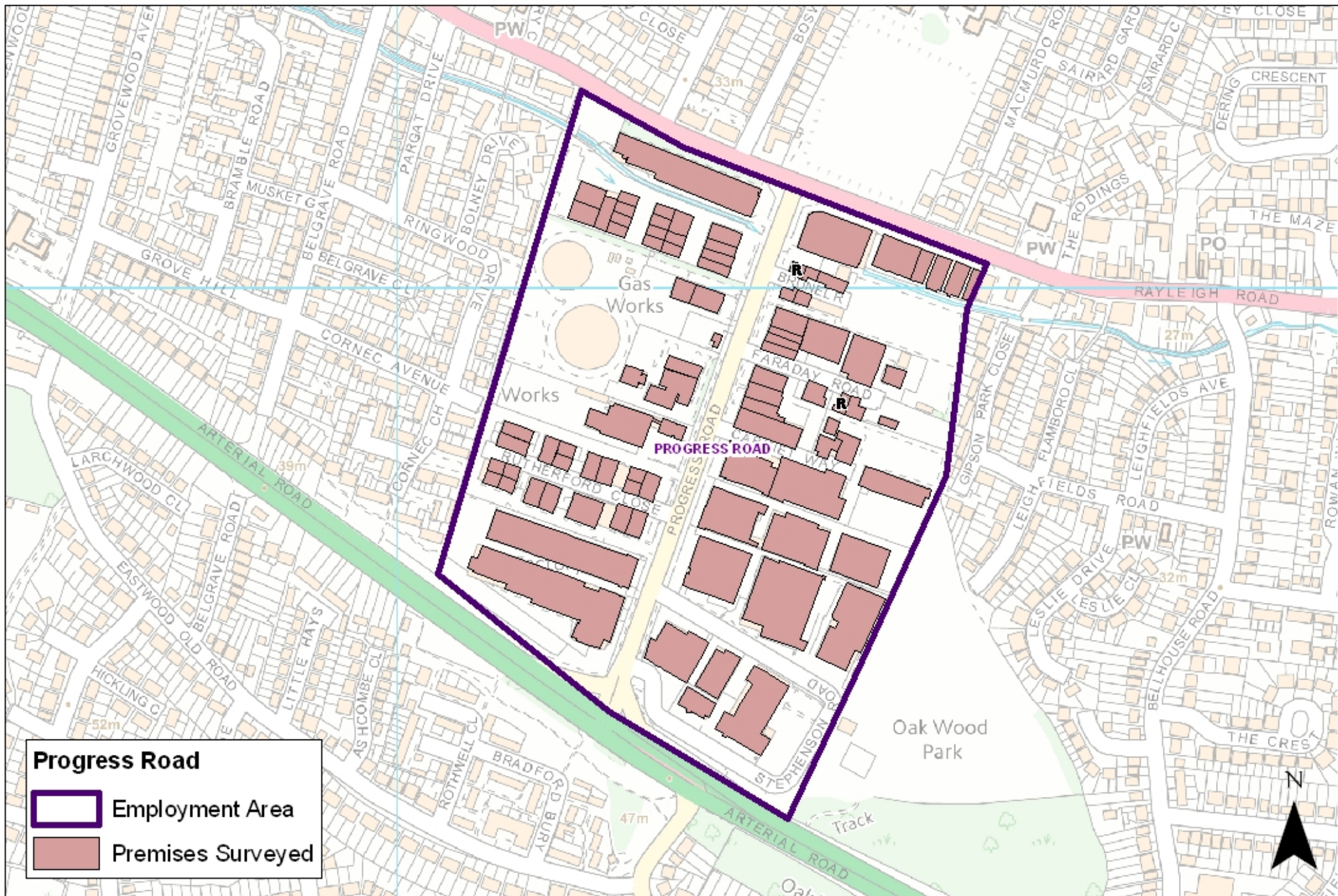


Thanet Grange / Prince Close

- Employment Area
- Premises Surveyed





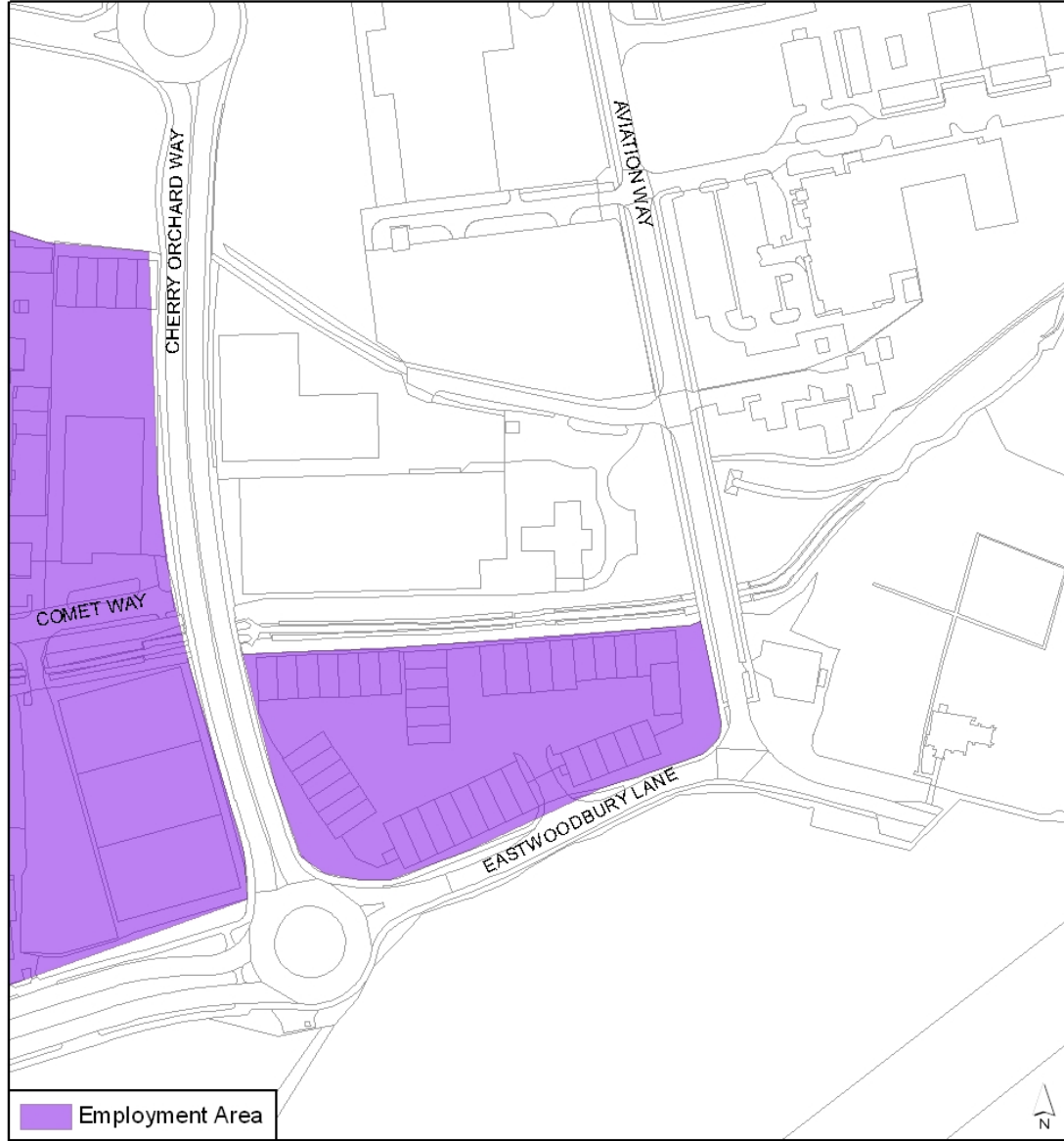


Appendix 2 (Alterations to Employment Land)

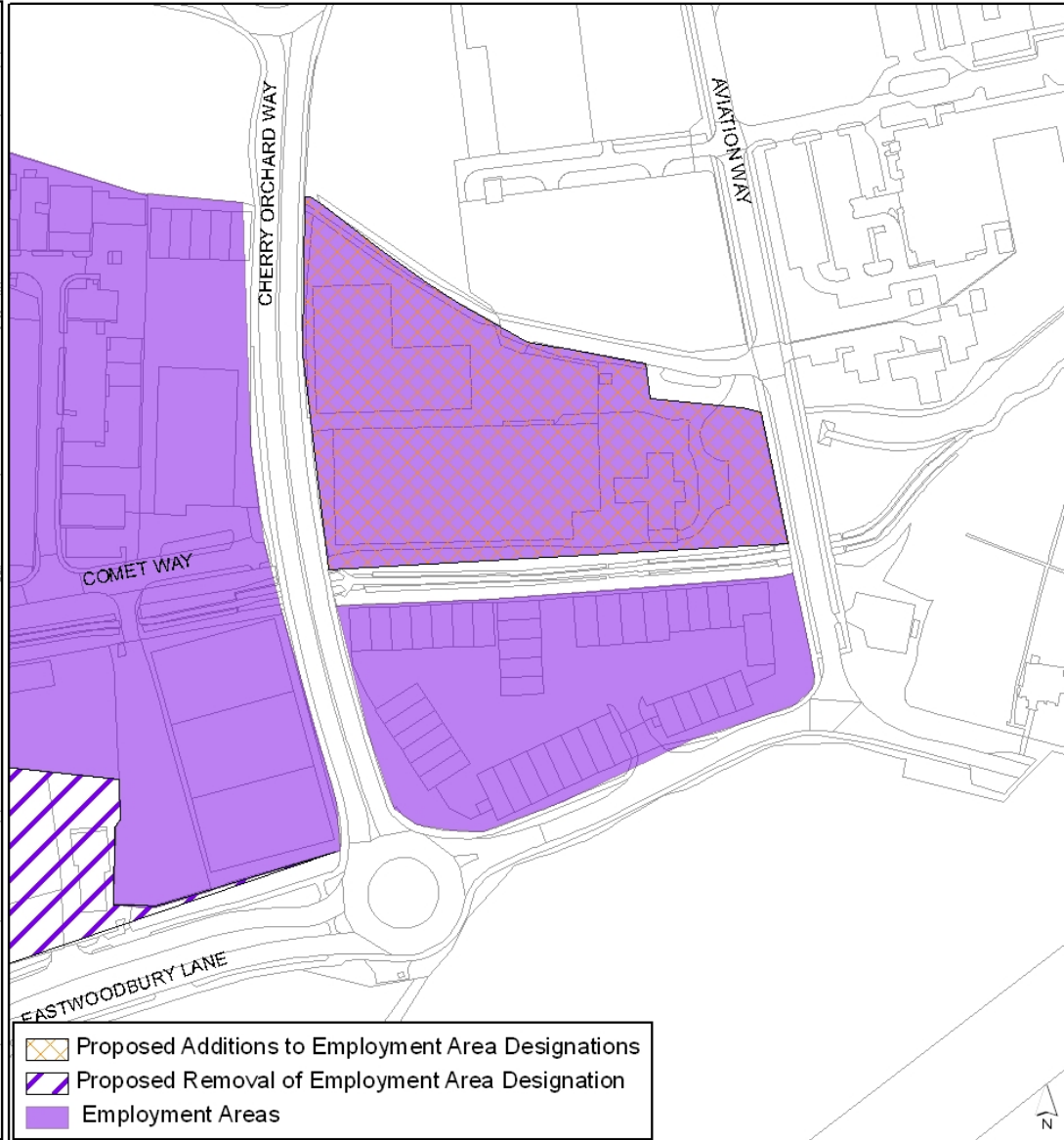
Reference	Amendments to the Proposed Submission Development Management DPD Policies Map	Reason for Change
Map 1	Addition of Employment Area at Aviation Way	Mistakenly omitted from Proposed Submission Development Management DPD Policies Map – now in line with the Employment Land Review. Aviation Way was designated as ‘Industry and Warehousing’ in the Borough Local Plan (1994). Survey results confirm Aviation Way employment area is performing well with no vacancies and all uses being within the B Use Class.
Map 2	Removal of Comet Way Employment Area designation at the vicarage and Church Hall	This section is not associated with the Employment designation.
Map 3	Removal of Employment Land at Shoebury Garrison Phase 2	Shoebury Garrison Phase 2 land is currently greenfield land and therefore not an existing employment site.
Map 4	Alteration of Vanguard Way Employment Area Boundary to exclude No.s 250, 252, 254 and 260 Elm Road.	These properties are in residential use and were included in the employment land boundary in error.
Map 5	Alteration of ‘Employment Areas’ Boundary to include Rosshill Industrial Park as part of Stock Road Employment Area.	Mistakenly omitted from Proposed Submission Development Management DPD Policies Map. Survey results show Rosshill Industrial Park is performing well as an employment area with very few vacancies and a high proportion of B Class uses (100%). Rosshill was designated as ‘Industry and Warehousing’ in the Borough Local Plan (1994).
Map 6	Alteration to proposed Airborne employment areas’ boundary to omit 179 Arterial Road a residential property.	The property is in residential use and should be removed from the employment area.

Map 1: Aviation Way

DM DPD Policies Map - Proposed Submission Version (March 2011)

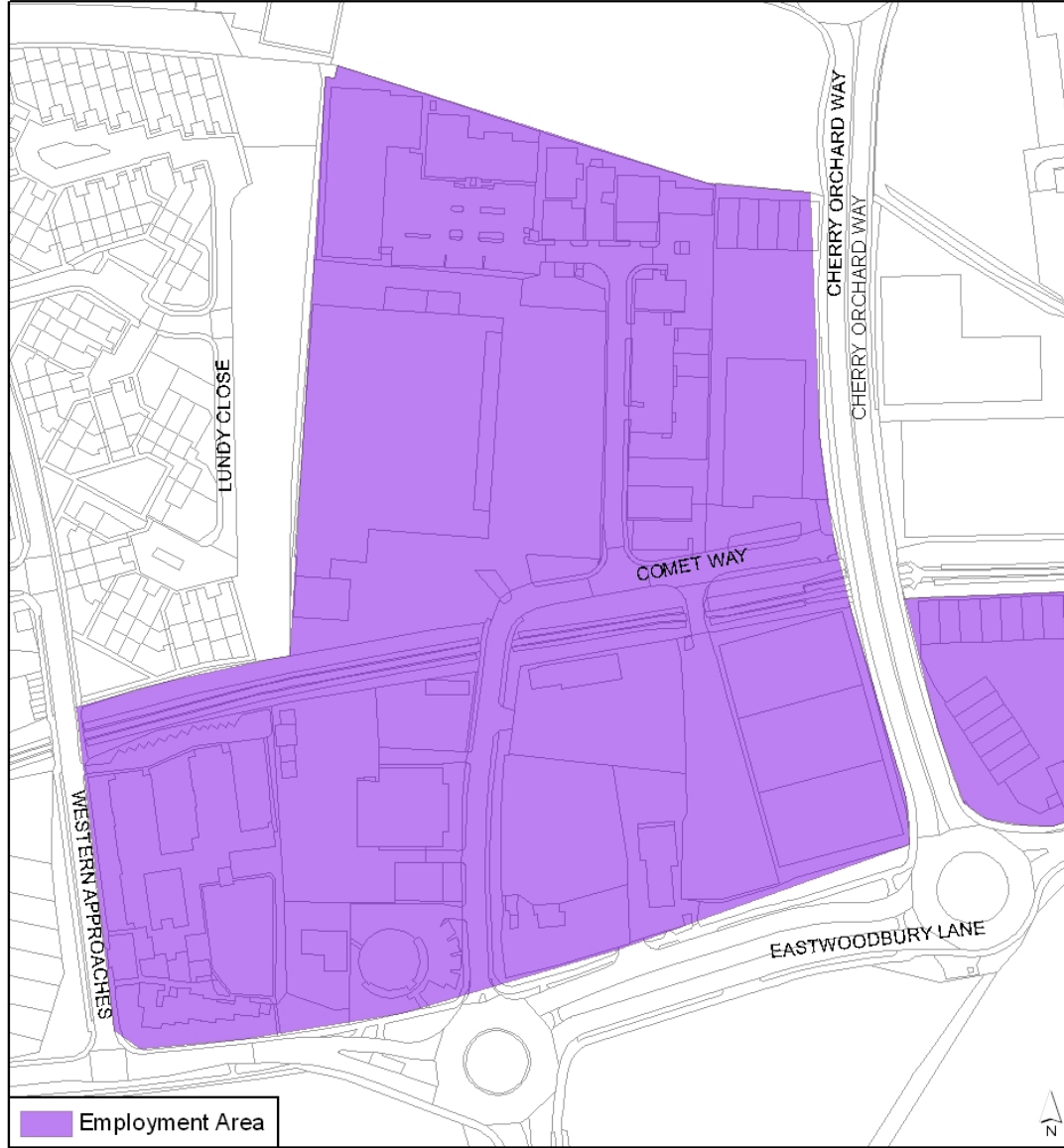


Surveyed Proposed Amendment (Sept 2013)

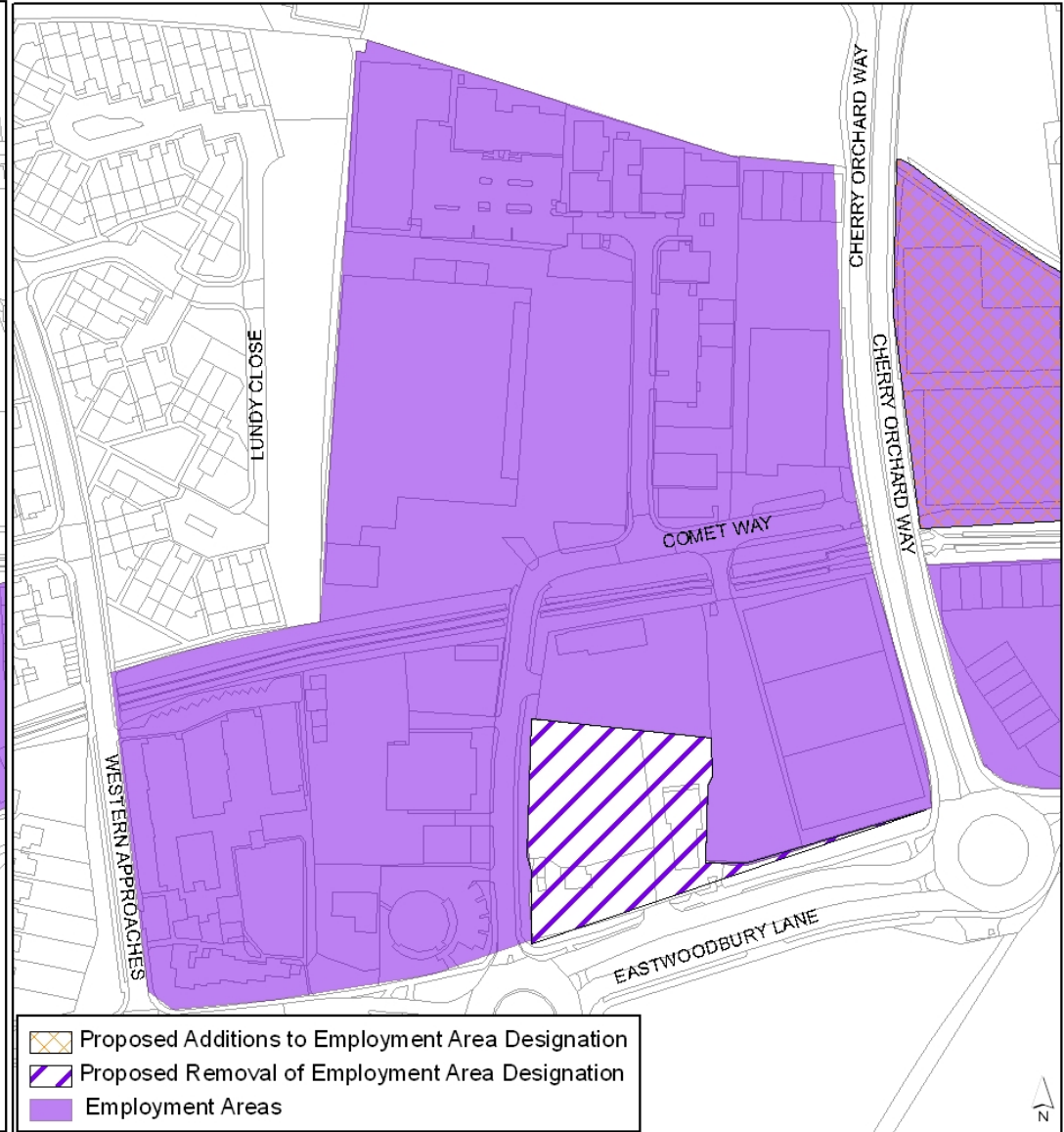


Map 2: Comet Way

DM DPD Policies Map - Proposed Submission Version (March 2011)

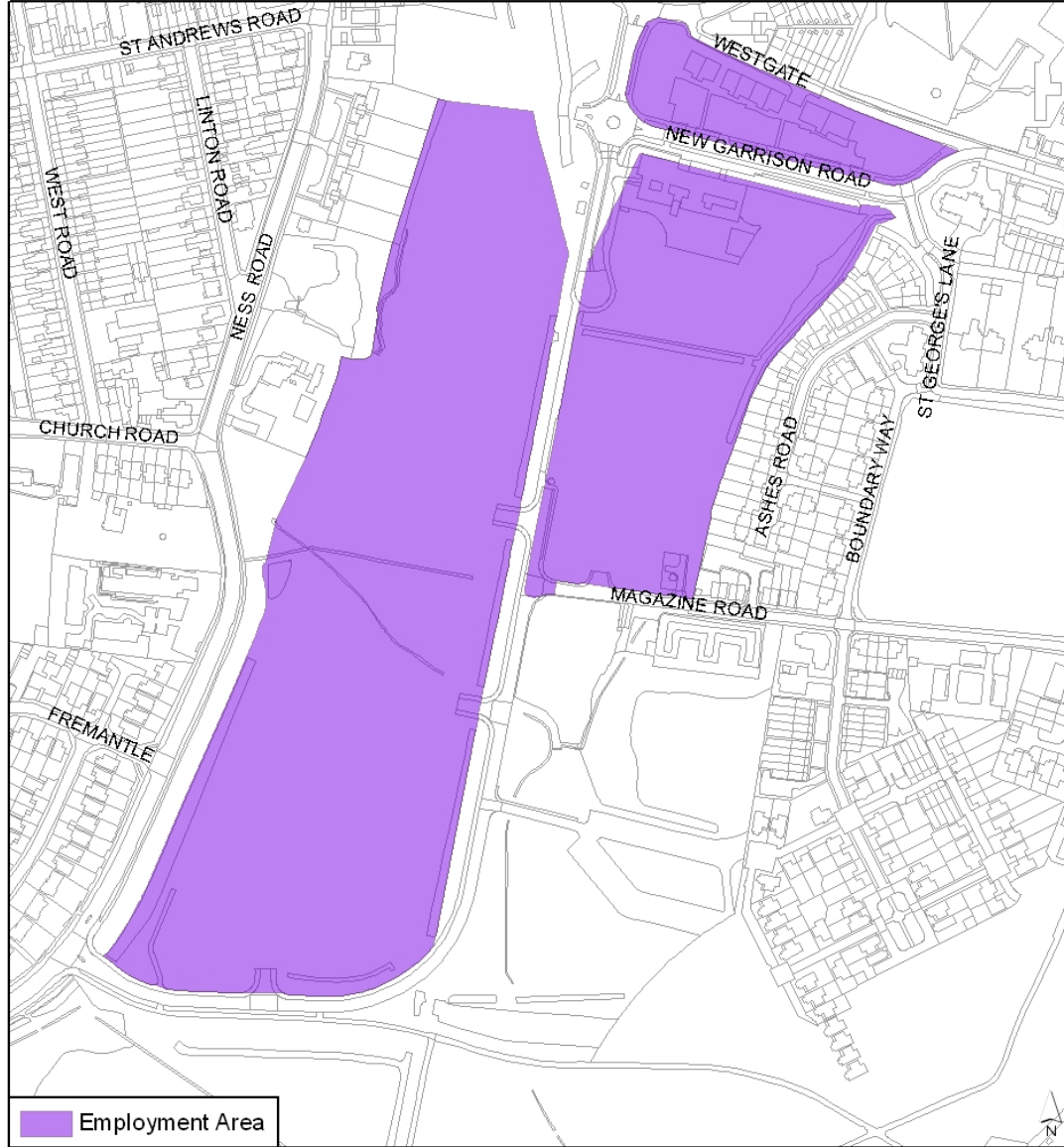


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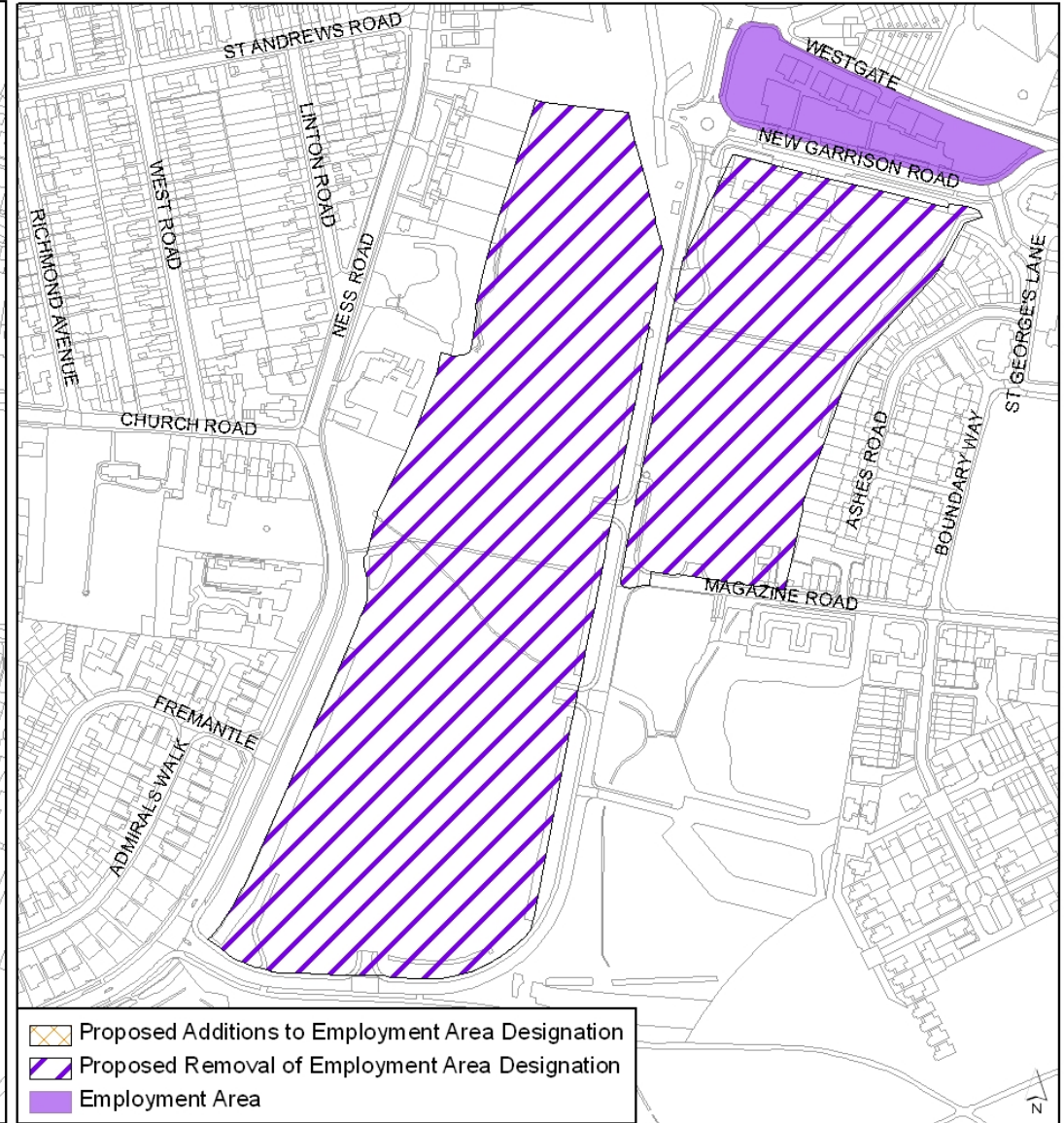


Map 3: Shoebury Garrison Phase 2

DM DPD Policies Map - Proposed Submission Version (March 2011)

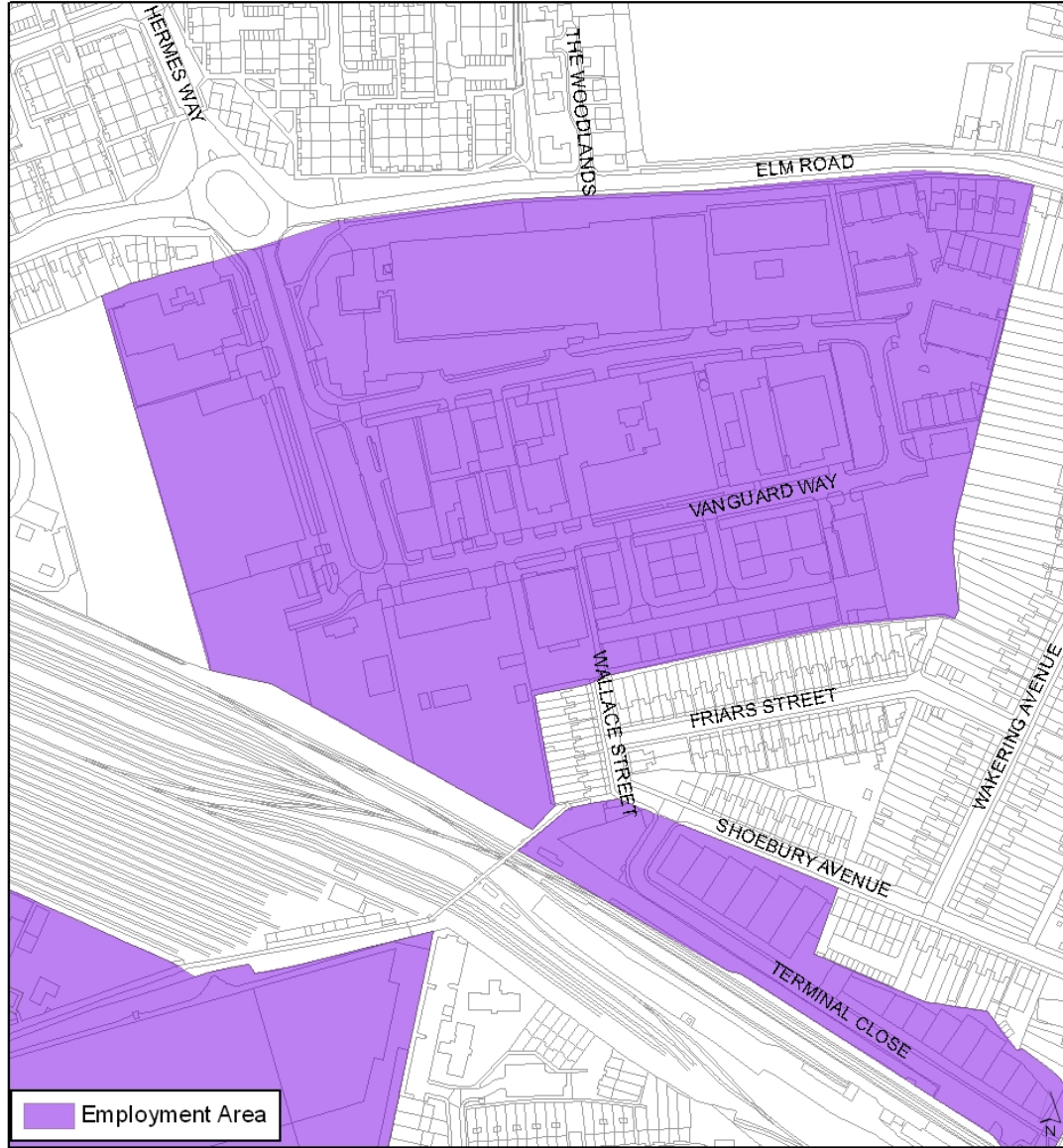


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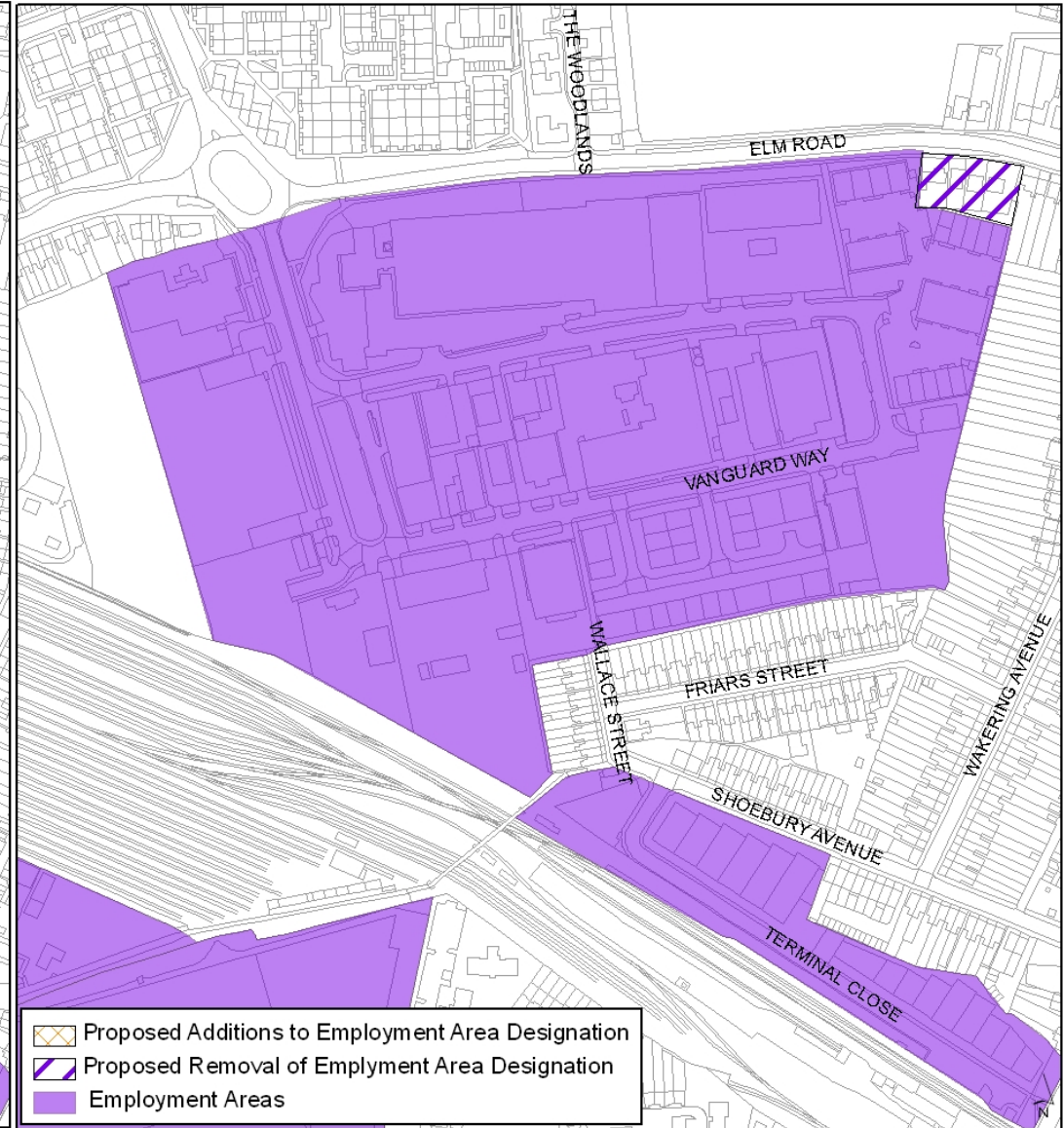


Map 4: Vanguard Way

DM DPD Policies Map - Proposed Submission Version (March 2011)

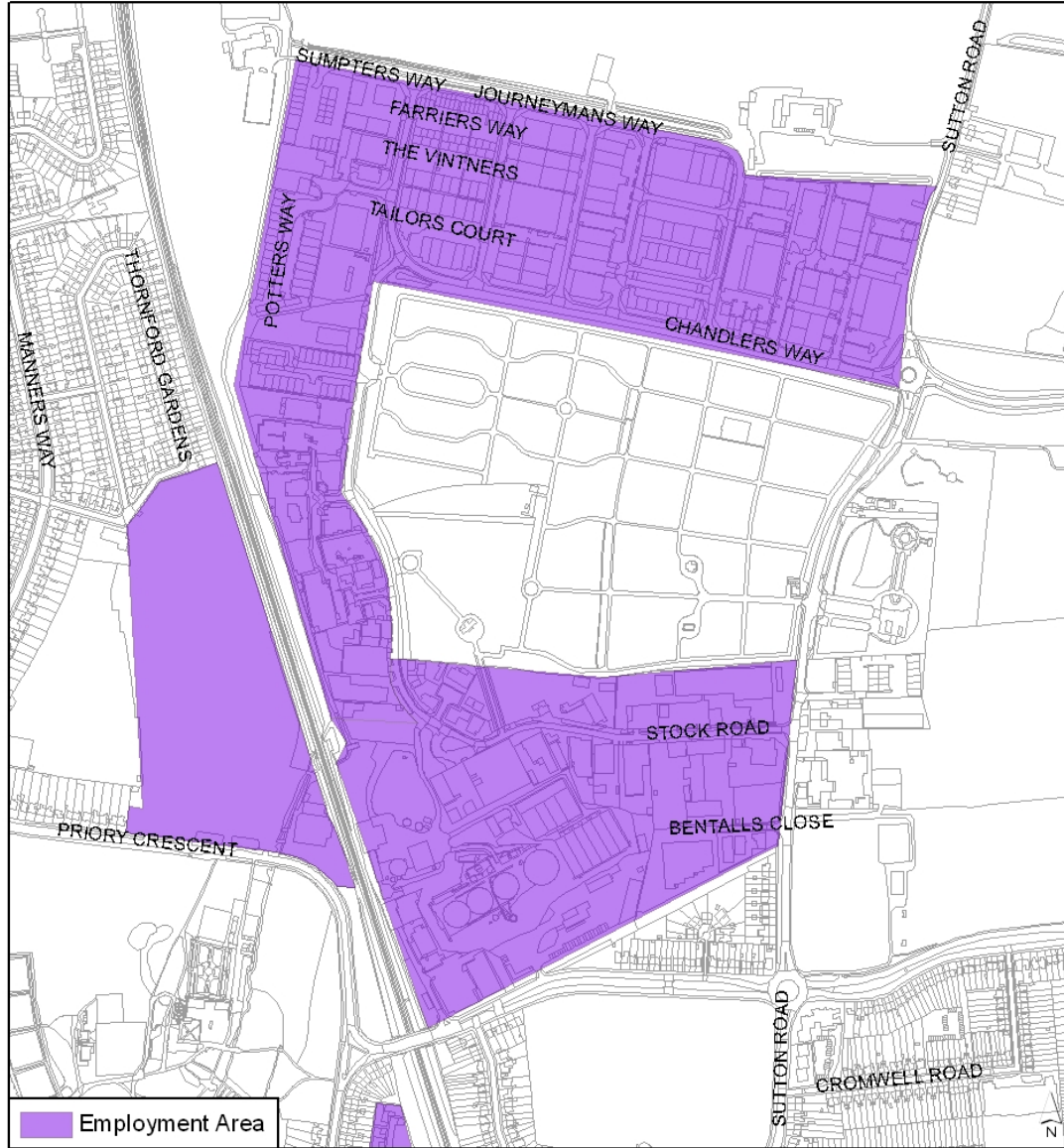


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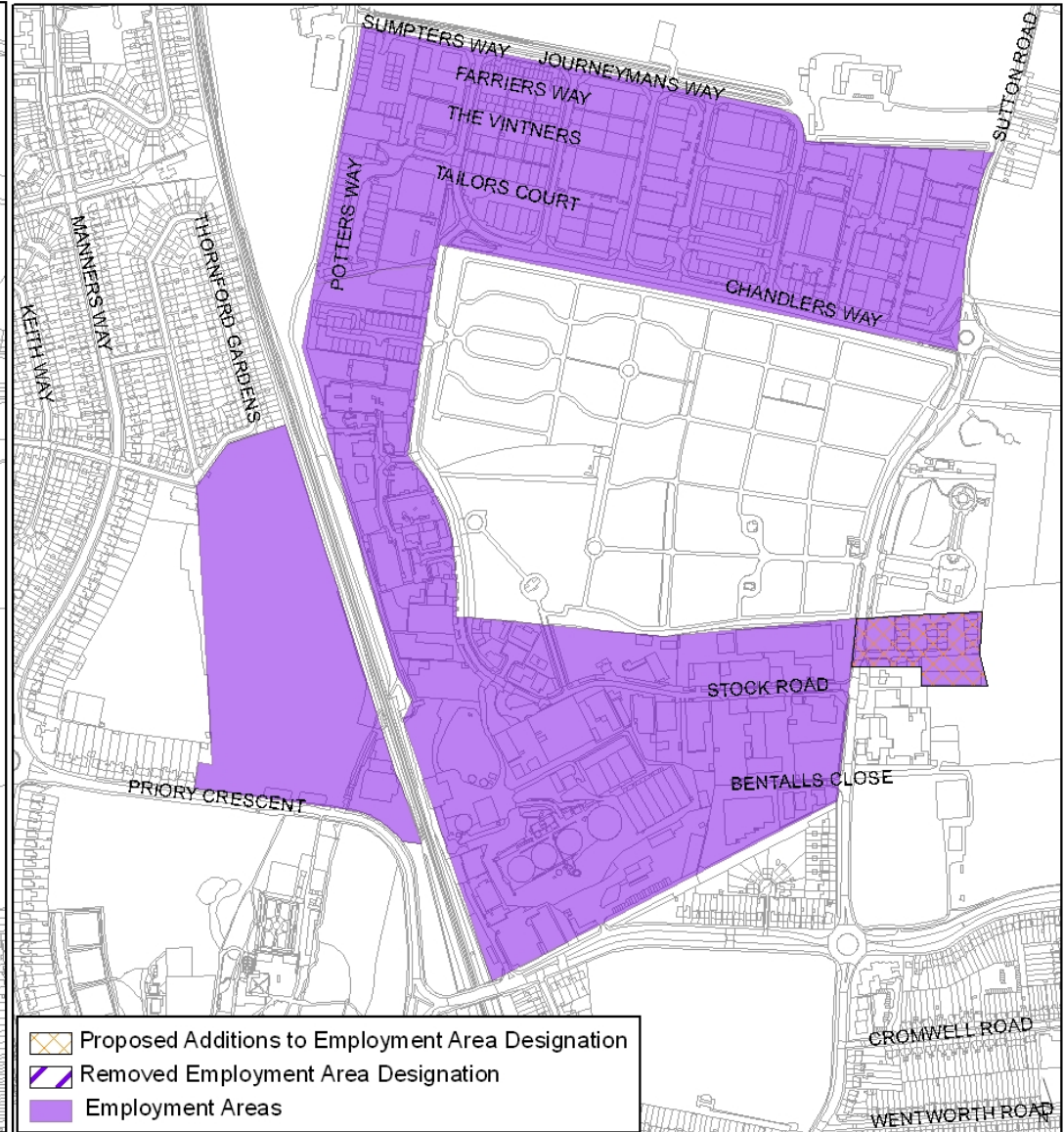


Map 5: Rosshill Industrial Park

DM DPD Policies Map - Proposed Submission Version (March 2011)



Surveyed Proposed Amendment (Sept 2013)



Map 6: Airborne

DM DPD Policies Map - Proposed Submission Version (March 2011)

Surveyed Proposed Amendment (Sept 2013)

