

Site ref	Area	Site Area (ha)	Local Authority
CON001	District Centre: Leigh	0.13	Southend-on-Sea Borough Council
Site Address		Type of site	
3a West Street and 9-11 Broadway		Brownfield	
Current/previous landuse		Planning status	
Unknown		Planning permission after base date	
Description of site			
The site is a café building and an associated parking/turning area to the rear with a red brick building in poor condition also on-site. The site looks in use and despite the space to the rear, the access is quite constrained.			
Planning history			
07/01896/FUL Erect three storey extension to side and rear, redevelop ground floor arcade as eight retail units, alter shop front, convert first and second floors into four self contained flats and 313m2 of office space and alter elevations. Raise roof of building at rear, convert into five self contained flats, lay out parking court with roof terrace over and alter elevations (Amended Proposal)			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within one of the areas which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)			
Physical constraints			
The site access and character means that the amount of residential is limited here.			
Potential impacts			
None identified.			
Suitability summary			
The site has received planning permission after 1 April 2008.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
A planning permission has recently been allowed on appeal. There is therefore confidence in the site being available and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
5	4	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			71.22	9	

Yield summary

Flats here as high density suitable given surrounding character and uses. Due to the relatively small nature of the site it is possible this site could come forward within the next few years and the site is already within the planning system which would suggest that the site could come forward within the next 5 year time frame.

Conclusion

The site has received planning permission after 1 April 2008 for 9 units as part of a mixed use development. 5 dwellings have been built out and 4 units are remaining. Development in the short term is considered likely, subject to a recovery in the housing market.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON002	Other Urban Areas	0.04	Southend-on-Sea Borough Council
Site Address		Type of site	
32 East Street		Brownfield	
Current/previous landuse		Planning status	
Unknown		Appeal in progress	
Description of site			
<p>This site is a vacant plot/ hardstanding which looks like it could be being used as temporary car parking. The site lies between the Baptist Chapel and The Barbers. The Barbers building looks run down and in poor condition. The site stretches quite a way back from the road and is surrounded by relatively high density terraced dwellings and some small retail / commercial type uses.</p>			
Planning history			
<p>Proposal to demolish existing building to west of site and erect a part two/ part three storey block of 8 self contained flats, refuse and cycle stores and landscaping, amenity areas and provision for parking. This application was refused and is subject to an appeal.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within one of the areas which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1) The site is located within a Conservation Area, where development should safeguard and if possible enhance the setting, appearance or character of the area. (Policy CP4)</p>			
Physical constraints			
None known.			
Potential impacts			
Development could affect the character of the Conservation Area.			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle. However, in light of the refusal of permission, it is suggested that the site come forward for less units.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a current appeal in progress on this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site could be economically viable and the capacity to complete and sell the housing could be good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	5	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			123.28	5	

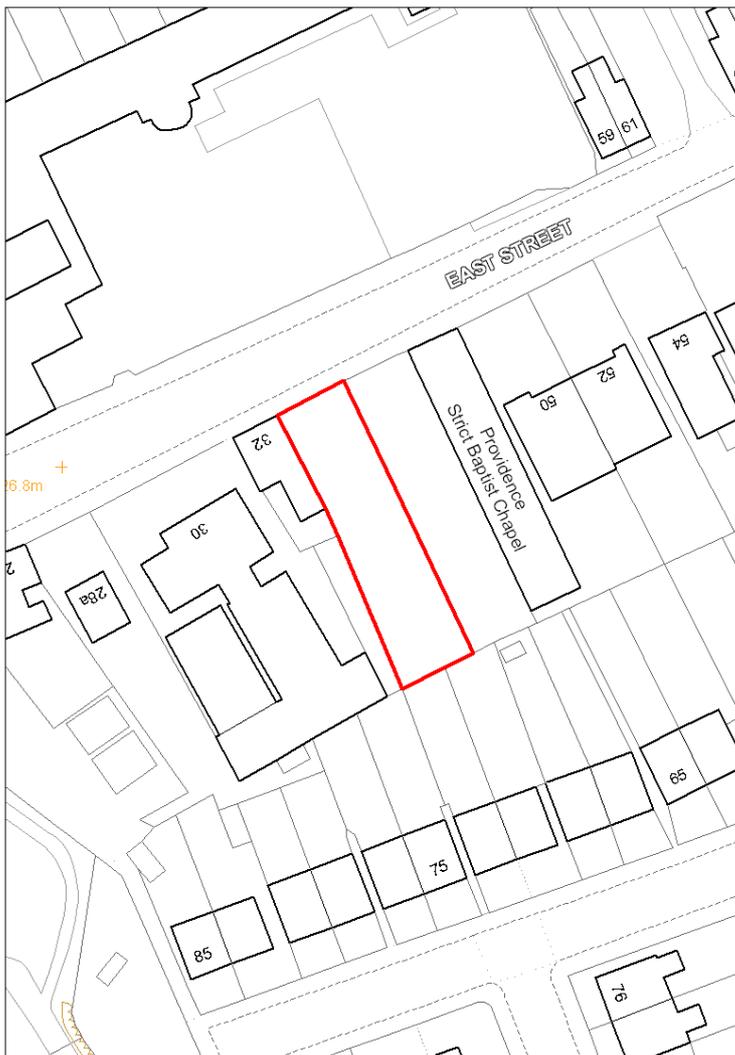
Yield summary

Flats here as high density suitable given surrounding character and uses. Due to the small nature of the site it is possible that this site could come forward within the next few years.

Conclusion

The site is considered suitable. The site is in the planning system but has been refused due to overdevelopment concerns and therefore is considered to be still available and achievable but for 5 flats which is slightly less than proposed.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON003	Seafront	0.15	Southend-on-Sea Borough Council
Site Address		Type of site	
164 - 167 Eastern Esplanade		Brownfield	
Current/previous landuse		Planning status	
Unknown		Appeal in progress	
Description of site			
<p>This site comprises a series of Guest Houses along the seafront adjacent to a new 3/4 storey residential block. The dwellings are Victorian in style and over 3 storeys but they do look quite run down and dilapidated. The dwellings are located along the main road running along the seafront. There is a lot of development occurring in the central Seafront area to the west and towards Shoeburyness in the east. However, this is in a more traditional residential area.</p>			
Planning history			
<p>Proposal to demolish buildings and erect part 2/ part 3 / part 4 / part 5 storey block of 24 self contained flats with balconies, roof terraces, refuse store, layout for 24 car parking spaces, cycle store and landscaping.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located in an area at risk of flooding where a detailed flood risk assessment will be required to demonstrate that the scheme is appropriate in terms of type, siting and mitigation measures proposed. (Policy KP1)</p>			
Physical constraints			
<p>The site is located within flood zone 3.</p>			
Potential impacts			
<p>There will likely be little impact to surrounding properties due to the surrounding character having already changed in this area from small guest houses to larger new apartment blocks. The site will only overlook the seafront.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. From the information available, therefore, the site is considered suitable for housing development in principle, subject to addressing the identified flood risk concerns.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a current planning application and appeal against non-determination on this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site, although the current scheme is considered to represent overdevelopment. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	16	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			107.54	16	

Yield summary

Flats here as relatively high density suitable given surrounding character and uses. However, 24 flats is considered to be overdevelopment. 16 flats would be more appropriate.

Conclusion

The site is considered suitable. The site is in the planning system as a pending application, subject to an appeal against non-determination and therefore is considered available. A development of 16 flats is considered more appropriate than the current proposal for 24 flats.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON004	Southend Central Area	0.21	Southend-on-Sea Borough Council
Site Address		Type of site	
The Ambassador site - Eastern Esplanade		Brownfield	
Current/previous landuse		Planning status	
Mixed		Current planning application (pending)	
Description of site			
<p>This site known as "The Ambassador" off Burnaby Road. The site is cleared. This site is part of the Former Gas Works and comprises land between Eastern Esplanades, Northumberland Avenue and Victoria Road. It appears that some of the site area has already been developed for housing and this is characterised by 4/5 storey new build flats and apartments. The site fronts onto the main seafront road and is within close proximity to the main entertainment area of Southend.</p>			
Planning history			
<p>Proposal to erect 67 bedroom hotel, ancillary and associated facilities including a health spa and 13 residential units on the top 3 floors. There will also be a substation, engineering and decontamination works.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within the Seafront area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p>			
Physical constraints			
<p>The required decontamination or remediation work will likely delay further development on the site while the extent of work needed is assessed and undertaken.</p>			
Potential impacts			
<p>There will likely be little impact to surrounding properties due to the surrounding character having already changed in this area from small guest houses to larger new apartment blocks. The site will only overlook the seafront.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a current planning application for development of this site and another potential developer is interested in developing a residential scheme. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>As the site is suitable for development and two separate developers are interested in developing residential uses on this site, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site could be economically viable and the capacity to complete and sell the housing could be good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	13
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	62.56	Final suggested yield:
					13

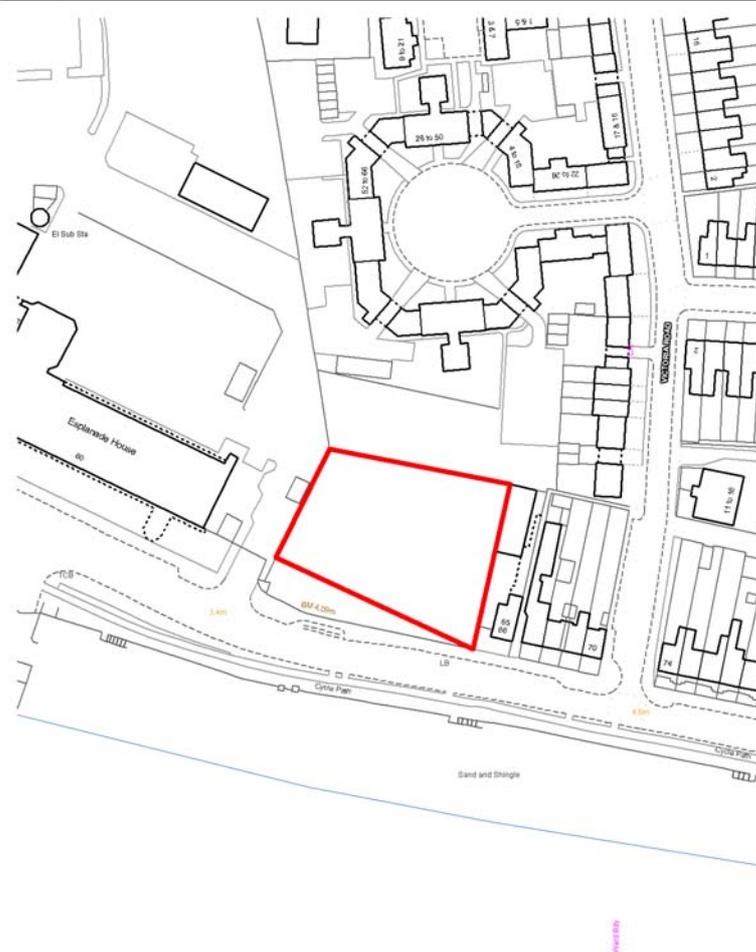
Yield summary

The current proposal is for a hotel led scheme involving 13 flats. Should the hotel not come forward, the site is suitable for high density flatted residential development.

Conclusion

The site is considered suitable for high density redevelopment as part of the Southend-on-Sea seafront regeneration. A scheme for 13 flats as part of a hotel redevelopment scheme is currently in the planning process. However, alternative uses could include a high density residential scheme with commercial uses on the ground floor. This has potential in the medium term, to be completed within 5-10 years.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON005	Southend Central Area	4.22	Southend-on-Sea Borough Council
Site Address		Type of site	
Roots Hall, Victoria Avenue		Brownfield	
Current/previous landuse		Planning status	
Mixed		Current planning application (pending)	
Description of site			
<p>This site is a large site which comprises the Southend United Football ground and a large vacant college building which is owned by Sainsbury's. The site also includes a series of other, somewhat older buildings which include Polair Steel Fabrications, some 1960's looking 4/5 storey tower blocks of flats along the roadside and a small terrace of houses with shop frontage on the ground floor.(25 Roots Hall Ave, 299/301/341-365, 1-37 St Mary's Court, Roots Hall Victoria Avenue.)</p>			
Planning history			
<p>Demolish football stadium, flats, shops and college; redevelop site with retail food store at first floor level (10,113 sq.metres); and petrol filling station with kiosk, two standalone units fronting Fairfax Drive for class A3, A4,B1 and D1 uses, a total of 272 residential units comprising flat, semi detached and terraced houses (including affordable housing), layout parking spaces (some below buildings) and lay out security areas, form vehicular accesses / egresses onto Fairfax Drive, Roots Hall Avenue and Victoria Avenue and modify access to Shakespeare Drive for emergency and pedestrian only access, lay out associated landscaping and erect retaining walls to southern part of site.</p>			
Policy restrictions			
<p>The site is located on the edge of the Southend-on-Sea Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1). The relocation of the football club to Fossett farm area is specifically identified in Policy KP1.</p>			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a current planning application for development on this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site together with retail, as part of the package of proposals for the relocation of the football stadium from Roots Hall to Fossett Farm. However, there are a number of legal and ownership matters to be resolved and the new stadium needs to be completed before development on this site takes place. Therefore, development is likely to take place in the medium term. From the information available it is considered that the site is economically viable and the capacity of a developer to complete and sell the housing in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	50	75
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
75	72	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			64.43	272	

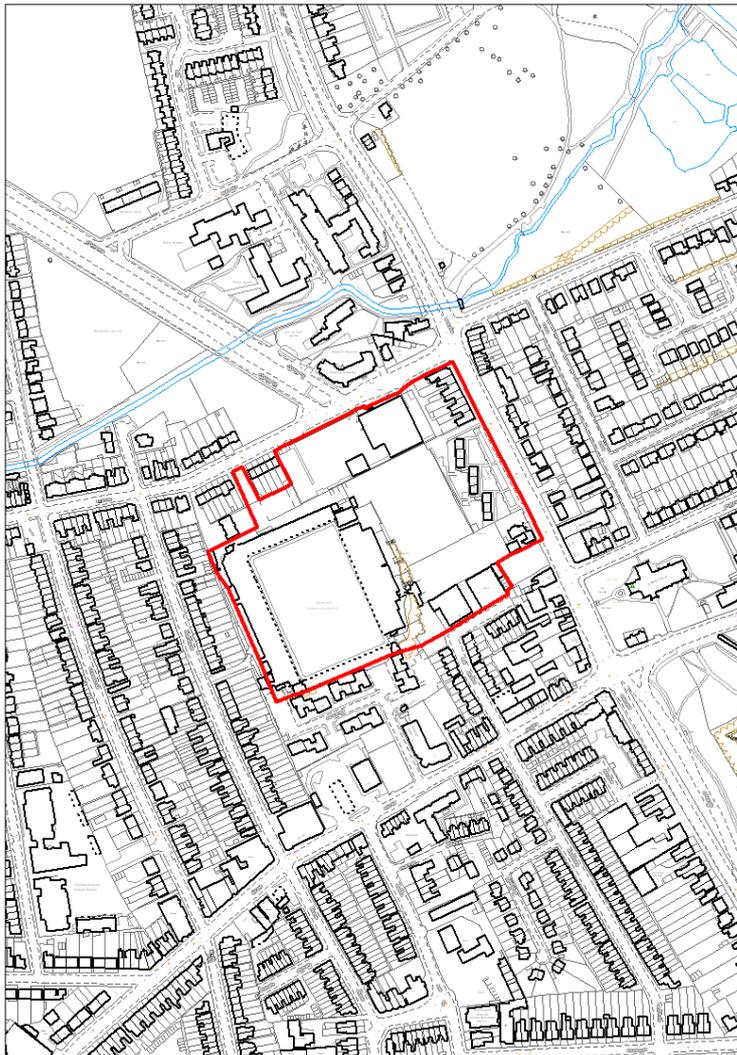
Yield summary

The planning application is for a mix of flats, semi-detached and terraced dwellings including affordable housing.

Conclusion

The relocation of the existing Southend-on-Sea football club from Roots Hall to Fossetts Farm is a key objective of the Core Strategy. The redevelopment of this site for a mix of retail and housing will provide part of the funding necessary for relocation of the club and the development of a larger stadium. This site is also the proposed new location for the Sainsbury's which is currently located in the town centre and is part of a development brief area earmarked for redevelopment. This site therefore acts as the lynch pin for the development of a number of sites through Southend-on-Sea. However, because of the complexities, development is likely to take place in the medium term.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON006	Southend Central Area	0.09	Southend-on-Sea Borough Council
Site Address		Type of site	
11-13 High Street		Brownfield	
Current/previous landuse		Planning status	
Unknown		Planning permission after base date	
Description of site			
<p>This site is an old red brick building which is part storage with BetFred shop frontage on the High Street/ Royal Mews. Surrounding area is characterised by the back of shops and informal car parking. There is some older terraced housing and also new 4/5 storey flats nearby (Plaza Royal Mews). The site is near to the Royals shopping Arcade.</p>			
Planning history			
<p>Proposed demolition of part of the building at the rear to form a restaurant (class A3) to rear at ground floor level and 9 self contained flats (class C3) at first and second floor levels.</p>			
Policy restrictions			
<p>The site is located within the Town Centre which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p>			
Physical constraints			
<p>none known.</p>			
Potential impacts			
<p>None known.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. The site has received planning permission. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is recent planning permission for development on this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short term in this area is good, subject to a recovery in the market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	9	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	96.06	Final suggested yield:
					9

Yield summary

The small nature and scale of this site and the surrounding characteristics would suggest there would be no impacts or barriers to development here. Due to the recent surrounding development over 4/5 storeys and the existing high density development at the rear of the high street, this site could accommodate the 9 dwellings proposed. The site is already within the planning system and therefore could come forward within the next 5 year timeframe.

Conclusion

This site has received planning permission for 9 dwellings and this is seen as achievable.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON010	Southend Central Area	0.68	Southend-on-Sea Borough Council
Site Address		Type of site	
185-191 North Road		Brownfield	
Current/previous landuse		Planning status	
Mixed		Current planning application (pending)	
Description of site			
<p>The North Road regeneration area comprises backland between 2 storey terraced Victorian residential properties and shops on North Road and Salisbury Road. A number of the residential properties are in a bad state of repair, others have been demolished pending redevelopment. The southern part of the area (CON010) has mostly been cleared with boarding around the site. There is an MOT test centre with associated parking and hardstanding. To the north of the area are a series of rundown industrial buildings (CON030 and CON069). The area is predominantly residential.</p>			
Planning history			
<p>Erect 23 two storey dwellings (Class C3), part two/part three storey care home (Class C2) comprising of 78 bedrooms with private balconies; Lay out 50 car parking spaces, 4 motorcycle spaces, cycle store and bin store and form vehicular access onto Salisbury Avenue and North Road (Amended proposal)</p>			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1). The site is located within the North Road Regeneration Area for which a Planning Concept Statement has been prepared. Redevelopment of backland areas for residential purposes has been actively pursued, to improve the local environment.</p>			
Physical constraints			
<p>Traffic congestion and limited parking within the area.</p>			
Potential impacts			
<p>Redevelopment of this area for residential purposes offers potential to improve the environment for existing residents. Overdevelopment would infringe on the adjacent properties and would be harmful to residential amenity of future of residential occupiers.</p>			
Suitability summary			
<p>The site is located within an are which is being actively promoted by the Council for residential purposes (also see CON069). There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a current planning application on this site for development partly for general housing and partly as a care village. Therefore the site is considered available, at least in part, for residential purposes.</p>			
Achievability summary			
<p>The site is being actively pursued partly for residential purposes. It is considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short to medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	23	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			33.64	23	

Yield summary

Taking account of the character of the site and its surroundings, this site will likely to be developed for a total of 23 terraced units as part of a mixed use development which will provide an appropriate range of dwellings for the housing market in this location.

Conclusion

The site and adjacent site CON069 is being actively promoted by the Council for redevelopment for residential purposes and for other uses including a primary care centre. There is a current application for 23 terraced dwellings as part of a mixed use development on this site. This is considered suitable and achievable in the medium term.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON012	District Centre: Leigh	0.14	Southend-on-Sea Borough Council
Site Address		Type of site	
87 Rectory Grove		Brownfield	
Current/previous landuse		Planning status	
Unknown		Planning permission after base date	
Description of site			
<p>This site comprises a vacant plot next to an old hall adjacent to St Clements Court which is over 7/8 storeys. The site has boarding up around it. Site on the main road and area characterised by high density brick residential tower blocks which are relatively nice looking (circa 1930's). The site is also located within a small service centre/ high street area with some small shops and terraced 2 storey dwellings.</p>			
Planning history			
<p>Planning application approved on appeal. Proposal to erect part 3/ part 4/ part 5/ part 6/ part 7 storey building comprising community hall on ground floor and 20 flats on upper floors. There is also layout for car parking and cycle storage and refuse storage in the basement.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle.</p>			
Physical constraints			
<p>None known.</p>			
Potential impacts			
<p>This area is characterised by high density development and there is 2 storey terraced development opposite which could be mirrored in a development so high density development here would have very little impact on the surrounding dwellings.</p>			
Suitability summary			
<p>The site has received planning permission after 1 April 2008.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>A planning permission has recently been allowed on appeal. There is therefore confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short to medium term in this area is good, subject to a recovery in the housing market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	20	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			138.97	20	

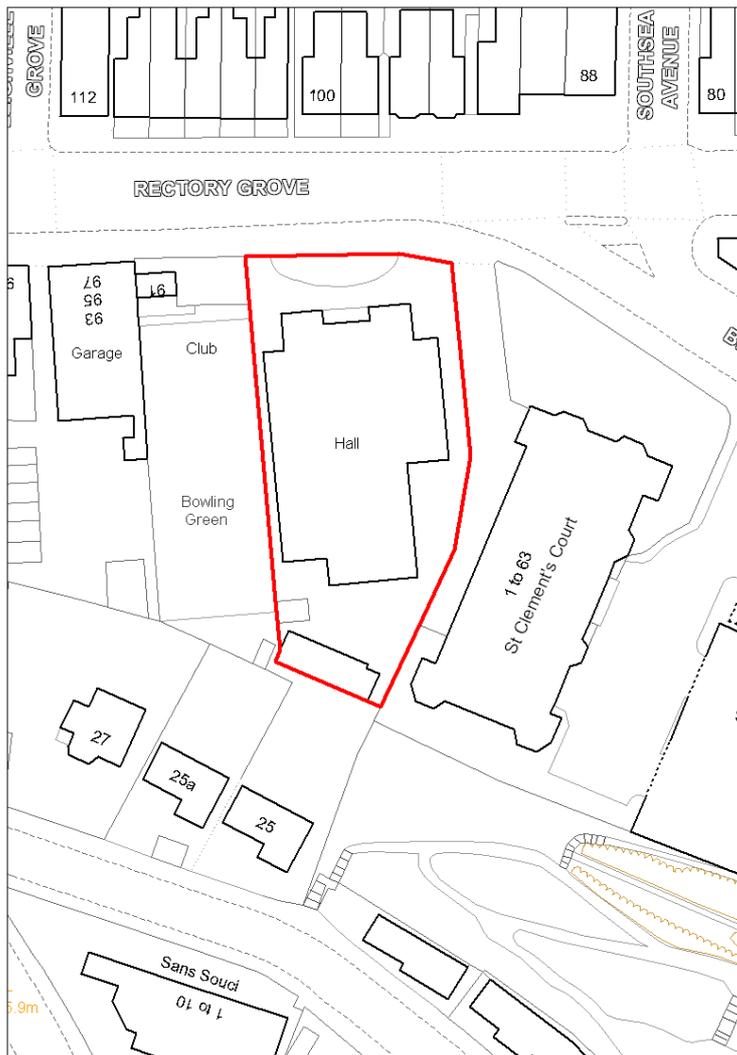
Yield summary

Flats here as high density suitable given surrounding character and uses. Due to the relatively small nature of the site is possible this site could come forward within the next few years and the site is already within the planning system which would suggest that the site could come forward within the next 5 year time frame.

Conclusion

The site has received planning permission after 1 April 2008 for 20 units and development in the short term is considered likely, subject to a recovery in the housing market.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON013	Other Urban Areas	0.09	Southend-on-Sea Borough Council
Site Address		Type of site	
25 Riviera Drive		Brownfield	
Current/previous landuse		Planning status	
Unknown		Appeal in progress	
Description of site			
The site comprises a single storey dwelling on the opposite side of the railway line to a George Wimpey development under construction (3/4 storey) 3 storey existing period terraced/ semi detached dwellings adjacent and across the road.			
Planning history			
Proposal to demolish the building and erect a 3 storey block of 9 self contained flats with balconies with parking spaces, refuse provision and landscaping around the new access to be provided off Bellevue Avenue. Refused on grounds of overdevelopment. Appeal pending.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
This area is characterised by relatively high density buildings, Pembridge Court is located just opposite and Riviera Drive is mainly 2/3 storey terraced dwellings, so 3 storey development here would be suitable. However, the proposal for 9 flats was refused due to overdevelopment and impacts upon the adjacent properties and therefore this must be considered in the final yield.			
Suitability summary			
From the information available, the site is considered suitable for housing development. The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions or physical limitations that would prevent development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Although the recent application was refused, an appeal is pending and there is therefore confidence that the owner is still pursuing development of this site.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site is economically viable and the capacity of the developer to complete and sell the housing is good, subject to a recovery in the housing market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	6	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	63.28	Final suggested yield:
					6

Yield summary

Flats here as high density suitable given surrounding character and uses. The previous application was refused based on overdevelopment and poor layout and design so we have suggested a lower figure of 6.

Conclusion

The most recent proposal for 9 dwellings was refused and we would therefore recommend that the site came forward for slightly less units to avoid overdevelopment, therefore we suggest the site could be developed at a yield of 6.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON015	Southend Central Area	0.07	Southend-on-Sea Borough Council
Site Address		Type of site	
4 Southchurch Road		Brownfield	
Current/previous landuse		Planning status	
Unknown		Planning permission after base date	
Description of site			
<p>This site comprises shop frontage with a large building to the rear off Southchurch road, which is in close proximity to the high street (site is located behind the main high street) and the new Victoria Shopping Centre. The site is located on a street which sits over the large roundabout/ underpass at the north of the town centre and is quite run down. The site is situated in a row of shops which range from restaurants to a bank.</p>			
Planning history			
<p>proposals to erect part 4/ part 5 storey extension to rear comprising 24 flats and change of use of ground floor from retail (class A1) to restaurant (class A3) Refused but allowed on appeal.</p>			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p>			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
<p>There is planning permission for 24 flats. The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a recent planning permission granted on appeal for development on this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site is economically viable and the capacity of the developer to complete and sell the housing is good, subject to a recovery in the housing market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	24	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			348.25	24	

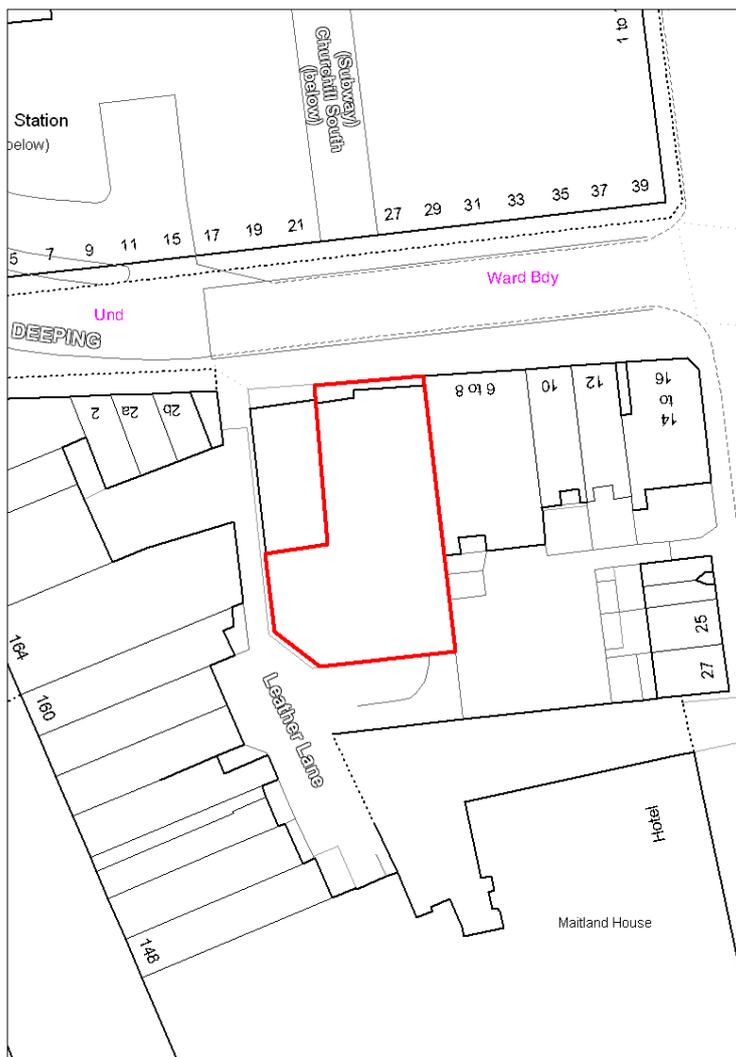
Yield summary

Flats here could be possible as high density suitable given surrounding character and uses. Due to the central location of the site is possible this site could come forward within the next few years and the site is already within the planning system which would suggest that the site could come forward within the next 5 year time frame.

Conclusion

There is planning permission for 24 flats, the site is available and we suggest that the site could come forward within the next 5 year time frame.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON016	Seafront	0.24	Southend-on-Sea Borough Council
Site Address		Type of site	
22 The Leas		Brownfield	
Current/previous landuse		Planning status	
Unknown		Current planning application (pending)	
Description of site			
This site comprises a building called 22 The Leas or Grosvenor House which is situated along the seafront by the paddling pool.			
Planning history			
Proposal to demolish existing buildings and erect part 5/ part 6/ part 7/ part 8/ part 11 storey block of 36 flats, basement and parking for 53 cars with a gymnasium, cycle and refuse storage and landscaping.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
There is a current planning application for development on this site, which has been recommended for approval subject to a S.106 agreement. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site is economically viable and the capacity of the developer to complete and sell the housing is good, subject to a recovery in the housing market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	36	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			152.40	36	

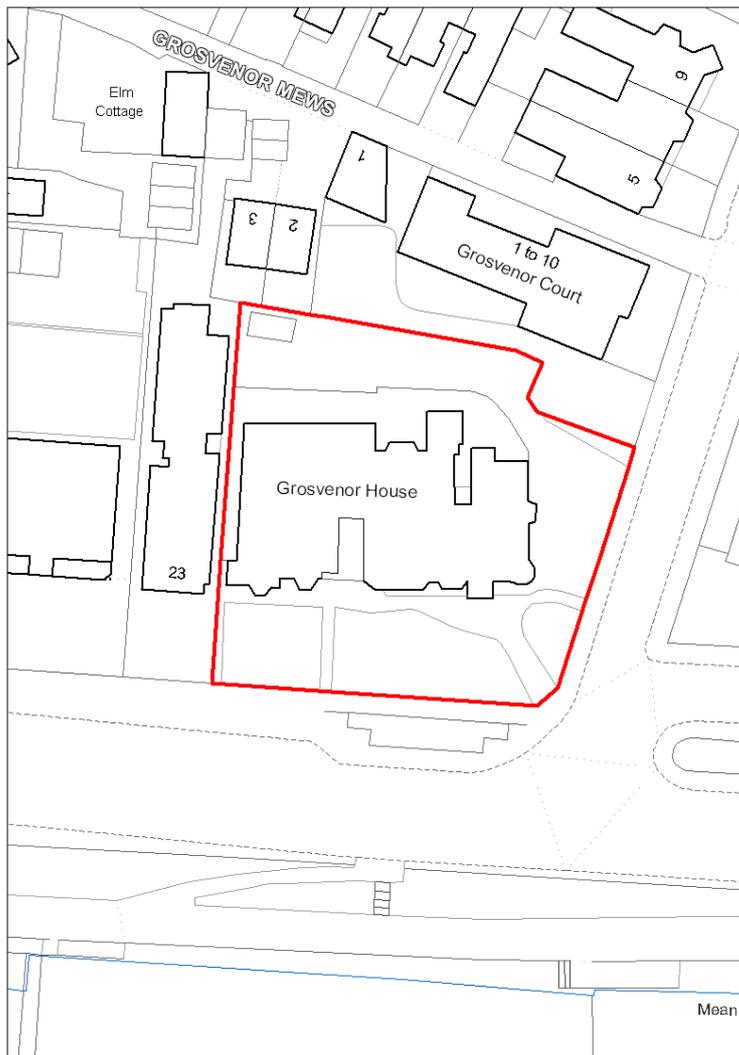
Yield summary

High density flats could be suitable given the surrounding character and uses. Due to the central location of the site it is possible this site could come forward within the next few years and the site is already within the planning system which would suggest that the site could come forward within the next 5 year time frame. The site has been recommended for approval and therefore the yield reflects this.

Conclusion

There is a current planning application for development on this site, which has been recommended for approval subject to a S.106 agreement. High density flats could be suitable given the surrounding character and uses and delivered within 3 years, subject to a recovery in the housing market.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON018	Other Urban Areas	0.06	Southend-on-Sea Borough Council
Site Address		Type of site	
164-168 Westborough Road		Brownfield	
Current/previous landuse		Planning status	
Sui Generis		Appeal dismissed	
Description of site			
<p>The site comprises Beedell Garage and forecourt. The site is situated on the end/corner of the road plot with cars in front and several pre-fabricated buildings and an older brick building also on site to the rear of the road frontage. The area has a 2 storey terraced character with some small shops.</p>			
Planning history			
<p>Proposal to erect a 3 storey block of 9 self contained flats, lay out parking, refuse store, cycle store and landscaping and form vehicular access onto Beedell Avenue. Refused and appeal dismissed.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle.</p>			
Physical constraints			
<p>None known.</p>			
Potential impacts			
<p>None known.</p>			
Suitability summary			
<p>The site is currently underused in its present use and development here could improve the look of the area. The application for 9 flats was refused and therefore we would suggest a lower density of 6 flats.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>Although the recent application was refused, there is confidence that the site is available and should come forward for development subject to a revised scheme being submitted.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site is economically viable and the capacity of the developer to complete and sell the housing is good, subject to a recovery in the housing market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	6	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			98.47	6	

Yield summary

Flats may be suitable in this mixed area, but due to the previous refusal for 9 flats here, a lower yield of 6 flats is suggested. Alternatively, 3 houses may be more appropriate.

Conclusion

The site is located within an area where residential development is generally appropriate, the recent planning activity indicates the site is available and should come forward for 6 flats or 3 houses in the short term, subject to a recovery in the housing market.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON020	Southend Central Area	1.26	Southend-on-Sea Borough Council
Site Address		Type of site	
Esplanade House		Brownfield	
Current/previous landuse		Planning status	
Unknown		Current planning application (pending)	
Description of site			
<p>The site includes a large office block on site, which has been partly demolished. This site is part of the Former Gas Works and comprises land between Eastern Esplanades, Northumberland Avenue and Victoria Road. Some of the former gas works has already been developed for housing and this is characterised by 4/5 storey new build flats and apartments. The site fronts onto the main seafront road and is within close proximity to the main entertainment area of Southend.</p>			
Planning history			
<p>08/00405/FULM - A proposal to demolish existing buildings, erect mixed development comprising 220 flats, 153 student rooms with warden accommodation, 64 bedroom hotel and restaurant and retail floorspace in 3,4,5 and 18 storey blocks.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within the Seafront area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p>			
Physical constraints			
<p>The required decontamination or remediation work will likely delay further development on the site while the extent of work needed is assessed and undertaken.</p>			
Potential impacts			
<p>There will likely be little impact to surrounding properties due to the surrounding character having already changed in this area from small guest houses to larger new apartment blocks. The site will only overlook the seafront.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a current planning application for development of this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>As the site is suitable for development and a developer is actively seeking to develop residential uses on this site, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site could be economically viable and the capacity to complete and sell the housing could be good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	50
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
100	70	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	174.27	Final suggested yield:
					220

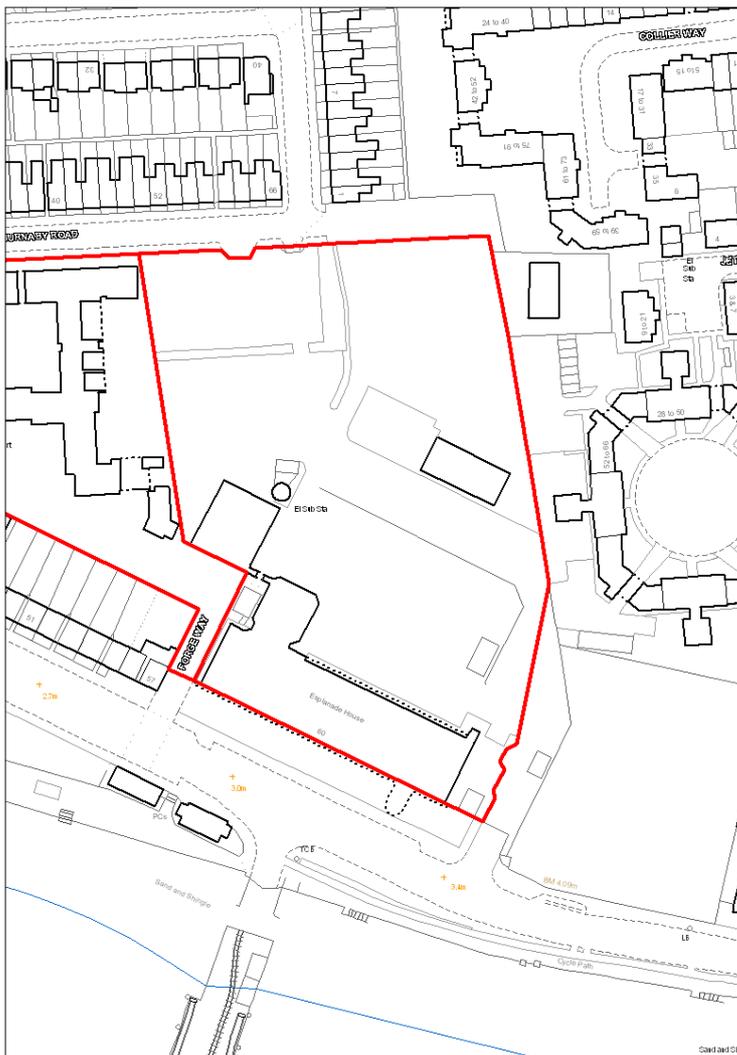
Yield summary

The large nature and scale of this site, together with the current economic climate, would suggest that a mixed use scheme could take a considerable amount of time to implement and therefore is in the 5-10 year timescale. However, the site has potential for a high density flatted residential scheme.

Conclusion

The site is considered suitable for high density redevelopment as part of the Southend-on-Sea seafront regeneration. A current planning application indicates that the site is likely to come forward for development and has potential in the medium term, to be completed within 5-10 years.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON021	District Centre: Southchurch Road	0.29	Southend-on-Sea Borough Council
Site Address		Type of site	
662 Southchurch Road		Brownfield	
Current/previous landuse		Planning status	
Unknown		Planning permission after base date	
Description of site			
The site comprises 'Ryan Self Drive' van hire. The site is on the corner of the road and is a garage forecourt with some industrial type buildings to the rear. The site is currently in use.			
Planning history			
Permission to demolish buildings; erect 3 storey block comprising 59 self contained flats, 62 basement parking and 80 cycle parking spaces, 380 sqm of commercial floorspace, lay out landscaping, amenity areas and form refuse stores. Current appeal against refusal of proposal to demolish the buildings and erect a part 2/part 3/ part 4 storey block comprising 68 basement parking spaces , cycle spaces, 65 self contained flats and 380 sqm of commercial floorspace.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within Southchurch Road which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site has received planning permission after 1 April 2008. The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The site has received planning permission after 1 April 2008 for 59 affordable flats and a current appeal is being held against refusal of a scheme for 65 flats. There is therefore confidence that the site is available and that development will take place.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that the affordable housing will be delivered on the site, in the short term.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	59	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			201.41	59	

Yield summary

The site has received planning permission after 1 April 2008 for 59 affordable flats. High density flats as part of a mixed use scheme within this regeneration area is appropriate.

Conclusion

The site is located within an area where residential development is generally appropriate. The site has received planning permission after 1 April 2008 for 59 flats and a current appeal is being held against refusal of a scheme for 65 flats. Both schemes are mixed use and provide replacement floorspace for the existing commercial/employment space which would be lost.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON022	Southend Central Area	0.08	Southend-on-Sea Borough Council
Site Address		Type of site	
175 London Road		Brownfield	
Current/previous landuse		Planning status	
Sui Generis		Current planning application (pending)	
Description of site			
This site comprises an old vacant disused garage and forecourt with associated parking. The site is on the main road and surrounding character ranges from 7 storey office blocks to small shops over 2 storeys with flats above.			
Planning history			
Resolution to grant permission, subject to S106, for demolition of buildings and erection of part 4/ part 5/ part 6 storey building with roof terraces comprising commercial units to ground floor, 29 self contained flats to upper floors and parking.			
Policy restrictions			
The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)			
Physical constraints			
Potential on-site contamination associated with previous uses.			
Potential impacts			
None known.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. There is potential to combine this site with the site to the north (site CON075). There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
There is a current resolution to grant planning permission for development on this site, which suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site is economically viable and the capacity of the developer to complete and sell the housing is good, subject to a recovery in the housing market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	29	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			350.31	29	

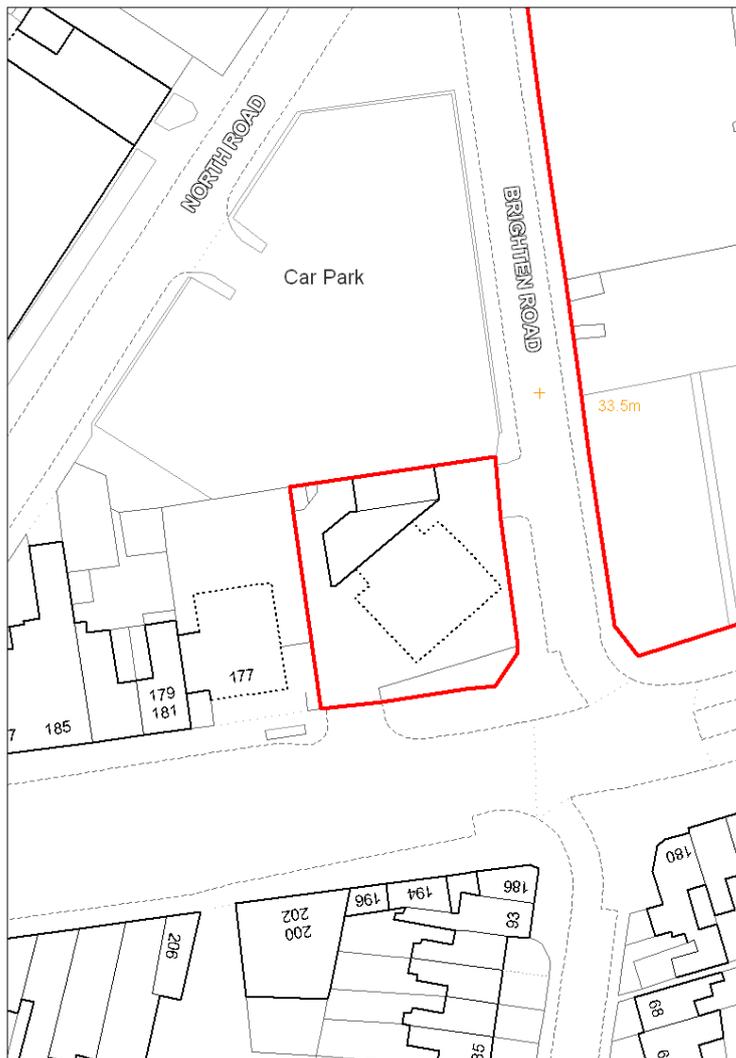
Yield summary

The application is still pending but the proposal for 29 dwellings would seem to be acceptable, especially as the scheme is mixed use, therefore providing a replacement for the existing commercial/employment space which would be lost.

Conclusion

The site is located within an area where residential development is generally appropriate, the current resolution to grant planning permission indicates the site is available and could come forward for 29 flats in the short to medium term, subject to a recovery in the housing market. There is potential for combination with adjacent site CON075.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON023	Seafront	0.23	Southend-on-Sea Borough Council
Site Address		Type of site	
30-32 The Leas		Brownfield	
Current/previous landuse		Planning status	
Unknown		No planning status	
Description of site			
<p>Site comprises 3 dwellings- 2 and a half storey victorian dwellings with wide bay windows and turrets. The properties are vacant and rundown in a state of disrepair. The site is along the main road and faces straight onto the seafront and the sea wall. The site is adjacent to other 3/4 storey blocks of flats and new 7/8 storey construction site nearby. (Grosvenor House)</p>			
Planning history			
<p>Demolish buildings and erect 8 storey block of 21 self contained flats with basement parking and swimming pool at rear, cycle and amenity areas. Planning application refused.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within a Conservation Area, where development should safeguard and if possible enhance the setting, appearance or character of the area. (Policy CP4).</p>			
Physical constraints			
<p>Site located within flood zone 3.</p>			
Potential impacts			
<p>Development could affect the character of the Conservation Area.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. From the information available, therefore, the site is considered suitable for housing development in principle, subject to addressing the identified flood risk concerns.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>Although the recent application was refused on design grounds, the applicant is considering a revised scheme and therefore there is confidence that the site is available and should come forward for development subject to a revised scheme being submitted.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. From the information available it is also considered that the site is economically viable and the capacity of the developer to complete and sell the housing is good, subject to a recovery in the housing market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	21	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			92.92	21	

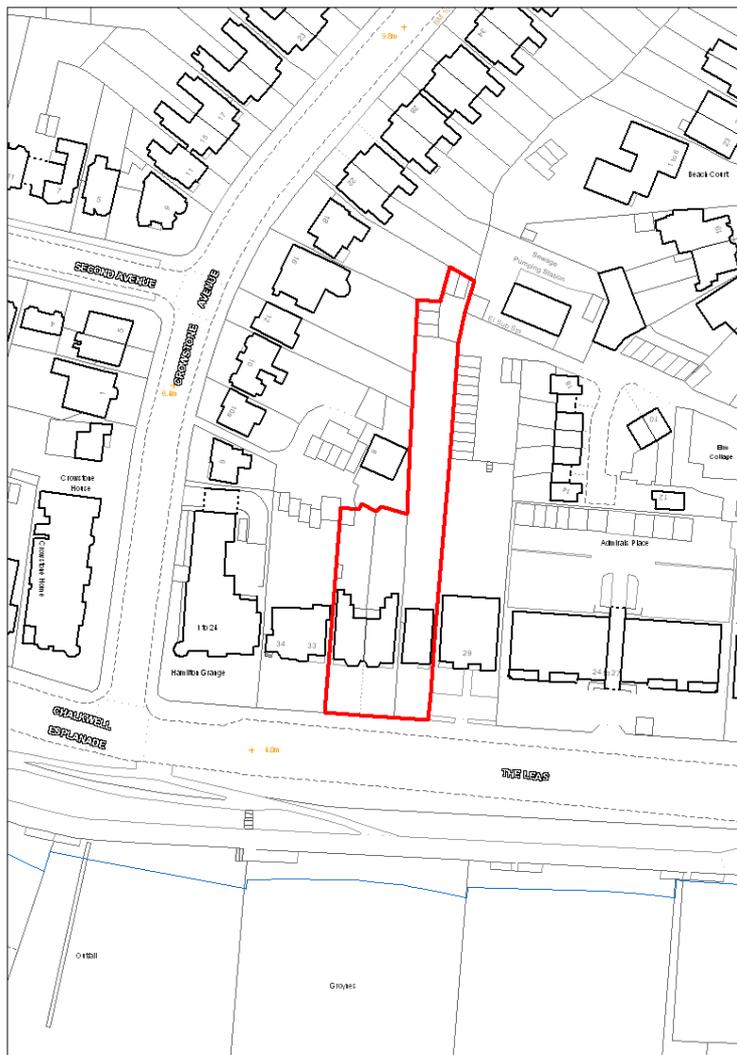
Yield summary

21 flats would seem to be acceptable, given the high density surrounding redevelopment which has already occurred.

Conclusion

The site is located within an area where residential development is generally appropriate. Although the recent application for 21 flats was refused, a revised scheme would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON024	Southend Central Area	0.35	Southend-on-Sea Borough Council
Site Address		Type of site	
Palace Hotel, Church Road / Pier Hill		Brownfield	
Current/previous landuse		Planning status	
Unknown		Planning permission after base date	
Description of site			
<p>Site comprises a large period corner building by Debenhams at the southern end of the High Street. The site has scaffolding around it and is undergoing redevelopment. The site overlooks the seafront area and there has recently been work to improve the public amenity space around the site with a new walkway and lift down to the seafront from the town centre.</p>			
Planning history			
<p>Erect 2 storey roof extension to form 16 self contained flats, erect additional floor over existing side extension and alter elevations.</p>			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p>			
Physical constraints			
<p>None known.</p>			
Potential impacts			
<p>None known.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle. A planning application for 16 flats has recently been permitted (after the base date).</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a recent planning permission for development on this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short term in this area is good, subject to a recovery in the housing market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	16	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			46.14	16	

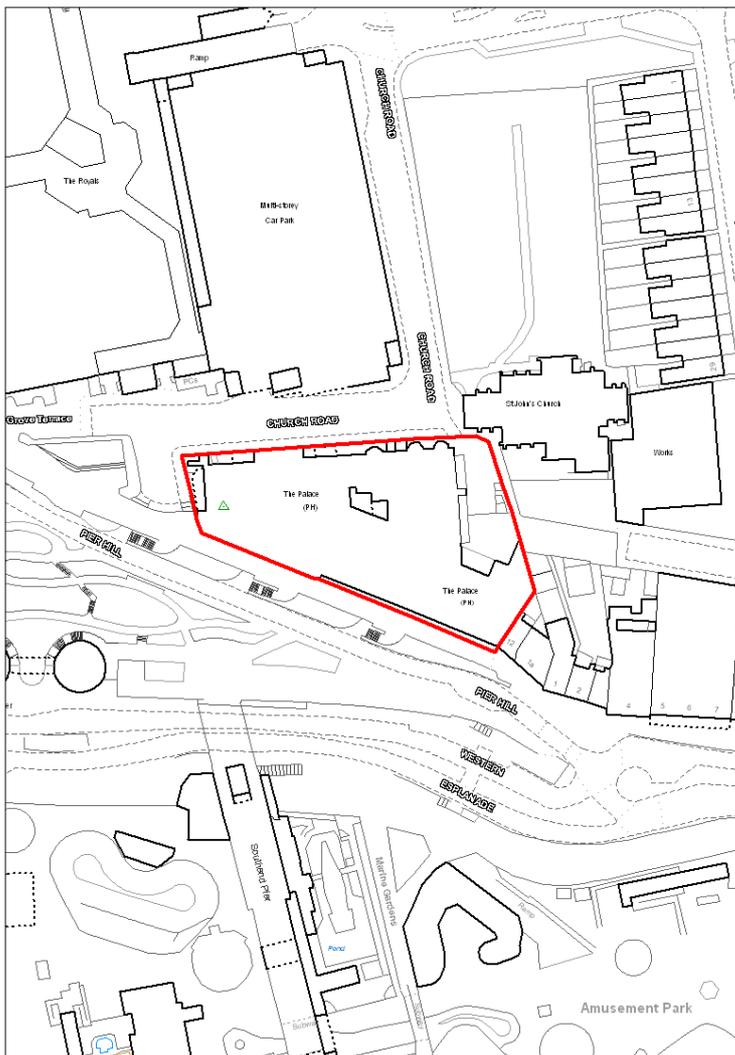
Yield summary

The proposal for 16 dwellings has been permitted and would seem to be acceptable, given the high density surrounding redevelopment which has already occurred.

Conclusion

There is planning permission for 16 flats, the site is available and we suggest that the site could come forward within the next 5 year time frame.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON025	Other Urban Areas	0.12	Southend-on-Sea Borough Council
Site Address		Type of site	
53 Pavilion Drive		Brownfield	
Current/previous landuse		Planning status	
Unknown		Planning permission after base date	
Description of site			
<p>The site is now a cleared site in a cul-de-sac within a suburban area of mainly bungalows. The access is also quite narrow and surrounded by a high wall which backs onto the street. Rear of the site adjoins The Brook.</p>			
Planning history			
<p>Demolish buildings and erect one 3 storey block of 11 self contained flats and one 3 storey block of 5 flats with parking, amenity area, landscaping and improved access onto Pavilion drive.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle.</p>			
Physical constraints			
<p>None known.</p>			
Potential impacts			
<p>None known.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. A planning application for 16 flats has received planning permission. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>There is a recent planning permission granted on this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good, subject to a recovery in the housing market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	16	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			128.12	16	

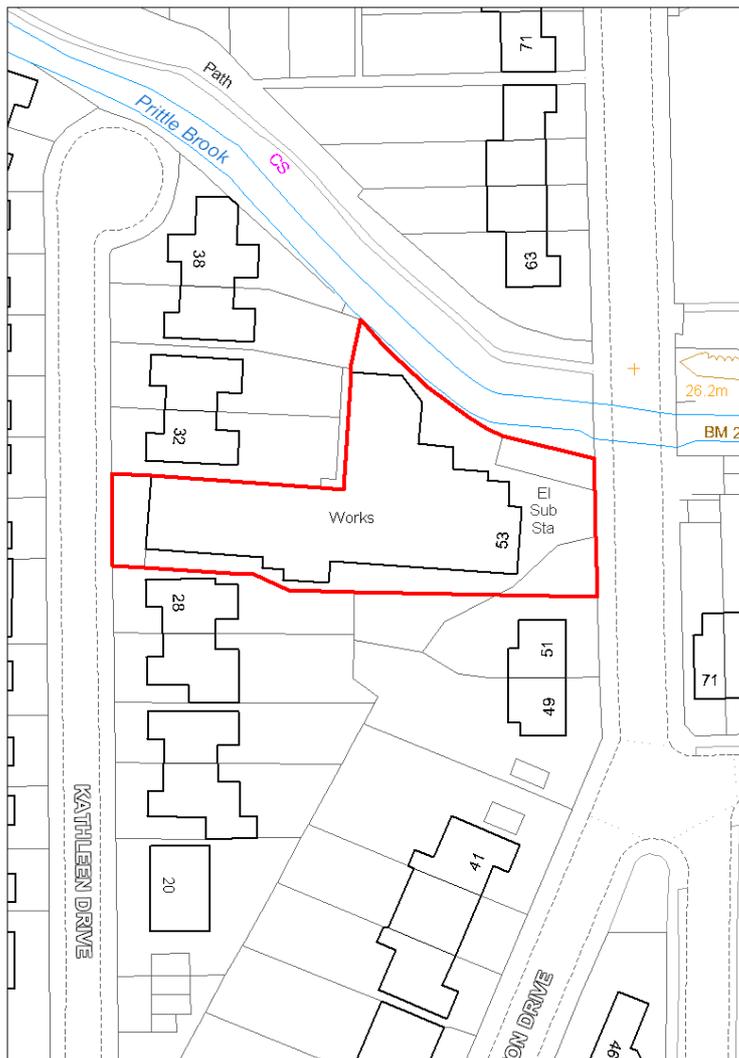
Yield summary

The proposal for 16 dwellings has been permitted and would seem to be acceptable, given the high density surrounding redevelopment which has already occurred.

Conclusion

There is planning permission for 16 flats, the site is available and we suggest that the site could come forward within the next 5 year time frame.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON026	Seafront	0.20	Southend-on-Sea Borough Council
Site Address		Type of site	
The Bell Hotel and Land Adjacent, Leigh Hill		Brownfield	
Current/previous landuse		Planning status	
Unknown		Current planning application (pending)	
Description of site			
<p>This site is situated along the western coastline of the town but set back from the seafront by the steep topography and the railway line. The site comprises old period buildings along the frontage (what looks to have been an old hotel) with a large red brick extension to the rear. There is an overgrown/poor quality parking area associated with it and also some largely vacant looking garages in a state of disrepair also to the rear. These garages are included in the site boundary and relate to the shops which front onto the road which are not included. The site is close to the seafront gardens which run along into central Southend. The surrounding character is small scale period buildings including terraced residential over 2 storeys.</p>			
Planning history			
Demolish garages and storage buildings and erect 3 blocks comprising two part 3/ part 4 and one 3 storey blocks totalling 15 flats with balconies and amenity terrace with parking.			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within a Conservation Area, where development should safeguard and if possible enhance the setting, appearance or character of the area. (Policy CP4)</p>			
Physical constraints			
Sloping topography of site.			
Potential impacts			
<p>Development could affect the character of the Conservation Area. Noise from adjacent railway line.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle. The current application has been recommended for approval subject to the signing of a S.106 agreement.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
There is a current planning application for development on this site, which suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short to medium term in this area is good, subject to a recovery in the housing market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	15	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			73.77	15	

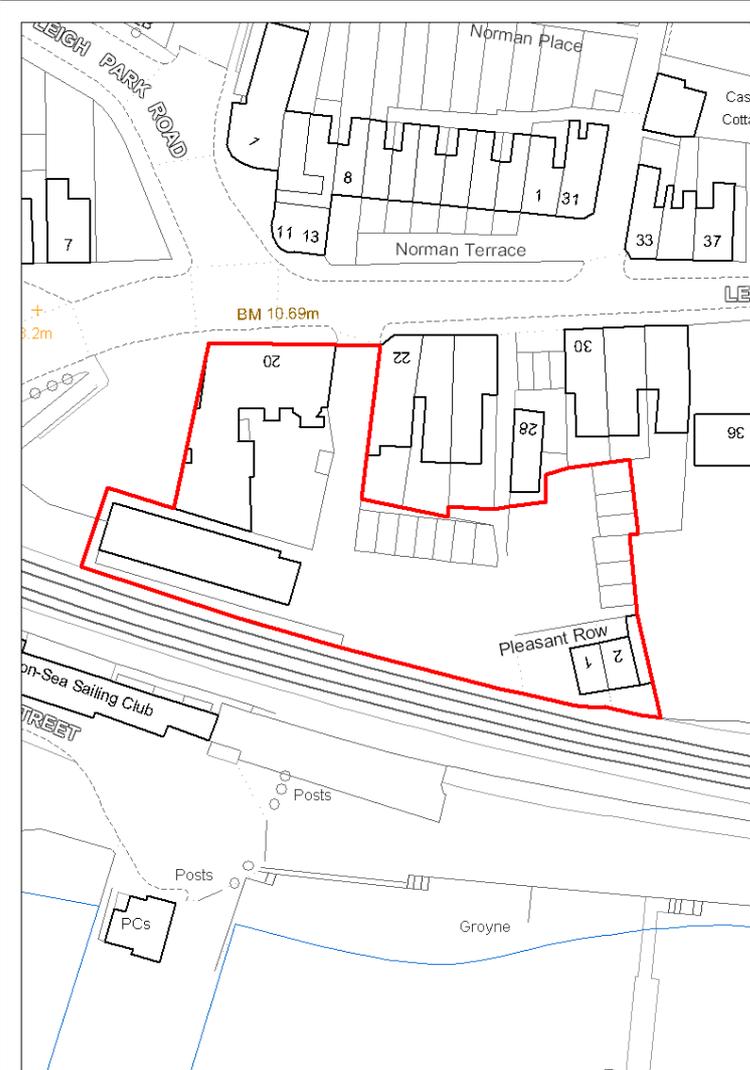
Yield summary

The application is still pending but the proposal for 15 flats would seem to be acceptable, given the topography of the site.

Conclusion

The application for 15 flats is recommended for approval subject to signing of a legal agreement, the site is available and we suggest that the site could come forward within the next 5 year time frame.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON028	Other Urban Areas	0.05	Southend-on-Sea Borough Council
Site Address		Type of site	
322 Rayleigh Road		Brownfield	
Current/previous landuse		Planning status	
C3 Housing		No planning status	
Description of site			
<p>This site comprises a run down shed and house and associated garden area. The house itself in 2 / 2 and a half storey and is vacant/ derelict. The site is close to newer 3 storey brick dwellings (90's-recent) and existing older 2 storey residential on a cul-de-sac off the main road. There is a little shop / lean to at the front of the building which looks like it was previously shop frontage for a DVD shop.</p>			
Planning history			
<p>Proposal to demolish existing building and erect 3 storey building comprising 8 self contained flats with parking spaces and access onto Rayleigh Road. Application refused.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle.</p>			
Physical constraints			
<p>Narrow access and cul-de-sac is very restricted as there are several large new dwellings with shared access parking space.</p>			
Potential impacts			
<p>None known.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>Although the recent application was refused the owner is interested in pursuing an alternative scheme. There is therefore confidence that the site is available and should come forward for development subject to a revised scheme.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	5	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			100.19	5	

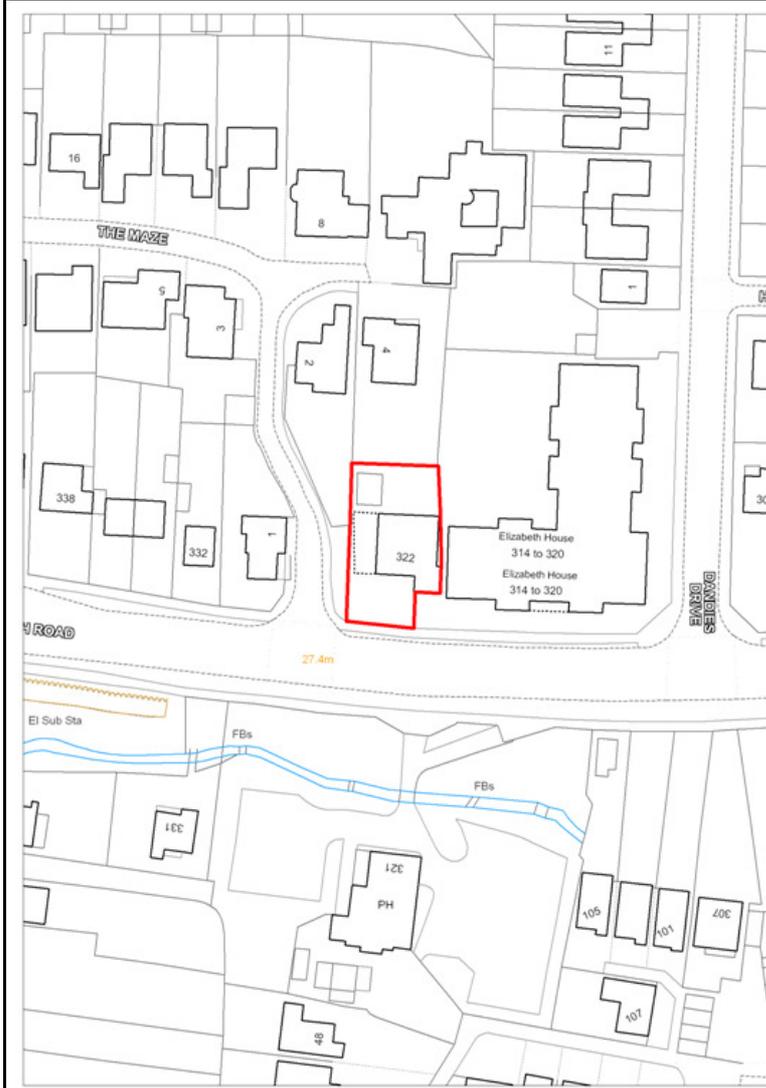
Yield summary

5 flats would seem to be acceptable, given the medium to high density surrounding redevelopment which has already occurred.

Conclusion

The site is located within an area where residential development is generally appropriate. Although the recent application for 8 flats was refused, a revised scheme for 5 flats would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON029	Southend Central Area	0.04	Southend-on-Sea Borough Council
Site Address		Type of site	
48 Alexandra Road		Brownfield	
Current/previous landuse		Planning status	
D2 Assembly and leisure		No planning status	
Description of site			
<p>The site comprises a boarded up red brick snooker club building with a car park to the rear. The site is located off the main high street and is situated next to some attractive Victorian terraced dwellings and a small community garden. The road is busy and access is narrow in places. The frontage has a 3 storey period façade and has other shops adjacent either side.</p>			
Planning history			
<p>Application refused to demolish building and erect 4 storey building comprising retail units and restaurant on ground floor with offices and six self contained flats to upper floors.</p>			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1). Site is immediately adjacent to a Conservation Area, where development should safeguard and if possible enhance the setting, appearance or character of the area. (Policy CP4) The frontage of the site is identified in the Local Plan as a frontage of townscape merit where proposals should pay special regard to preserving and restoring features (Saved Policy C6).</p>			
Physical constraints			
None known.			
Potential impacts			
Demolition of the existing period façade may adversely affect the setting of the Conservation Area.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. Provided that the period façade is maintained, the site is considered suitable for housing development in principle.			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
There was a recent planning application for development on this site, which suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. However, the previous scheme was refused as it involved demolition of a period façade. An alternative scheme may be appropriate, although given current and probable future sales prices, and alternative land values, the site may not come forward until 2011/12. However, the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	5	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			113.82	5	

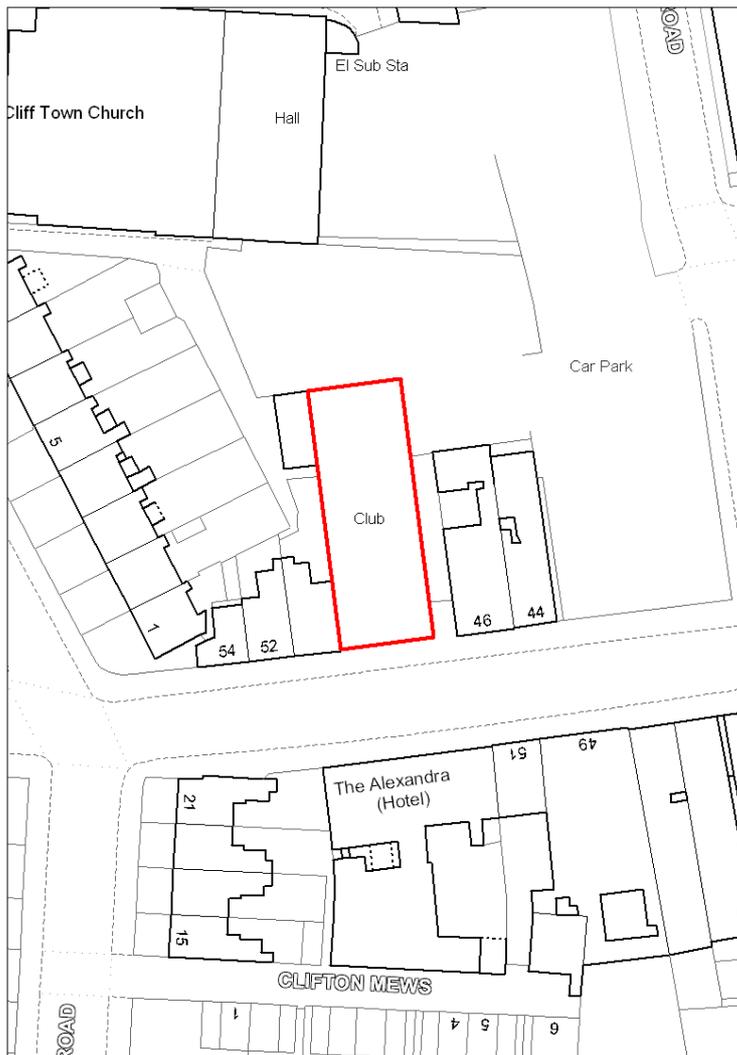
Yield summary

A proposal for 5 flats would seem to be acceptable, given the medium to high density surrounding redevelopment which has already occurred.

Conclusion

The site is located within an area where residential development is generally appropriate, however the period façade should be retained. The recent planning application indicates the site is available and a redesigned scheme could allow the site to come forward in the medium term, subject to a recovery in the housing market.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON031	District Centre: Southchurc to Rd	0.04	Southend-on-Sea Borough Council
Site Address		Type of site	
17-19 Chase Road		Brownfield	
Current/previous landuse		Planning status	
Unknown		Planning permission after base date	
Description of site			
This site is an old industrial cleaning centre; a red brick building on the corner plot of a junction of two roads. The site is located off a busy road and there appears to be a small area to the rear.			
Planning history			
Demolish rear part of premises and erect 2 storey block of 3 self contained flats with glazed link way and convert remaining premises into 5 self contained flats.			
Policy restrictions			
The site is located within the Southchurch Road area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. A planning application for 8 flats has received planning permission. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
There is a recent planning permission granted for development on this site. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
•From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short to medium term in this area is good, subject to a recovery in the market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	8	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			205.40	8	

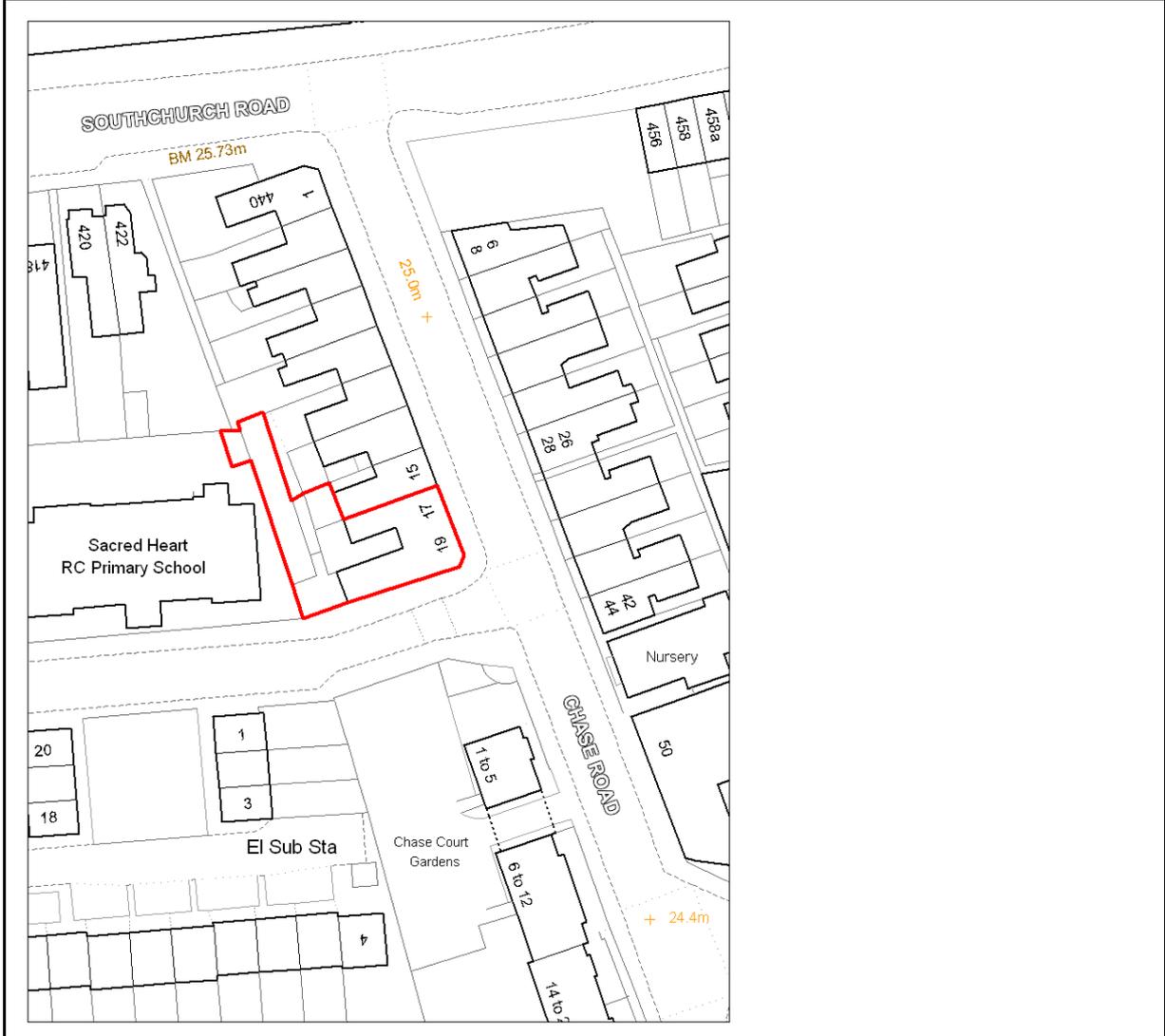
Yield summary

The proposal for 8 flats has been permitted and would seem to be acceptable, given the high density surrounding redevelopment which has already occurred.

Conclusion

There is planning permission for 8 flats, the site is available and we suggest that the site could come forward within the next 5 year time frame.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON032	Other Urban Areas	0.08	Southend-on-Sea Borough Council
Site Address		Type of site	
Garages South of 68 Derek Gardens		Brownfield	
Current/previous landuse		Planning status	
Unknown		No planning status	
Description of site			
This site comprises a set of garages behind 68 Derek Gardens. The area has construction work being undertaken nearby.			
Planning history			
Demolish buildings and erect part 2/ part 3 storey block of 13 flats and parking/ amenity area. Refused and dismissed on appeal.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
A recent Inspector commented that the area is predominantly small scale and that new development would need to be comfortably absorbed into the street scene.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle. The current application has been dismissed on appeal, but we feel that if it came forward at a lower density then this site could be suitable for development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
There was a recent planning application for development on this site, which suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	9	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			108.09	9	

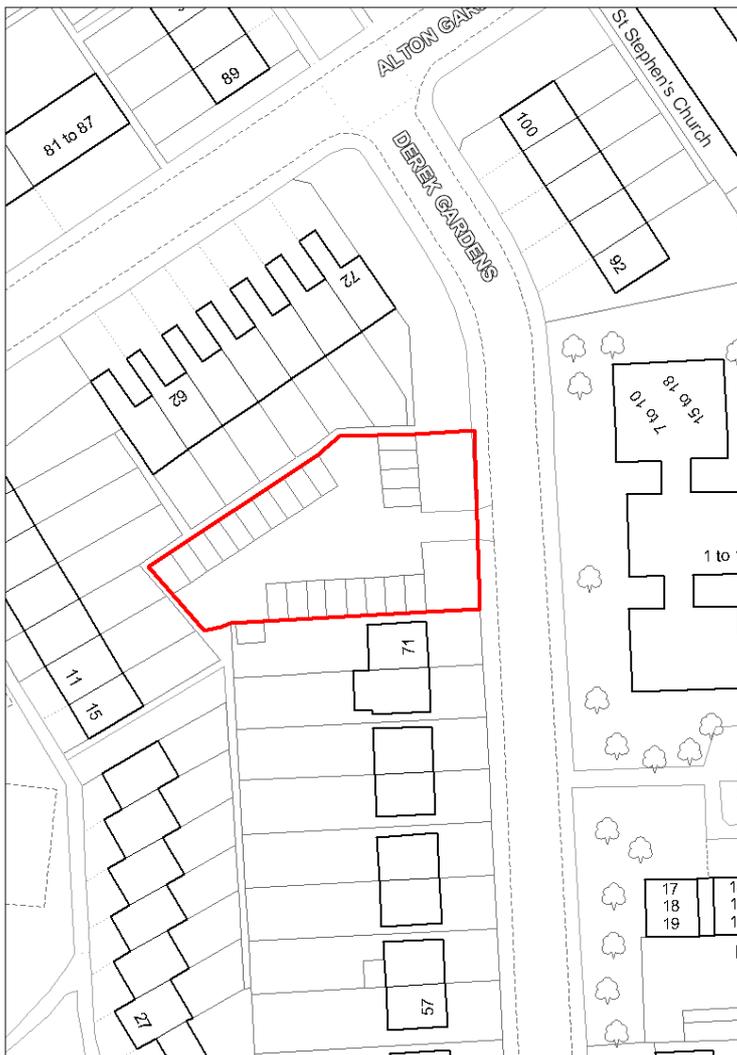
Yield summary

Previous application for 13 flats was refused, however there is no reason to think that this site couldn't come forward with a smaller, better designed scheme to achieve a yield of about 9 flats.

Conclusion

The site is located within an area where residential development is generally appropriate. Although the recent application for 13 flats was refused, a smaller better designed scheme of 9 flats would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON033	Other Urban Areas	0.05	Southend-on-Sea Borough Council
Site Address		Type of site	
10 Woodcote Road		Brownfield	
Current/previous landuse		Planning status	
C3 Housing		Appeal in progress	
Description of site			
Small bungalow on the corner of a junction in suburban street. Surrounding uses generally low density although block of 1930's flats opposite.			
Planning history			
Demolish bungalow and erect part 2/ part 3 storey block of nine flats (outline). Refused and appeal in progress.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
The area is in transition between low and higher density suburban and high streets and building design and density needs to reflect this.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
There is a current appeal in process against refusal of planning permission for development on this site, which suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	5	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			98.58	5	

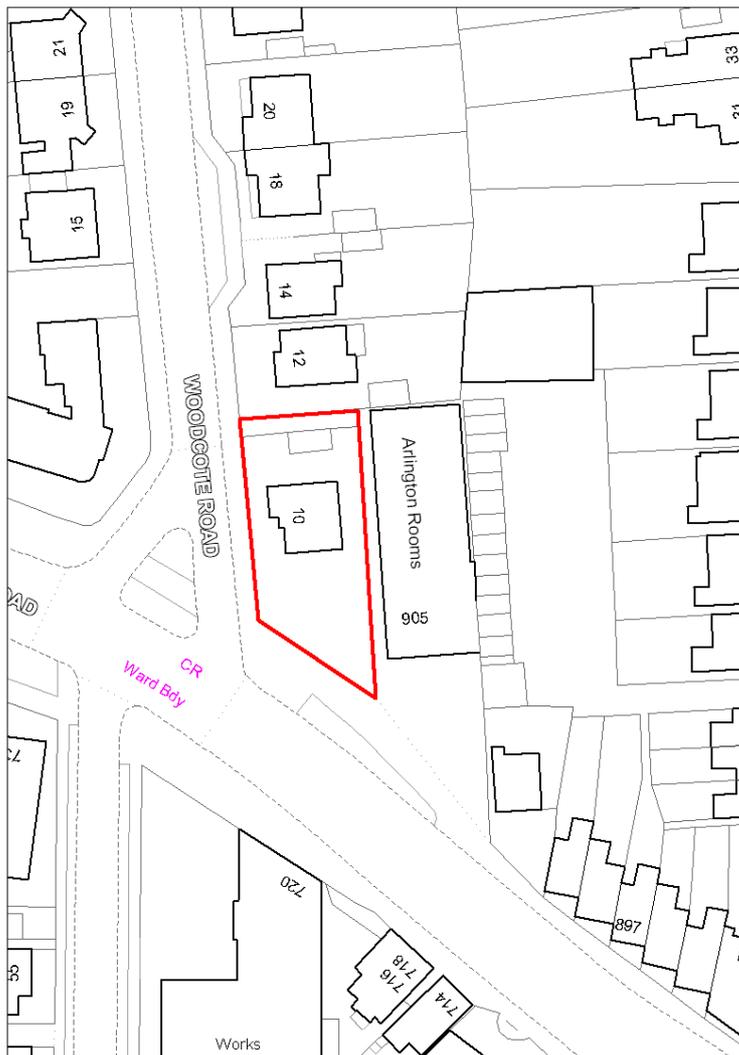
Yield summary

The area is in transition between low and higher density suburban and high streets. A recent application for 9 flats was refused on the grounds of overdevelopment and a lower density scheme for 5 flats would be appropriate.

Conclusion

The site is located within an area where residential development is generally appropriate. Although the recent application for 9 flats was refused, a revised lower density scheme of 5 flats would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON034	District Centre: West Rd/Ne ee Rd	0.07	Southend-on-Sea Borough Council
Site Address		Type of site	
2 West Road		Brownfield	
Current/previous landuse		Planning status	
Sui Generis		Appeal in progress	
Description of site			
The site comprises an old garage and service centre/ MOT centre. This site is partially cleared. Surrounded by 1930's terraced dwellings and some new build scattered in.			
Planning history			
Demolish bungalow, erect part 2, part 3 storey block of 9 flats (outline). Refused, appeal in progress.			
Policy restrictions			
The site is located within Shoeburyness which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)			
Physical constraints			
None known.			
Potential impacts			
Poor design of the recently refused scheme meant the adjoining properties would be impacted upon through poor layout, massing and scale.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development, however schemes proposed so far have not offered a suitable option for development and as such have not been accepted.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Although the recent application was refused there is an appeal in progress and therefore there is confidence that the site is available and should come forward for development subject to a revised scheme.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	9	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			131.45	9	

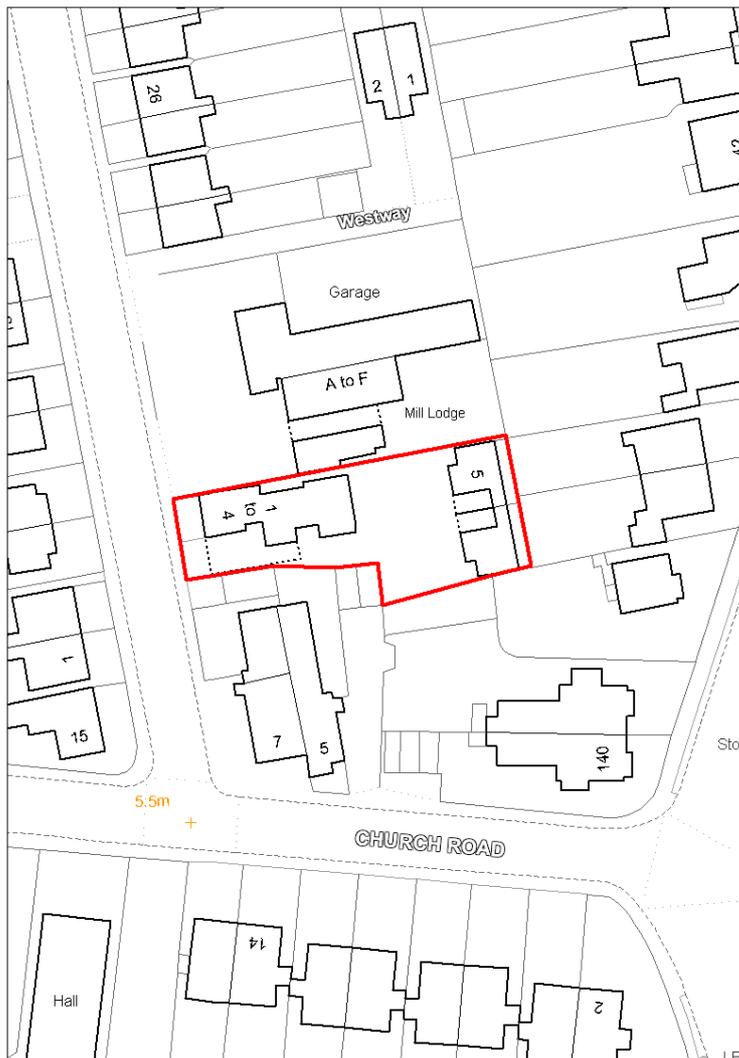
Yield summary

The current application was refused on the grounds of inappropriate design, however there is no reason to think that this site couldn't come forward if there was a proposal which had been better designed.

Conclusion

The site is located within an area where residential development is generally appropriate. Although the recent application for 9 flats was refused, a revised better designed scheme would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON035	Other Urban Areas	0.11	Southend-on-Sea Borough Council
Site Address		Type of site	
1a Cricketfield Grove & 1091 - 1097 London Road		Brownfield	
Current/previous landuse		Planning status	
Unknown		Current planning application (refused)	
Description of site			
<p>Site comprises a series of buildings comprising a garage/ mot test centre and associated land to the rear. The site comprises both old and new buildings, Westwood Motor Co is a purpose built service centre with car showroom and new glass office extension and also an old red brick building 'Peter Watkin Automobile' which both look in use.</p>			
Planning history			
<p>Demolish car showroom and workshop and erect three storey building with retail unit at ground floor and 9 self contained flats on upper floors. Parking and cycle, refuse storage.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle.</p>			
Physical constraints			
<p>None known.</p>			
Potential impacts			
<p>Potentially beneficial in environment and highway terms to remove a car showroom from this fringe commercial area.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>Although the recent application was refused the applicant is likely to resubmit proposals and therefore there is confidence that the site is available and should come forward for development subject to a revised scheme.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	9	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			82.31	9	

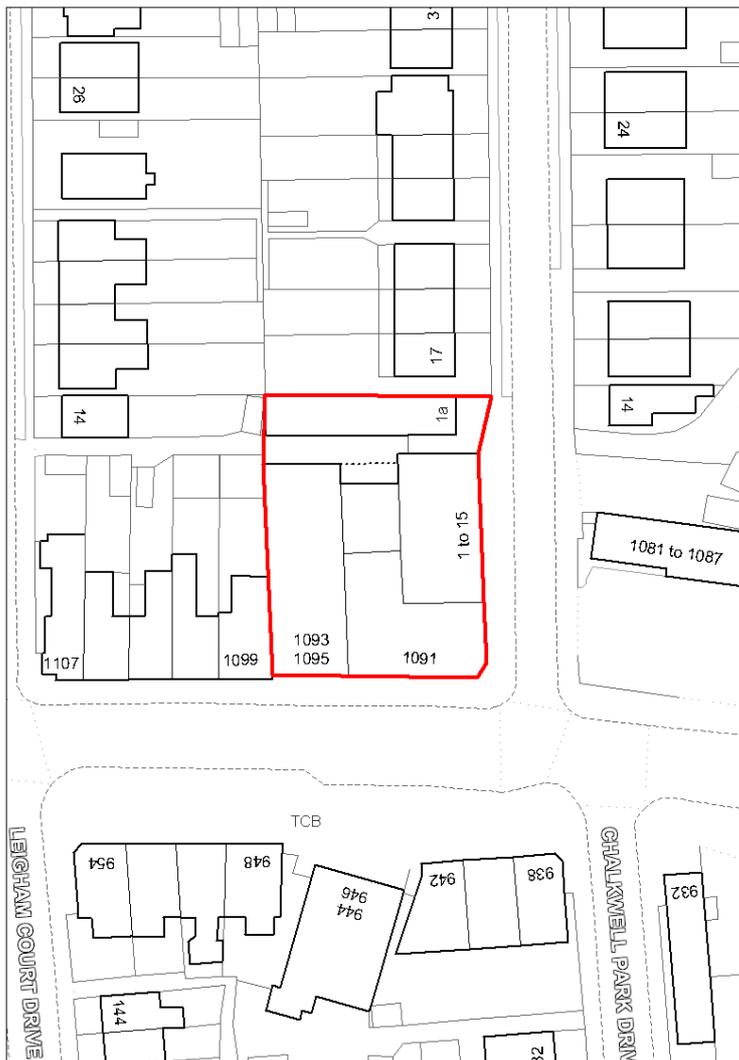
Yield summary

Refused on grounds of poor design and lack of amenity space, however there is no reason to think that this site couldn't come forward subject to a revised layout with a yield of 9 flats as part of a mixed use scheme.

Conclusion

The site is located within an area where residential development is generally appropriate. Although the recent application for 9 flats was refused, a revised scheme would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON036	Other Urban Areas	0.08	Southend-on-Sea Borough Council
Site Address		Type of site	
188 Woodgrange Drive		Brownfield	
Current/previous landuse		Planning status	
Unknown		Current planning application (refused)	
Description of site			
<p>The site comprises "Sun Motors" service centre, MOT test centre and a forecourt with associated car parking area attached. The site is on the corner of Victoria road and is opposite a small row of shops and 2 storey terraced housing. Quite a busy road.</p>			
Planning history			
<p>Demolish building and erect part 3/ part 4 storey building comprising 9 self contained flats with balconies and commercial unit to first floor with parking and amenity area.</p>			
Policy restrictions			
<p>The site is located within an existing local centre which will be supported to meet the day to day convenience needs of their local communities (Policy CP2) Development proposals will be expected to contribute to the creation of a high quality, sustainable urban environment (Policy CP4)</p>			
Physical constraints			
None known.			
Potential impacts			
Development needs to maintain the vitality and viability of the local centre.			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate on upper floors above retail uses. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development as part of mixed use development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>Although the recent application was refused, there is confidence that the site is available and should come forward for development subject to a revised scheme.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	6	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	79.36	Final suggested yield:
					6

Yield summary

Planning application for 9 flats refused due to overdevelopment and no active frontage, however there is no reason to think that this site couldn't come forward at a lower density to achieve a yield of 6 flats as part of a mixed use scheme.

Conclusion

The site is located within an area where residential development is generally appropriate on upper floors above retail. Although the recent application for 9 flats was refused, a revised, lower density scheme with ground floor retail would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON037	Other Urban Areas	0.08	Southend-on-Sea Borough Council
Site Address		Type of site	
105-107 Shakespeare drive		Brownfield	
Current/previous landuse		Planning status	
Unknown		Current planning application (refused)	
Description of site			
<p>The site comprises a vacant/ cleared plot which is overgrown and surrounded by 2 storey terraced residential dwellings with some small shops mixed in. The site is close to the main street but tucked away off Fairfax Drive and the Cul-de-sac. The site backs onto Public Open Space at the rear.</p>			
Planning history			
<p>Erect a 2 storey block of 8 flats with accommodation in roof space and cycle, refuse, parking and amenity space. New access onto Shakespeare Drive.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle.</p>			
Physical constraints			
<p>None known.</p>			
Potential impacts			
<p>None known.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle. The application was refused on the grounds that the proposed access would be detrimental to highway safety, the proposed flats would be detrimental to visual amenity and wider street scene and inadequate consideration of drainage systems. However we feel that if it came forward with a revised scheme and at a lower density then this site could be suitable for development.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>Although the recent application was refused the applicant is discussing a new scheme with the Council and therefore there is confidence that the site is available and should come forward for development subject to a revised scheme.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	8	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			104.36	8	

Yield summary

Refused partly on grounds of layout and design, however there is no reason to think that this site couldn't come forward with a better designed scheme to achieve a yield of 8 flats.

Conclusion

The site is located within an area where residential development is generally appropriate on upper floors above retail. Although the recent application for 8 flats was refused, a revised, better designed scheme would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON038	Other Urban Areas	0.17	Southend-on-Sea Borough Council
Site Address		Type of site	
382 The Rodings		Brownfield	
Current/previous landuse		Planning status	
Unknown		Appeal in progress	
Description of site			
<p>The site comprises the "Green Baize Function Suite" which is a run down/ boarded up red brick and concrete building with an overgrown associated parking area. The site is situated within a medium density residential area and there is a small row of shops to the front. The site is surrounded by a fence and is adjacent to the Church Hall.</p>			
Planning history			
<p>Demolish premises and erect a 3 storey pair of semi detached dwellings and one 3 storey block on 9 self contained flats and one 2 storey block of 4 self contained flats and parking. Refused and appeal pending.</p>			
Policy restrictions			
<p>The site is located within the built up area where development for residential purposes is acceptable, in principle.</p>			
Physical constraints			
<p>None known.</p>			
Potential impacts			
<p>None known.</p>			
Suitability summary			
<p>The site is located within an area where residential development is generally appropriate. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle. The previous application was refused due to overdevelopment but we feel that if it came forward at a lower density then this site could be suitable for development.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>Although the recent application was refused, there is confidence that the site is available and should come forward for development subject to a revised scheme.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	10	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			59.36		10

Yield summary

The previous application was refused, however there is no reason to think that this site couldn't come forward at a lower density to achieve a yield of 4 dwellings and 6 flats.

Conclusion

The site is located within an area where residential development is generally appropriate. Although the recent application for 13 flats and 2 dwellings was refused, a revised, lower density and better designed scheme would be appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON042	Southend Central Area	0.38	Southend-on-Sea Borough Council
Site Address		Type of site	
Civic Centre Car park		Brownfield	
Current/previous landuse		Planning status	
Car park		Not known	
Description of site			
<p>This site comprises Civic Centre East car park to the rear of the now vacant South Essex College building. The site is surrounded by high density buildings in the heart of the Civic Centre of Southend and is also located close to the city centre. The site is close to the railway line and on the opposite side of Carnarvon Road there is some medium density semi detached residential streets. The area is largely characterised by tower blocks in civic and employment use.</p>			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The site is identified for private residential use within the Southend Central Area Masterplan - guidance and indicative principles for key sites.</p>			
Physical constraints			
None known.			
Potential impacts			
<p>Noise and disturbance from adjacent railway line.</p> <p>Potential loss of car parking.</p>			
Suitability summary			
<p>Whilst the site is currently the car park for the Council offices, the adjacent college site is now redundant and there are opportunities for an integrated development scheme to provide for high density residential uses, public space improvements and realigned car parking provision, given its edge of town centre location and adjacent residential uses.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
Both the former college site and adjacent car park have been promoted as part of this study for residential uses.			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	70
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			185.27	70	

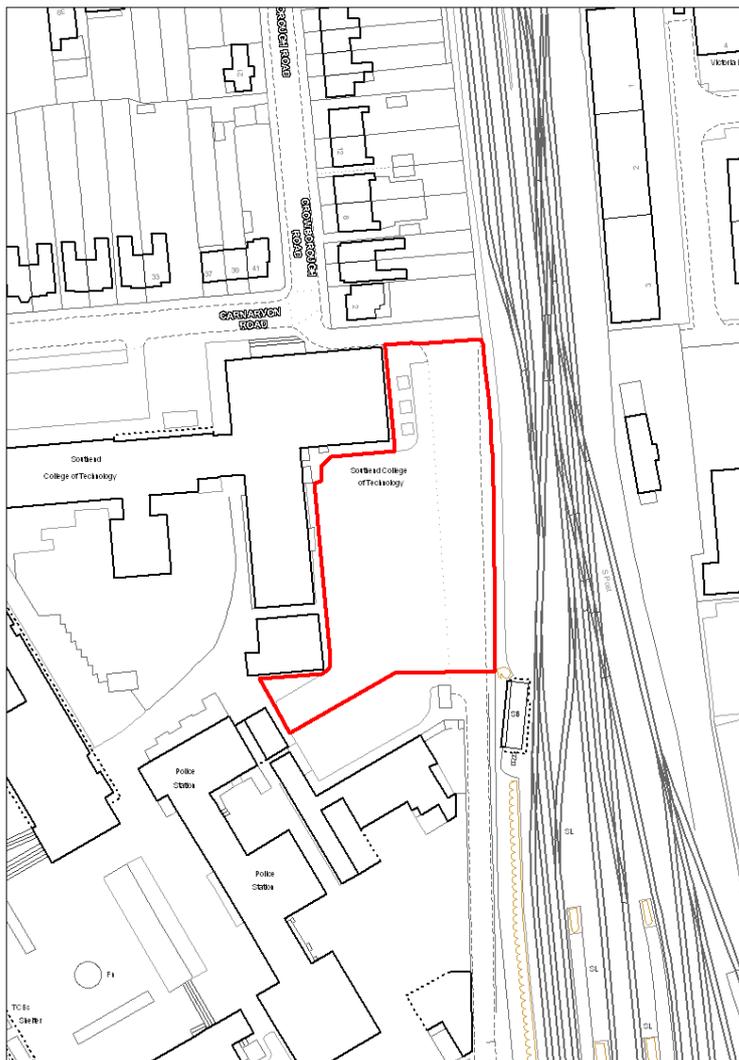
Yield summary

The area is characterised by large and tall civic uses which makes it appropriate to consider medium to high density flatted development in this area. However, the design should respect the lower density of residential development opposite on Carnarvon Road.

Conclusion

The site has been identified in the Southend-on-Sea Masterplan for residential uses, given its edge of centre location and adjacent residential uses. A high density flatted housing scheme, with public space improvements and realigned car parking provision for this site and the adjacent site CON104 would be appropriate, to be delivered in the medium term.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON049	Southend Central Area	3.14	Southend-on-Sea Borough Council
Site Address		Type of site	
Land at Short Street		Brownfield	
Current/previous landuse		Planning status	
Unknown		Pre-application discussion	
Description of site			
Long narrow site adjacent to Southend-on-Sea Victoria station and railway line. Consists of vacant retail warehouse and car park to south, a large post office depot and vehicle storage area in the middle and a car compound to the north. Victoria business park to north, older industrial estate and 2 storey terraced properties to east and town centre uses to south.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1) Within/adjacent to Sutton Road employment area where loss of employment land to other uses will only be permitted where the proposal will contribute to the objective of regeneration of the local economy in other ways, including enhancement of the environment, amenity and condition of the local area. (Policy CP1)			
Physical constraints			
Demolition of existing buildings. Narrow nature of site. Potential site contamination.			
Potential impacts			
Noise and disturbance from adjacent railway line.			
Suitability summary			
The site is located adjacent to the town centre commercial area and within an employment area which is generally in active use. The site should be retained predominantly for employment and commercial uses although there are opportunities for some housing as part of the mixed use redevelopment of the former B & Q site.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The former B & Q site has been subject to recent pre-application discussions for retail and residential uses, indicating its potential for housing, although we understand that proposals for a foodstore now do not contain housing.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	160
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			50.97	160	

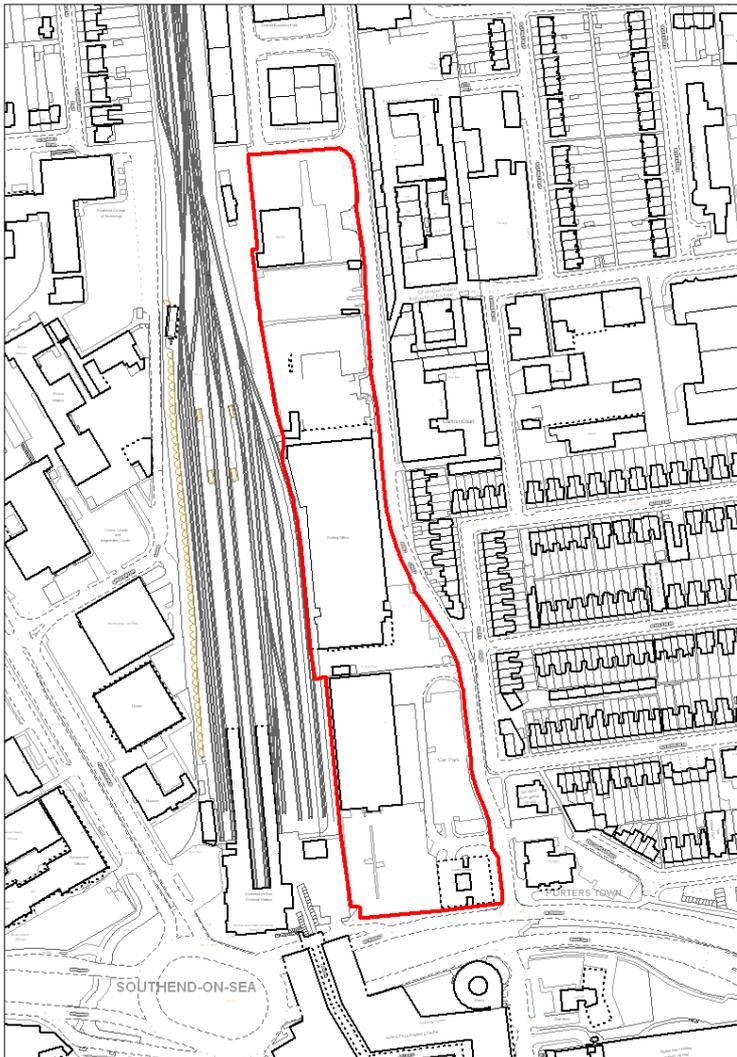
Yield summary

The redevelopment of the former B & Q site offers the potential for about 160 flats as part of a mixed use scheme including a new foodstore.

Conclusion

The site is located adjacent to the town centre commercial area and within an employment area (ELR site EMP005) which is generally in active use. It is most appropriately retained primarily for such uses, although there are opportunities for some housing as part of a mixed use redevelopment of the former B & Q site.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON051	Southend Central Area	0.32	Southend-on-Sea Borough Council
Site Address		Type of site	
33 Hadleigh Road		Brownfield	
Current/previous landuse		Planning status	
C3 Housing		Pre-application discussion	
Description of site			
Partly cleared site on steep slope including overgrown garden land. Adjacent block of 3 garages appears to be within site. 2-3 storey detached properties, with some flats within residential neighbourhood.			
Planning history			
Pre-application discussions for development of site for 14 dwellings.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within a Conservation Area, where development should safeguard and if possible enhance the setting, appearance or character of the area. (Policy CP4) Site adjacent to Green Belt boundary.			
Physical constraints			
Steepness of slope. Site access.			
Potential impacts			
Impact on Conservation Area.			
Suitability summary			
The site was previously used for residential purposes and therefore offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. Development should be of a design and character designed to preserve or enhance the wider Conservation Area..			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The site has been subject to pre-application discussions and the site is bordered up and advertised as having been acquired for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is considered that the site is economically viable and the capacity of the developer to complete and sell the housing in this area is good, subject to a recovery in the housing market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	9	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			27.91	9	

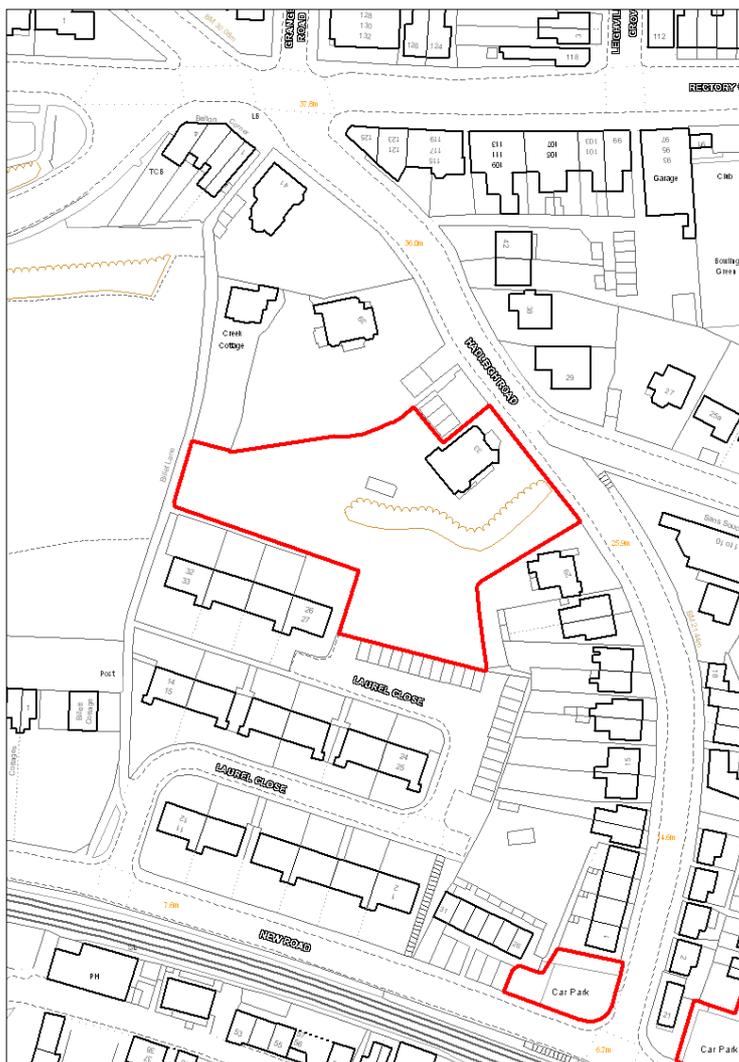
Yield summary

Site suitable for low density development comprising a block of flats.

Conclusion

The site is suitable for development, is being pursued currently by a builder and from the information available, it is considered that policy and physical constraints are capable of being overcome in such a way that a development of 9 flats could be achieved, subject to a recovery in the housing market.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON052	Southend Central Area	0.25	Southend-on-Sea Borough Council
Site Address		Type of site	
319-321 Sutton Road		Brownfield	
Current/previous landuse		Planning status	
B2 Industrial		Pre-application discussion	
Description of site			
1-1.5 storey older brick industrial units (2) fronting onto Sutton Road. Slight slope down to site from road. Adjacent uses include industrial units to north, shops with flats above to south and 2 storey housing to east and west.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The site is within an employment area where loss of employment land to other uses will only be permitted where the proposal will contribute to the objective of regeneration of the local economy in other ways, including enhancement of the environment, amenity and condition of the local area. (Policy CP1)</p>			
Physical constraints			
None known.			
Potential impacts			
Proximity to adjacent industrial units.			
Suitability summary			
Whilst the site is in current employment use, it is located on land adjacent to existing and proposed residential properties. Results from the ELR would suggest that it is not essential to maintain in this location the current level of employment uses of the type currently existing on-site and the site is within an area where redevelopment for residential uses is considered appropriate.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Information gathered for the purposes of this study suggests that there is confidence in the site being available within 5 years and coming forward for development. There are no legal or ownership problems which could limit development here and the site has been promoted by a landowner for the purposes of this study.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site, subject to a recovery in the housing market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	35	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			138.29	35	

Yield summary

The redevelopment of nearby sites for flats would suggest this is the most appropriate form of residential accommodation for this Central Area location.

Conclusion

The site is within an existing employment area (ELR site EMP004) where redevelopment for housing would be appropriate. The site is available for this form of development.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON058	Southend Central Area	0.92	Southend-on-Sea Borough Council
Site Address		Type of site	
Tylers Avenue car park		Brownfield	
Current/previous landuse		Planning status	
Public car park		No planning status	
Description of site			
<p>This site is a car park and associated Victoria Lanes Shopping Centre and terraced housing located within central Southend-on-Sea. The site fronts onto Tylers Avenue and York Road and is adjacent on 2 sides to existing terraced, high density housing and on 2 sides by commercial and administrative buildings. The car park is relatively unused.</p>			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Seafront Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The Southend-on-Sea Central Area Masterplan identifies this site as having potential for redevelopment to provide for mixed use development including significant residential development.</p> <p>The Masterplan includes a parking strategy which involves maintaining public parking to 2021 at current levels (2,518 spaces), to provide replacement public car parking as a condition precedent of redevelopment and to replace the current stock of surface car parks with high quality and secure multi-storey and/or basement car parks on the edge of the town centre core, with possible locations at Southend-on-Sea Central station, London Road and Southchurch Road.</p>			
Physical constraints			
None known.			
Potential impacts			
Redevelopment will displace parking and replacement parking will need to be a condition of redevelopment.			
Suitability summary			
<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions and provided parking can be replaced elsewhere, no physical constraints which would limit development.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
The Council is supporting redevelopment of central car parks as part of a wider car parking strategy (see policy restrictions).			
Achievability summary			
Subject to the satisfactory replacement of parking elsewhere and the redevelopment of the site replacing existing residential and retail development, the development is considered achievable.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	80	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			87.11	80	

Yield summary

The Masterplan envisages retail development with flats above. A medium -high density scheme would be appropriate in this location stepping up from 3 storeys adjacent to existing terraced properties to the east to 6+ storeys to the west.

Conclusion

The site is in a central location where redevelopment for a mix of uses including residential would aid regeneration aims. However, redevelopment will displace parking and the release of this site for development will need to be co-ordinated through a car parks strategy.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON059	Southend Central Area	2.32	Southend-on-Sea Borough Council
Site Address		Type of site	
Seaway car park		Brownfield	
Current/previous landuse		Planning status	
Public car park		Pre-application discussion	
Description of site			
<p>This site is a car park and adjoining buildings set in the central area of Southend and very close to the seafront gardens and the seafront itself. The site is obviously very large and caters for tourist traffic in the summer. However, the car park looked largely under used. The car park is set down from the main town due to its location along the seafront area. Site behind residential dwellings and pubs/ other uses.</p>			
Planning history			
<p>A developer is in discussions with the Council for the redevelopment of the Golden Mile, including this car park, for up to 1000 apartments and retail/town centre uses, linking potentially with the Plaza (phase 1) scheme which has planning permission (05/01155/OUT) for 160 bed hotel, casino, 126 dwellings, leisure and entertainment facilities, restaurants, bistros and bars with basement car parking (650 spaces).</p>			
Policy restrictions			
<p>The site is located within the Seafront Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The Southend-on-Sea Central Area Masterplan identifies this site as having potential for redevelopment to provide for mixed use development including significant residential development.</p> <p>The Masterplan includes a parking strategy which involves maintaining public parking to 2021 at current levels (2,518 spaces), to provide replacement public car parking as a condition precedent of redevelopment and to replace the current stock of surface car parks with high quality and secure multi-storey and/or basement car parks on the edge of the town centre core, with possible locations at Southend-on-Sea Central station, London Road and Southchurch Road.</p>			
Physical constraints			
None known.			
Potential impacts			
Redevelopment will displace parking and replacement parking will need to be a condition of redevelopment.			
Suitability summary			
<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions and provided parking can be replaced elsewhere, no physical constraints which would limit development.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>The Council is supporting redevelopment of central car parks as part of a wider car parking strategy (see policy restrictions). A developer is discussing proposals for a large mixed use scheme, including retail and residential uses, on the Golden Mile, which would incorporate high density development of this car park.</p>			
Achievability summary			
<p>Subject to the satisfactory replacement of parking elsewhere, it is considered that there is a reasonable prospect that housing will be delivered on the site in the medium term. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	50	75
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
75	50	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			107.70	250	

Yield summary

The Masterplan envisages blocks of flats up to 5+ storeys in this area around broad boulevards and demolition of existing terraced properties. A smaller scheme involving blocks of flats within the car park with associated commercial development to the south and retention of an element of parking would be more realistic and deliverable.

Conclusion

The site is in a central location where redevelopment for a mix of uses including residential would aid regeneration aims. However, redevelopment will displace parking and the release of this site for development will need to be co-ordinated through a car parks strategy.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON062	Shoeburyness	0.61	Southend-on-Sea Borough Council
Site Address		Type of site	
Hinguar County Primary School		Brownfield	
Current/previous landuse		Planning status	
D1 Non residential institutions		No planning status	
Description of site			
1.5 storey brick Victorian school and large playground, ancillary buildings and swimming pool to rear. Surrounding 2 storey Victorian and modern terraced housing. Railway to rear.			
Planning history			
Replacement school provided for in new Shoebury Garrison development.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within Shoeburyness which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
Subject to the school being replaced in the Shoebury Garrison development to meet local educational or community requirements, the site is suitable for residential development as it is located within an existing residential area, close to local facilities and services.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
There is a planned new school as part of the Shoebury Garrison development and therefore once the new school has been completed, this site will be surplus and available for redevelopment.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good, subject to a recovery in the housing market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
20	20	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	65.64	Final suggested yield:
					40

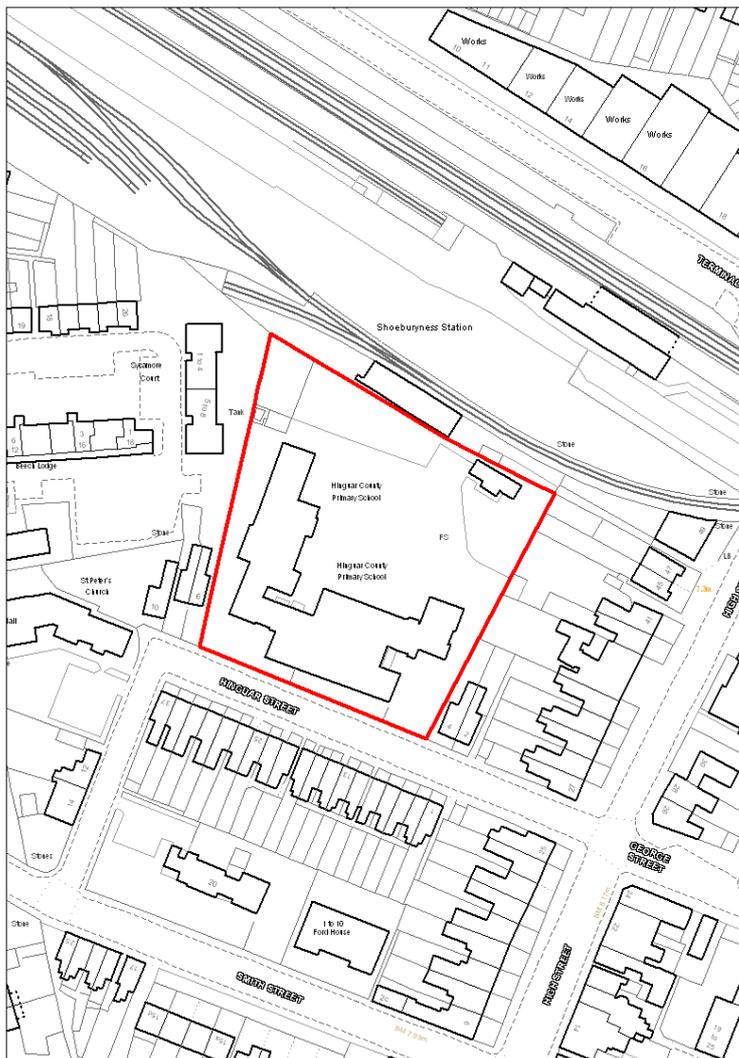
Yield summary

The site is located within an area characterised by 2 storey terraced dwellings and a medium-high density development with 2 storey frontage development and higher density development to the rear would be appropriate.

Conclusion

Subject to the school being replaced in the Shoebury Garrison development to meet local educational or community requirements, the site is suitable for residential development and a medium density development of 40 houses and flats would be most appropriate.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON063	Shoeburyness	0.32	Southend-on-Sea Borough Council
Site Address		Type of site	
Playing field George Street		Greenfield	
Current/previous landuse		Planning status	
Unknown		No planning status	
Description of site			
School playing field associated with Hinguar County Primary School, located 100m to west. Adjoining public open space to east and north and 2-3 storey housing and flats to west and south.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is an existing green space facility which generally will be safeguarded from loss or displacement to other uses except where alternative facilities are being provided to serve the same local community. (Policy CP7)			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
Subject to the school playing fields being replaced in the Shoebury Garrison development to meet local educational or community requirements, the site is suitable for residential development as it is located within an existing residential area, close to local facilities and services.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
There is a planned new school playing field as part of the Shoebury Garrison development and therefore once the new school playing fields have been completed, this site will be surplus and available for redevelopment.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good, subject to a recovery in the housing market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	20	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			62.89	20	

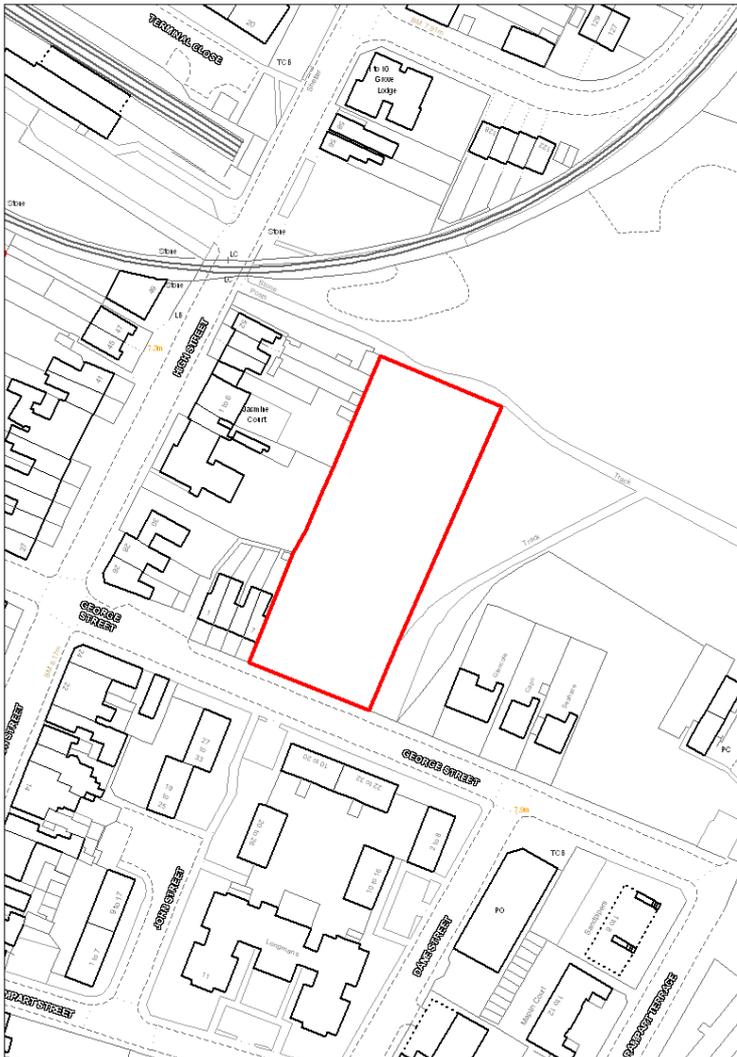
Yield summary

The site is located within an area characterised by 2 storey terraced and detached dwellings and 3 storey blocks of flats and a medium density development continuing the local character would be appropriate.

Conclusion

Subject to the school playing fields being declared surplus to local educational or community requirements, the site is suitable for residential development and a medium density development of a mix of 2 storey terraced dwellings and 3 storey flats would be most appropriate.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON064	Southend Central Area	0.34	Southend-on-Sea Borough Council
Site Address		Type of site	
Clarence Road		Brownfield	
Current/previous landuse		Planning status	
Public car park		No planning status	
Description of site			
A public car park in a dense residential and office area in a town centre location. 2-3 storey development surrounding site.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The Southend-on-Sea Central Area Masterplan identifies this site as having potential for redevelopment to provide for mixed use development including residential.</p> <p>A Development Framework document for this site identifies a sample scheme involving 38 flats above ground floor retail uses and offices.</p> <p>The Masterplan includes a parking strategy which involves maintaining public parking to 2021 at current levels (2,518 spaces), to provide replacement public car parking as a condition precedent of redevelopment and to replace the current stock of surface car parks with high quality and secure multi-storey and/or basement car parks on the edge of the town centre</p>			
Physical constraints			
None known.			
Potential impacts			
<p>Redevelopment will displace parking and replacement parking will need to be a condition of redevelopment.</p> <p>Potential loss of daylight to adjoining uses.</p>			
Suitability summary			
<p>The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions and provided parking can be replaced elsewhere, no physical constraints which would limit development.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
The Council is supporting redevelopment of central car parks as part of a wider car parking strategy (see policy restrictions).			
Achievability summary			
Subject to the satisfactory replacement of parking elsewhere the development is considered achievable.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	38	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			110.26	38	

Yield summary

A medium-high density scheme involving 3-4 storey flats above retail uses, together with offices, would be the most appropriate use of this site.

Conclusion

The site is in a central location where redevelopment for a mix of uses including residential would aid regeneration aims. However, redevelopment will displace parking and the release of this site for development will need to be co-ordinated through a car parks strategy.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON065	Southend Central Area	0.32	Southend-on-Sea Borough Council
Site Address		Type of site	
Alexandra Street		Brownfield	
Current/previous landuse		Planning status	
Public car park		No planning status	
Description of site			
A public car park in a dense residential and office area in a town centre location. 2-3 storey development surrounding site.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The Southend-on-Sea Central Area Masterplan identifies this site as having potential for redevelopment to provide for mixed use development including residential.</p> <p>A Development Framework document for this site identifies a sample scheme involving 57 flats above ground floor retail uses. The Masterplan includes a parking strategy which involves maintaining public parking to 2021 at current levels (2,518 spaces), to provide replacement public car parking as a condition precedent of redevelopment and to replace the current stock of surface car parks with high quality and secure multi-storey and/or basement car parks on the edge of the town centre core, with possible locations at Southend-on-Sea Central station, London Road and Southchurch Road.</p>			
Physical constraints			
None known.			
Potential impacts			
Redevelopment will displace parking and replacement parking will need to be a condition of redevelopment. Potential loss of daylight to adjoining uses.			
Suitability summary			
The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions and provided parking can be replaced elsewhere, no physical constraints which would limit development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The Council is supporting redevelopment of central car parks as part of a wider car parking strategy (see policy restrictions).			
Achievability summary			
Subject to the satisfactory replacement of parking elsewhere the development is considered achievable.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	57	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			176.62	57	

Yield summary

A high density scheme involving 4-5 storey flats above retail uses would be the most appropriate use of this site.

Conclusion

The site is in a central location where redevelopment for a mix of uses including residential would aid regeneration aims. However, redevelopment will displace parking and the release of this site for development will need to be co-ordinated through a car parks strategy.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON066	Other Urban Areas	0.16	Southend-on-Sea Borough Council
Site Address		Type of site	
24-32 Pembury Road, former Erlsmere Hotel		Brownfield	
Current/previous landuse		Planning status	
C1 Hotels		Current planning application (pending)	
Description of site			
Level square site, recently cleared. Within Victorian residential area containing 2-3 storey residential properties, guest houses and hotels.			
Planning history			
Planning application for 22 flats.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions or physical limitations that would limit development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The site has been recently cleared and prepared for development. There have been pre-application discussions relating to this site and a planning application has been submitted.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. The site is economically viable and the capacity of a developer to complete and sell the housing in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	22	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			139.59	22	

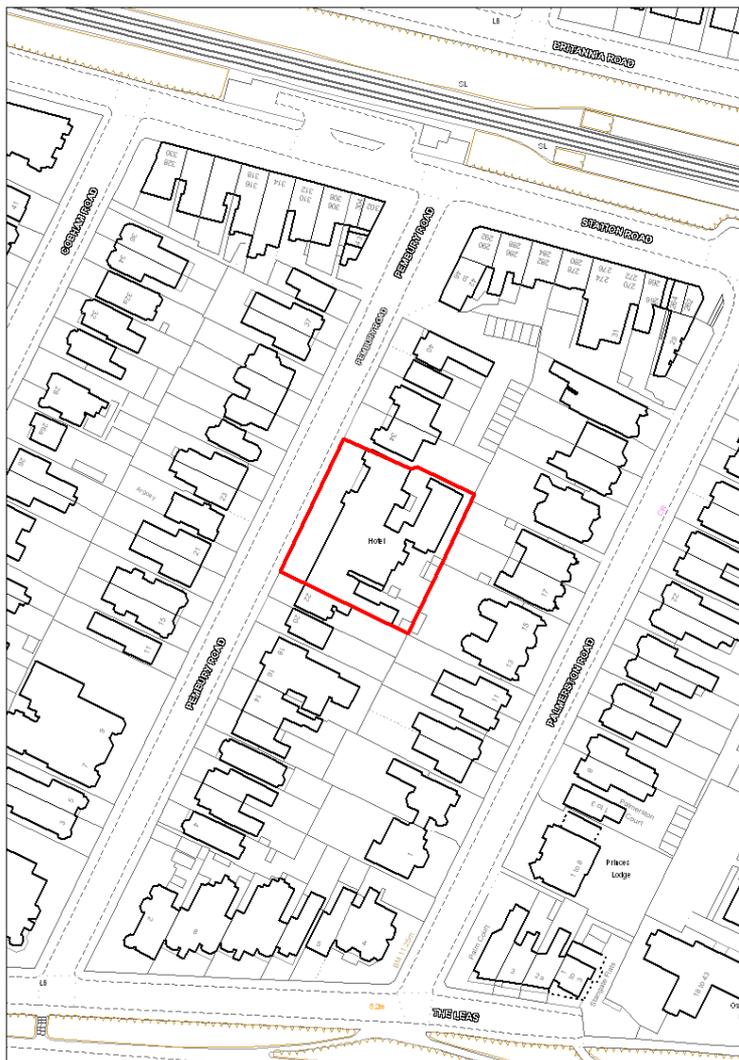
Yield summary

The site is appropriate for a 3 storey block of flats of around 22 flats with adjacent communal parking and amenity space.

Conclusion

The site is a cleared site with no known constraints located within a residential area and is considered suitable and available for a medium to high density flatted development.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON067	Southend Central Area	0.47	Southend-on-Sea Borough Council
Site Address		Type of site	
Northumbrian Water site, North Road		Brownfield	
Current/previous landuse		Planning status	
Unknown		Pre-application discussion	
Description of site			
Fine brick built 2 storey water pumping station, adjacent buildings and large area of hardstanding with blocks of garages on northern and eastern boundaries. Within a primarily residential area comprising 2 storey semi-detached 1930's housing.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within Southend-on-Sea Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. There are no overriding physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The redevelopment of this site has been the subject of pre-application discussions and this suggests that there is confidence in the site being available and coming forward for development within the next 5 years. A community arts project (TAP) is currently on-site. There are no known legal or ownership problems which could limit development here.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. The site is economically viable and the capacity of a developer to complete and sell the housing in this area is good.			

Site ref	Area	Site Area (ha)	Local Authority
CON069	Southend Central Area	0.34	Southend-on-Sea Borough Council
Site Address		Type of site	
North Road regeneration area (residual)		Brownfield	
Current/previous landuse		Planning status	
Mixed		Not known	
Description of site			
<p>The North Road regeneration area comprises backland between 2 storey terraced Victorian residential properties and shops on North Road and Salisbury Road. A number of the residential properties are in a bad state of repair, others have been demolished pending redevelopment. The southern part of the area (CON010) has mostly been cleared with boarding around the site. There is an MOT test centre with associated parking and hardstanding. To the north of the area are a series of rundown industrial buildings (CON030 and CON069). The area is predominantly residential.</p>			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1).</p> <p>The site is located within the North Road Regeneration Area for which a Planning Concept Statement has been prepared. Redevelopment of backland areas for residential purposes has been actively pursued, to improve the local environment.</p>			
Physical constraints			
Traffic congestion and limited parking within the area.			
Potential impacts			
<p>Redevelopment of this area for residential purposes offers potential to improve the environment for existing residents. Overdevelopment would infringe on the adjacent properties and would be harmful to residential amenity of future of residential occupiers.</p>			
Suitability summary			
<p>The site is within an area which is being actively promoted by the Council for residential purposes (see CON010). There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>Whilst the Council is actively supporting redevelopment of this area as a whole, and adjacent parts of the site are being redeveloped, there is no evidence that the remaining parts of the area are being promoted for development at the present time.</p>			
Achievability summary			
<p>From the information available, it is considered that there is not a reasonable prospect that housing will be delivered on the site at the current time as there is no evidence of availability or developer interest, but the site does have potential to provide a suitable and achievable location in the future.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	30
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
20	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			147.32	50	

Yield summary

The area is being redeveloped predominantly for medium-high density flats.

Conclusion

The site is land without planning permission for redevelopment within an area which is being actively promoted by the Council for residential purposes (see CON010). However, there is no evidence of developer interest at this time. The Council should actively monitor the site's future availability.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON072	Other Urban Areas	0.16	Southend-on-Sea Borough Council
Site Address		Type of site	
Rear of 1 - 11 Lincoln Chase		Brownfield	
Current/previous landuse		Planning status	
C3 Housing		Planning permission after base date	
Description of site			
Cleared garage and parking court site to rear of local authority housing within social housing estate. Now under construction.			
Planning history			
07/00684 Demolish buildings and erect 14 affordable housing units comprising 4 two storey dwellings and one part 2/part 3 storey block of 10 self contained flats, form refuse and cycle store and lay out amenity areas and parking			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. The site has received planning permission. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Site is under construction.			
Achievability summary			
Site is under construction.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	14	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			85.52	14	

Yield summary

Permission is for 4 houses and 10 flats.

Conclusion

Site has permission for 14 affordable dwellings and the site is under construction.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON075	Southend Central Area	0.24	Southend-on-Sea Borough Council
Site Address		Type of site	
Car park, North Road		Brownfield	
Current/previous landuse		Planning status	
Car park		Not known	
Description of site			
A triangular public car park, with access from North Road and bordering Brighton Road. Adjacent to an old vacant disused garage and forecourt with associated parking. The surrounding character ranges from 7 storey office blocks to small shops over 2 storeys with flats above and open space (playing fields and large gardens).			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The Southend-on-Sea Central Area Masterplan includes a parking strategy which involves maintaining public parking to 2021 at current levels (2,518 spaces), to provide replacement public car parking as a condition precedent of redevelopment and to replace the current stock of surface car parks with high quality and secure multi-storey and/or basement car parks on the edge of the town centre core, with possible locations at Southend-on-Sea Central station, London Road and Southchurch Road.			
Physical constraints			
None known.			
Potential impacts			
Redevelopment will displace parking and replacement parking may need to be a condition of redevelopment.			
Suitability summary			
The site is located within an area where residential development is generally appropriate and, subject to the Council considering the loss of parking within its assessment of other town centre and edge of centre sites, is considered suitable for development. There is potential to combine it with the adjacent site CON022 which is proposed for residential development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The Council has promoted this site for redevelopment and is supporting redevelopment of central car parks as part of a wider car parking strategy (see policy restrictions).			
Achievability summary			
Subject to an assessment of the need for this public car park, and if so, the satisfactory replacement of parking elsewhere, the development is considered achievable within a 5-10 year period.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	40
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			166.88	40	

Yield summary

The site is appropriate for perimeter development of 3-4 storey blocks of flats with rear courtyard communal parking and amenity space.

Conclusion

The site is relatively close to central locations and redevelopment for residential uses, with adjacent site CON022, would aid regeneration aims. However, redevelopment will displace parking and the release of this site for development will need to be co-ordinated through a car parks strategy.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON083	District Centre: Southchurch	0.05	Southend-on-Sea Borough Council
Site Address		Type of site	
Christchurch Court, Southchurch Road		Brownfield	
Current/previous landuse		Planning status	
C3 Housing		Not known	
Description of site			
Unused garage block and underused parking area adjacent to blocks of flats on corner of Southchurch and Christchurch Roads. Adjacent to 3-5 storey flats on Southchurch Road with lower density residential properties to north.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within the Southchurch Road shopping area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1).			
Physical constraints			
None known.			
Potential impacts			
Development of this parking area for housing may impact slightly on available parking for adjoining residential properties but the site appears to be very underused.			
Suitability summary			
The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions or physical limitations that would limit development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The Council is actively pursuing Phase II of a number of garage sites for redevelopment, including this site.			
Achievability summary			
Subject to available finance for affordable housing being available to the Council and its housing providers, which is planned for, it is considered that there is a reasonable prospect that housing will be delivered on the site.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	15	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			316.04	15	

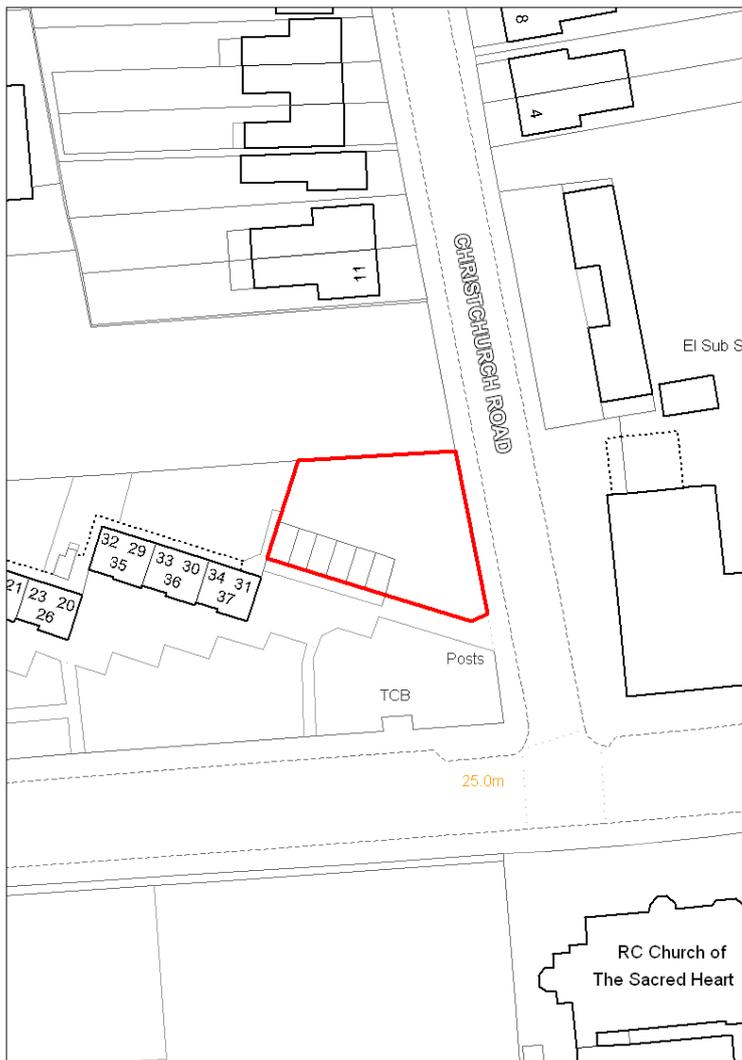
Yield summary

The adjacent 3 - 5 blocks of flats suggests a high density flatted scheme of up to 15 units completing the building line onto Southchurch Road.

Conclusion

The site is suitable for a high density flat scheme located within the Southchurch Road area. The Council is promoting the land and there appear to be no reasons why the site could not be developed for affordable flats.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON088	Other Urban Areas	0.30	Southend-on-Sea Borough Council
Site Address		Type of site	
Finchley Road Synagogue		Brownfield	
Current/previous landuse		Planning status	
D1 Non residential institutions		No planning status	
Description of site			
Two large 2-3 storey 1970's office style blocks and car parking to north and south of main building. One is used as the synagogue and the other as a community hall. Surrounded by residential development, mostly 2 storey terraced Victorian Edwardian properties but with an adjacent 6 storey block of flats to the north west.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
The synagogue is looking to acquire a more suitable premises through the market in the local vicinity which will need to be provided before the current site is vacated. Demolition of existing buildings would be required.			
Potential impacts			
None known.			
Suitability summary			
The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions or physical limitations that would limit development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Due to the active search of the current occupiers for new premises, there is confidence in the site being available within 5 years and coming forward for development. There are no legal or ownership problems which could limit development here and the site has been promoted by a developer/ landowner for the purposes of this study.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short to medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	25	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			82.82	25	

Yield summary

The site is suitable for a high density development of flats, reflecting the form of the current development , two 2-3 storey blocks with communal parking areas.

Conclusion

The site is located within a current residential area where redevelopment for housing is suitable, subject to the satisfactory relocation of the synagogue premises. The site is available and the current owners are looking urgently at alternative premises. Therefore it is considered that, subject to a recovery of the market, and relocation requirements, a relatively high density development of 25 flats would be appropriate for this site and achievable within the next 5 years.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON090	Southend Central Area	0.69	Southend-on-Sea Borough Council
Site Address		Type of site	
327 Southchurch Road		Brownfield	
Current/previous landuse		Planning status	
Unknown		No planning status	
Description of site			
Collection of 3 older industrial buildings and offices and parking/storage areas located to the rear of a large cleared site (Maybrook), with access off Southchurch Road. Backs on to gardens of 3 storey housing to north. Adjoining commercial properties to east. 6 storey block of flats to west and housing beyond.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within one of the areas which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The site is within an employment area where loss of employment land to other uses will only be permitted where the proposal will contribute to the objective of regeneration of the local economy in other ways, including enhancement of the environment, amenity and condition of the local area. (Policy CP1)</p> <p>The site is subject to a Concept Statement supporting an exemplar mixed tenure housing development.</p>			
Physical constraints			
<p>Potential site contamination.</p> <p>Very different levels of surrounding sites.</p>			
Potential impacts			
None known.			
Suitability summary			
<p>Whilst the site is in current employment use, it is located on land adjacent to existing and proposed residential properties. Results from the ELR would suggest that it is not essential to maintain in this location employment uses of the type currently existing on-site and the site is not suitable for redevelopment for growing employment sectors within the town. Consequently, the site, combined with the adjacent Maybrook sites (CON123), offers a suitable location for residential development and would contribute to the creation of sustainable, mixed communities.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>The site has been promoted through the call for sites exercise for residential/mixed use development. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development in the medium term, and that there are no legal or ownership problems which could limit development. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available within 5 years and coming forward for development.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. The site is considered economically viable and the capacity of a developer to complete and sell the housing in this area is good, subject to a recovery in the market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	50	50
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			145.45	100	

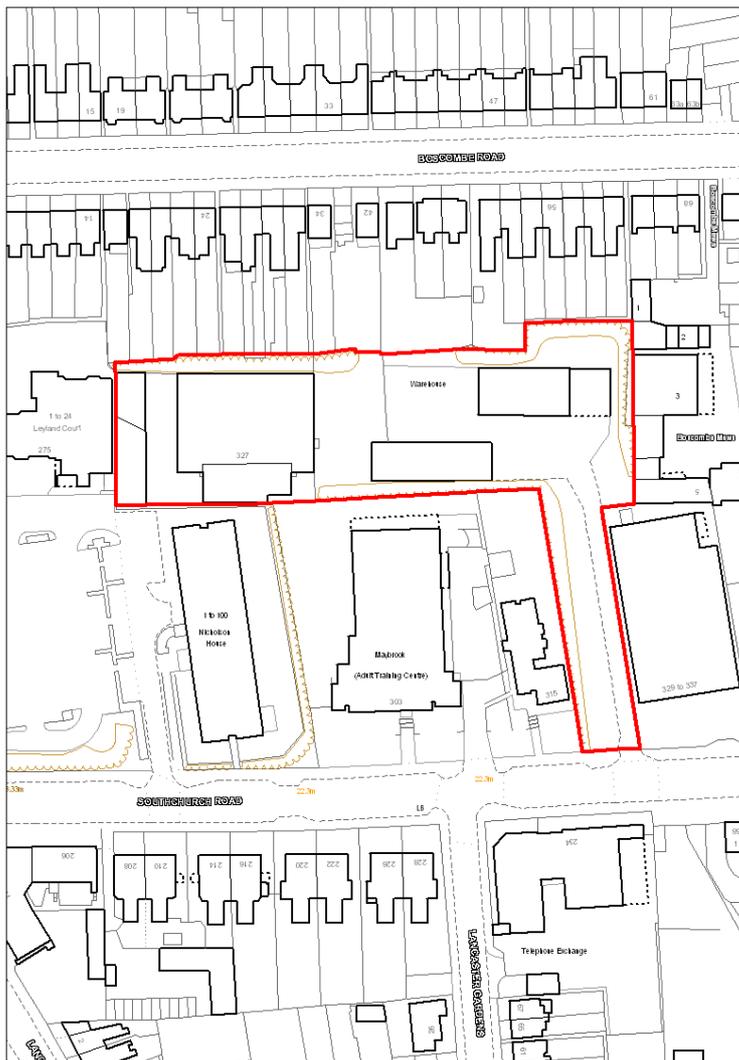
Yield summary

The site is suitable for a high density development including a mix of houses and flats (up to 5 storey), reflecting the transitional character between residential areas to the north and flatted developments along the Southchurch Road.

Conclusion

The site is more suitable for future residential use than continued employment use (ELR site EMP007) and has been promoted for development through the call for sites exercise. The site could come forward, together with site CON123, in the medium term, subject to a recovery in the housing market.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON091	Other Urban Areas	0.14	Southend-on-Sea Borough Council
Site Address		Type of site	
Land at Westcliff Station		Brownfield	
Current/previous landuse		Planning status	
C3 Housing		No planning status	
Description of site			
Narrow strip of garden and overgrown land adjacent to Westcliff Station between Ditton Court Road and Valkyrie Road. Boundary brick walls to west and south of site. Access via Ditton Court Road. Large Victorian detached and semi-detached properties in vicinity.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site was previously a housing site and the site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
The site slopes down towards the station to the south. Access to the site appears to be shared with access to a rear parking area for adjacent properties.			
Potential impacts			
None known.			
Suitability summary			
The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions or physical limitations that would limit development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development, and that there are no legal or ownership problems which could limit development. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available within 5 years and coming forward for development. However, the land needs to go through a railway clearance procedure which can take 6 months.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is considered that the site is economically viable and the capacity of a developer to complete and sell the housing in this area is good, subject to a recovery of the housing market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	12	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			85.87	12	

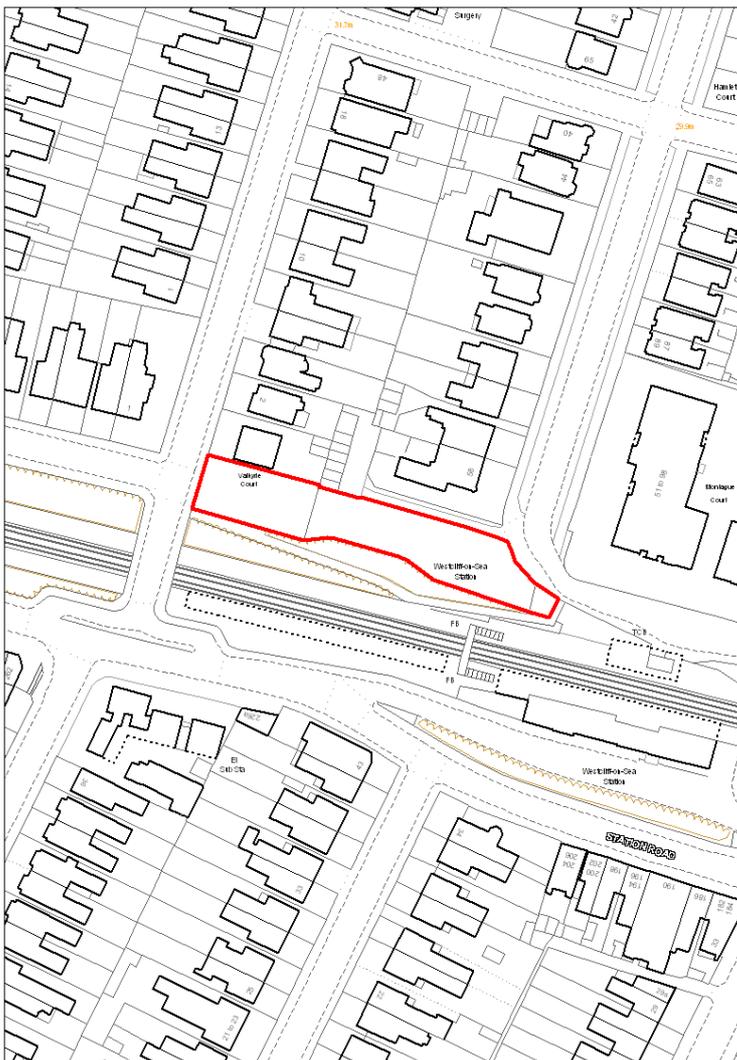
Yield summary

Given the site's location adjacent to the station and the large existing properties, the site is considered suitable for a relatively high density development comprising two blocks of flats.

Conclusion

The site is within a residential area and there appear to be no physical or policy constraints that would prevent development of this site for a development of about 12 flats in the short-medium term. The site has been promoted for development.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON092	Southend Central Area	0.13	Southend-on-Sea Borough Council
Site Address		Type of site	
Land at Prittlewell Station		Brownfield	
Current/previous landuse		Planning status	
Sui Generis		Allocation (housing)	
Description of site			
Triangular sloping piece of grassed land and redundant substation on Station Approach Road to Prittlewell Station. Adjacent land uses predominantly residential with station to north east.			
Planning history			
Previously part of a wider allocation in Local plan for B1 and light industrial uses and improved access arrangements for the station.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within Southend-on-Sea Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1).			
Physical constraints			
Awkward shaped site and slope down to station.			
Potential impacts			
Proximity to railway and associated noise and disturbance.			
Suitability summary			
The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities particularly given its proximity to the station and local employment opportunities.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development, and that there are no legal or ownership problems which could limit development. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available within 10 years and coming forward for development. However, the site will need to go through a railway clearance procedure which can take six months.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site, subject to a recovery of the market. It is considered that the site is economically viable and the capacity of a developer to complete and sell the housing in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	6
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	46.22	Final suggested yield:
					6

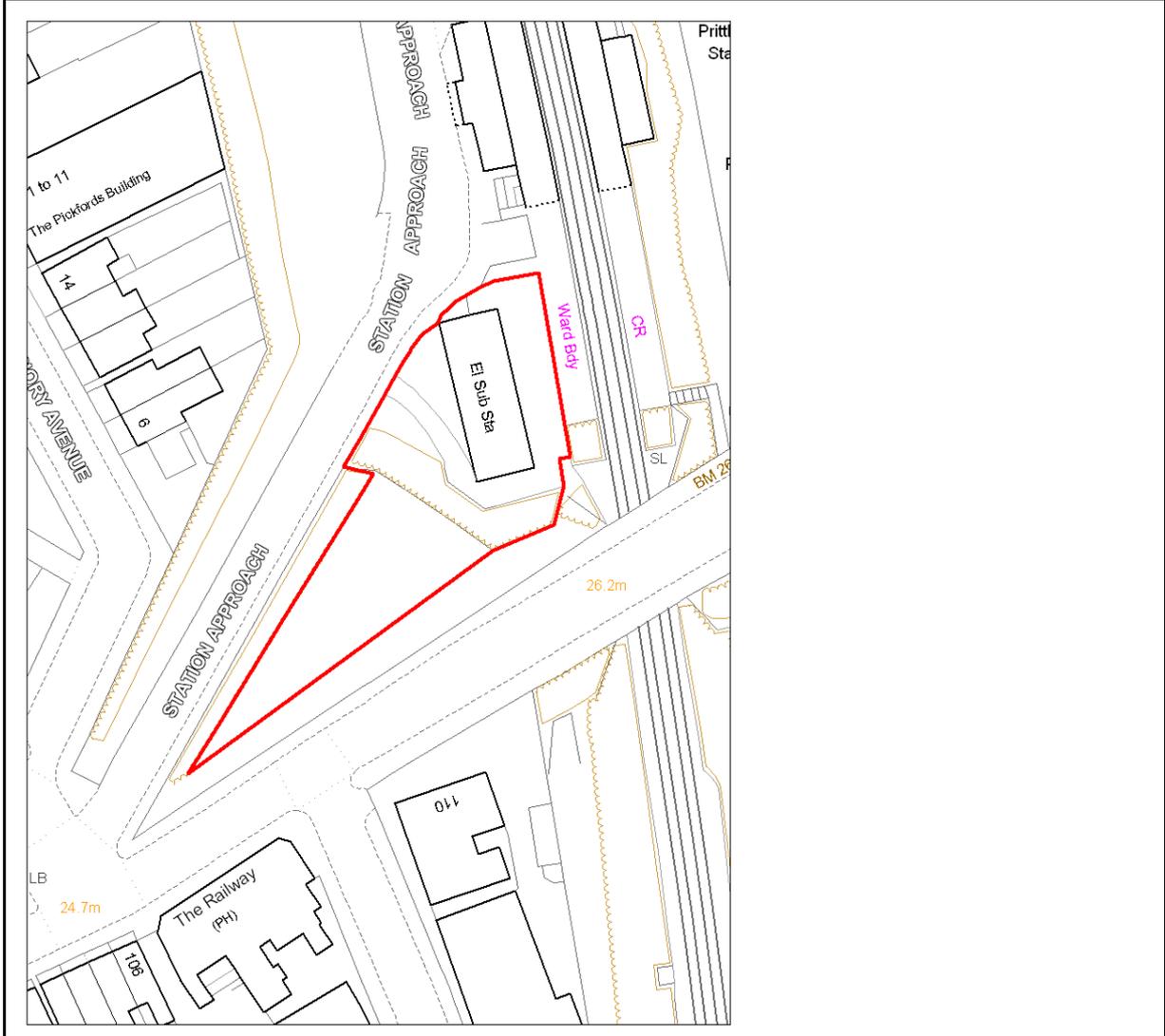
Yield summary

A block of 6 flats to the north of the site with amenity space and parking adjacent would be the most appropriate form of development for this site.

Conclusion

The site is suitable and available for development, although the type of development proposed and the awkward nature of the site may delay the implementation of a viable scheme.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON095	Southend Central Area	0.19	Southend-on-Sea Borough Council
Site Address		Type of site	
Sweyne Avenue		Brownfield	
Current/previous landuse		Planning status	
Unknown		No planning status	
Description of site			
Flat, square and open site, with hardstanding but no buildings, located adjacent to a 3-4 storey depository building to west and 2 storey school and playing fields to east. 2 storey terraced housing opposite site and cemetery to the south.			
Planning history			
08/00528/FULM (withdrawn) Erect part 3/part 4 storey 54 bed care home, lay out parking spaces, amenity area and refuse store and form vehicular access onto Sweyne Avenue. 05/00685/FUL (refused August 2005) Erect two storey multi purpose sports hall with covered link to St. Marys School, lay out parking, amenity area, refuse store, cycle store and form vehicular access onto Sweyne Avenue.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is located within the Southend-on-Sea Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1). Although the previous use of the site was as tennis courts associated with the nearby school, this use ceased many years ago and the site was not identified as an open space in the Local Plan.			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions or physical limitations that would limit development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development, and that there are no legal or ownership problems which could limit development. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available within 5 years and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. The site is economically viable and the capacity of the developer to complete and sell the housing in this area is good. Two alternative schemes have been proposed, including one for housing and one for a care home, for which there is an urgent need in the area.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	9	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	47.65	Final suggested yield:
					9

Yield summary

The site would be appropriate for a medium density of terraced houses, reflecting the character and form of properties within the area.

Conclusion

The site is within the Central Area where development is supported in principle. The site is an unused brownfield site and despite its previous open space uses is not identified as protected open space. The site is considered appropriate either for a housing scheme or for a care home, for which there is a need in the area according to the promoter.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON101	Other Urban Areas	0.09	Southend-on-Sea Borough Council
Site Address		Type of site	
Albany Court		Brownfield	
Current/previous landuse		Planning status	
Mixed		Not known	
Description of site			
1930's brick block of flats and commercial premises, now vacant and boarded up. Adjacent to suburban residential areas and playing fields.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
The site and adjacent site 102 are prominent in the local streetscene and an integrated well designed scheme would assist in ensuring that development contributes positively to the local area.			
Suitability summary			
The site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The site has no known policy restrictions or physical limitations that would limit development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development, and that there are no legal or ownership problems which could limit development. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available within 5 years and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	12	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			128.11	12	

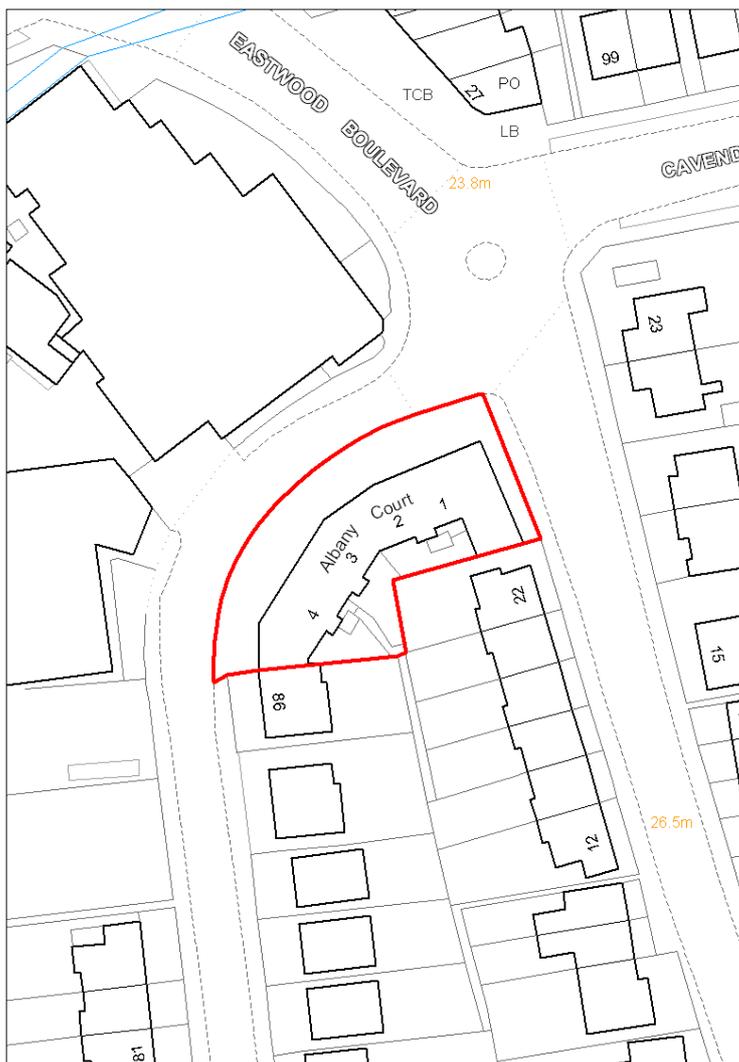
Yield summary

Site suitable for high density development comprising a block of flats. A joined up design approach for this site and adjoining site 102 would maximise development opportunities and provide a suitable solution for this very visible site.

Conclusion

The site is suitable for redevelopment, has been promoted through the call for sites exercise and there are no overriding constraints to prevent it being developed, with the neighbouring site, within 5 years. It would be beneficial to the local area if this site and adjoining site 102 were considered together, from a design perspective.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON102	Other Urban Areas	0.54	Southend-on-Sea Borough Council
Site Address		Type of site	
Former Albany Laundry premises		Brownfield	
Current/previous landuse		Planning status	
Sui Generis		Not known	
Description of site			
A flat mostly cleared site, formerly the Albany Laundry. Adjacent to Albany Court, playing fields and existing suburban housing. Stream in culvert and bridge and trees on north eastern edge of site.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site is partly located in an area at risk of flooding where a detailed flood risk assessment will be required to demonstrate that the scheme is appropriate in terms of type, siting and mitigation measures proposed. (Policy KP1)			
Physical constraints			
The northern half of the site is identified within flood zone 3.			
Potential impacts			
The site and adjacent site 101 are prominent in the local streetscene and an integrated well designed scheme would assist in ensuring that development contributes positively to the local area.			
Suitability summary			
The southern portion of this site offers a suitable location for development and would contribute to the creation of sustainable, mixed communities. The northern part of the site is subject to flooding which is likely to limit the form of development here unless appropriate mitigation measures are proposed.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development, and that there are no legal or ownership problems which could limit development. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available within 5 years and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short to medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	20	20	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			74.17	40	

Yield summary

Site suitable for medium to high density development comprising a mix of semi detached and terraced dwellings with some flats. A joined up design approach for this site and adjoining site 101 would maximise development opportunities and provide a suitable solution for this very visible site.

Conclusion

The southern part of the site is suitable for redevelopment, has been promoted through the call for sites exercise and subject to the resolution of flooding issues, is likely to be developed, along with the neighbouring site, within 5 years. It would be beneficial to the local area if this site and adjoining site 101 were considered together, from a design perspective.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON103	Southend Central Area	0.18	Southend-on-Sea Borough Council
Site Address		Type of site	
Chartwell House		Brownfield	
Current/previous landuse		Planning status	
B1 Business		No planning status	
Description of site			
11 storey office block situated above Victoria Plaza shopping centre.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The site is within an employment area where loss of employment land to other uses will only be permitted where the proposal will contribute to the objective of regeneration of the local economy in other ways, including enhancement of the environment, amenity and condition of the local area. (Policy CP1)</p>			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
Whilst the site is in current employment use, results from the ELR would suggest that it is not essential to maintain in this location employment uses of the type currently existing on-site.			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development, and that there are no legal or ownership problems which could limit development. Information gathered for the purposes of this study suggests that there is confidence in the site being available within 10 years and coming forward for development. The current lease expires in December 2013 and the owner has promoted the building for conversion to residential and mixed uses.</p>			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site within the next 10 years. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	50	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			282.59	50	

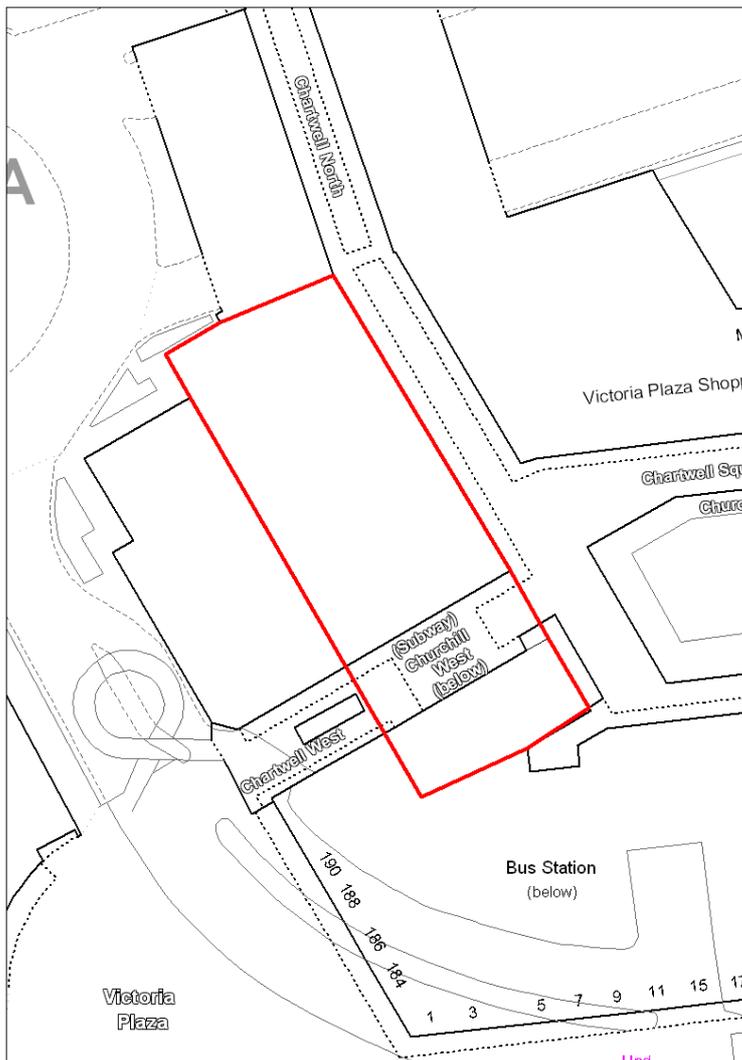
Yield summary

The building is suitable for conversion to flats and this is the most appropriate form of accommodation for a town centre location.

Conclusion

The results from the ELR suggest that it is not essential to maintain in this location employment uses of the type currently existing on-site. The building is well located for conversion to flats and the owner is promoting such uses for delivery post 2013.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON104	Southend Central Area	0.85	Southend-on-Sea Borough Council
Site Address		Type of site	
Carnavon Road		Brownfield	
Current/previous landuse		Planning status	
D1 Non residential institutions		Current planning application (pending)	
Description of site			
Large 2 pronged 6 storey former College of technology building and amenity space. Access from Carnavon Road. Public car park and railway to east, Civic Centre, police station to south, 2 storey semi-detached housing to the north.			
Planning history			
08/01581/FULM Demolish buildings and redevelop site comprising 267 residential units between 5 and 15 storeys, with basement parking, new landscaped pedestrian street and pocket park, public open space, creche, community floorspace at ground floor, layout car parking, cycle and refuse storage and associated landscaping			
Policy restrictions			
The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1) The site is identified for private residential use within the Southend Central Area Masterplan - guidance and indicative principles for key sites.			
Physical constraints			
Demolition of existing building.			
Potential impacts			
High density development may have an impact on the use of public owned assets surrounding the site, including the Civic Centre and site CON0042.			
Suitability summary			
The college site is now redundant and redevelopment of this site for high density residential uses is appropriate, given its edge of town centre location and adjacent residential uses. There is an opportunity to combine this site with adjacent site CON042 to achieve a broader development scheme including housing, public space improvements and realigned car parking provision.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Both the former college site and adjacent car park have been promoted as part of this study for residential uses and an application for 267 units has been submitted. The owner or agent has confirmed through material supplied during the call for sites exercise, that the site is available for development, and that there are no legal or ownership problems which could limit development. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site and coming forward for development within 10 years.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	60
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
75	75	57	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			314.95	267	

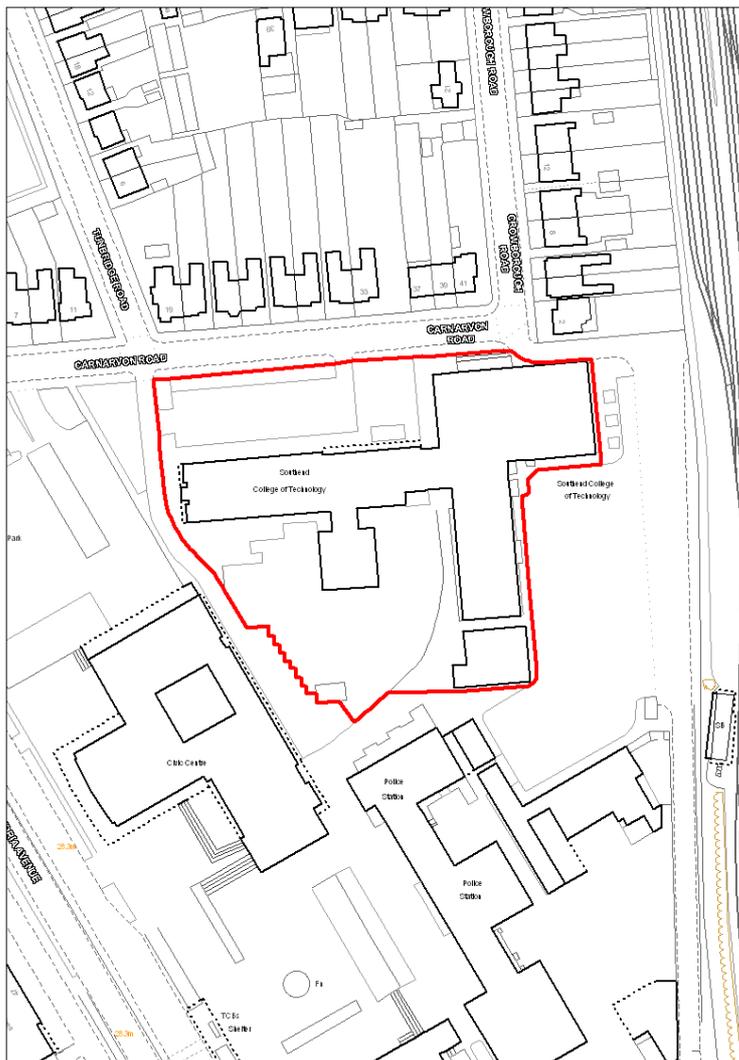
Yield summary

The area is characterised by large and tall civic uses which makes it appropriate to consider medium to high density flatted development in this area. However, the design should respect the lower density of residential development opposite on Carnarvon Road.

Conclusion

The site has been identified in the Southend-on-Sea Masterplan for residential uses, given its edge of centre location and adjacent residential uses. A high density flatted scheme would be appropriate, to be delivered in the medium term. There is an opportunity to combine this site with adjacent site CON042 to achieve a broader development scheme including housing, public space improvements and realigned car parking provision.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON116	Other Urban Areas	12.73	Southend-on-Sea Borough Council
Site Address		Type of site	
Fossetts Farm		Greenfield	
Current/previous landuse		Planning status	
Not Known		Planning permission after base date	
Description of site			
The site is a flat agricultural field outside of the built up area of Southend-on-Sea. The site is accessed via a new distributor road linking to Sutton Road and Eastern Avenue.			
Planning history			
Planning permission issued in July 2008 for a 22,000 seat football stadium including 114 bedroom hotel, conference facility, associated food and drink outlets, and 67 flats and 19,881m ² of retail space			
Policy restrictions			
The site is located within Fossetts Farm which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1). The relocation of the football club to Fossett farm area is specifically identified in Policy KP1.			
Physical constraints			
The site is located at some distance from local schools, services and facilities.			
Potential impacts			
Site in close proximity to Fossetts Camp scheduled ancient monument. Loss of greenfield land for development.			
Suitability summary			
The site has recently received planning permission for a football stadium, hotel and retail uses as well as 67 flats.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The site is actively being promoted by Southend-on-Sea Football Club.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. However, funding for the scheme depends partly upon receiving planning permission on the existing Roots Hall football ground, which is subject to a separate application. Development is likely to take place in the medium term, due to the complexities of development and the current market conditions.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	67
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	5.26	Final suggested yield:
					67

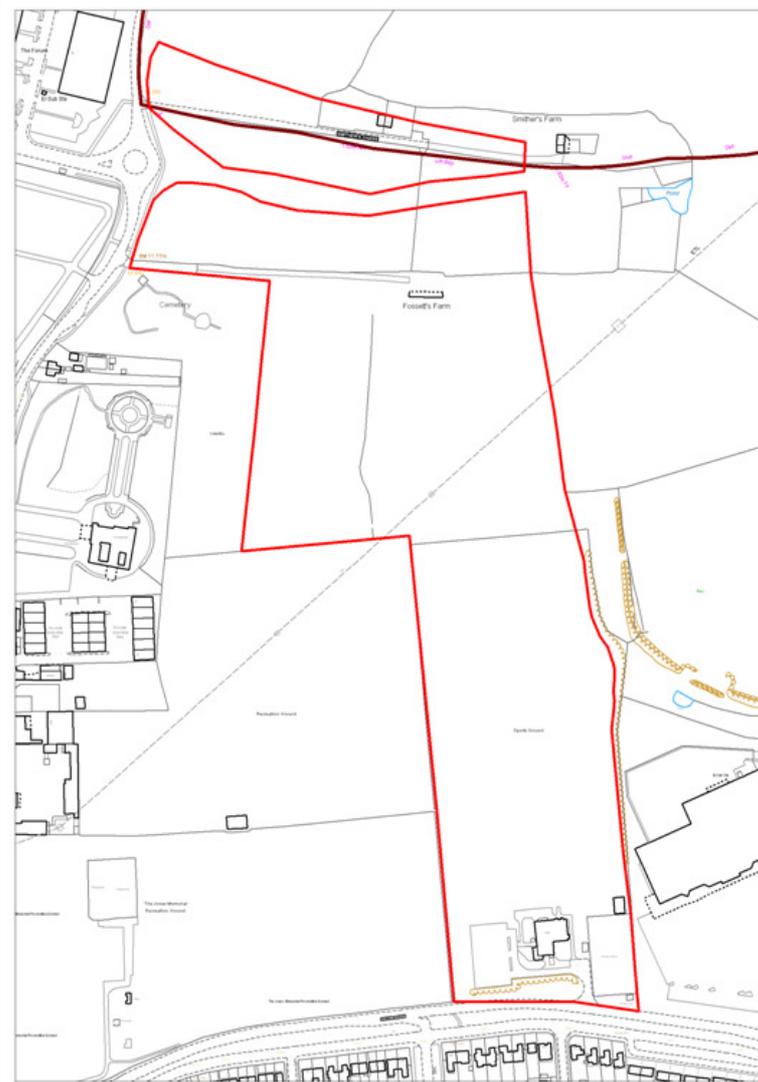
Yield summary

The site has received permission for 67 flats as part of a mixed use scheme.

Conclusion

The site has recently received planning permission for a football stadium, hotel and retail uses as well as 67 flats. Development is likely to take place in the medium term, due to the complexities of development and the current market conditions.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON117	Southend Central Area	0.27	Southend-on-Sea Borough Council
Site Address		Type of site	
257-283 Sutton Road		Brownfield	
Current/previous landuse		Planning status	
B2 Industrial		Planning permission after base date	
Description of site			
Collection of old derelict industrial buildings fronting Sutton Road. Retail units behind, 2 storey dwellings in front.			
Planning history			
07/00602 demolish existing buildings and erect part 3/ part 4/ part 5 storey block of 66 flats with associated private balconies, communal amenity space, including roof terraces (amended proposal).			
Policy restrictions			
The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1) The site is within an employment area where loss of employment land to other uses will only be permitted where the proposal will contribute to the objective of regeneration of the local economy in other ways, including enhancement of the environment, amenity and condition of the local area. (Policy CP1)			
Physical constraints			
Access from Sutton Road.			
Potential impacts			
None identified.			
Suitability summary			
Site has permission for 66 flats.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Site is under construction.			
Achievability summary			
Site is under construction.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	66	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			246.71	66	

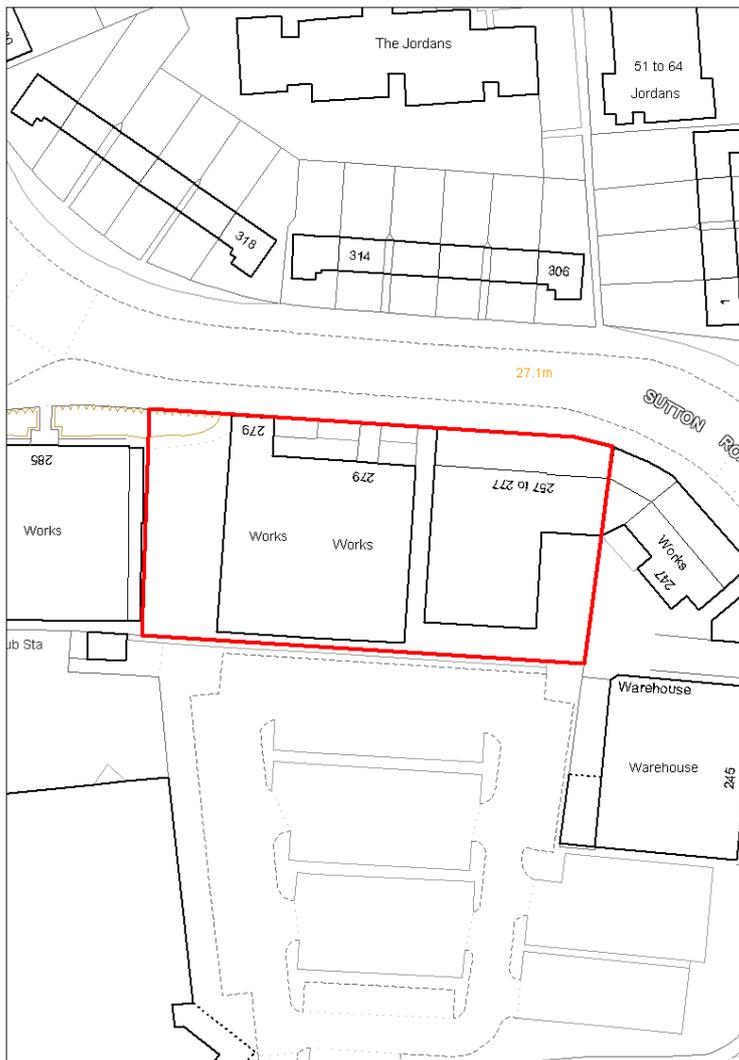
Yield summary

Site has permission for 66 flats

Conclusion

Site has permission for 66 flats and is under construction.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON118	Other Urban Areas	0.12	Southend-on-Sea Borough Council
Site Address		Type of site	
1355 - 1369 London Road		Not Known	
Current/previous landuse		Planning status	
Not Known		Planning permission after base date	
Description of site			
Site on London Road.			
Planning history			
07/01724 demolish existing buildings, erect 4 storey block of 21 flats with terraces and ground floor commercial units (376m2, class a2/b1), lay out 38 car parking spaces, cycle stores and refuse stores at basement level, lay out landscaping and amenity area.			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site is located within an area where residential development is generally appropriate. The site has received planning permission. There are no physical constraints that would prevent development. From the information available, therefore, the site is considered suitable for housing development in principle.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Site has permission for 21 flats. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the short term in this area is good, subject to a recovery in the market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	21	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			174.37	21	

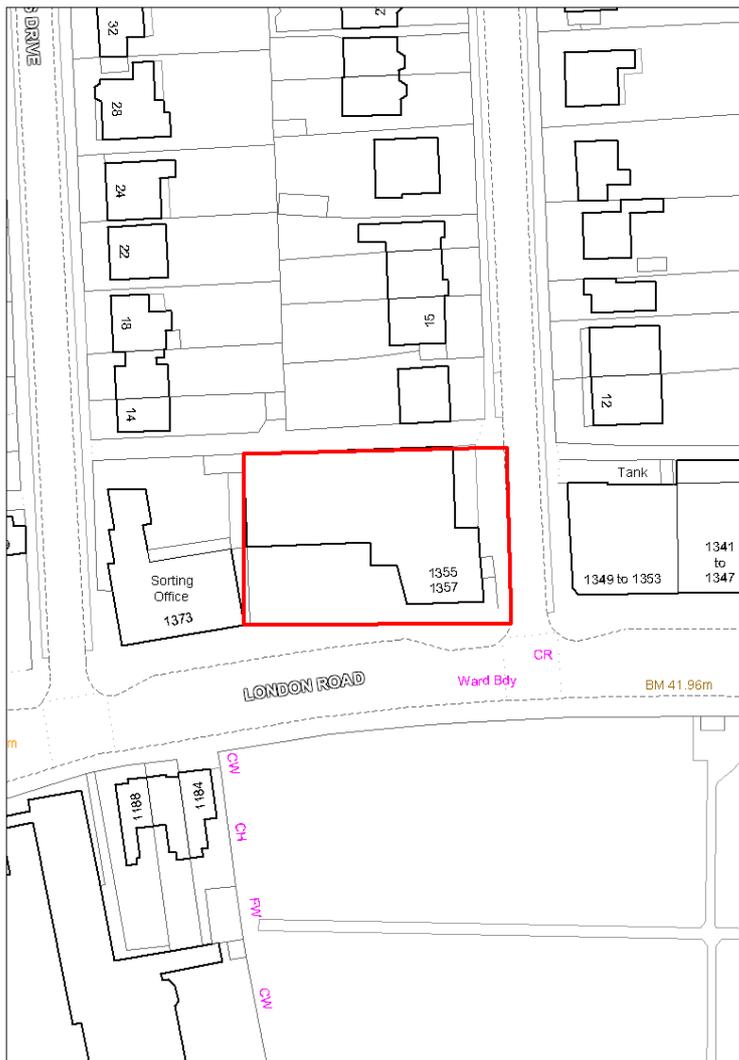
Yield summary

Site has permission for 21 flats.

Conclusion

This site has received planning permission for 21 flats and this is seen as achievable.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON119	Other Urban Areas	0.19	Southend-on-Sea Borough Council
Site Address		Type of site	
35-47 Milton Road		Not Known	
Current/previous landuse		Planning status	
Sui Generis		Resolution to approve	
Description of site			
Car showroom on the corner of Milton Road.			
Planning history			
03/01671/FUL Erect part single/part two/part three/part four storey block comprising 37 flats with basement parking, cycle store, amenity area and ground floor offices (Class B1) at 35-47 Milton Road; erect part two/part three storey block and a two storey block forming 9 flats, lay out parking, refuse store and amenity area on land adjacent 24 Milton Road			
Policy restrictions			
The site is located within the built up area where development for residential purposes is acceptable, in principle.			
Physical constraints			
None known.			
Potential impacts			
None known.			
Suitability summary			
The site is located within the built up area where development for residential purposes is acceptable, in principle. The site has been subject to a resolution to approve a scheme of 48 flats.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The owners of this site are currently redesigning the approved scheme and therefore there is confidence in the site being available and coming forward for development.			
Achievability summary			
The current scheme for 48 flats, office space and a basement car park is considered currently unviable by the owners/developers. A redesigned scheme for 48 flats but without a basement car park and commercial space is considered to be more viable, in the medium term.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	48	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			246.50	48	

Yield summary

A high density flat scheme is considered appropriate at this corner location on Milton Road.

Conclusion

The site is located within the built up area where development for residential purposes is acceptable in principle. A redesigned scheme for 48 flats is considered achievable and is being actively pursued by the current owners/developers for development in the medium term, subject to a recovery in the market.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON120	Southend Central Area	1.09	Southend-on-Sea Borough Council
Site Address		Type of site	
Land at Southchurch Ave / Marine Parade		Brownfield	
Current/previous landuse		Planning status	
Mixed		Planning permission before base date	
Description of site			
Large edge of centre and seafront site, consisting of disused backland, car parking and commercial and leisure frontage development onto Marine Parade. 2 storey housing to the north of the site and 3 storey flatfront development to the north east.			
Planning history			
Previous outline permission 05/01155/OUT Demolish existing buildings, erect 4, 6 and 16 storey buildings comprising 100 bedroom hotel, casino, 126 dwellings, leisure and entertainment facilities, restaurants, bistros and bars with associated basement parking (650 spaces), servicing area, amenity open space and form access off Southchurch Avenue.			
Policy restrictions			
The site is located within the Town Centre and Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1) Previously identified in the Local Plan as a prime leisure site for redevelopment (Proposal P6c), adjacent to an area to the north identified as a visitor accommodation area. Identified as part of the Golden Mile strategic development opportunity in the Seafront AAP Issues and Options document, where improvements to the built environment, and enhanced quality of tourism offer are proposed. Identified in the Southend-on-Sea masterplan as a potential development site, with key building refurbishment identified for Marine Parade frontage buildings.			
Physical constraints			
A number of current commercial enterprises occupy the site. The area is within flood risk zone 3 where an exception test is required for housing purposes.			
Potential impacts			
The site is adjacent to the Kursaal conservation area and Kursaal building, which is a listed building, which will need to be respected in any comprehensive development scheme. Redevelopment of this area for new commercial/leisure facilities and for residential purposes offers the potential to improve the local environment.			
Suitability summary			
The site has been identified as a key development site in various regeneration policies and plans for Southend-on-Sea. Subject to a satisfactory balance between residential and a mix of uses including commercial, leisure and tourism, the site is suitable for development.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
There is outline permission for development of this site including 126 flats. However, this scheme is unlikely to be implemented and the developer is working with the Council to propose a larger scheme including 300 flats. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site as part of a mixed use scheme. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable in the medium to long term and the capacity of the developer to complete and sell the housing in the medium to long term in this area is good, subject to a recovery in the market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
50	75	75	75	25	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			276.48	300	

Yield summary

The location of this site would support a high density development as part of a mixed use scheme. However, proximity to existing residential properties to the north and the Kursaal building to the east may require lower density development on these edges of the site.

Conclusion

The site has been identified as a key development site in various regeneration policies and plans for Southend-on-Sea for a mixed use scheme including residential development, in the form of high density flats. The scheme is likely to come forward in association with other Golden Mile proposals in the medium to long term.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON121	Southend Central Area	1.13	Southend-on-Sea Borough Council
Site Address		Type of site	
The Golden Mile		Brownfield	
Current/previous landuse		Planning status	
Mixed		No planning status	
Description of site			
<p>Long narrow strip of amusement arcades, restaurants, pubs and "seaside" shops sloping down from Pier Hill in the west, along Marine Parade to Hartington Road, with a further extension to Pleasant Road. Building line varies with some properties set back from the road providing some public space. Church, Seaways car park and residential properties to the rear. Two listed buildings at western and eastern ends of the main strip.</p>			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Seafront which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>Previously identified in the Local Plan as within the Central Seafront area, where development should be visitor orientated, where historic buildings should be protected and enhanced and where other buildings should be redeveloped or refurbished. Identified as part of the Golden Mile strategic development opportunity in the Seafront AAP Issues and Options document, where improvements to the built environment, and enhanced quality of tourism offer are proposed.</p> <p>Identified in the Southend-on-Sea masterplan as an area for comprehensive redevelopment to include more public space and to provide new linkages with Seaways and St. John's Church.</p>			
Physical constraints			
<p>A large number of commercial properties will require relocation as part of redevelopment proposals.</p> <p>A small part of the eastern extension is within flood risk zone 3 where an exception test is required for housing purposes.</p>			
Potential impacts			
<p>Impact of redevelopment proposals upon the two listed buildings at either end of the main strip.</p> <p>Impact of development upon the role and function of Marine Parade as a public highway.</p> <p>Impact of development upon adjacent residential properties and the Church.</p> <p>Impact of redevelopment upon the character and function of the seafront at Southend-on-Sea.</p>			
Suitability summary			
<p>The focus for this area needs to be to provide improvements to the built environment to enhance the visitor experience and to regenerate the area. Redevelopment and refurbishment, where appropriate, for a mix of uses is therefore appropriate. The site is suitable for residential accommodation as part of this mix, provided that the primary focus remains tourism and leisure related uses.</p>			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
<p>A developer is actively seeking to extend the Plaza scheme to the east to include this site and the adjacent Seaways car park. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.</p>			
Achievability summary			
<p>Whilst negotiations continue, from the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site in the medium to long term as part of plans to upgrade Southend-on-Sea seafront. It is also considered that, given current and probable future sales prices, and alternative land values, the site will be economically viable in the future, subject to a recovery in the market.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
50	50	50	50	50	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			220.33	250	

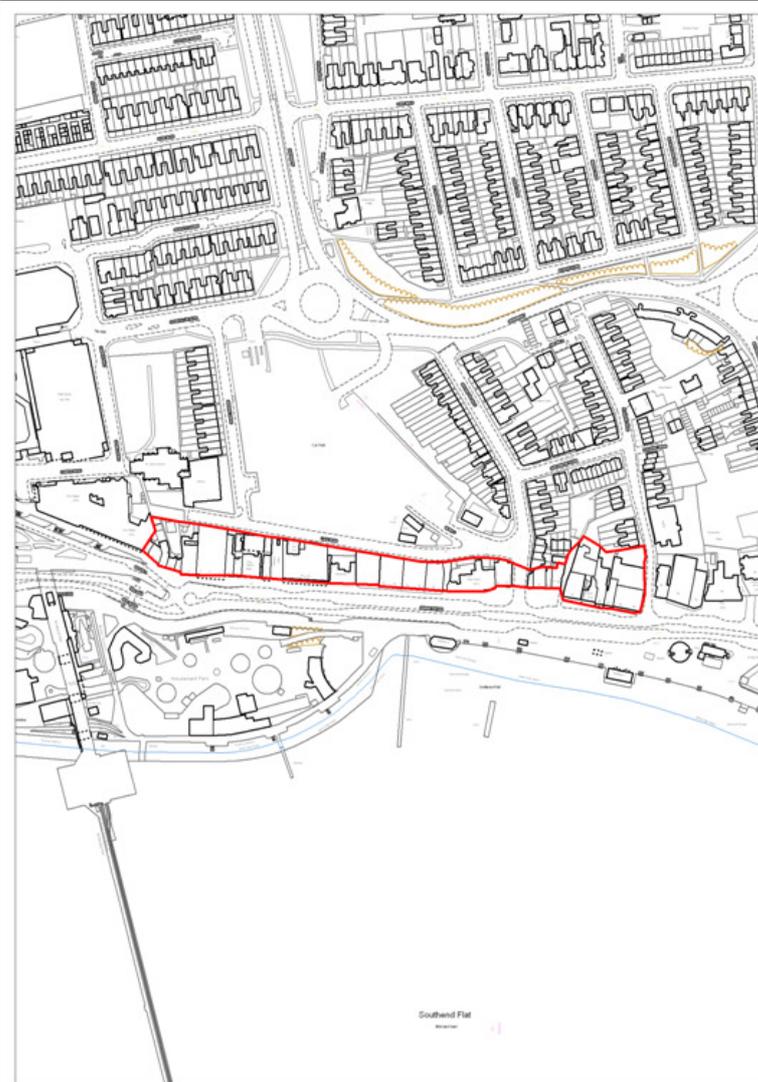
Yield summary

The location of this site would support a high density flat development of upper floors with tourism related uses below, as part of a mixed use scheme. However, retention and enhancement of listed buildings may restrict the height and therefore densities in these locations.

Conclusion

The redevelopment and refurbishment, where appropriate, of the Golden Mile to provide for a mix of high quality tourist related facilities and other uses including residential flats is appropriate. A developer is actively seeking to develop the area. Subject to a recovery in the housing market in the medium term, redevelopment is considered achievable.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON122	Southend Central Area	0.14	Southend-on-Sea Borough Council
Site Address		Type of site	
285 Sutton Road		Brownfield	
Current/previous landuse		Planning status	
Not Known		No planning status	
Description of site			
Collection of old derelict industrial buildings fronting Sutton Road. Retail units behind, 2 storey dwellings in front.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The site is within an employment area where loss of employment land to other uses will only be permitted where the proposal will contribute to the objective of regeneration of the local economy in other ways, including enhancement of the environment, amenity and condition of the local area. (Policy CP1)</p>			
Physical constraints			
None identified.			
Potential impacts			
The site is close to storage/loading areas of adjacent retail park which could be detrimental to residential amenity.			
Suitability summary			
Whilst the site has previously been in employment uses, the adjacent site has recently received permission for housing and, on balance, housing redevelopment of this derelict site, which is peripheral to the main employment area, would be positive for regeneration of this area as a whole.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
A developer has confirmed that the site is available for development, and that there are no legal or ownership problems which could limit development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site in the medium term a. It is also considered that, given current and probable future sales prices, and alternative land values, the site will be economically viable in the future, subject to a recovery in the market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	40	0	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			283.55	40	

Yield summary

A medium to high density flatted development, reflecting the adjacent permission for 66 flats, would be appropriate.

Conclusion

Residential redevelopment of this derelict site, which is peripheral to the main Sutton Road employment area, would be positive for regeneration of this area as a whole. A developer is actively promoting the site for 40 flats, to be completed in the medium term, subject to a recovery in the housing market.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON123	Southend Central Area	0.52	Southend-on-Sea Borough Council
Site Address		Type of site	
Maybrook site, Southchurch Road		Brownfield	
Current/previous landuse		Planning status	
C2 Residential institutions		Not Known	
Description of site			
Large cleared site fronting onto Southchurch Road. Industrial estate to north and access road to east of site. 3 storey housing further beyond to north. Adjoining commercial properties to east. 6 storey block of flats to west and housing beyond.			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
The site is located within the Southchurch Road area and adjacent to the Town Centre/Central Area, which are primary foci for regeneration and growth within Southend-on-Sea. (Policy KP1) The site is subject to a Concept Statement supporting an exemplar mixed tenure housing development.			
Physical constraints			
The site is artificially raised by the foundations of the previous buildings, which would need to be removed.			
Potential impacts			
None known.			
Suitability summary			
Consequently, the site, combined with the adjacent employment site (CON 090), offers a suitable location for residential development and would contribute to the creation of sustainable, mixed communities.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
The Council is actively promoting the site for development, has prepared a Concept Statement and is exploring funding mechanisms. Information gathered for the purposes of this study suggests, therefore, that there is confidence in the site being available and coming forward for development.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. The site is considered economically viable in the medium term and the capacity of a developer to complete and sell the housing in this area is good, subject to a recovery in the market.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	0	50	50
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			192.46	100	

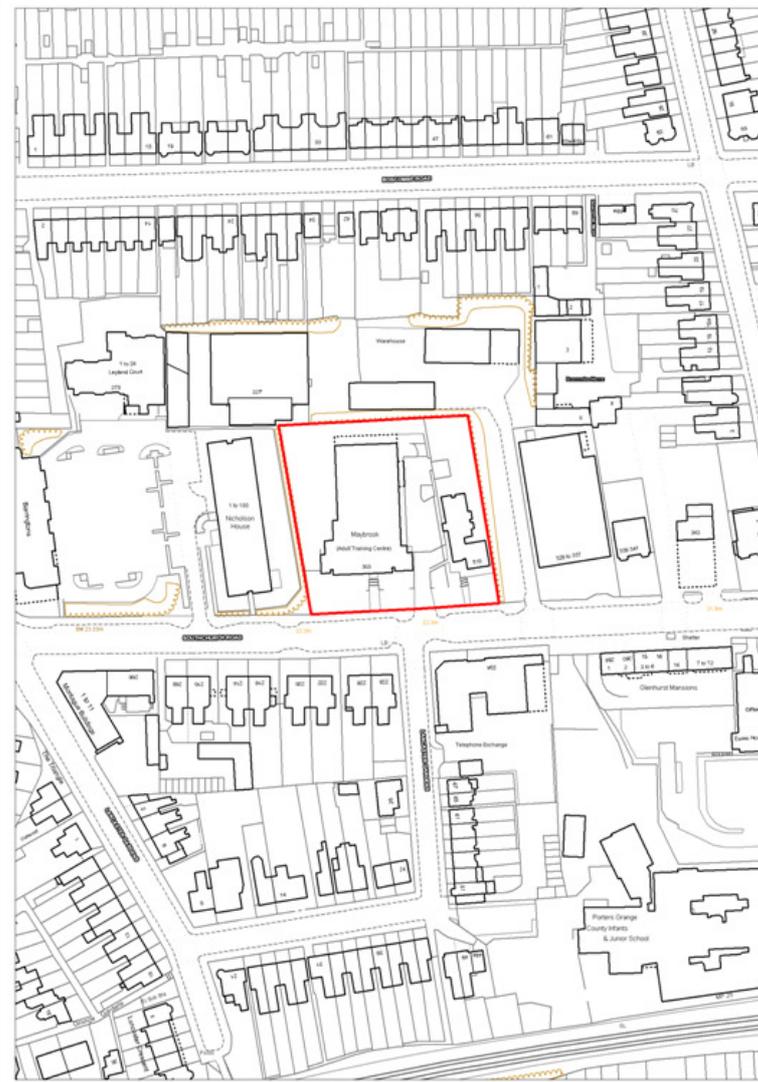
Yield summary

The site is suitable for a high density development including a mix of houses and flats (up to 5 storey), reflecting the transitional character between residential areas to the north and flatted developments along the Southchurch Road.

Conclusion

Residential redevelopment of this cleared site for a mix of house types and tenures would be positive for regeneration of this area as a whole. The Council is actively promoting the development of the site, which could come forward together with site CON090, in the medium term, subject to a recovery in the housing market.

Site plan



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Site ref	Area	Site Area (ha)	Local Authority
CON124	Southend Central Area	1.39	Southend-on-Sea Borough Council
Site Address		Type of site	
Warrior Square		Brownfield	
Current/previous landuse		Planning status	
D2 Assembly and leisure		Not Known	
Description of site			
<p>Large post war indoor swimming pool with substantial surface car parking. Terrace of victorian 2 storey dwellings to south west of site. Warrior Square open space and more terraced housing to north and terraced dwellings to south. Access to Queensway to east. Central Southend-on-Sea to east, beyond busy Chichester Road.</p>			
Planning history			
No relevant planning history identified by the Council.			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The site is located adjacent to a Conservation Area, where development should safeguard and if possible enhance the setting, appearance or character of the area. (Policy CP4)</p> <p>The site was allocated in the previous Local Plan for redevelopment for retail, other employment generating activities with the eastern end of the site for housing development. Saved proposal P5b allows for the Warrior Square Pools site to be included in the proposal site provided an appropriate alternative location can be found for the pool.</p> <p>The site is included in the Southend-on-Sea Central Masterplan for redevelopment for retail, office, health and residential (198 homes) with multi storey car parking.</p>			
Physical constraints			
The location or relocation of the Warrior Square Pools is a major factor in determining the available land for other uses.			
Potential impacts			
<p>Redevelopment will displace parking and replacement parking will need to be a condition of redevelopment.</p> <p>The site is located adjacent to a Conservation Area, where development should safeguard and if possible enhance the setting, appearance or character of the area.</p>			
Suitability summary			
The site offers a suitable location for residential development as part of a mixed use redevelopment of this edge of centre area and would contribute to the creation of sustainable, mixed communities. A replacement Pool is being delivered on Garon's Leisure Site and this will release the current pool site for redevelopment.			
Market appraisal			
<p>Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.</p>			
Availability summary			
The Council is supporting redevelopment of central car parks as part of a wider car parking strategy (see policy restrictions).			
Achievability summary			
<p>From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.</p>			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	40	40	40
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			86.57	120	

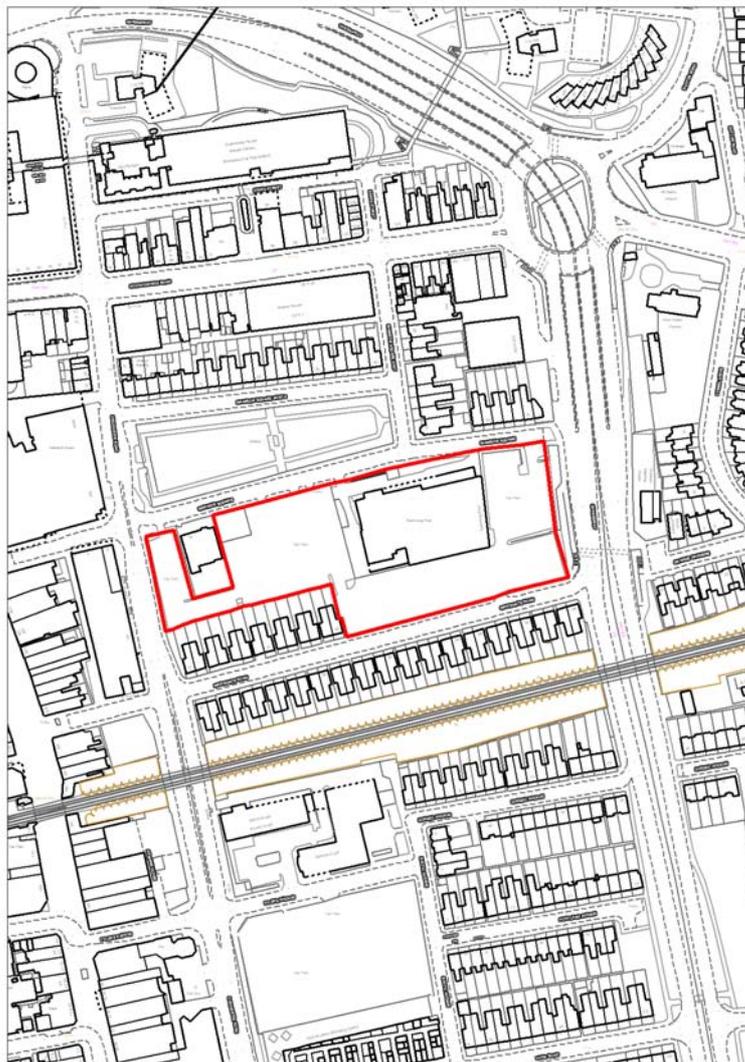
Yield summary

The most appropriate form of residential development in this location would be 3-4 storey flatted development, forming perimeter blocks around Whitegate Road, Warrior Square and Queensway. Commercial redevelopment is more appropriate to the west of the site.

Conclusion

Residential development as part of a mixed use scheme would be appropriate in this location. A replacement Pool is being delivered on Garon's Leisure Site and this will release the current pool site for redevelopment as part of this wider site. Residential development would consist of 3-4 storey flatted development, to be completed in the medium term, subject to a recovery in the housing market.

Site plan



Site ref	Area	Site Area (ha)	Local Authority
CON125	Southend Central Area	1.54	Southend-on-Sea Borough Council
Site Address		Type of site	
London Road		Brownfield	
Current/previous landuse		Planning status	
A1 Shops		Not Known	
Description of site			
Large foodstore and multistorey car park, located on the edge of the town centre, bounded by Queensway and London Roads. Adjacent uses generally commercial, with 2 storey victorian residential properties opposite on the south side of London Road.			
Planning history			
Current application for redevelopment of Roots Hall (Southend-on-Sea Football Club) for a new retail store. This would facilitate the relocation of the current foodstore on this site, providing the opportunity for redevelopment for other uses.			
Policy restrictions			
<p>The site is located within the Town Centre / Central Area which is a primary focus for regeneration and growth within Southend-on-Sea. (Policy KP1)</p> <p>The site is included in the Southend-on-Sea Central Masterplan for redevelopment for a landmark office development, an enhanced retail and leisure offer and residential development (421 homes).</p> <p>The Masterplan includes a parking strategy which involves maintaining public parking to 2021 at current levels (2,518 spaces), to provide replacement public car parking as a condition precedent of redevelopment and to replace the current stock of surface car parks with high quality and secure multi-storey and/or basement car parks on the edge of the town centre core, with possible locations at Southend-on-Sea Central station, London Road and Southchurch Road.</p>			
Physical constraints			
Redevelopment of this site would require demolition of the existing foodstore, but it is assumed that the existing multistorey car park is retained, to provide an edge of centre public car park, in line with the Masterplan strategy.			
Potential impacts			
None known.			
Suitability summary			
The site offers a suitable location for residential development as part of a mixed use redevelopment of this edge of centre area and would contribute to the creation of sustainable, mixed communities.			
Market appraisal			
Until mid-2007, the market for housing in the Southend area was reasonably buoyant. Land values reached between £1.3 million and £1.8 million per acre, which was high enough to ensure that any community gain package, including affordable housing and other S.106 obligations, as well as abnormal development costs, could be delivered without either threatening the viability of the scheme, or falling below any alternative use value. Because of the downturn, many schemes will be delayed until the market recovers in perhaps late 2010 – 2011. The market in the Southend area has been attractive to the retirement market, including sheltered and up-market apartments. The market for flats has been hit particularly hard in 2008, especially for large schemes accommodating exclusively flats.			
Availability summary			
Sainsburys are relocating to another site at Roots Hall and therefore the site will be available for redevelopment.			
Achievability summary			
From the information available, it is considered that there is a reasonable prospect that housing will be delivered on the site. It is also considered that, given current and probable future sales prices, and alternative land values, the site is economically viable and the capacity of the developer to complete and sell the housing in the medium term in this area is good.			

2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014
0	0	0	75	75	0
2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020
0	0	0	0	0	0
2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024	2024 - 2025	2025 - 2026
0	0	0	0	0	0
			Final density:	Final suggested yield:	
			97.47	150	

Yield summary

The most appropriate form of residential development in this location would be 4-5 storey flatted development, together with office and retail redevelopment. Retention of the existing multistorey car parking is assumed to implement the masterplan car parking strategy.

Conclusion

The site is appropriate for a mixed use redevelopment including 4-5 storey flatted development, office and leisure uses. Sainsburys are relocating to Roots Hall and the site should be available for redevelopment in the medium term. There is an opportunity to utilise the existing multistorey car park as public parking, as part of the Masterplan car parking strategy.

Site plan

