

APPENDIX 10

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APPENDIX 10

Reference to Site Specific Development Opportunities Identified in the Plan

Introduction

A10.1 A number of site specific development opportunities are identified in the Plan's policies and proposals. To assist the Plan user in identifying these, this appendix sets out the various opportunities by development type in alphabetical order with appropriate cross-references to the Written Statement.

The Sites

a) HOUSING

Site	Total Site Area (hectares)	Local Plan Ref Policy/Proposal	Page
Ambleside Drive, Southend East Goods Yard	1.0	P3c ⁺	63
Bridgwater Drive, No. 297 (coachworks)	0.36	P3t	64
Baltic Avenue, land west of (Town Centre Inset)	0.32	P3d	63
Burnaby Road	0.68	P3b ⁺	63
Chase Road (former bakery) and land r/o 2 Riviera Drive	0.1	P3m	64
Cricketfield Grove, r/o 14-28 (industrial uses)	0.11	P3s	64
East Street, No. 151 (car breakers)	0.02	P3h	64
Eastern Esplanade, former Gas Works Site	2.6	P3a	62
Glendale Gardens, Nos. 128-144 (industrial uses)	0.16	P3p	64
Glendale Gardens, Nos. 164-166 and 98 Grange Road (builders yard)	0.16	P3n	64
Herbert Grove	Frontage only	P9k	159
Horseshoe Barracks, Shoeburyness	4.65	P2a* ¹	37
London Road and land rear of Imperial Avenue (see also leisure, retail and offices)	1.2	P6f ⁺	111
Maple Avenue and Leighcliff Road (industrial uses)	0.16	P3r	64
North Road, No. 215 (scrap metal yard)	0.1	P3g	64
Roots Hall Avenue (industrial uses)	0.2	P3j	64
Roots Hall Avenue and Victoria Avenue (industrial uses)	0.21	P3k	64
Station Avenue (scrap metal yard and haulage depot)	0.5	P3f	64
Warrior Square and Whitegate Road (Town Centre Inset - see also hotel, retail and offices)	1.9* ²	P5b	96
Windermere Road	1.6	P3e ⁺	63

Note: *¹ Alternative uses may be acceptable on this site if they comply with the relevant policies of the Plan (see Proposal P2a description).
 *² Includes land for additional public car parking.
 + An element of affordable housing provision will be specifically sought on these sites in accordance with Policy H2 (Future Housing Needs, page 47).

b) HOTELS

Site	Total Site Area (hectares)	Local Plan Ref Policy/Proposal	Page
Hamlet Court Road, former Queens Hotel, Westcliff (<i>see also offices</i>)	0.4	P4b	77
Prince Avenue, land north of	1.0	P6e	111
Warrior Square and Whitegate Road (Town Centre Inset) (<i>see also housing, retail and offices</i>)	1.9*	P5b	96

Note:* Includes land for additional public car parking

c) INDUSTRY

Site	Appropriate Use Class	Total Site Area (hectares)	Local Plan Ref Policy/Proposal	Page
Eastern Avenue (adj the Council's Highways Depot) (<i>see also offices and retail</i>)	B1	0.9	P4e	78
Eastwoodbury Lane	B1 and B8	0.35	P4j	79
Kenway, former Coal Depot	B1 and B2 to B7	1.6	P4f	78
Prince Avenue, land north of Station Approach, Prittlewell	B1 and B8	3.0	P4h	78
Station Goods Yard	B1	0.8	P4g	78

d) LEISURE

Site	Potential Use	Total Site Area (hectares)	Local Plan Ref Policy/Proposal	Page
Bournes Green Chase, land north of	Golf Course	78.0	P7c	123
Eastern Avenue, land north of	Indoor and Outdoor Sports Facilities (including golf)	85.0	P7d	124
Eastern Esplanade, Corporation Loading Jetty	Water Recreation	N/A	P6a	110
London Road and land rear of Imperial Avenue (<i>see also housing, offices and retail</i>)	Leisure/Recreation	1.2	P6f	111

d) LEISURE continued

Site	Potential Use	Total Site Area (hectares)	Local Plan Ref Policy/Proposal	Page
London Road, former Municipal College Site (Town Centre Inset) <i>(see also offices and retail)</i>	Uses appropriate to a town centre situation (e.g. cinema)	0.9	P5a	96
Marine Gardens East	Leisure Use	1.6	P6d	111
Southchurch Avenue/Eastern Esplanade, Kursaal	Leisure Use	0.9	P6b	111
Southchurch Avenue/Marine Parade	Leisure Use	0.9	P6c	111

e) OFFICES

Site	Total Site Area (hectares)	Local Plan Ref. Policy/Proposal	Page
Alexandra Street (Town Centre Inset)	Frontage only	P9j* ¹	159
Alexandra Street/High Street and Market Place (Town Centre Inset) - <i>(see also retail)</i>	0.5	P5d	97
Baxter Avenue (Town Centre Inset)	0.3	P4a	77
Central Station, Cliftown Road (Town Centre Inset)	0.4	P4k	79
Eastern Avenue, adj the Council's Highways Depot - <i>(see also industrial and retail)</i>	0.9	P4e	78
Hamlet Court Road, former Queens Hotel, Westcliff - <i>(see also hotels)</i>	0.4	P4b	77
London Road, former Municipal College Site (Town Centre Inset) - <i>(see also leisure and retail)</i>	0.9	P5a	96
Pitmans Close (Town Centre Inset)	0.09	P4d	77
Warrior Square and Whitegate Road (Town Centre Inset) - <i>(see also housing, hotels and retail)</i>	1.9* ²	P5b	96
Whitegate Road (Town Centre Inset)	0.08	P4c	77

Note:

*¹ The majority of this proposal site (total area 0.25 hectares) is proposed for a multi-storey car park facility.

*² Includes land for additional public car parking.

f) RETAIL

Site	Total Site Area (hectares)	Local Plan Ref Policy/Proposal	Page
i) General			
Alexandra Street/High Street and Market Place (Town Centre Inset) - (<i>see also offices</i>)	0.5	P5d	97
London Road and land rear of Imperial Avenue - (<i>see also housing, leisure and offices</i>)	1.2	P6f	111
London Road, former Municipal College Site (Town Centre Inset) - (<i>see also leisure and offices</i>)	0.9	P5a	96
Queensway, Seaway Car Park	1.7	P9k* ¹	159
Tylers Avenue and York Road	1.7* ²	P5c	97
Warrior Square and Whitegate Road (Town Centre Inset) - (<i>see also housing, hotels and offices</i>)	1.9* ³	P5b	96
ii) Food Stores			
Eastern Avenue, land north of	5.0	P5e	97
Prince Avenue, land north of	4.0	P5f	98
iii) Non-Food			
Eastern Avenue, adj the Council's Highways Depot - (<i>see also industrial and offices</i>)	0.9	P4e	78
Warners Bridge, land adj to (within the perimeter of Southend Airport)	3.0+	Policy T17	158

Note:*¹ Subject to the provision of appropriate replacement public car parking.*² Includes land for bus station and replacement public car parking.*³ Includes land for additional public car parking.

+ The majority of this site lies within the administrative District of Rochford.