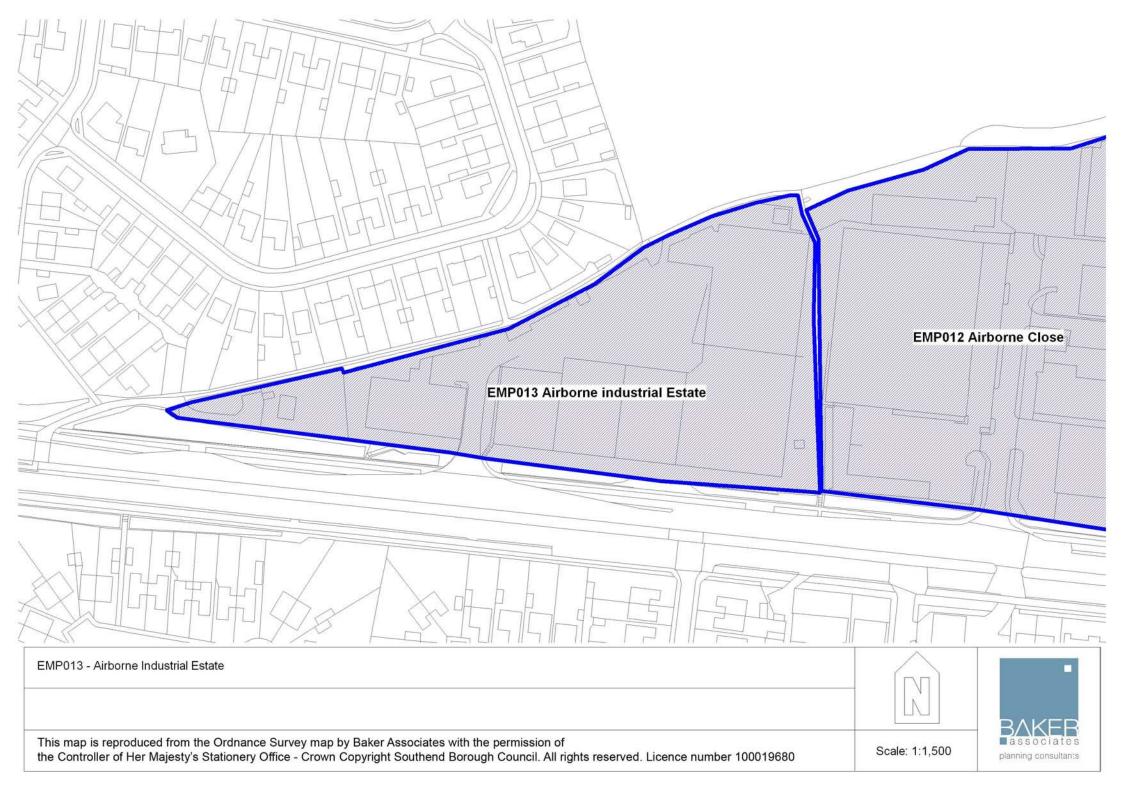
Site Information			
Site Ref	EMP013	Address	Airborne Industrial
One ner		Addiess	Estate
Spatial Location	A127/Airport	Size	1.47 ha
Market Segment	General Industrial and E		Title Tide
Description of Site and			27 in Western Southend.
Location:			
	The site is in average condition, with older B2 industrial premises and a large area of parking. The site is in good use the and therefore		
	should be considered si		
Market Attractiveness Criteria			
1.1: Has the site been formally in		for at least 10 years?	Yes
1.2: Has there been any recent of			
This could include works on site			
applications/building regulations		3	Yes
1.3: Is the site being actively ma		site?	Yes
1.4: Is the site owned by a deve			-
employment development?	,		Unknown
1.5: Is the site in multiple owners	ship/occupation, or owned	d by an organisation	
unlikely to bring it forward for de		, g.m	Multiple ownership
1.6: Is there a valid permission f		ent, likely to meet	
market requirements? Or for an		, <b>,</b>	
'			No
1.7: Is there a valid permission f	or employment developm	ent, likely to meet	
market requirements? Or for an		•	No
1.8: Would employment development on this site be viable, without public			
funding to resolve infrastructure or other on-site constraints?			Yes
1.9: Is the site immediately available?			
·			Yes
Market appraisal	The site is well located	and access to the A12	7 clearly contributes to
	the low vacancy rate of		
	market interest in the location. There is potential for re		
			rimarily support existing
	employment rather than		
	site has a key role to pla		
	importance and its succ	ess is interrelated to the	ne success of other
	A127/Airport sites.		
Sustainable Development Fac			I B
2.1: Would the site be allocated today for employment development,		Potentially but not on	
measured against present susta			the same scale or for
freight access, environmental impacts and brownfield/greenfield			the same B8
considerations)?			distribution uses.
2.2: Is employment the only acceptable form of built development on this site			No, a mix of uses
(e.g. because of on-site contamination, adjoining uses or sustainable		relative to adjacent	
development reasons)?			uses could be
			acceptable
Adjacent land use and conflicts?			employment to the West
Confide s			
	and recreation uses to the North East. The site is located off the A127 Arterial Road. It is considered that the buffer between the site and		
	adjacent residential uses is acceptable.		
	Taujacent residential USE	o io acceptable.	



Known constraints and	The site has no known constraints or ownership issues. The site is all		
infrastructure requirements	in employment use and therefore can be protected and redevelopment		
	when necessary for future employment use.		
Strategic Planning Factors			
3.1: Is the site within an area ide	ntified as of strategic importance to the		
delivery of the RSS/RES?		Yes	
3.2: Is the site identified or likely	to be required for a specific user or specialist		
use?		No	
3.3: Is the site part of a compreh	ensive or long term development or	!	
regeneration proposal, which de	pends on the site being developed for		
employment uses?		No	
3.4: Is there public funding committed (or likely to be provided) sufficient to			
overcome infrastructure or on-sit			
development viable?		Unknown	
3.5: Are there any other policy co			
	h should override any decision to release the		
site?		No	
	ering other economic development objectives		
or the spatial strategy?			
		Yes	
Strategic Planning and	Located off the A127 Arterial Road, the site has good site access and		
Access	good strategic access to the highway network. Primarily the site is well		
	located for employers requiring good access to the A127.		
Recommendation	Well located A127 employment site with low vacancy. The site should		
	be protected for future employment purposes. Airborne industrial		
	Estate should be protected for future employment purposes.		



Site Information			
Site Ref	EMP014	Address	Laurence industrial
Site Hei	LIVII 014	Addiess	Estate
Spatial Location	A127/Airport	Size	1.27 ha
Market Segment	General Industrial	JIEU	1.21 Πα
Description of Site and	The site is located in No	rth West Southand of	if Factwoodhury Land
Location:			
Location.	The site provides smaller scale premises light industrial B1C/B2 units, the majority of which are occupied. The premises are in average		
	condition and the shared		
Market Attractiveness Criteria	condition and the shared	i naid Standing area is	s well useu.
1.1: Has the site been formally in	lantified for ampleyment for	ar at least 10 years?	Yes
			res
1.2: Has there been any recent of			
This could include works on site		anning	No
applications/building regulations		oito?	
1.3: Is the site being actively ma			Yes
1.4: Is the site owned by a devel	oper or another agency Kr	южи ю инфепаке	Linknown
employment development?	Jala /a a a un a tic	h., an aune!!	Unknown
1.5: Is the site in multiple owners		by an organisation	Single ownership
unlikely to bring it forward for dev		.m.	presumed
1.6: Is there a valid permission for		ent, likely to meet	
market requirements? Or for an	aiternative use?		N.
1 O. Wasslel and law and days law			No
1.8: Would employment develop			No. 3
funding to resolve infrastructure		S?	Yes
1.9: Is the site immediately available	able?		
	<del>-</del>		No
Market appraisal	There should be continued market interest due to the sites good		
	location and access to the A127. Laurence Industrial Estate is clearl popular with employers and the site has a key role to play in the		
		is of strategic importa	ince to the delivery of the
Sustainable Development Fact	Core Strategy.		
		alanmant	Yes
2.1: Would the site be allocated			res
measured against present susta			
freight access, environmental im considerations)?	pacis and brownield/gree	rinielu	
2.2: Is employment the only acce	ntable form of built dayals	anment on this site	Yes
(e.g. because of on-site contami			162
development reasons)?	nation, adjoining uses of s	เนอเสเทสมเธ	
Adjacent land use and	The site is located adjace	ant to other ampleum	ent areas of Aviation
conflicts?			
Commicts:	conflicts? Way and Comet Way. Other surrounding uses include the airport and agricultural use to the South. There are not current conflicts between		
land uses.			TOTAL COMMONS DELWEEN
Known constraints and		wnership issues. The	site is all in employment
infrastructure requirements	use and therefore can be		
imastructure requirements	necessary for future emp		
	expansion and no known		
employment use, contamination in not out of the question and would require investigation if redevelopment was proposed for this site.			
require investigation it redevelopment was proposed for this site.			



Strategic Planning Factors			
3.1: Is the site within an area ide			
delivery of the RSS/RES?		Yes	
3.2: Is the site identified or likely	to be required for a specific user or specialist		
use?		No	
	ensive or long term development or		
regeneration proposal, which de employment uses?	pends on the site being developed for	Yes, as part of Airport JAAP	
3.4: Is there public funding comr	nitted (or likely to be provided) sufficient to		
overcome infrastructure or on-sit	te constraints to make employment		
development viable?		Unknown	
	onsiderations, such as emerging strategic		
	h should override any decision to release the		
site?		No	
·	ering other economic development objectives		
or the spatial strategy?		Yes	
Strategic Planning and	Located off the Eastwoodbury lane the site ha		
Access	Access Strategic access from the highway network is also good especially its		
close proximity to the A127. The site is also well located for employer			
	requiring good access to the Airport.		
Recommendation	Recommendation Laurence Industrial Estate provides good small scale employment		
premises which are in good use. The site should be protected for			
	future employment purposes.		



This map is reproduced from the Ordnance Survey map by Baker Associates with the permission of the Controller of Her Majesty's Stationery Office - Crown Copyright Southend Borough Council. All rights reserved. Licence number 100019680

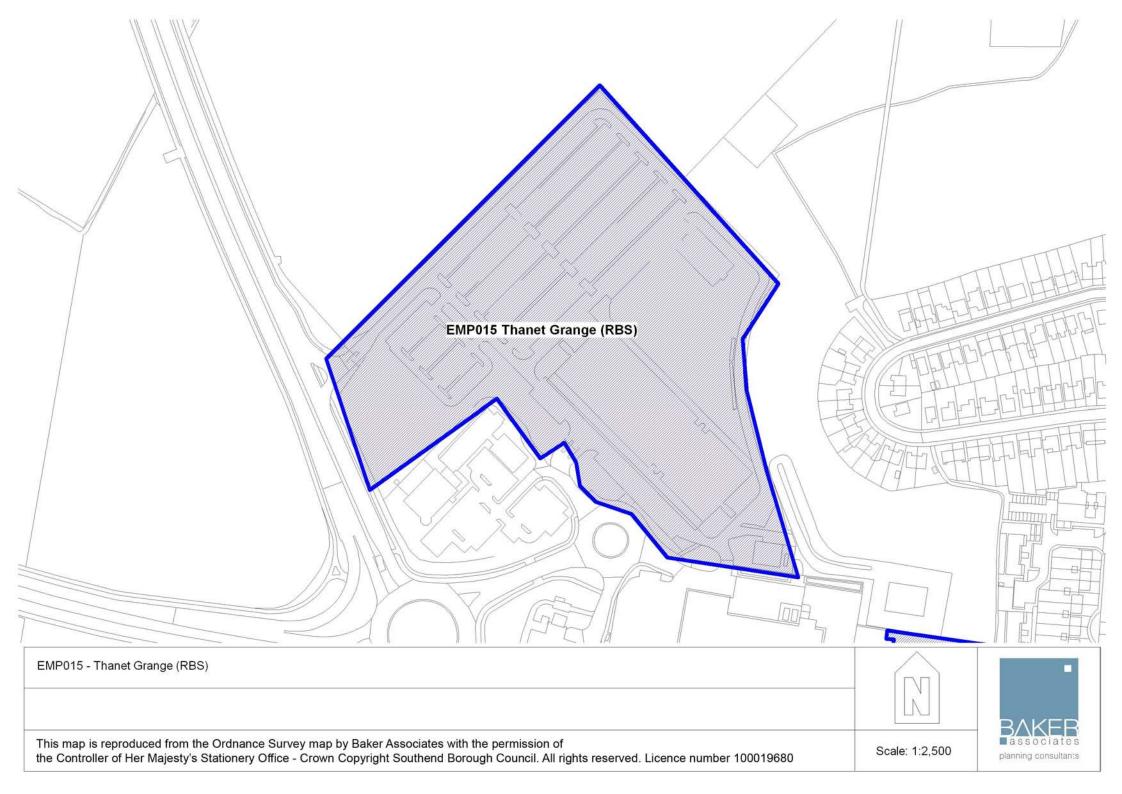




Site Information			
Site Ref	EMP015	Address	Thanet Grange (RBS)
Spatial Location	A127/Airport	Size	5.31 ha
Market Segment	General Industrial and I		3.31 Ha
Description of Site and	Thanet Grange is locate	ad directly off the A127	' in North West
Location:	Thanet Grange is located directly off the A127 in North West Southend. The site is of good quality condition with modern B1 office		
Location.	units and parking. The site is currently occupied by the Royal Bank of		
	Scotland and represents some of the best employment premises in the		
	Borough.		profitted in the
<b>Market Attractiveness Criteria</b>			
1.1: Has the site been formally id	dentified for employment	for at least 10 years?	Yes
1.2: Has there been any recent of			
This could include works on site			
applications/building regulations		3	Yes
1.3: Is the site being actively ma		t site?	Yes
1.4: Is the site owned by a devel			
employment development?	,		Unknown
1.5: Is the site in multiple owners	ship/occupation, or owne	d by an organisation	
unlikely to bring it forward for de			Multiple ownership
1.6: Is there a valid permission for		ent, likely to meet	·
market requirements? Or for an		•	No
1.7: Is there a valid permission for	or employment developm	ent, likely to meet	
market requirements? Or for an	alternative use?	-	No
1.8: Would employment develop	ment on this site be viab	e, without public	
funding to resolve infrastructure or other on-site constraints?  Yes			
1.9: Is the site immediately available	able?	Yes	
Market appraisal	Thanet Grange provides good quality premises and its access to the		
A127 is a strength of this location. There will be continued market			
	interest in the location.		
	but this will need to be		he development of
Southend Airport in the Joint AAP.			
Sustainable Development Fact			T
2.1: Would the site be allocated			Yes
measured against present susta			
freight access, environmental im	pacts and brownfield/gre	enfield	
considerations)?			<u> </u>
2.2: Is employment the only acce			No, a mix of uses
(e.g. because of on-site contami	nation, adjoining uses or	sustainable	relative to adjacent
development reasons)?			uses could be
Adiacont land	The cite is leasted and a		acceptable
Adjacent land use and			and petrol station to the
conflicts?	East and South, a hotel		
	considered that there are no potential conflicts of land use in this		
location.   Known constraints and   The site has no known constraints and is within a single ownership.			
Known constraints and infrastructure requirements			ent use and there are no
imastructure requirements	specific infrastructure c		
	site has potential for expansion to the North subject to requirements of the airport safeguarding zone.		
	and amport sareguarding	, 20110.	



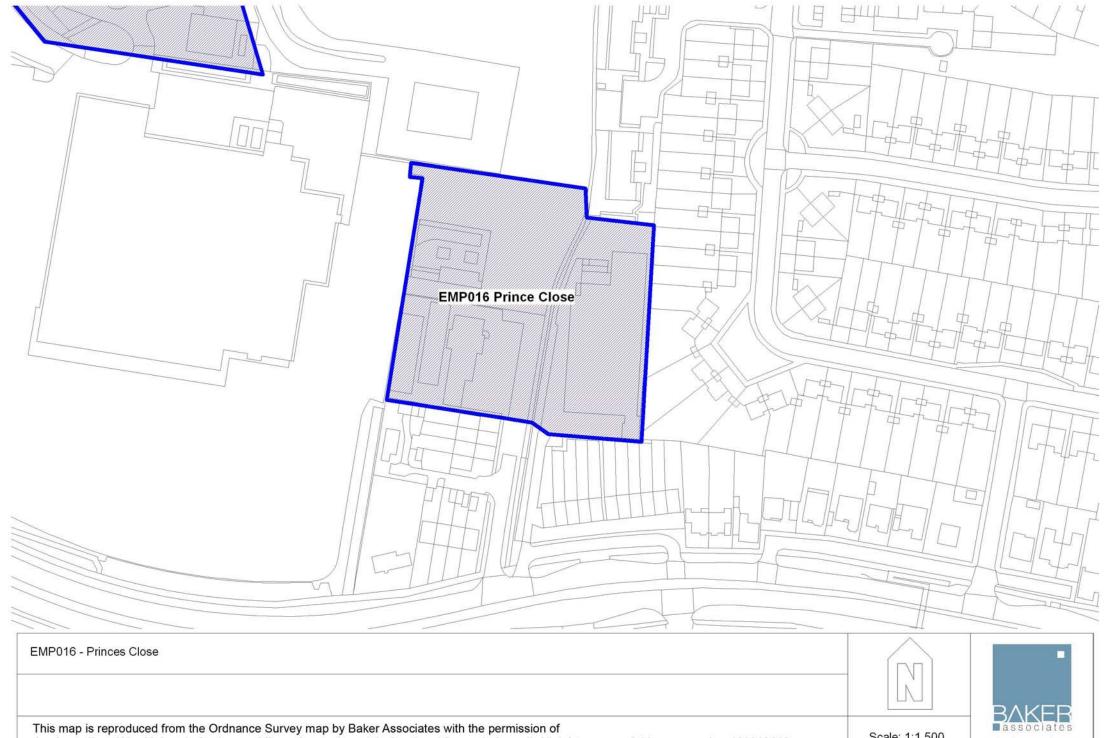
Strategic Planning Factors			
3.1: Is the site within an area ide			
delivery of the RSS/RES?		Yes	
3.2: Is the site identified or likely	to be required for a specific user or specialist		
use?		No	
	nensive or long term development or		
	pends on the site being developed for	Yes, part of Proposed	
employment uses?		Shoeburyness AAP	
	nitted (or likely to be provided) sufficient to		
	te constraints to make employment	l	
development viable?		Unknown	
	onsiderations, such as emerging strategic		
objectives or spatial vision, which should override any decision to release the			
site?	No		
	ering other economic development objectives	V.	
or the spatial strategy?	I	Yes	
Strategic Planning and	Located off the A127 and Nestuda Way round		
Access:	site access and good strategic access to the highway network.		
	Primarily the site is well located for employers requiring good access		
	to the A127 or Airport. This site has a key role to play in the A127		
	cluster that is of strategic importance and its success is interrelated to		
	the success of other A127/Airport sites.		
Recommendation	Thanet Grange provides modern purpose built office premises in good		
	use. The site should be protected for future employment purposes.		



Site Information				
Site Ref	EMP016	Address	Prince Close	
	I .	Size		
Spatial Location	A127/Airport	Size	0.9 ha	
Market Segment	General Industrial	No alla Warat O a alla a a	al discollar fills A407	
Description of Site and Location:	Prince Close is located in The site is currently in use			
		older post war B2 units. The premises are smaller scale employment units in a relatively poor condition. The site is potentially unsuitable for		
	employment use, due to p			
	impact on surrounding re-		oss, assess and negative	
Market Attractiveness Criteria		· · · · · · · · · · · · · · · · · · ·		
1.1: Has the site been formally i	dentified for employment fo	r at least 10 years?	Yes	
1.2: Has there been any recent	development activity, within	the last 5 years?		
This could include works on site	but also new or revised pla	nning		
applications/building regulations	applications.	•	No	
1.3: Is the site being actively ma		ite?	Yes	
1.4: Is the site owned by a deve	loper or another agency kn	own to undertake		
employment development?			Unknown	
1.5: Is the site in multiple owner		oy an organisation		
unlikely to bring it forward for de			Multiple ownership	
1.6: Is there a valid permission f		nt, likely to meet		
market requirements? Or for an	alternative use?			
			No	
1.7: Would employment development on this site be viable, without public				
funding to resolve infrastructure or other on-site constraints?		Yes		
1.8: Is the site immediately available?		NI.		
Market enpreied	There could be continued market interest in the		No	
Market appraisal	the poor quality of this site			
	lead to higher vacancy in			
	redevelopment in the long			
	uses and it is considered			
	strategy.	that the market it mg	Thy intery to parsuit this	
Sustainable Development Fac				
2.1: Would the site be allocated		elopment.	No	
measured against present susta				
freight access, environmental in				
considerations)?	. 3			
2.2: Is employment the only acc	eptable form of built develo	pment on this site	No, a mix of uses	
(e.g. because of on-site contam	ination, adjoining uses or su	ustainable	relative to adjacent	
development reasons)?		uses could be		
acceptable				
Adjacent land use and	The site is located adjace			
conflicts?	and East, some of which			
	Other surrounding uses a			
	considered that the buffer between the site is potentially problematic			
and likely to result in residential noise complaints.			nis.	



Known constraints and infrastructure requirements	The site has no known constraints or ownership issues. The site is all in employment use and therefore can be protected if desirable and redevelopment when necessary for future employment use or alternative uses. Site access cannot really be improved to overcome its current constraint.		
Strategic Planning Factors			
delivery of the RSS/RES?	entified as of strategic importance to the	Yes	
use?	to be required for a specific user or specialist	No	
	nensive or long term development or pends on the site being developed for	No	
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		Unknown	
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No	
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?		Yes	
Access:  Located directly of the A127 the site has poor access shared wiresidential properties. Prince Close has good strategic access to highway network via the A127 and could be considered suitable employers requiring good access to the A127 or Airport. Public transport routes along the A127 are also accessible from the site.		strategic access to the onsidered suitable for or Airport. Public	
Recommendation  Prince Close is a relatively poor employment site with potential constraints. The site should be monitored to ensure continued use a potentially released and redeveloped for alternative uses over the medium term once premises become vacant.		ensure continued use and	



the Controller of Her Majesty's Stationery Office - Crown Copyright Southend Borough Council. All rights reserved. Licence number 100019680

Scale: 1:1,500

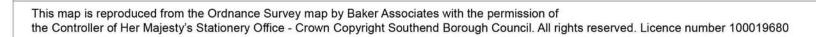


Site Information			1
Site Ref	EMP017	Address	Prittle Brook Industrial
Site nei	LIVIF O I 7	Address	Estate
Spatial Location	North Fringe	Size	7.64 ha
Market Segment	General Industrial and Bu	usiness	
Description of Site and	The site is located in Nor		close proximity of the
Location:	A127. The site has predo		
	some remaining poor quality large scale post war B2/B8 units. The site		
	is considered suitable for continued employment use through		
	appropriate redevelopme	nt.	
Market Attractiveness Criteria			
1.1: Has the site been formally id			Yes
1.2: Has there been any recent of			
This could include works on site		anning	
applications/building regulations			Yes
1.3: Is the site being actively ma			No
1.4: Is the site owned by a devel	oper or another agency kn	own to undertake	l
employment development?	11. /		Unknown
1.5: Is the site in multiple owners		by an organisation	0: 1
unlikely to bring it forward for de			Single ownership
1.6: Is there a valid permission for		nt, likely to meet	N.
market requirements? Or for an		20	No
1.7: Would employment develop			V
	funding to resolve infrastructure or other on-site constraints?  Yes		
1.8: Is the site immediately available	lable? Yes  The site is well located and with access improvements could have		
Market appraisal			
	good direct access from		
	purpose built premises ca continued market interes		
			•
	delivery of the Core Strategy because it represents a major opportunity to provide modern employment units within the borough. It is		
	acknowledged that to ref		
	flexible approach to a mix		
	quality commercial premi		
	Crescent.	,,	. J ,
Sustainable Development Fac			
2.1: Would the site be allocated	today for employment deve	elopment,	Potentially but not on
measured against present susta	inability criteria (including p	oublic transport and	the same scale or for
freight access, environmental im	pacts and brownfield/gree	nfield	the same mix of uses.
considerations)?			
2.2: Is employment the only acce			No, a mix of uses
(e.g. because of on-site contami	nation, adjoining uses or s	ustainable	relative to adjacent
development reasons)?			uses could be
			acceptable
Adjacent land use and	The site is located adjace		
conflicts?	Thornford Gardens. Emp		
	residential and recreation		
	considered that a more appropriate buffer between the site and		
	surrounding residential uses is required. The northern access to the site via Thornford Gardens is also undesirable.		
	i sile via i nomioro Garder	is is also undesirable	



Known constraints and infrastructure requirements	The site has been cleared for redevelopment and has no known constraints or ownership issues that will prevent redevelopment proceeding. The site was all in employment use and therefore can be protected and redevelopment when necessary for future employment use. The site has the opportunity to provide a greater employment density and a large amount of floorspace through redevelopment in the future. Better access arrangements would be required to support a greater level of use.		
Strategic Planning Factors	antified as of stratagic importance to the		
delivery of the RSS/RES?	entified as of strategic importance to the	No	
use?	to be required for a specific user or specialist	No	
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?		Yes, emerging development brief	
3.4: Is there public funding comr overcome infrastructure or on-sidevelopment viable?	Unknown		
3.5: Are there any other policy considerable objectives or spatial vision, which site?	No		
3.6: Is the site important in delivery or the spatial strategy?	ering other economic development objectives	Yes	
Strategic Planning and Access	Located off the Priory Crescent or Thornford Gardens, the site has limited and undesirable commercial access off Thornford Gardens. Planned junction improvements for Cuckoo Corner will improve site access from Priory Crescent and be required as part of future development proposals for the redevelopment of the Prittle Brook site The site is considered reasonably well located for the A127.		
Recommendation	Prittle Brook is a large employment development opportunity and should be protected and primarily redeveloped for future employment purposes as part of a mixed use scheme. Such a scheme should be taken forward as part of the preparation of a Development Brief.		





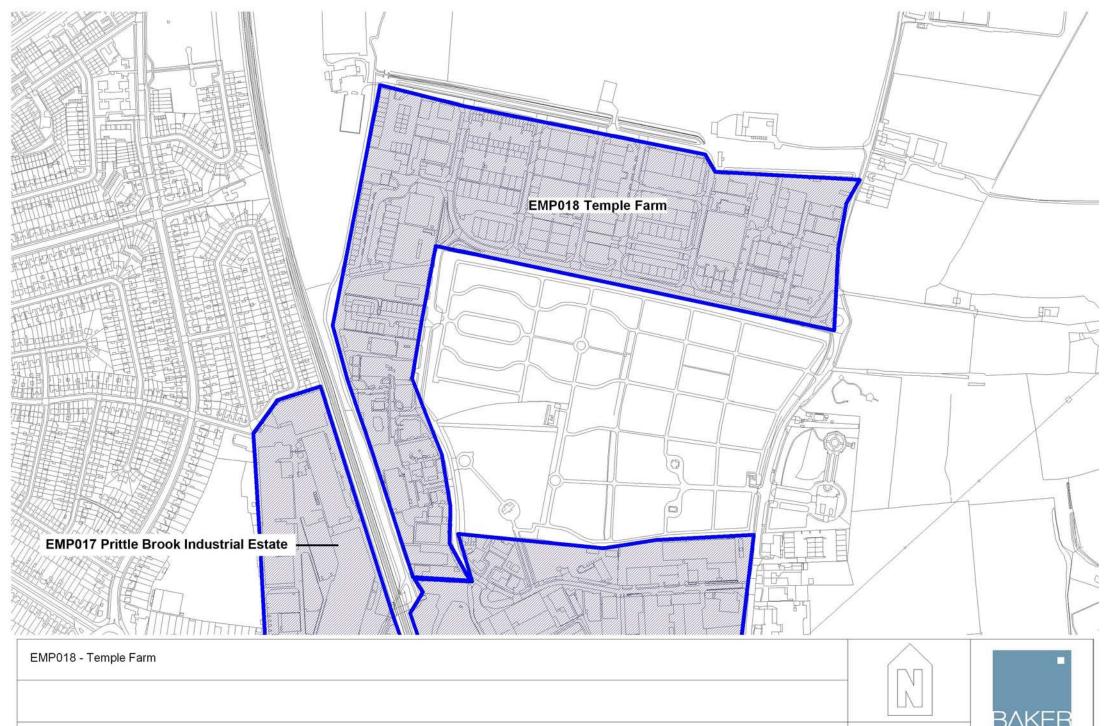


Scale: 1:4,000

Site Information			
Site Ref	EMP018	Address	Tomple Farm
Spatial Location		Size	Temple Farm 23.48 ha
Market Segment	North Fringe		23.40 Hd
Description of Site and	Modern General Industria The site is located in Nort		a frings of the Darsush
Location:			
Location:	Temple Farm provides so		
	currently in good use for e condition with modern B1		
	and access roads. Templ		
	arrangements reflect its n		
	arrangements renect its in	nodern purpose built	purpose.
Market Attractiveness Criteria			
1.1: Has the site been formally in	lentified for employment fo	r at least 10 vears?	Yes
1.2: Has there been any recent of	levelopment activity within	the last 5 years?	103
This could include works on site			
applications/building regulations		9	Yes
1.3: Is the site being actively ma		site?	Yes
1.4: Is the site owned by a devel			103
employment development?	oper or another agency kind	own to undertake	Unknown
1.5: Is the site in multiple owners	shin/occupation or owned l	hy an organisation	OTIKTIOWIT
unlikely to bring it forward for dev		by an organisation	Multiple ownership
1.6: Is there a valid permission for		nt likely to meet	Widitiple ownership
market requirements? Or for an		int, intery to fricet	No
		nt likely to meet	110
1.7: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.8: Would employment development on this site be viable, without public			110
funding to resolve infrastructure or other on-site constraints?			Yes
1.9: Is the site immediately available			
Market appraisal	There should be continued market interest in the		Yes he location, however
market appraisa	currently there are a few units available for rer		
	expansion to the North, h		
	existing employment rath		
	growth.		
Sustainable Development Fact			
2.1: Would the site be allocated		elopment,	Yes
measured against present susta			
freight access, environmental im			
considerations)?			
2.2: Is employment the only acce	eptable form of built develo	pment on this site	No
(e.g. because of on-site contami			
development reasons)?			
Adjacent land use and	The site is located adjace	ent the railway line to	the West, the cemetery
conflicts?			
	considered there are no conflicts between existing land uses.		
Known constraints and	The site has no ownership issues. The site has potential for expansion		
infrastructure requirements	to the North, outside the Borough Boundary in Rochford District. The		
	site is all in employment use and therefore can be protected for		
	employment provision, there are no known constraints.		
-			



Strategic Planning Factors			
3.1: Is the site within an area identified as of strategic importance to the			
delivery of the RSS/RES?		No	
	to be required for a specific user or specialist		
use?	to so required to a specime deer or epocialist	No	
	nensive or long term development or		
regeneration proposal, which de	pends on the site being developed for		
employment uses?		No	
3.4: Is there public funding comr	mitted (or likely to be provided) sufficient to		
overcome infrastructure or on-si	te constraints to make employment		
development viable?		Unknown	
3.5: Are there any other policy considerations, such as emerging strategic			
objectives or spatial vision, whic	h should override any decision to release the		
site?		No	
3.6: Is the site important in deliver	ering other economic development objectives		
or the spatial strategy?		Yes	
Strategic Planning and	Temple Farm has reasonable strategic access		
Access	which will be improved by major junction impr		
	Corner. Located off Sutton Road the site has		
	and is well located for employers requiring rea	asonable access to the	
	A127. The area however is not as well located as other A127 locations		
	and is considered to provide an alternative that could be valuable to		
	provide market choice.		
Recommendation	Temple Farm is a good quality employment si		
	levels. Temple Farm should be retained and p	rotected for employment	
	purposes.		



This map is reproduced from the Ordnance Survey map by Baker Associates with the permission of the Controller of Her Majesty's Stationery Office - Crown Copyright Southend Borough Council. All rights reserved. Licence number 100019680

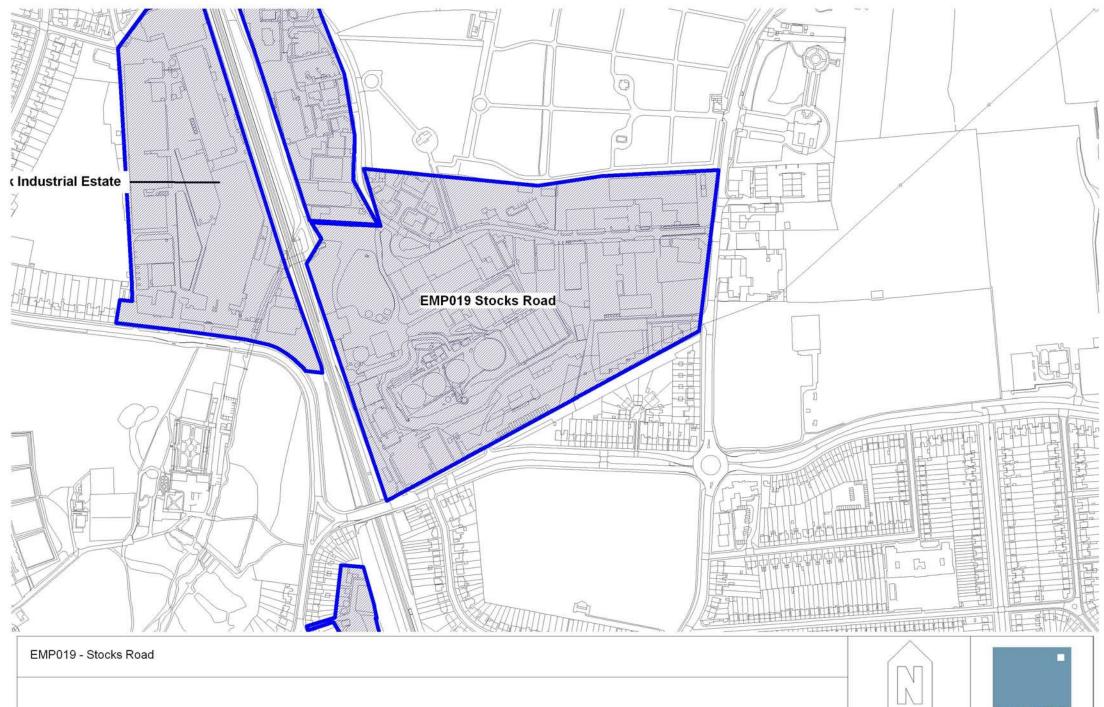
Scale: 1:6,000



Site Information				
Site Ref	EMP019	Address	Stock Road	
		Size	15.57 ha	
Spatial Location	North Fringe		15.57 Ha	
Market Segment	Allocated Employment Land			
Description of Site and		The site is located in Northern Southend and comprises of a mixture of		
Location:	different quality premises with some modern B1 office units and older post war B2/B8units. Overall the premises are in reasonable use for a			
	mix of employment purpo			
		premises are at present undermining its employment status. Parts of		
	the site have been development over time and are in poor condition, whilst newer modern premises are of higher quality, e.g. Key Med			
Market Attractiveness Criteria	willst newer modern prei	mses are or migner q	uanty, e.g. Key Med	
	dentified for ampleyment fo	r at locat 10 vacra?	Yes	
1.1: Has the site been formally in			res	
1.2: Has there been any recent of				
This could include works on site		aririirig	Yes	
applications/building regulations  1.3: Is the site being actively ma		nito?	Yes	
1.4: Is the site owned by a devel			res	
employment development?	oper or another agency kin	own to undertake	Unknown	
1.5: Is the site in multiple owners	phin/accupation or award	hy an arganication	UTIKTOWIT	
unlikely to bring it forward for de		by an organisation	Multiple ownership	
1.6: Is there a valid permission for		nt likely to most	Multiple Ownership	
market requirements? Or for an		iii, iikeiy to iiieet	No	
		without public	INO	
	1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?  Yes			
	the site immediately available?			
Market appraisal	There should be continue	d market interest in t		
warket appraisar	currently there are severa			
	redevelopment of older parts of the site in the long term on a piecemeal basis, however currently the site will primarily support			
	existing employment rather than providing floorspace to facilitate			
	growth.			
Sustainable Development Factors				
2.1: Would the site be allocated		elonment	Yes	
measured against present susta			1.00	
freight access, environmental im				
considerations)?	paste and browning gree.			
2.2: Is employment the only acco	eptable form of built develo	pment on this site	Yes, other heavy	
(e.g. because of on-site contami			industrial uses and	
development reasons)?			railway influence land	
,			use	
Adjacent land use and	The site is located adjace	ent a railwav line to th		
conflicts?	the North, residential properties off Eastern Avenue to the South and			
	Temple Farm to the North West. It is considered there are no conflicts			
	between existing land uses due to a strong boundary.			
Known constraints and	The site has no known co			
infrastructure requirements	contamination could be a			
	particularly in the South E			
	employment use and therefore can be protected and redeveloped			
	when necessary for future			
	unfit for purpose.			



Strategic Planning Factors			
3.1: Is the site within an area ide	entified as of strategic importance to the		
delivery of the RSS/RES?		No	
3.2: Is the site identified or likely	to be required for a specific user or specialist		
use?	·	No	
3.3: Is the site part of a compreh	nensive or long term development or		
regeneration proposal, which de	pends on the site being developed for		
employment uses?		No	
3.4: Is there public funding comr	mitted (or likely to be provided) sufficient to		
overcome infrastructure or on-si	te constraints to make employment		
development viable? Unknown			
3.5: Are there any other policy considerations, such as emerging strategic			
objectives or spatial vision, whic			
site?		No	
·	3.6: Is the site important in delivering other economic development objectives		
	or the spatial strategy?		
Strategic Planning and	Located off Sutton Road, the site has good sit		
Access	strategic access to the highway network. Primarily the site is well		
	located for employers requiring good access to the A127. The area		
	however is not as well located as other A127 locations and is		
	considered to provide an alternative that could be valuable to provide		
	market choice.		
Recommendation	Overall a valuable employment site in good use. Stock Road should be		
	retained and protected for employment purposes.		



This map is reproduced from the Ordnance Survey map by Baker Associates with the permission of the Controller of Her Majesty's Stationery Office - Crown Copyright Southend Borough Council. All rights reserved. Licence number 100019680

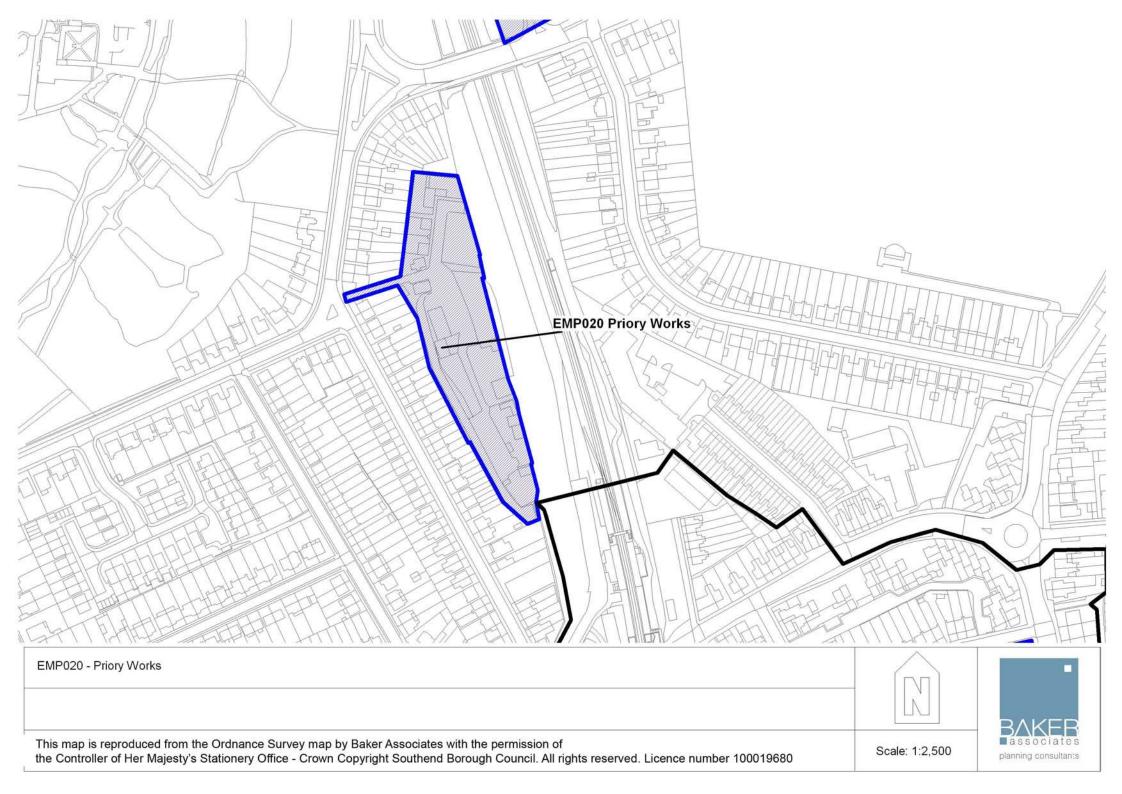
Scale: 1:5,000



Site Information				
Site Ref	EMP020	Address	Priory Works	
Spatial Location	North Fringe	Size	0.98 ha	
Market Segment	General Industrial	0.20	0.00 1.0	
Description of Site and	The site is located tot eh	North of the central a	rea near other north	
Location:	fringe employment sites.			
	premises in average/poor condition. The site is however well used, but is considered likely to have increased vacancy in the future which may			
	required redevelopment. Currently the site is suitable for continued			
	employment use.			
<b>Market Attractiveness Criteria</b>				
1.1: Has the site been formally in	dentified for employment fo	or at least 10 years?	Yes	
1.2: Has there been any recent of	development activity, withir	the last 5 years?		
This could include works on site	but also new or revised pla	anning		
applications/building regulations	applications.		No	
1.3: Is the site being actively ma			No	
1.4: Is the site owned by a devel	oper or another agency kn	own to undertake		
employment development?			Unknown	
1.5: Is the site in multiple owners		by an organisation		
unlikely to bring it forward for de			Multiple ownership	
1.6: Is there a valid permission f		nt, likely to meet		
market requirements? Or for an	alternative use?		No	
1.7: Would employment develop				
funding to resolve infrastructure		s?	Yes	
1.8: Is the site immediately avail	able?		Yes	
Market appraisal	A reasonable secondary location, but poor quality stock and potential			
	impact on neighbouring ι	impact on neighbouring uses undermine market attraction. There is		
	unlikely to be continued market interest in this site over the long term,			
	but presently the site is in good use. In the future the site may need to			
	be redeveloped for mode	rn employment purpo	oses to maintain a viable	
employment use.				
Sustainable Development Fac			<u>,                                      </u>	
2.1: Would the site be allocated			No	
measured against present susta				
freight access, environmental im	pacts and brownfield/gree	nfield		
considerations)?				
2.2: Is employment the only acco			No, other land uses	
(e.g. because of on-site contami	nation, adjoining uses or s	ustainable	would also be	
development reasons)?			acceptable.	
Adjacent land use and	The site is located adjace			
conflicts?	Priory Crescent and Prior			
	North to South. To the East is railway land and the main railway line.			
	The site is close to residential properties and its continued use			
	potentially impacts on residential amenity.  The site is relatively unconstrained, access is narrow and it is presume			
Known constraints and				
infrastructure requirements	to be in multiple ownership, but redevelopment could identify potential			
	contamination issues whi			
	all in employment use and therefore could be protected until such time			
	that redevelopment is necessary. Improved access does not appear			
	possible.			



Strategic Planning Factors			
3.1: Is the site within an area ide			
delivery of the RSS/RES?		No	
3.2: Is the site identified or likely	to be required for a specific user or specialist		
use?	use?		
	nensive or long term development or		
	pends on the site being developed for		
employment uses?		No	
	mitted (or likely to be provided) sufficient to		
	te constraints to make employment		
development viable?		Unknown	
3.5: Are there any other policy of			
objectives or spatial vision, which should override any decision to release the			
site?		No	
3.6: Is the site important in delivering other economic development objectives		.,	
or the spatial strategy?		Yes	
Strategic Planning and	Located off the Junction of Priory Crescent an	•	
Access	has a narrow access which is potentially probl		
	purposes. Strategic access to the highway ne		
	given the sites location between the centre of Southend and the A12		
the site is remote from public transport but appear to attract uses that			
	required there own transport, e.g. construction car repairs etc.		
Recommendation	The site is an average/poor quality employme		
	should be protected for future employment purposes but kept under		
	close review.		



Site Information				
Site Ref	EMP021	Address	Vanguard Way	
	Shoeburyness (other	Size	10.71 ha	
Spatial Location	Locations)			
Market Segment	General Industrial and B	usiness		
Description of Site and	The site is located in the	centre of Shoeburyne	ess and consists of	
Location:	numerous industrial prer	nises primarily used fo	or heavier industrial and	
	distribution. The premises appear in reasonable use for B2/B8			
	employment purposes. The physical quality of the premises is			
	considered average due	considered average due to a mix of modern and older post war B2/B2		
	units developed over time. The site is considered suitable for			
	continued employment ι	ise.		
Market Attractiveness Criteria				
1.1: Has the site been formally in			Yes	
1.2: Has there been any recent of				
This could include works on site		lanning		
applications/building regulations			Yes	
1.3: Is the site being actively ma			Yes	
1.4: Is the site owned by a devel	loper or another agency kı	nown to undertake		
employment development?			Unknown	
1.5: Is the site in multiple owners		by an organisation		
unlikely to bring it forward for de			Multiple ownership	
1.6: Is there a valid permission f		ent, likely to meet		
market requirements? Or for an alternative use?			No	
1.7: Would employment development on this site be viable, without public				
funding to resolve infrastructure or other on-site constraints?  Yes				
1.8: Is the site immediately avail			Yes	
Market appraisal	Primarily the site is cons			
	local employment or tho			
	has some vacancy, but t			
	the location, due to com			
	redevelopment in older p			
			employment rather than	
	providing floorspace to f	acilitate growth.		
Sustainable Development Fac			I.B	
2.1: Would the site be allocated			Potentially but not on	
measured against present susta			the same scale or for	
	freight access, environmental impacts and brownfield/greenfield the same B8			
considerations)?	antalala farra af la illi da cal		distribution uses.	
2.2: Is employment the only acceptable form of built development on this site No, a mix of uses				
	matian adiabahan wasa su	(e.g. because of on-site contamination, adjoining uses or sustainable		
(e.g. because of on-site contami	nation, adjoining uses or s	sustainable	relative to adjacent	
	nation, adjoining uses or s	sustainable	uses could be	
(e.g. because of on-site contami development reasons)?			uses could be acceptable	
(e.g. because of on-site contami development reasons)?  Adjacent land use and	The site is located off El	m Road, adjacent to re	uses could be acceptable esidential development	
(e.g. because of on-site contami development reasons)?	The site is located off El to the North and East. O	m Road, adjacent to rother surrounding uses	uses could be acceptable esidential development include the railway line	
(e.g. because of on-site contami development reasons)?  Adjacent land use and	The site is located off El to the North and East. O to the South and gas ho	m Road, adjacent to re ther surrounding uses lders to the East. It is	uses could be acceptable esidential development include the railway line considered that the	
(e.g. because of on-site contami development reasons)?  Adjacent land use and	The site is located off El to the North and East. O	m Road, adjacent to re ther surrounding uses lders to the East. It is and adjacent residentia	uses could be acceptable esidential development include the railway line considered that the	



Known constraints and infrastructure requirements	The site has no known constraints or ownership issues. The site is all in employment use and therefore can be protected and redeveloped when necessary for future employment use. The site has some limited potential for some infill development.		
Strategic Planning Factors			
3.1: Is the site within an area ide delivery of the RSS/RES?	entified as of strategic importance to the	No	
3.2: Is the site identified or likely use?	to be required for a specific user or specialist	No	
3.3: Is the site part of a comprehegeneration proposal, which de employment uses?	Yes, part of Proposed Shoeburyness AAP		
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  Unknown			
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No	
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?  Yes			
Strategic Planning and Access	Located off Vanguard Way the site has good direct site access.  Strategic access to the highway network is more limited given the sites peripheral location in Shoeburyness and reliance on the A13. The site is not required to deliver the RSS/RES but potentially has a role to plan in the Core Strategy objective to regenerate Shoeburyness.		
Recommendation	The site should be retained and protected for employment purposes.  The site should be considered alongside other sites in the  Shoeburyness AAP to determine the future direction of development in the wider Shoeburyness area.		







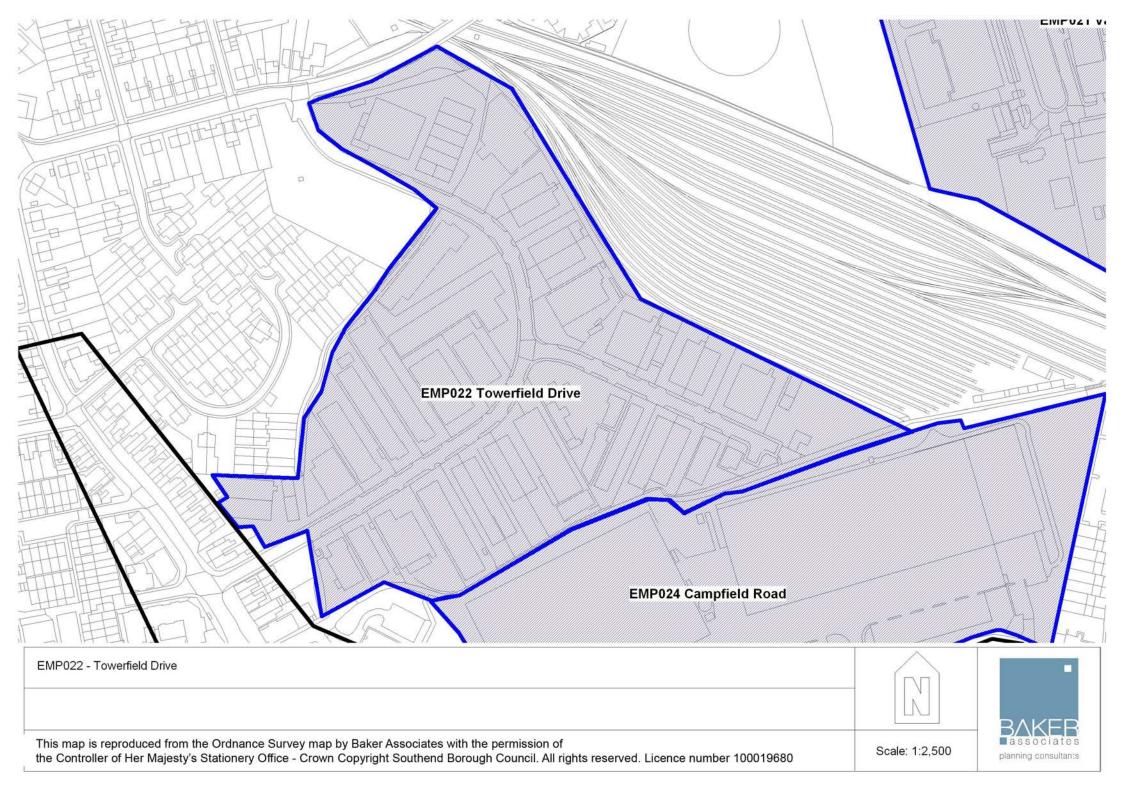




Site Information				
Site Ref	EMP022	Address	Towerfield Drive	
OILC FIGI	Shoeburyness (other	Size	7.26 ha	
Spatial Location	Locations)	SIZE	1.20 11a	
Market Segment	General Industrial and Bu	ıcinace	<u> </u>	
Description of Site and	The site is located in the		ess and is currently in a	
Location:	mixed quality condition w			
	Premises appear in reason			
		however there are some vacant units being marketed. The site has		
	been developed over time			
	and suitable for continued			
Market Attractiveness Criteria		•		
1.1: Has the site been formally			Yes	
1.2: Has there been any recent				
This could include works on site		anning		
applications/building regulations			Yes	
1.3: Is the site being actively ma			Yes	
1.4: Is the site owned by a deve	loper or another agency kn	own to undertake		
employment development?			Unknown	
1.5: Is the site in multiple owner		by an organisation		
unlikely to bring it forward for de			Multiple ownership	
1.6: Is there a valid permission for employment development, likely to meet				
market requirements? Or for an alternative use?			No	
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			No. 2	
		S?	Yes	
1.8: Is the site immediately avai			Partially	
Market appraisal	Reasonable location and			
	continuing demand for Towerfield Road. There could be continued low levels of vacancy due to lower rental values and flexibility of premises			
	leading to slightly higher			
	support existing employn			
	facilitate growth.		amig moorepass to	
Sustainable Development Fac				
2.1: Would the site be allocated		elopment,	Potentially but with	
measured against present susta	ainability criteria (including p	oublic transport and	better integration with	
freight access, environmental in	npacts and brownfield/gree	nfield	surrounding land uses	
considerations)?				
2.2: Is employment the only acceptable form of built development on this site No, a mix of uses				
(e.g. because of on-site contamination, adjoining uses or sustainable		relative to adjacent		
1 ,			uses could be	
Adiacontlanders	The size is to see that the	on to the New Dec.	acceptable	
Adjacent land use and conflicts?	The site is located adjace			
Commets	and residential properties			
and other surrounding uses include the railway line to the north west.  The site is close to residential properties to the East, but this appears				
	to be acceptable in noise		Lasi, but this appears	
	to be acceptable in floide	torino.		



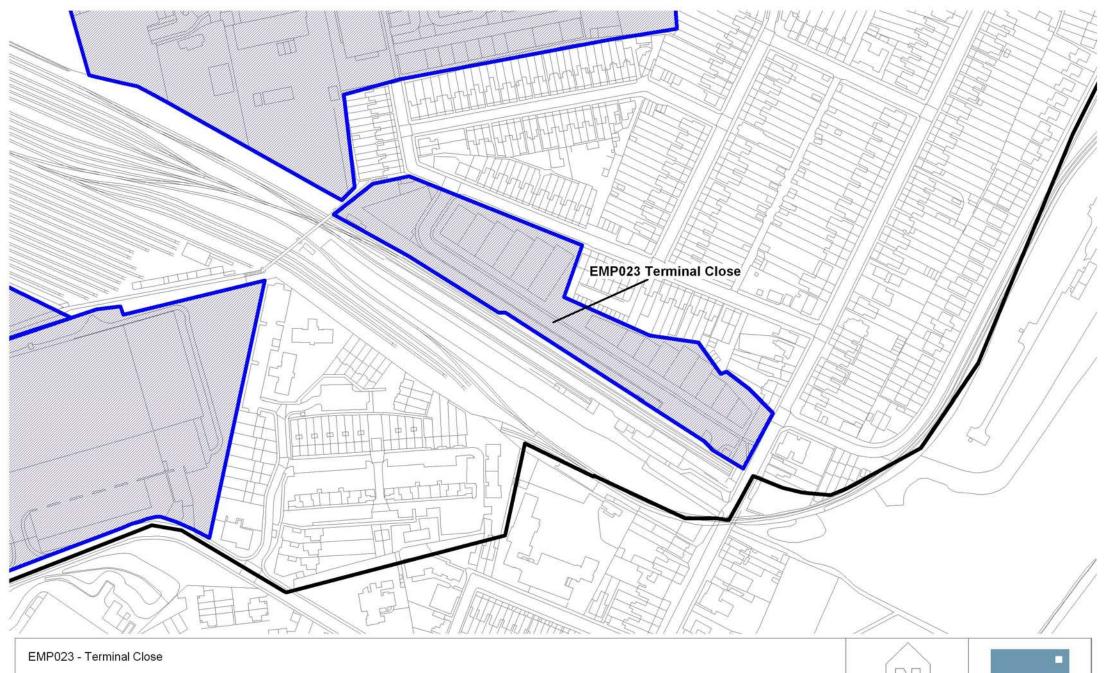
Known constraints and infrastructure requirements	The site has no known constraints or ownership issues. The site appears in multiple ownership for a variety of employment uses. The site has no room for expansion and infrastructure is adequate. The site is all in employment use and therefore can be protected for future employment use.	
Strategic Planning Factors		
3.1: Is the site within an area ide delivery of the RSS/RES?	ntified as of strategic importance to the	No
	to be required for a specific user or specialist	1.10
use?	to be required for a specific user of specialist	No
3.3: Is the site part of a compreh regeneration proposal, which de employment uses?	Yes, part of Proposed Shoeburyness AAP	
3.4: Is there public funding commovercome infrastructure or on-sit development viable?	Unknown	
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?		Yes
Strategic Planning and Access  Strategic access to the highway network is limited given the sites peripheral location in Shoeburyness and reliance on the A13. The is not important for the delivery of the RSS/RES but is important the context of the regeneration of Shoeburyness and delivery of the Core Strategy.		nce on the A13. The site ES but is important within
Recommendation	The site should be retained and protected for employment purposes.  The site should be considered alongside other sites in the  Shoeburyness AAP to determine the future direction of development the wider Shoeburyness area.	



Site Information			
Site Ref	EMP023	Address	Terminal Close
Spatial Location	Shoeburyness (other Locations)	Size	1.45 ha
Market Segment	Smaller Scale General II	_l ndustrial	<u> </u>
Description of Site and			orth of the Station. The
Location:	The site is located in Shoeburyness directly north of the Station. The site is currently in poor use for employment purposes with high vacancy levels and poor quality units. The site is in a poor condition with older B2 industrial units. The site is not considered suitable for continued employment use in its current state. The site could be suitable for a mixed use development of residential and employment floorspace.		
Market Attractiveness Criteria	do natifie al fore a namela, managet f	au at lagat 10aaua0	l Van
1.1: Has the site been formally id			Yes
1.2: Has there been any recent of			
This could include works on site applications/building regulations		arming	Yes
1.3: Is the site being actively ma		cito?	Yes
1.4: Is the site owned by a devel			163
employment development?	oper or another agency ki	iowii to undertake	Unknown
1.5: Is the site in multiple owners	ship/occupation or owned	by an organisation	OTHER DATE
unlikely to bring it forward for de		by an organication	Multiple ownership
1.6: Is there a valid permission for		ent. likely to meet	
market requirements? Or for an		,,	No
1.7: Would employment development on this site be viable, without public			
	nding to resolve infrastructure or other on-site constraints?		Yes
1.8: Is the site immediately available	,		Yes
Market appraisal	The site is in poor condition with high vacancy and low demand. There is potential for redevelopment of the site for modern hybrid B1C units to provide employment at a higher density and therefore retain the existing level of employment and potentially provide a mixed use scheme, including residential to enable a better relationship with existing properties to the north.		
Sustainable Development Factor			
			Potentially but with better integration with surrounding land uses
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No, a mix of uses relative to adjacent uses could be acceptable	
Adjacent land use and conflicts?	The site is located adjacent to a Victorian residential area to the north and the station and railway yard to the south. It is considered employment use in this location could have a negative effect on residential amenity, but the site effectively creates a buffer between residential uses and the railway yard/station.		
Known constraints and infrastructure requirements	The site has no known constraints or ownership issues. The site is all in employment use and therefore can be redeveloped in a comprehensive way.		



Strategic Planning Factors			
3.1: Is the site within an area ide			
delivery of the RSS/RES?	<u> </u>	No	
3.2: Is the site identified or likely	to be required for a specific user or specialist		
use?		No	
3.3: Is the site part of a compreh	nensive or long term development or		
regeneration proposal, which de	pends on the site being developed for	Yes, part of Proposed	
employment uses?		Shoeburyness AAP	
3.4: Is there public funding comr	mitted (or likely to be provided) sufficient to		
overcome infrastructure or on-si	te constraints to make employment		
development viable?		Unknown	
3.5: Are there any other policy considerations, such as emerging strategic			
objectives or spatial vision, which should override any decision to release the			
site?		No	
3.6: Is the site important in delivering other economic development objectives			
or the spatial strategy?		Yes	
Strategic Planning and	Located off High Street and Shoebury Avenue	e, the site has good site	
Access	access. Strategic access to the highway netw	ork is more limited given	
	the sites peripheral location in Shoeburyness	and reliance on the A13.	
	Primarily the site is considered a secondary lo	ocation likely to attract	
	local employment or those looking for lower rents.		
Recommendation	The site should be protected for employment purposes and potentially		
	redeveloped for modern employment uses. The	ne site should be	
	considered alongside other sites in the Shoeb	uryness AAP to	
	determine the future direction of development	in the wider	
Shoeburyness area.			







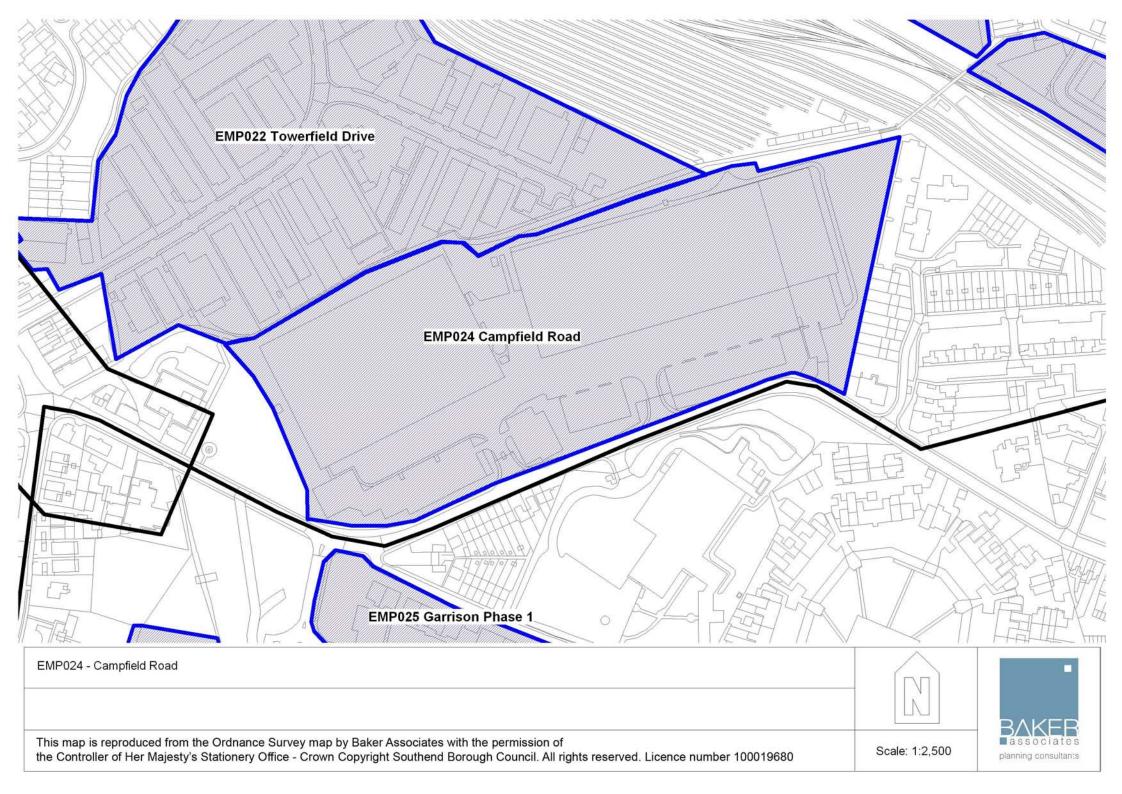




Site Information			
Site Ref	EMP024	Address	Campfield Road
	Shoeburyness (other	Size	6.07 ha
<b>Spatial Location</b>	Locations)		
Market Segment	General Industrial and E	Business	1
Description of Site and	The site is located in the		ess and is currently in
Location:	reasonable use for B8 c		
			ouse units. The premises
	are in average condition		
	suitable for continued e	mployment use in prin	ciple, with some question
	marks over the suitabilit	y of this type of emplo	yment in this location.
<b>Market Attractiveness Crite</b>			1
1.1: Has the site been formall			Yes
1.2: Has there been any rece			
This could include works on s		olanning	
applications/building regulation		'' 0	Yes
1.3: Is the site being actively i			Yes
1.4: Is the site owned by a de	veloper or another agency k	nown to undertake	l
employment development?			Unknown
1.5: Is the site in multiple own		by an organisation	NA III ala a sanatala
unlikely to bring it forward for development?  Multiple ownership			Multiple ownership
1.6: Is there a valid permission for employment development, likely to meet			No.
	narket requirements? Or for an alternative use?  No  No  No		
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?  Yes			
		is:	Yes
1.8: Is the site immediately available?  Market appraisal  Primarily the site is considered a secondary location likely to attract			
Market appraisal			
	local employment or those looking for lower rents. Campfield Road wi primarily support existing employment rather than providing floorspace		
			question marks over the
	continued level of dema		
	lower rental values coul		
	Southend. Large B8 Pre		
<b>Sustainable Development F</b>			
2.1: Would the site be allocated today for employment development,  Potentially but not or			
measured against present su			the same scale or for
freight access, environmental	impacts and brownfield/gre	enfield	the same B8
considerations)?			distribution uses.
2.2: Is employment the only a	cceptable form of built deve	lopment on this site	No, a mix of uses
(e.g. because of on-site conta			relative to adjacent
		uses could be	
			acceptable
Adjacent land use and	The site is located to the		
conflicts?	Towerfield Road to the		
	facilities to the West and		
	to residential properties		the East, but this
appears to be acceptable.			



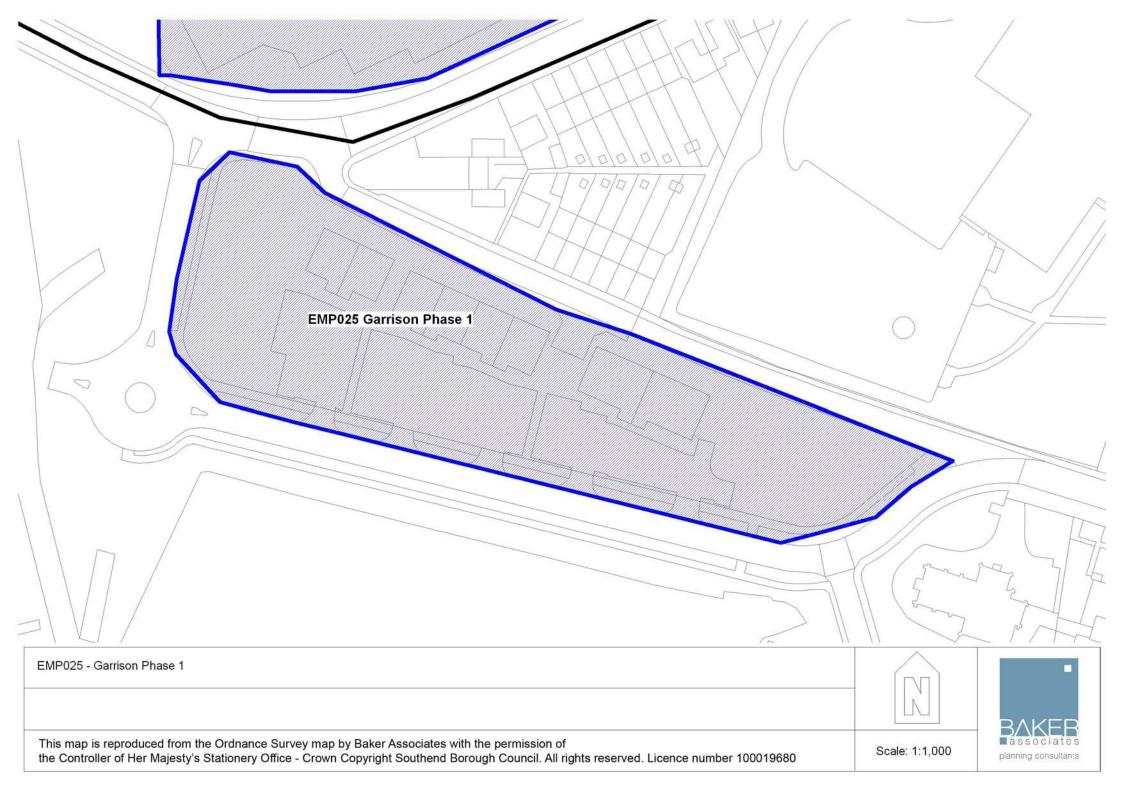
Known constraints and infrastructure requirements	The site is subject to flood risk which will need to be taken into consideration. There are no known ownership issues. The site is all in employment use and therefore can be protected and redevelopment when necessary for future employment use. The site has limited room for expansion.		
Strategic Planning Factors			
3.1: Is the site within an area ide	entified as of strategic importance to the		
delivery of the RSS/RES?		No	
3.2: Is the site identified or likely	to be required for a specific user or specialist		
use?		No	
	nensive or long term development or		
	pends on the site being developed for	Yes, part of Proposed	
employment uses?		Shoeburyness AAP	
	mitted (or likely to be provided) sufficient to		
overcome infrastructure or on-sit			
development viable?  Unknown			
3.5: Are there any other policy co			
objectives or spatial vision, which should override any decision to release the			
site?		No	
	ering other economic development objectives		
or the spatial strategy?		Yes	
Strategic Planning and	Located off Campfield Road the site has good		
Access	Strategic access via the highway network is m		
	sites peripheral location in Shoeburyness and		
	site is not a regional priority in the RSS/RES but is important for the		
	delivery of the Core Strategy.		
Recommendation	Campfield Road should be retained and prote		
	purposes. The site should be considered alongside other sites in the		
	Shoeburyness AAP to determine the future direction of development in		
	the wider Shoeburyness area.		



Site Information				
Site Ref	EMP025	Address	The Garrison Phase 1	
	Shoeburyness (other	Size	0.9 ha	
Spatial Location	Locations)	0.20	0.0 1.0	
Market Segment	Modern General Industri	ial		
Description of Site and			tra of Chaphurumana Tha	
Location:			tre of Shoeburyness. The	
Location.	site currently consists of new purpose built employment premises as			
	part of the development of the former Garrison site. Existing premises comprise of modern industrial units in excellent condition. The site			
	provides some of the be			
	Shoeburyness with good			
Market Attractiveness Criteria		access and landscap	Jilig.	
1.1: Has the site been formally is		or at least 10 years?	Yes	
1.2: Has there been any recent			100	
This could include works on site				
applications/building regulations		ariiiig	Yes	
1.3: Is the site being actively ma		site?	Yes	
1.4: Is the site owned by a devel			100	
employment development?	loper or another agency ki	ionn to undertake	Unknown	
1.5: Is the site in multiple owners	shin/occupation or owned	by an organisation	CHRIOWII	
unlikely to bring it forward for de		by an organisation	Multiple ownership	
1.6: Is there a valid permission f		ent likely to meet	Wattiple ewiterenip	
market requirements? Or for an		one, involve to mode	No	
1.7: Would employment develop		without public		
funding to resolve infrastructure			Yes	
1.8: Is the site immediately avail			Yes	
Market appraisal	The site is purpose built	but at the time of sur	vev. mainly vacant.	
	Modern good quality pre			
	potential to increases market choice across Shoeburyness and			
	Southend-on-Sea, however, they have been vacant for a considerable			
	length of time. Their futu	re contribution to emp	oloyment floorspace will	
	need to be enhanced an	d taken forward as pa	art of a wider strategic	
	consideration of employment and housing land opportunities in			
	Shoeburyness.			
Sustainable Development Fac			1	
2.1: Would the site be allocated today for employment development,			Potentially but with	
measured against present susta			better integration with	
freight access, environmental im	pacts and brownfield/gree	enfield	surrounding land uses	
considerations)?				
2.2: Is employment the only acceptable form of built development on this site			No, a mix of uses	
(e.g. because of on-site contami	ination, adjoining uses or s	sustainable	relative to adjacent	
development reasons)?			uses could be	
Adjacent land use and	The cite is leasted to the	South of Compfield [	acceptable	
conflicts?	The site is located to the			
Confides?	Campfield Road industrial estate to the North, residential properties to the North and East. Other land uses include an employment allocation			
		er ianu uses moiude a	an employment allocation	
Known constraints and	to the South.  Who constraints and  The site has no known constraints or ownership issues. The site is all			
infrastructure requirements	in employment use and therefore can be protected and redevelopment			
when necessary for future employment use.			otou and redevelopinell	
when necessary for future employment use.				



Strategic Planning Factors			
3.1: Is the site within an area ide			
delivery of the RSS/RES?		No	
3.2: Is the site identified or likely to be required for a specific user or specialist			
use?		No	
3.3: Is the site part of a comprehensive or long term development or			
regeneration proposal, which depends on the site being developed for employment uses?		Yes, part of Proposed Shoeburyness AAP	
	3.4: Is there public funding committed (or likely to be provided) sufficient to		
overcome infrastructure or on-si			
development viable?		Unknown	
3.5: Are there any other policy considerations, such as emerging strategic			
objectives or spatial vision, which	objectives or spatial vision, which should override any decision to release the		
site?		No	
3.6: Is the site important in delivering other economic development objectives			
or the spatial strategy?		Yes	
Strategic Planning and	Located off Campfield Road, the site has good		
Access	access to the highway network is more limited given the sites		
	peripheral location in Shoeburyness and reliance on the A13.		
	Shoeburyness is a secondary location with Southend Borough likely to		
	attract employers looking for lower rents. Strategically the location		
	provides a supporting role to other main employment locations such as		
	the A127 and town centre.		
Recommendation	The site should be retained and protected for employment purposes,		
	however, the site should be considered alongside other sites in the		
	Shoeburyness AAP to determine the future direction of development in		
	the wider Shoeburyness area.		



Site Information	Site Information				
Site Ref	EMP026	Address	The Garrison Phase 2		
One ne	Shoeburyness (other	Size	11.27 ha		
Spatial Location	Locations)	3126	11.27 Ha		
Market Segment	Allocated Employment La	ınd	1		
Description of Site and		The site is located in the centre of Shoeburyness. Phase 2 currently			
Location:	consists of an existing em				
	site. The Garrison Phase				
	the existing employment	premises located to t	the North. The original		
	allocation in the Developr	ment Brief for the Ga	rrison consists of		
	approximately 11.27 ha o				
	application discussions be				
	in the Shoebury area have indicated an acceptance for approximately				
	1.64 ha of this site to be given over for school provision with a further				
	1.8ha allocated for leisure purposes. This would leave 7.83ha				
	remaining as business park allocation. There is also interest in 1.3 ha				
of this remaining allocation being used for health service provision.					
Market Attractiveness Criteria	<u> </u> 				
1.1: Has the site been formally i		r at least 10 years?	Yes		
1.2: Has there been any recent					
This could include works on site	but also new or revised pla	anning			
applications/building regulations			Yes		
1.3: Is the site being actively ma			Yes		
1.4: Is the site owned by a deve	loper or another agency kn	own to undertake			
employment development?		Unknown			
1.5: Is the site in multiple ownership/occupation, or owned by an organisation		Circula Commandia			
unlikely to bring it forward for development?		Single Ownership			
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		No			
1.7: Would employment develop		without public	140		
funding to resolve infrastructure			Yes		
1.8: Is the site immediately avail		•	Yes		
Market appraisal	The site is an existing allo	cation. Shoeburvne:			
	activity then other location				
	recognised in the Core St	rategy DPD. The site	e's future contribution		
	therefore to employment				
			oyment and housing land		
	opportunities in Shoeburyness set within an overall regeneration				
	context. This site does, however, provide a relatively unique				
opportunity to provide new economic floorspace in the Borough and					
single ownership allows the site to be brought forward in a comprehensive way.					
Sustainable Development Factors					
2.1: Would the site be allocated today for employment development,			Yes		
measured against present sustainability criteria (including public transport and					
freight access, environmental impacts and brownfield/greenfield					
considerations)?					



2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No, a mix of uses relative to adjacent uses could be acceptable	
Adjacent land use and conflicts?	The site is located to the South of Campfield Road, adjacent to the modern purpose built units at the Garrison. Residential properties to the East and open countryside to the South and West. The site could be designed to prevent conflicts.		
Known constraints and infrastructure requirements	The site was a former MOD range and constraints are unknown. The site is in single ownership and part of the site was promoted to the SHLAA (CON111) The site is allocated for employment use and therefore can be protected and developed when necessary for future employment use or mixed use.		
Strategic Planning Factors			
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?		No	
3.2: Is the site identified or likely to be required for a specific user or specialist use?		No	
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?		Yes, part of Proposed Shoeburyness AAP	
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		Unknown	
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No	
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?		Yes	
Strategic Planning and Access	Located off Campfield Road, the site has good site access and is in within reasonable proximity to public transportation serving Shoeburyness, including the railway station and bus services. Strategic access to the highway network is more limited given the sites peripheral location in Shoeburyness and reliance on the A13. Overall Shoeburyness plays a valuable but supporting role in the Boroughs employment offer, due to its location.		
Recommendation	The site and its development mix should be considered alongside other sites in the Shoeburyness AAP to determine the future direction of development in the wider Shoeburyness area.		

