

Amend Policy DS1.1 as follows:

To support the viability and vitality of the town centre, so that ~~applications for main town centre uses are located in town centres, edge of centre locations and only if suitable sites are not available should out of centre sites be considered.~~ This is to ensure that main town centre uses attracting large numbers of people ~~creates an environment that encourages investment in the Central Area.~~

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Proposals for retail development inside or outside the Primary Shopping Area will be determined in accordance with Policy CP2: Town Centre and Retail Development of the Southend-on-Sea Core Strategy and the provisions of the National Planning Policy Framework (NPPF), ~~so that applications for main town centre uses are located in town centres, edge of centre locations and only if suitable sites are not available should out of centre sites be considered. This is to ensure that main the town centre uses attracting large numbers of people support the centres viability and vitality and encourage investment.~~

Deleted: remains the first preference for all forms of retail development and for other town centre

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