

Informal Development Brief

Former Prittlebrook Industrial Estate



Prepared by:

Bellway Homes (Essex Division) and Southend on Sea Borough Council

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1. Introduction

- 1.1. This development brief sets out informal planning guidance for the redevelopment of the former Prittlebrook Industrial Estate site in Southend on Sea.
- 1.2. The site is within private ownership and is currently vacant and cleared of buildings. However, there is a clear recognition that the site has major regeneration potential to provide a high quality and sustainable mixed use scheme which will revitalise this brownfield land and provide new housing and employment uses and also improve the visual appearance of the site and the surrounding area.



Aerial photo of site (note site now cleared)

Status of this document

- 1.3. This brief provides a framework for guiding and managing any planning application submission brought forward on the site. It is not a statutory document and does not form part of the Southend Development Plan. It should be read in conjunction with the Southend on Sea Core Strategy (2007). Although it will not be formally adopted by the Council as a Supplementary Planning Document, it will form corporate policy and can be considered a material consideration in the determination of any planning application submitted for the redevelopment of the site.

2. Site Description and Context

The Site and Surrounding Area

- 2.1. The site comprises the former Prittlebrook Industrial Estate and the clubhouse and facilities of the EKCO sports and social club, which together measure approximately 10.51ha (26 acres) in area.
- 2.2. The former industrial estate measures 7.3ha (18 acres) and occupies the eastern bounds of the site. It formerly contained a range of one to four storey office and factory buildings which have since been demolished, leaving the site clear and ready for redevelopment. This part of the site is defined as an industrial/employment area within the saved Borough Local Plan, the Southend Core Strategy and emerging Local Plan.
- 2.3. The EKCO clubhouse and playing fields measure approximately 3.2ha (7.9 acres) and occupies the western bounds of the site. This part of the site is identified as Private Open Space and a Sports Facility in the Borough Local Plan.
- 2.4. A *cordon sanitaire* cuts across the south east corner of the site, as advised by Anglian Water Services, the sewage undertaker for this area.
- 2.5. The railway line connecting Southend to London forms the eastern boundary of the site. This is set within a cutting which contains a variety of trees and shrubs. Thornford Gardens runs along the northern boundary of the site, beyond which lies semi detached single storey housing. The rear gardens of properties fronting Manners Way and Priory Crescent back onto the sites western and south-western boundary. To the south east of the site, the rear gardens give way to Priory Crescent which fronts the site for approximately 100m. A brook runs along the south east corner of the site, across which lies a triangular site now being developed for a public house (planning ref:13/00420/FULM).

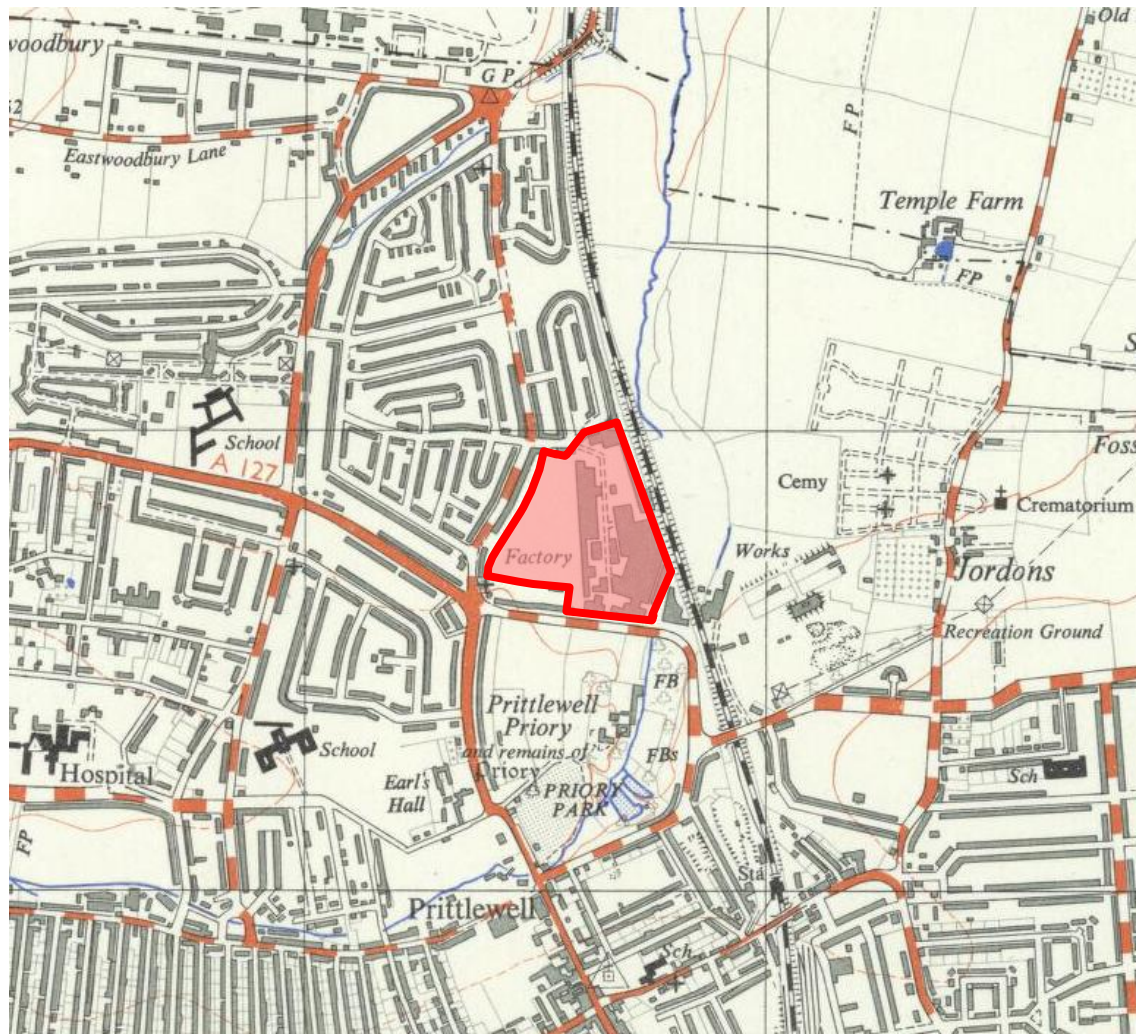
Site History

- 2.6. The site lies towards the north east of the settlement of Prittlewell, a historic former medieval village which has its origins as a Saxon settlement from dating back to the 6th Century.
- 2.7. Prittlewell was, along with Leigh, the principal settlement of the area until the 18th Century. It was only from the mid 18th Century that the 'South End' of Prittlewell developed into the principle settlement of the region, stimulated by the railway line to London, barge trade and maritime industries. By the 19th Century the pace of development of Southend had begun to absorb the village of Prittlewell into its northward sprawl.



1880 OS Map of Prittlewell Priory and its environs (site boundary in red)

- 2.8. Immediately to the south of the site lies Prittlewell Priory, a medieval priory founded in the 12th Century by Cluniac Monks. In 1536 much of the building was destroyed and what remained was much altered during the 18th Century. Alterations were made again in the early 20th Century, when the refectory was restored and partly rebuilt.
- 2.9. By the mid 20th century, much of the development around the site had been established in the form of suburban residential development, accelerated by the construction of the new railway and Prittlewell Station.
- 2.10. The former Prittlebrook Industrial Estate and ECKO Sports and Social Club was formerly farmland purchased by ECKO (a former electronics company based in Southend) in the 1930s for their new headquarters and factory. The company primarily manufactured radio equipment and other forms of electronics and grew rapidly in the early to mid 20th Century. The land to the west of the site was laid out as sports pitches and the ECKO sports and social club operated primarily for the use by company employees and their families. The use for sports remains today.



Early 20th Century map of Prittlewell (site boundary in red)

- 2.11. The company was purchased by Philips Electronics in 1967, shortly after which the company ceased trading. Following this, the site was leased out to various industrial and commercial occupiers and operated as an industrial estate. The site was purchased by Aviva (formerly Norwich Union) in 1997. The buildings and structures were demolished in 2012.

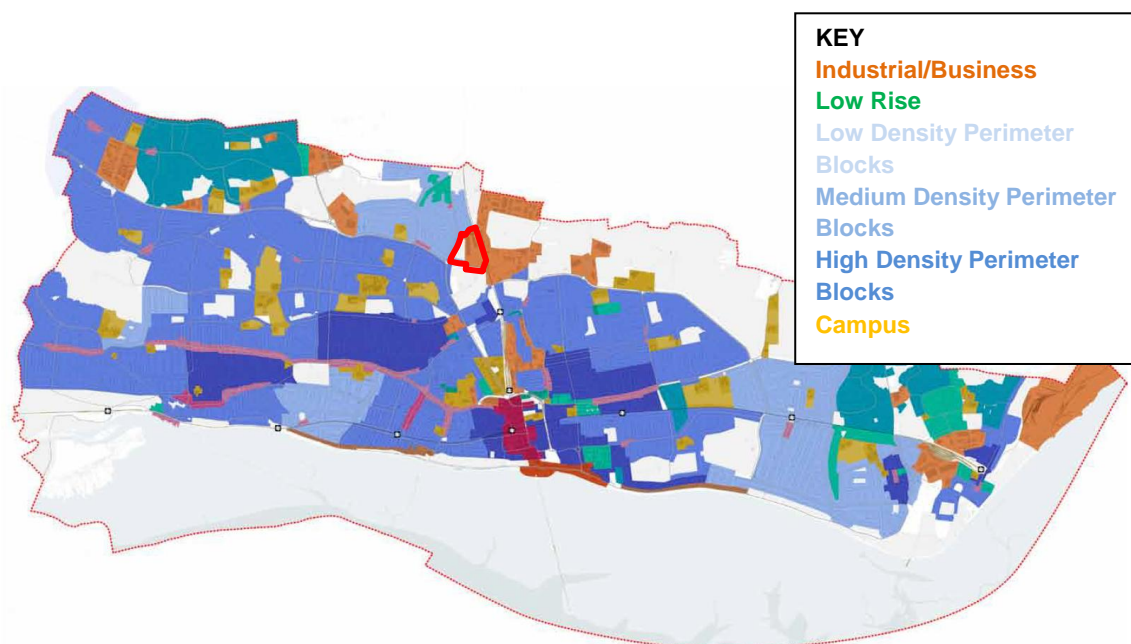
Planning History

- 2.12. There have been numerous historic minor applications associated with the previous use of the site, none of which are particularly relevant to its redevelopment or this Brief.
- 2.13. The land immediately to the south east of the site which was formerly a car dealership benefits from an extant planning permission for a new public house approved in June 2013 (LPA Ref: 13/00420/FULM):

'Erect part single/ part two storey building for us as public house and restaurant with staff accommodation, layout parking and landscaping, install plant equipment, works to highway and removal of existing bridge over Prittlewell Brook culvert.'

Surrounding Urban Form

- 2.14. The Southend Borough Wide Character Study (January 2011) provides a useful starting point in understanding the character of the site and surrounding area.
- 2.15. Prittlewell is located on the northern side of the Borough and effectively forms the gateway into the town centre along Prince Avenue (A127).
- 2.16. The site itself sits at an important point within the townscape where a juxtaposition of varying uses converge.



Urban Typology of Southend Borough from 2011 Southend Character Study (site boundary in red)

- 2.17. The eastern part of the site, although now cleared, historically forms the western spur of a larger industrial and warehousing area, the majority of which lies to the east of the railway line, known as the Temple Farm Industrial Estate and Stock Road Industrial Park. The railway line however, running on a roughly north-south axis, acts as an important physical and visual break which separates the site from the rest of the industrial area. The previous buildings on site have now been demolished, leaving little visual reference to link the site to this area. However the site serves as an important transitional buffer between the industrial and business uses to the east and the open space and residential development to the south and west.



- 2.18. To the south of the site across Priory Crescent, Priory Park provides an important open space for the surrounding urban area. It contains a range of wooded areas, sports facilities and the Grade I listed Prittlewell Priory (parts of which are a scheduled ancient monument). The park has public frontages to the north, east and south where it is bounded by Priory Crescent.



- 2.19. To the west and north of the site, the townscape is defined by low density mid 20th century housing laid out in the form of irregular but consistently spaced grids. The effect is of a relatively homogenous neighbourhood of regularly spaced housing benefiting from front and rear gardens. The housing immediately to the north on Thornford Gardens is formed of semi detached bungalows whilst the housing to the west is formed predominately of semi detached two-storey housing and bungalows.



Access and Egress

- 2.20. The principal existing site access is via Priory Crescent, which adjoins the southern boundary providing three vehicular access points in the form of crossovers of varying width and construction type. A secondary access is located off Thornford Gardens to the north. The EKCO sports and social club and sports fields has its own separate access off Thornford Gardens.
- 2.21. Priory Crescent is an arterial road (A1159) which forms a signal-controlled roundabout junction (known locally as Cuckoo Corner) with the A127 to the west, providing links to London and other towns within Essex and the South East. To the west of the site Manners Way (accessed from Cuckoo Corner) runs northwards and connects Southend to the airport.
- 2.22. Prittlewell Rail Station is located a circa 1km walk distance south of the site. Southend Victoria Rail Station and the Town Centre is located approximately 2km to the south, and can be reached by bike, bus and on foot. The site is approximately 850m north of Prittlewell Rail Station. London Southend Airport and its railway station are located approximately 1km to the north. Bus route 9 runs along Victoria Avenue and connects the Town Centre with Rayleigh.

Public Realm and Connectivity

- 2.23. The public realm surrounding the site is mixed and dominated by traffic on the Priory Crescent (A1159) side. The northern and eastern section of Priory Crescent where it forms the A1159 is heavily trafficked at peak times, with only one controlled pedestrian crossing point, located to the south east of the site. The site has no public frontage to the east or west, whilst a narrow footway and fencing runs along its northern boundary. The highest quality public realm lies to the south of the site at the northern and eastern boundary of Priory Crescent where wide footways, landscaped verges and mature trees create an open character.
- 2.24. The site itself acts as a barrier to permeability throughout the wider area, as there is no through access from north to south. This is in contrast to Priory Park which contains a variety of routes through and which form natural desire lines.

3. Site Constraints and Design Parameters

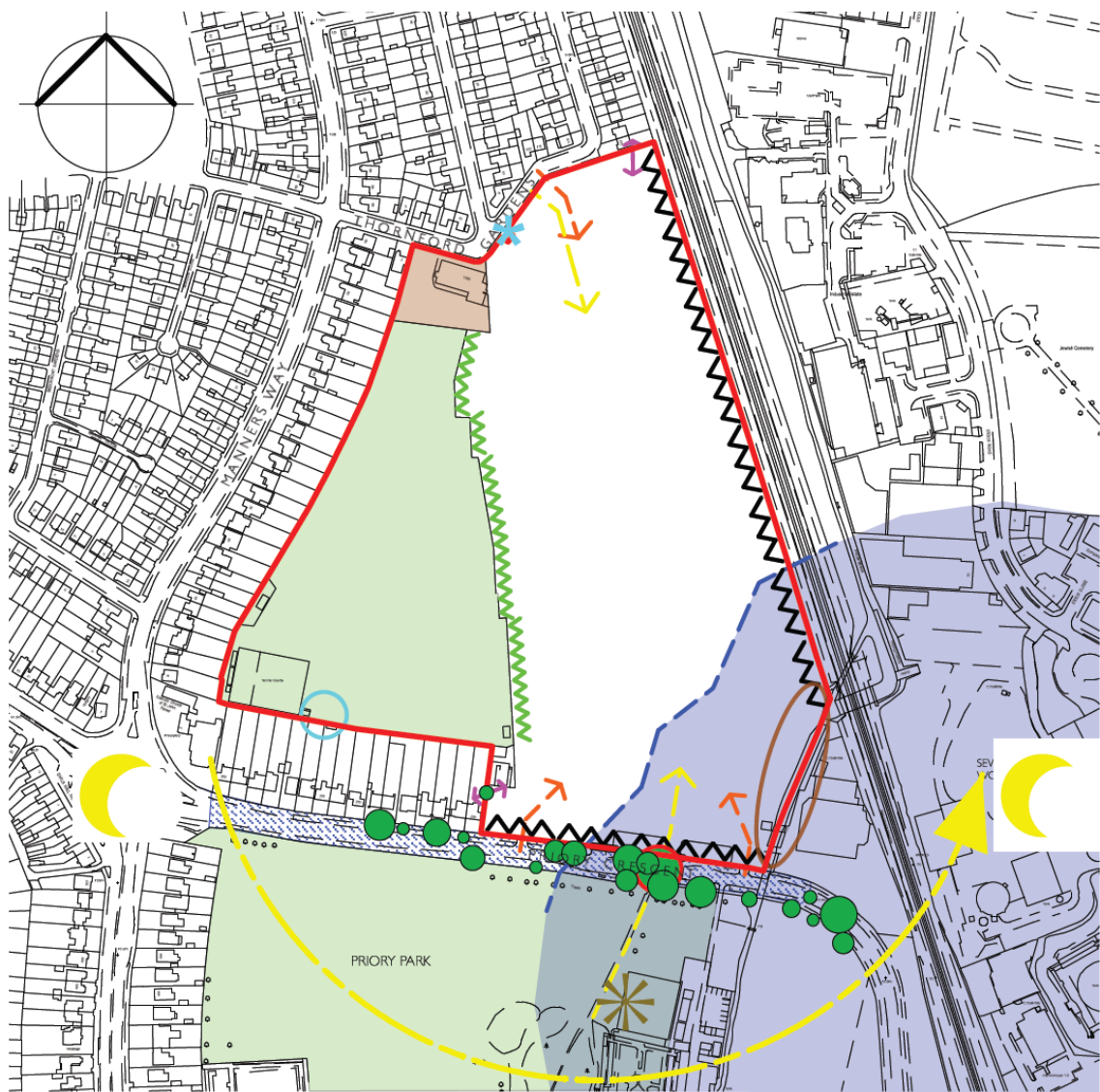
3.1. The successful development of the site requires a thorough contextual analysis of the site and its surroundings, in terms of the tapestry of physical forms and uses that together comprise the site and the surrounding area. This enables the key constraints and opportunities which leads to the evolution of a considered set of design parameters which themselves form the basis of the broad location of uses, spaces, routes and gateways. As identified in section 2, the site sits at an important point within the townscape where a juxtaposition of uses converge, and as such it is important that the site provides an appropriate response at this transitional point.



Constraints

3.2. Figure 1 sets out the key physical constraints associated with the site:

Figure 1



CONSTRAINTS

0 100 200

- | | | | |
|---|---|---|------------------------|
|  | Open Space |  | Drainage Constraints |
|  | Cordon Sanitaire |  | Pedestrian Connections |
|  | Vehicular Access |  | Noise Issues |
|  | Privacy Issues |  | Badger Set |
|  | Important Boundary |  | Sub Station |
|  | Sports Club |  | Crossing Point |
|  | PrioryCrescent |  | Heritage Asset |
|  | Existing Tree belt along PrioryCrescent | | |

3.3. These constraints will need to be addressed as part of any design development process for the site. The requirement to maintain the existing open space and sports facilities together with the presence of a cordon sanitaire influence the potential location of different forms of development

and uses. The railway line running along the western boundary of the site presents a potential noise conflict with regards to residential development, whilst the open space provides the opportunity for a strong built form to the west. Thornford Gardens to the north and Priory Crescent to the south are the only locations where access can be provided to the site, yet have contrasting characters.

Opportunities and Design Parameters

3.4. Figure 2 sets out the opportunities for the site which any masterplan will need to respond to:

Figure 2



DESIGN PARAMETERS

0 100 200

- Open Space
- Cordon Sanitaire
- Built Form

3.5. The key opportunities identified assist in setting a number of design parameters which include the requirement to provide suitable frontages and built forms to the specific uses surrounding the site and to provide appropriate gateways/entrances to the uses within the site. Within the site the key parameters are:

- Maintain the existing open space and sports facilities on the site;
- Provide an appropriate buffer to the railway;
- Provide a permeable layout with pedestrian and cycle links through the site to connect Thornford Gardens and Priory Crescent;
- Provide appropriate internal open space including children's play space;
- Take into account the cordon sanitaire and railway line with regards to residential amenity; and
- Maximise views over Priory Park.

4. Planning Policy Context

National Planning Policy Framework

- 4.1. The Government published the National Planning Policy Framework (NPPF) on 27 March 2012. The NPPF provides an overarching framework for the production of local policy documents and at the heart of this document is a presumption in favour of sustainable development. In accordance with the NPPF, this should be seen as a 'golden thread' running through both plan-making and decision-taking.
- 4.2. The NPPF sets out that the Government expects the planning system to deliver homes, businesses and infrastructure, and to improve local places whilst at the same time protecting and enhancing the natural and historic environment. Paragraph 17 sets out that the planning system should proactively drive and support sustainable development to deliver the new homes that the country needs.
- 4.3. A core planning principle of the NPPF is the requirement to promote mixed use development and encourage multiple benefits from the use of land in urban and rural areas.
- 4.4. Paragraph 19 sets out that Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.
- 4.5. Paragraph 22 states that planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. Land allocations should be regularly reviewed. The paragraph states that where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.
- 4.6. Paragraph 47 identifies measures to 'boost significantly the supply of housing'. The NPPF requires that Local Planning Authorities should use their evidence base to ensure that their Local Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as is consistent with the policies set out in the Framework, including identifying key sites which are critical to the delivery of the housing strategy over the plan period. Local plans should meet the objectively assessed need for housing in that area.
- 4.7. Paragraph 37 states that Planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities.

Southend Borough Council's Local Development Framework (LDF)

- 4.8. The Southend on Sea Local Development Framework comprises the Core Strategy, which was adopted in 2007. The Core Strategy identifies Prittlebrook Industrial Estate as being a Priority Urban Area. The Core Strategy, in setting out broad locations for employment growth, identifies inter alia, Prittlebrook Industrial Estate as an area for regeneration and growth.
- 4.9. In addition to the Core Strategy, a number of saved policies from the Southend on Sea Borough Local Plan Second Alteration (adopted 1999) are still relevant. This includes the Proposals Map, which shows the sports pitches to be an area of Private Open Space. The Local Plan policies will be replaced by emerging policy in the Development Management Development Plan Document (DM DPD), which is intended to be adopted in December 2014. The draft document contains key policies on Design, Housing, Economic Development, Environmental Management and Sustainable Transport.
- 4.10. In terms of designations, the EKCO Sports and Social Club is classified as being Private Open Space and a Sports Facility. Both the Core Strategy and DM DPD seek to protect and enhance these spaces.
- 4.11. The Design and Townscape Guide SPD1 (2009) sets the parameters within which proposals will be assessed in design terms in respect of local planning policy; while SPD2: Planning Obligations (A guide to s106 + Developer Contributions) provides guidance in relation to potential planning obligations or developer contributions in relation to development. It also includes procedural information and contact details to assist in the negotiation of legal agreement.
- 4.12. The Southend on Sea Employment Land Review 2010 (whilst not policy) provides an assessment of employment areas in the borough. The review notes that the Estate presents a major development opportunity and recommends it is developed for employment purposes as part of a mixed use scheme.
- 4.13. The emerging Development Management DPD proposes the designation of Prittlebrook Industrial Estate as an Employment Growth Area. The emerging plan recognises the Estate as an employment development opportunity which should be redeveloped as part of a mixed use scheme and that such a scheme should be taken forward via a planning brief.
- 4.14. Current Planning Policy can be found on the Borough's website at:

www.southend.gov.uk/planning

5. Development Guidelines

5.1. The site has been cleared and is ready for development. From the site analysis undertaken, there are a number of opportunities for redevelopment presented by the site, whilst at the same time there are a number of constraints which need to be taken into account. Some of the main opportunities and constraints are:

Opportunities

- A large site in single ownership which is ready for development;
- The site benefits from two separate access points off Priory Crescent and Thornford Gardens;
- Development of the site provides an opportunity to create a transition from the existing industrial uses to the east to the residential areas to the north and west;
- The site looks out over open spaces, including Priory Park and the existing EKCO sports facilities contained within the western part of the site;
- The opportunity to create a development of high quality, sustainable, design and landscaping in an important gateway location; and
- The opportunity to improve housing choice and create new jobs in the area.

Constraints

- Potential for noise from the railway line to the east;
- The need to retain the ECKO sports and social club;
- The cordon sanitaire that runs to the south-east corner of the site, in its existing form, would prevent residential accommodation being constructed;
- Rear gardens of properties fronting Priory Crescent and Manners Way;
- In highways terms Thornford Gardens is a relatively quiet residential street with low traffic flows;
- Prittlewell Priory across Priory Crescent is a designated heritage asset – which can also be seen as an opportunity; and
- Priory Crescent (A1159) is a classified principal road and generates traffic noise.

5.2. The site is identified as a Priority Urban Area in the adopted Core Strategy and an Employment Growth Area within the Councils draft DM DPD. As such, the Council has identified the site as having the potential to make a significant contribution to regeneration and growth objectives for the Borough, including provision for new and modern employment floorspace.

- 5.3. Initial discussions with senior officers at Southend Borough Council recognise the potential to redevelop the site to deliver a sustainable mix of uses including new employment uses, residential accommodation and open space.
- 5.4. The draft DM DPD sets out that a managed approach will be adopted for the Employment Growth Areas through the preparation of Planning Briefs for each area which will identify the quantum of development and appropriate uses. Specifically with regards to Prittlebrook, the draft DM DPD acknowledges that the site is available for 'comprehensive redevelopment with a significant proportion having already been cleared' (all buildings within the site have now been cleared).
- 5.5. Strategic Policy SO1 encourages the delivery of employment led regeneration, wealth creation and growth. Strategic Policy SO3 requires that development maintain a balance between employment and housing growth in the future. As such, the policy context together establishes that the site has the potential to be redeveloped to provide a mix of uses which will together make a significant contribution to regeneration.

Mix of Uses

- 5.6. The site has remained vacant for a number of years and forms a visual eyesore at a key corridor to the town centre. It is recognised that there is little prospect of the site being redeveloped for a purely commercial/employment led scheme on the basis of economic conditions and lack of current demand. The redevelopment of the site for a mix of uses is therefore considered appropriate and in line with the recommendations of the employment land review.
- 5.7. The overall objective for the redevelopment of the site is to provide a mix of complementary uses that together will provide a physically and socially cohesive extension to the wider area. This will be achieved through providing a range of uses including new homes, jobs and open space and recreation facilities in a well designed and integrated spatial configuration. In land use terms, key to achieving this will be the determination of a realistic mix of land uses that represent an appropriate and deliverable appropriate balance of jobs and homes. The land uses should relate to each other in a satisfactory manner and so as not to cause conflict and be accessible.

Employment / Commercial Uses

- 5.8. The eastern part of the site historically formed an important employment function. This is recognised in the Borough Local Plan Proposals Map which defines this part of the site as 'Industry and Warehousing'. However, the site has been unoccupied for several years and does not currently fulfil any economic or employment function.
- 5.9. Strategic Objective S01 of the Core Strategy focuses on new job creation. Any redevelopment of the site should incorporate opportunities for new job creation through the provision of deliverable

employment generating floorspace. Given the location of the site, the provision of modern office accommodation (Class B1) is considered appropriate.

- 5.10. The provision of any employment generating floorspace will need to be viable and realistic. It will need to be market led and designed to be sufficiently flexible to attract potential end users. This Brief avoids prescribing minimum or maximum amounts of employment floorspace / land, and rather advocates a flexible and market focussed approach. The focus should be on achieving the appropriate quantity and quality through:
- An emphasis on the amount of potential new jobs created rather than land provided;
 - A realistic calculation of the likely employment density and job creation based upon the floorspace; and
 - A market focused approach that ensures a viable and workable quantum of floorspace is delivered, taking into account market factors and the local employment market.
- 5.11. In developing a scheme, it is important that work should be undertaken to determine the likely future occupiers, in terms of the type of occupation and also the size of businesses, as these will have impacts upon the space requirements. For example Small-to-Medium enterprises will likely require flexible spaces that can be adopted to suit a fluctuating workforce and organic growth.
- 5.12. The location of the employment use(s) within the site is an important consideration, in terms of its relationship with the surrounding townscape and other proposed uses and in terms of servicing and access. Given the historic configuration of the site, the south eastern part of the site is the most appropriate location for any new commercial uses. This will provide a commercial frontage to Priory Crescent which will also serve as the primary access for these uses. This approach will negate any reliance on the access to the site from Thornford Gardens for commercial uses. Access to all non-residential uses on the site should therefore be limited to Priory Crescent.
- 5.13. Further, the presence of a *cordon sanitaire* dissecting the south-eastern corner of the site renders it unsuitable for residential accommodation in its current form. Therefore, employment uses should be consolidated as much as possible towards the south east corner of the site.
- 5.14. Consideration should be given to the relationship of the employment use to the surrounding uses. Any masterplan should be designed to minimise any potential conflicts between uses, including the prospect that a conflict between employment and residential uses could arise through issues such as noise, odours, height and bulk of employment buildings and associated comings and goings from employees and deliveries.



Example of four storey office development

- 5.15. The predominant built form surrounding the site is one to two storey residential development. However the previous commercial buildings on the site extended to three and four storeys. Across the railway line to the east there are larger industrial buildings rising up to four storeys in height. In order to maximise the employment potential of the site building heights should extend up to four storeys in height, closest to the railway sidings and away from existing residential properties, and offer flexible and adaptable employment space
- 5.16. In terms of building form, it is acknowledged that buildings providing employment use may be large plan simple form buildings. However buildings should be simple and flexible with a contemporary appearance and character in order to avoid appearing pastiche. To create visual interest, buildings with a variation of height and scale are strongly encouraged, particularly to the south fronting Priory Crescent.
- 5.17. The employment uses should provide an appropriate frontage onto Priory Crescent but with an appropriate set back to avoid enclosure of the street. Careful consideration should be given to the landscaping scheme to provide an appropriate frontage to Priory Crescent.
- 5.18. Given the location of the site and proximity of public transport, a flexible approach to car parking provision is required which may result in an overall provision below adopted parking standards. Opportunities for cycling and walking should also be provided.
- 5.19. Parking should be provided in secure and overlooked areas with spaces for landscaping and tree planting where possible. Due to the potential for large expanses of hardstanding and the implications in terms of runoff and flooding, parking should provide the potential for drainage features such as permeable paving, storage tanks and SUDs.

Hospice Uses

- 5.20. Consideration should be given to the incorporation of a hospice facility (Class C2) and ancillary office function within the overall masterplan.
- 5.21. A hospice facility would complement the other proposed uses and assist in creating a mixed and balanced community. In addition, it would provide a much needed specialist accommodation. It would also create new job opportunities, potentially up to 320 people which would add vitality to the area.
- 5.22. The land take for a hospice facility would comprise approximately 3.5 acres (1.4 hectares) which would need to be integrated within the overall masterplan. The most appropriate location for the hospice would be towards the south of the site, with an access and frontage onto Priory Crescent. This would provide a suitable visual presence for the hospice, whilst Priory Crescent would be more appropriate to accommodate the associated vehicle movements arising from the hospice use than Thornford Gardens. A single access off Priory Crescent to serve the commercial/office use and a separate access for the hospice use is the preferred approach.
- 5.23. A hospice building would be suitable at up to three storeys in height, subject to its relationship with any adjacent employment uses and the existing housing further to the west along Priory Crescent. In terms of design, there is the opportunity for a bespoke building of a high quality and sustainable design and construction which provides an appropriate frontage onto Priory Crescent.

Housing

- 5.24. Strategic Policy SO3 requires that development maintain a balance between employment and housing growth in the future. It is clear that alongside the provision of employment uses, the site has the potential to provide additional housing for the borough. The principle of a mixed-use development incorporating housing is in line with national and local policy and will aid in delivering significant regeneration benefits to the area. The Brief recognises the opportunity to provide a significant proportion of housing as part of the mix of uses within the masterplan for the site.
- 5.25. As with the employment provision, this Brief does not prescribe a minimum or maximum quantum of housing. Rather, the amount of housing should evolve through a design-led process through a range of parameters including the appropriate gross housing area when taking into account the provision of employment land and open space and access, an appropriate residential density and a viable and deliverable mix of uses across the site. It will be important to ensure the overall quantum of residential is viable to ensure the deliverability of the wider scheme and associated benefits.

- 5.26. The location of the housing within the site is an important consideration, in terms of its relationship with the surrounding townscape and proposed uses, servicing and access. It also provides an opportunity to form a transition between the existing and proposed employment uses and residential properties. Taking into account the historic configuration of the site, the most appropriate location for housing would be considered to be in the centre and the north eastern parts of the site. This would allow the existing access onto Thornford Gardens to be utilised, and also allows the retention of the ECKO sports and social club in its current location. Pedestrian and cyclist access routes should be provided to link with Priory Crescent to ensure permeability through the site.
- 5.27. In order to ensure the delivery of a mixed and balanced community, a suitable mix of unit sizes and tenures should be provided. The South Essex Thames Gateway Strategic Housing Market Assessment (SHMA) identifies a significant shortage of family accommodation in the Borough. Given this and the character of the surrounding residential area, any new housing should incorporate a range of suitable family accommodation within the masterplan.
- 5.28. As part of the delivery of housing, affordable homes will be expected on the site. Policy CP8 of the Core Strategy seeks to achieve a minimum 30% of the total number of units as affordable housing. The affordable homes should be integrated within the scheme to ensure manageable clusters. All homes should be designed and built on a 'tenure blind' basis so that there is no difference in the elevational treatment of each property which will assist in ensuring the integration of the affordable units within the scheme.
- 5.29. Housing density should be in line with the Core Strategy target of between 30 and 50 dwellings per hectare. A proposal for increased density development would need to ensure that this would not result in a detrimental impact upon the amenity and character of the surrounding area.
- 5.30. It is important that the layout and form of housing provided is of the highest quality and designed so as to integrate well into the surrounding area, and in particular to create a sense of place and identity for the site which will connect the proposed new housing with the wider development and integrate with the surrounding residential landscape to the north.
- 5.31. The layout of the proposed building housing should create a strong sense of place and a permeable network of streets and spaces. Development should follow a simple and strong hierarchy of routes, with the residential dwellings orientated to face outwards onto the network of streets, which will enhance natural surveillance and improve security and safety. Strong frontages should be provided to all major routes and spaces.

- 5.32. A range of building heights should be proposed across the scheme. The majority of new homes should be 2 – 2.5 storeys in height. Opportunities for three and four storey flatted buildings should be explored in key nodal locations where appropriate to do so in order to aid in wayfinding.
- 5.33. The architectural vernacular should be developed as a response to a careful contextual analysis of the site and its surroundings. This Brief does not advocate one particular style over another. Rather, the design should be of a high quality and be constructed of a limited yet strong palette of good quality materials that draw appropriate reference from the local character. Common details for elements such as doors, windows and dormers should be utilised in order to create consistency. The palette of materials should be chosen to ensure a high quality and durable finish whilst also responding to the preferred method of construction.
- 5.34. In accordance with the Councils emerging DM DPD, all new dwellings should
- Meet lifetime homes standards;
 - At least 10% of the homes should be wheelchair adaptable;
 - All units must meet the Councils Internal Space Standards; and
 - Address renewable energy requirements
- 5.35. In terms of amenity space, all houses should be designed with back gardens of a size and shape which ensures that they are meaningfully useable. All homes within flatted blocks should have the provision for either private or communal amenity space.
- 5.36. Landscaping should form an integral part of the design of the new housing. A comprehensive range of hard and soft landscaping features will be expected in order to enhance the scheme and surrounding environment. This should include new tree planting which will also assist to visually integrate and soften the appearance of the scheme to provide a natural element to the internal streetscape.
- 5.37. It is considered that the most appropriate means vehicular of access should be from the existing access point onto Thornford Gardens. This should lead to a defined hierarchy of vehicular routes, leading from primary routes down to local 'homezones' which incorporate shared surfaces. In addition, the site should contain a network of permeable cycle and pedestrian routes. Consideration should be given to providing pedestrian and cycle access from the new housing area south to Priory Crescent. This would significantly aid in increasing north-south connectivity across the wider area and be a significant public benefit.
- 5.38. The parking strategy of the residential element will have the potential to have a significant impact upon the character of the area and should be integral to the design proposals. Where necessary,

on street parking should be restricted, with the preferred strategy being on plot through the use of garages or under-croft parking, set back behind the building frontage where possible. Where on-street parking is proposed this should be designed to be in bays no greater than 4 cars in length and with appropriate landscaping and tree planting in order to avoid it dominating the streetscene.

- 5.39. Parking ratios should be in line with the standards set out within the Councils standards.

Open Space

- 5.40. The EKCO clubhouse and playing fields measure approx 3.2ha (7.9 acres) and occupy the western bounds of the site. This part of the site is identified as Private Open Space and a Sports Facility in the Local Plan. The Development Plan strongly seeks to protect and retain such open spaces due to their importance to the health and well being of the population.

- 5.41. As such, any redevelopment proposals should not propose any net loss of land defined as private open space.

- 5.42. The existing facilities offered by the club are indoor venue hire and functions and indoor and outdoor sports facilities (darts, cricket, football and crib), in the club building and associated sports facilities.

- 5.43. It is considered that there is potential, as part of the wider redevelopment of the site, to enhance these facilities. This could be in the form of a new larger clubhouse with better facilities, and / or the improvement to the sports pitches. This would result in a wider range of facilities being offered which benefit the locality.

- 5.44. It may be appropriate for improvements to these facilities to be subsidised by the sale of private housing within the site, subject to development viability and the provision of an appropriate amount of affordable housing.

Other Uses

- 5.45. As established above, the key uses considered appropriate for the redevelopment of the site are employment uses, a hospice, housing and open space and sports facilities. However there are other uses which may be considered appropriate for the site and explored as part of the design and planning process. Other uses will be considered on their own merits and in accordance with planning policy.

Site Wide Considerations

Sustainability

5.46. The following principles and standards should be included within redevelopment proposals for the site:

- Incorporate equipment for renewable power generation (policy KP2 of the Core Strategy);
- New homes should be designed to achieve an energy efficiency rating of not less than Code Level three under the 'Code for Sustainable Homes' assessment system;
- Mixed use buildings should be designed to achieve the appropriate energy efficiency assessment criteria and scoring for mixed use buildings under the relevant BREEAM system;
- Incorporate measures to minimise the use of water and maximise re-use of water, such as water efficient appliances and fittings and rainwater collectors/water butts for roofs;
- Incorporate adequate waste segregation and storage space within new buildings to encourage recycling;
- Maximise the use of recycled and locally sourced materials in the building process; and
- Planning applications should be accompanied by a Sustainability Statement, which demonstrates how sustainable design and construction considerations have been addressed as part of the proposals.

Ecology

5.47. The following ecology principles should be included within redevelopment proposals for the site:

- Proposals should include some permanent publicly accessible open space, which should include innovative approaches to landscaping.
- Existing raised grass areas within the area should be removed and replaced with more useful and attractive green spaces;
- New and improved open space should include species rich planting to create an environment for wildlife and plants;
- Development should incorporate durable and maintainable features to green the environment and encourage biodiversity. This may include green roofs, planting on buildings via climbers and window boxes, but must include species bat and bird boxes; and

- Development should incorporate elements of greening the environment which are durable and maintainable where possible. This may take the form of enhancing existing open spaces or including planting on buildings via climbers and window boxes.

Sustainable Transport

- 5.48. Due to the size and location of the site there is a good opportunity to influence the approach to sustainable travel in the local area, with the location of the site being suitable to encourage future residents and employees to walk, cycle or use public transport.
- 5.49. The site is located in close proximity to good public transport facilities with bus stops, a rail station and the local centre located within a short walk of the site. Convenient links are also provided to Southend Town Centre, as well as the surrounding residential areas.
- 5.50. To promote sustainable travel the scheme would prioritise quality direct routes and spaces for pedestrians and cyclists over private cars. Measures would include the provision of high quality pedestrian and cycle routes and facilities, including cycle parking, and the production of a Travel Plan covering all land uses within the site.

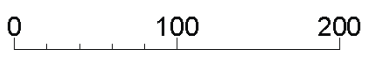
Parking and Access

- 5.51. Southend on Sea Borough Council have not formally adopted parking standards set out by Essex County Council's in the Essex Planning Officers (EPOA) Vehicle Parking Standards (2009). The latest parking standards are provided by the 2001 EPOA standards. The emerging DM DPD includes parking standards, and this should also be a consideration.
- 5.52. The development proposals should provide parking in line with the latest applicable standards. The site will provide a balanced level of parking to ensure no overspill parking on the local highway network, whilst not providing excessive parking which could encourage the use of the private car.
- 5.53. The site will also provide sufficient cycle parking in line with the latest applicable standards for all land uses. These provisions would encourage the opportunity to travel by bike, which will be supported by an improved public realm and connecting links
- 5.54. Whilst the principal access for housing will be via Thornford Gardens the access for the employment and hospice will be from Priory Crescent. A Transport Assessment will be required. This will be defined within the Transport Scoping Study developed jointly by the Developer and SBC. Transport and highway improvements in the vicinity of the site will be agreed as part of this process.

5.55. Suitable Land Uses



SUITABLE LAND USE



6. Summary

6.1. This document sets out informal planning guidance for the redevelopment of the former industrial estate. The site is in private ownership and is cleared and ready for redevelopment. The overall objective for the site is to provide a mix of complementary uses that together will provide a physically and socially cohesive extension to the wider area. Key to this is the formation of a realistic and viable mix of land uses that represent a deliverable and appropriate balance of jobs and homes, provided as part of a high quality holistic masterplan. Whilst the principle access for housing should be via Thornford Gardens the access for the employment and hospice should be from Priory Crescent. The following key points should be central to the design formulation of a masterplan for the site:

6.2. Employment Summary

- *The site represents an important redevelopment opportunity which should deliver new employment floorspace as part of a mixed use scheme.*
- *No minimum or maximum amounts of employment floorspace / land proposed. The Brief rather advocates a flexible and market led approach for the provision of employment floorspace to ensure it is viable and deliverable over the long term.*
- *Building heights should generally be up to four storeys in height with lower building heights adjacent to existing residential properties.*
- *Buildings should be well-designed, simple and flexible.*
- *The employment uses should provide an appropriate and active frontage onto Priory Crescent but with an appropriate set back to avoid enclosure.*
- *A high quality landscaping scheme should be developed for the site frontage.*
- *Parking should be provided in secure and overlooked areas away from the street frontages where possible with space for landscaping to be incorporated.*

6.3. Housing Summary

- *No minimum or maximum quantum of housing, rather a design led approach.*
- *The most appropriate location for housing is towards centre and the north east of the site.*
- *Housing to deliver a mixed and balanced community through the creation of a suitable mix of unit sizes and tenures.*
- *30% of the total number of units as affordable housing (subject to viability).*
- *Density in line with the Core Strategy target of between 30 and 50 dwellings per hectare.*
- *Layout of the proposed housing should create a strong sense of place and a permeable network of streets and spaces, with street frontages on all major routes and spaces and successfully make references to local character. It should integrate with the wider neighbourhood.*

- *Development should following a simple and strong hierarchy of routes, with the residential dwellings orientated to face outwards onto the network of streets.*
- *The majority of new homes should be 2 – 2.5 storeys in height. Opportunities for three and four storey flatted buildings should be explored in key nodal locations.*
- *Design should be of a high quality and be constructed of a limited yet strong palette of good quality materials.*
- *A comprehensive range of hard and soft landscaping features to enhance the scheme and surrounding environment.*
- *Means of vehicular access should be from the existing access point onto Thornford Gardens.*

6.4. Hospice Summary

- *Hospice use providing significant employment acceptable in principle.*
- *The land take for a new hospice facility would be 3.5 acres (1.4 hectares).*
- *The most appropriate location for the hospice would be towards the south of the site, with an access and frontage onto Priory Crescent.*
- *A hospice building would be suitable at up to three storeys in height.*
- *Opportunity for a bespoke building of a high quality design and construction.*
- *Parking should be provided in line with Council's parking standards.*

6.5. Other Uses

There is the potential for other uses, which will be considered on their own merits and should complement the remainder of the development and not be in conflict with the provisions of the development plan.