

Appendix 2

Viking Project Group High Level Site Options Assessment

November 2014

This options assessment paper has been drawn up in order to look at different locations as possible alternative sites for Viking House. Locations have been identified on both a short term basis and a long term basis, based on how quick they could be delivered and then assessed and scored (out of 5) against the following criteria:

➤ **Cost of works to provide service**

That is, the capital cost to undertake any works necessary to make the building fit for purpose. The higher the score, the lower the cost of works (to include acquisition of land, where applicable).

➤ **Location**

Based on the existing and future users of the facility. That is, the vicinity it is in terms of the service users' catchment area. The higher the score, the better the location.

NB: Consideration with regards to location in terms of where it is within the town centre has been discounted, as research has provided a mixed view – advantages and disadvantages of both town centre and periphery location. Plus, such criteria would be subjective in terms of scoring allocation.

➤ **Accessibility**

The ease at which the location is accessed from a vehicular perspective. That is, how easy is it to drive to, giving consideration to the road network and then, once at the destination, how easy it is in terms of accessing the actual site and manoeuvring a vehicle. Dual access points would be advantageous. The higher the score, the better the accessibility.

➤ **Privacy of users**

From research undertaken, the privacy of the service users is of paramount importance. Locations need to be assessed therefore against whether or not there are privacy issues such as overlooking from neighbouring land or buildings. The higher the score, the greater the amount of privacy the location provides.

➤ **Parking provision**

On-site parking has been highlighted as key in order to provide the service. This is from the perspective of the minibuses that assist with the collection of the users, as well as the perspective of visitors/family members. The higher the score, the more appropriate the provision of on-site parking.

➤ **Accessible garden**

The provision of outside space/garden is viewed as a key benefit that a new location should provide. It provides the service users with the ability to separate themselves from the main building and an opportunity for fresh air and natural space. Manageability of the garden also needs to be considered. The higher the score, the more appropriate the opportunity for outside space/garden.

➤ **Tranquillity of location**

Given the needs of the service users, having a 'quiet area' within the chosen location is a key requirement. In allocating a score, the surrounding environs are taken into consideration. The higher the score, the better the opportunity for the location to provide a tranquil area.

➤ **Size of venue**

The ability of the identified location to accommodate the service requirements on site efficiently. The higher the score, the better the location can accommodate. A site too big which can not readily be shared may be a disadvantage due to management costs.

➤ **Planning Risk**

This assesses the risk of planning consent not being granted in the event that the location being reviewed required a Change of Use application. The surrounding environs are taken into account (including accessibility), as well as the existing use of the building. The higher the score attributed, the lower the risk of planning permission not being granted.

OPTIONS

SHORT TERM

- Avro / Viking site (various options)
- Marigold Centre
- North Road Car Park
- Southchurch Business Park
- Westcliff Centre
- York Road Car Park

LONG TERM

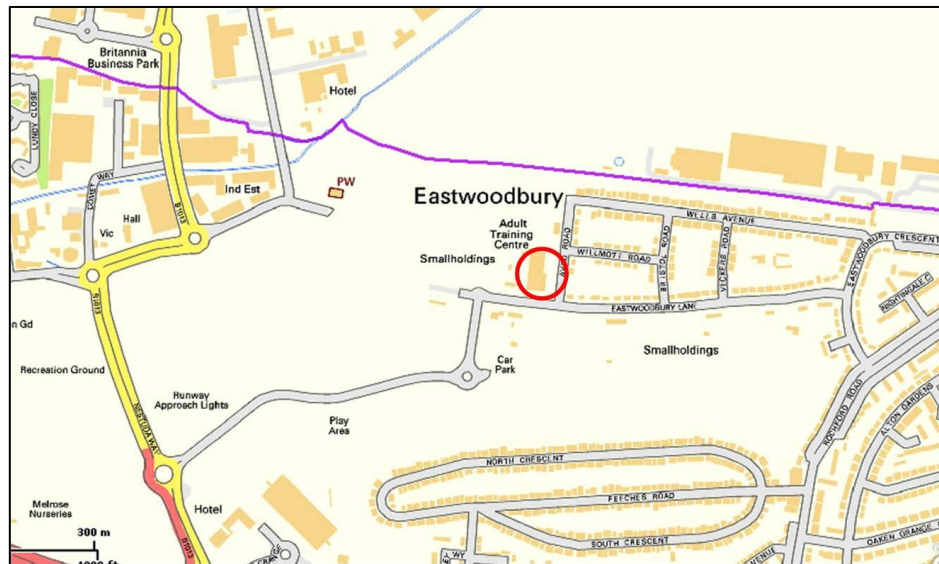
- Heath & Carby site
- Priory House
- Queensway

PROPERTY ADDRESS:	Avro / Viking site
SITE SIZE:	8,417 sqm / 2.1 acres

PHOTOS:



LOCATION:



PRO'S	CON'S
No change of location to consult on	Proximity to airport – not particularly quiet at certain times(although this does not appear to be an issue to the service users)
Not unsettling to service users	Demolition required
Outside space available	Periphery of borough boundary
Sufficient parking potential	
Privacy of users retained	
Land purchase not required	
No consultation required re location	
Opportunity for new facilities	
Good amount of land released for redevelopment	

CRITERIA SCORE Out of 5	Reconfiguration Option	New Build Option
Cost of works	3	4
Location	3	3
Accessibility	4	4
Privacy of users	5	5
Parking provision	5	5
Accessible garden	5	5
Tranquillity	2	2
Size of venue	3	3
Planning risk	5	5
TOTAL	35	36

COMMENTARY

The existing site is located on the periphery of the town and has been established here since the 1970/80's. It is therefore well known by the service users and their families, as well as being integrated into the immediate community. Although a new build is probably required, it scores highly for the majority of the criteria, enhanced by the fact that the Council already owns the land. It also services well the existing and future catchment clusters. There is also a good opportunity to work with other public sectors, for example, East of England Ambulance Service have advised that the location works well in respect of their 8 minute response target. There are, therefore, opportunities for revenue in the long term.

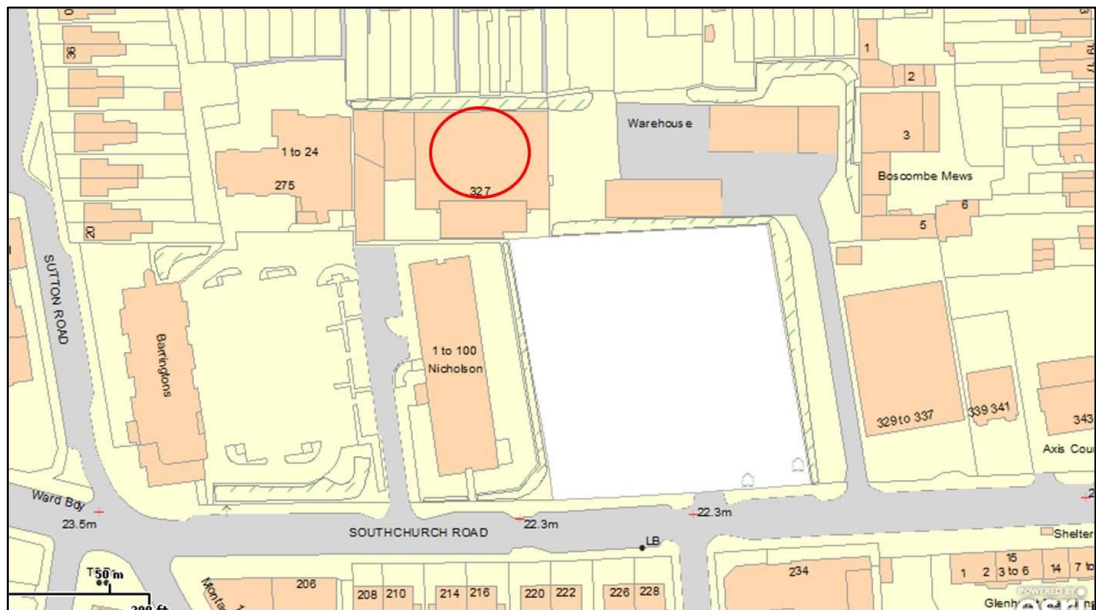
This site scores highly for a standalone reprovision and provides an opportunity for some co-location with other Council/public services as part of a more comprehensive development.

PROPERTY TITLE:	Southchurch Business Park
SITE SIZE:	0.6 acres

PHOTOS:



LOCATION:



PRO'S	CON'S
Central location	Within multiple occupied industrial estate
Bespoke opportunity for new build	Site does not present well
	Poor access –road would need to be re-laid
	Shared access with industrial tenants
	Land costs plus building costs
	Previous land contamination use (TBC)
	Overlooked on 3 sides
	Purchase of land costs
	Existing structure would need to be demolished, including asbestos removal

CRITERIA SCORE:	
Cost of works	1
Location	3
Accessibility	2
Privacy of users	2
Parking provision	2
Accessible garden	2
Tranquillity	2
Size of venue	2
Planning risk	2
TOTAL	18

COMMENTARY

One of the few freehold commercial properties available in and around the town centre that offers a potential alternative location to Viking House, in terms of size. However, when measured against the key criteria, this option has to be discounted – poor access, lack of privacy, high planning risk.

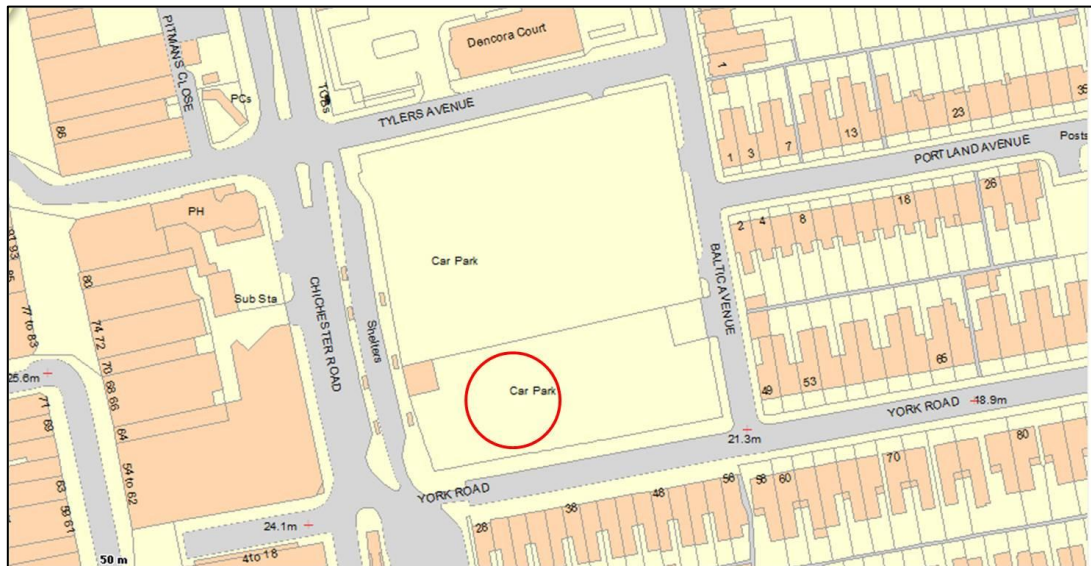
Furthermore, as it is located on a tertiary industrial ‘park’, it would be unlikely to portray the right kind of image that either the Council or the service users would want. There would also be high costs for this option, including the land, stamp duty, fees, site clearance, asbestos removal, the new building and improvements to access. Furthermore, we understand that the land has been quarried and, as a result, is set in a dip and may well be subject to contamination issues.

PROPERTY TITLE:	York Road Car Park
SITE SIZE:	2,745 sqm / 0.68 acres

PHOTOS:



LOCATION:



PRO'S	CON'S
Central location	Anti-social behaviour
Close to public transport	Limited outside space
Opportunity for new building	Limited on-site parking
Land purchase not required	Noisy
	Security issues
	Loss of town centre car parking
	Loss of car parking income
	Complete new build required
	Lost opportunity cost of future development
	Central location
	Overlooked
	Privacy issues

CRITERIA SCORE:	
Cost of works	3
Location	2
Accessibility	3
Privacy of users	1
Parking provision	4
Accessible garden	2
Tranquillity	1
Size of venue	3
Planning risk	2
TOTAL	21

COMMENTARY

Although currently owned by the Council (and therefore no land purchase costs to consider), this site is located in a questionable area of the town centre for the intended purpose, and would be questionable in terms of being the haven of tranquillity and peace that the service users would require and expect. Practicality considerations of the service needs to be given in respect of the willingness of the users to use it, especially in terms of safety. Furthermore, if building out on this site, there would be a loss of income that is currently received from parking plus a lost opportunity cost of any greater development that may happen at sometime in the future.

PROPERTY TITLE:	North Road Car Park
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SITE SIZE:	1,987 sqm / 0.5 acres
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PHOTOS:



LOCATION:



PRO'S	CON'S
Land already owned by SBC	Loss of car parking income
Periphery location	Cost of construction
Clear(ish) site	Proximity to schools – significant car parking pressure at pick up and drop off times
Good road access	Small site
Opportunity for new building	Overlooked
	Not a tranquil setting

CRITERIA SCORE:	
Cost of works	3
Location	3
Accessibility	3
Privacy of users	2
Parking provision	2
Accessible garden	2
Tranquillity	3
Size of venue	2
Planning risk	2
TOTAL	22

COMMENTARY

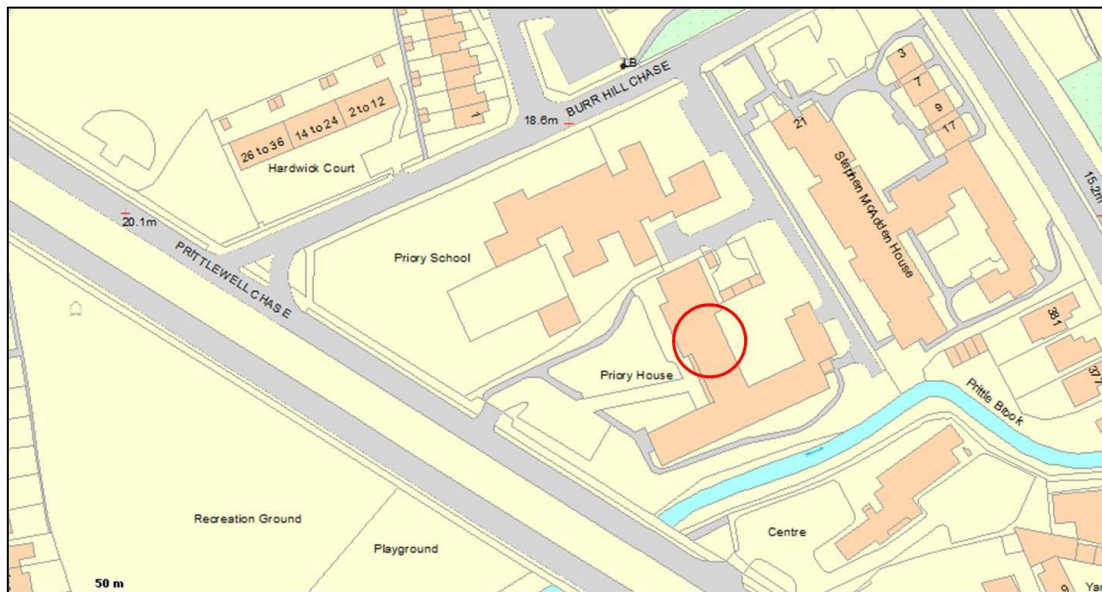
Presently, accessible from North Road, this site sits between Milton Hall Primary School to the west and St Helen's Catholic Primary School to the east. There would, therefore, be parking issues for the schools in the event this site was developed. Furthermore, there would be limited privacy given the fact that the site sits opposite a 6 storey office block, and is overlooked on 2 sides.

PROPERTY TITLE:	Priory House
SITE SIZE:	1.31 acres

PHOTOS:



LOCATION:



PRO'S	CON'S
Land purchase not required	Uncertainty of EPH future
Outside space	Not available in short term
Parking	Opportunity for residential development (including possible care home)
Accessible from Prittlewell Chase and Burr Hill Chase	Demolition required
Reasonably peaceful	Greater potential in long term with school land.
Good opportunity for combined EPH development to offer an integrated scheme and possibly some Extra Care	

CRITERIA SCORE:	
Cost of works	4
Location	4
Accessibility	4
Privacy of users	4
Parking provision	4
Accessible garden	4
Tranquillity	4
Size of venue	4
Planning risk	4
TOTAL	36

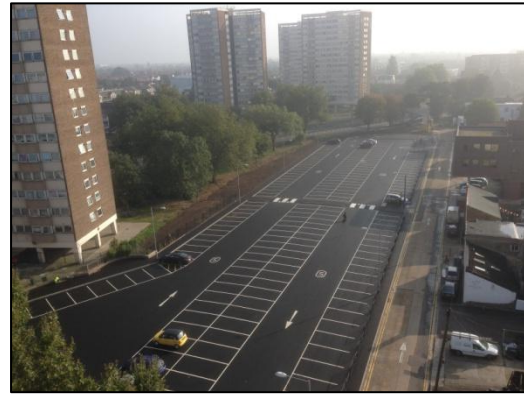
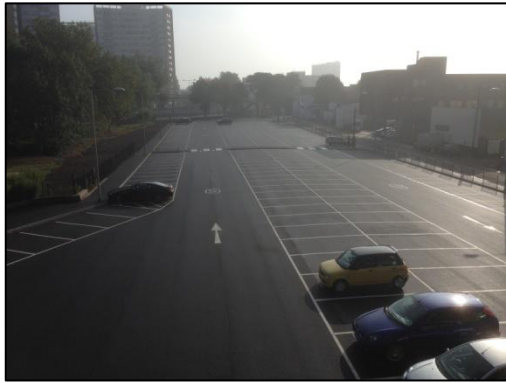
COMMENTARY

Site size ample, with good potential for other development/ uses subject to decisions being made with regard to existing land uses. The whole, combined site would appear to offer an excellent opportunity to provide an integrated social care development which may include a replacement LD facility, a new specialist care facility and possibly some extra care housing also. This would require a longer term strategic approach but would provide for a comprehensive, long term and sustainable solution in property terms.

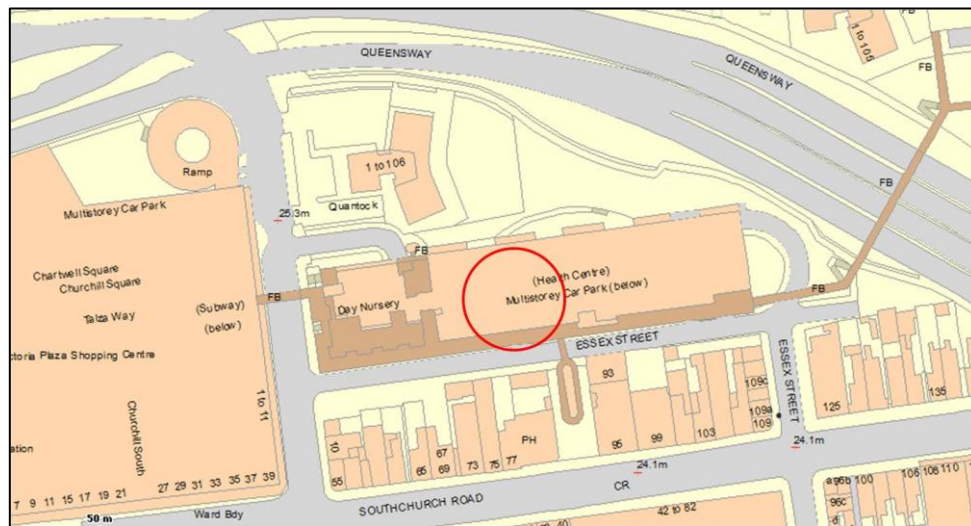
The location is also favourable in terms of access to public transport, the town centre, community projects such as Trust Links and access to Southend Hospital facilities. For a long term option, if the EPH and School uses can be addressed, this would provide a good solution (subject to detailed feasibility).

PROPERTY TITLE:	Queensway Car Park
SITE SIZE:	4,357 sqm / 1.08 acres

PHOTOS:



LOCATION:



PRO'S	CON'S
Land purchase not required	Loss of car parking income
Opportunity to build purpose-built facility	Overlooked by tower blocks and commercial
Opportunity to incorporate in a major regeneration scheme	Will be building site for approximately 15 years+
Cleared site	Lack of outside space
	Not a tranquil area
	Need to plan as part of a wider scheme therefore longer term

CRITERIA SCORE:	
Cost of works	3
Location	3
Accessibility	3
Privacy of users	1
Parking provision	3
Accessible garden	2
Tranquillity	2
Size of venue	3
Planning risk	3
TOTAL	23

COMMENTARY

This site has recently been laid as a temporary car park, with Queensway House having been demolished and cleared to make way. Whilst it is therefore in a central location and has the advantage that the Council already own the land and intend on bringing forward redevelopment, there would be overlooking issues from the neighbouring tower blocks which would make any outside garden space use severely limiting. Furthermore, this area forms part of a greater regeneration project and therefore could be re-developed at a later date, so any proposal to locate here must be designed in from an early stage.

PROPERTY TITLE:	Heath & Carby site, Victoria Avenue
SITE SIZE:	8,618 sqm / 2.13 acres

PHOTOS:



LOCATION:



PRO'S	CON'S
Central location	CPO costs
Large site	Conversion costs
Potential opportunity to be included in a wider scheme	Lost opportunity for future development
	Not owned by the Council
	Busy location
	Needs planning as part of major redevelopment
	Overlooked by Civic Centre and to the south and west
	High planning risk
	Commercial site viability difficult

CRITERIA SCORE:	
Cost of works	1
Location	3
Accessibility	3
Privacy of users	2
Parking provision	2
Accessible garden	2
Tranquillity	2
Size of venue	2
Planning risk	2
TOTAL	19

COMMENTARY

A large site, sitting opposite the Civic Centre, this location has been included in the options given the on-going discussions with the owner, which may (or may not) result in a compulsory purchase order being issued. However, it is not included in the current scheme submitted to support the CPO. Needs to be planned as part of a wider scheme plus it and the development likely to be constrained by each other.

PROPERTY TITLE:	Marigold Centre, 62 Avenue Road
SITE SIZE:	880 sqm / 0.22 acres

PHOTOS:



LOCATION:



PRO'S	CON'S
Owned by the Council	Poor internal configuration
	Loss of capital receipt if freehold is retained
	Within Conservation Area and demolition would not be required
	Site too small
	Inefficient to convert
	Lost opportunity cost for other uses
	High parking pressure
	High vehicular pressure

CRITERIA SCORE:	
Cost of works	2
Location	2
Accessibility	2
Privacy of users	3
Parking provision	1
Accessible garden	1
Tranquillity	3
Size of venue	0
Planning risk	1
TOTAL	15

COMMENTARY

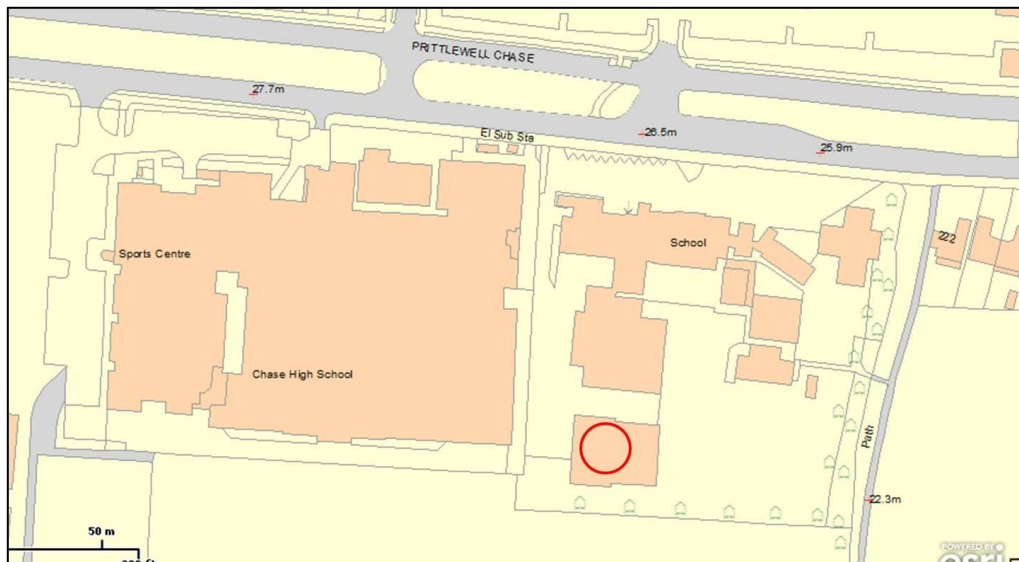
In the event that this location would be used, an attractive capital receipt would be lost due to not being sold on the open market. However, overall, the site is too small so would be discounted on this alone. Planning have also confirmed the site is in a Conservation Area and demolition would not be supported, meaning the only option would be reconfiguration although this would not give sufficient or suitable space.

PROPERTY TITLE:	Westcliff Centre Prittlewell Chase
SITE SIZE:	496 sqm / 0.12 acres

PHOTOS:



LOCATION:



PRO'S	CON'S
Purpose built facility – potential to extend	Would be a shared facility
Already owned by SBC	In between two schools/ overlooked by school field
Opportunity to build on top	Parking limited
	Cost of build believed to be high

CRITERIA SCORE:	
Cost of works	2
Location	3
Accessibility	2
Privacy of users	2
Parking provision	2
Accessible garden	1
Tranquillity	3
Size of venue	1
Planning risk	3
TOTAL	19

COMMENTARY

This location has been discussed as it was initially thought that there is an opportunity to build up on the existing ground floor, subject to stability and strength of the foundations. Property and Regeneration has advised that this is likely to be possible but will carry a high cost. However, foundation issues aside, access would be shared with Lancaster School and parking facilities would be limited.

SUMMARY

LOCATION	SCORE	RANKING
Avro/ Viking Site	35/36	=1
Southchurch Business Park	18	8
York Road	21	5
North Road	22	4
Priory House	36	=1
Queensway	23	3
Heath & Carby site	19	=6
Marigold Centre	15	9
Westcliff Centre	19	=6

In order of preference therefore:

- 1 & 2. Avro Site and Priory House
3. Queensway
4. North Road
5. York Road
- 6/7. Heath and Carby or Westcliff Centre
8. Southchurch Business Park
9. Marigold Centre

NB Both Avro and Priory provide good options with Avro being more deliverable in the shortest period of time and Priory offering the best strategic solution albeit longer term. The Priory House and School site would seem to offer the most strategically advantageous option and a combined facility would release more other land for alternative development/disposal.