

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Corporate Director for Place

to
Cabinet
on
18 March 2014

Report prepared by: Dean Hermitage (Group Manager
Development & Building Control)

Corporate Joint Development Brief – Former EKCO Industrial Estate Place Scrutiny Committee – Executive Councillor: Councillor J Garston

1. Purpose of Report

- 1.1 To seek adoption of the development brief prepared in respect of the former EKCO Works site, Priory Crescent, which has been developed jointly between the Council and Bellway Homes.

2. Recommendation

- 2.1 That Members agree:-

That the development brief is in accordance with the corporate vision and objectives of the Council and that the brief be adopted as corporate policy.

3. Background

- 3.1 In June 2013 Bellway Homes acquired an option on the former EKCO Industrial Estate, Priory Crescent, from the owner, Aviva Investors. At around the same time the site was identified by officers as having potential to accommodate the requirements of Haven's Hospice, following refusal of a planning application for a Hospice at Belton Hills. Haven's Hospice now has an option agreement in place with Bellway Homes.
- 3.2 The EKCO site is identified on the 1994 Local Plan and in the 2007 Core Strategy as an employment site. The 2010 Southend on Sea Employment Land Review recommends that the site be taken forward for employment-led mixed use development.
- 3.3 The draft Development Management DPD advocates the redevelopment of the site for employment-led mixed use, via a development brief.

Preparation of the Development Brief

- 3.4 In accordance with Southend Borough Council's adopted Local Development Scheme and the 'Strategic Objectives' and policies within its Core Strategy a development brief for the site has been developed jointly with Bellway Homes.
- 3.5 The content of the brief represents 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. The content of the brief is summarised as follows:
- Allocation for good quality employment/office space fronting Priory Crescent (up to four storeys) accessed from Priory Crescent
 - Allocation of 3.5ha of land to accommodate a new Hospice (up to three storeys) in the south west corner of the site accessed from Priory Crescent
 - Remainder (northern portion) of the site for good quality housing, including affordable homes, accessed from Thornford Gardens
- 3.6 The brief is attached as **Appendix 1**.

4. Other Options

- 4.1 One option available is not to adopt a development brief for the site, however this then does not provide the Council an opportunity to formally set out specific opportunities, constraints, development parameters and expectations to guide forthcoming planning applications to develop the site. The adoption of a brief specifically assists in setting out the vision for the land-uses expected at the site, which in this case seeks provision to be made for a hospice.
- 4.2 A further option is for the Council to develop a brief unilaterally, however there are specific developers involved in the taking-forward of the EKCO site, and in including them in the production of the brief and providing agreement to it, provides greater surety in terms of the nature of planning application to come forward. It also results in cost savings for the Council in the production of the brief in terms of officer resources.
- 4.3 It is therefore considered a joint development brief be adopted as set out in the above recommendation.

5. Reasons for Recommendations

- 5.1 To enable a set of development parameters and the vision for the future of development of the site to be conveyed, in the interests of bringing the site forward as a development that will meet local needs, provide a high quality development, and to seek that the site comes forward in a timely manner.

6. Corporate Implications

6.1 Contribution to Council's Vision & Corporate Priorities

The brief will assist with the management and delivery of new family housing, employment space and address the need for a new hospice within the borough. If approved the document would be adopted as 'corporate policy' and act as a material consideration in determining future planning applications for the site.

6.2 Financial Implications

None

6.3 Legal Implications

None

6.4 People Implications

A small resource in terms of officer time is required in taking forward the brief.

6.5 Property Implications

None

6.6 Consultation

No public consultation required as the document is not proposed to be adopted as a formal planning document. Consultation will take place at application stage in accordance with the Southend on Sea Statement of Community Involvement.

6.7 Equalities and Diversity Implications

The development brief will contribute to ensuring infrastructure and other community needs are considered in developing the site thus taking into consideration issues of equality and diversity.

6.8 Risk Assessment

No risk identified

6.9 Value for Money

No issues identified

6.10 Community Safety Implications

The brief, like all informal development documents, seeks to improve the natural and built environment (including designing out crime in development and the public realm) thereby contributing towards improving community safety.

6.11 Environmental Impact

Consideration as to Environmental impacts and Habitats' screening is required at planning application stage.

7. Background Papers

None.

8. Appendices

Appendix 1 – Former Prittlebrook Industrial Estate Development Brief