

Appendix 2: Planning History

Appendix 2: Planning History - Table of Relevant Applications

Address	Reference	Application Description	Status
Rossi Ice Cream Factory 31 Lucy Road Southend-on -Sea Essex SS1 2AT	17/00902/DEM	Demolish former Rossi Ice Cream Factory (Application for Prior Approval for demolition)	Prior Approval Required and Granted (July 2017)
Seaway Car Park Seaway Southend-On-Sea SS1 3DS	17/01463/RSE	Redevelopment of car park with cinema complex, hotel and retail units (Request for Screening Opinion)	EIA not required
Seaway Car Park Seaway Southend-On-Sea SS1 3DS	19/01706/RSE	Comprehensive redevelopment of site, including the demolition of 1, 3 and 29 Herbert Grove and an existing toilet block, the erection of 3 no new buildings comprising a mixed-use leisure building with a cinema (3,590sqm of Use Class D2 floorspace), 3,256sqm of floorspace for other assembly and leisure uses (within Use Class D2), 2,323sqm of floorspace for either restaurant and cafes (Use Class A3) or hot food takeaways (Use Class A5), and a further 1,612sqm of floorspace for either assembly and leisure (Use Class D2) or restaurants, cafes and hot food takeaways (Use Classes A3 and A5), and a new multi-level car park, an 2,961sqm 80 bedroom hotel (Use Class C1) with cafe, and, a 580 sqm building (Use Class A3, A5 or D2) Proposals also include alterations to form a new access from Seaway Roundabout, formation of new public open space and associated works and infrastructure including the erection of an electricity sub-station	EIA not required

Appendix 3: Policy Background

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This analysis examines in more detail the policies that are most relevant to the planning application and appraises the proposed development against these statutory development plan policies. This analysis focuses on the most relevant policies to the determination of the application.

The below tables are set out under each statutory document. The tables both list and describe the policies and provides commentary to assess how the proposed development addresses to the policy requirements. Further detail is provided in the main body of the report where appropriate.

The overall conclusion is that the development accord with plan policies subject to the proposed mitigation measures and controls set out in the recommended planning conditions and Section 106 Obligations, or that there are material planning considerations which justify a recommendation to grant planning permission, despite conflict with specific aspects of development plan policy and national guidance.

Table 1: Analysis of the proposal's compliance with the Southend Core Strategy (2007)

Policy	Key Requirements	Comment	Compliant /Non-Compliant
KP1 - Spatial Strategy	The primary focus of regeneration and growth within Southend will be in Southend Town Centre and Central Area – to regenerate the existing town centre, as a fully competitive regional centre, led by the development of the University Campus, and securing a full range of quality sub-regional services to provide for 6,500 new jobs and providing for at least 2,000 additional homes in conjunction with the upgrading of strategic and local passenger transport accessibility, including development of Southend Central and Southend Victoria Stations as strategic transport interchanges and related travel centres. Successful regeneration and growth on the scale planned will require substantial improvements to transport infrastructure and accessibility in the Borough.	The proposal regenerates a key site within Southend Central Area to regenerate the current car park site and current car park in the Southend Central Area to provide a new leisure facility that will become a destination for the Town. Economic benefits will be delivered to the Town contributing towards the economic objectives of sustainability. The proposal will create a number of new jobs in the subsequent facilities proposed, contributing towards the Policy objective to provide up to 6,500 new jobs.	Compliant
KP2 – Development Principles	All new development should contribute to economic, social, physical and environmental regeneration in a sustainable way. Achieved by Making the best use of previously developed land, ensuring development proposals do not place a damaging burden on existing infrastructure, ensuring that sites and buildings are put to	The proposal converts a previously developed site, from a car park to a new leisure facility and associated uses. Replacement parking provision is proposed, ensuring there is no significant impact on the existing infrastructure, and ensuring there is no loss of key visitor car parking below that provided at the time of the adoption of the Plan.	Compliant

Policy	Key Requirements	Comment	Compliant /Non-Complaint
	<p>best use, securing improvements to transport networks, infrastructure and facilities, promoting improved and sustainable modes of travel, securing improvements to the urban environment through quality design, proposals should reflect the character and scale of the existing neighbourhood where appropriate, reducing the use of resources and maximising the use of renewable and recycled energy, water and other resources, enhance the ecological and amenity value of the environment and avoid and mitigate potential pollution impacts.</p>	<p>The development will regenerate part of Central Southend and provide a new leisure destination for the Town Economic benefits will be delivered The proposal will not impact on existing highway conditions, with traffic accommodated successfully on the network A public square is to be created as part of a new landscaped setting The proposals through careful design treatments will respect its setting in character and scale Sustainable design characteristics are adopted including renewable energy technologies</p>	
KS3 – Implementation and Resources	<p>Planning obligations with developers should be provided to ensure the provisions of infrastructure and transportation measures required because of the development proposed, including provisions such as roads, sewers, servicing facilities, car parking, improvements to cycling, walking and passenger transport facilities, educational facilities, affordable housing, open space, environmental enhancements</p>	<p>Planning obligations and conditions are proposed These require transport mitigation measures, (i.e. Travel Plan contributions towards VMS, wayfinding schemes, real time by time displays etc) Conditions relate to hours of operation, Construction Management Plans, Noise and Vibration and Dust Management Plans to be agreed, Lighting Management Plans and Drainage Plans</p>	Compliant
CP1 – Employment Generating Development	<p>Provision is made for no less than 13,000 net additional jobs by 2021 6500 in Southend Town Centre and Central Area between 2001-2021. Offices retailing, leisure and other uses generating large number of people should be focussed in the town centre Permission will not normally be granted for proposals that involve a loss of existing employment land and premises unless it can be clearly demonstrated the proposal will contribute to the objective of regeneration of the local economy in other ways, including significant enhancement of the environment, amenity and condition of the local area.</p>	<p>The proposal is estimated to create 78 full time employee jobs during the construction phase The final development could provide in the region of 300 FTE jobs during operation. Located in proximity to Southend Town Centre and within the Central Area, the proposal will deliver jobs in highly accessible locations, whilst the development will create a new visitor destination at this important site.</p>	Compliant

Policy	Key Requirements	Comment	Compliant /Non-Compliant
	<p>The development will be expected to enhance the towns role as a cultural and intellectual hub, provide for the development and growth of appropriate technology and knowledge-based industries, and improve the opportunities for small and medium size enterprises in all economic sectors, especially education, healthcare, leisure and tourism</p>		
<p>CP3 – Transport and Accessibility</p>	<p>Improvements to transport infrastructure and services will be sought where they are necessary to unlock key development sites and secure the sustainable jobs led regeneration and growth in Southend. Achieved by improving accessibility to key development opportunity sites.</p> <p>High density developments or proposals that generate large traffic movements will be directed to areas well served by a range of transport modes.</p> <p>All development will need to reduce reliance on the car for accessibility by sustainable modes of transport</p>	<p>The site is in a well-connected location with links to bus stops and central train stations and good pedestrian links to its surroundings. It is allocated for the proposed use and embraces sustainable transport opportunities</p>	<p>Compliant</p>
<p>CP4 – Environment and Urban Renaissance</p>	<p>Development proposals are expected to contribute to high quality, sustainable urban environments achieved by high quality, innovative design. Maximise previously developed land, ensuring design solutions maximise the use of sustainable and renewable resources in the construction of development and the final development</p> <p>Maintain and enhance amenities, appeal and character of residential areas, protecting urban open spaces and the biodiversity of the area</p>	<p>The proposal converts a current car park to a new leisure facility and associated uses</p> <p>The development will ensure brownfield land is put to the best use, regenerating part of Central Southend and providing new facilities for the town.</p> <p>It is proposed a minimum of 10% of the development's energy demand can be delivered from renewable technologies. This will be in the form of photovoltaic panels, Air Source Heat Pumps and a BREEAM 'Very Good' rating is expected. An area of open space is lost, but this is replaced by a larger area of green space</p> <p>Development has achieved without inappropriately harming prevailing site character.</p>	<p>Compliant</p>
<p>CP6 – Community Infrastructure</p>	<p>Development proposals must mitigate their impact on community</p>	<p>This proposal will provide a new leisure facility for Southend creating a leisure destination that will add to</p>	<p>Compliant</p>

Policy	Key Requirements	Comment	Compliant /Non-Compliant
		the availability of facilitates in the Town. Material impacts on existing businesses are not anticipated.	
CP7 – Sport, Recreation and Green Space	All existing sport, recreation and green spaces, and small areas of important local amenity, community resource or biodiversity value, will be safeguarded from loss or displacement to other uses, except where it can be demonstrated that alternative facilities of a high standard are being provided in an equally convenient and accessible location to serve the same local community, and there would be no loss of amenity or environmental quality to that community	As the site is currently largely hard surfacing with limited green space apart from the highway verges in the north of the site adjacent to the roundabout This area is allocated as a public open space However, the green spaces lost will be the areas along the highway which are of a low quality. The new green space provided (increasing site provision by 2300sqm) will be of a high quality and integrated into the scheme, to the benefit of the community	Compliant
CP8 – Dwelling Provision	Provisions is made for 3,500 net additional dwellings between 2001 and 2011 and for 3,150 net additional dwellings between 2011 and 2021 distributed within the Town Centres and Central Area as 1,000 between 2001 and 2011, 750 between 2011 -2016, 250 between 2016 and 2021 and a total of 2,000 over 2001 -2021 The Council will resist development proposals that involve the loss of existing valuable residential resources, having regard to the limited land resources in the Borough, the need to safeguard an adequate stock of single family dwellinghouses, and to protect the character of residential areas	The loss of the single residential property does not comprise the loss of an existing valuable residential resource, within the context of housing supply in the Borough The loss will not inhibit the redevelopment of other sites with residential-led schemes, whilst the development will enhance the attractiveness of the Town Centre as a place to live The loss of the property is required to deliver the proposed new public square which represents a key positive feature of the proposal Creating a new public square will open up the site of the locally listed Church, significantly enhancing its setting and helping to increase its prominence in the street scene.	Compliant

Table 2: Analysis of the proposal's compliance with the Development Management Document (2015)

Policy	Key Requirements	Comment	Compliant/ Non-compliant
DM1 – Design Quality	<p>Developments should be of a good quality, innovative design that contributes positively to the creation of successful places of a high quality, sustainable design</p> <p>In order to reinforce local distinctiveness, all development should add to the overall quality of the area and respect the character of the site and the surrounding context in terms of height, size, scale, form, massing, density, layout, material, proportions</p> <p>Proposals should enhance the distinctiveness of place, contribute positively to the space between buildings and their relationship to the public realm, protect the amenity of the site, immediate neighbours, and surrounding area, having regard to privacy, overlooking, outlook, noise and disturbance, visual enclosure, pollution and daylight and sunlight, and, ensure the accessibility of the site for all users, prioritising pedestrians and cyclists, and accessibility to public transport</p>	<p>The proposed development provides an appropriate and high-quality design approach to the buildings, spaces and streets which together create a development that sits comfortably in its context</p> <p>The design provides a positive response to its setting It will introduce a large-scale building into the site, changing the local environment Some living close to the site will experience adverse harmful effects on their prevailing visual amenity, However, whilst site conditions are transformed, amenity is protected to an acceptable level Pollution in all its forms (including noise, air quality, ground conditions/is limited, outlook whilst changing remains appropriate, appropriate privacy is retained (through separation distances, landscaping, topography and window treatments in the new development) and daylight/sunlight conditions, whilst again acknowledged to result in a reduction from existing conditions, are considered to be acceptable. Hence, the policy objective to protect amenity is satisfied. The proposal will also create an accessible location for pedestrians and cyclists</p>	Compliant
DM2 – Low Carbon Development and Efficient Use of Resources	<p>All proposals should contribute to reducing energy demand and carbon dioxide emissions</p> <p>New development that creates additional commercial units should be energy and resource efficient including prioritising the use of sustainably sourced material, adopting sustainable construction methods and urban greening measure that</p>	<p>The proposed development adopts renewable energy technology and is predicted to achieve BREEAM 'very good' status Urban greening is achieved through the creation of a new public square open green space Trees, planting and rain gardens have been incorporated into the proposed scheme to promote biodiversity</p>	Compliant
DM3 – The Efficient and Effective use of Land	<p>Support for well-designed development that optimises the use of land in a sustainable manner that responds</p>	<p>The proposed development provides an appropriate and high quality design response to its urban setting, making efficient use of the</p>	Compliant

Policy	Key Requirements	Comment	Compliant/ Non-compliant
	positively to local context and does not lead to an over-intensification, which would result in undue stress on local services, infrastructure (including transport capacity)	existing car park site It responds positively to its setting, protecting amenity as appropriate (see commentary on Policy DM1 above), with a neutral impact on the Conservation Area and no impact on heritage assets There is sufficient capacity on existing highway infrastructure to accommodate traffic	
DM4 – Tall and Large Buildings	<p>Tall/large buildings are supported in all appropriate locations within Southend Central Area. Tall/large buildings will be considered acceptable where they integrate with the surrounding buildings character and public realm, form a distinctive landmark that emphasises a point of visual significance and enhances the skyline and image of Southend, and where ground floor activities provide a positive relationship to the surround streets</p> <p>Tall/large buildings will not be acceptable where they adversely impact their surroundings in character, microclimate, overshadowing, noise, glare, wind turbulence and navigation interruptions, if they impact on a local view that makes an important contribution to the character of the area, impact upon the skyline of Southend as viewed from the foreshore and other important viewpoints, or they negatively impact upon the setting or heritage assets</p>	<p>The Seaways car park is identified as an appropriate location for a tall building The height of the leisure building has been designed to respect the scale of the locally listed St John the Baptist Church whilst the relationship between the proposed leisure unit and hotel frame views towards the Estuary</p> <p>The development site sits comfortably in its setting, integrating with the character of its surroundings Ground floor activities provide a vibrant outlook, and links to sustainable transport options are well-defined and efficient.</p> <p>The height of the proposed building will alter the skyline views, but this has already been altered to incorporate many modern alterations</p> <p>Whilst there will be adverse impacts on views, these will be in a relatively tightly drawn zone around the site, with most key views unaffected Impacts will also be reduced over time as landscaping matures Important local views will change, with framed views of the Estuary and the Kursaal remaining. However, some views will be affected Heritage assets will not be negatively impacted</p>	<p>Part-Compliant</p> <p>There will be some impact on key views hence non-compliant with part 2 (ii) and (iii) of policy</p>
DM5 – Southend-on-Sea's historic environment	Development should protect heritage assets, including listed Buildings, Conservation Areas and archaeological remains, according to their significance All proposals that affect a	A Heritage Assessment has been submitted. Impacts on the Clifftown Conservation Area considered neutral, with no harm to the significance of any designated heritage assets.	Compliant

Policy	Key Requirements	Comment	Compliant/ Non-complaint
	<p>heritage asset will be required to include an assessment of its significant and enhance its historic and architectural character and setting</p> <p>Proposals that result in the loss or harm of a locally listed building will normally be resisted, although a balanced judgement will be made.</p>	<p>Historic England do not object to the application</p>	
DM6 – The Seafront	<p>Development within or near the Seafront area must not detrimentally impact upon the Thames Estuary openness or views and backdrops to the Thames and Southend beaches</p>	<p>Located near to the seafront, the proposal involves the development of an open car park. The masterplan allows for the retention of some views across the site, with the buildings now framing these views. Within the context of the site's allocation for a major new landmark building, the nature of the resulting impacts are considered acceptable.</p> <p>The standalone food and drink unit has incorporated a terrace to provide views out to the Thames Estuary from the site, and the location of the hotel is to promote views from the Queensway across the site towards the seafront and Thames Estuary.</p> <p>However, it is the case that views across the site will change, and the assessment work has identified a number of key views where a moderate effect is predicted, including views to and from the Pier. Hence policy compliance in respect of avoiding any detrimental impact cannot be avoided.</p>	<p>Part-Compliant</p> <p>Identified moderate adverse effects on views to and from the Pier, result in non-compliance with the precise requirement of Point 4 of this policy.</p>
DM12 – Visitor Accommodation	<p>New visitor accommodation should have good access and a clear relationship with the Seafront. Visitor accommodation should be focused in several areas including Southend Central Area.</p>	<p>The proposed new hotel to the East of the site is accessed off the A1160 Seaway roundabout, with good access to the Town Centre and associated railway stations and bus stops.</p> <p>The policy identified visitor accommodation should be focused in the Southend Central Area.</p>	<p>Compliant</p>

Policy	Key Requirements	Comment	Compliant/ Non-compliant
DM10 – Employment Sectors	Development that contributes to the promotion of sustainable economic growth by increasing employment land, floorspace and jobs will be encouraged The Southend Central Area will form the primary location for major economic growth Tourism and associated leisure activities such as hotels, restaurants and tourism activities will be directed to Priority Location Areas in Southend Central Area and seafront	Approximately 300FTE are anticipated during operations with the development contributing positively to the economic performance of the Town. Its location within the Southend Central Area, and specifically around the seafront where new leisure activities, restaurant and hotels are encouraged, further supports the compliant nature of the development	Compliant
DM13 – Shopping Frontage Management outside the Town Centre	All new shop frontages will be of a high standard of design, compatible with the architectural style and character of the building and surrounding area. Regard should have been made to the Design and Townscape Guide SPD and blank frontages should be avoided.	The proposals incorporate active frontages at ground floor level, with a mix of A3, A5 and D2 uses. A large proportion of glazing is used throughout, to add activity. A Design-Code for all ground floor units in the main leisure building and hotel (Café Unit) is proposed via a condition, to assist with the delivery of a quality and consistency of design, in keeping with the buildings' architectural designs and surrounding context.	Compliant
DM14 – Environmental Protection	Development on or near land that which may be affected by contamination will only be permitted where an appropriate contaminated land assessment has been carried out to identify there are no risks to human health, the environment or water quality	The contaminated land report submitted with the application demonstrate a lack of risks associated with the development of this site, subject to the imposition of appropriate conditions	Compliant

Policy	Key Requirements	Comment	Compliant/ Non-complaint
DM15 – Sustainable Transport Management	Sustainable transport should be delivered as part of developments. Access to/traffic generated by the proposed developed must not cause unreasonable harm on the surroundings, including the amenity of neighbouring properties. Developments should prioritise the needs of pedestrians including secure cycle parking on site and safe, convenient and legible access to public transport for pedestrians and cyclists. The provision of facilities for charging electric vehicles and other ultra-low emission vehicles will be encouraged wherever practical and feasible.	72 secure cycle parking spaces in four cycle shelters are proposed around the site. Additional provision will be made for staff. New and improved paths and public spaces have been created. The proposal also encourages the use of low emission vehicles by providing plug in charging points on site. The implementation of these features encourages the use of sustainable transport. The transport assessment as part of the proposed development highlights that the surrounding highway network will have the capacity to accommodate the type and number of vehicles predicted. The application is supported by an updated Travel Plan which sets out how to promote alternative 'smarter choice' measures to reduce dependency on private vehicles.	Compliant

Table 3: Analysis of the proposal's compliance with the Southend Central Area Action Plan (2018)

Policy	Key Requirements	Comment	Compliant/Non-Compliant
DS2 – Key Views	Development is expected to be compatible with or enhance key views to the most notable buildings around the development site, including The Seafront, The Kursaal and Southend Pier.	The layout of the site has been positioned in such a way to frame views. A key sightline from the North of the site towards the Thames Estuary and seafront has been preserved using the changes in topography to an advantage. The demolition of the Rossi Ice Cream Factory enhances these views. Impacts on existing views vary, but harmful effects are within a tightly drawn zone around the site with most of the key views in the town unaffected. Long range views are unlikely to be affected. Impacts will reduce over time as landscaping matures.	Non- Compliant
DS3 – Landmarks and Landmark buildings	The policy seeks to protect landmarks and landmark buildings from adverse impacts.	The new public square in front of the Church opens views to the historic landmark and frames views.	Compliant

Policy	Key Requirements	Comment	Compliant/Non-Compliant
	<p>associated with new development and will support the creation of new landmarks in certain areas, including the Seaways Car Park opportunity site</p> <p>Developments should encourage the provision of open space and public realm improvements which provide views to landmarks, resist adverse impacts of new development by restricting heights, massing and bulk, and ensure development proposals respect views, setting and character</p> <p>The creation of new landmarks will be supported where they do not affect amenity of locals, do not harm the setting of nearby heritage assets, location provides a focal point for an existing sight line, and design of the proposal reinforces local character and distinctiveness</p>	<p>of the south</p> <p>The height of the leisure building has been designed to respect the scale of the locally listed St John the Baptist Church</p> <p>Local amenity is to a large extent protected and nearby heritage assets are not unduly harmed. Views are respected with harmful effects limited to an acceptable level.</p> <p>Historic England do not object to the proposal</p>	
<p>DS4. Flood Risk Management and Sustainable Drainage</p>	<p>Proposals which are within a flood risk zone will be accompanied by a flood risk assessment. The policy sets out the approach to flood risk and drainage that needs to follow accordingly.</p> <p>Development proposals should locate more vulnerable uses in the least at-risk area of the site and provide safe access and egress routes away from the flood risk during a flood event or provide clear justification why these procedures are not required.</p> <p>All proposals for development should remain structurally sound during a flood event, provide appropriate flood resistance, not increase flood risk elsewhere, provide a flood plan and provide a safe refuge above the extreme flood level</p>	<p>A flood risk assessment has been undertaken for the site</p> <p>It is within Flood Zone 1, which has the lowest risk of flooding.</p> <p>The proposals, which accept a SuDS scheme, are considered acceptable from a flooding and drainage perspective</p>	<p>Compliant</p>

Policy	Key Requirements	Comment	Compliant/Non-Compliant
DS5 – Transport, Access and Public Realm	<p>Requires development to adopt sustainable transport measures, parking standards, satisfy adequate new pedestrian and cycle priority routes, integrated signage strategy, street lighting and public realm works</p> <p>Businesses should provide appropriate service and delivery arrangements, whilst visually active frontages and traffic calming measures will be encouraged</p> <p>Proposals should maintain car parking at a level that supports vitality and viability and does not undermine the Central Area's ability to accommodate visitor trips, proposals should ensure there is no loss of key visitor car parking and applications should be supported by a transport assessment detailing the impact of the additional parking demand generated from the proposed development</p> <p>The costs and benefits of an extension to the existing VMS scheme and improved information about the range of parking and sustainable travel options for visitors to Southend should be identified to ensure the vitality and viability of the SCAAP area</p>	<p>The development proposes 555 car parking spaces At the time of the adoption of the Plan, the Seaway car park accommodated 478 spaces There will be a net increase in car parking provision from this level.</p> <p>The Gas Works site has been granted permission as a temporary car park for 5 years, to help mitigate the impact of the loss of car parking whilst the development is under construction Assessment work undertaken demonstrates that there is sufficient capacity in the surrounding car parks to accommodate overspill</p> <p>The proposal includes an obligation to contribute towards an update to VMS</p> <p>Links to and from the site utilise and create new pedestrian and cycle paths that are direct and well lit. Through the proposed wayfinding strategy and landscaping, signage will ensure the site is easily connected to the Town Centre and seafront A Transport Assessment is supplied Service provision has been made along Lucy road and an out of hours short handling service facility in a layby near the hotel</p>	Compliant
CS1 – Central Seafront Policy Area Development Principles	<p>Decisions will favour proposals which enhance or diversify the range of tourism, leisure and recreational facilities on offer, subject to impacts on the surrounding area Hotels and visitor accommodation will be promoted subject to satisfactory car parking provision and conservation and enhancement of landmarks and landmark buildings to ensure new development respects views to and from them</p> <p>Proposals which pursue urban</p>	<p>The proposal would enhance the leisure offer of Southend which would draw greater numbers of visitors to use the facilities</p> <p>The Hotel has a small number of car parking spaces available for hotel use, but the main surface car park and multi-storey car park provide adequate spaces to meet policy requirements</p> <p>The development respects key views and whilst harmful effects are identified, the extent of harm is considered acceptable (i.e. views</p>	Compliant

Policy	Key Requirements	Comment	Compliant/Non-Compliant
	greening, improve traffic management with the aid of VMS and improve parking, taxi ranks, and coach drop offs will promoted.	are respected), given the policy allocation of the site and the ability for views to be enhanced once on site planting matures.	
CS1 2 Opportunity Site Seaways	The Council will pursue with private sector partners, landowners and developers a high quality, mixed use development including the provision of leisure, cultural and tourism attractions, which may include restaurants, cinemas, gallery, hotel, public and private open spaces, and vehicle and cycle parking. The potential for residential may also be explored	Proposals involve the creation of a mixed use leisure development, an 80 bedroom hotel; a range of supporting A3 and A5 uses that together have the potential to create a new leisure destination for Southend	Compliant
	Design and layout solutions should allow for a)remodelling of the urban form to create a north-south axis on the Seaway site, providing clear sight line from the Queensway dual carriageway to the sea	The masterplan for the site is based on a north-south axis with sight lines protected from the north of the site at the Seaways roundabout through to Lucy Road and beyond	Compliant
	b) a stronger relationship with the Town Centre through the provision of safe and legible pedestrian and cycle routes	Pedestrian access to the site is via either Chancellor Road to the north or the existing footpath that passes St John the Baptist Church to the south. Within the site, new connections are provided that cross the site, north to south, and footways are created along the north of the site adjacent to Seaways roundabout. The opportunity to improve the footway that passes the church has not been taken and this is unfortunate but it remains the case that safe and legible routes are provided that link to the Town Centre	Compliant
	c) opportunities for a new link to Marine Parade from the Seaway site designed around the 'Spanish Steps' and in doing	No provision of the Spanish Steps, but policy does not require this. Instead, the proposals do not prejudice its future delivery, with	Compliant

Policy	Key Requirements	Comment	Compliant/Non-Compliant
	so ensure that development does not prejudice its delivery as a new link between the seafront and town centre,	the south side of Lucy Road free from development	
	d) addressing the need for replacement car parking provision in line with Policy DM5	On site provision is increased from that when the SCAAP was adopted (spaces increase from the 478 available at that time to 555, in the application proposals). On site capacity is sufficient for all but the busiest days and off site capacity is sufficient to cater for this overspill	Compliant
	e) active frontages to all new and existing streets and spaces	The development proposals provide an element of active frontage to all new and existing streets and spaces It is not the case that all building facades comprise such active uses, but rather an appropriate proportion is active, as part of a design for the site that is supported by Council Design Officers	Compliant
	f) a palette of good quality materials to reflect the vibrancy and colour of the seaside	The amended design adopts an appropriate array of colours that enable the development to positively respond to its setting Precise material specifications can be secured by condition	Compliant
	g) relocation of the coach-drop off point within the site The relocation of coach parking bays may be provided either on or off-site or a combination of both, provided off-site provision is well connected to the Seaway site and would not significantly adversely impact the local transport network	A new coach drop off is provided within the site Whilst it is noted that no coach parking is currently provided at the Seaways site, no alternative coach parking is provided to off-set those spaces that were on-site at the time of the adoption of the Plan The proposals do not comply with this requirement	Part compliant
	h) Urban greening projects, including the creation of new public and private green space within new development	New public green space is created to the north of the site, adjacent to the Seaways roundabout and Chancellors Road Whilst some allocated public open space is lost, overall there is a net gain of greenspace of around 2300sqm	Compliant
	i) Innovative design which allows the site to take advantage of the elevation and creates a legible environment with views of the estuary,	The design is distinctive, contemporary, and bold. The environment created is legible and accessible, with framed views to the seafront created from the	Compliant

Policy	Key Requirements	Comment	Compliant/Non-Compliant
	respecting the amenity of neighbouring residential uses	roundabout, drawing pedestrians through the site. The amenity of residents is protected.	
	J) the provision of appropriate seating, signage and way finding aids to improve connectivity to the Town Centre, Seafront and Opportunity Site Marine Plaza	An appropriate level of seating, signage and way finding is provided (and secured by condition) to ensure the site is well connected to its surroundings, ensuring visitors ease of passage between Seaways and these other key locations	Compliant