

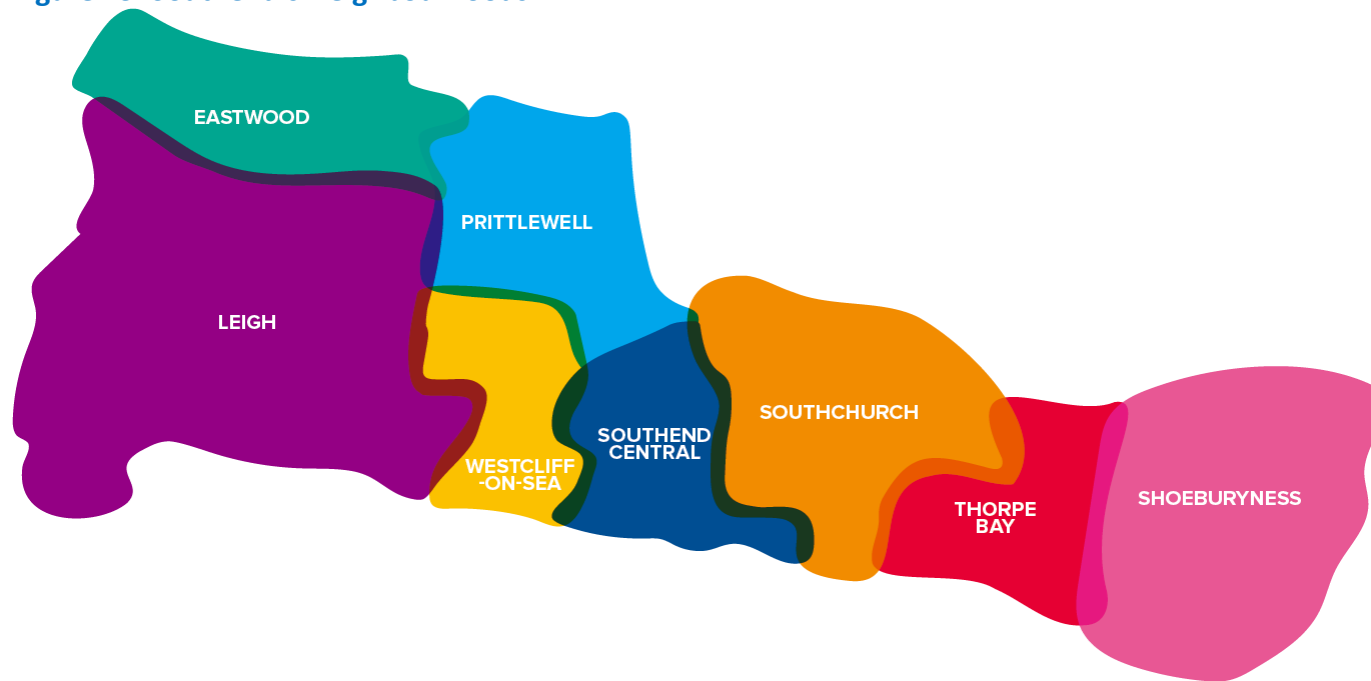
3. Neighbourhoods

Introduction

As with any Borough, Southend is not a single homogenous place. Rather, it is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the New Local Plan considers the issues facing the different communities of Southend.

As part of the Issues and Options document we identified eight neighbourhood areas at Eastwood, Leigh, Westcliff, Prittlewell, Southend Central, Southchurch, Thorpe Bay and Shoeburyness (Figure 13). We asked you what you thought were the key issues facing the neighbourhoods and possible options for resolving these.

Figure 13: Southend's Neighbourhoods



What You Said

You identified the importance of the neighbourhoods to the local community and highlighted a number of issues, including the need for investment and regeneration, the importance of infrastructure and service provision and you told us about some of the impacts more development and housing has had on your local area.¹

Our Response

Having regard to your feedback we have developed a profile of each neighbourhood setting out:

- their key characteristics and some of the planning issues facing them;
- a draft vision/ priorities for the future planning of these areas;
- proposals for the neighbourhoods, including new housing and development schemes together with employment and green space designations.

It is not intended to present comprehensive information or definitive boundaries for these neighbourhoods, but rather to stimulate discussion about particular issues and options that you think they will face in the future. These will be refined and developed as part of the next stage of the New Local Plan preparation.

We would now like your views on what you think of the proposed Profiles for each of the neighbourhoods.

¹ The Local Plan Issues and Option Consultation feedback is available here: <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

3.1 Eastwood

3.1.1 General Character

Eastwood is a suburban predominantly residential area on the north-west fringes of the Borough. It is a relatively modern area of Southend principally featuring post-war buildings. It is defined to the south by the A127 and to the north by open countryside, designated as forming part of the Metropolitan Green Belt (**Map 12, Figure 14**).

A substantial part of Eastwood is laid out to cul-de-sac style residential development, largely lacking the classic grid structure that defines most of the Borough. The style and format of buildings varies significantly but includes chalet style houses and more substantial properties in the 'Nobles Green' area. Eastwood is a relatively low-density part of Southend. The neighbourhood is well served by public open space and has good accessibility to the adjoining Cherry Orchard Way Country Park and Edwards Hall Park.

The main retail focus is a Morrison's food store based on an out-of-town format at Western Approaches and a Lidl store situated on the junction of Progress Road and Rayleigh Road. Rayleigh Road contains a mix of small commercial uses, shops, restaurants and cafes as well as some community / health facilities, such as pharmacies and doctors' surgeries. It also provides the main transport corridor and bus route linking the Eastwood Neighbourhood with Southend town centre and Rayleigh. The area is not well served by public transport, with the nearest stations being at Leigh (3 miles away) and Rayleigh (2.5 miles away) in neighbouring Rochford district and with a lack of bus services, namely to Leigh and generally running north/ south. The area contains three important employment areas at Progress Road, Airborne Close and Aviation Way with smaller estates at Comet Way and Laurence Industrial Estate. Key issues for the Eastwood Neighbourhood include realising the full potential of the employment areas north of the A127 to provide for future employment needs.

Map 12: Eastwood Characteristics

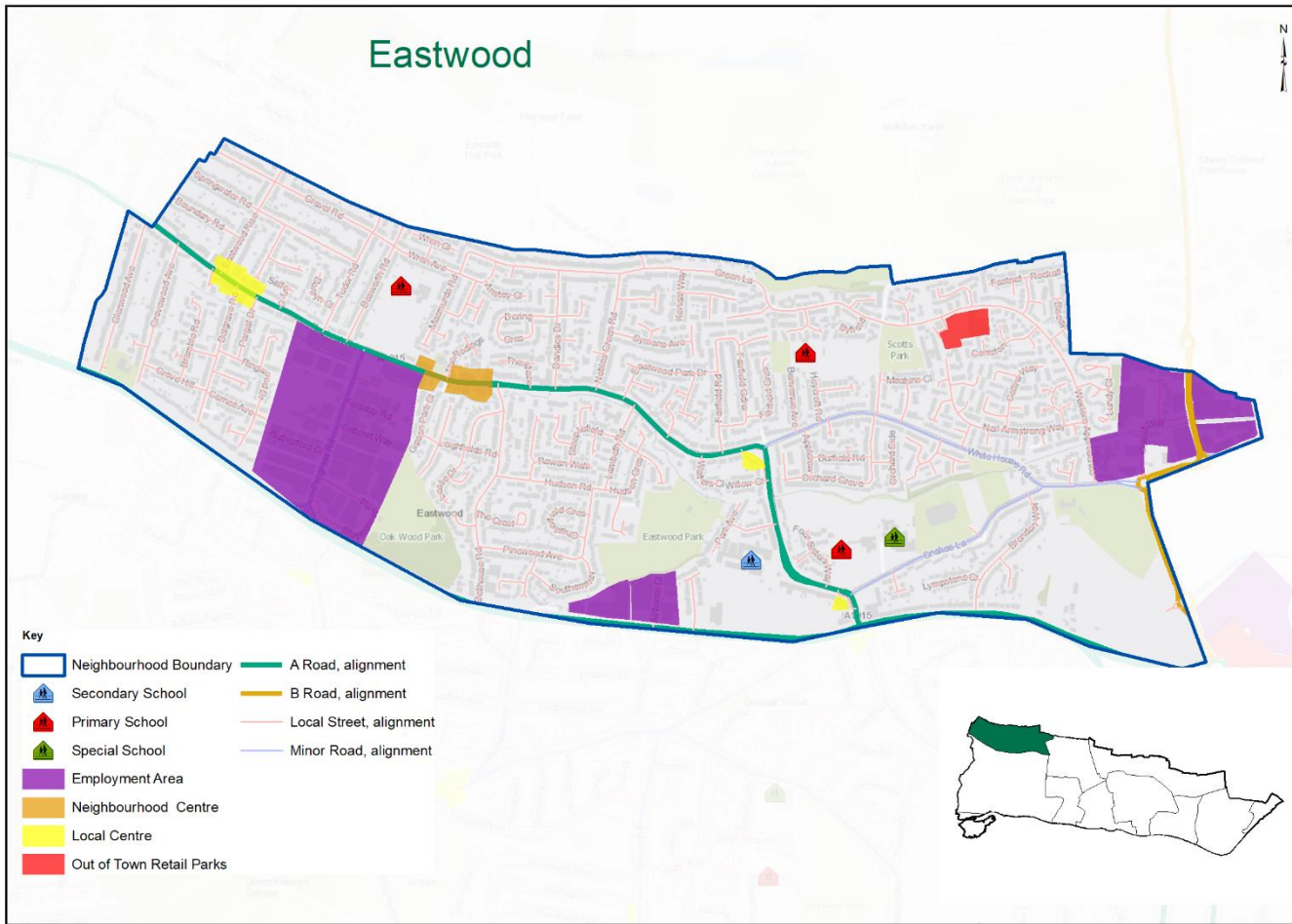


Figure 14: Eastwood Characteristics

No. Homes	5,846	Land Area (ha)	332.9
Density	17.9 dph	Car Ownership per home	1.4

Eastwood

Area 332.9 hectares



5,846
Existing homes

Density 17.9 homes per hectare



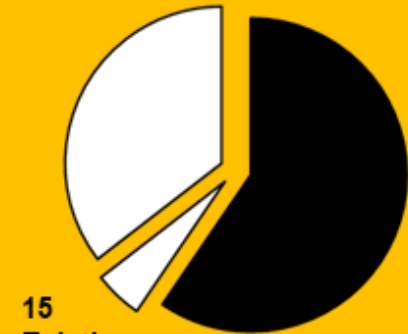
- 5 GP Surgeries
- 3 Pharmacies
- 1 Health Centre



Potential number of new homes by 2040 **299**

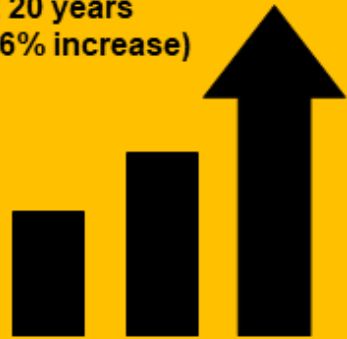
106
Windfall

178
Potential Allocation



15
Existing Permission

118 new homes built over the last 20 years (2.06% increase)



3 Primary Schools



1 Secondary Schools

1 Special School

34.9 hectares of protected greenspace



Zero Train Stations – good links to Rayleigh Station



5 Commercial Areas (4.8 hectares)



6 Business/ Industrial Estates (34.9 hectares)



Frequent bus service along Rayleigh Road



1.40 cars per household
1.47 cars per house
0.69 cars per flat



3.1.2 Vision - Eastwood

Where we want to be

Eastwood will continue to be a suburban area interspersed with mature parkland with improved cycle and pedestrian links within the urban area and to the surrounding countryside. The vibrant Local Centres on the Rayleigh Road and at Western Approaches will continue to serve the local community, with the Rayleigh Road continuing to provide a public transport corridor, well served by buses, connecting the neighbourhood with Southend and Rayleigh town centres. The employment areas aligning the A127 Arterial Road will offer increasing employment opportunities. A draft set of priorities for Eastwood is set out below to aid feedback:

- Sustainable growth of the suburbs with intensification of residential development focused along Rayleigh Road, benefitting from a frequent bus service and access to a range of local shops and services.
- Residential development elsewhere in the neighbourhood mainly by infilling of existing plots and increasing the density of existing development.
- New residential development and conversions will be of a high standard of design, sensitive to the existing residential character.
- Promote the employment growth clusters at the major employment areas of Progress Road, Airborne Close and Aviation Way.
- Promote the smaller employment areas, Comet Way and Laurence Industrial Estate, for retention and renewal.
- Develop new employment land to the west of Nestuda Way to provide a quality offer.
- Development in the Eastwood Brook flood zone will be controlled by planning policies to mitigate flood risk.
- Strengthen walking and cycling connections throughout the area with enhanced routes and wayfinding, including links to the local centres, with improved bus links to Leigh and the Airport Business Park.
- Seek to safeguard existing green space, with access to Cherry Orchard Country Park and Edward Hall Park nature conservation area promoted and enhanced.
- Consider potential for agricultural land and smallholdings west of Nestuda Way to be released to realise strategic transport and housing ambitions.

3.1.2 Eastwood (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Eastwood - have we missed anything?

3.1.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Eastwood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)². The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Eastwood, by infrastructure type, is summarised in the rainbow image below. For example 74% of the neighbourhood lies within easy walking distance to a health facility and 63% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 23% is within easy walking distance of green space.

3.1.3 Eastwood (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Eastwood, and what should be the priorities over the next 20 years?

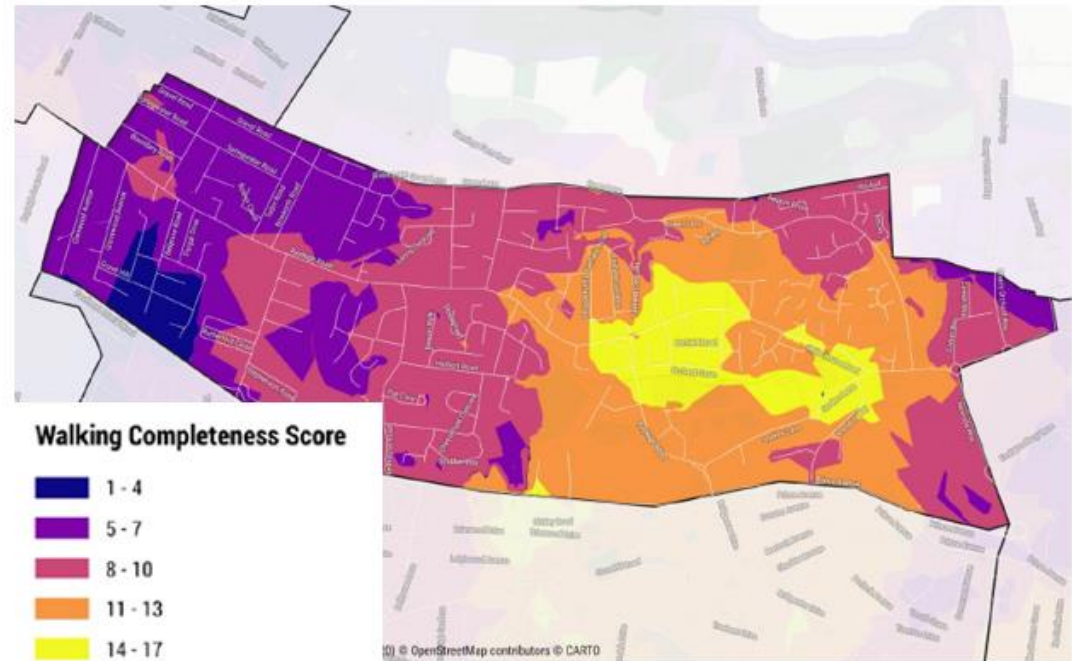
² nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres.

Infrastructure - Eastwood



- Infrastructure relatively spread across neighbourhood but connectively can be constrained by road layouts
- Good coverage of local centres on Rayleigh Rd and Western Approaches
- Western half of neighbourhood lacking in sports and green infrastructure
- Furthest neighbourhood from a railway station – although has direct bus route to Rayleigh station
- Slowest broadband speeds correlate with area of highest population density

Eastwood	% of neighbourhood within walking distance	
Education: 54%	Civic: 38%	Green Space: 23%
Health: 74%	Sports & Leisure: 63%	Town Centre uses: 49%



Eastwood 'Aggregated Completeness Score' = 50%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.1.4 Land Use Proposals - Eastwood

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.1.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 13. Table 20** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'components of growth' the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 20** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 20** below, or via the Councils website: <https://localplan.southend.gov.uk/>

Map 13: Potential Residential Sites - Eastwood (excluding those with planning permission)

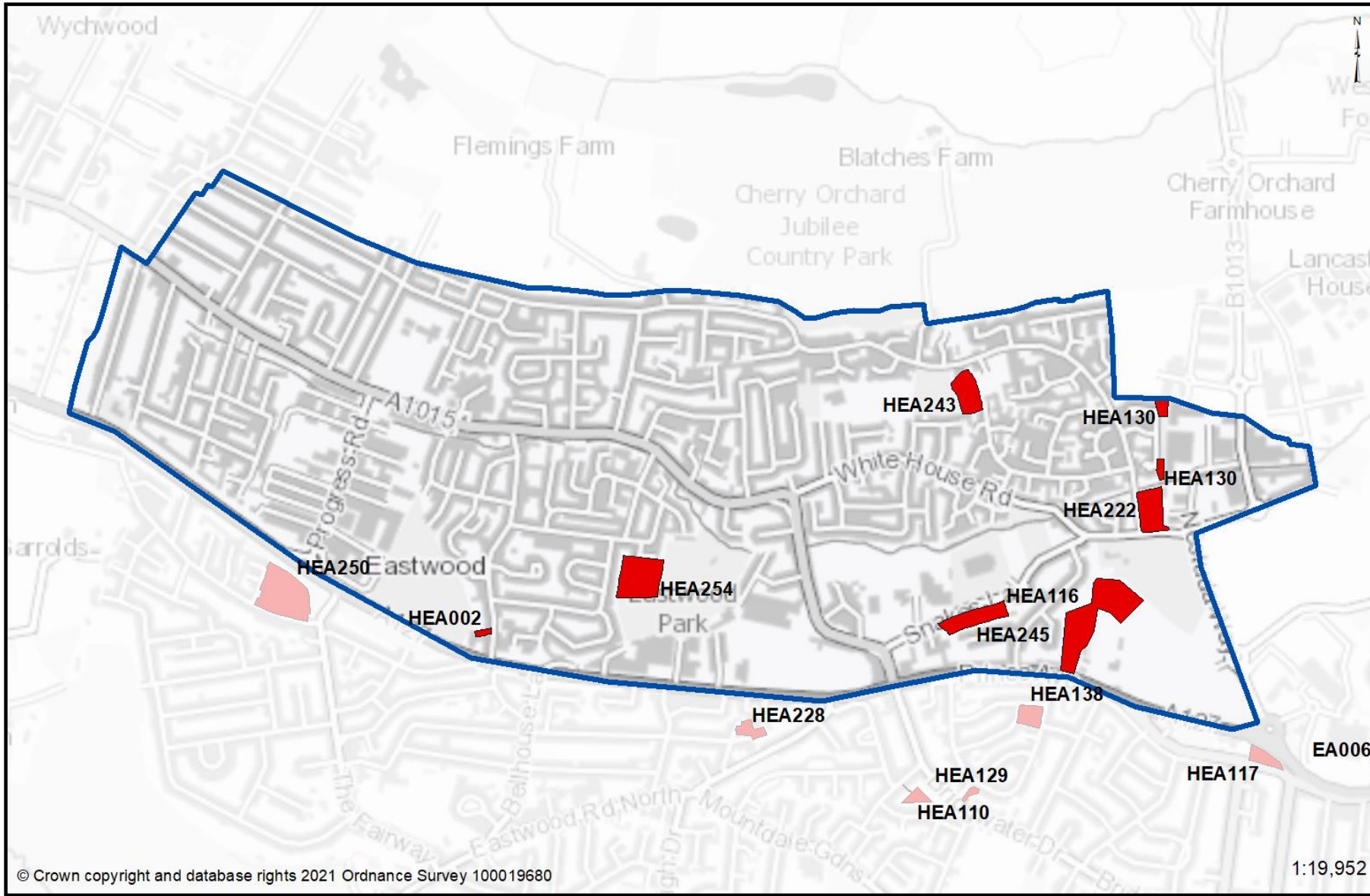


Table 20: Potential Residential Sites - Eastwood

Eastwood								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA002	112 Bellhouse Road	The site primarily consists of a single residential dwelling house located on a rectangular plot on the west side of Bellhouse Road, Eastwood. The site is also in close proximity to the A127 and Oakwood Park.	Small site with potential for 5 dwellings (net).	Residential development	Urban Area General	6	5	
HEA130	Vacant land to north and south of Lundy Close	Site includes two parcels of land either end of an area of green space (not designated) associated with the adjacent housing estate. Surrounding uses are mixed including housing and employment to the north and east (Comet Way Employment Area).	The site is Council owned and considered potentially available for future residential redevelopment.	Residential development	Urban Area General	7	7	
HEA222	Bishop House, Western Approaches	Predominantly 2 storey building currently in use as sheltered housing located in an existing residential area. Commercial uses to the east. Sports/recreation uses to the south. The site is in close proximity to the Airport.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	74	16	
HEA243	Scott House, 171 Neil Armstrong Way	Group of buildings, 1 to 3 storeys, in use as sheltered accommodation. Located in a low-rise residential area. The site is bounded by Scott Park to the west with a community centre and Morrisons supermarket to the east.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	74	16	

HEA245	68-114 Snakes Lane	2 storey blocks of flats with landscaped areas fronting Snakes Lane. Large areas of landscaped areas to the rear of the properties. To the south of the site are residential uses with the A127 beyond.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	82	34	
HEA254	Beaver Tower	Residential estate comprising 2 storey terraced properties, garages, and a 12 storey tower. The site is bounded by Eastwood Park in a residential area.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	136	40	
HEA116	Land at Brendon Way/North of Prince Avenue	Agricultural land within the built up area of Southend, a field and a western section of an adjoining larger field. Hedgerow runs north-south across the site. The site is bounded by Prince Avenue (A127) and to the north by sport facilities. Residential properties lie to the west. Employment land to the north surrounding Cherry Orchard Way. Southend Airport is to the north east. Development of the site would need to consider access arrangements, proximity of runway and loss of agricultural land.	This Council owned site has been submitted through the Call for Sites process for residential development.	Residential development	Agricultural Land	60	60	
Planning permission 5 units or more	None						0	
Planning permission 4 units or less							0	

Being Implemented							15	
Windfall							106	
Total							299	

3.1.41 Eastwood (Residential)

Have your say.....

Please provide comment in support of your choice

- a. Do you agree with the proposed housing sites for Eastwood? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 15: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Eastwood?

3.1.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 14 shows the Urban Forms of Eastwood neighbourhood. This has been informed by the Southend Borough Wide Character Study³ and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

³ <https://localplan.southend.gov.uk/new-evidence>

Figure 15 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Eastwood and within the different Urbans Forms as shown in **Map 14**. For instance you may believe the 'Secondary Centre' areas within **Map 14** should accommodate the highest density development, such as flats typology F2 and F3, within **Figure 15**.

Figure 15 - Development Typologies

Houses



H1: 25dph

H2: 40dph

H3: 60dph

Flats



F1: 60dph

F2: 90dph

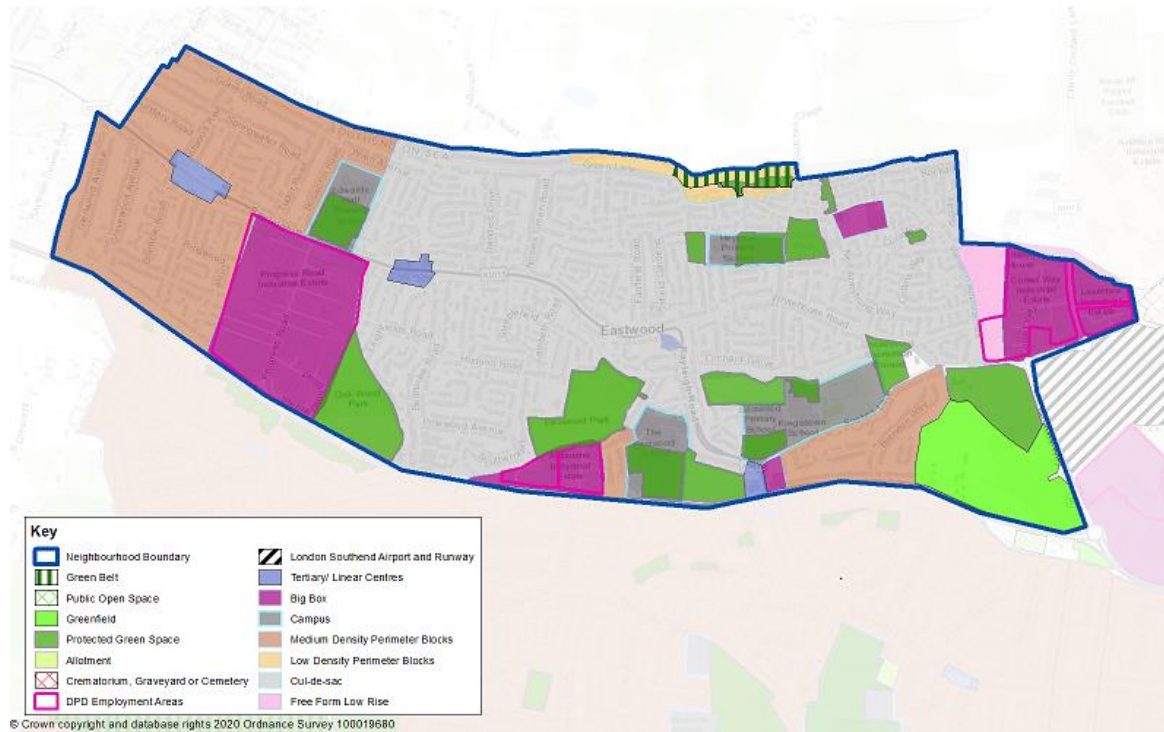
F3: 135dph



F4: 250dph

F5: 525dph

Map 14: Eastwood Urban Forms



Cul-de-Sac: Post-war development, typically from late 1960s onwards, featuring low densities often with poor permeability and legibility.



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.

3.1.42 Eastwood (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology ([Figure 15](#)) do you think should come in Eastwood? You may wish to refer to the different urban forms presented in [Map 14](#) in your answer.

3.1.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. In the Eastwood Neighbourhood it is proposed to safeguard the existing employment areas (promoting the employment growth clusters in the major employment areas at Progress Road, Airborne Close and Aviation Way, and promoting the smaller employment areas of Comet Way and Laurence Industrial Estate for retention and renewal), and to allocate a new employment area at Nestuda Way to provide a quality offer ([Map 15](#), [Table 21](#)).

Map 15: Eastwood Employment Areas

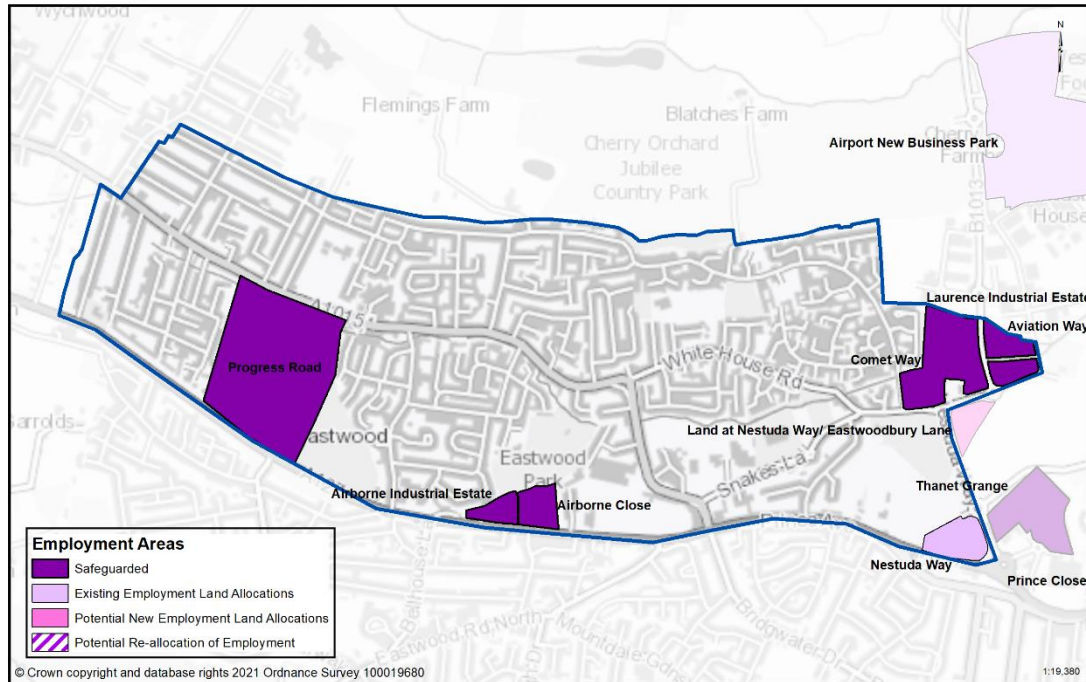


Table 21: Land Use Proposals in Eastwood – Employment Land

Site Name (ref)	Category	Hectares	Additional Floorspace
Progress Road (EA033)	Growth	21.46	6,200
Airborne Close	Renewal	2.02	
Airborne Industrial Estate	Renewal	1.39	
Aviation Way	Renewal	1.59	
Nestuda Way (EA023)	New Allocation	2.75	10,000
Comet Way	Renewal	7.16	
Laurence Industrial Estate	Renewal	1.26	

Total	37.63	16,200
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3.1.43 Eastwood (Employment)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed employment sites for Eastwood? Please name the employment site you are referring to.
- b. Do you have any other comments on employment land provision in Eastwood?

3.1.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁴) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Eastwood’s commercial centres are set out in **Map 16** and **Table 22**.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified

⁴ <https://www.legislation.gov.uk/uksi/2020/757/made>

permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Map 16](#) and [Table 22](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

Map 16: Eastwood Commercial Centres

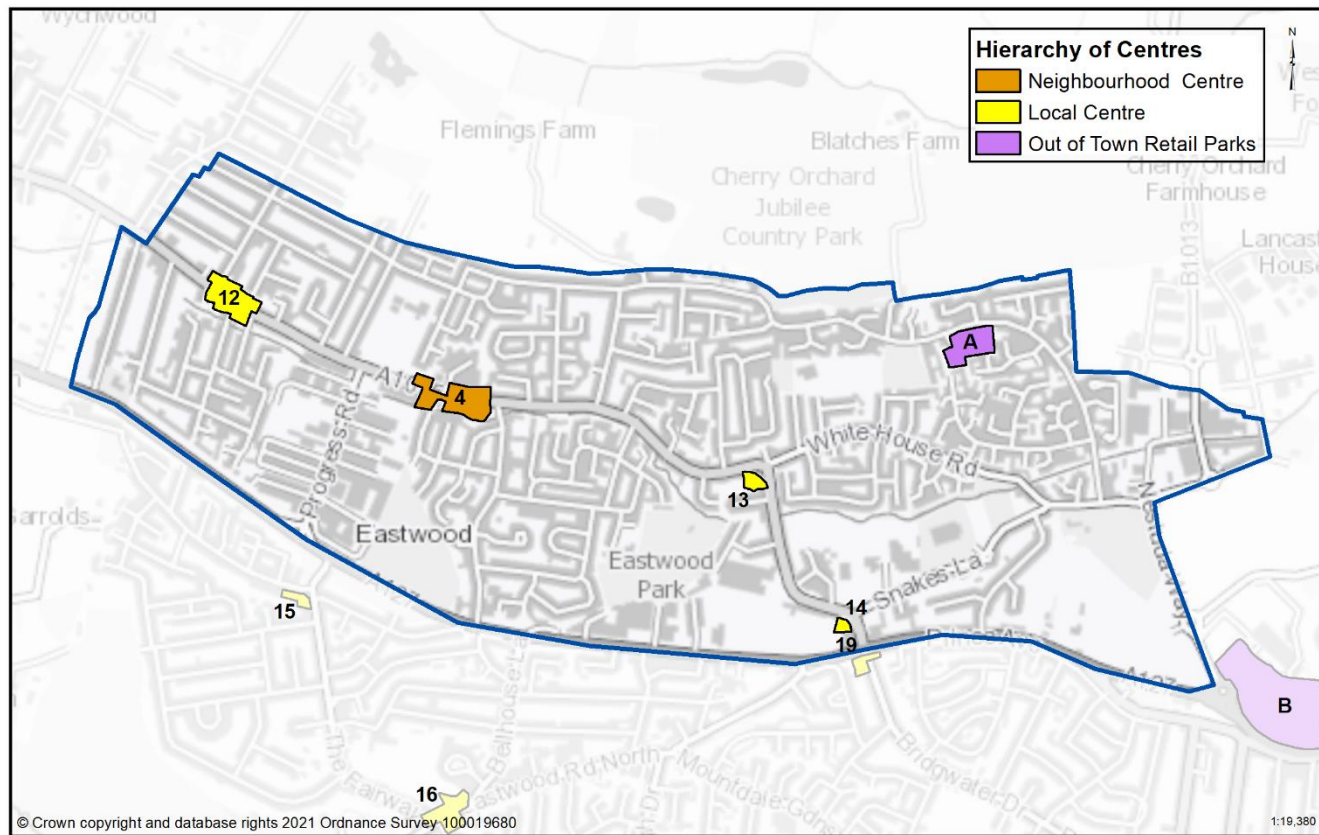


Table 22: Eastwood Commercial Centres

Ref	Name	Centre Type
4	Eastwood (Rayleigh Road)	Neighbourhood Centre
12	Rayleigh Road, (The Oakwood PH)	Local Centre
13	Rayleigh Road / Whitehouse Road	Local Centre
14	Rayleigh Road, Kent Elms Corner	Local Centre
A	Eastwood (Western Approaches)	Out of Town Retail Parks

3.1.44 Eastwood (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Table 22** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Eastwood Neighbourhood area that we haven't identified that should be promoted for commercial activities?

3.1.45 Green Space - Eastwood

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 23](#) and [Map 17](#).

Existing Green Space

Eastwood is well provided for with green space, with a number of medium sized parks distributed relatively evenly throughout the neighbourhood. Although a small area of the neighbourhood to the north-west falls outside the catchment of the existing local parks, Edwards Hall Park nature conservation area and Cherry Orchard Way Country Park lie just to the north within Rochford District, and are accessible on foot or bicycle for residents. Tree Canopy cover within Eastwood is broadly average for the Borough at 10% in St Laurence Ward and 12% in Eastwood Park, against a target in the Council's Tree Policy to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed 'Local Green Space' - Eastwood Park has a range of facilities including multi use games area, gym equipment, skate-park, children's playground, formal gardens and parkland. Oakwood Park provides a tranquil space for recreation bordered by woodland and providing a buffer between A127 and residential properties to the north and east. For these reasons the open spaces are special to the communities they serve, and are in close proximity to them. The outcome of this consultation will be particularly important in demonstrating that these spaces are special to the community ([Table 23](#)).

New Green Space

An amenity space at Brookfields is good quality with mature trees and is not currently protected. It is therefore proposed that it is designated as a new green space ([Table 23a](#)).

Map 17: Green Space in Eastwood

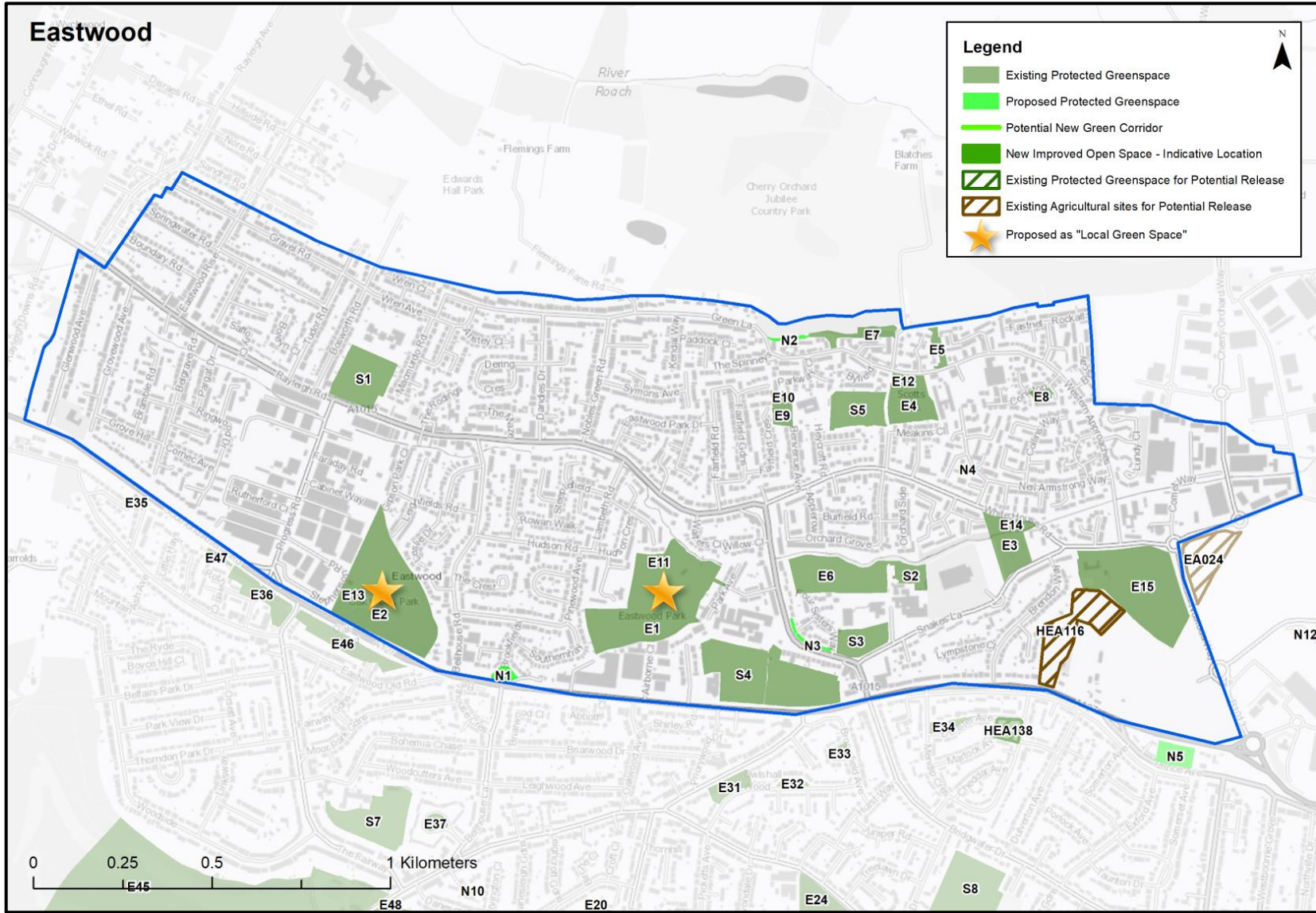


Table 23: Eastwood - Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E1	Eastwood Park	6.093
E2	Oakwood Park	6.160
E3	Cockethurst Park	1.445
E4	Scotts Park	1.338
Amenity Open Space		
E5	Repton Green Open Space	0.280
E6	Four Sisters Way Open Space	2.445
E7	Green Lane Open Space	0.584
E8	Coniston Open Space	0.177
E9	Benvenue Avenue - Dandies Park	0.495

Site Ref.	Name of Site	Size (Ha)
Playground		
E10	Benvenue Avenue - Dandies Park Childrens Play Area	0.046
E11	Eastwood Park playground	0.163
E12	Scotts Park playground	0.205
E13	Oakwood Park playground	0.063
E14	Cockethurst playground	0.092
Sports Ground		
E15	Eastwoodbury Lane Playing Fields	5.231
School		
S1	Edwards Hall Primary	2.066
S2	Kingsdown School	0.594
S3	Eastwood Junior School	1.005
S4	Eastwood School	4.894
S5	Heycroft School	1.486

Sites in **Bold** are proposed as ‘Local Green Space’

Note: Edwards Hall Park lies within Rochford District but is accessed via a path within Eastwood and is therefore used frequently by Southend residents. Sites in bold are proposed as ‘Local Green Space’.

Table 23a: Eastwood – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Amenity Open Space		
N1	Brookfields Open Space	0.211
N2	Green Lane Open Space - Extention	0.108
N3	Four Sisters Close / Rayleigh Road	0.147

Site Ref.	Name of Site	Size (Ha)
Pocket Park		
N4	Neil Armstrong Way	0.022

Table 24: Land Use Proposals in Eastwood – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA116	Land at Brendon Way/North of Prince Close	2.45	One field and part of a second field split by a hedgerow, to south of Len Forge Centre. Surrounding area predominantly residential but adjacent to A127, and close to Airport runway.	Southern section is high grade agricultural land.	N	60	Land is in public ownership and underutilised, with potential for residential development.

3.1.45 Eastwood (Green Space)

Have your say.....

Please explain your answer

- Do you support the proposed new green space designations at Brookfields, Four Sisters Close/Rayleigh Road, and Green Lane (**Table 23a**)? If not, can you explain why?
- Do you have any comments on the green space site identified as having the potential to be released for development (**Table 24**)?
- Do you agree with Eastwood Park and Oakwood Park being proposed as Local Green Space (**Map 17, Table 23**)? If not, can you explain your reasons?
- Are there any other green spaces that you think should be designated as Local Green Space, and why? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- Do you have any other comments regarding green space in Eastwood?

3.2 Leigh

3.2.1 General Character

Leigh is defined at its northern edge by the A127, which abuts Eastwood, and by the Thames Estuary to the south. To the west is the Borough boundary with Castle Point, and the Westcliff and Prittlewell neighbourhoods lie to the east (**Map 18, Figure 16**). Leigh is a large area and therefore to aid analysis and insight the New Local Plan has considered it in terms of two sub-areas, **Leigh (south)** and **Leigh (north)**.

Leigh (south) – The southern part of the Leigh (south) neighbourhood is focussed on a vibrant district shopping centre centred around the Broadway and Leigh Road on the hilltop overlooking the Leigh Old Town. Extending out from this core are residential areas largely built out in the Edwardian and Inter war period. This includes more tightly planned, often terraced housing close to Leigh district centre, with more semi-detached/detached housing to the west (Marine Estate), north (Highlands Estate) and to the east (Chalkwell Hall Estate). There are two mainline railway stations in the Leigh (south) Neighbourhood, Leigh-on-Sea to the west and Chalkwell to the eastern edge of the neighbourhood. One of the main issues affecting parts of Leigh, particularly the more tightly planned terraced streets around the heart of the district centre in Leigh (south), is pressure for on-street parking with many of the residential properties not having off-street parking facilities. This is compounded by added car parking pressures by visitors to Leigh district centre.

As well as the estuary, Chalkwell Park provides one of the main areas of open space in Leigh (south), and is enjoyed by residents from adjoining neighbourhoods and beyond. It is complemented by smaller areas of green space, including Leigh Library Gardens and Bonchurch Park, as well as the green space at Belton Way and Marine Parade, and at Leigh Marshes. There is access from the west of the neighbourhood to Two Tree Island nature reserve and through to Hadleigh Castle Country Park.

Leigh Old Town comprises a mix of traditional fishing and boat building industries and several bars, restaurants and cafes as well as beach and other leisure uses associated with the estuary. Leigh Town Council has produced a Spatial Plan for Old Leigh Port and Two Tree Island⁵ which sets out a vision for Old Leigh as a working port town, recognising that establishing a sustainable future for commercial activities, alongside cultural, community and residential uses is vital to the long term character of the place; this has informed the vision for Leigh Old Town within the New Local Plan. Leigh Old Town is one of four Conservation Areas in Leigh. Leigh Old Town, Chapmanslord, Leigh and Leigh Cliff Conservation Areas are all located in the Leigh (south) neighbourhood and make a positive contribution to the sense of place and provide important links with the past, and the historic development of Leigh.

⁵ [190617 Old Leigh Spatial Plan Final low res.pdf \(leighonseatowncouncil.gov.uk\)](#)

The London Road (A13) forms a spine through Leigh, providing a linear corridor for shops and services, with a greater prevalence of flats along its length. It is also the main focus for bus services and is accessible to many residents in both Leigh (south) and Leigh (north). Prittle Brook Greenway provides a well-used pedestrian and cycle route through the Leigh neighbourhood, linking to Belfairs Park and Woods in the west and through to Southend in the east.

Leigh (north) directly to the north of Leigh (south) is bordered by Eastwood to the north, the boundary formed by the A127. Belfairs Wood, Park and Nature Reserve form an important area of green space in the neighbourhood and provide a range of leisure activities including golf, horse riding and bowls, together with Belfairs Sports Ground, Blenheim Park to the centre of the neighbourhood and a number of other smaller green spaces. A large area of allotments can also be found to the south of the neighbourhood at Manchester Drive.

Leigh (north) does not have a dominant residential type, with a mix of terraced, semi-detached housing and bungalows, and some areas of housing estates in public ownership. The average population density in Leigh (north) is low, which partly reflects the mixed built form and presence of schools and parks, which occupy large areas of land in the neighbourhood.

Access to shops and services by foot is more limited than in Leigh (south), and it is partly dependent on facilities in nearby neighbourhoods and those provided in local centres. London Road and Leigh District Centre are accessible by foot/bike, particularly from the southern extent of Leigh North, and the A13 London Road is also nearby. North-south connections by public transport are also limited however. Blenheim Chase/Kenilworth Gardens provide an important, well-used east-west connection through the neighbourhood, with a number of schools to the eastern edge of the neighbourhood including Blenheim Primary School, St Thomas More High School and the Westcliff Girls and Boys Grammar Schools.

Map 18: Leigh Characteristics

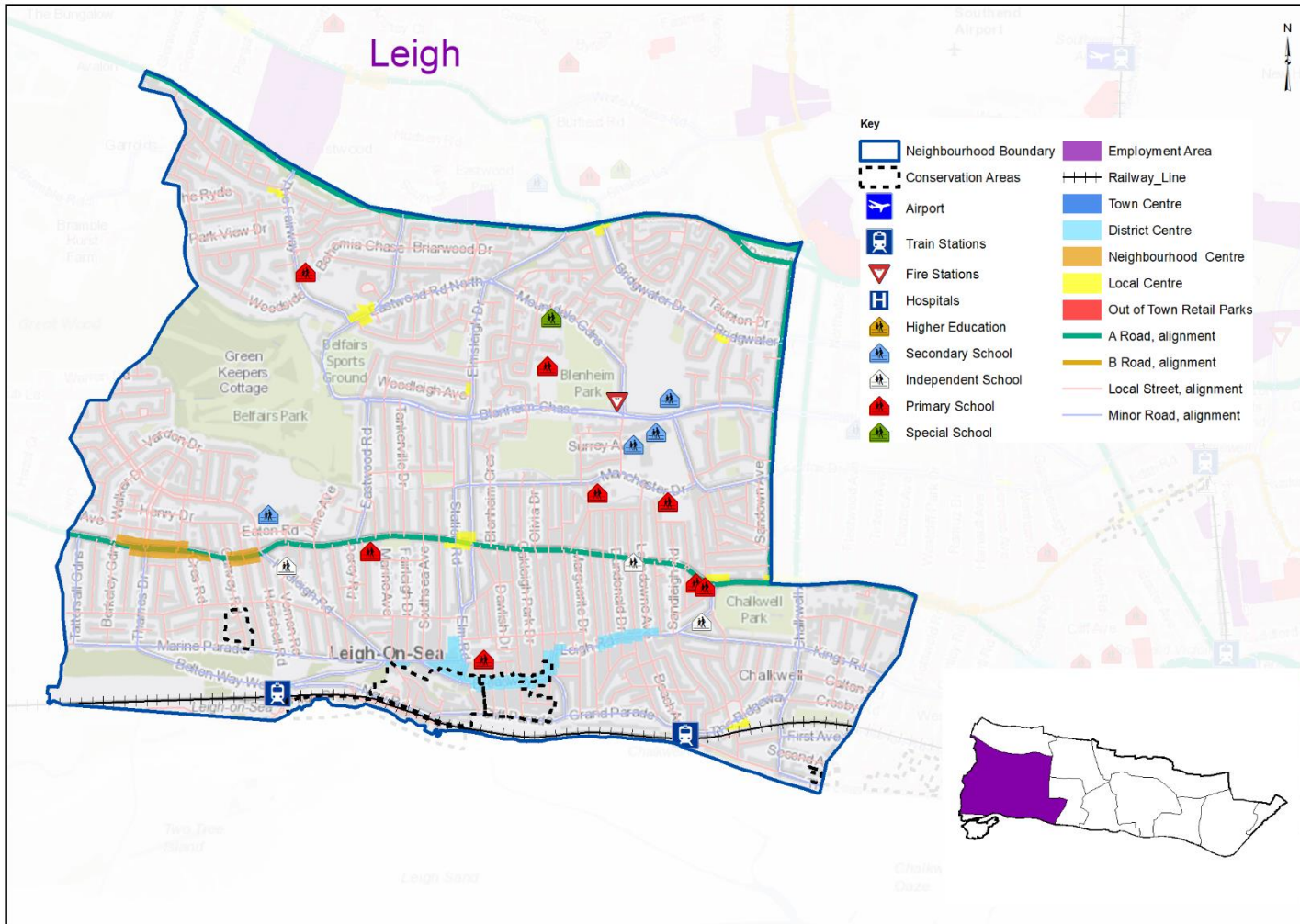


Figure 16: Leigh Characteristics

No. Homes	21,396	Land Area (ha)	1016.6
Density	21.04 dph	Car Ownership	1.18

Leigh

Area 1,016.6 hectares



21,396

Existing homes

Density 21 homes per hectare



8 GP Surgeries

10 Pharmacies

2 Health Centres



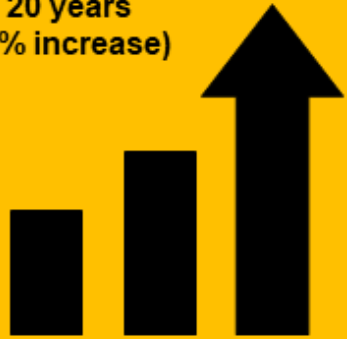
Potential number of new homes by 2040

891

622 Windfall
36 Potential Allocation
233 Existing Permission



999 new homes built over the last 20 years (4.9% increase)



9 Primary Schools

4 Secondary Schools

3 Independent Schools

1 Special School



206.3 hectares of protected greenspace

1.3 miles of coastline



10 Commercial Areas (17.6 hectares)



Zero Industrial Estates



Extensive Bus Routes Particularly London Road



1.18 cars per household
1.37 cars per house
0.79 cars per flat



2 Train Stations



3.2.2 Vision – Leigh

Where we want to be

Leigh will continue to be a vibrant residential area with a successful commercial centre, complemented by local provision across the neighbourhood. The A13 London Road will remain an important public transport corridor, well served by buses, connecting the neighbourhood with Southend to the east and neighbouring towns to the west, and access enhanced between the north and south neighbourhoods wherever feasible to ensure residents in the north can readily access the services provided in the south of the neighbourhood; this will be complemented by the two mainline railway stations, Leigh-on-Sea and Chalkwell. Old Leigh will maintain its important function as a working port and leisure destination, ensuring these functions carry on in a sustainable manner, balanced with the conservation of the protected estuary environment and Conservation Area. A draft set of priorities for Leigh is set out below to aid feedback:

- Leigh will continue to be a vibrant residential area with a successful commercial centre (Leigh District Centre), extended to encompass Leigh Road, and complemented by local provision in the north and south of the neighbourhood, including at A13 (London Road), and a focus for creative and cultural industries.
- The A13 London Road will be a focus for sustainable growth, mainly through densification in a form that is well designed and respects existing residential character along this sustainable corridor, with residents benefitting from good design and access to a range of shops and services.
- Elsewhere in the neighbourhood new development and conversions will be sensitive to existing character and function of the place, where this doesn't put additional pressure on the function and sustainability of an area, such as putting pressure on on-street parking.
- Old Leigh will maintain its important function as a working port, residential area, and leisure destination, ensuring these functions carry on in a sustainable manner, balanced with the conservation of the protected estuary environment and heritage assets focussed on the Conservation Area.
- Strengthen walking and cycling connections throughout the neighbourhood with enhanced routes and wayfinding, including links to the railway network, district and local centres. The Cinder Path will be promoted as an enhanced walking and cycling route.
- The character and appearance of the four Conservation Areas (Leigh Old Town, Chapmanslord, Leigh and Leigh Cliff) will be conserved and enhanced;
- Residents and visitors will continue to benefit from a range of open spaces within easy reach.

3.2.2 Leigh (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Leigh – have we missed anything?

3.2.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the ‘completeness’ of Leigh. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁶. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than ‘as the crow flies’ distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Leigh, by infrastructure type, is summarised in the rainbow image below. For example 80% of the neighbourhood lies within easy walking distance to a health facility, 69% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 24% is within an easy walk of green space.

3.2.3 Leigh (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Leigh, and what should be the priorities over the next 20 years?

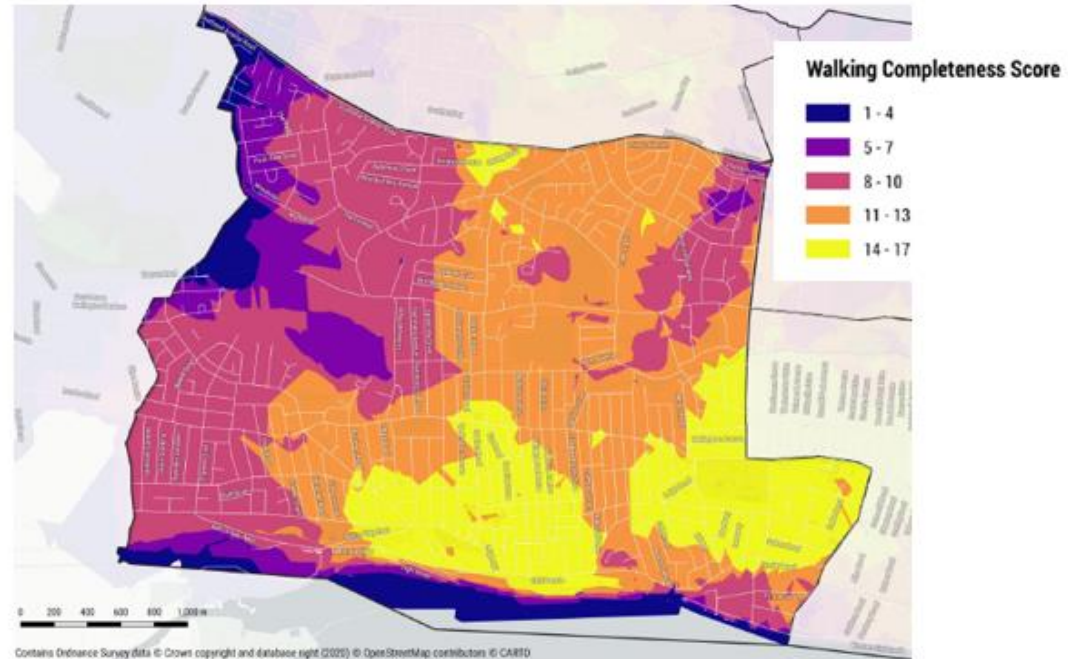
⁶ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Leigh

- Leigh District Centre and the London Road provides best access to services, but relatively good provision across the neighbourhood, particularly health care and education.
- Most infrastructure is evenly spread across the neighbourhood but the most complete 'hot spots' are Leigh Broadway district centre and the eastern fringe around Leigh Road and London Road.
- Broadband speeds generally more slower than central areas of Southend.
- Education provision is well distributed with a concentration of Secondary provision in the North Leigh area
- There are some localised deficiencies in green space provision but generally the area is well provided, particularly with Belfairs wood.



Leigh	% of neighbourhood within walking distance	
Education: 73%	Civic: 48%	Green Space: 24%
Health: 80%	Sports & Leisure: 69%	Town Centre uses: 50%



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Leigh 'Aggregated Completeness Score' = 57

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.2.4 Land Use Proposals – Leigh

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.2.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 19. Table 25** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what ‘components of growth’ the site contributes to in reference to **Section 2: Housing Need (Table 2)**. The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 25** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 25** below, or via the Councils website:
<https://localplan.southend.gov.uk/>

Map 19: Potential Residential Sites – Leigh (excluding those with planning permission)

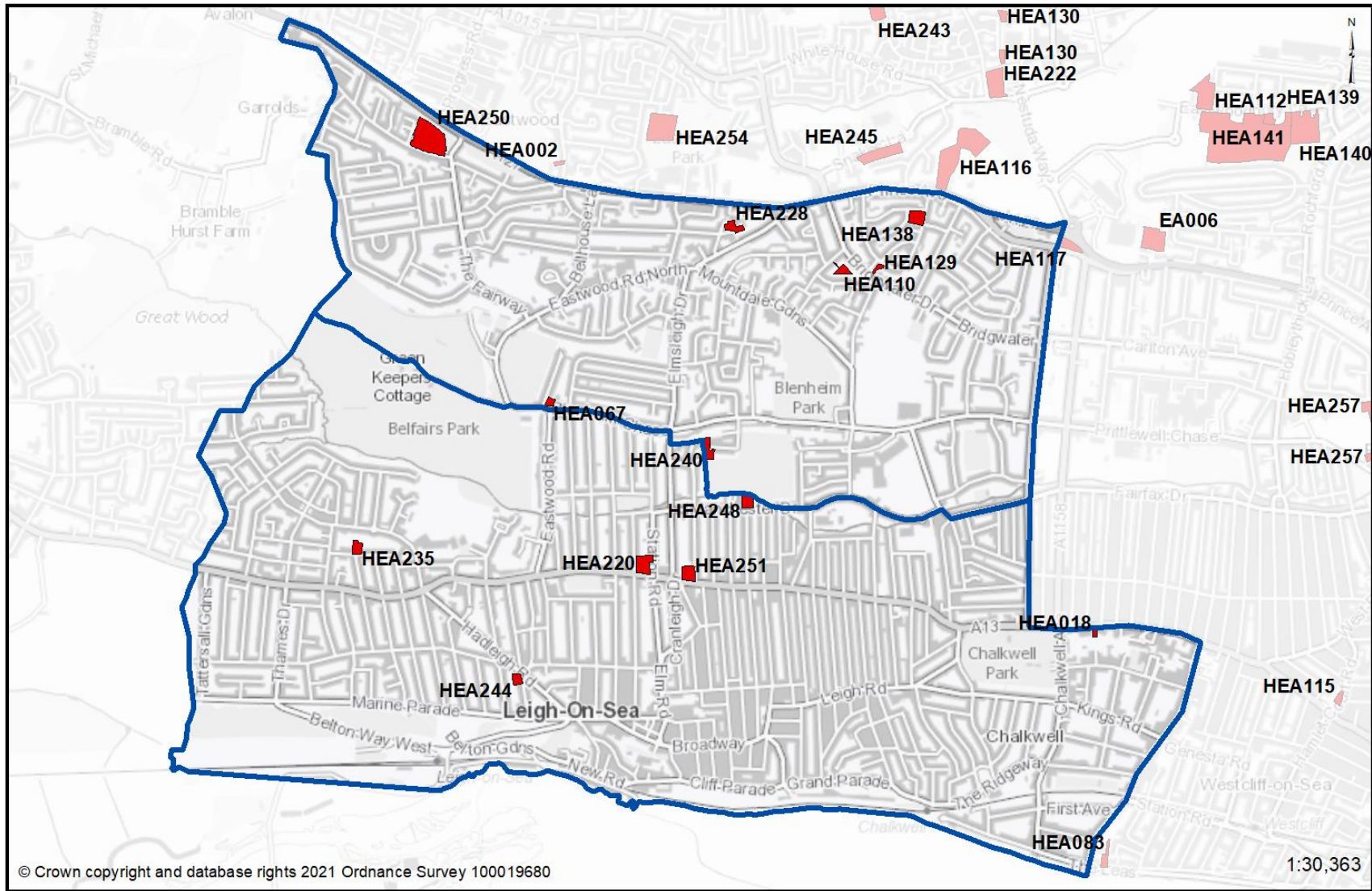


Table 25: Potential Residential Sites – Leigh

Leigh								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
Leigh North								
HEA067	Former Old Vienna Restaurant, Blenheim Chase	The site includes the remains of a two-storey detached building previously occupied by The Old Vienna Restaurant and large area of hardstanding fronting the property. The site is located on the roundabout junction of Eastwood Road and Blenheim Chase. The restaurant ceased operating in 2016 and has remained vacant since and some demolition works have taken place on the site. The surrounding area is predominantly residential. The building adjacent (to the east) is in use as a residential care home. The wider area is predominantly residential, interspersed with green space, including Belfairs Nature Reserve, Park and Sports Ground.	The site offers potential for residential development.	Residential development	Urban Area General	15	10	
HEA110	Vacant land to the rear of 11-33 Juniper Road	This site includes a triangular backland plot behind the residential gardens off Juniper Road, Hurst Way and Bridgewater Drive.	This Council owned site has been submitted through the Call for Sites for residential development.	Residential development	Urban Area General	7	7	
HEA129	Offices and Car Park, 2 Mendip Road	Site includes a single storey office building and adjoining car park. The car park slopes down towards Mendip Road. The site is located within a residential area, largely comprising 2 storey properties. St Cedd's Church is immediately south of the site.	This Council owned site has been submitted through the Call for Sites for residential development	Residential development	Urban Area General	6	6	

HEA228	Furzefield, 20 Priorywood Drive	2 storey sheltered housing block on a tight site. The site is surrounded by residential dwellings including Priory Mews.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0	
HEA240	18 – 72 Randolph Close	Group of 2 storey homes arranged as three terraces; currently in use as sheltered accommodation. The site is accessed by Randolph Close surrounded by residential uses. Large allotment to the south.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	28	0	

HEA250	Westwood, 137 Eastwood Old Road	2 storey terraced properties and flats in use as sheltered accommodation. Includes landscaped areas and part of Bradford Bury park which separates the site from the Southend Arterial Road.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	73	0	
HEA138	Land at Mendip Crescent	Large area of green space within the centre of residential housing development. Bordered to the east by Medlock Avenue, the north by Dunster Avenue and east by Mendip Crescent.	This Council owned site has been submitted through the Call for Sites for residential development. Tree planting on the remaining green space. A programme of tree planting has begun on the site which has been identified as having potential for woodland as part of the corporate strategy to increase canopy cover in the Borough.	Residential development, improvements to remaining green space	Green Space Release Sites	6	6	
Leigh South								
HEA018	658 London Road	The site is located on the southern side of London Road. The site is a two storey building with roof accommodation. On the ground floor are offices and a café/restaurant. There is access to the rear of the building. Next to the building is an ALDI supermarket.	Small site with potential for 9 (7 net) dwellings and potential retention of a retail use at ground floor.	Residential development	Urban Area General	9	7	

HEA220	Adams Elm House, 1271 London Road	Occupied sheltered housing. Part 2 and 3 storey building fronting London Road. In a mixed area with retail along London Road and residential uses north and south.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	87	0	
HEA235	Mussett House, 49 Bailey Road	Part 2 and 3 storey building occupied as sheltered housing with car park and shared gardens. Located in a residential low-rise setting.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	21	0	

HEA244	Senier House, 39 Salisbury Road	2 storey building currently in use as sheltered accommodation on the corner of Hadleigh and Salisbury Roads. Located in a residential area of 2 to 3 storey high buildings.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	20	0	
HEA248	Trafford House, 117 Manchester Drive	2 storey building currently in use as sheltered accommodation fronting Manchester Road with onsite parking and landscaped areas. The site is in a low-rise residential area, large allotment to the rear.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	26	0	

HEA251	Yantlet, 1193-1215 London Road	Part 2 & 6 storey residential block currently in use as sheltered accommodation fronting the A13 and Blenheim Crescent. The area is mixed but primarily in residential use. Building of little merit.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	42	0	
Planning permission 5 units or more	HEA008, HEA019, HEA044, HEA063, HEA069, HEA079, HEA120, HEA121, 17/01823/PA3COU, 17/00908/FUL						107	
Planning permission 4 units or less							44	
Being Implemented							82	
Windfall							622	
Total							891	

3.2.41 Leigh (Residential)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed housing sites for Leigh? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 17: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Leigh?

3.2.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 20 shows the Urban Forms of Leigh neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 17 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Leigh and within the different Urbans Forms as shown in **Map 20**. For instance you may believe the 'Linear Centres' within **Map 20** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 17**.

Figure 17 – Development Typologies

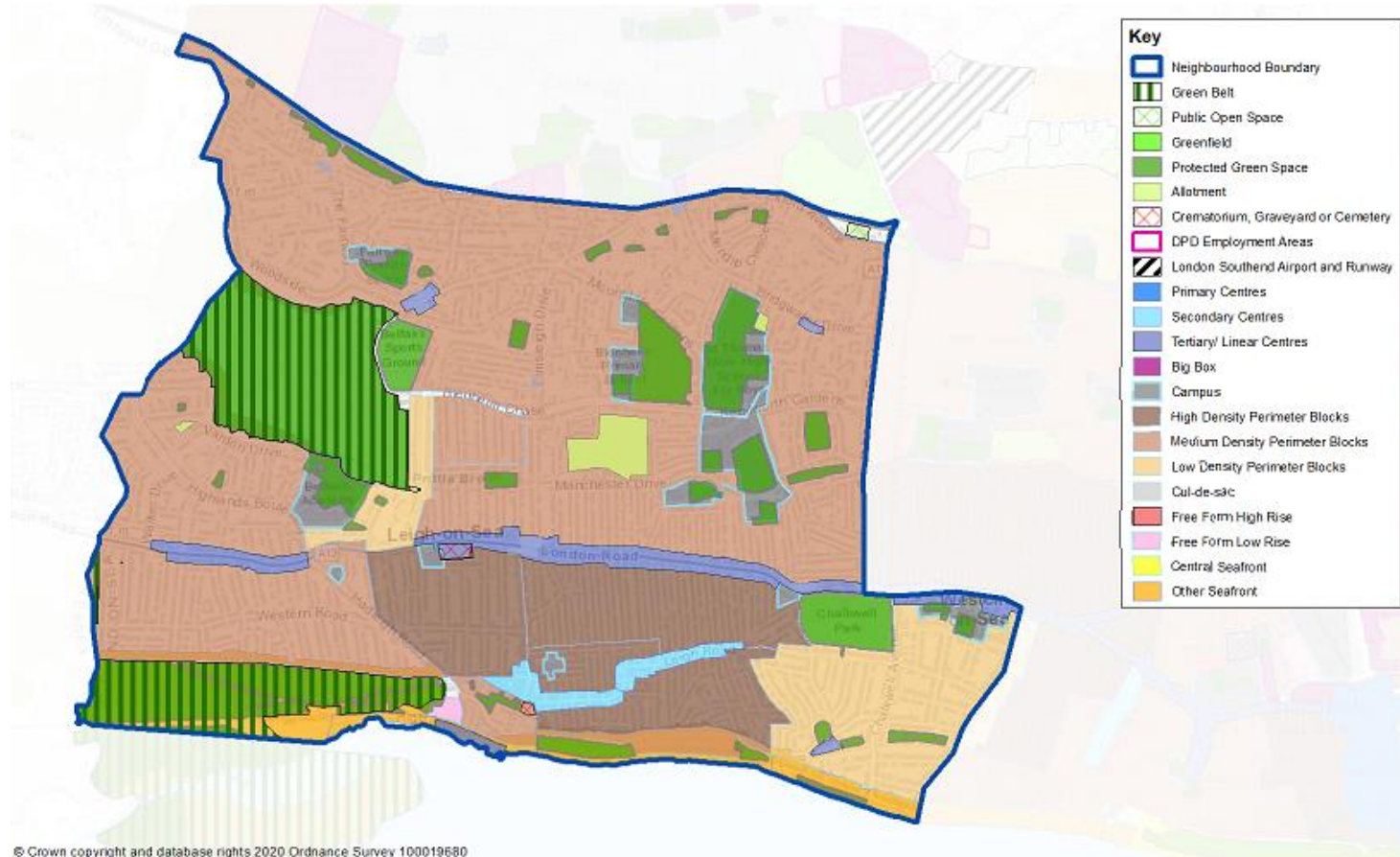
Houses



Flats



Map 20: Leigh Urban Forms



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Secondary Centre: Provide a mix of comparison and convenience shopping, typically with a finer grain than primary centres, well integrated with their context.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



Other Seafront: Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

3.2.42 Leigh (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology (**Figure 17**) do you think should come forward in Leigh? You may wish to refer to the different urban forms presented in **Map 20** in your answer.

3.2.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. There are currently no designated employment sites in Leigh (the closest being to the northern side of the A127 within Eastwood). The working port at Old Leigh is an important part of the local economy, and maritime activities will continue to play a key role here, complemented by the leisure and tourism offer. Leigh will also continue to be a focus for creative and cultural industries.

3.2.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁷) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Leigh contains an important district centre, complemented by other designated shopping areas, mainly focussed along the Broadway, Leigh Road and A13 London Road, with smaller pockets elsewhere within the neighbourhood providing important local provision (**Map 21, Table 26**).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 21** and **Table 26** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁷ <https://www.legislation.gov.uk/uksi/2020/757/made>

Map 21: Leigh Commercial Centres

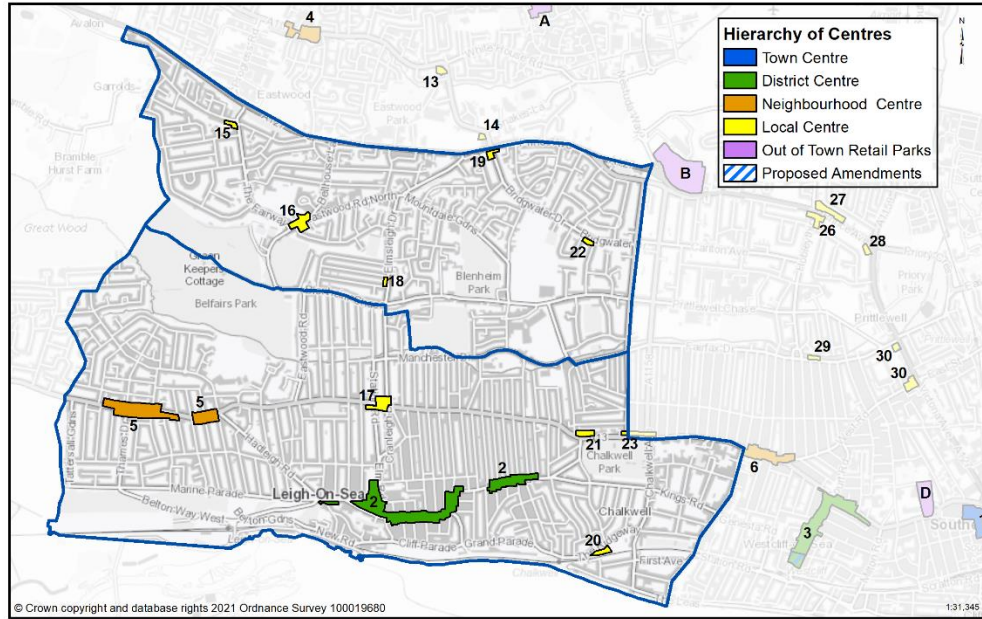


Table 26: Leigh Commercial Centres

Ref	Name	Centre Type
2	Leigh (focussed along the Broadway)	District Centre
5	London Road (Thames Drive and Hadleigh Road)	Neighbourhood Centre
15	Eastwood Old Road	Local Centre
16	Eastwood Road	Local Centre
17	London Road, The Elms	Local Centre
18	Elmsleigh Drive	Local Centre
19	Bridgewater Drive, Kent Elms Corner	Local Centre
20	The Ridgeway	Local Centre
21	London Road, Chalkwell School	Local Centre

3.2.44 Leigh (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Table 26** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Leigh Neighbourhood area that we haven't identified that should be promoted for commercial activities?

3.2.45 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in [Table 27](#) and [Maps 22](#) and [23](#).

Existing Open Space

Leigh is well provided with a variety of open spaces, from the wild expanses of Two Tree Island and Leigh Marshes, Belfairs Woods, the formal gardens of Chalkwell Park, Ridgeway Gardens and Leigh Library Gardens, and more informal spaces such as Blenheim Park, Bonchurch Park, Marine Parade and Leigh Cliffs ([Map 22](#) and [Map 23](#)). At the eastern edge of Leigh South, either side of the A13, south of Manchester Drive and north of Leigh Road, a section of Leigh is outside the walking catchment for local open space. The grid pattern of these streets limits potential for new green space, but tree planting and soft landscaping should be prioritised in this location. At the western edge of Leigh there is another area with a gap in provision, but nearby Belfairs Wood and Golf Course is accessible on foot from this area.

The Council's Tree Policy aims to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Tree Canopy cover within Leigh varies from 23.3% in Belfair Ward, the highest in the Borough reflecting the location of Belfairs Woods, 14.4% in West Leigh, 12.7% in Blenheim Ward, 12% in Chalkwell Ward, down to just 9.7% within Leigh Ward. Opportunities will be sought, particularly within Leigh Ward to plant additional street trees where appropriate.

The area between Chalkwell Park and Leigh Broadway (north and south of the London Road) is deficient in access to playgrounds as well as overlapping with the area deficient in access to local open space. Opportunities should be taken when development comes forward in this area to include children's play space or pocket parks where feasible. While there are also gaps within the Marine and Highlands estates, these are closer to natural areas such as Two Tree Island and Belfairs Woods, which offer opportunities for natural play and are also more suburban in character with spacious gardens.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Belfairs Woods has a unique character within Southend as the only significant expanse of woodland, and has nature conservation value, and educational value through outdoor classrooms. Essex Wildlife Trust also have a visitor centre adjacent to the woods. For these

reasons it is proposed to designate it as Local Green Space. This is a way to provide special protection against development for green areas of particular importance to local communities. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community. It is also proposed to designate Leigh Library Gardens as Local Green Space. The gardens were awarded a Green Flag in 2020 and have an active Friends group. This is a valued local green space connected with the public library, and located within a dense urban area, offering tranquillity, access to nature and space to play.

Proposed new Green Space Sites to be protected (Table 27a)

Highlands Boulevard and Sutherland Boulevard are wide green verges which are public land maintained by the Council. It is proposed to designate these as Linear Green Space, due to their value as wildlife corridors, visual and recreational amenity. Blenheim/Prittlewell Chase is proposed as a Linear Green Space for the same reason.

Millennium Open Space, just to the south of the A127, is proposed to be protected as a Local Park. This space is high quality with a woodland area and picnic benches.

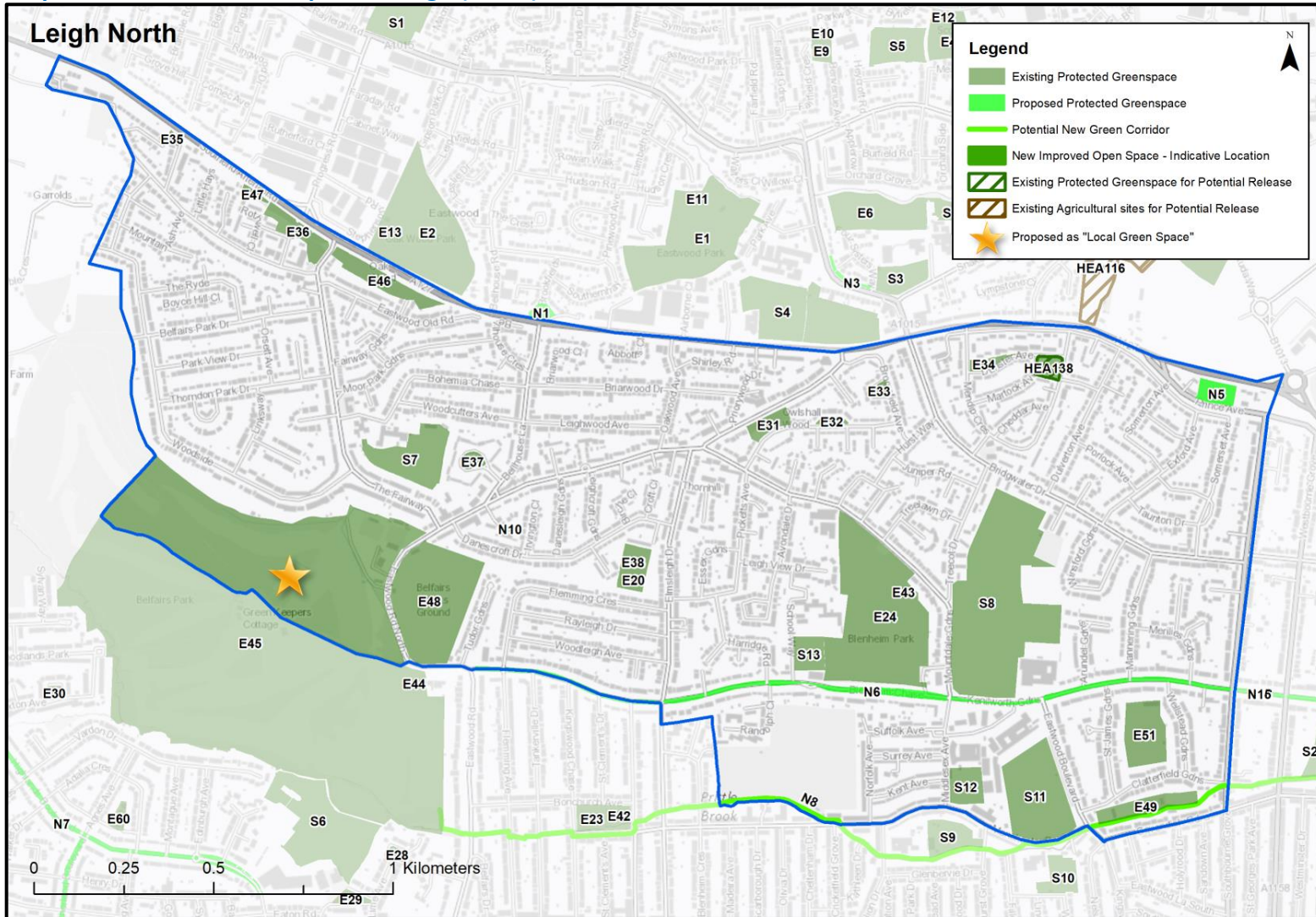
The entire length of the Prittle Brook (from Belfairs Woods to Priory Park) is an important green corridor and waterway for wildlife, and pedestrian and cycle route for recreation and active travel. The Prittle Brook, along with the Victory Path which links the Ridgeway to Crowstone Road are proposed to be designated as Green Corridors, where biodiversity will be protected and enhanced and the route promoted for walking and cycling.

An area of search has also been identified either side of the London Road from Leigh Road to Manchester Drive where there is a deficiency in local open space and children's play space. The area has relatively narrow parallel streets so any improvements to green space could be focussed within London Road where opportunities arise.

Green Space proposed for release

Mendip Crescent is a large area of green space within the centre of residential housing development, bordered to the east by Medlock Avenue, the north by Dunster Avenue and east by Mendip Crescent. The site is Council owned and considered potentially available for future redevelopment (site HEA138). The site has been assessed by the Council as potentially suitable for 4 – 8 houses. Given this site is designated parks and open space, it is envisioned that further public consultation would be required in terms of its potential release.

Map 22: Protected Green Space in Leigh (north)



Map 23: Protected Open Space in Leigh (south)

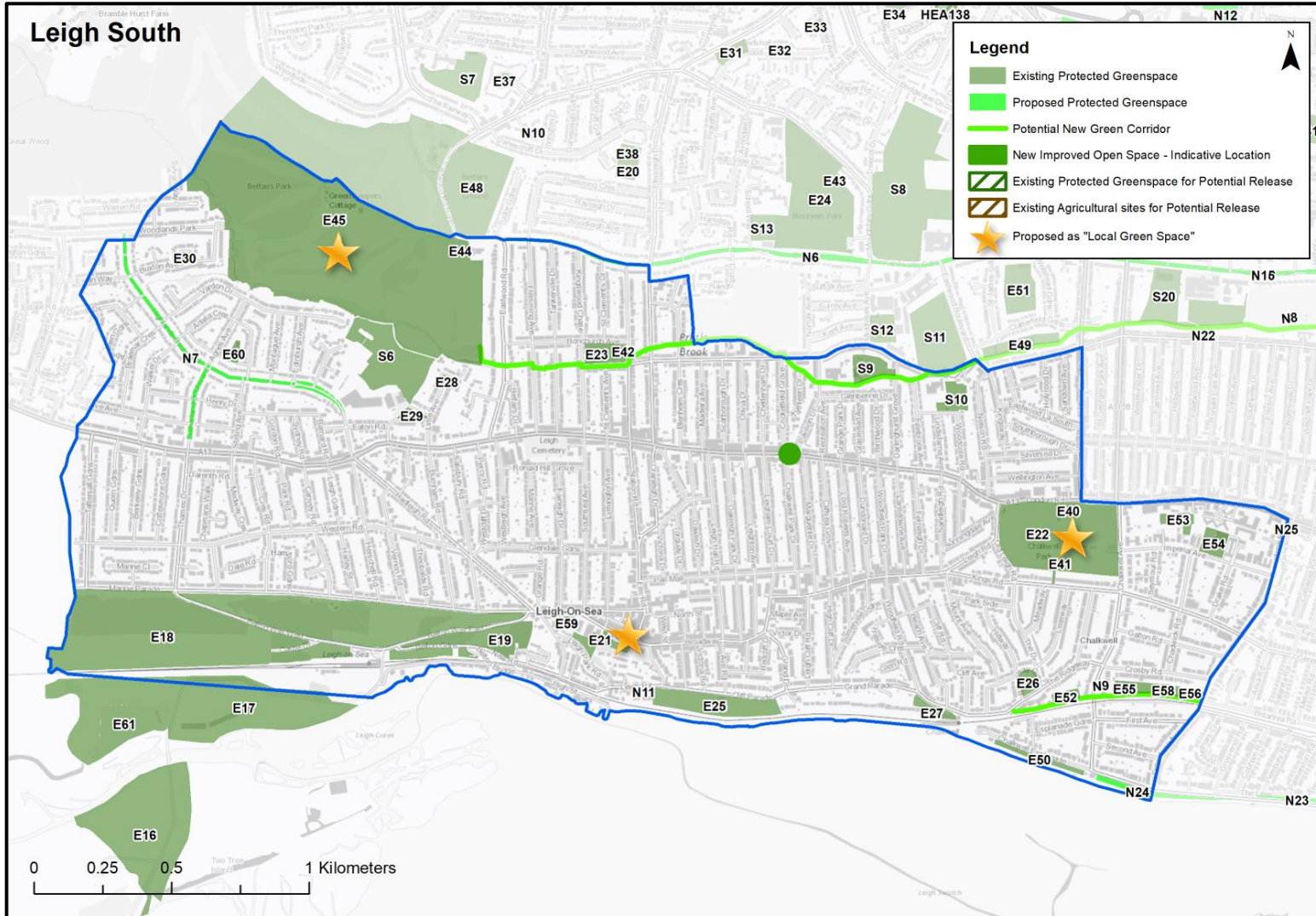


Table 27: Leigh – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Nature Reserve		
E16	Two Tree Island	11.869
E17	Leigh Marshes	17.555
E18	Belton Hills Nature Reserve	32.243
Local Park		
E19	Belton Gardens	3.573
E20	Danescroft Gardens	0.874
E21	Leigh Library Gardens	0.820
E22	Chalkwell Park	10.143
E23	Bonchurch Park	0.789
E24	Blenheim Park	9.200
E25	Leigh Cliffs	3.084
Amenity Open Space		
E26	Ridgeway Gardens	0.525
E27	Undercliff Gardens	0.633
E28	Underwood Square	0.155
E29	Fairview Gardens	0.259
E30	Buxton Square	0.117
E31	Owlshall Wood	0.539
E32	Stonehill Road	0.166
E33	Broomfield Avenue	0.170
E34	Dunster Avenue	0.285
E35	Belgrave Road	0.095
E36	Bradfordbury Open Space	0.971
Pocket Park/Playground		
E37	Wood Farm Close	0.251
Playground		
E38	Danescroft Gardens Park Play Area	0.044

Site Ref.	Name of Site	Size (Ha)
Woodland		
E45	Belfairs Woods and Golf Course	67.402
E46	Oakwood	1.242
E47	Woods North of Rothwell Close	0.138
Sports Ground		
E48	Belfairs Sports Ground	6.060
E49	Cavendish Sports Ground	1.150
E50	Chalkwell Esplanade	0.602
E51	Wellstead Gardens	1.910
E52	Westcliff Tennis Club	0.352
E53	Westcliff Lawn Tennis Club	0.567
E54	Imperial Avenue Bowling Green	0.795
E55	Invicta Tennis Club	0.377
E56	Crowstone School Sports Ground	0.199
E57	Leigh Road Baptist Tennis Club	0.238
E58	Crowstone Church Tennis Courts	0.300
E59	Leigh Bows Club - Rectory Grove	0.061
E60	Leigh Tennis Club - Adalia Crescent	0.244
E61	Golf Range - Two Tree Island	2.919
School		
S6	Belfairs High	4.664
S7	Fairways School	2.418
S8	St Thomas More High School	11.325
S9	Darlinghurst School	1.074
S10	Our Lady of Lourdes	0.894
S11	Westcliff Boys	3.916
S12	Westcliff Girls	0.932
S13	Blenheim Primary Playing Fields	0.794

E39	Leigh Library Gardens Play Area	0.029
E40	Chalkwell Park playground (older)	0.203
E41	Chalkwell Park playground (toddler)	0.167
E42	Bonchurch Childrens Play Area	0.280
E43	Blenheim Park Play Area	0.189
E44	Belfairs Park Playground	0.118

Allotments		
A1	Bridgewater Drive	0.499
A2	Manchester Drive	8.725
A3	Marshall Close	0.277
Crematorium, Graveyard or Cemetery		
C1	Leigh	1.174
C2	St Clement's Church	0.327
Release Site		
HEA138	Mendip Crescent	0.393

Sites in **Bold** are proposed as 'Local Green Space'

Table 27a: Leigh – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Local Park		
N5	Millennium Open Space	0.610
Linear Green Space		
N6	Blenheim Chase/Kenilworth Gardens	2.160
N7	Highlands Boulevard/Sutherland Boulevard	1.662

Site Ref.	Name of Site	Size (Ha)
Green Corridor		
N8	Prittle Brook	4,225m
N9	Victory Path Ridgeway to Crowstone Road	689m
Pocket Park/Playground		
N10	Oak Walk Pocket Park	0.065
N11	The Gardens	0.056

Table 27b: Land Use Proposals in Leigh – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA138	Mendip Crescent	0.39	Designated Green Space	Well maintained and recent tree planting. Overlooked by residential properties	N	6	Land is in public ownership and underutilised, with potential for residential development.

3.2.45 Leigh (Green Space)

Have your say.....

Please provide comment in support of your choice

- a. Do you support the proposed new green space designations (**Table 27a**)? If not, can you explain why?
- b. Do you have any comments on the green space sites identified as having the potential to be released for development (**Table 27b**)?
- c. Do you agree that the areas identified as deficient in green space should be promoted for additional tree planting, soft landscaping or children's play space where opportunities arise through new development?
- d. Do you agree with Belfairs Woods and Golf Course, Chalkwell Park and Leigh Library Gardens being proposed as Local Green Space? If not, can you explain why?
- e. Do you propose any other sites should be designated as Local Green Space? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- f. Do you have any other comments regarding green space in Leigh?

3.3 Prittlewell

3.3.1 General Character

Prittlewell forms the gateway to the town centre, with the A127 (Prince Avenue) forming a central spine through the area (**Map 24**). Prittlewell is largely characterised by low and medium density inter-war housing, particularly on key routes, although there are also substantial areas of post and some pre-fabricated housing. There is a key historic element to the neighbourhood, largely focussed around East and West Street and the junction with the busy Victoria Avenue, including St Mary's Church and the historic Prittlewell Priory in Priory Park to the north. Generally, population density is low within the

area, although this is skewed by the presence of parks and open spaces, including allotment gardens and open land associated with the airport. Where there are areas of higher density these tend to correlate with key movement corridors and local centres.

Prittlewell is home to a number of key focal points, including Southend University Hospital (Prittlewell Chase), Fair Havens Hospice (Priory Crescent) and Southend United Football Club (Roots Hall). Prittlewell does not have a particularly large retail centre, with the closest being Southend town centre.. There is however a range of local provision, including a large Tesco store and a number of local centres. The neighbourhood includes the highway access to London Southend Airport, the majority of which is situated within the adjoining Rochford district, and related retail park. There are two local employment areas at Priory Works and Thanet Grange. The area has a main line railway station (Prittlewell) and bus connections to the town centre, airport and beyond.

Key issues in the area include the redevelopment of Roots Hall and improving accessibility to east Southend due to the severance caused by Southend Victoria railway line.

Map 24: Prittlewell Characteristics

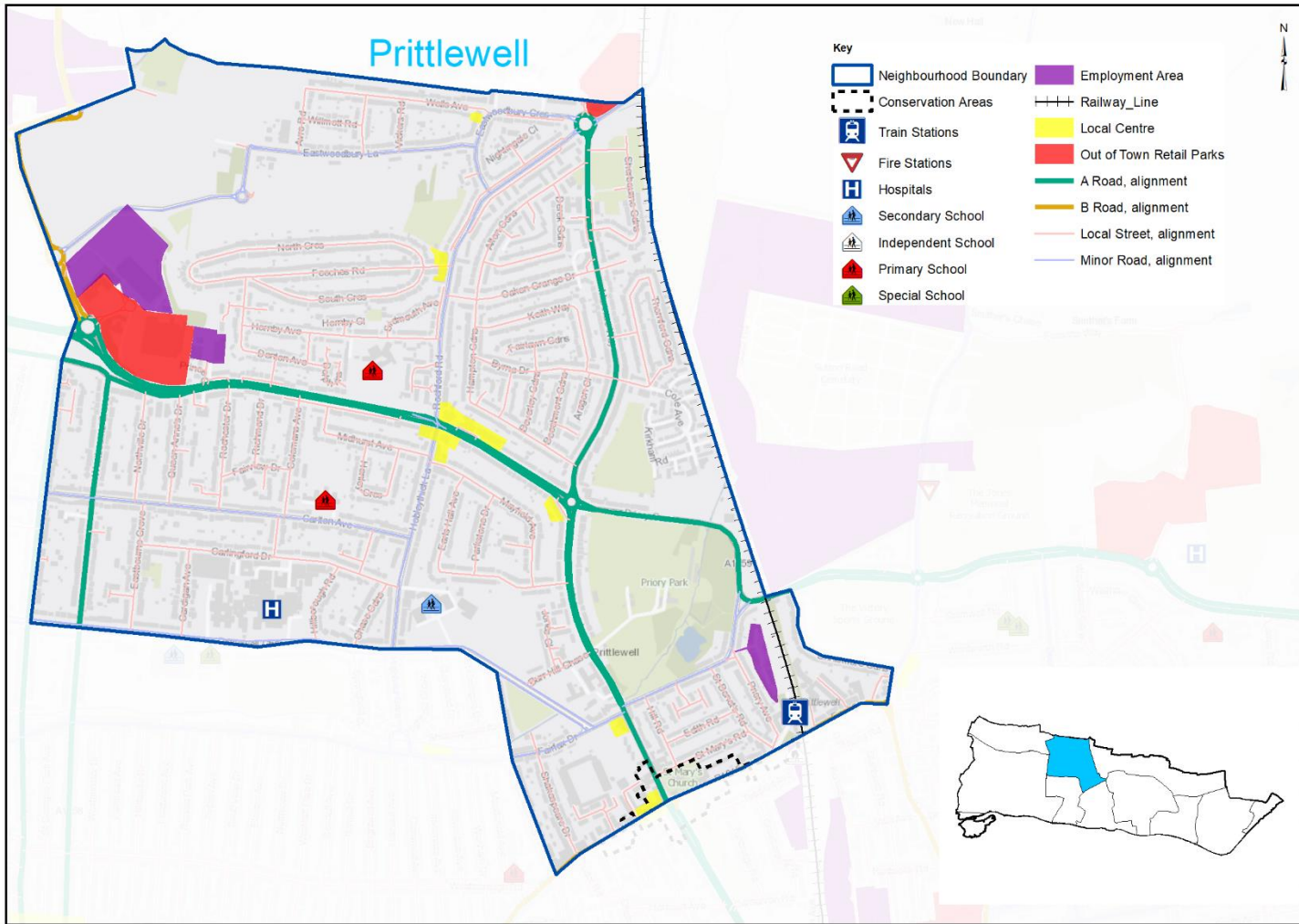


Figure 18: Prittlewell Characteristics

No. Homes	6,365	Land Area (ha)	370.9
Density	17.2dph	Car Ownership	1.21

Prittlewell

Area 370.9 hectares



6,365
Existing homes

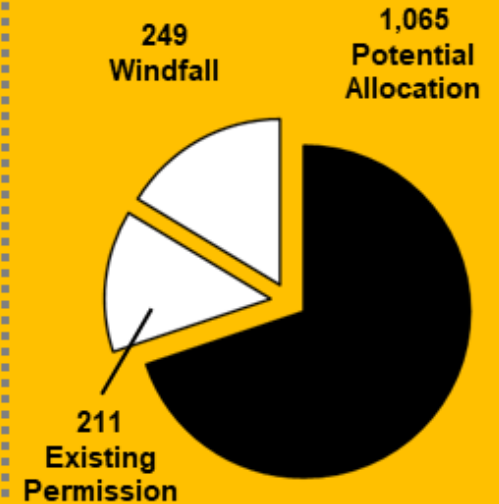
Density 17.2
homes per
hectare



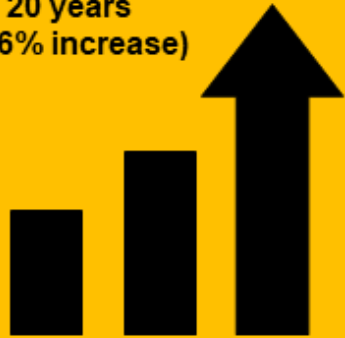
2 GP Surgeries
4 Pharmacies



Potential number of
new homes by 2040 **1,525**



464 new homes built over the
last 20 years
(7.86% increase)



2 Primary
Schools



1 Secondary
Schools

31 hectares of protected
greenspace



8 Commercial Areas
(11.7 hectares)



3 Business/ Industrial Estates
(7.3 hectares)



Good bus service along Victoria
Venue and Prittlewell Chase



1 Train
Station



1.21 cars per household
1.34 cars per house
0.58 cars per flat



3.3.2 Vision - Prittlewell

Where we want to be

The historic settlement focussed around the junction of East and West Street with Victoria Avenue and public open spaces including Priory Park will be conserved and enhanced, and the important role of Victoria Avenue as a key transport corridor will continue to be supported. Opportunities for additional homes will be focussed on key transport corridors and will be sympathetic in character with its surrounding context. As development comes forward opportunities will be sought to enhance connections between existing open spaces, and increase soft landscaping and tree cover within the area. A draft set of priorities for Prittlewell is set out below to aid feedback:

- Focus residential development along key transport corridors and improve air quality through design and landscaping mitigation and public transport enhancements.
- Victoria Avenue (A127) will continue to play an important role as the main approach to Southend town centre by road, and a new road link from the A127 at the Tesco roundabout to Warners Bridge will improve accessibility to the east of the Borough.
- Support the economic role of London Southend Airport and mitigate impacts on the local environment, including improved surface access for all transport modes to the Airport and railway station.
- Conserve and enhance designated heritage assets including St Mary's Church and Prittlewell Priory Scheduled Ancient Monument and the distinctive character of Prittlewell Conservation Area.
- Enhance parks and open spaces and improve walking and cycling links where feasible, whilst considering potential agricultural land and smallholdings at Eastwoodbury Lane to be released to realise strategic transport and housing ambitions.
- Promote the employment areas at Priory Works and Thanet Grange for retention and renewal. Redevelop Prince Close employment area.

3.3.2 Prittlewell (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Prittlewell - have we missed anything?

3.3.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Prittlewell. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)⁸. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Prittlewell, by infrastructure type, is summarised in the rainbow image below. For example 51% of the neighbourhood lies within walking distance to a health facility, 86% of the neighbourhood is within reach of sports and leisure facilities, while 18% is within an easy walk of green space.

3.3.3 Prittlewell (Infrastructure)

Have your say.....

Please explain your answer

- a. What do you think are the main issues with infrastructure provision in Prittlewell, and what should be the priorities over the next 20 years?

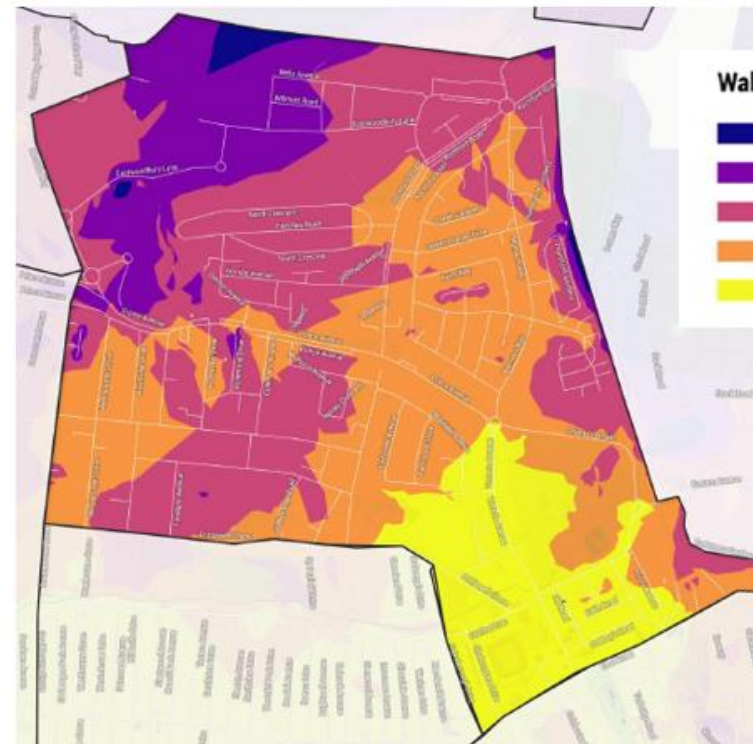
⁸ nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

Infrastructure - Prittlewell

- Day to day facilities spread across neighbourhood but some severance caused by A127 and no overall 'focus point'
- Overall completeness score 'hotter' in south, on border with Central Southend and Westcliff
- Good sports and leisure provision
- Good broadband speeds correlating with areas of highest population density
- Limited schools and nurseries but good provision in surrounding neighbourhoods



Prittlewell	% of neighbourhood within walking distance	
Education: 77%	Civic: 41%	Green Space: 18%
Health: 51%	Sports & Leisure: 86%	Town Centre uses: 62%



Prittlewell 'Aggregated Completeness Score' = 56%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

3.3.4 Land Use Proposals – Prittlewell

A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

3.3.41 New Homes

The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development can be viewed in **Map 25. Table 28** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new and what 'components of growth' the site contributes to in reference to **Section 2: Housing Need (Table 2)**.

The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 28** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 28** below, or via the Council's website:
<https://localplan.southend.gov.uk/>

Map 25: Potential Residential Sites - Prittlewell

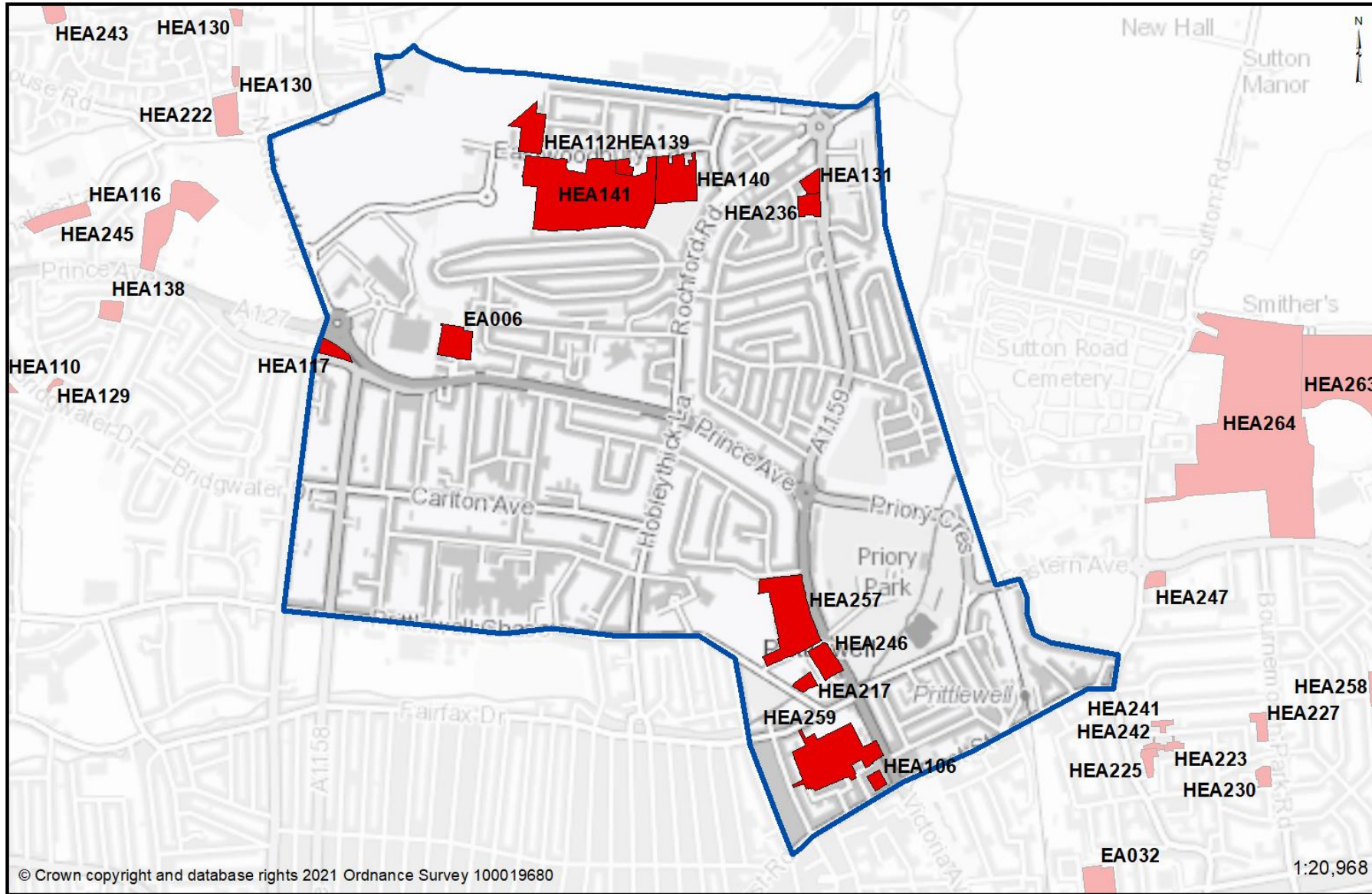


Table 28: Potential Residential Sites - Prittlewell

Prittlewell								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (Summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA106	Industrial uses between Roots Hall Avenue and Victoria Avenue	The site comprises an area of surface parking, a single storey building dating from the 1920's and a two-storey building which is currently in use as a Kung Fu Centre. Whilst the site remains largely in use, the land is underutilised with a large area of hard surfacing/ parking. The site is a backland plot surrounded to the north and west by two storey terraced dwellings. Roots Hall House is located to the south of the site and includes a 3-storey building of the little architectural merit with retail to the ground floor. Unimplemented Local Plan site from the former Borough Local Plan (1994).	Residential (flatted) development.	Residential Led	Urban Area General	8	8	
HEA112	Avro Centre, Avro Road	This site currently includes a single storey building (of limited architectural merit) in use as an adult training centre. The site also includes parking / hardstanding to the front of the building, and portacabins and substation to the western boundary. The opposite side of Avro Road includes 2 storey residential properties. To the north/ west of the site lies the Southend Airport Runway.	This Council owned site has been submitted through the Call for Sites process. Residential development will need to take account proximity of airport	Residential development	Urban Area General	50	50	

HEA117	Vacant Land between Prince Avenue and A127	Site includes an area of vacant grassland consisting of two small fields. There is a Cattery immediately to the west, The site is located between the A127 and Prince Avenue (A1158) and there is a large roundabout to the north. The surrounding area is largely residential, with Thanet Grange commercial area to the north/north east.	This council owned site has been submitted through the Call for Sites process as a site suitable for residential development. This would allow for the provision of a new access and some re-provision of open space to mitigate the scheme and potential noise impacts associated with the adjacent roundabout.	Residential development (subject to site access)	Urban Area General	8	8	
HEA131	St Stephen's Church, vicarage and play area, Manners Way	Site located on corner of Alton Gardens and Manners Way, includes a church and adjacent vicarage, as well as a children's playground. There are allotments to the east, and predominantly residential properties to the south and west, largely 2 storey. Southend Airport and the business park are to the north.	The site, (including the church buildings only) could potentially deliver 13 dwellings.	Residential led with potential for playground reprovision	Urban Area General	13	13	
HEA259	Roots Hall Stadium	Comprises Southend Roots Hall Stadium, car park and surrounding land. The site is in a mixed area with industrial and residential uses adjacent to the stadium.	The site is located within a suitable area for housing. The site may become available if the football stadium's relocation is confirmed to Fossetts Farm.	Residential Led	Urban Area General	502	502	
HEA217	Land at Prittlewell Chase, adjacent to Priory House	Part 1 and 2 storey care home. Mix of uses nearby including residential. West of Prittlewell Chase road and North of Prittle Brook.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment.	Residential	Housing Regeneration Sites	28	0	
HEA236	Nayland House, 203 Manners Way	Part 1 and 2 storey sheltered housing. In a low residential area fronting the A1159. Allotments to the east with Southend Airport c.300m north.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	43	16	

HEA246	Stephen McAdden House, 21 Burr Hill Chase	Group of part 1, 2 & 3 storey residential buildings currently in use as sheltered accommodation. Adjacent to Priory Park, residential uses, and care home.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	115	49	
HEA257	Cecil Court	2 & 3 storey properties accessed via Burr Hill Chase and a 12 storey tower block. Site adjacent to Southend High School for Boys with surrounding residential uses and Priory Park.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	287	109	
HEA139	Land to the South of Eastwoodbury Lane (East)	Greenfield small holdings adjacent to residential dwellings to the east, south of Eastwoodbury Lane. Further open space/ agricultural land to the south / west. The immediate surrounding area is primarily residential. It is close to the Southend Airport Runway, to the north.	Potential for residential development. Consideration of existing green space and small holdings will need to be considered if the site comes forward. It is likely this site should be considered alongside HEA140 & HEA141.	Residential Development	Agricultural Land/ Green Space	10	10	

HEA140	Land to the South of Eastwoodbury Lane (West)	Greenfield small holdings adjacent to residential dwellings to the east, south of Eastwoodbury Lane. Further open space/ agricultural land to the south / west. The immediate surrounding area is primarily residential. It is close to the Southend Airport Runway, to the north.	Potential for a number of different uses, including residential, new transport access, and improvements to remaining green space. Consideration of existing green space and small holdings required if the site comes forward. It is likely this site should be considered alongside HEA139 & HEA141.	Potential for a number of different uses, including residential, new transport access, and green space.	Agricultural Land/ Green Space	81	81	
HEA141	Land to the South of Eastwoodbury Lane	Greenfield site located on agricultural land south of Eastwoodbury Lane adjacent to residential properties. To the east is open space / agricultural land. To west is St Laurence Park. Close to Southend Airport Runway to the north.	Potential for a number of different uses, including residential, new transport access, and improvements to remaining green space. If new transport access is provided a portion St Laurence Park will need to be re-positioned. Consideration of existing green space and agricultural land required if the site comes forward. It is likely this site should be considered alongside HEA139 & HEA140.	Potential for a number of different uses including: new school, new transport access, residential development.	Agricultural Land/ Green Space	180	180	
HEA260	Aldi Store, Eastern Avenue	Aldi supermarket with car parking. Site adjacent to sewage works, car wash, and a waste collection depot. The railway line is west with industrial uses North.	The site is not suitable for housing development given its designation for employment uses and adjacent uses that affect amenity. The site remains suitable for employment redevelopment.	Mixed Use	Urban Area General	Not Suitable	Not Suitable	
EA006	Prince Close	Existing employment site. Mixed industrial estate north of the A127 adjacent to a Tesco Extra and residential uses. The continued employment use at this site has been severely reduced by recent permissions for residential development. Once the permissions are implemented the site will lose most of its employment footprint and this combined with its context and restricted access do not make it attractive for employment investment.	The site offers the potential for residential development.	Residential Led	Employment Release Site	39	39	
Planning permission 5 units or more	None						0	
Planning permission 4 units or less							7	
Being Implemented							204	

Windfall							249	
Total							1,525	

3.3.41 Prittlewell (Residential)

Have your say.....

Please explain your answers

- Do you agree with the proposed housing sites for Prittlewell? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 19: Development Typologies** as set out below.
- Do you have any other comments on housing provision in Prittlewell?

3.3.42 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

Map 26 shows the Urban Forms of Prittlewell neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

Figure 19 provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Prittlewell and within the different Urbans Forms as shown in **Map 26**. For instance you may believe the 'Big Box' areas (that aren't designated for other non-residential uses) within **Map 26** should accommodate the highest density development, such as flats typology F4 and F5, within **Figure 19**.

Figure 19 - Development Typologies

Houses



H1: 25dph



H2: 40dph



H3: 60dph

Flats



F1: 60dph



F2: 90dph



F3: 135dph



F4: 250dph



F5: 525dph

Map 26: Prittlewell Urban Forms



Low Density Perimeter Blocks: large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



Medium Density Perimeter Blocks: Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



High Density Perimeter Blocks: Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



Free-form low-rise: Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



Campus: Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



Big Box: Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



Tertiary/Linear Centre: typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.

3.3.42 Prittlewell (Urban Forms)

Have your say.....

Please provide comment in support of your choice

- a. What types of development typology (Figure 19) do you think should come in Prittlewell? You may wish to refer to the different urban forms presented in Map 26 in your answer.

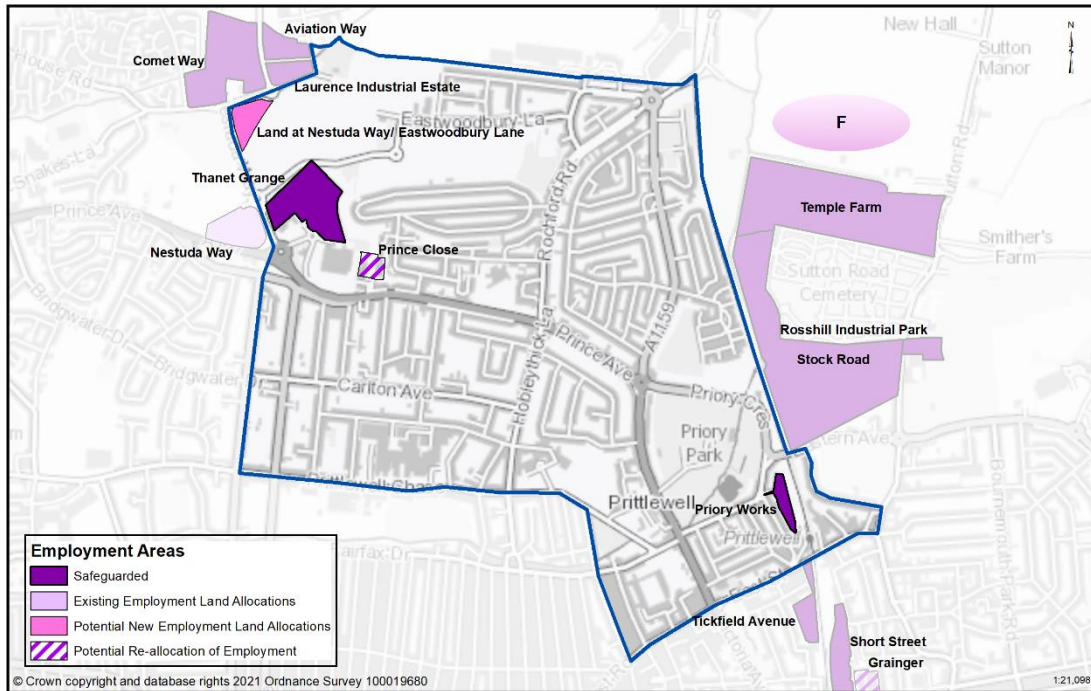
3.3.43 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth. Table 29 and Map 27 set out the Employment Areas in Prittlewell, where existing areas are proposed for retention, areas proposed for re-allocation, and additional areas proposed.

Table 29: Land Use Proposals in Prittlewell – Employment Land

Site Name	Category	Hectares	Additional Floorspace
Priory Works	Local Employment Site	0.96	
Thanet Grange	Local Employment Site	5.41	
Land at Nestuda Way/Eastwoodbury Lane	Local Employment Site	1.56	
Prince Close	Potential Re-allocation	-0.9	
Total		7.03	

Map 27: Proposed Employment Designations - Prittlewell



3.3.43 Prittlewell (Employment)

Have your say.....

Please explain your answer

- Do you agree with the proposed employment site for Prittlewell? Please name the employment site you are referring to.
- Do you have any other comments on employment land provision in Prittlewell?

3.3.44 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E⁹) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Prittlewell are shown in **Map 28** and **Table 30**.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to **Map 28** and **Table 30** we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

⁹ <https://www.legislation.gov.uk/ukxi/2020/757/made>

Map 28: Prittlewell Commercial Centres

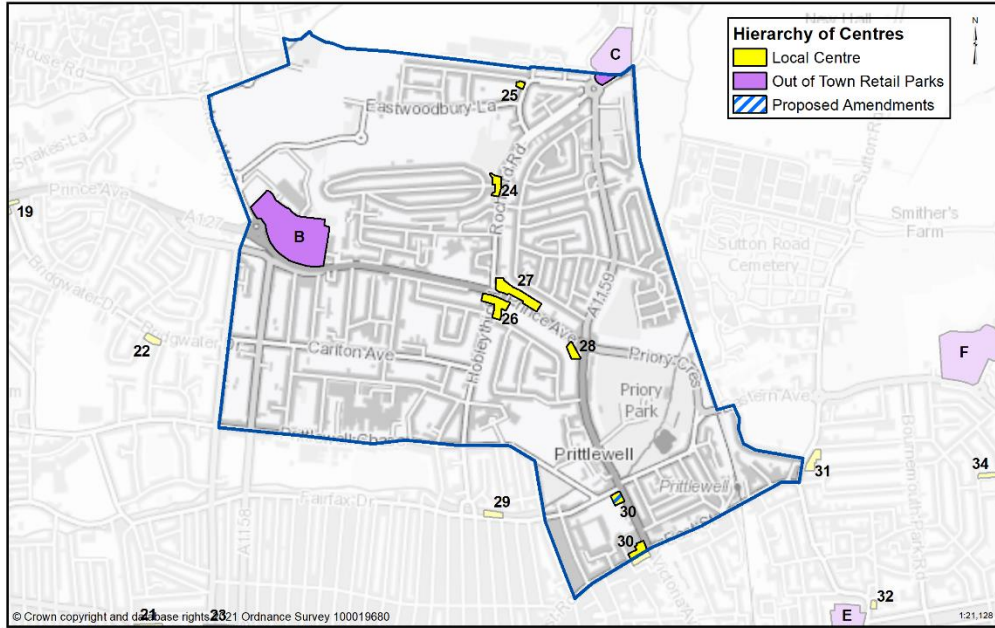


Table 30: Prittlewell Commercial Centres

Ref	Name	Centre Type
24	Rochford Road	Local Centre
25	Eastwoodbury Crescent	Local Centre
26	The Bell Prince Avenue	Local Centre
27	Hobleythick Lane /Prince Avenue	Local Centre
28	Earls Hall Parade (Cuckoo Corner)	Local Centre
30	Victoria Avenue/ West Street	Local Centre
B	Thanet Grange/Tesco	Out of Town Retail Parks
C	Airport Retail Park	Out of Town Retail Parks

There are amendments proposed to the Victoria Avenue/ West Street local centre due to the reduction of active frontages that reduce its ability to function as an effective commercial, business and service sector. The centre has a high vacancy rate, introducing a dispersed distribution of the retail provision. The proposed removal of its commercial centre designation will allow for a different policy approach, allowing for alternative uses, possibly as part of the wider regeneration of the Roots Hall site.

3.3.44 Prittlewell (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in **Table 30** to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Do you agree with the proposed amendments as set out on **Map 28**?
- d. Are there any other areas within the Prittlewell Neighbourhood area that we haven't identified that should be promoted for commercial activities?

3.3.45 Green Space - Prittlewell

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in **Table 31** and **Map 29**.

Existing Green Space

The main recreation resource for residents in Prittlewell are the two local parks at Priory Park and St Lawrence Park. The area also contains allotments and community growing space at Growing Together, and a number of playgrounds and smaller amenity open spaces. St Mary's Churchyard also performs a role as green space within this urban area, providing a green link connecting Priory Park and Churchill Gardens. The residential area to the south west of Prittlewell is less provided for in terms of public open space, but the southern edge does benefit from the wide grassed boulevard of Prittlewell Chase which

contains many mature trees. Tree canopy cover in the neighbourhood ranges from 10% of the ward in Prittlewell to 14.4% in St Laurence ward. This is set within the context of the Council's Tree Policy which sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050.

Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Proposed Local Green Space – Priory Park was gifted to the people of the town in 1917 by RA Jones. It contains the medieval Prittlewell Priory, now in use as a Museum, the Priory walled gardens, visitor centre, café, tennis and basketball courts, table tennis and chess, football pitches, children's playground, fishing lake and areas of natural wetland. The park is of importance for heritage, nature conservation, sports and recreation, and as a green lung in a busy urban area close to an Air Quality Management Area and dual carriageway. It therefore holds special importance for local people and is proposed as a Local Green Space. The outcome of this consultation will be particularly important in demonstrating that the space is special to the community.

Proposed new green space

Two new pocket parks have been completed at Ecko Park, which connect the new housing development to Priory Park via a new pedestrian and cycle path. These are proposed for protection. Sidmouth Avenue playground has been recently improved with new equipment and is proposed for protection.

The entire length of the Prittle Brook (from Priory Park to Belfairs Woods) is an important corridor and waterway for wildlife, pedestrian and cycle route for recreation and active travel. It is therefore proposed to protect the route as a Green Corridor where its role will be protected and enhanced.

It is also proposed to designate the central verge along Prittlewell/Blenheim Chase from Fairfax Drive to Eastwood Road as a Linear Green Space, reflecting its important amenity and biodiversity value ([Table 31a](#)).

Map 29: Green Space - Prittlewell



Table 31: Prittlewell – Protected Green Space

Site Ref.	Name of Site	Size (Ha)
Local Park		
E62	Priory Park	17.545
Amenity Open Space		
E63	Hobleythick Lane Open Space	0.108
E64	Prittlewell Prince Burial Ground - Priory Crescent	0.416
E65	Gainsborough Park	0.827
Playground		
E66	Priory Park Children's Play Area	0.478
E67	Gainsborough Park Playground	0.189
Community Growing Site		
E68	Growing Together Trust	0.234

Sites in **bold** are proposed as 'Local Green Space'

Table 31a: Prittlewell – Proposed Green Space Allocations

Site Ref.	Name of Site	Size (Ha)
Neighbourhood Park		
N12	St Laurence Park	8.228
Playground		
N13	St Laurence Park Childrens Play Area	0.182
N14	Sidmouth Avenue Playground	0.148
N15	Manners Way Playground	0.131
Linear Green Space		
N16	Prittlewell Chase	1.735

Site Ref.	Name of Site	Size (Ha)
Sports Ground		
E69	Eastbourne Grove Tennis Court	0.057
E70	Ecko Sports Ground East of Manners Way	3.124
School		
S14	Earls Hall School Playing Fields	1.143
S15	Prince Ave School	1.366
S16	Southend High For Boys Playing Fields	5.514
Allotments		
A4	Rochford Road	1.644
A5	Manners Way	1.932
A6	Growing Together	0.303
Crematorium, Graveyard or Cemetery		
C3	St Laurence & All Saints	1.451
C4	St Mary's Churchyard	0.729

Site Ref.	Name of Site	Size (Ha)
Pocket Park		
N17	Ecko Park North	0.146
N18	Ecko Park South	0.119
Green Corridor		
N8	Prittle Brook	4,225m

Table 31b: Land Use Proposals in Prittlewell – Green Space Currently Protected but with potential for release

HELAA Site Ref	Site	Site Area (ha)	Description	Quality/ Condition	Area of Deficiency? Y/N	Potential Housing Capacity (net)	Justification
HEA139	Land to south of Eastwoodbury Lane	0.209	Smallholdings/ green space	High grade agricultural land, no public access. Part of site identified in Airport Joint Area Action Plan as designated public open space but not yet implemented.	N	10	Land is in public ownership and underutilised, with potential for residential development.
HEA140	Land to south of Eastwoodbury Lane	1.625	Smallholdings/ green space	High grade agricultural land, no public access.	N	81	Land is in public ownership and underutilised, with potential for residential development.
HEA141	Land to south of Eastwoodbury Lane	7.17	Smallholdings/ green space	Approximately 50% of site is high grade agricultural land and rest smallholdings, no public access.	N	180	Land is in public ownership and underutilised, with potential for residential development.

3.3.45 Prittlewell (Green Space)

Have your say.....

Please provide comment in support of your choice

- a. Do you support the proposed new green space designations (**Table 31a**)? If not, can you explain why?
- b. Do you have any comments on the green space sites / agricultural land identified as having the potential to be released for development (**Table 31b**)?

- c. Do you agree with Priory Park being proposed as Local Green Space? If not, can you explain why?
- d. Do you propose any other sites should be designated as Local Green Space? Any proposals must be supported by evidence that the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or for other reasons.
- e. Do you have any other comments regarding green space in Prittlewell?