

## Appendix 3 Policy Background

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

The below tables are set out under each statutory document. The tables both list and describe the policies and provide commentary to assess how the proposed development addresses the policy requirements. The full policy wording should be referred to alongside the key requirements.

Overall, the development proposals are considered to comply with the majority of the areas of the development plan, apart from some areas of departure from policy: impact upon the views and heritage value of certain heritage assets, townscape impact and impact on sports facilities. This relatively modest non-compliance should be assessed and carefully weighed in the context of the Local Plan and the NPPF, taken as a whole, in accordance with the presumption in favor of sustainable development.

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

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
<b>SSBC Core Strategy</b>	<b>KP1 Spatial Strategy</b>	As a principal basis for sustainable development in the town, development and investment will be expected to build on and contribute to the effectiveness and integration of the key transport corridors and interchanges. The relocation of Southend United Football Club stadium to Fossetts Farm area will be supported in principle. The primary focus of regeneration will be the Town Centre providing for at least 2,000 additional homes. Fossetts Farm is identified as a Priority Urban Area, which has the potential to contribute fully to local employment objectives and to	The site is situated in a central location with good bus, rail and pedestrian links within and beyond the town. The development will promote the use of the available public means of transport, cycling and walking. The development will improve the site permeability connecting it to Fairfax Drive, Roots Hall Avenue, Shakespeare Drive and consequently to Victoria Avenue. The development is part of the Town Centre and proposes 502 new dwellings.	Compliant

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>provide for quality environments. Minor amendments to the Green Belt boundary may exceptionally be considered where this would enable delivery of specific objectives and policies in this Core Strategy that could not otherwise be achieved in a sustainable manner, and the openness of the remaining Green Belt and its ability to provide effective separation between Southend and neighbouring settlements are maintained.</p>		
<p><b>SSBC Core Strategy</b></p>	<p><b>KP2 Development Principles</b></p>	<p>All new development should contribute to economic, social, physical and environmental regeneration in a sustainable way. Achieved by: making the best use of previously developed land, ensuring that sites and buildings are put to best use; applying a sequential approach to the location and siting of development, particularly having regard to the need to minimise the use of 'greenfield' land, reduce the need to travel, safeguard and promote the vitality and viability of existing town and local centres; adequately mitigating effects on the natural and historic environment; not placing a damaging burden on existing infrastructure; securing improvements to the urban environment through quality design; respecting the character and scale of the existing neighbourhood where appropriate; including appropriate</p>	<p>The development proposes 502 new dwellings with 30% affordable. The development will build on previously developed land (Roots Hall Stadium, parking and associated buildings). The site is centrally located in Southend in close proximity to town centre. The new homes will generate additional town residents who will use and so boost the local economy's offer, while it does not create any competing retail or commercial uses. Measures will be taken to secure to avoid any adverse impact due to any new recreational pressure on the nearby European Protected Sites. The development will mitigate its added impact on education facilities through planning obligations. 1:1 parking spaces will be provided on site to minimize the impact on local streets. The development's design has been developed and revised following</p>	<p>Partly Compliant</p> <p>The scale and grain of development will be significantly different to the scale of the surrounding residential area.</p>

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		measures in design, layout, operation and materials.	the Council's consultation, however the scale and grain of development will be significantly different to the scale of the surrounding residential area but optimising and so making effective use of pdl land is consistent with NPPF .	
<b>SSBC Core Strategy</b>	<b>KP3 Implementation and Resources</b>	The Borough Council will enter into planning obligations with developers to ensure the provision of infrastructure and transportation measures required as a consequence of the development proposed. This includes provisions such as; a. roads , sewers, servicing facilities and car parking; b. improvements to cycling, walking and passenger transport facilities and services; c. off-site flood protection or mitigation measures, including sustainable drainage systems (SUDS); d. affordable housing; e. educational facilities; f. open space, 'green grid', recreational, sport or other community development and environmental enhancements, including the provision of public art where appropriate; g. any other works, measures or actions required as a consequence of the proposed development; and h. appropriate on-going maintenance requirements. The Borough Council will require ' Appropriate Assessment' where development may adversely affect	The Borough Council will enter into planning obligations with the applicant to secure the provision of affordable housing, education contributions, employment and skills contributions and obligations, RAMS contribution, Controlled Parking Zone contribution, highways works, Continuity of Stadium Provision, Amenity Space and Management Plan, Car Club provision, Travel Packs, and legal and monitoring fees. An HRA Appropriate Assessment has been undertaken on behalf of the Council to address the development's impact on European Protected Sites.	Compliant

<b>Policy Doc</b>	<b>Policy</b>	<b>Key Requirements</b>	<b>Comment</b>	<b>Compliant/Non Compliant</b>
		national, European and international nature conservation designations.		
<b>SSBC Core Strategy</b>	<b>CP1 Employment Generating Development</b>	Provision is made for 13,000 net additional jobs by 2021 and 2,750 of which in PUAs. The creation and retention of a wide range of jobs, educational and re-skilling opportunities. Development will be expected to: enhance the town's role as a cultural and intellectual hub, a higher education centre of excellence, visitor destination and cultural centre; improve opportunities for small and medium enterprises especially those reflecting the vision and strategy for Essex Thames Gateway, including sports, culture, leisure and tourism; support the town's regional potential to develop as a Hotel and Conference Resort; contribute to the regeneration and development of the town center and Priority Urban Areas; improve the vitality and viability of Southend town centre.	The development is an enabling scheme which will help finance the relocation of the SUFC Stadium from the Roots Hall site to Fossetts Farm. While job positions will be lost from this site, a greater amount of jobs will be gained cumulatively in the area as a result of the new Stadium and facilities. The relocation of the Stadium will enhance Southend's offer of sports facilities for both professional and community football, and its position as a Hotel and Conference resort. The development will contribute to the town centre regeneration through quality residential and publicly accessible open spaces. Through the additional town centre residents, the demand for local town centre offer can be expected to increase and be captured locally.	Compliant
<b>SSBC Core Strategy</b>	<b>CP2 Town Centre and Retail Development</b>	Southend Town Centre will remain the first preference for all forms of retail development and for other town centre uses attracting large numbers of people, as set out in relevant national planning policy, the East of England Plan and local strategies and plans. It will be supported and developed in accordance with the spatial strategy set out in Policy KP1: as a regional centre providing the	The development does not propose any retail/commercial units. It is a residential development which is expected to help support the town centre vitality through additional spending expected to be captured locally and not compete with it. The development will help secure new homes and regenerate the site within the SCAAP through its design and landscaping proposals.	Compliant

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>full range of high quality sub-regional services and facilities required to meet the needs of Essex Thames Gateway for higher order retail, leisure, cultural and higher education services, for office-based employment, and for higher quality mixed use development to secure new jobs and homes; as the key focus and driver for the regeneration of Southend, and as a priority location for urban renaissance. Town centre and retail development should be located within these centres, should contribute to their vitality and viability, and must be appropriate to the function, size and character of the centre concerned, in accordance with the above hierarchy and priorities.</p>		
<p><b>SSBC Core Strategy</b></p>	<p><b>CP3 Transport and Accessibility</b></p>	<p>Improvements to transport infrastructure and services will be sought in partnership to secure a 'step change' in provision to achieve a modern integrated transport system necessary to unlock key development sites and to secure the sustainable jobs led regeneration and growth of Southend. Achieved by: improving accessibility to key development opportunity sites; widening travel choice particularly by car share, rail, bus, cycling and walking; 'park and ride' schemes; improving road safety, quality of life and equality of access for all. Development proposals will be</p>	<p>The site is in a well-connected location with good links to bus stops, rail stations and pedestrian routes to the wider town and beyond. The development will promote through the Travel Plan, secured by planning condition, the sustainable modes of transport and cycling and will provide on site 2 car club spaces. It will provide accessible car parking spaces in close proximity to the respective accessible dwellings.</p>	<p>Compliant</p>

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>required to contribute to the implementation of the above transport improvements. Higher density development and/or proposals which would generate large traffic movements or which are of sub-regional importance, will be directed to those areas well served by a range of transport modes and in particular to areas close to the Southend Regional Transport Node. All development will need to reduce sole reliance on the car.</p>		
<p><b>SSBC Core Strategy</b></p>	<p><b>CP4 Environment and Urban Renaissance</b></p>	<p>Development proposals will be expected to contribute to the creation of a high quality, sustainable urban environment which enhances and complements the natural and built assets of Southend. Achieved by: innovative design and excellence, places of distinction and sense of place; maximising the use of previously developed land; sustainable and renewable resources in the construction; quality in the public realm; respecting the scale and nature of existing development; creating permeable and accessible development and spaces; safeguarding heritage; protecting and enhancing nature; maintaining the open character of the Green Belt.</p>	<p>The development will redevelop brownfield land to form new residential units with open space and residential amenity. The design of the development is respectful to the character and scale of the nearby residential and Conservation Area to some extent, however it is still significantly larger, especially in the sensitive Conservation Area. 299 Victoria Avenue is recognised in the Prittlewell Conservation Area Appraisal as having the potential to make a positive contribution to the Conservation Area and its demolition is proposed. The installation renewable energy sources is proposed for the provision of 10% energy offset on site, and secured by planning condition. It will make the site more permeable with pedestrian and vehicle links to local</p>	<p>Partly Compliant</p> <p>The scale and grain of development will be significantly different to the scale of the surrounding residential area, especially in the Conservation Area. 299 Victoria Avenue is proposed to be demolished.</p>

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
			streets. The development proposes 10% of new dwellings to be wheelchair accessible or easily adaptable and accessible parking spaces.	
<b>SSBC Core Strategy</b>	<b>CP6 Community Infrastructure</b>	Development proposals must mitigate their impact on community infrastructure by contributing appropriately to services and facilities that would be adversely affected. New development should demonstrate that it will not jeopardise the Borough's ability to improve the education attainment, health and well being of local residents and visitors to Southend. Achieved by: providing for health and social care facilities; supporting improvements to existing, and the provision of new, facilities to support the needs of education, skills and lifelong learning strategies; safeguarding existing and providing for new leisure, cultural, recreation and community facilities; ensuring access and safety concerns are resolved within all new development.	Through planning obligations and conditions the development will mitigate its impact on the local education facilities and the European Protected sites. The development will provide 1:1 parking spaces for the new residents to avoid any overspill parking on the local streets. The development will provide public, semi-private and private open space for its residents.	Compliant
<b>SSBC Core Strategy</b>	<b>CP7 Sport, Recreation and Green Space</b>	The Borough Council will bring forward proposals that contribute to sports, recreation and green space facilities within the Borough for the benefit of local residents and visitors. Achieved by: optimising the potential for sports excellence; supporting the development of new green spaces. All existing and proposed sport and recreation facilities will be safeguarded from loss or	The development is part of the wider relocation of the SUFC Stadium to Fossetts Farm, so while the Stadium will be lost from the Roots Hall site, a much higher quality and complete facility will be re-provided in the vicinity of the site, at Fossetts Farm. The development will provide public, semi-private and private open space for its residents. However no S106	Partly Compliant  No contributions offered for off-site sports mitigation.

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>displacement to other uses, except where it can clearly be demonstrated that alternative facilities of a higher standard are being provided in at least an equally convenient and accessible location to serve the same local community, and there would be no loss of amenity or environmental quality to that community. Any alternative facilities provided in accordance with the above considerations will be required to be provided and available for use before existing facilities are lost. The displacement of existing and proposed facilities from within the built-up area into the adjacent countryside, so as to provide further land for urban development, will not be permitted. All new housing development should contribute to the provision of additional sport, recreation and green space facilities to a level at least commensurate with the additional population generated by that development. In relation to any major new area of housing development, direct provision within and as an integral part of the development may be sought, where this would provide at least 2.5 hectares of additional public open space, playing pitches and ancillary facilities, laid out as a local or neighbourhood park.</p>	<p>contributions are being offered as mitigation on the impact of the development on indoor and outdoor sports facilities in the area.</p>	

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
<b>SSBC Core Strategy</b>	<b>CP8 Dwelling Provision</b>	Provision is made for 3,150 net additional dwellings between 2011 and 2021, of which 1,000 in the town centre. Residential development proposals will be expected to contribute to local housing needs, including affordable and special needs provision, and the sustainable use of land and resources. The Council will: require the provision of not less than 80% of residential development on previously developed land; all residential proposals of 50 dwellings or 2 hectares or more make an affordable housing or key worker provision of not less than 30% of the total number of units on the site; support and require a vibrant mix of employment, residential and community uses on larger sites, to support greater economic and social diversity and sustainable transport principles.	The development is located within the Victoria Gateway Neighbourhood in close proximity to the town centre and will contribute 502 new dwellings, 30% of which affordable. 10% of dwellings will be wheelchair or easily adaptable. The site is a previously developed brownfield site.	Compliant

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

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
<b>SSBC Development Management</b>	<b>DM1 Design Quality</b>	The Council will support good quality, innovative design that contributes positively to the creation of successful places. All developments should draw reference from the design principles set	The development provides an appropriate and high quality design to the residential blocks, the range of open spaces and the car and pedestrian circulation routes. It respects	Partly Compliant  The scale and grain of development will be significantly different to

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>out in the Design and Townscape Guide SPD, where applicable, and where a Design and Access Statement is required demonstrate how this guidance has been addressed to achieve high quality, sustainable design. All development should: Add to the overall quality of the area and respect the character of the site, its local context; Provide appropriate detailing to enhance the distinctiveness of place; Contribute positively to the space between buildings and their relationship to the public realm; Protect the amenity of the site, immediate neighbours, and surrounding area; Provide a layout that takes account of all potential users; Address security issues.</p>	<p>the scale, massing and typologies of the nearby residential units to an extent and allows for appropriate distances between the development and neighbouring buildings. To mitigate the large massing, the highest buildings have been positioned towards the centre of the site, with gradual increase in height achieved from the nearby buildings. Pollution including air quality, noise and ground conditions, is limited. Daylight and sunlight conditions are acceptable. Detailing in the materials, treatment of materials and balconies provides interest and character. The space between the buildings has been carefully considered and designed taking into consideration the inherited topography of the site. A range of open spaces from public to private have been created. Circulation will prioritise pedestrians and cyclists and the majority of parking will be provided underground to reduce its impact on the public realm.</p>	<p>the scale of the surrounding residential area.</p>
<p><b>SSBC Development Management</b></p>	<p><b>DM2 Low Carbon Development and Efficient Use of Resources</b></p>	<p>To ensure the delivery of sustainable development, all development proposals should contribute to minimising energy demand and carbon dioxide emissions in accordance with the energy hierarchy and address the following: Applying passive and energy efficient design measures; Prioritising the use of</p>	<p>During construction there will be a target of 85% of waste leaving the site being diverted from landfill will be set and monitored appropriately. The design of the units and the buildings has sought to maximise building performance through passive design measures (orientation, layout,</p>	<p>Compliant</p>

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>sustainably sourced material, and adopting sustainable construction methods; Where viable and feasible, achieving a minimum Code for Sustainable Homes Level or achieving a BREEAM 'very good' rating; Water efficient design measures that limit internal water consumption to 105 litres per person per day (lpd); Urban greening measures and promoting biodiversity from the beginning of the design process.</p>	<p>daylighting) to minimise energy demand prior to the inclusion of improved building specification and technology. Alternative measures been proposed to offset energy demand of the development by 10%. The installation of green roofs to limit surface water run-off, with internal water use minimised to &lt;105 litres/person/day through the use of on-site restriction of flow is proposed. Pollution will be minimised through the use of low NOx boilers and CHP, with external lighting appropriately positioned and controlled to minimise disturbance to surrounding areas. A major part of the development will consist of open space with planting to improve the biodiversity of the site with a range of native and ornamental species. The proposed development will make use of low energy lighting in line with BRE methodology.</p>	
<p><b>SSBC Development Management</b></p>	<p><b>DM3 The Efficient and Effective Use of Land</b></p>	<p>The Council will seek to support development that is well designed and that seeks to optimise the use of land in a sustainable manner that responds positively to local context and does not lead to over-intensification, which would result in undue stress on local services, and infrastructure, including transport capacity.</p>	<p>The development is a high density development (circa 521 habitable rooms per hectare), as many of the dwellings proposed are flats. It responds relatively positively to its local context, protecting amenity. As it is located in the town centre, the local highway and public transport facilities can accommodate it. Parking for all dwellings will provided on site,</p>	<p>Compliant</p>

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
			eliminating the possibility of overspill parking on local streets.	
<b>SSBC Development Management</b>	<b>DM4 Tall and Large Buildings</b>	Tall and large buildings are by definition substantially taller and out of scale with the prevailing built form of the surrounding area and/or have a significant impact on the skyline. Tall buildings will only be permitted in appropriate locations in the Southend Central Area and will only be considered outside this area in exceptional circumstances, where it can be demonstrated that it would not be incongruous with the character and function of the area. Tall and large buildings will be considered acceptable where: Where they are located in areas whose character, function and appearance would not be harmed by the scale, mass or bulk of a tall or large building; the proposed development individually or as a group, form a distinctive landmark that emphasises a point of visual significance and enhances the skyline and image of Southend; incorporating the highest standards of architecture and materials; the latest regulations and planning policies for minimising energy use and reducing carbon emissions over the lifetime of the development are exceeded, where viable and feasible; Ground floor activities provide a positive relationship to the	The development is part of the Southend Central Area (Victoria Gateway Neighbourhood), with good transport links and proximity to the town centre. The large massing and height of the development is not out of place in relation to Victoria Avenue which has other large scale buildings along it. The taller buildings are situated towards the centre of the site and follow buildings that gradually scale up, to minimise their impact on neighbouring residential units. The impact on a street level is minimised, as the site does not have any street frontages, apart from Victoria Avenue. On ground floor level the development comprises residential blocks entrances and open space, it creates a positive relationship with the surrounding residential dwellings. The impact to the setting of the St Mary's itself is considered to be minimal, with only the prominent view of the church from Fairfax Drive being obscured by the development with a less-than-substantial harm while the overall townscape impact on the local area is deemed to be beneficial.	Partly Compliant  Some impact on a key view to St Mary's church.

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		surrounding streets; located in a sustainable area with frequent public transport links, and where local services are accessible by foot and bicycle.		
<b>SSBC Development Management</b>	<b>DM5 Southend-on-Sea's Historic Environment</b>	All development proposals that affect a heritage asset will be required to include an assessment of its significance, and to conserve and enhance its historic and architectural character, setting and townscape value.	Part of the development is located within the Prittlewell Conservation Area. The buildings within the Conservation Area have been carefully massed and designed to reflect the finer grain and character of the conservation area. The development will negatively impact a key view to St Mary's Church tower landmark (Grade I listed), but this is justifiable and less than substantial. 299 Victoria Avenue is recognised in the Prittlewell Conservation Area Appraisal as having the potential to make a positive contribution to the Conservation Area and its demolition is proposed.	Partly Compliant  Impact on key view of St Mary's church and demolition of 299 Victoria Avenue.
<b>SSBC Development Management</b>	<b>DM7 Dwelling Mix, Size and Type</b>	All major residential development is expected to provide a dwelling mix that incorporates a range of dwelling types and bedroom sizes, including family housing where feasible, to reflect the Borough's housing need and housing demand. The Council will promote the mix of dwellings types and sizes, taking account of those outlined in the SHMA, illustrated in Policy Table 2, in all new major residential development proposals. Where a proposal significantly deviates from this mix the reasons must be	The development proposes 30% affordable housing units (152) of the total 502 proposed, all of which will be affordable rented. The development is comprised of a 1,2,3 and 4 bed flats and duplexes/houses, whose mix has been agreed in consultation with the SSBC Housing Directorate to provide a policy compliant tenure split.	Compliant

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>justified and demonstrated to the Council. Where affordable housing is provided the affordable dwelling mix set out in Policy Table 3 is sought; and an indicative tenure mix of 60:40 between social and/ or affordable rented accommodation and intermediate housing is sought respectively. Where it is considered that the affordable housing dwelling mix and/or tenure mix is not appropriate, applicants will be required to justify to the satisfaction of the Council, a more appropriate mix. The Council will take into consideration factors such as the latest available affordable housing evidence, the site context and viability amongst other things.</p>		
<p><b>SSBC Development Management</b></p>	<p><b>DM8 Residential Standards</b></p>	<p>The internal environment of all new dwellings must be high quality and flexible to meet the changing needs of residents. To achieve this all new dwellings should: Provide convenient, useable and effective room layouts; Meet, if not exceed, the residential space standards set out in Policy Table 4 and meet the requirements of residential bedroom and amenity standards set out in Policy Table 5; Meet the Lifetime Homes Standards, unless it can be clearly demonstrated that it is not viable and feasible to do so; Ensure that at least 10% of new dwellings on major development sites are wheelchair</p>	<p>10% of proposed dwellings are wheelchair or easily adaptable. Family houses are provided with private gardens, and flats with wither private terraces or balconies and semi-private communal gardens. All proposed residential units meet or exceed the minimum internal space standards requirements.</p>	<p>Compliant</p>

<b>Policy Doc</b>	<b>Policy</b>	<b>Key Requirements</b>	<b>Comment</b>	<b>Compliant/Non Compliant</b>
		accessible, or easily adaptable; Make provision for usable private outdoor amenity space for the enjoyment of intended occupiers (balconies/semiprivate amenity space for flats).		
<b>SSBC Development Management</b>	<b>DM10 Employment Sectors</b>	Development that contributes to the promotion of sustainable economic growth by increasing the capacity and quality of employment land, floorspace, and jobs will be encouraged. The Southend Central Area, as defined in the Southend Central Area Action Plan, will form the primary location for major economic growth particularly for Class B1 office uses. Development proposals within the employment sectors identified within Policy Table 7 will principally be directed to the Priority Location Areas.	The development is an enabling scheme which will help repay the costs of a new stadium at Fossetts Farm and new training facilities. While job positions will be lost from this site, a greater amount of jobs will be gained cumulatively in the area as a result of the new Stadium and facilities developed in an identified Priority Urban Area.	Compliant
<b>SSBC Development Management</b>	<b>DM15 Sustainable Transport Management</b>	Development will be allowed where there is, or it can be demonstrated that there will be, physical and environmental capacity to accommodate the type and amount of traffic generated in a safe and sustainable manner. For developments that generate significant amounts of movement, a supporting Transport Statement or Transport Assessment should be provided. Access to the proposed development and any traffic generated must not unreasonably harm the surroundings, including the amenity of neighbouring properties and/or the	The development proposes one car parking and one secured covered cycle parking space per unit. Thus there is adequate car parking provision on site to avoid the over spill of cars parking on local streets. A Transport Assessment has been completed and indicates that the local Highway network will be able to accommodate the additional traffic generated as a result. Circulation on site prioritizes pedestrians and cyclists, while all accessible car parking spaces are located in close proximity to the respective units. The application is	Compliant

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>public rights of way. To prioritise and promote viable alternatives to private vehicle use development proposals must prioritise the needs of pedestrians, including disabled persons and those with impaired mobility and cyclists, including safe, secure and covered on-site cycle parking and where appropriate changing facilities, creating safe and secure layouts that minimise conflicts with traffic and avoid street clutter and barriers to movement; The provision of facilities for charging electric vehicles and other ultra-low emission vehicles will be encouraged wherever practical and feasible. All major development proposals must incorporate and include provision for: safe, convenient and legible access to public transport for pedestrians and cyclists, and appropriate 'smarter choice' measures to reduce dependency on vehicles such as Travel Plans (Personal, Workplace and School), car clubs etc. and servicing and emergency vehicles. All development should meet the parking standards (including cycle parking) set out in Appendix 6. Residential vehicle parking standards may be applied flexibly where it can be demonstrated that the development is proposed in a sustainable location with frequent and extensive links to public transport and/ or</p>	<p>supported by an Outline Residential Travel Plan which sets out how to promote sustainable travel modes to reduce dependency on the private vehicle. The development also proposes 20% of parking spaces as electric car charging points as well as two car club spaces on site.</p>	

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		where the rigid application of these standards would have a clear detrimental impact on local character and context. Reliance upon on-street parking will only be considered appropriate where it can be demonstrated by the applicant that there is on-street parking capacity.		

**Table 3: Analysis of the proposal's compliance with the Southend Central Area Action Plan (2018) - exc. Policy PA8**

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
<b>SCAAP</b>	<b>DS2 Key Views</b>	New development within Southend Central Area will be expected to demonstrate that it is compatible with and/or enhances Key Views of St Mary's Church (outside of the SCAAP boundary).	The development is considered to have a negative visual impact on the prominent view of the church from Fairfax Drive which has been assessed as being less than substantial.	Partly Compliant  Impact on view of St Mary's church from Fairfax Drive.
<b>SCAAP</b>	<b>DS3 Landmarks and Landmark Buildings</b>	The Council will seek to conserve landmarks and landmark buildings from adverse impact by encouraging the provision of open spaces and public realm improvements which provide views to landmarks or landmark buildings or enhance their setting; resisting adverse impacts of new development by virtue of excessive height, massing or bulk; ensuring development proposals respect views, setting and character. The Council will support and encourage the creation	The development is considered to have a negative visual impact on St Mary's church which is less than substantial. The development would become part of the Victoria Avenue sight line. It has been designed with respect to the Conservation Area character encompassing high quality design, however its scale will be a departure of the surrounding scale, including in the sensitive Conservation Area townscape.	Partly Compliant  The development scale is larger than the surrounding neighbourhood, including in the sensitive Conservation Area and will impact on one view of St Mary's church.

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
		<p>of new landmarks in Victoria Gateway Neighbourhood where development proposals must demonstrate that design, detailing and use of materials are of exceptional quality and interest and will help to reinforce local character and distinctiveness; the location would provide a focal point for an existing vista/sight line or generate a new one; the proposals do not adversely affect the amenity of local residents; and the proposals do not harm the setting of nearby heritage assets.</p>		
<b>SCAAP</b>	<b>DS4 Flood Risk Management and Sustainable Drainage</b>	<p>Development proposals which are or will be within a flood risk zone:  a. Will be accompanied by a flood risk assessment that considers all sources of flooding; Will: Locate more vulnerable uses in the area of the proposal least at risk; Provide a safe access and egress route away from the flood risk; Or provide a clear justification as to why these requirements are not practical, viable or appropriate in planning and design terms. Will achieve an appropriate degree of safety over the lifetime of the development.</p> <p>For all new development, the Council will require new impermeable areas to be drained via SuDS.</p>	<p>The site is within an area of low probability of flooding. A Flood Risk and SuDS Assessment has been completed and its recommendations have been applied in the design and landscaping to mitigate the development from surface and sewer water flooding. SuDS measures are proposed and are in line with requirements.</p>	Compliant
<b>SCAAP</b>	<b>DS5 Transport,</b>	<p>In order to improve access to, from and within Southend Central Area through the</p>	<p>The development proposes one car parking and one secured covered cycle</p>	Compliant

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
	<b>Access and Public Realm</b>	implementation of the Opportunity Sites and Policies within this Plan, the Council will require development to adopt sustainable transport measures, parking standards, satisfy adequate new pedestrian and cycle priority routes, integrated signage strategy, street lighting and public realm works.	parking space per unit. Thus there is adequate car parking provision on site to avoid the over spill of cars parking on local streets. A Transport Assessment has been completed and indicates that the local Highway network will be able to accommodate the additional traffic generated as a result. Circulation on site priorities pedestrians and cyclists, while all accessible car parking spaces are located in close proximity to the respective units. The application is supported by an Outline Residential Travel Plan which sets out how to promote sustainable travel modes to reduce dependency on the private vehicle. The development also proposes 20% electric car charging points as well as two car club spaces on site.	

**Table 4: Analysis of the proposal's compliance with the Southend Central Area Action Plan (2018) - Policy PA8**

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
Part 1: The Council, through its role in determining planning applications and other initiatives, will:				
<b>SCAAP</b>	<b>PA8 Victoria Gateway Neighbourhood Policy Area</b>	a. look favourably on high quality developments and schemes which can demonstrate that they will contribute to the transformation of this area into a vibrant community, which is integrated	The development provides an appropriate and high quality design to the residential blocks, the range of open spaces and the car and pedestrian circulation routes. It respects	Partly Compliant  The scale and grain of development will be significantly different to

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
	<b>Development Principles</b>	with the surrounding neighbourhood and set within a remodelled built form of a quality that befits this key gateway to the Town Centre;	the scale, massing and typologies of the nearby residential units to an extent and allows for appropriate distances between the development and neighbouring buildings. The site will become more permeable with pedestrian and vehicle links to local streets.	the scale of the surrounding residential area.
		b. ensure all development within and adjacent to Prittlewell Conservation Area, seeks to conserve and enhance the heritage assets and repair gaps in the frontage along Victoria Avenue;	Part of the development is located within the Prittlewell Conservation Area. The buildings within the Conservation Area have been carefully massed and designed to reflect the finer grain and character of the conservation area and pushed to front Victoria Avenue. 299 Victoria Avenue is recognised in the Prittlewell Conservation Area Appraisal as having the potential to make a positive contribution to the Conservation Area and its demolition is proposed.	Partly Compliant
		d. promote energy efficiency as appropriate, including opportunity for decentralized energy supply, and the retrofit of existing development in line with local policy;	The design of the units and the buildings has sought to maximise building performance through passive design measures (orientation, layout, daylighting) to minimise energy demand prior to the inclusion of improved building specification and technology. Alternative measures been proposed to offset energy demand of the development by 10%. Pollution will be minimised through the use of low NOx boilers and CHP, with external lighting	Compliant

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
			appropriately positioned and controlled to minimise disturbance to surrounding areas. The proposed development will make use of low energy lighting in line with BRE methodology.	
		h. ensure that housing development including mix and tenure is delivered in line with Development Management Policy DM7 – Dwelling Mix, Size and Type;	The development proposes 30% affordable housing units (152) of the total 502 proposed, all of which will be affordable rented. The development is comprised of a 1,2,3 and 4 bed flats and duplexes/houses, whose mix has been agreed in consultation with the SSBC Housing Directorate to provide a policy compliant tenure split.	Compliant
		i. seek to conserve existing landmark buildings and ensure new development respects views to and from them, their setting and character, in line with Policy DS3: Landmarks and Landmark Buildings.	The development will impact on one key view to St Mary's Church tower landmark, but this will cause less than substantial harm.	Partly Compliant
Part 2: There is potential for archaeological deposits within the area of Nazareth House and Roots Hall and as such developers should have regard to Policy DM5 – Southend-on- Sea's Historic Environment of the Development Management Document.				
		Part 2	The archaeological potential of the site will be protected with an appropriate Watching Brief planning condition to secure the evaluation and monitoring of any historic findings on site.	Compliant
Part 3: The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual SPD and any future masterplan for the area where applicable:				
		e. full integration with the surrounding area through the provision of pedestrian and cycling routes, to improve access and linkages;	Circulation will prioritise pedestrians and cyclists and the majority of parking will be provided underground to reduce its impact on the public realm. Links	Compliant

Policy Doc	Policy	Key Requirements	Comment	Compliant/Non Compliant
			with all surrounding streets will be achieved.	
		f. urban greening projects linked to the green grid, including planting and the creation of new public and private green space within new development;	A major part of the development will consist of open space with planting to improve the biodiversity of the site with a range of native and ornamental species. The development will create various public and private open spaces including the Garden Square, the Knoll and the Podium.	Compliant
		h. Junction improvements at along Victoria Avenue at Fairfax Drive, East Street/ West Street, Carnarvon Road and Great Eastern Avenue and provide an enhanced public realm complemented by soft landscaping and planting.	Junction improvements are proposed at the junction between Victoria Avenue and Fairfax Drive to accommodate increased traffic flow. The development will provide an enhanced public realm prioritizing pedestrians and cyclists.	Compliant