



Rochford District Council  
Southend-on-Sea Borough Council

## **London Southend Airport & Environs Joint Area Action Plan Issues & Options Report**

June 2008



If you require a copy of this document in large print, Braille or translated into another language, please contact:

The Planning Department  
Rochford District Council  
Tel: 01702 318191

Email: [planning.enquires@rochford.gov.uk](mailto:planning.enquires@rochford.gov.uk)  
Or visit the website: <http://www.rochford.gov.uk>



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# 1 Introduction

## 1.1 What is a Joint Area Action Plan (JAAP)?

The Joint Area Action Plan (JAAP) is being prepared by Rochford District Council and Southend-on-Sea Borough Council in response to the challenges and opportunities offered by London Southend Airport together with an airport related employment cluster. Its preparation is in accordance with the provisions of the Planning and Compulsory Purchase Act 2004 which allows for the preparation of a development plan document (DPD) by two or more local authorities. Area Action Plans are new-style planning documents that are targeted at areas of significant change and conservation. They should integrate land use, transport and regeneration proposals with clear mechanisms for delivery.

The JAAP will provide the basis for coordinating the actions of a range of partners with an interest in the London Southend Airport and environs and establish planning policies until 2021. It will:

- Manage growth and change in the area by establishing development and design principles
- Ensure the protection of areas and places sensitive to change
- Direct investment and form the basis for regeneration in the area
- Be deliverable.



### *1.1.1 The Evidence Base*

The issues and opportunities have been identified through an examination of the evidence base that has been collected to underpin the JAAP. The evidence base consists of national and regional planning policy, best practice guidance, background studies, socio-economic statistics and other published data, and consultation feedback.

### *1.1.2 Sustainability Appraisal*

The JAAP will need to be informed and modified by the process of Sustainability Appraisal, which will test out the Plan's effect on agreed sustainability objectives. The first stage in the Sustainability Appraisal process is the preparation of a Scoping Report. The purposes of the Scoping Report are to identify other plans or programmes and sustainability objectives, collect baseline information, identify sustainability issues and develop a suitable framework for assessing the sustainability of the Plan. The Scoping Report was completed in January 2008 and has been subject to statutory consultation. This Issues and Options document is submitted for consultation along with a supporting Sustainability Appraisal that will inform, and be part of the consultation at the Preferred Options stage.

## **1.2 What will the JAAP include?**

The JAAP will provide the framework for the regeneration and expansion of economic growth by providing opportunities for a range of economic, social, environmental and transport benefits. It builds on policies in the Rochford District Council and Southend-on-Sea Borough Council Core - Strategies and Community Strategies which provide the overarching strategic policy frameworks for the development of London Southend Airport and environs.



The JAAP will include site specific allocations and general policies for the area. It will:

- Consider land uses
- Consider the form of development
- Set out specific standards which will be applied to the area.

The JAAP will need to take into account:

- Existing and surrounding uses
- The impact of the proposals on other parts of Rochford District Council and Southend-on-Sea Borough Council areas
- Transport links and need for improved infrastructure
- Impact on landscape, amenity and the existing built environment, including listed buildings.

### **1.3 The Issues & Options Report**

A key step in the process of establishing the JAAP is the preparation of an 'Issues and Options' report that provides an opportunity for all interested parties to have their say in the future development of London Southend Airport and Environs. It sets out the initial analysis and potential spatial plans for the development of London Southend Airport and Environs in the period to 2021 that have been derived from the evidence base and analysis. It also sets out the vision and objectives of the area, the key issues facing it and options for the future.

Throughout this report a number of questions are posed that are aimed to generate feedback and discussion to help inform the preferred strategy that will shape the JAAP. The feedback received from this document will be used to develop Preferred Options for future development in the area. This is due to be adopted in 2009. Once adopted it will be kept under annual review and will be revised to adapt to changing circumstances. Any future revisions will be consulted upon in the same way as this process.

## 1.4 Policy Context for the JAAP

There exists a comprehensive framework of planning and economic guidance for policy makers to follow in the case of London Southend Airport and its surrounding area. The key features of these policies (both national and regional) is the adherence to similar principles, i.e. the need for development to be sustainable.

The growth of London Southend Airport is strategically aligned to the Future of Air Transport White Paper which recognises the economic benefits of the expansion in air travel. The growing pressures on airports in the South East are highlighted, as is the important role smaller airports have to play in the future provision of airport capacity in the Region. However the paper does recognise that potential environmental consequences need to be considered and there is a need to find a sustainable way forward.

At a regional level the East of England Plan highlights the important roles airports perform in their local areas and the regional economy by providing significant job opportunities. The document states the significant regional role London Southend Airport will play in meeting local and niche markets. In addition the Regional Economic Strategy identifies the airport as a key site and states that the region's airports are important assets which act as drivers for growth and expansion and will play an important role in improving the region's competitive strength and attractiveness as a business location and tourism destination.

The local context supports national and regional policies and recognises that the development of London Southend Airport would act as a key driver for economic development. The Southend Core Strategy presents the strategic and local importance of the airport and surrounding area which employs a significant number of local people. Strategic Objective 11 is to secure the regeneration of London Southend Airport to enable it to reach its potential to function as a local regional airport providing for significant new employment opportunities and improved surface access subject to environmental safeguards. The Rochford Replacement Local Plan also recognises the significance of the airport site

and supports its development as a regional air transport and airport maintenance facility. This will be carried through to the Core Strategy in due course.

Transport plans relevant for the area highlight issues of congestion and accessibility in and around the JAAP area. With expansion of the airport, these issues will need to be addressed. However, the potential benefits of the airport are also recognised. These include the regeneration and growth of London Southend Airport and its potential role during the 2012 Olympics.

Overall, the growth and vitality of the Airport are seen as important to the economic development and prosperity of Southend and Rochford. Local policies support the growth of the airport, prioritise the safeguarding of the important Maintenance, Repair and Overhaul (MRO) sector and providing adequate employment land (in terms of quantity and quality) to accommodate future employment needs of the area.

## **1.5 Getting Your Views**

Your views are needed to help us assess whether we have fully considered all the issues and opportunities facing the study area and have adequately assessed the potential future options for development of the area. We invite your views on:

- Vision and objectives for the London Southend Airport & Environs
- The key issues raised regarding the role of the airport, employment, transport, environment and direction of growth
- Options for development put forward.

In order to encourage discussion and consideration of the matters in this report we have presented questions throughout this report. These questions are meant to be thought provoking and there is no requirement to answer all these questions. A full list of the questions is set out in Appendix A. Your responses to these questions and any other submissions will be taken forward to the preparation of the Preferred Options Document later in 2008.





## 2 Assets, Opportunities and Constraints



### 2.1 The JAAP Area

The site area covered by the JAAP is shown in Figure 2.1. The area straddles the administrative boundary between Rochford District Council and Southend-on-Sea Borough Council and lies partly within the Thames Gateway South Essex growth area. It is bounded by the A127/Prince Avenue to the south; Cherry Orchard Way to the west; Hall Road to the north and Southend Road to the east.

The area essentially comprises:

- London Southend Airport
- Adjoining employment areas (including Aviation Way and Laurence Industrial Estate)
- Open countryside, redundant brickworks and recreational facilities to the north
- Residential areas and agricultural land to the south. The residential area stretches from Wells Avenue (adjacent to southern airport boundary) to Prince Avenue in the south.

The northern part of the study area falls within Rochford District Council. The airport runways are predominantly zoned Metropolitan Green Belt (Rochford Replacement Local Plan). Current policy and emerging policy on the Metropolitan Green Belt has a presumption against development unless it is agricultural or exceptional circumstances can be proven. Rochford District Council undertook a comprehensive review of the Metropolitan Green Belt and made minor boundary modifications to make it both more logical and defensible.



Figure 2.1 - JAAP Area





The Southend-London mainline railway line runs along the eastern boundary of the study area. The proposed Southend Airport railway station will be served by this line thereby reinforcing its importance. Southend Road, which is one of the major road links between Rochford and Southend, runs parallel to the railway line. An established residential area fronts onto Southend Road.

The western boundary of the area is Cherry Orchard Way. Most of the north-eastern part of the study area is within the Metropolitan Green Belt. Stroud Green, a relatively small settlement is located at the north-western corner of the study boundary off Cherry Orchard Way/Hall Road junction. The former Brickworks' site within the boundary has been put forward in the emerging Rochford Core Strategy as a potential residential site. To the west of Cherry Orchard Way is the Cherry Orchard Jubilee Country Park. A golf course together with a row of large detached houses is adjacent to the airport boundary.

Based on existing land use, particularly the Metropolitan Green Belt designation, existing transport network and established residential areas there appears to be very limited opportunities for expansion within the northern part of the study area. Britannia Business Park is contiguous to the western boundary of the study area.

The southern portion of the study area lies within Southend Borough and is well built up. The south eastern part of the study area comprises an established residential area, allotment gardens, open arable land and the employment area off Nestuda Way. To the south of Eastwoodbury Lane is land currently used as small holdings and is designated in the current Southend-on-Sea Borough Local Plan as Land of High Grade Agricultural Quality (G2). Development, other than agricultural is currently restricted on this land.

In the western part of the study area are Laurence Industrial Area and Aviation Way Business Park. The western edge of the JAAP, Cherry Orchard Way, bisects this area from other employment on Britannia Business Park and Comet Way. Nestuda Way and Cherry Orchard Way are major transport routes serving not only the immediate areas but also connecting Southend with Rochford.



## 2.2 London Southend Airport

A thriving airport and related activity will act as catalysts for the economic growth within the study area and environs. Expansion of the airport operations and the adjoining employment cluster are fundamental in realising the shared vision for the future development of Southend Airport and growth of the associated and adjoining employment cluster/hub.

London Southend Airport currently occupies 125ha. within the central part of the JAAP. It is leased by Southend-on-Sea Borough Council to the London Southend Airport Company Limited (LSACL), currently part of Regional Airports Ltd. There were no regular commercial scheduled or charter flights for a number of years until 2005 when Flybe reinstated a weekly scheduled service to Jersey during the summer.

Current traffic through the airport is estimated at around 39,000 aircraft movements and passenger movements of around 30,000 passengers per annum<sup>1</sup>. The flying clubs located at the airport account for around 55% of aircraft movements, followed by business aviation (comprising business aviation, air taxi and private aircraft movements) which represent around 30% of movements.

Current operations at the airport are constrained by its facilities, including its runway which at 1,610 metres long and 37 metres wide is capable of handling a range of aircraft types up to and including Boeing 757s for maintenance, but is restricted in respect of 'fully laden' aircraft it can accommodate. For example, it is not long enough for fully laden Boeing 737s that are commonly used by low cost carriers. In addition, the range of facilities, such as the terminal building and accessibility to the airport, restrict the airport's attractiveness as a location for Fixed Base Operators (FBOs) and carriers that may be looking for a base.

<sup>1</sup> Source: CAA Annual Airport Statistics 2006



To move beyond its current operational model it is recognised that further investment will be needed in the airport and LSACL has identified proposals for a major two phase redevelopment programme. Phase One started in 2007 and completion is expected in 2010. It comprises the following projects:

- Refurbishment of the current terminal
- Development of a quality hotel
- A new control tower
- A new airport railway station for which planning consent has been granted

This initial phase would increase the airport's passenger catchment into the London market and make the airport more attractive to potential operators. These improvements would help increase passenger movements to around 1 million passengers per annum (mppa) by 2012-15.

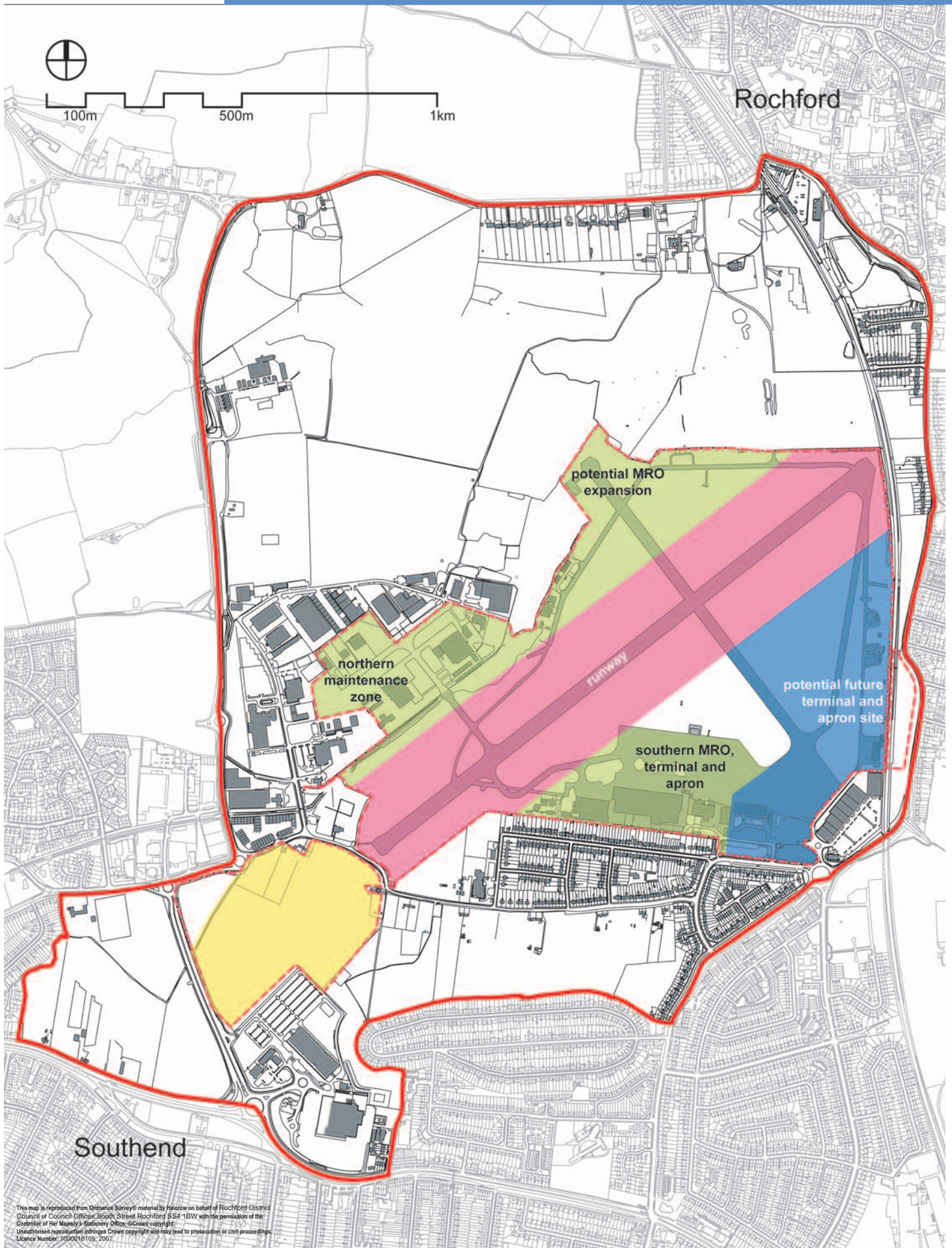
Phase Two involves the building of an entirely new, re-sited terminal building (for which planning approval exists) and the possibility of a runway extension to accommodate the new generation of medium capacity, high-efficiency jets being adopted by regional airlines. This development phase is at an early planning stage. LSACL intends to seek the necessary planning permissions and approvals to enable work to progress for completion by 2011 (in time for the 2012 London Olympics).

While analysis suggests that the airport could reach a maximum capacity of 2 mppa by 2030 using its current constrained runway, an extended runway would increase the attractiveness of the airport to a wider range of commercial and business operators and increase the potential for the airport to reach its capacity figure. This would also be reached sooner, increasing the overall economic benefit for the sub-region.





# Figure 2.2 - Current and Future Land Use Constraints of Southend Airport





The potential opportunity presented by London Southend Airport is a key factor in determining the future of the JAAP area and raises a number of important issues.

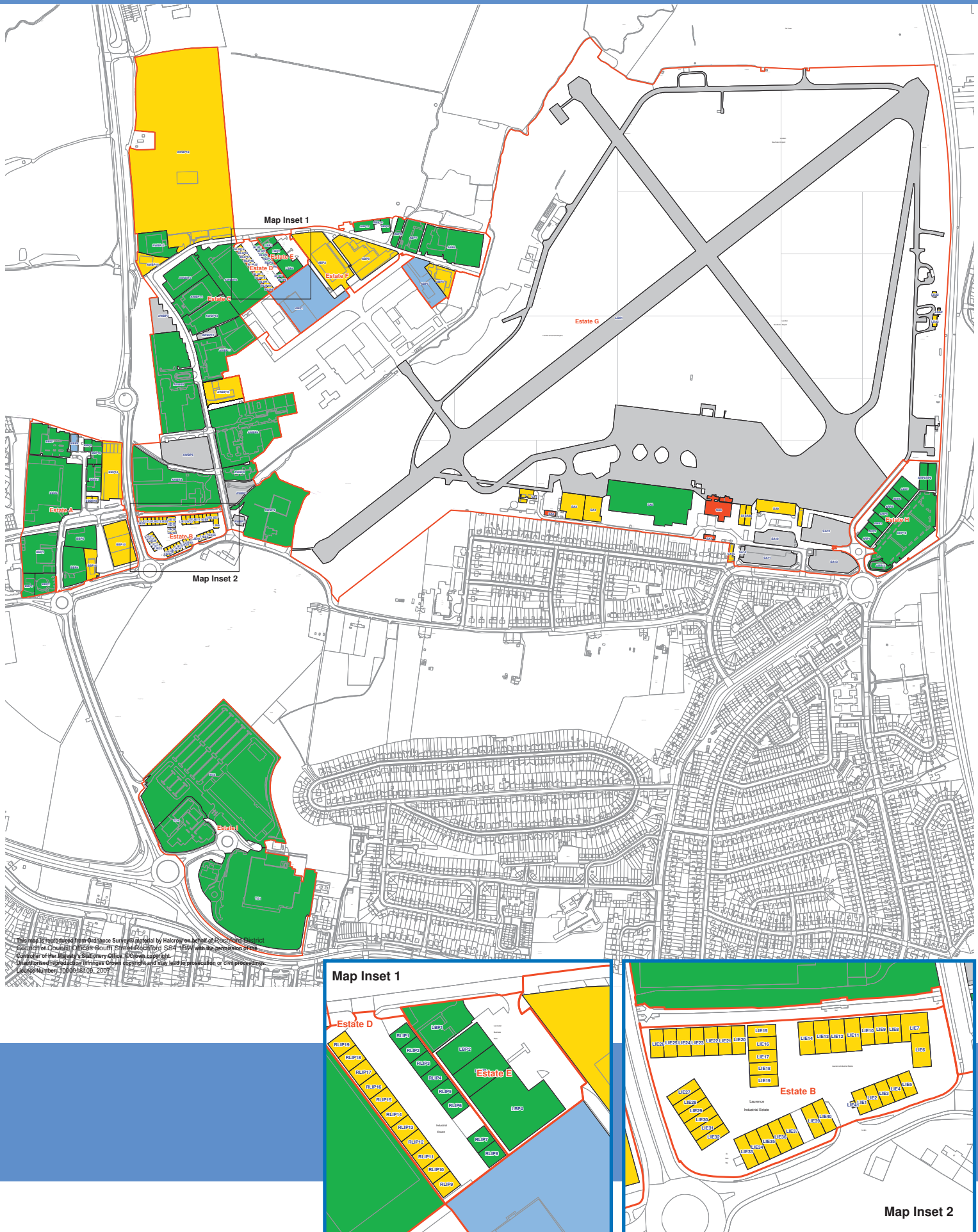
- The future role of the airport and its environs will be determined by investment in its facilities and not least whether or not the runway is extended to 1,799 metres.
- Future development plans within the airport boundary need to maximise the efficient use of land. Given the operational constraints within the airport boundary (see Figure 2.2), land opportunities are limited to more efficient use of southern and northern maintenance zones; re-use of the flying club area to the east of the airport; and potential redevelopment of land around the existing terminal area.
- Realisation of the economic potential of the airport asset can be achieved through improving the offer to aviation operators, businesses and passengers. This includes improved accessibility via the rail network (to increase the size of the passenger catchment) and improved facilities for passengers and business operators.
- The wider potential created by an active airport will need to be harnessed by the rationalisation and use of employment land opportunities adjacent to the airport.
- Balancing the growth of the airport with necessary controls to mitigate environmental impacts.



#### Key:

- **Site Boundary**
- - - **Airport Boundary**
- Airport Runway and Bund**
- Maintenance and Support Zone**
- Passenger Terminal and Apron Zone**
- RESA**

# Figure 2.3 - Condition of buildings





## 2.3 Supply and Demand for Employment Areas

The JAAP area plays an important role in the provision of employment opportunities for residents in the sub-region. In total there are eight industrial estates and retail parks in or adjacent to the JAAP area. These include Britannia Business Park; Comet Way; Laurence Industrial Estate; Aviation Way Business Park; Robert Leonard Industrial Park; Lancaster Business Park; Aviation Business Park; the Airport Retail Park and the retail park at Thanet Grange. It is estimated a total of 51ha. of land is accounted for by these areas.

An assessment of these employment areas was undertaken in 2007 via a site-based survey. Overall within the JAAP area the current employment land allocations are generally of good quality, well occupied and vibrant. The area is home to a diverse mix of businesses (not just B-class uses); the stock is generally modern (78% of sites) and condition is either good (42%) or average (48%) - see Figure 2.3. While there were vacant sites at the time of the survey, there is generally a limited amount of land for future development opportunities. The main area of opportunity is the intensification of employment land close to the airport, in particular within Aviation Way Business Park. Here there are a number of potential sites but also opportunity to better use existing development land which in parts is inefficiently occupied.



### Key: (Condition of Buildings)

<span style="color: green;">■</span>	Good
<span style="color: yellow;">■</span>	Average
<span style="color: grey;">■</span>	N/A
<span style="color: red;">■</span>	Poor
<span style="color: blue;">■</span>	Unknown

Businesses in the JAAP study area are generally long standing businesses, located in their premises for a significant period of time (24% had been there for over 20 years). The characteristics of the area that were important to them and attracted businesses were clearly:

- access to the main road network
- the quality of land and premises
- the relative cost
- the quality of the environment

Proximity to the airport was not an important factor for the majority of businesses, reflecting the current nature of business in the area and the lack of relationship between businesses and airport activity. However, two-thirds of businesses welcome the potential airport expansion.

Within the context of wider employment land allocations in Southend, the JAAP area provides a relatively attractive location that is likely to attract investment. The area forms part of a wider concentration of employment sites located along the A127 corridor that are the most attractive and accessible locations for business. Even within this concentration the quality of stock is sometimes poor and very constrained in terms of expansion land. Sites further east in the borough tend to be struggling for investment and the strategic approach in the sub-region is to maximise opportunities in areas where investment might be possible.

In terms of the wider market demand in Southend, the relatively low level of take-up reflects the fact that demand is being constrained by poor stock. Given the low importance of an airport in the general location decision making process, the direct impact of airport expansion on office demand in the area is uncertain. But case studies show that office provision around smaller airports can attract occupiers (and RBS demonstrates the potential of the JAAP location for offices). There is a view that new and improved industrial-related property offering around the airport would be a stronger proposition and attract current and potential future demand.

Growth targets for the sub-region, based on the Regional Spatial Strategy, indicate that to meet targets, up to 43% of future employment growth could come from the B-class sectors and that the trends within this show a strong growth in Offices & Light Industrial (B1) uses supported by more constrained growth in the Storage and Distribution (B8) market. General Industry (B2) is set to continue declining. This growth translates into an anticipated future need of employment land across Southend and Rochford that is likely to be accommodated in accessible locations (along the A127 corridor) to the west of the sub-region.

In considering the future potential of the JAAP area as an employment location the following considerations will be prevalent.

- The JAAP area is already a vibrant employment area that attracts investment and development. Its prominence as a business location is evident when analysed alongside other employment sites within Southend. As such there is potential for the area to play an increasing role in supporting wider employment in the sub-region.
- While the current employment offer is relatively strong, there are limited opportunities within existing allocations for expansion. Opportunities are largely restricted to infill sites or redevelopment of existing sites.
- Expansion of employment land is currently constrained by the Metropolitan Green Belt designation that covers a significant part of the northern JAAP area. Outside of this area there is limited scope for additional employment allocation.
- Therefore, any future allocation of employment land would require robust justification. It also requires to be clearly focused towards meeting future demand and needs by supplying investment opportunities that are currently not catered for in Southend and Rochford.
- While the current link between businesses and the airport is weak, in developing the future role of the JAAP creating greater synergy between these two assets will generate additional opportunities for investment and employment.





## 2.4 Transport & Accessibility

Transport and accessibility are significant issues throughout the sub-region and clearly any development in the JAAP area will have an impact upon the whole highway network in the wider area. Any development will therefore need to take into account existing congestion along the main corridors in the region, notably the A127 and A13 which suffer from significant levels of congestion and major improvements are planned or are currently taking place along these two roads.



The current transport and accessibility character of the JAAP area is summarised as follows.

- **Highway Network.** Most of the highway network is operating at or near capacity. Recent junction capacity assessments carried out highlight a number of local capacity problems during the peak hours - in particular at the Anne Boleyn roundabout (Sutton Road – Southend Road roundabout), the Prince Avenue/Rochford Road/ Hobleythick Lane signalised junction and the Manners Way / Priory Crescent / Victoria Avenue/Prince Avenue (Cuckoo corner) roundabout.
- **Bus Services, Cycle Routes and Pedestrian Facilities.** Analysis has also highlighted that the current bus services, pedestrian and cyclist facilities serving the area are not considered to be a valid alternative to the car, as confirmed from the airport staff who find it more convenient to drive to work. Two bus stops are located within a 5-minute walk from the airport entrance. However, there is no connectivity with the adjoining Aviation Way Business Park.



- **Railway.** Although the airport is within 2.5km - 3.5km to four railway stations, connectivity with the JAAP area is relatively poor. However, a new airport related railway station is proposed to support the growth of the airport. From the perspective of the airport, a new station would provide direct accessibility to the London market, which has been identified as a target market for growth in the future. It would make the airport more attractive to potential fixed based passenger operators. From a railway/commuting perspective, a new station with accompanying car parking would be an attractive offer for London commuters, an issue that would need to be explored and addressed.
- **Eastwoodbury Lane.** The current and future role of Eastwoodbury Lane is critical to the JAAP area. As the airport grows in terms of the number of aircraft movements the road will be increasingly constrained (i.e. shut to allow aircraft movements). The ultimate result would be the eventual closure and/or diversion of the route.


















Development of the JAAP area would increase the traffic flows on the highway network as the new development would become a destination in its own right and potentially attract additional vehicle traffic from visitors and servicing. Any proposals to redevelop the study area should take into account the existing congestion in the area – especially along the A127 – and suggest appropriate measures and solutions in order to alleviate the congestion and improve connectivity. In doing so, transport solutions proposed for the JAAP area would need to integrate with wider transport strategies across the local authority areas and key proposals such as the South Essex Rapid Transit (SERT).



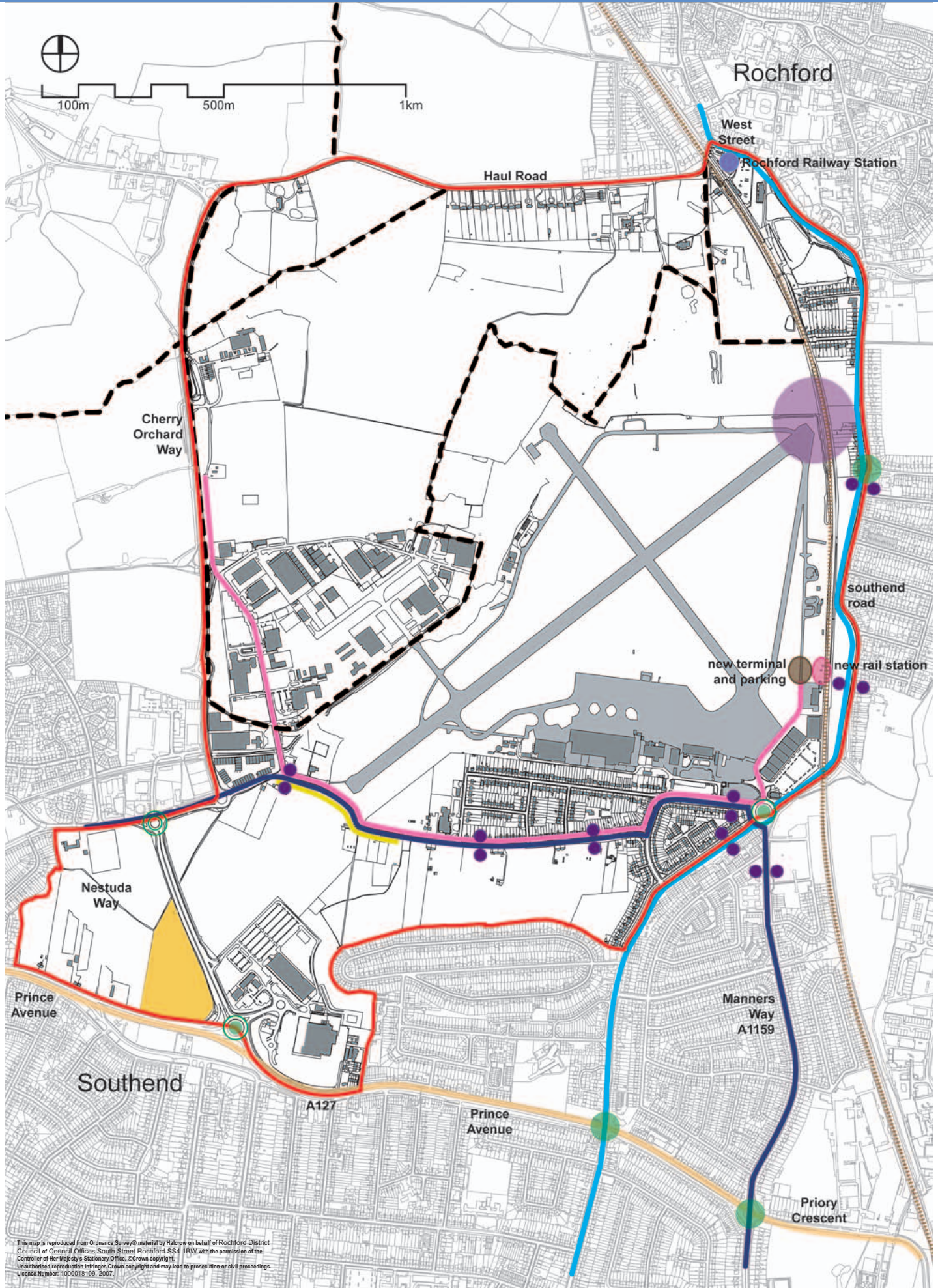
Transport issues and opportunities are shown in Figure 2.4.

**Key:**

-  **Railway Station**
-  **Traffic Congestion**
-  **Railway Line Restricts Runway Strip Lengthening in North-Westerly Direction**
- Junction Capacity**
  -  **Operating with Abundance of Capacity**
  -  **Operating Around Capacity**
  -  **Operating Above Theoretical Capacity**
-  **Bus Route 9**
-  **Bus Route 7/8**
-  **Public Right Of Way**
-  **Bus Stop**
-  **Eastwoodbury Lane Crosses Runway Strip**
-  **Proposed New Railway Station/ Interchange**
-  **Proposed New Terminal**
-  **Potential Park 'n' Ride**
-  **Potential Route for Shuttle System From New Railway Station to Employment Areas**



# Figure 2.4 - Transport issues and opportunities







The transport strategy is likely to require a broad-ranging approach, including:

- Improved connections within the site to public transport.
- Improved public transport connections between the study area and Rochford, Rayleigh and Southend railway stations. The potential SERT and railway station at the airport will have a very important role in improving public transport connections.
- Considerations of the wider impact of the redevelopment upon the whole highway network in the area, beyond the agreed study area of the JAAP.
- Detailed review of operation of junctions and pedestrian crossings in the area, to ensure that roundabouts and signals are providing the most effective levels of service for pedestrians, cyclists, buses and vehicles.
- Consideration of all planned developments and highway schemes in the area.
- Examine the potential for community bus services, utilising smaller vehicles that penetrate individual neighbourhoods within Southend-on-Sea, Rayleigh and Rochford, to facilitate local movements throughout the day.
- Public realm improvements, including enhanced pedestrian and cycle facilities within the study area and other routes in the town centre.
- A workforce travel plan.

## 2.5 Environmental Character and Assets

The JAAP area is situated within the London Basin Natural Area which is characterised by urban areas and agricultural landscapes that contain semi-natural habitats. The northern section of the JAAP which is mostly open countryside (Metropolitan Green Belt) accommodates recreation areas, a network of Public Rights of Way, and several brooks. The north eastern and north western parts include Cherry Orchard Way, Stroud Green. There is also a disused brickworks' site within this part of the Green Belt that offers an opportunity for redevelopment.

Development within the northern part of the JAAP will need to take into consideration the small country town nature of Rochford including the centre and area around the Rochford railway station which all fall within a Conservation Area. The setting and relationship between Rochford Hall, St. Andrew's Church and a number of nearby buildings is highly sensitive to visual change. Development on the airport and surrounding areas have to pay particular attention to potential adverse visual impacts of any proposed development. This open countryside forms a clear separation between Rochford and the more built up Southend urban area to the south. This open countryside offers the only opportunity for future expansion of the airport and related industrial activities.



The southern, south western and eastern areas of the JAAP are characterised by industrial/business parks and post-war housing estates with associated facilities. The proximity of these developments means that they are particularly affected by developments at the airport. Expansion or increased activities at the airport could adversely impact on these uses. The whole of the JAAP area is subject to road traffic noise. Traffic noise is particularly evident along the major transportation routes that are often congested. However, one of the JAAP objectives is to ensure a high quality environment including addressing the noise and vibration pollution. The proposed development offers an opportunity to address some of these issues.



Within the JAAP, there are potential areas at risk of flooding in the absence of flood defence mechanisms or in the event of breach of defences. Areas of flooding include Eastwood, Rayleigh and Hawkwell Brooks within the site. Other areas include parts of Aviation Way and Rochford Hundred Golf Club.



Rochford District Council and Southend-on-Sea Borough Council do not fall within any Air Quality Management Strategy Areas. However, both councils are concerned about the effects of a reconfigured runway as well as associated additional traffic emissions. Development in the JAAP will generate road traffic emissions, and aircraft emissions are expected to increase if passenger activity increases (although this may be offset by improvements in aircraft technology).





In considering the future development of the JAAP the following environmental issues need to be taken into consideration:

- **Noise and Vibration.** The major noise and vibration sources within the study area are airport operations, traffic and the railway line. Potential on-site and off-site noise and vibration receptors comprise most of the residential properties in the south and south east of the study area. Increased airport activity and expansion of industrial and commercial activities may potentially increase noise and vibration. Appropriate mitigation measures will be needed to minimise increased noise and vibration.
- **Flood Risk.** Flood Risk areas have been identified within the study area and development should be appropriately located to minimise adverse impacts on people and property.
- **Landscape.** The landscape within and adjacent to the study area is a mix of rural, broad open spaces with large sheds, small holdings, arable land and post-war housing. Proposed future development within the study needs to minimise any adverse impact on visual receptors and also avoid degradation of existing landscape features. Opportunities for enhancement will be a major consideration in future development opportunities.
- **Biodiversity.** The study area is located within the London Basin Natural Area which is characterised by urban areas and agricultural landscapes containing islands of semi-natural habitats. Valuable habitats within the study area include hedgerows, linear tree belts and ponds in the northern section. Some of the habitats will be affected by the proposed development but there is also an opportunity to maintain and enhance areas of existing and ecologically important habitats including hedgerows, waterways and Eastwood Brook.



- **Open Space and Recreation.** The study area has open spaces, recreation facilities and a network of Public Rights of Way. Maintenance and enhancement of the open space, recreation facilities and public footpaths could be incorporated into new development where possible.

The habitat plan of the JAAP area is shown in Figure 2.5 overleaf.

## 2.6 Conclusions

Based on the above analysis a composite land use plan of the JAAP area is presented in Figure 2.6. It clearly shows the context of the area and the land use contrast between the southern part and northern part of the JAAP. This prevailing context will be important in shaping the nature of change and development in the area.

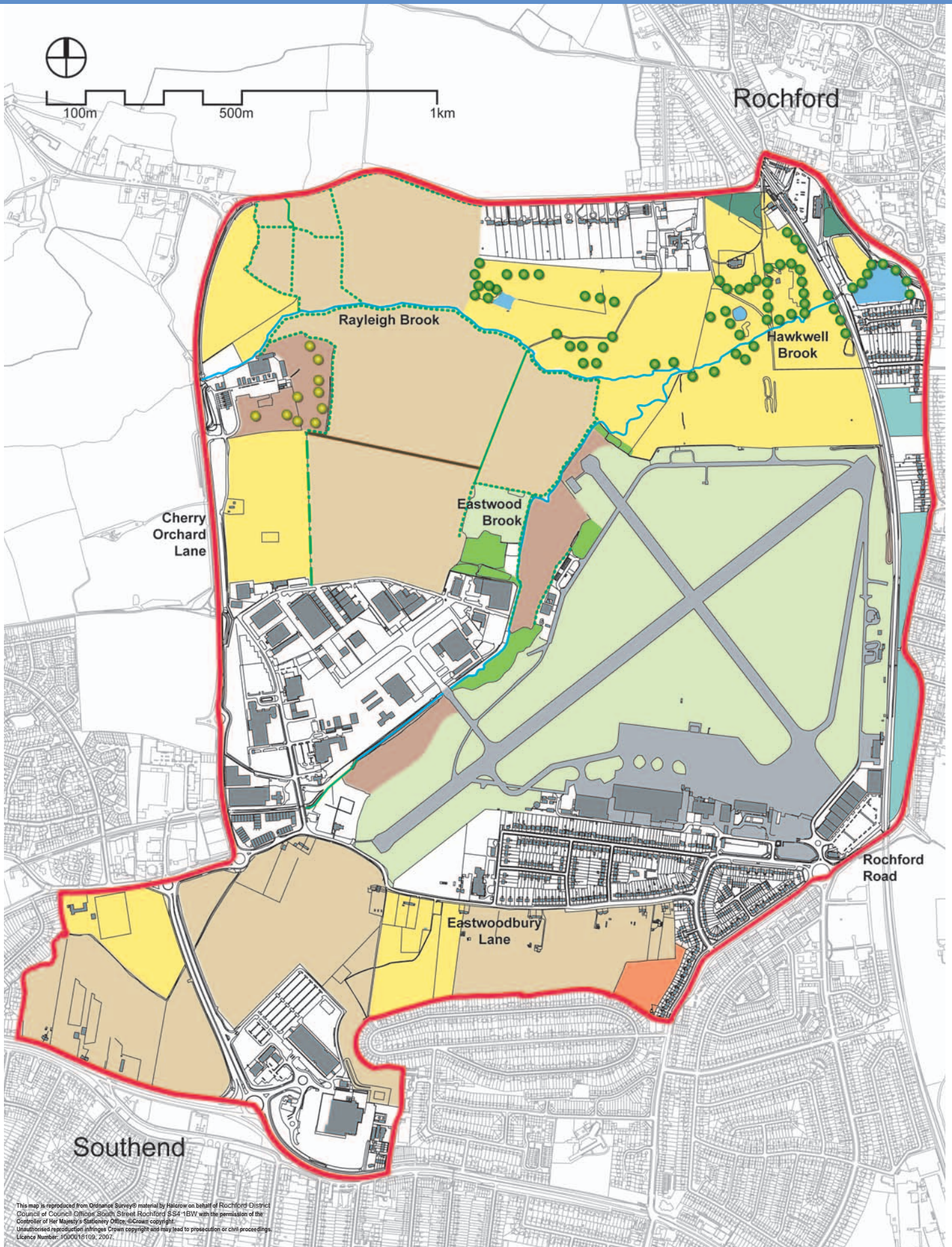
## Questions

**Q2.1 Are the assets of the JAAP area fully reported and understood?**

**Q2.2 Are there any important assets or issues missing from the assessment?**



# Figure 2.5 - JAAP Habitat Plan





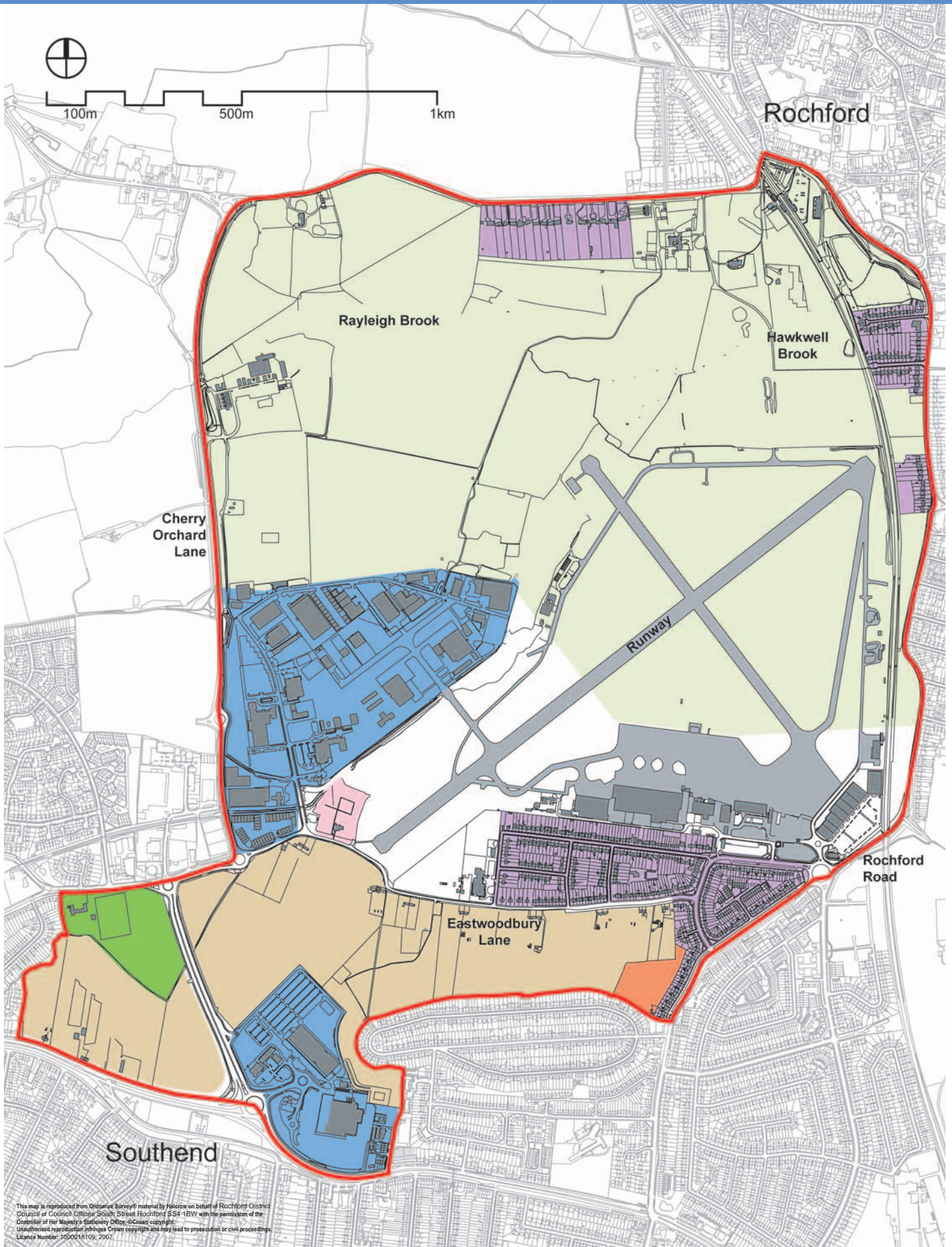
## Key:

- Site Boundary
- Semi-natural Broad-leaved Woodland
- Broad-leaved Plantation Woodland
- Semi-improved Neutral Grassland
- Natural Grassland
- Tall Ruderal Vegetation
- Ponds
- Arable Land
- Amenity Grassland
- Allotments
- Running Water
- Hedge, Species Poor
- - - Hedge and Trees, Thick
- . - Hedge and Trees, Sparse
- Track
- Scattered Trees
- Scattered Scrub





# Figure 2.6 - Summary Land Use Plan





**Key:**

- **Site Boundary**
- **Airport Boundary**
- **Metropolitan Green Belt**
- **Employment Land**
- **Residential Land**
- **Private Open Space/Sports Facility**
- **Crematorium, Graveyard or Cemetery**
- **Allotments**
- **Agricultural Land**







## 3 Vision and Objectives



### 3.1 Vision

The JAAP Vision is set within the context of the regeneration and growth of Southend as part of the Thames Gateway growth area. The shared Vision for the future development of London Southend Airport and its environs (i.e. the JAAP) is:

*'An area that realises its potential as a driver for the sub-regional economy, providing significant employment opportunities and ensuring the quality of life for its residents and workers. To achieve this, the area's assets and opportunities for employment need to be supported and developed'*

The Vision acknowledges that London Southend Airport is already a major employment location, for both aviation-related businesses and general businesses. This is in spite of the airport having significant spare capacity for flights and the potential for new industrial and business premises to be developed adjacent to its existing area. Without employment growth in this area, it is considered that both authorities' job targets will not be met.

The Vision is supported in the current and emerging policy framework in the area.



The Southend-on-Sea Core Strategy (Adopted December 2007) has as its aim

'To secure a major refocus of function and the long term sustainability of Southend as a significant urban area which serves local people in the Thames Gateway. To do this there is a need to release the potential of Southend's land and buildings to achieve measurable improvements in the town's economic prosperity, transportation networks, infrastructure and facilities; and the quality of life for all its citizens<sup>2</sup>'.

Supporting this aim, Objective SO11 is to secure the regeneration of London Southend Airport to enable it to reach its potential to function as a local regional airport providing for significant new employment opportunities and improved surface access subject to environmental safeguards. It is also reinforced by the Renaissance Southend Regeneration Framework vision:

'Southend-on-Sea – the regional centre, hub for higher education and culture, a centre for international air services in South Essex – a great place to live, do business and visit!<sup>3</sup>'

The Rochford Core Strategy Preferred Options (Draft) sets an emerging vision to 'make Rochford the place of choice in the county to live, work and visit'. Supporting this, the vision sees a flourishing new employment area underpinned by the growth on London Southend Airport that attracts high technology businesses and high value employment to the area.

## **3.2 Objectives of the JAAP**

The following objectives were identified after consideration of the issues facing the area as well as the opportunities presented by the area. The objectives have been developed within the planning context and are in conformity with current national, regional and emerging local policy. They are the guiding principles for devising the options for the JAAP, with each of the options achieving some or all of the objectives to a different level.

<sup>2</sup> Source: *Southend-on-Sea Core Strategy: Development Plan Document One (December 2007)*

<sup>3</sup> Source: *Renaissance Southend Ltd: Regeneration Framework 2007-2021 (September 2007)*



The objectives are:

- Creation of sustainable and high value employment and other land uses within the study area
- Maximising the economic benefits of a thriving airport and related activity
- Ensuring appropriate improvements in sustainable transport accessibility and facilities
- Ensuring a high quality environment for residents whether expressed through noise pollution management or protection of green space
- Maximum return on public investment through attracting inward investment
- Efficient use of existing employment land resources.

The objectives outlined above can only be achieved through the resolution of key issues identified in the study area and also by exploiting identified opportunities.

## Questions

**Q3.1 Do you agree with the overall Vision for the JAAP?**

**Q3.2 Do the objectives set out above cover the key requirements from the area?**

**Q3.3 Are there any other additional objectives that might help to guide the selection of the preferred option/options and JAAP?**





An aerial photograph showing the London Southend Airport and its surrounding environment. The airport's runways and taxiways are visible in the upper left, adjacent to a large body of water. To the right and in the foreground, there are dense residential areas with numerous houses and a large parking lot filled with cars. The background shows a mix of green fields and more developed land under a clear blue sky.

## 4 Issues and Options

### 4.1 Introduction

While there are a range of opportunities and constraints that need to be resolved and/or balanced in the JAAP area, the future strategy for the area will be principally determined by a small number of issues and options for the area. These are discussed below.

### 4.2 Issue 1: The Future Development and Role of London Southend Airport

There are a number of ways in which the future development and role of London Southend Airport will materialise, as discussed previously. In essence there are potentially three scenarios for the future of the airport that are determined by the investment potential and the extent to which the asset can be utilised to act as a driver for the local and sub-regional economy. The potential options are:

i) **Continue the current airport model (MRO focus).**

The low investment option for the airport would continue to see incremental growth in the functioning of the airport using its current infrastructure. Growth in activity at the airport has been limited in the recent past and very much focused towards expansion of the MRO functioning of the airport. Aircraft movements are currently in the order of 39,000 movements per annum and would be anticipated to increase to around 50,000 movements per annum (last seen in 2000). Investment would be restricted to redevelopment or improvement of existing



facilities and limited MRO opportunities as they come forward. Within this constraint the result would be limited growth in passenger numbers from a current level of 30,000 passengers per annum<sup>3</sup>, but this would be constrained by the fact that limited operators would find the airport an attractive commercial proposition given its facilities and catchment. In terms of economic benefits, new employment would be limited to MRO growth and any wider aviation clustering opportunities would be restricted. The airport, however, would not be the economic driver required by Southend and Rochford to help achieve employment aspirations.

- ii) **Airport growth: existing runway and new facilities.** The Airport Masterplan 2005 sets out a vision for how the airport could grow towards being a regional airport based on using its current runway (length 1,610 metres). The key to this option is the provision of new passenger infrastructure in the form of a new railway station for the airport and investment in new passenger terminal facilities. The importance of the railway is fundamental to increasing the attractiveness of the airport to potential airline operators as it increases the size of the passenger catchment to include core markets within London (by reducing the travel time to the airport). With this investment, the airport masterplan indicates there is the potential to increase passenger movements at the airport to around 1 million passengers by 2012 and up to 2 million passengers by 2030. Independent analysis of the masterplan forecasts undertaken by York Aviation highlight that while they are theoretically achievable, they are highly optimistic given the airport would remain constrained to airlines who operate smaller aircraft. In this regard there is a high level of risk associated with this option. The economic reality is that passenger operators are operating larger and more efficient aircraft and will view the airport as a constraint to commercial operation. This then casts doubt on whether the investment in the infrastructure is viable to proceed. In terms of economic benefits, growth of the airport would underpin the wider aspirations of the area but are relatively high risk in respect of potential deliverability given the reality of the situation.

<sup>3</sup> Source: CAA Annual Airport Statistics, 2006

iii) **Airport growth: extended runway and new facilities.** The final option for the future of the airport is based on the option above with the addition of increasing the length of the runway (up to 1,799 metres). This addition has an important impact in terms of the capacity potential of the airport and its resultant attractiveness to airline operators. Currently the runway is an identified constraint on the operation of the airport. By lengthening the runway across Eastwoodbury Lane into the current RESA area it would mean that larger aircraft (such as Boeing 737s) would be able to be operated fully laden out of the airport for business and passenger uses, making the airport a more attractive fixed base for a wider range of operators. The airport is likely to grow faster to a capped passenger capacity of two mppa because given the new runway and railway station it would attract two or three fixed base operators to the airport in a relatively short period of time. The lengthened runway would also give a boost to the business market and MRO markets by attracting new fleets and making the airport a more efficient base for these purposes. Given the growth on the airport is dependent on its ability to attract operators (through offering an enhanced asset) the risks of this option are greatly reduced. The likelihood of reaching the passenger forecasts is strong which in turn improves the potential for investment in the other assets of the railway station, passenger terminal, and supporting facilities. In economic benefit terms the airport under this option would clearly act as a driver for the local economy, providing direct employment as well as enhanced opportunities for wider aviation-related and business employment.

## Questions

**Q4.1 What do you see as the role of London Southend Airport in the future?**

**Q4.2 How can the airport best be developed to drive and support the local economy?**

### 4.3 Issue 2: The Future of the JAAP as an Employment Area.

Reflecting the area's position within the Thames Gateway South Essex growth area, the Regional Spatial Strategy (RSS) has set challenging employment growth targets for the Southend and Rochford areas. In total an additional 16,000 jobs are targeted for the area in the period to 2021, of which approaching half will be B Use Class employment requiring land allocations within the emerging Local Development Frameworks (LDFs). Within the context of existing employment land in Southend (which as identified in the evidence base is generally poor quality and constrained) the Southend Regeneration Framework and emerging LDF policy anticipate an increased employment focus within the JAAP. For example, the recent Regeneration Framework indicates the JAAP area could provide approximately 80,000 sq.m. of new commercial floorspace in the form of a new business park to the north of Aviation Way.

Given the amount of potential land within the JAAP area the scale of employment provision in the area will be constrained not by land but by market conditions; sequential testing to justify the level of office provision appropriate outside of the Town Centre; and sustainability in transport and environmental terms.

The proposed increased employment focus in the JAAP could take a variety of different forms depending on the both the scale and nature of employment growth that is envisaged, and the level that can be sustainably accommodated. The potential options for increasing the employment focus are outlined below.

- i) **Low scale employment growth.** The analysis of the existing employment areas within the JAAP identify that land is currently under-used with a mixture of low density employment development and some opportunity sites. Therefore, there is an opportunity to increase employment in the area through intensifying the use of current employment land and not allocating additional employment land. In choosing this option, employment growth in the area would be relatively limited, providing



the potential for additional 15,000 sq.m. of B1 floorspace capable of accommodating up to 620 additional jobs. The nature of this additional employment would be partially constrained by the existing premises offer in the area as the complete restructuring of the area would not be possible. Therefore, any new employment development would be focused primarily towards light industrial and aviation-related uses, with some potential for office provision. The area would support employment growth in light industrial sectors but would provide a secondary role in terms of accommodating employment growth in the office based professional sectors. Recent evidence suggests there is demand for sites and premises in the area which indicates this limited scenario is highly achievable.

- ii) **Medium scale employment growth.** To increase the role the JAAP plays in future employment provision, a more focused and pro-active approach to developing opportunities will be required. This will entail allocation of new employment land to create a new 'market' offer for potential investors and businesses. This would be in addition to the intensification of existing land use. Given the character and assets of the JAAP it is seen that there are two approaches to medium growth.

One would be to focus effort towards developing an *aviation cluster* in the area by building on the current level of aviation-related businesses. This approach is predicated on airport growth to create the capacity and depth of activity to generate a clustering opportunity. It would include businesses that require runway access (located within the airport boundary) and those that provide support MRO and related services that would be located on neighbouring employment areas. The new employment land allocation would be used to develop additional sites and premises restricted for use by aviation-related businesses. This would require a clear policy stance by the local authorities in terms of the types of businesses and development that is acceptable. There are risks associated with such a targeted approach to land use in that opportunities would be highly

dependent on the ability of the airport to grow. The JAAP would not support wider employment growth needs in the area and would therefore limit market potential to solely aviation-related businesses and restrict other activities from locating in the area.

The other approach would be for the JAAP to support the wider employment growth envisaged in the sub-region by increasing the opportunity for B Use Class employment growth. With forecasts indicating growth in B1 markets over the period to 2021 the focus of new development would be towards business park and office style accommodation supported by some new light industrial provision. The lack of aviation focus would reflect either no anticipated growth in the airport or a conscious policy stance to restrict airport potential to within the airport boundary.

Under both these approaches there is the potential for up to 64,000 sq.m. of additional floorspace (49,000 sq.m. in a new business park) and the potential to accommodate up to 2,600 additional jobs.

- iii) **High scale employment growth.** To achieve high scale employment growth within the area and provide a significant contribution towards sub-regional employment aspirations, the JAAP area would need to take a pro-active role in encouraging employment development for both aviation-related growth (associated with an airport growth scenario) and targeting the accommodation of wider B-class sector growth. Given the current constraints of the local property market, this scenario would give the area the greatest chance of creating employment capacity and attracting investor demand. It would require the greatest allocation of additional employment land and a repositioning of land allocation towards the area (including potential release of less attractive sites elsewhere in the sub-region). The market analysis, while accepting the current market limitations, recognises that the area would be attractive to companies and investors and would help to provide an offer that is currently lacking. Accommodating a high growth scenario



in the area would mean allocating sufficient employment land to allow for the potential of the area to be realised. There is the potential for up to 94,000 sq.m. of additional floorspace to be provided (79,000 sq.m. in a new business park) to accommodate up to 3,900 additional jobs in the area over the planning period to 2021.

## Questions

**Q4.3 What role should the JAAP play in supporting wider employment growth in the sub-region?**

**Q4.4 Is the area appropriate for significant growth in employment?**

**Q4.5 Will the area be attractive to investors?**

**Q4.6 Are there additional options to consider?**

### **4.4 Issue 3: Balancing Development with Environmental Enhancement in the JAAP**

A key objective of the JAAP is to ensure a high quality environment is maintained for residents alongside the utilisation of the area to deliver business and employment opportunities. To achieve this, a positive approach to environmental quality and amenity is necessary and should underpin any future development scenario for the area. The approach will need to consider the impacts that increased development and activity may have on the environment and provide mitigation to manage these effectively; consider how open areas may be enhanced to provide new habitats and recreational opportunities; and the policy designations necessary to determine boundaries and space between built areas and land uses.

The following outlines the key decisions that will need to be made in respect of enhancing the environmental quality of the area whilst sustainably realising its potential as an employment area.

- i) **The Green Belt.** Currently the Metropolitan Green Belt cuts right across the JAAP area, taking in all currently open space within the Rochford part of the JAAP, including a large proportion of the operational airport area. In taking forward development in the JAAP important decisions need to be made about the extent of Green Belt designation and whether it needs to be revised to reflect future aspirations for the area. The options for doing this include:
  - The Green Belt could be maintained as currently designated, thus precluding development outside of current areas unless by exception. This would not preclude development within the airport boundary (which is catered for in the Green Belt legislation) but would make additional employment land allocations very difficult to achieve.
  - The Green Belt could be revised to take identified new parcels of development land out of the designation, but would remain tightly drawn against proposed development boundaries so as to restrict development to that which is required for the current planning period.
  - A strategic revision to the Green Belt could be considered, realigning the designation to follow topographical boundaries and respond more flexibly to current and future development aspirations. In this option it would be used to clearly define a new 'Strategic Gap' between the urban boundaries of Rochford and Southend. This would involve removing the Green Belt from within the airport boundary and drawing it more widely than simply identified development areas in any future option.

- ii) **Enhancing amenity space.** The JAAP area includes large areas of open landscape, recreational and amenity space which help define the character of the area. In developing the future scenario for the JAAP decisions need to be made about which spaces must be protected, which ones can be enhanced to provide valuable habitats and assets for the area, and which areas could be considered for other uses. For those areas protected or enhanced, what enhancement is appropriate and what are the benefits of doing this?
- iii) **Mitigating environmental impacts.** More activity from the airport and businesses will inevitably result in environmental impacts that will need to be managed. The JAAP will need to consider physical and policy approaches that combined will help manage the sustainable future for the area. The key impacts (noise, pollution, air quality) are likely to result from increased aircraft movements and traffic in the area. What is important is that key receptors (potentially affected residents) are considered in taking forward future plans. This means that the location of new development needs to be carefully considered, controls on airport operation ensure quality of life is maintained for residents, and sustainable transport strategies are implemented to minimise traffic impacts.

## Questions

**Q4.7 Should the Green Belt be considered for revision? If so how should it be revised?**

**Q4.8 What enhancements to the environment and amenity of the area should be made? What are the priority areas?**

**Q4.9 What do you see as the greatest potential impact of development in the JAAP and how can this be mitigated?**



## 4.5 Issue 4: Transport and Movement

Whatever strategy is agreed upon for the JAAP area, an appropriate Transport Strategy will need to be implemented to ensure that development is sustainable. As identified in Section 2, the area and its wider hinterland are facing a range of transport issues. Within this context development of the JAAP needs to integrate with proposals to improve the functioning of the wider network (including improvements to the A127 and SERT) and provide internal solutions to movement and accessibility. While the Transport Strategy will depend on the scenario being considered (dealt with in more detail in Section 5), the strategy will need to consider:

- i) Improvements to current 'constraints' identified within the immediate network to improve movement within and through the area
- ii) Linkages to the wider transport network and potential improvements envisaged to this network
- iii) Consider the location of new development in relation to the transport network and accommodate high levels of public transport accessibility
- iv) Encourage a modal shift from the current levels of car borne traffic through traffic management solutions
- v) New routes and key points of access to new development area. In this respect some key decisions and investments will need to be undertaken under the various growth scenarios.

### Questions

**Q4.10 What do you consider to be the transport priorities for the JAAP?**

**Q4.11 How can a shift from car use to other modes of transport be achieved?**

## 4.6 Issue 5: JAAP Areas for Change

To take the JAAP area forward consideration needs to be given to where future development/enhancement could take place (Areas for Change) and what opportunities are appropriate in any particular area. Figure 4.1 identifies the proposed Areas for Change within the JAAP area. These are defined as the only sites where improvement, enhancement or development would be appropriate and have emerged from a detailed spatial analysis that resulted in identifying a number of ultimate constraints and issues that frame the JAAP area. These constraints/issues include:

- Existing residential areas
- Good quality employment areas where redevelopment/intensification is not possible
- Areas where commercial employment development would not be appropriate or viable
- Constrained areas within the airport boundary where operational requirements prohibit development.
- Areas of environmental importance that must be protected.

In light of the above, the resultant Areas for Change identified can be broadly categorised as follows.

- **Vacant and under-utilised sites.** Within existing developed employment areas there are a number of opportunities for more intensive development on vacant and under-utilised sites (particularly within Aviation Way Business Park). The analysis shows a number of sites to be currently vacant, others where development proposals are emerging, and sites where land could be used more efficiently.
- **Reorganisation of sites within airport:** Several sites within the airport are not being fully and efficiently utilised. With the development of the terminal and interchange there should be scope of reconfiguration of some sites and relocating uses to make for more efficient use of space. Current terminal building offers scope for other uses.

- **Southern parts of the Metropolitan Green Belt:** Potential Green Belt areas adjoining Aviation Way Business Park to the north offers potential for expansion for employment land subject to meeting all the necessary planning policy criteria. However, the maintenance of the Green Belt between Rochford and Southend in order to avoid coalescence needs to be a major consideration in proposals for future development of the JAAP.

The specific Areas for Change proposed by the JAAP are listed below.

- i) The Brickworks' site – this area contains a row of residential properties in front of the now cleared works site. The quality of the area is poor and access is difficult. This area has long been identified as an area in need of improvement.
- ii) Agricultural land to the north of Aviation Way Business Park – this area lies between Aviation Way and Rayleigh Brook and consists primarily of agricultural land. The proximity of this area to existing development and the airport mean that of current Green Belt land this area is the most suitable, if needed, to accommodate an extension to employment activity.
- iii) Land adjacent to the airport boundary at the end of Aviation Way – this area is a naturally defined site where potential expansion of the airport boundary might be appropriate. On one side is the area, on the other is an area of natural woodland habitat.
- iv) Aviation Way Business Park – this existing business park has been identified for change because its current use is inefficient as an employment area and it holds further potential that could be realised.
- v) Agricultural / amenity area to the south of the airport boundary – this area lies between two residential areas and currently includes a cricket pitch, agricultural land and private allotments. The area is of low amenity value and improvement to the area could enhance the overall character of the JAAP.



- vi) Northern maintenance zone within the airport boundary – an operational airport area, this zone contains a number of opportunity sites identified in the Airport Masterplan.
- vii) The Flying Club strip – this area is underused in land terms, holding a small number of flying clubs. Airport proposals see this area becoming the passenger focus for the airport, located around a proposed new railway station.
- viii) Southern maintenance zone and passenger terminal area – improvements to the airport will lead to opportunity sites within this area to accommodate aviation-related activity.
- ix) Land east of the railway line – this thin strip of land abuts the railway and Southend Road. Currently it is poor value amenity land and previous proposals for the area have included use as a parkway.
- x) Airport RESA – this area is south of the runway and is the safety zone required for airport operation. While no development could take place here, it would accommodate west extension if developed.
- xi) Land south west of Nestuda Way – the area currently contains football pitches and facilities, and agricultural land. While parts of the site are restricted in terms of development, the area does have the potential to change.

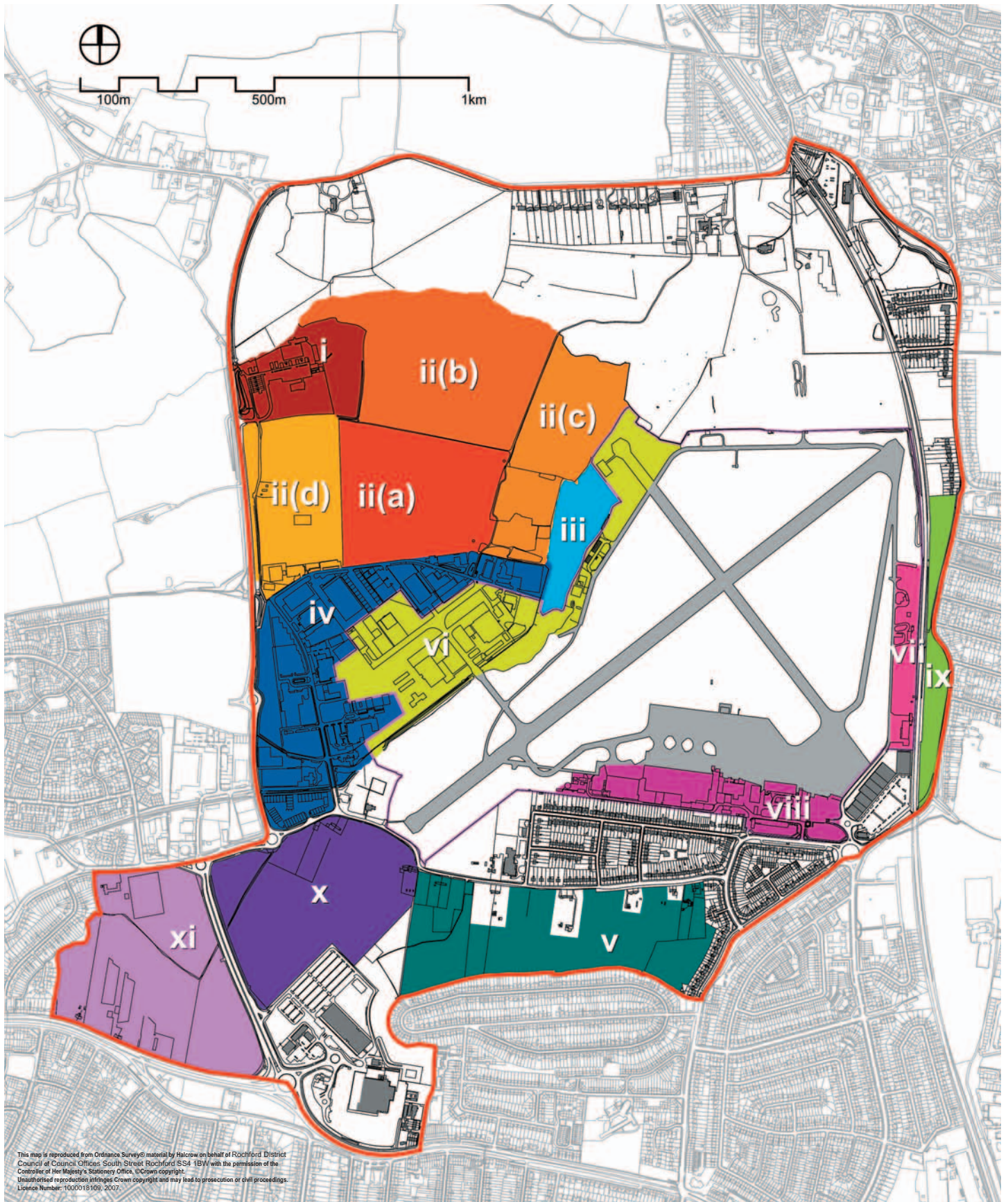
These are shown in figure 4.1 overleaf.

## Questions

**Q4.12 Do you agree with the proposed areas for change?**

**Q4.13 Are there any areas that should be added or removed?  
Why?**

Figure 4.1 - 'Areas of Change'





**Key:**

- Site Boundary
- Airport Boundary
- i-xi** Areas of Change









# 5 Potential JAAP Scenarios



## 5.1 Introduction

This section of the Issues & Options paper considers the potential spatial scenarios for the JAAP area. Four potential scenarios are presented for consultation. Their purpose is to indicate how, depending on the response to the issues and options, the Vision for the JAAP may translate into a preferred strategy for the future. Clearly, the decisions in respect of the growth of the airport and role of the area in providing future employment will be critical in determining the potential scale of development and enhancement to the area (environmental and transport) that will be required.

Each scenario is indicative and presented to encourage debate and discussion. The consultation and views on these scenarios will be used to inform the development of a preferred strategy for the JAAP. This preferred strategy could emerge as a hybrid of the scenarios presented.

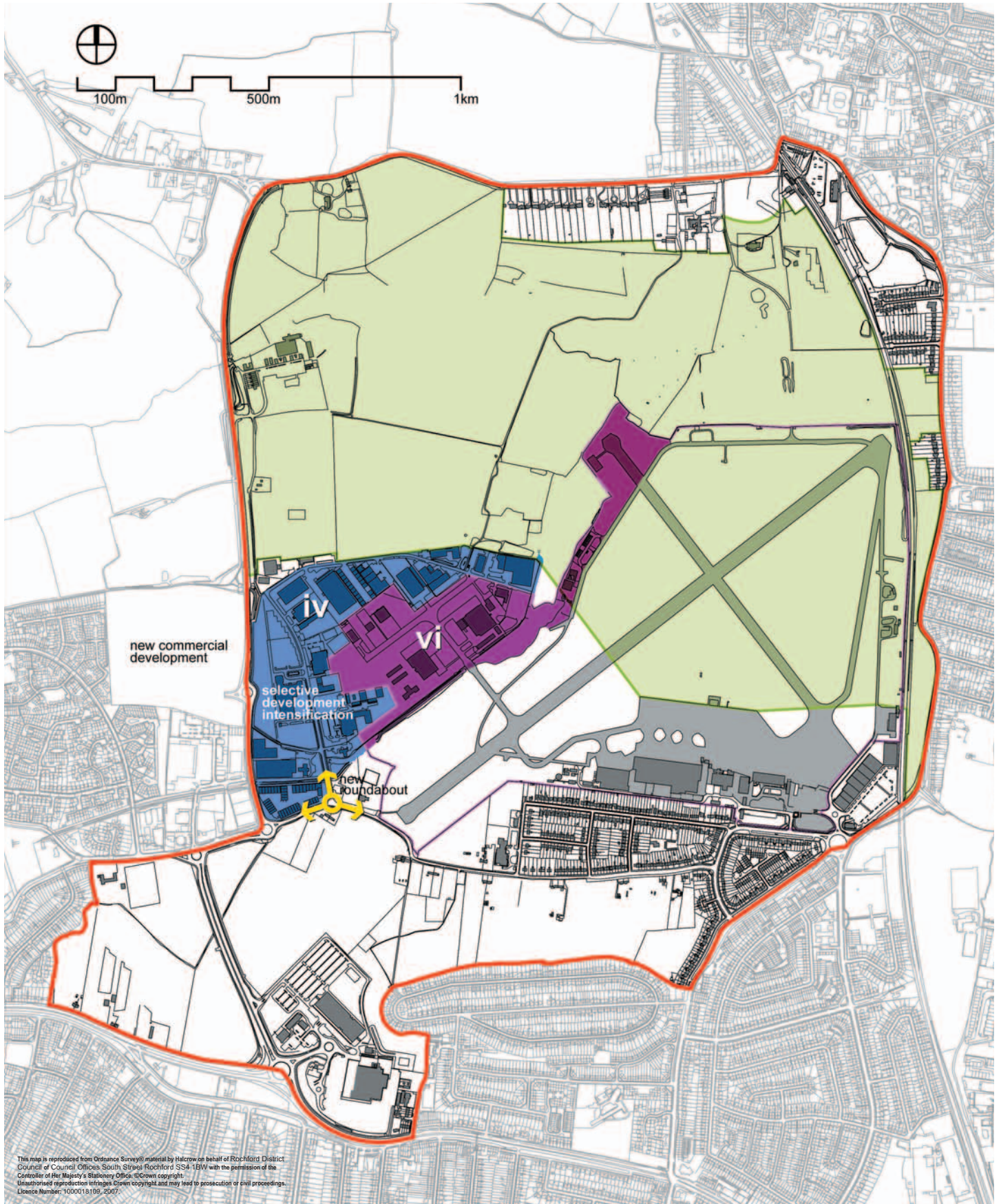
The scenarios presented are as follows:

- Scenario 1: Low Growth (do minimum)
- Scenario 2 (a): Medium Growth
- Scenario 2 (b): Medium Growth - 'Aviation Cluster'
- Scenario 3: High Growth

Each scenario is outlined through an overview statement of the vision for the area; a spatial plan of the scenario; specific details of what each scenario includes in respect of development and improvement; and an assessment of the impact/implications of each scenario (positive and negative).



Figure 5.1 - Scenario 1 - Low Growth





## 5.2 Scenario 1: Low Growth (do minimum)

An obvious scenario for the JAAP would be to maintain the current status quo in the area in respect of the encouragement of employment and the role of the airport. With regards to the latter, this scenario would see the current airport model continuing and would see limited investment in the airport (any investment would focus on maintenance of existing facilities). The airport would incrementally grow its MRO base within the constraints of its existing operation, primarily focused on the northern maintenance zone. Passenger traffic would remain a marginal function for the airport. No investment in the airport terminal or transport infrastructure would be made to support the role of the airport.

Likewise, wider employment growth in this scenario is constrained to being accommodated within the existing designated employment areas and particularly improvement/ intensification to Aviation Way Business Park. Through intensification there would be the potential to accommodate up to a further 750 jobs in up to 15,000 sq.m. of new office/ light industrial floorspace. However, this restricted level of development is likely to constrain the needs of current businesses looking to expand their operations in the area (26% of whom felt current premises only partially meet their future needs) and fail to meet the policy aspirations set for the JAAP in terms of its employment role.

In land use terms, no new employment allocations would be committed and development would be concentrated within existing developed areas. Transport improvements required to the area would be minimal, relating to improvements to the roundabout at the entrance to Aviation Way Business Park to support employment growth in that area.

### Key:

-  **Study Area**
-  **Airport Boundary**
-  **Metropolitan Greenbelt**
-  **Intensified General Employment**
-  **MRO Expansion**
-  **i-xi Areas of Change**
-  **Transport Infrastructure Improvements**

### 5.2.1 Details

The key features shaping this scenario, and what it means in practical terms is presented in more detail below.

## Scenario 1 - Low Growth

### Issue 1: Future role of London Southend Airport

Airport model and infrastructure	<p>The future growth of the airport would be based on the current airport model of limited investment and incremental growth in the MRO business. Given the constraints of current facilities (including the runway length) even the MRO opportunities would potentially be limited.</p> <p>Runway - The existing runway (06/24) is approximately 1,610 metres long with a Runway End Safety Area (RESA) at the southern end across Eastwoodbury Lane. Existing RESAs in place are 90m. in length at the north east end and 240m. at the south west end.</p> <p>MRO - Both the southern maintenance zone and northern maintenance zone have scope for some improvement and development within the existing airport boundary. Under-utilised sites within the airport boundary would be developed under this scenario.</p> <p>Hotel - Planning permission has been granted for a hotel adjacent to the current airport terminal. While it is assumed this will proceed it could become vulnerable if future expansion of the passenger market at the airport is not realised.</p> <p>No further airport related infrastructure envisaged - The current passenger terminal will be maintained to meet what will be a modest increase in passenger flows in future years.</p> <p>Boundary - No changes to the airport boundary proposed.</p>
Direct airport employment	<p>Direct employment supported by the airport would grow modestly from its existing base. Direct employment was estimated at 930 in 2005, comprising 120 air based jobs and 810 MRO based jobs. These generate around £22.3 million direct income to the sub-region. Indirect and induced employment related to the airport was 120 jobs.</p>
Aircraft and passenger forecasts	<p>Current passenger levels (2006) were estimated by the airport operating company at around 46,000. This has grown from 3,650 terminal passengers in 2004. Aircraft movements in 2004 were 48,697.</p>

### Issue 2: Future employment role

Employment land	<p>Growth of employment in the area would be accommodated through the intensification of existing employment areas, with no new allocations committed in the area. Existing employment land in the JAAP comprises up to 51ha. of business parks and industrial estates and while there are opportunities for development across the JAAP, the greatest potential for redevelopment and intensification is on Aviation Way where land is currently underused. On the assumption that up to 20% of the site might be used more intensively it is estimated that an additional 15,000 sq.m. of floorspace could be provided accommodating an additional 750 jobs.</p>
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### Issue 3: Environmental and amenity enhancement

Green Belt	No change to the existing Green Belt is proposed. Therefore, approximately 50% of the airport will remain within the designated Metropolitan Green Belt.
Environmental Issues	<p>Flood Risk - medium risk area currently forms part of Aviation Way Business Park.</p> <p>The airport drainage system discharges via interceptors into Eastwood Brook and Prittlewell Brook. Pollution incidences in 1986 and 1995 involving aviation fuel were resolved satisfactorily. The level of threat likely to remain as is.</p> <p>Noise levels within the JAAP area would remain largely around current levels. Marginal increases in aircraft movements could lead to an incremental increase in associated noise, although improved technology would mitigate this. Noise from road traffic will increase with more intense employment land use.</p>
Enhancement opportunities	Under a do minimum scenario no environmental enhancements would be made to the JAAP area.

### Issue 4: Transport and movement improvements

Eastwoodbury Lane	No changes would be necessary to the functioning of Eastwoodbury Lane. The route is protected by traffic lights and an automatic barrier which are activated when certain aircraft take off, causing minor delays in overall journey times. The extent of closure will increase marginally as aircraft movements increase over time.
Improvements	<p>Infrastructure improvement in accordance with LTP2 -the current network is operating at near capacity and investment in infrastructure will be required regardless of any scenario.</p> <p>Identified improvements include improved access for the Brickworks' site off Cherry Orchard Way and likely upgrade works in order to increase its capacity, especially at the western arm of Eastwoodbury Lane.</p>



## 5.2.2 Scenario Assessment

Assessment of Strategic Fit		
Objective		
Creation of sustainable and high value employment and other land uses	☑	Limited opportunity to create high value employment and other uses because development is constrained to existing developed areas. The area is unlikely to be transformed to provide a new offer and attract significant developer activity.
Maximising the economic benefits of a thriving airport and related activity	☑	This objective would not be met by this scenario as the airport asset would essentially continue in its current form and will subsequently not operate as the economic driver required for the area.
Ensuring appropriate improvements in sustainable transport	☑	With limited development the necessary improvements to transport infrastructure will be marginal, but sustainability enhanced.
Ensuring a high quality environment for residents	☑☑	With limited new development and slow incremental growth at the airport, existing green spaces are preserved and enhanced. However, the incentive to provide additional enhancements would be low given little change in the area in terms of activity and development.
Maximum return on public investment through attracting inward investment	☑	Although public investment will be limited the returns will be low because there will be no real change in the character of the area.
Efficient use of existing employment land resources	☑☑	Intensification of uses on existing areas will result in the more efficient use of current land allocations. However, land within the airport boundary will remain under utilised.

**Key**    ☑ *Low strategic fit*    ☑☑ *Medium strategic fit*    ☑☑☑ *High strategic fit*

Overall the strategic fit of this scenario with the JAAP objectives would be poor. Given little change will be seen in the area there would be no or low impact on most of the objectives. Without new employment land allocations or substantial investment or growth at the airport, the area would effectively stagnate in employment terms. The attraction of new high value employment would not occur and the airport would fail to realise its potential as a sub-regional asset. In essence the area would suffer from a lack of momentum and would fail to attract public investment.

## Benefits and disbenefits

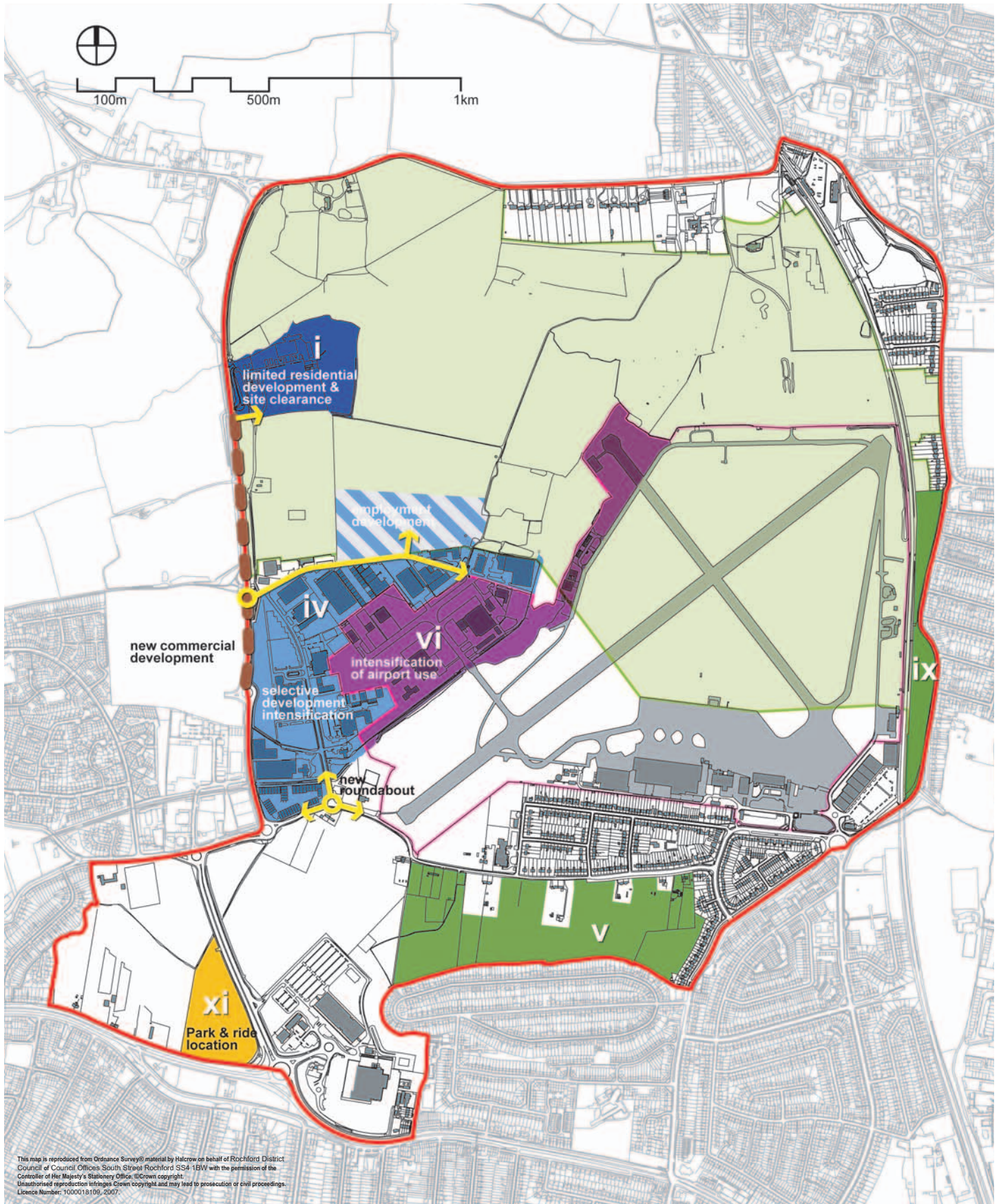
Economic	Environmental
<input checked="" type="checkbox"/> Potential employment growth within existing sectors. Additional jobs capacity of around 750 jobs in 15,000 sq.m. of new floorspace	<input checked="" type="checkbox"/> Opportunities for environmental enhancement on existing open areas
<input checked="" type="checkbox"/> Investor interest likely to be diminished as opportunities are infill rather than strategic	<input checked="" type="checkbox"/> Existing habitats protected
<input checked="" type="checkbox"/> Airport is not seen as a major driver for the sub-region	<input checked="" type="checkbox"/> Minor impacts associated with increased airport activity given the slow incremental growth
<input checked="" type="checkbox"/> Economic aspirations for the sub-region unlikely to be achieved	<input checked="" type="checkbox"/> Increased traffic associated with new employment would require some mitigation in terms of noise, vibration and air quality

**Key**    ☒ *Benefit*    ☒ *Disbenefit*

Scenario 1 would see little additional development or activity in the area and therefore there would be limited benefits or disbenefits generated. In terms of economic outcomes the area would not contribute in an effective way towards the employment growth aspirations of Southend and Rochford. Given that achieving the growth targets is predicated on the airport operating at a regional level the main conclusion is that this scenario could undermine wider sub-regional growth. The only advantage is that some employment growth can occur through intensification of existing employment land.

The environmental advantages result by default in that existing environmental quality and habitats would be maintained because of a lack of new activity. However, while open and amenity space is preserved there would be little incentive to enhance it because the area would generally lack a momentum in improving the area. The main disadvantage would be increased traffic impacts associated by more intensely used employment land.

Figure 5.2 - Scenario 2(a) - Medium Growth





### 5.3 Scenario 2(a): Medium Growth

The JAAP area is already characterised by a focus towards the provision of employment for the Southend and Rochford economies. Key concentrations of employment include the airport itself; Aviation Way Business Park; Laurence Industrial Park; and the retail park to the east of the airport.

Scenario 2(a) envisages a continuation of this role through the intensification and protection of existing employment areas, supported by the provision of a new employment allocation to the north of Aviation Way (part of Site iia) and predicated on its suitability as a marketable employment location. With the envisaged growth in employment focused towards office and light industrial uses, the new allocation provides the opportunity for development of a new business park facility that is currently under provided in the wider sub-region. To facilitate this provision new transport infrastructure is envisaged to improve accessibility to employment areas. These improvements are likely to include improvement to the existing roundabout at the entrance to Aviation Way; new access into Aviation Way off Cherry Orchard Way and improved capacity to the middle section of Cherry Orchard Way itself.

The future role of the airport under this scenario will be for it to continue in its current form. This would mean limited investment in the airport, with any investment focused towards maintenance of existing facilities. The airport would incrementally grow its MRO base within the constraints of its existing operation, primarily in the northern maintenance zone. Passenger traffic would remain a marginal function for the business.

#### Key:

-  **Study Area**
-  **Airport Boundary**
-  **Metropolitan Greenbelt**
-  **Local Recreational and Amenity Improvements**
-  **Intensified General Employment**
-  **MRO Expansion**
-  **Mixed Residential and Employment**
-  **Park'n'ride**
-  **Business Park (General)**
-  **Areas of Change**
-  **Transport Infrastructure Improvements**
-  **Necessary Dualling of Carriageway**

In terms of new development, this would include limited residential infill (mixed tenure) and improvement to the Brickworks' site (Site i) and a small business park development to the north of Aviation Way (part of Site (iia). Environmental enhancement would include Site (v) and Site (ix) but also enhancement to Sites (ii) and (iii) to link the Country Park across into the area.

### 5.3.1 Details

The key features shaping this scenario, and what it means in practical terms is presented in more detail below.

## Scenario 2 - Medium Growth

### Issue 1: Future role of London Southend Airport

Airport model and infrastructure	<p>The future growth of the airport would be based on the current airport model of limited investment and incremental growth in the MRO business. Given the constraints of current facilities (including the runway length) even the MRO opportunities would potentially be limited.</p> <p>Runway - The existing runway (06/24) is approximately 1,610 metres long with a Runway End Safety Area (RESA) at the southern end across Eastwoodbury Lane. Existing RESA's in place are 90m. in length at the north east end and 240m. at the south west end.</p> <p>MRO - Both the southern maintenance zone and northern maintenance zone have scope for some improvement and development within the existing airport boundary. Under-utilised sites within the airport boundary would be developed under this scenario.</p> <p>Hotel - Planning permission has been granted for a hotel adjacent to the current airport terminal. While it is assumed this will proceed it could become vulnerable if future expansion of the passenger market at the airport is not realised.</p> <p>No further airport related infrastructure envisaged - The current passenger terminal will be maintained to meet what will be a modest increase in passenger flows in future years.</p> <p>Boundary - No changes to the airport boundary proposed.</p>
Direct airport employment	<p>Direct employment supported by the airport would grow modestly from its existing base. Direct employment was estimated at 930 in 2005, comprising 120 air based jobs and 810 MRO based jobs. These generate around £22.3 million direct income to the sub-region. Indirect and induced employment related to the airport was 120 jobs.</p>
Aircraft and passenger forecasts	<p>Current passenger levels (2006) were estimated by the airport operating company at around 46,000. This has grown from 3,650 terminal passengers in 2004. Aircraft movements in 2004 were 48,697.</p>

## Issue 2: Future employment role

### Employment Land

The JAAP would take a stronger role in providing accommodation to meet future employment land needs based on RSS targets. Analysis suggests that 47% of the additional 16,000 jobs will be associated with B-class sectors and that this could translate into a change in land demand of about 30ha. Growth in B-class employment will principally be B1 in character, associated with business park/office accommodation and flexible light industrial uses.

The JAAP would increase its provision of employment land to include the site directly to the north of Aviation Way. Up to seven ha. could be released for business park style development, providing the capacity for up to 49,000 sq.m. of office and light industrial floorspace to accommodate up to 2,500 new jobs in the area. This new allocation would take the form of a new business park aimed at delivering a new portfolio of accommodation and opportunity that is currently lacking in the area. Together with the intensification of Aviation Way, this would mean that up to 64,000 sq.m. of new floorspace and 3,200 new jobs could be accommodated in the area.

## Issue 3: Environmental and amenity enhancement

### Green Belt

No change to the existing Green Belt is proposed. Therefore, approximately 50% of the airport would remain within the designated Metropolitan Green Belt.

### Environmental Issues

Flood Risk - medium risk area currently forms part of Aviation Way Business Park.

The airport drainage system would continue to discharge via interceptors into Eastwood Brook and Prittlewell Brook. The level of pollution incidences may increase due to expansion of activity but this may be mitigated by appropriate measures.

Noise levels within the JAAP area would remain largely around current levels. Marginal increases in aircraft movements could lead to an incremental increase in associated noise, although improved technology would mitigate this. Noise from road traffic would increase with more intense employment land use.

### Enhancement opportunities

Environmental and amenity enhancements proposed include improvement of arable land south of Eastwoodbury Lane; establishment of local amenity space to the east of railway line; and extending the country park and amenity space in the habitat areas and ponds in the northern section of the JAAP.

## Issue 4: Transport and movement improvements

### Eastwoodbury Lane

No changes would be necessary to the functioning of Eastwoodbury Lane. The route is protected by traffic lights and an automatic barrier which are activated when certain aircraft take off, causing minor delays in overall journey times. The extent of closure would increase marginally as aircraft movements increase over time.

### Improvements

Infrastructure improvement in accordance with LTP2 but additional infrastructure investment would be required to cope with increased growth. Access to the new employment area would be via a new roundabout off Cherry Orchard Way. This would have two lanes in and out (similar to the existing roundabout at Cherry Orchard Way - Eastwoodbury Lane). Improved access into Aviation Way would be via the upgraded Aviation Way – Eastwoodbury Lane mini roundabout and a new roundabout off Cherry Orchard Way.

Cherry Orchard Way would need to be upgraded to two lanes in each direction (similar to the existing stretch between the three arm roundabout serving the industrial estate and Eastwoodbury Lane).



### 5.3.2 Scenario Assessment

Assessment of Strategic Fit		
Objective		
Creation of sustainable and high value employment and other land uses	☑☑	New employment land allocations provide the capacity to create a new business park and redevelop significant areas of Aviation Way. Up to 64,000 sq.m. of new employment space and 3,200 additional jobs could be accommodated in the area in key sectors.
Maximising the economic benefits of a thriving airport and related activity	☑	This objective would not be met by this scenario as the airport asset would essentially continue in its current form.
Ensuring appropriate improvements in sustainable transport	☑☑	Improvements to the highway network would be needed to accommodate the new development and employment in the area, alongside public transport initiatives to encourage modal shift.
Ensuring a high quality environment for residents	☑☑☑	A high quality environment would be maintained through improvement to amenity areas. Only a limited area would be released for development (Brickworks' site and employment area north of Aviation Way). In addition limited airport growth would result in marginal impacts.
Maximum return on public investment through attracting inward investment	☑☑	There would be some returns on public investment in sites and infrastructure through the creation of new employment opportunities.
Efficient use of existing employment land resources	☑☑	Intensification of uses on existing areas would result in the more efficient use of current land allocations. Land will remain under utilised within the airport boundary.

**Key**    ☑ *Low strategic fit*    ☑☑ *Medium strategic fit*    ☑☑☑ *High strategic fit*

Scenario 2(a) provides an improved fit with the strategic objectives envisaged for the JAAP. With new employment allocations comes the opportunity to provide new floorspace offer for the sub-region and attract new investment and high value jobs. To facilitate this development improvements would be needed to the transport infrastructure and amenity areas to ensure that a sustainable approach to the future is delivered. However, given the potential returns in terms of jobs, this public investment is likely to occur. The area where this scenario does not meet strategic objectives is in delivering a thriving airport that provides a boost to the sub-region. Indeed, without this the area would potentially find it more difficult to attract investment and develop the floorspace required.

## Benefits and disbenefits

### Economic

- ✓ Potential employment growth of up to 3,200 jobs in existing and new sectors, accommodated in up to 64,000 sq.m. of new floorspace. This provision will primarily be in the form of a new business park to the north of Aviation Way.
- ✓ New employment land allocation provide new market opportunities to attract investor interest and diversify the offer of the area.
- ✓ The area starts to contribute in a strategic way to the employment objectives of the sub-region, providing space for 3,200 jobs out of the 16,000 required for the area.
- ✗ The airport is not a major driver for the economy, placing a greater reliance on existing sectors which have struggled in the past.
- ✗ Economic aspirations for the sub-region will be harder to achieve and the new employment space will be starved of a source of potential demand from the aviation sector.

### Environmental

- ✓ New opportunities for environmental enhancement on existing open areas, including visual amenity around the Brickworks' site, and recreational opportunity in the area. Increased potential for developer contribution to environmental mitigation and enhancement.
- ✓ Limited new development means that existing habitats are largely protected.
- ✗ Minor impacts associated with increased airport activity given the slow incremental growth.
- ✗ Potential landscape and habitat impact associated with increased employment and residential development.
- ✗ New land uses would impact on noise, vibration and air quality (main source being road traffic).

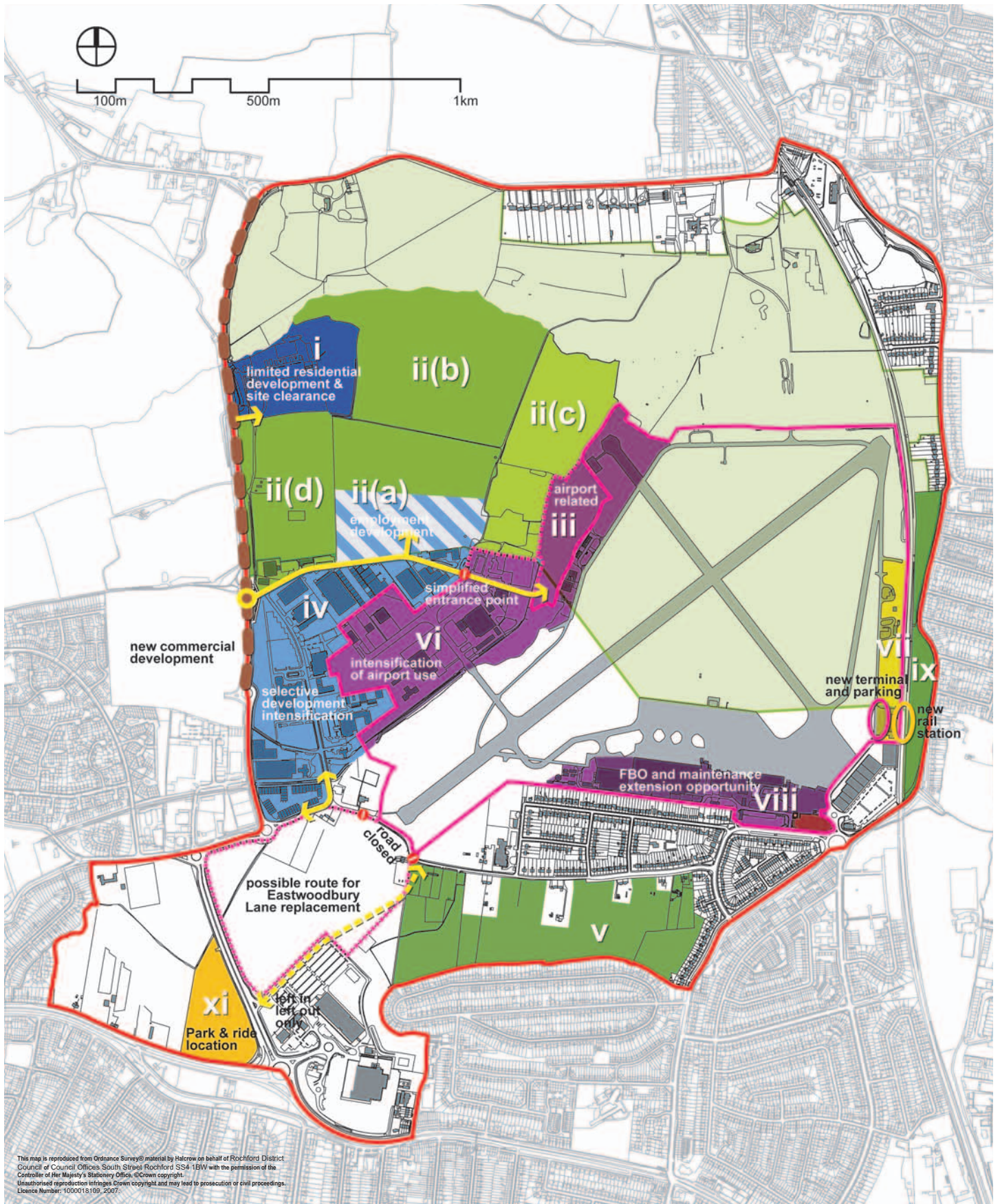
**Key**    ✓ *Benefit*    ✗ *Disbenefit*

With increased development and activity, JAAP Scenario 2(a) delivers increased economic benefit to the area, principally through encouraging an additional 3,200 jobs. An important aspect of this scenario is that the new employment land allocation provides space for a new product to be created for the area that would help to transform its overall attractiveness to market investors and potential inward investment companies. No airport expansion means that the area would lack a key economic driver and that achieving aspirational employment growth would be more challenging. The success of the JAAP would depend on wider activities to help attract new sectors and businesses to the area.

There would be an increase in environmental disbenefit associated with increased development and economic activity. In terms of development, this would be constrained to relatively small and less environmentally sensitive areas. This would mean existing habitats are largely protected and landscape/habitat impacts are minimised. The main impact would result from the level of employment activity and associated traffic which would need to be carefully managed. On the positive side, the fact that the area is changing would provide a public focus to maintain environmental quality and would help support public funding, which may not otherwise have been attracted. This could lead to the potential enhancement to key areas such as the Country Park.



Figure 5.3 - Scenario 2(b) - Medium Growth - 'Aviation Cluster'





## 5.4 Scenario 2(b): Medium Growth – Aviation Cluster

Scenario 2(b) envisages London Southend Airport becoming a driver of the sub-regional economy and specifically shaping the future focus of the JAAP. The aim would be to support the growth and investment in the airport to enable it to develop a passenger based market of up to 2 million passengers. The model for growth is based around the published master plan which maintains the existing runway but provides new infrastructure (railway, hotel, and terminal) to develop and sell the asset to potential MRO, FBO and aviation companies. Passenger numbers would grow to 2 mppa by 2030 generated by the increased catchment provided by the railway connection to London. Growth in the MRO operation would see the reconfiguration and extension of the southern and northern maintenance areas, including an expansion to the airport boundary to include land adjacent to the northern maintenance area.

Supporting the growth of aviation-related employment within the airport boundary, a positive land use approach to areas adjacent to the airport would be adopted. The intensification and growth of employment in the vicinity of Aviation Way would be restricted to aviation businesses to help develop a coordinated and focused cluster.

### Key:

-  **Study Area**
-  **Airport Boundary**
-  **Airport Boundary Extension**
-  **Proposed Metropolitan Greenbelt Remodelling**
-  **Local Recreation and Amenity Improvements**
-  **Green Buffer**
-  **Intensified General Employment**
-  **MRO Expansion**
-  **Mixed Residential and Employment**
-  **Hotel**
-  **New Terminal and Parking**
-  **Park'n'ride**
-  **Business Park (Aviation)**
-  **Areas of Change**
-  **Transport Infrastructure Improvements**
-  **Necessary Dualling of Carriageway**

The land use implications of this scenario fall within and adjacent to the existing airport boundary. Within the boundary, land would be used as efficiently as possible to accommodate operators and MRO companies. Given operational constraints, redevelopment is focused on the northern and southern maintenance zones, the existing terminal area, and the area currently occupied by the flying clubs to the east of the runways. Outside the airport boundary employment related development would be allowed to the north of Aviation Way (site iia) and to the west of the current airport ancillary area (site iii) – the latter incorporated within a revised boundary. Residential development will be used to improve the Brickworks' site and other areas of local amenity would be improved to maintain the overall environmental quality of the area for residents, businesses and visitors.

#### 5.4.1 Details

The key features shaping this scenario, and what it means in practical terms is presented in more detail below.

### Scenario 2(b) - Aviation Cluster

#### Issue 1: Future role of London Southend Airport

##### Airport model and infrastructure

Under this scenario the airport would grow significantly and with a passenger focus to its activities. Although the runway would be constrained to its current length the improvements to airport facilities such as the control tower, railway station and new terminal would enhance the asset and potentially attract airline operators. The potential would be for the airport to grow to one mppa by 2012 and up to two mppa by 2030. There is a high level of risk associated with this option in that the economic reality is that passenger operators are increasingly operating larger and more efficient aircraft and would view the airport as a constraint to commercial operation. This then casts doubt on whether the investment in the infrastructure is viable to proceed.

MRO – Increased aircraft movements and the location of fixed operators at the airport will create additional opportunities for MRO businesses. To accommodate these improvements would be made to the northern maintenance zone (through better development of existing plots) and the development of a new MRO area to the north in a current Green Belt area. The land take required for this would be approximately 4.05ha. (10 acres).

New Terminal - Along the eastern boundary, the new terminal building would provide a handling capacity of about 0.65-0.7 mppa with the scope for future expansion to handle expected growth to 2 mppa (this has current planning approval). The approved terminal building would include a visitor centre. Extension of the terminal building would take in the sites currently occupied by the flying schools along the east boundary of the study area.

<p>Airport model and infrastructure</p>	<p>New Railway Station - The rail station will be developed along the eastern boundary. Approval from the Strategic Rail Authority would be required together with an access agreement with Network Rail and the train operator, National Express East Anglia.</p> <p>Hotel - Planning permission has been granted for a hotel adjacent to the current airport terminal. Based on passenger growth at the airport this development is more likely to take place.</p> <p>Control Tower - relocation to northern maintenance zone together with reconfiguration of southern maintenance zone. This would require northern surface access route for the airport.</p> <p>Boundary - Expanded to include small field adjoining the northern maintenance zone.</p>
<p>Direct airport employment</p>	<p>Airport and MRO direct employment is expected to be 2,110 jobs comprising 910 air based and 1,200 MRO based jobs within the airport boundary by 2030. In terms of additionality, this represents an increase of 1,180 jobs directly associated with the functioning of the airport.</p>
<p>Aircraft and passenger forecasts</p>	<p>The forecasts for passenger growth envisage up to one mppa reached by 2012 with continued growth to two mppa by 2030 (in accordance with the Aviation White Paper. Converting the two mppa to daily averages would suggest around 1,500 arriving and 1,500 departing passengers on a typical day.</p> <p>The associated aircraft movements handled by the airport are up to 66,000 by 2021-15 and 85,500 movements by 2030. Included within these figures are anticipated air transport movements of 15,000 and 32,000 respectively. Again, daily flows on a typical day would include around 40 passenger flights, 2-3 MRO aircraft movements and 5-6 business flights. In total around three flights per hour.</p>
<p>Issue 2: Future employment role</p>	
<p>Employment Land</p>	<p>The focus of employment growth will be associated with the airport and the attraction of aviation-related sectors. The principal growth is envisaged to be in MRO activities that require runway access so better use of existing MRO land is planned along with the proposed expansion of the airport boundary to include a 4.05ha. (10 acre) field adjacent to the northern maintenance zone.</p> <p>Beyond this up to seven ha. could be released for business park style development, providing the capacity for up to 49,000 sq.m. of office and light industrial floorspace to accommodate up to 2,500 new aviation jobs in the area. This new allocation would take the form of a new business park aimed at delivering the airport cluster. Together with the intensification of Aviation Way, this would mean that up to 64,000 sq.m. of new floorspace and 3,200 new jobs could be accommodated in the area.</p> <p>Opportunities for non-aviation businesses would be limited and encouraged to locate elsewhere in the borough.</p>
<p>Issue 3: Environmental and amenity enhancement</p>	
<p>Green Belt</p>	<p>The Green Belt boundary would be revised to reflect development land requirements for the period of the JAAP. This would include taking the Green Belt around the airport boundary and any new land allocations justified through the future role of the area. By drawing the Green Belt tight to new allocations no further scope for development would be envisaged in the JAAP area.</p>



Environmental Issues	<p>Additional Flood Risk area would be included in the proposed northern expansion into the Green Belt.</p> <p>The airport drainage system would continue to discharge via interceptors into Eastwood Brook and Prittlewell Brook. The level of pollution incidences may increase due to expansion of activity but this may be mitigated by appropriate measures. Possibility of incorporating Eastwood Brook into future development together with appropriate mitigation measures in place.</p> <p>Noise - growth in air traffic, increased employment, and the new railway station would all negatively impact upon noise levels in the JAAP area. The greatest impact would be an increase in aircraft noise and although the airport currently has no limits on its operation (it operates in line with conditions set out in the UK Aeronautical Package) controls may need to be put in place through negotiation with the operator and planning conditions on new infrastructure. Road traffic noise would increase with employment growth and to mitigate this modal shift would need to be encouraged. The increase in rail noise would be localised to the new station area and associated with stopping existing train numbers.</p>
Enhancement opportunities	Environmental and amenity enhancements proposed include improvement of arable land south of Eastwoodbury Lane; recreation of local amenity space to the east of the railway line; and extending the country park and amenity space in the habitat areas and ponds in the northern section of the JAAP.

#### Issue 4: Transport and movement improvements

Eastwoodbury Lane	The increase in aircraft movements would mean that Eastwoodbury Lane would become increasingly constrained as a west to east access route through the JAAP area. At key times during the day it is envisaged that the route would be closed for increasingly significant periods of time. Therefore, at the end of the plan period an alternative route is likely to be required. A possible route for the alignment of this would be adjacent to the existing development to the south of the current southern RESA.
Improvements	Infrastructure improvement in accordance with LTP2 but additional infrastructure investment would be required to cope with increased growth. Access to the new employment area would be via a new roundabout off Cherry Orchard Way. This would have two lanes in and out (similar to the existing roundabout at Cherry Orchard Way - Eastwoodbury Lane). Improved access into Aviation Way would be via the upgraded Aviation Way - Eastwoodbury Lane mini roundabout and a new roundabout off Cherry Orchard Way. Cherry Orchard Way would need to be upgraded to two lanes in each direction (similar to the existing stretch between the three-arm roundabout serving the industrial estate and Eastwoodbury Lane).

## 5.4.2 Scenario Assessment

### Assessment of Strategic Fit

#### Objective

Creation of sustainable and high value employment and other land uses	☑☑	New employment associated with the expansion of the airport and encouraging the clustering of Aviation businesses would deliver sustainable and high value employment opportunities. Up to 64,000 sq.m. of new employment space and 3,200 additional jobs could be accommodated in the aviation sector.
Maximising the economic benefits of a thriving airport and related activity	☑☑	The airport would be developed and invested in to utilise its potential based on the current runway infrastructure. New facilities including a new railway station, new terminal facilities, relocated control tower and improvements to maintenance areas. Additional direct employment at the airport would amount to 1,180 jobs.
Ensuring appropriate improvements in sustainable transport accessibility and facilities	☑☑☑	Significant improvements to transport network proposed including dualling the remainder of Cherry Orchard Way, replacement access for Eastwoodbury Lane, new railway station and northern access for the airport and Aviation Way.
Ensuring a high quality environment for residents	☑☑	A high quality of environment would be maintained, with enhancement to amenity areas and management of the green wedge between the airport and development to the north. Increased aircraft passengers and movements, coupled with increased employment will create negative impacts that will need to be managed and mitigated.
Maximum return on public investment through attracting inward investment	☑☑	Returns on public investment would increase in this scenario, supporting as it does the expansion of the airport and associated growth in the aviation cluster.
Efficient use of existing employment land resources	☑☑☑	Efficient land use will occur throughout the JAAP. This will include maximising the potential opportunities within the airport boundary and the efficient use and allocation outside the airport.

**Key**    ☑ *Low strategic fit*    ☑☑ *Medium strategic fit*    ☑☑☑ *High strategic fit*

Scenario 2(b) overall demonstrates a strong strategic fit with the objectives of the JAAP. The refocusing of the area towards an aviation cluster provides a new character for the economic activity in the area, driven by the potential growth of the airport. Compared to the previous scenario, 2(b) has greater fit in terms of maximising the benefits of the airport; delivers more sustainable transport solutions with the new railway station complementing other initiatives; and makes more efficient use of existing employment land resource by using more land within the airport boundary. Given the growth of the airport, environmental impacts become more prevalent in this scenario because increased aircraft movements are seen alongside increased traffic associated with employees. Additional public investment would be required to ensure the high quality environment is sustained or enhanced.

## Benefits and disbenefits

Economic	Environmental
<ul style="list-style-type: none"> <li>✓ New and additional high value direct employment associated with the growth of the airport. Total direct employment up to 2,110 jobs, an additionality of 1,180 jobs over current levels.</li> <li>✓ Potential capacity for an additional 64,000 sq.m. housing up to 3,200 jobs in wider employment land allocations, focused towards aviation-related sectors.</li> <li>✓ Clearly defined employment location policy given direction and guidance on growth of the aviation cluster.</li> <li>✗ JAAP provides limited support to the wider growth of employment in the sub-region, helping to meet growth targets.</li> <li>✗ Uncertainty over the capacity of the aviation cluster to grow significantly in this location given the constraint in terms of size of aircraft serviced in the area, and the competition from other locations (UK and overseas).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Visual amenity to the Brickworks' site improved as are recreational and amenity assets in the area. In addition the flying clubs could be improved in new accommodation.</li> <li>✓ New railway station would support modal shift of airport users, reducing impact of increased passenger numbers.</li> <li>✓ Increased potential for developer contribution/ public sector contribution to environmental mitigation and enhancement.</li> <li>✗ Negative noise, vibration and air quality impacts associated with the increased aircraft movements and number of passengers using the airport.</li> <li>✗ An increasing amount of development increases the impact on habitat, landscape character and architectural features.</li> </ul>

**Key**    ✓ *Benefit*    ✗ *Disbenefit*

There are strong economic benefits associated with this scenario, generated by the growth of the airport and its role as a regional economic driver. In total, the approach could create the potential for up to 4,400 new jobs on and outside the airport. While these benefits are large, there is caution over the level of risk associated with this scenario, given that the commercial reality is operators are less likely to view the airport as an attractive location. By concentrating the whole strategy of the JAAP on airport growth potentially risks 'too many eggs in one basket', particularly given the volatility in aviation markets at times.

In terms of the environmental impact, the disbenefits are increased under this scenario with the increased aircraft movements and associated noise, vibration and air quality impacts. These would need to be carefully managed and mitigated in order to sustain current levels of quality. However, funding for improvements and enhancements are likely to be more forthcoming from the public or private sectors because the value gained from developing the area would be significant.



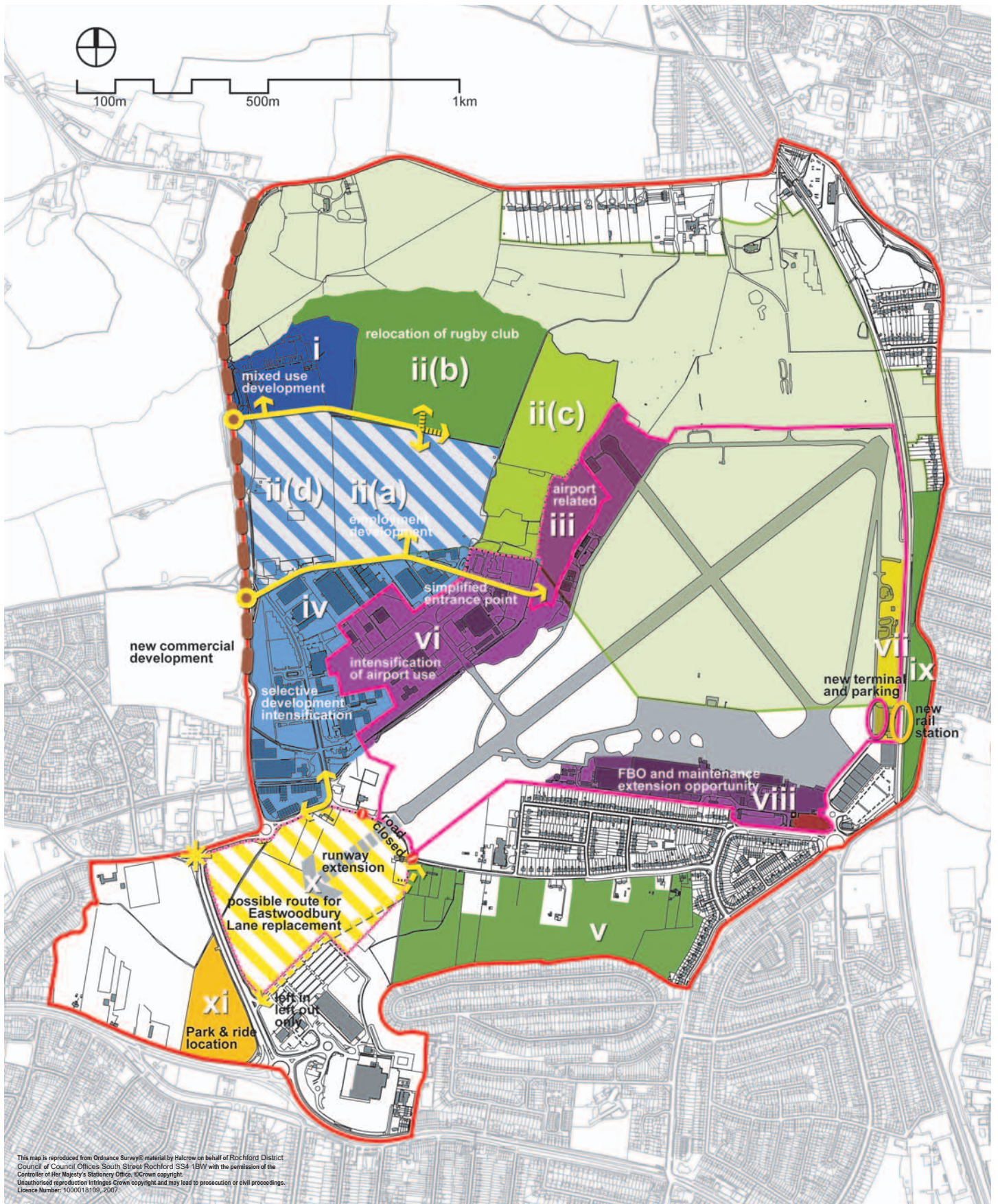
## 5.5 Scenario 3: High Growth

Scenario 3 presents a high growth scenario that would see the JAAP taking a positive stance to both the role of the airport and the wider need for employment land in the two local authority areas. The airport model is based around an extended runway that will facilitate larger aircraft and increase the potential attraction of aviation companies (passenger and MRO), and associated infrastructure development. The runway would be lengthened to the south to provide a strip of 1,799 metres, extended across Eastwoodbury Lane into the current southern RESA. While the growth in terms of passenger numbers would remain capped at 2 mppa, the prospect of reaching this maximum capacity is greatly enhanced by the improved attractiveness of the airport asset. Under this scenario the airport would realistically represent an economic asset and driver for the sub-regional economy.

The land use implications of this scenario fall within and adjacent to the existing airport boundary. Within the boundary, land will be used as efficiently as possible to accommodate operators and MRO companies. Given operational constraints, redevelopment is focused on the northern and southern maintenance zones, the existing terminal area, and the area currently occupied by the flying clubs to the east of the runways. Outside the airport boundary employment related development will be allowed to the north of Aviation Way on sites ii(a) and site ii(d) – the rugby club site, and to the west of the current airport ancillary area (site iii) – the latter incorporated within a revised boundary. In addition, the area will grow its employment focus through extending Aviation Way to accommodate demand from both aviation sectors and wider sectors.

Given the JAAP's role in supporting both sources of employment, the new land allocated to accommodate employment would amount to around 21ha. principally for business park provision. The likely outcome would see a greater focus of aviation-related business in the current Aviation Way employment area, with some areas potentially taken into the airport operational boundary to provide more area with direct runway access. Residential development will be used to improve the Brickworks' site and other areas of local amenity will be improved to maintain the overall environmental quality of the area for residents, businesses and visitors.

# Figure 5.4 - Scenario 3 - High Growth





This scenario will have the highest uptake of Green Belt land and a strategic revision of the designation to follow natural and man-made boundaries would be appropriate. It would also be drawn to allow for future allocations if deemed necessary. To compensate for this and potential environmental impacts, additional enhancement projects will need to be considered, including creation of buffer zones and mitigation areas to protect habitats.

Given the greater intensity of development and use in the JAAP a wider transport strategy would be needed for the area that included improvements to the strategic road network, new accesses and capacity, but also linkage with wider public transport initiatives (such as SERT). Important to the sustainability of the area will be encouraging modal shift and connecting new employment areas to public transport provision.

#### Key:

-  **Study Area**
-  **Airport Boundary**
-  **Airport Boundary Extension**
-  **Proposed Metropolitan Greenbelt Remodelling**
-  **Local Recreation and Amenity Improvements**
-  **Green Buffer**
-  **Intensified General Employment**
-  **MRO Expansion**
-  **Mixed Residential and Employment**
-  **Hotel**
-  **New Terminal and Parking**
-  **Park'n'ride**
-  **Business Park (Aviation and General)**
-  **Extended Runway and RESA**
-  **Areas of Change**
-  **Transport Infrastructure Improvements**
-  **Necessary Dualling of Carriageway**



### 5.5.1 Details

The key features shaping this scenario, and what it means in practical terms is presented in more detail below.

## Scenario 3 - High Growth

### Issue 1: Future role of London Southend Airport

#### Airport model and infrastructure

This scenario assumes the airport expansion is based on increasing the length of the runway up to 1,799 metres. Along with the other infrastructure improvements, this increases the realistic potential of the airport and its resultant attractiveness to airline operators. Currently the runway is an identified constraint on the operation of the airport. By lengthening the runway across Eastwoodbury Lane into the current RESA area it would mean that larger aircraft (such as Boeing 737s) would be able to be operated fully laden out of the airport for business and passenger uses, making the airport a more attractive fixed base for a wider range of potential operators. The airport is likely to grow faster to a capped passenger capacity of two mppa because given the new runway and railway station it would attract two or three fixed base operators to the airport in a relatively short period of time. Given the growth of the airport is dependent on its ability to attract operators (through offering an enhanced asset) the risks of this option are greatly reduced, the likelihood of reaching the passenger forecasts increased, which in turn improves the prospect of investment in the other assets of the railway station, passenger terminal, hotel and supporting facilities. The accelerated growth means that the sub-region will be in a position to support 2012 Olympics.

Runway – extension of runway 24 to 1,799m. and into the southern RESA to the south of Eastwoodbury Lane (leading to its closure). The benefit of this runway is that longer and more diverse fleets of aircraft can be accommodated. This applies to the passenger, business and MRO activities envisaged for the airport.

MRO – Increased aircraft movements and the location of fixed operators at the airport would create additional opportunities for MRO businesses. To accommodate these improvements would be made to the northern maintenance zone (through better development of existing plots) and the development of a new MRO area to the north in a current Green Belt area. The land take required for this would be approximately 4.05ha. (10 acres).

New Terminal - Along the eastern boundary, the new terminal building would provide a handling capacity of about 0.65-0.7 mppa with the scope for future expansion to handle expected growth to two mppa (this has current planning approval). The approved terminal building will include a visitor centre. Extension of the terminal building would take in the sites currently occupied by the flying schools along the east boundary of the study area.

New Railway Station - The rail station would be developed along the eastern boundary. Approval from the Strategic Rail Authority would be required together with an access agreement with Network Rail and the train operator, One Great Eastern.

Hotel - Planning permission has been granted for a hotel adjacent to the current airport terminal. Based on passenger growth at the airport this development is more likely to take place.

Airport model and infrastructure	<p>Control Tower - relocation to northern maintenance zone together with reconfiguration of southern maintenance zone. This would require northern surface access route for the airport</p> <p>Boundary - Expanded to include small field adjoining the northern maintenance zone.</p>
Direct airport employment	<p>Airport and MRO direct employment is expected to be 2,110 jobs comprising 910 air based and 1,200 MRO based jobs within the airport boundary. In terms of additionality, this represents an increase of 1,180 jobs directly associated with the functioning of the airport. Importantly, this scenario provide two important benefits over the previous scenario: (i) employment figures would be reached sooner because the airport would be attractive to a larger catchment (passenger and business) and (ii) the likelihood of achieving target aircraft and passenger forecasts is significantly enhanced because of improved attractiveness.</p>
Aircraft and passenger forecasts	<p>The forecasts for passenger growth envisage up to 2 mppa, which converts into daily averages of around 1,500 arriving and 1,500 departing passengers on a typical day. The associated aircraft movements handled by the airport are up to 85,500 movements. Included within these figures are anticipated air transport movements of 32,000 per annum. Again, typical daily flows would include around 40 passenger flights, 2-3 MRO aircraft movements and 5-6 business flights. In total around three flights per hour. As noted above, these forecasts are more likely and will be achieved sooner than Scenario 2.</p>
Issue 2: Future employment role	
Employment Land	<p>The need for employment land in the JAAP will be driven by airport growth and wider demand for employment land. This concentration of demand will create a critical mass of demand and provision. In this scenario employment development would include: intensification of uses on Aviation Way; an additional 4.05ha. (10 acres) extension to the airport boundary to support MRO growth; and the allocation of up to 21ha. of additional land on sites ii(a) and ii(d). In total this scenario would generate the capacity for up to 94,000 sq.m. of new B1 floorspace (mostly in the form of a new business park) that would accommodate up to 4,700 jobs.</p>

### Issue 3: Environmental and amenity enhancement

Green Belt	Strategic revision of the Green Belt to provide a more coherent boundary that follows topographical features and clearly defines a strategic 'green lung' gap between development areas. The strategic gap would be defined by the Golf Club and Rayleigh Brook as far as Cherry Orchard Way. It would then follow the road south before proceeding west to include the Country Park. Essentially within the JAAP the Green Belt would be restricted to the top 25% of the area.
Environmental issues	<p>The airport drainage system would continue to discharge via interceptors into Eastwood Brook and Prittlewell Brook. The level of pollution incidences may increase due to expansion of activity but this may be mitigated by appropriate measures. Possibility of incorporating Eastwood Brook into future development together with appropriate mitigation measures in place.</p> <p>Noise - growth in air traffic, increased employment, and the new railway station would all negatively impact upon noise levels in the JAAP area. The greatest impact would be an increase in aircraft noise and although the airport currently has no limits on its operation (it operates in line with conditions set out in the UK Aeronautical Package) controls may need to be put in place through negotiation with the operator and planning conditions on new infrastructure. Road traffic noise would increase with employment growth and to mitigate this modal shift would need to be encouraged. The increase in rail noise would be localised to the new station area and associated with stopping existing train numbers.</p>
Environmental enhancements	Environmental and amenity enhancements proposed include improvement of arable land south of Eastwoodbury Lane; recreation of local amenity space to the east of railway line; and extending the country park and amenity space in the habitat areas and ponds in the northern section of the JAAP.

### Issue 4: Transport and movement improvements

Eastwoodbury Lane	Eastwoodbury Lane closed to through traffic and a new permanent diversion provided. This could be through provision of a new route through the southern part of the RESA.
Improvements	Infrastructure improvement in accordance with LTP2 but additional infrastructure investment would be required to cope with increased growth. Access to the new employment area would be via a new roundabout off Cherry Orchard Way. This would have two lanes in and out (similar to the existing roundabout at Cherry Orchard Way - Eastwoodbury Lane). Improved access into Aviation Way would be via the upgraded Aviation Way - Eastwoodbury Lane mini roundabout and a new roundabout off Cherry Orchard Way. Cherry Orchard Way would need to be upgraded to two lanes in each direction (similar to the existing stretch between the three-arm roundabout serving the industrial estate and Eastwoodbury Lane).



## 5.5.2 Scenario Assessment

### Assessment of Strategic Fit

#### Objective

Creation of sustainable and high value employment and other land uses	☑☑☑	By fully embracing the employment role within the JAAP, this scenario has the greatest potential for creating sustainable and high value.
Maximising the economic benefits of a thriving airport and related activity	☑☑☑	The runway extension would remove the largest operational constraint on the airport and allow it to reach its full potential as a passenger and maintenance facilities.
Ensuring appropriate improvements in sustainable transport accessibility and facilities	☑☑☑	Significant improvements to transport network proposed including dualling the remainder of Cherry Orchard Way, replacement access for Eastwoodbury Lane, new railway station and northern access for the airport and Aviation Way.
Ensuring a high quality environment for residents	☑☑	A high quality of environment would be maintained, with enhancement to amenity areas and management of the green wedge between the airport and development to the north. Increased aircraft passengers and movements, coupled with increased employment will create negative impacts.
Maximum return on public investment through attracting inward investment	☑☑☑	Public investment in infrastructure to support growth would be maximised, as would the returns in terms of new high value employment opportunities.
Efficient use of existing employment land resources	☑☑☑	Efficient land use will occur throughout the JAAP. This will include maximising the potential opportunities within the airport boundary and the efficient use and allocation outside the airport.

**Key**    ☑ *Low strategic fit*    ☑☑ *Medium strategic fit*    ☑☑☑ *High strategic fit*

This final scenario has the strongest strategic fit with the objectives set for the JAAP in emerging policy documents. By taking a dual focus towards employment expansion in the area, the scale of development and opportunity is greatly enhanced and the JAAP becomes a central focus for employment growth within Southend and Rochford. Much of this is based on the clear role of the airport as an economic driver. Under this scenario this role becomes more realistic in commercial terms, resulting in increased likelihood and investment and development in both the area and surrounding area. It would become a focus for public and private sector investment in not only its facilities but also its environment and infrastructure. Key public sector support would be required to facilitate and manage the changing nature of the area, but return on this investment would be significant in that the JAAP would fully support and underpin the growth aspirations of this part of the Thames Gateway.

## Advantages and disadvantages

Economic	Environmental
<ul style="list-style-type: none"> <li>✓ New and additional high value direct employment associated with the growth of the airport. Total direct employment up to 2,110 jobs, an additionality of 1,180 jobs over current levels. This benefit is also likely to occur earlier than under previous scenarios.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Strategic revision to Green Belt to provide a clearer focus and role in maintaining the environmental quality of the area</li> </ul>
<ul style="list-style-type: none"> <li>✓ Potential capacity for an additional 4,700 jobs in wider employment land allocations, based on business park provision and attracting a wider range of employment sectors.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Significant opportunities for environmental enhancement on existing open areas and habitat creation to mitigate losses. Facilitated through private and public sector contribution.</li> </ul>
<ul style="list-style-type: none"> <li>✓ Area produced significant support to the achievement of RSS targets for the sub-region.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Potentially significant negative impact on landscape character and visual amenity resulting from the development of the Brickworks' site, agricultural land, airport sites and employment areas.</li> </ul>
<ul style="list-style-type: none"> <li>✓ A balanced approach to employment growth ensures greater economic sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Negative noise, vibration and air quality impacts associated with the increased aircraft movements and number of passengers using the airport.</li> </ul>
<ul style="list-style-type: none"> <li>✗ The dominance of the JAAP area in employment terms may have a negative impact on less viable employment areas.</li> </ul>	<ul style="list-style-type: none"> <li>✗ An increasing amount of development reducing the overall amenity of the JAAP from current levels.</li> </ul>

**Key**    ✓ *Benefit*    ✗ *Disbenefit*

In benefit and disbenefit terms, the weight of this scenario is towards providing strong economic and employment benefits in the most sustainable way. In total the scenario could produce up to 6,000 additional jobs if all development is delivered. Much of this growth is predicated on the airport expansion which is commercially realistic with the extended runway. Where this scenario also benefits is that a balanced approach to growth is proposed, ensuring that the area takes the best opportunities that are presented to it over the plan period. The potential disbenefit however is that because of such a strong employment focus in the JAAP, other employment areas may be prejudiced and not attract investment for renewal. This would need to be carefully considered by employment land policies within the two local authority areas to ensure a balanced portfolio is available.

On the environmental side, this scenario would clearly have the largest impact in terms of development and the resultant activity in the area. Impacts from traffic would be the largest of all scenarios and aircraft movements also maximised. These would need to be mitigated and controlled to ensure development is sustainable. However, the potential for mitigation and improvement to environmental assets are enhanced by the interest in the area from private and public sectors. In changing the character of the area funding would be attracted to promote transport and environmental projects aimed at improving the JAAP area.

## Questions

**Q5.1 Which is your preferred Scenario for the future of the Southend Airport area?**

**Q5.2 How could your preferred scenario be further enhanced?**

**Q5.3 Are there any other scenarios which you feel have not been considered?**





## 6 Moving Forward

### 6.1 The Process for Preparing the JAAP

As a statutory Development Plan Document, the JAAP is being prepared in accordance with regulations set by Central Government. The process and the proposed timescale are illustrated overleaf.



1. Issues and Options	24 June 2008 – 8 August 2008	Consultation on Issues and Options Report. Supporting documentation to include Evidence Base Report and Sustainability Appraisal
↓		
2. Preferred Option	3 November 2008 – 12 December 2008	Consultation on the preferred strategy that will form the JAAP
↓		
3. Submission Document	9 March 2009 – 20 April 2009	Consultation on draft submission document
↓		
4. Submission to Secretary of State	June/July 2009	Final draft document submitted to the Secretary of State
↓		
5. Examination in Public and Adoption		Subject to timescale set by The Planning Inspectorate

The first stage in the process above is the culmination of an intensive period of research and analysis that has involved gathering evidence and working with key stakeholders within the JAAP area. The output from this research is presented in the JAAP Evidence Report that accompanies this report.

Sustainability Appraisal (SA) is integral to the process of preparing the Issues and Options Report. The SA Scoping Report was consulted on in the early part of 2008 and forms the basis for the Sustainability Appraisal of the Issues and Options report available with this document.

We are at the stage of seeking your views on the Issues and Options Report to feed into future work in developing the Preferred Option for the JAAP. Two further public consultation periods will be undertaken before the final strategy is submitted to the Government. At the end of 2008 we hope to consult on the draft preferred strategy and then in spring 2009 a consultation on the Draft Submission Document will be undertaken.



## 6.2 Sending in Your Views

The feedback received from this Issues and Options draft will play an important role in the development of the JAAP.

An online facility has been created that enables comments to be submitted quickly and easily, as well as providing the respondent with instant confirmation of receipt. The facility can be found at the web address below:

<http://rochford.jdi-consult.net/jaap/index.php>

Views may be submitted by clicking on the pen symbol next to the subject heading on which you wish to comment. Before you submit comments for the first time you will need to register on the system. This is a simple process requiring a valid email address. If you are registered on Rochford District Council's online consultation system you can use the same login and do not need to re-register.

We recognise that not everyone has access to the Internet and that it is important that no-one is excluded from participating. If you wish to submit your views but are unable to do so online, please contact your respective Council's representative who will explain how:

### **Rochford District Council**

Sam Hollingworth    01702 318102

### **Southend-on-Sea Borough Council**

Debee Skinner        01702 215408

You can also email to [JAAP@rochford.gov.uk](mailto:JAAP@rochford.gov.uk)

The consultation period will last until 1700hrs on 8 August 2008. Please ensure any comments that you have on the document are received before this time.



# Appendices







## Appendix A – List of Questions

- Q2.1 Are the assets of the JAAP area fully reported and understood?
- Q2.2 Are there any important assets or issues missing from the assessment?
- Q3.1 Do you agree with the overall Vision for the JAAP?
- Q3.2 Do the objectives set out above cover the key requirements from the area?
- Q3.3 Are there any other additional objectives that might help to guide the selection of the preferred option/options and JAAP?
- Q4.1 What do you see as the role of London Southend Airport in the future?
- Q4.2 How can the airport best be developed to drive and support the local economy?
- Q4.3 What role should the JAAP play in supporting wider employment growth in the sub-region?
- Q4.4 Is the area appropriate for significant growth in employment?
- Q4.5 Will the area be attractive to investors?
- Q4.6 Are there additional options to consider?
- Q4.7 Should the Green Belt be considered for revision? If so how should it be revised?
- Q4.8 What enhancements to the environment and amenity of the area should be made? What are the priority areas?
- Q4.9 What do you see as the greatest potential impact of development in the JAAP and how can it be mitigated?
- Q4.10 What do you consider to be the transport priorities for the JAAP?
- Q4.11 How can a shift from car use to other modes of transport be achieved?
- Q4.12 Do you agree with the proposed areas for change?
- Q4.13 Are there any areas that should be added or removed? Why?
- Q5.1 Which is your preferred Scenario for the future of the Southend Airport area?
- Q5.2 How could your preferred scenario be further enhanced?
- Q5.3 Are there any other scenarios which you feel have not been considered?





## Appendix B – Glossary

DPD	Development Plan Document
FBO	Fixed Base Operator
JAAP	Joint Area Action Plan
LDF	Local Development Framework
LSACL	London Southend Airport Company Limited
MPPA	Million Passengers per Annum
MRO	Maintenance, Repair and Overhaul
PSZ	Public Safety Zone
RBS	Royal Bank of Scotland
RESA	Runway End Safety Area
RSS	Regional Spatial Strategy
SA	Sustainability Appraisal
SERT	South Essex Rapid Transit







**Halcrow Group Ltd**  
Endeavour House . Forder Way . Cygnet Park  
Hampton . Peterborough . PE7 8GX  
Tel: 01733 560033 . Fax 01733 427988  
**[www.halcrow.com](http://www.halcrow.com)**