

# Firstplan

**LONDON SOUTHEND AIRPORT AND  
ENVIRONS JOINT AREA ACTION PLAN  
EXAMINATION**

**STATEMENT  
BY  
C AND S ASSOCIATES**

**ISSUE 3**



# STATEMENT

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## SECTION 1: INTRODUCTION

- 1.1 Firstplan has been instructed by C and S Associates to provide a statement in relation to the matters and issues for London Southend Airport and Environs Joint Area Action Plan examination.
- 1.2 Our clients own land which comprises part of the Brickworks site, Cherry Orchard Way, Rochford. The site forms part of Area 1A of the proposed Saxon Business Park.
- 1.3 The Brickworks site is previously developed land and currently lies derelict and detracts from the surrounding landscape. Redevelopment will enhance the area and enable remediation of the site.
- 1.4 This statement clarifies C and S Associates' position in relation to the proposed employment policies. In summary our client's support the designation of their site as part of the Saxon Business Park. However, the potential significant costs associated with remediation should be taken into account when considering the appropriateness or otherwise of any planning obligations. This will ensure that the development is viable.
- 1.5 Section 2 sets out our clients' response in relation to the issues raised by the Inspector. Section 3 provides our conclusions.



## SECTION 2: HEARING MATTERS AND ISSUES

2.1 As requested by the Inspector, we have specifically addressed the issues and questions raised by him.

**i) Are the individual areas proposed justifiable compared to any reasonable alternatives? Should brownfield sites in Southend be released first?**

2.2 The proposed employment designations are justified. Paragraph 7.1.2 of the Sustainability Appraisal confirms that new and improved business and industrial park development associated with the airport has the potential to attract new businesses, provide for growth of existing businesses and benefit the local economy.

2.3 The NPPF Section 1 sets out that the Government is committed to securing economic growth in order to create jobs and prosperity, building on the country's strengths. To achieve economic growth, local planning authorities should plan proactively to meet development needs of businesses and support an economy fit for 21<sup>st</sup> Century. Local planning authorities should identify and plan for existing and new businesses likely to locate in their area. The provision of employment designations such as the Saxon Business Park enables the two local authorities to fulfil these objectives by fully utilising the benefits that the growth of the airport can achieve.

2.4 The principle of employment sites in the airport area is supported by the Southend and Rochford Core Strategies. As set out in the Sustainability Appraisal the phasing of new sites, will ensure that growth continues to be encouraged at the Southend town centre sites. The proposals are therefore sustainable and should be considered to be the best strategy when compared with other options.

2.5 More specifically, development of the Brickworks site is justified because it is a brownfield site close to the airport which meets National and local planning policy objectives.

**ii) Are the individual areas proposed deliverable within the plan period given the various constraints that exist?**

2.6 C and S Associates are committed to working with the Council and other landowners to bring their site forward for development. It is considered that the area of the



Brickworks site is deliverable within the plan period and can come forward pre 2021 in accordance with the proposed phasing strategy.

**iii) Are the expectations for new job creation realistic?**

2.7 It is considered that the expectations for job creation are realistic in so far as the Brickworks site is a deliverable site which can contribute towards this. The actual numbers achievable will of course depend on economic forces and the detailed proposals coming forward.

**iv) Are the detailed site boundaries appropriate?**

2.8 The site boundaries for the Brickworks site are defensible as the site is bounded by Cherry Orchard Way and mature vegetation. It is also easily differentiated from the surroundings as it is a brownfield site surrounded by green field, green belt sites. The boundaries are therefore considered appropriate.

**v) If any of the specific areas are found to be unsound, then what are the alternative options?**

2.9 It is considered that the specific areas are sound and therefore C and S Associates have no comments on this.

**vi) Do the policies contain sufficient detail regarding the achievement of high quality design?**

2.10 The policies do contain sufficient detail about design whilst allowing some flexibility to ensure that delivery of the sites is achievable. For example, Policy E5 proposes a landmark building in Area A1 but does not detail the proposed massing of this.

2.11 The policies should not be more prescriptive as some flexibility is needed to ensure the sites come forward. Any scheme will have to accord with the design policies in the Southend and Rochford Core Strategies and the Rochford Development Management DPD, and design will need to be considered in detail at the planning application stage.

**vii) Is the differentiation between the various Use Classes and the proposed phasing of development within the policies justified?**

2.12 The proposed phasing of Area 1A as the first phase of the Saxon Business Park pre 2021 is feasible.



## Firstplan Statement on behalf of C and S Associates

2.13 Our client would not object to a wider range of use classes to ensure that development schemes can respond flexibly to market demands. They are supportive of Policy E3 which allows for non B1/B2 uses to support the operation and/or the requirements of employees working in the business park.

**viii) Are the policies sufficiently flexible to accommodate needs not anticipated in the JAAP and to allow a rapid response to changes in economic circumstances?**

2.13 It is important that the policies are flexible to accommodate changing circumstances to ensure that the sites do come forward for development. The need for a flexible approach is recognised on page 59 of the JAAP which sets out that that collective S106/CIL monies and commitments required should not be so onerous as to render scheme unviable. This is particularly important given the potential remediation costs associated with the Brickworks site.

**ix) Is there sufficient detail regarding the funding of infrastructure?**

2.14 In relation to the infrastructure requirements, it is not clear who will be required to deliver these, and it will important to be flexible to ensure that the development is achievable. The requirements for new open space and providing a new access into Cherry Orchard Country Park and a visitors centre appear to be onerous and it is important that the costs associated with these are not prohibitively high.



## SECTION 3: CONCLUSIONS

- 3.1 Our client's support the allocation of their site as part of the Saxon Business Park. The proposed designation is sound because it is positively prepared, justified, effective and consistent with national policy.
- 3.2 The Brickworks site is previously developed land and currently lies derelict and detracts from the surrounding landscape. Redevelopment will enhance the area and enable remediation of the site. The site can contribute to sustainable economic growth which will support the local economy and provide for the needs of businesses.
- 3.3 However, the potential significant costs associated with remediation should be taken into account when considering the appropriateness or otherwise of any planning obligations. This will ensure that the development is viable and the site can come forward.

