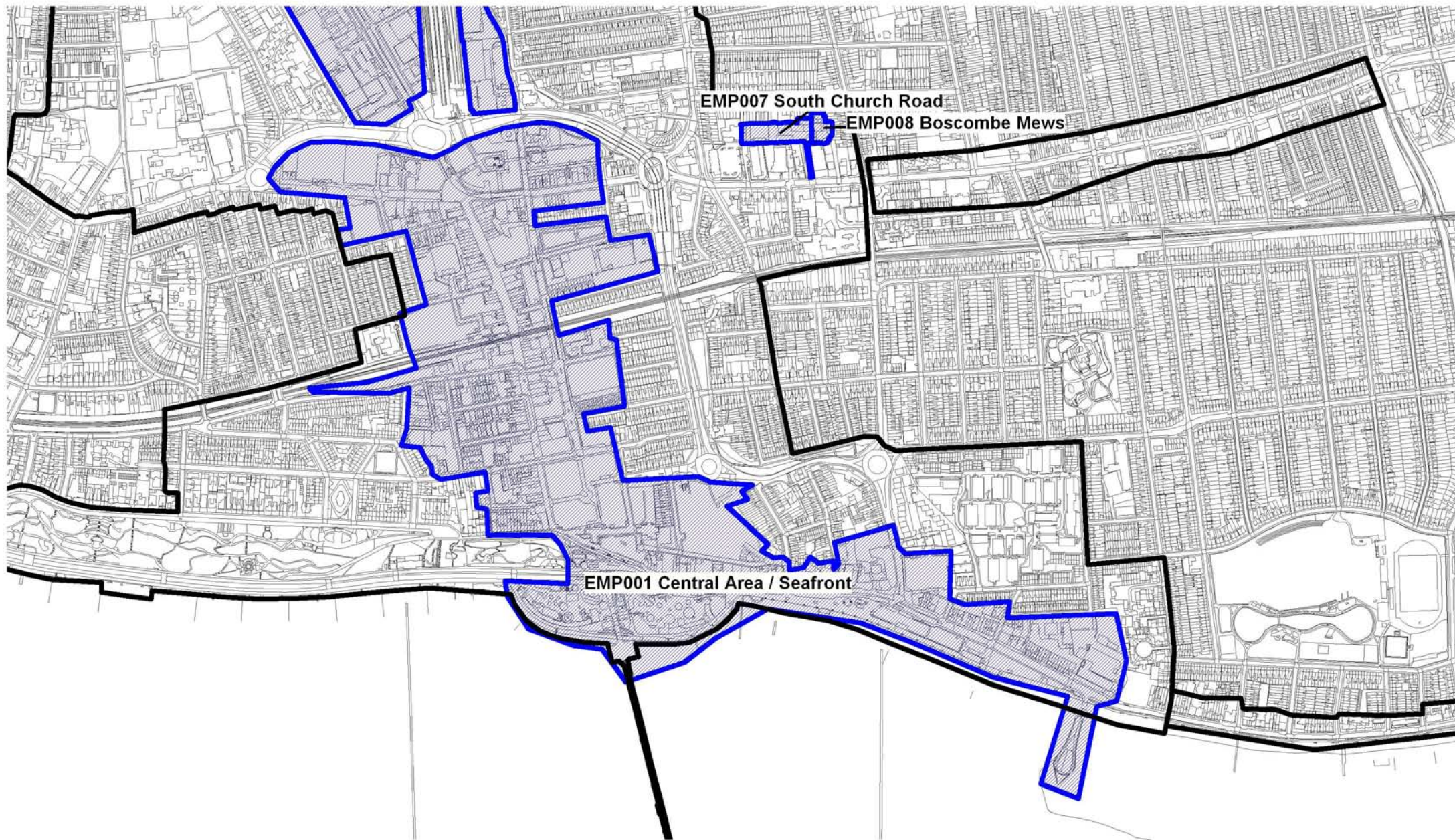


Site Information			
Site Ref	EMP001	Address	Town Centre/Seafront
Spatial Location	Central Area	Size	57.65 ha
Market Segment	Office, Retail, Leisure and Community		
Description of Site and Location:	The town centre and seafront is at the heart of Southend-on-Sea-on-Sea Borough, it is the retail and tourism core and identified as a sub-regional centre. it is the location of a large proportion of B1 class office employment and other cultural, educational and leisure employment. Within the town centre B1 office premises predominate. The town centre is a major location for employment and is likely to be required to support additional floorspace to facilitate future growth.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			Yes
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Multiple ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			Site specific
Market appraisal	The town centre is an attractive location for employers. Its good location and unique cultural, retail and leisure offer are particularly attractive for prospective modern B1 tenants. There are potential land assembly issues due to the multiple ownerships of some of the areas and a need to relocate parking facilities as a prerequisite for releasing development sites. The town centre is likely to continue attract market attention particularly if university and retail and cultural offer is strengthened as part of regeneration proposals. The town centre should be promoted for future employment purposes and demand for future floorspace should be accommodated alongside other land uses to help regenerate the town centre and create a vibrant mixed use centre, care will need to be taken to ensure that the associated costs of brownfield development does no undermine the viability of development to the detriment of the Central area.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Employment would be part of the mix of this area
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No, a mix of town centre uses would be essential

<b>Adjacent land use and conflicts?</b>	Given the mixed use nature of the town centre and seafront area there is potential for conflicts between existing and proposed land uses. The majority of existing employment uses within area is B1 office and therefore potential conflicts should be minimal.
<b>Known constraints and infrastructure requirements</b>	Site known constraints will need to be identified and addressed on a site by site basis. The town centre is in mixed use but existing employment premises can be protected for employment purposes, however detailed proposals will need to be taken forward as part of a Southend Central Area Action Plan (AAP). Infrastructure requirements will also need to be addressed through the detailed development of the AAP.
<b>Strategic Planning Factors</b>	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	Yes
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	Yes, part of Proposed Central Area AAP
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	Yes
<b>Strategic Planning and Access</b>	Strategic access to the Town Centre via the Queensway for road transport is good. The area is also well served by bus and suburban rail services which also link to London, however a large number of residents drive into the town centre due to the public's poor perception of public transport leading to high levels of congestion. To enable development parking provision in the town needs to be addressed to release surface parking sites for redevelopment. The Council is currently developing a parking strategy in association with an integrated package of town centre transportation improvements.
<b>Recommendation</b>	It is recommended that the employment role of the central area is protected and strengthened through the development and delivery of the Southend Central AAP. The employment emphasis will be towards B1 office uses in association with other town centre uses identified in PPS4 and in line with the economic demand identified for the central area.





EMP001 - Central Area / Seafront

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Scale: 1:10,000

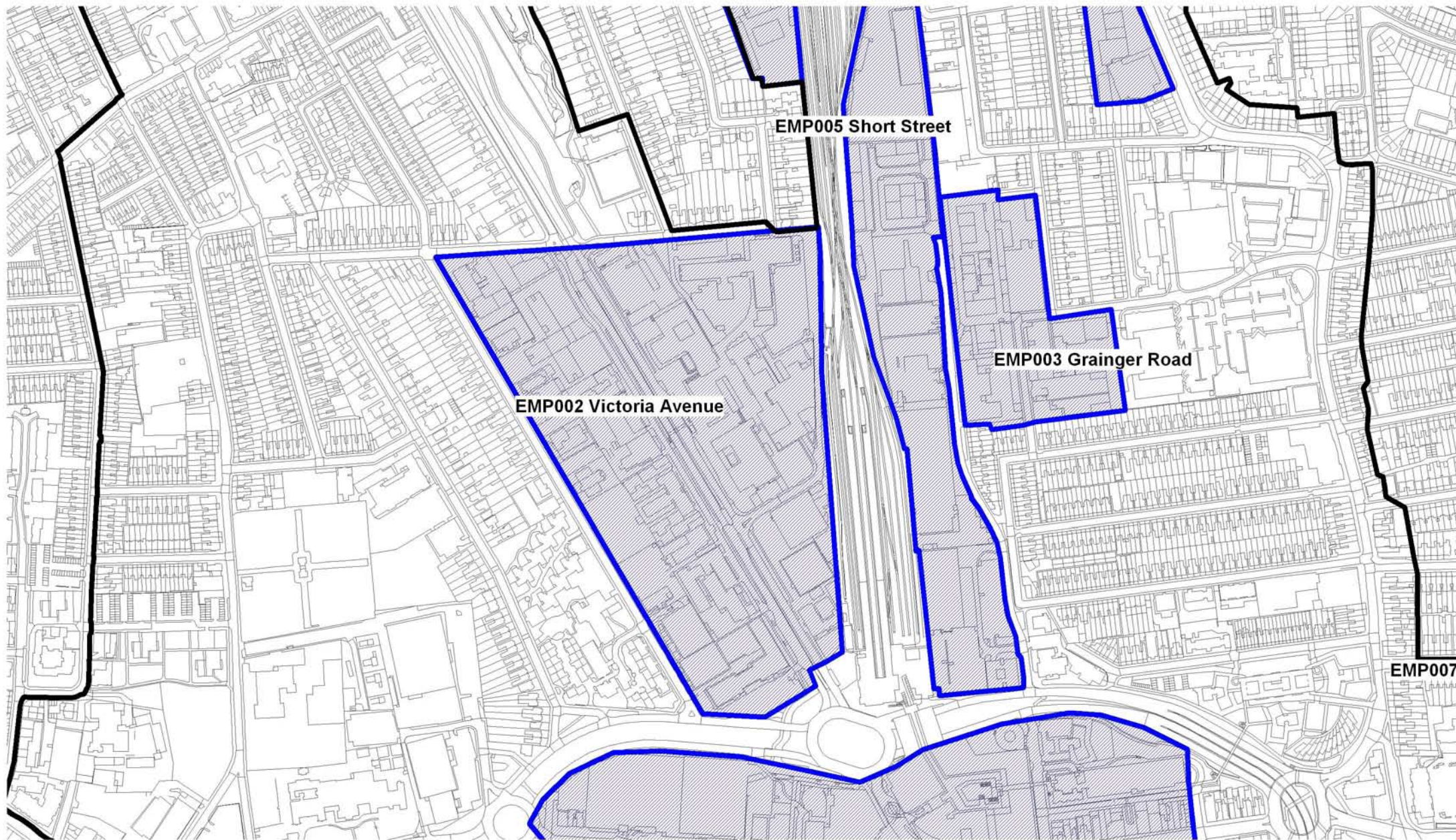




Site Information			
Site Ref	EMP002	Address	Victoria Avenue
Spatial Location	Central Area	Size	11.97 ha
Market Segment	Office Business		
Description of Site and Location:	The site is located in the centre of the Borough at the northern end of the central area. The site comprises several large B1 offices buildings and areas of parking. Victoria Avenue in the past was a key employment site in the Borough and central area, but presently premises are of a mixed quality and no longer suitable for modern office requirements. In general premises comprise average to poor quality post war office stock and several are vacant. One major office block has been partially refurbished for marketing purposes, whilst most of the lettable space is unrefurbished. One office block has been converted for residential purposes. The area continues to be suitable for employment purposes.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?		Yes	
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.		Yes	
1.3: Is the site being actively marketed as an employment site?		Yes	
1.4: Is the site owned by a developer or another agency known to undertake employment development?		Unknown	
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?		Multiple ownership	
1.7: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?		Yes	
1.8: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?		Yes	
1.9: Is the site immediately available?		Partially	
Market appraisal	In general, many existing premises are not fit for purpose. Market demand for Central Southend should be sufficient, but more centrally located sites integrate with retail, leisure and cultural assets better and subsequently support higher growth in the town centre (i.e. south of Queensway). Victoria Avenue will play a supporting role to the town centre renaissance. The site is an important employment location in Southend, one which will need long term management to ensure redevelopment. The site should be retained for employment use but taken forward thorough the Central AAP. Redevelopment needs to be delivered in comprehensive way that respects regeneration objectives for the central area. As such there is a role for the area to be developed for a major new sustainable gateway neighbourhood to the Town Centre.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?		Yes, as part of a new major mixed use sustainable gateway neighbourhood.	

2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?		No, a mix of uses relative to adjacent uses would be acceptable
Adjacent land use and conflicts?	The site is adjacent to existing residential properties along Baxter Avenue to the West, The council offices and other civic buildings to the East, the town centre to the South and other residential properties to the North. It is considered that the relationship between existing uses is acceptable.	
Known constraints and infrastructure requirements	The site is predominately office blocks, however a large proportion is empty and one is converted to residential. It is likely that its multiple ownership will require the site to be developed over time. There are a few tenancy constraints such as Skyline Plaza which has been converted to residential, but most of the building stock is either available for redevelopment or could become available given the necessary economic conditions. Alexandra House and Government Offices are likely to remain. The site has higher development costs associated with brownfield development.	
Strategic Planning Factors		
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?		No
3.2: Is the site identified or likely to be required for a specific user or specialist use?		No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?		Yes, part of Proposed Southend-on-Sea Central AAP
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?		Yes
Strategic Planning and Access	Located off Victoria Avenue, the site has good access. Strategic access to the highway network is reasonable given the sites location in the centre of Southend. Victoria avenue is a major route for bus services and the site is adjacent to Southend Victoria Railway station. The Council is implementing major public realm and junction improvements to better integrate the site with the station and the high street.	
Recommendation	It is recommended that employment use of Victoria Avenue is protected and redevelopment is supported through the development and delivery of the Southend Central AAP.	





EMP002 - Victoria Avenue

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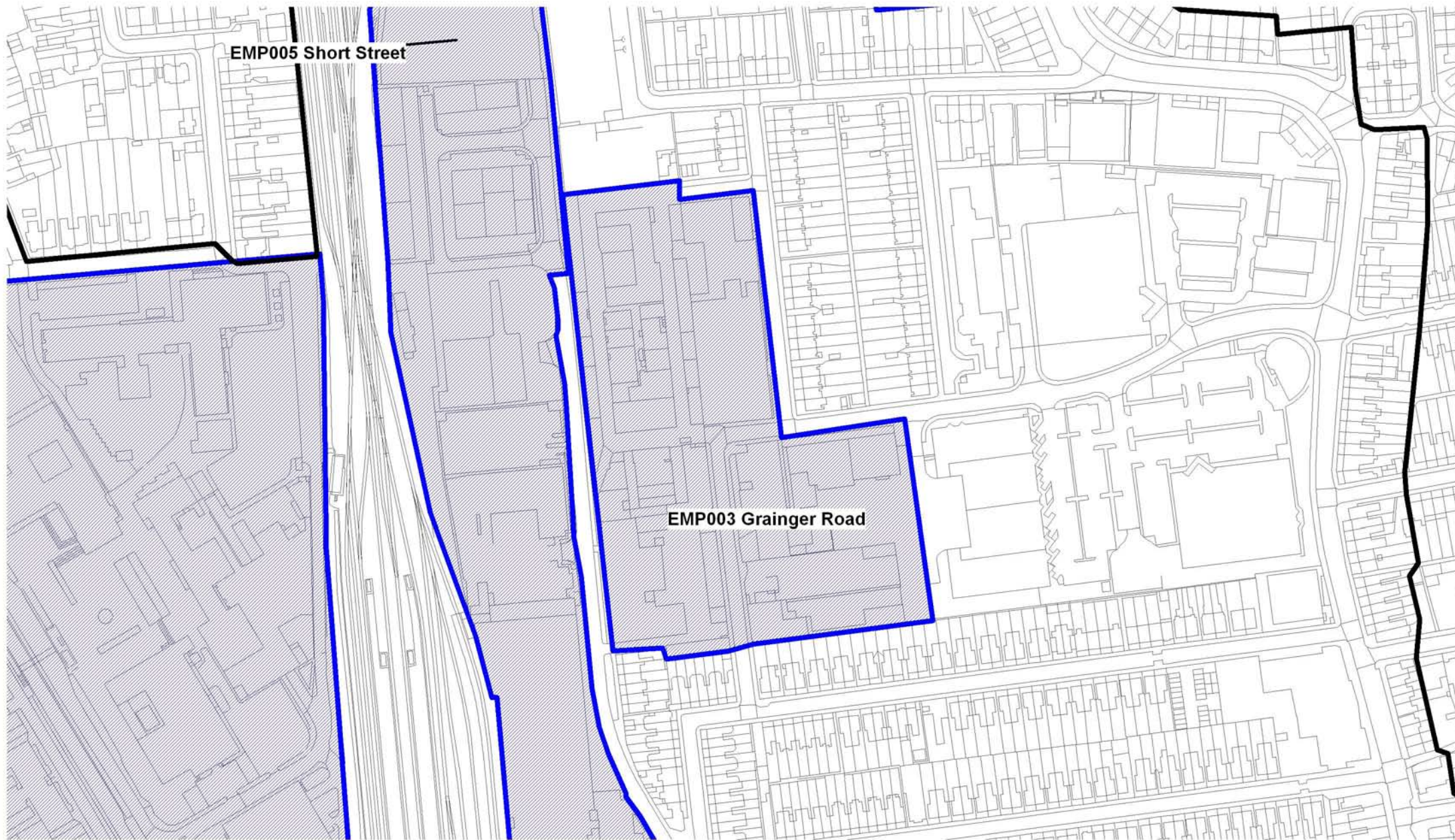




Site Information			
Site Ref	EMP003	Address	Grainger Road Industrial Estate
Spatial Location	Central Fringe	Size	2.77 ha
Market Segment	General Industrial		
Description of Site and Location:	The site is located of Sutton Road immediately north of the central area and adjacent to the west of a large retail park (Greyhound). The site is a historic older employment site with a mix of old brick built employment units. It is “L” shaped and whilst the premises are generally in a relatively poor condition, apart from a small self contained quadrant of units with high vacancy rates in the south west corner, the premises in the remainder of the area are occupied with small to medium size businesses (including printers, recording studio and various metal workers and fabrication). In the northern section of the site this activity provides for a close knit, thriving business community.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			No
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Multiple Ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			Yes
Market appraisal	The site is in a reasonable location but constrained by adjacent residential areas. The buildings are old and relatively run down / poor quality. Both these limit it to the current employment offer. One section of the site has high vacancy levels with businesses moving out due to rent increases, the remainder of the area is occupied with small to medium size businesses. In the northern section of the site this activity provides for a close knit, thriving business community. The site could therefore facilitate a valuable neighbourhood employment use and increase sustainable living and working patterns. The site should be safeguarded for employment uses as it is considered a good prospect for creative industries utilising the character of the historic area. Redevelopment of employment site for modern employment units should be taken forward as part of the preparation of the Southend Central AAP.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Potentially but for a mix of employment and live/work uses.

2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?	No, a mix of uses relative to adjacent uses could be acceptable
<b>Adjacent land use and conflicts?</b>	The site is located adjacent to existing residential properties along Grainger Road to the South and East. To the east is the large retail park (Greyhound) and to the West other employment premises on Short Street. Any impacts on Victorian terrace residential properties are long established, however any planned intensification of use may increase the potential negative impact by virtue of increased noise or increased traffic movements.
<b>Known constraints and infrastructure requirements</b>	The site has no known ownership issues, but could potentially have higher associated costs like other brownfield sites involving demolition of older premises. The site is all in employment use and for the most part serves a useful purpose as it is for small scale businesses that currently occupy the area and therefore could be protected until such time as the areas can be enhanced or regenerated to provide for more modern employment facilities if required. Part of the site in the north east was promoted to the SHLAA for housing (CON112) and the site was considered as part of a broad location study elsewhere within the SHLAA (see SHLAA Appendix 6). The hope value of residential development continues to be a threat for the occupier's of the industrial premises.
<b>Strategic Planning Factors</b>	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	Yes, part of Southend Central AAP
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	Yes
<b>Strategic Planning and Access</b>	Located off Sutton Road, the site has reasonable site access which is suitable for smaller scale employment uses. Strategic access to the highway network is reasonable given the sites location in the centre of Southend. The site is within easy reach of Victoria Station and Bus services to Central Southend. The site is considered a secondary location likely to attract local employment or those looking for lower rents.
<b>Recommendation</b>	The site should be protected for employment purposes and potentially redeveloped for modern employment units, including live/work. The site should be considered alongside other sites in the Southend Central AAP.





EMP003 - Grainger Road

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Scale: 1:2,500





Site Information			
Site Ref	EMP004	Address	Sutton Road
Spatial Location	Sutton Road	Size	1.58 ha
Market Segment	General Industrial and Business		
Description of Site and Location:	The site is located along Sutton Road to the North of the Central Areas. Premises are in a mixed condition with poor to average quality units. The site comprises older post war employment site that is being eroded by retail trade units. The site is prominently located along a main road into central Southend-on-Sea lined on the opposite side for the most part by 2 storey family housing.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			No
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Multiple ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.8: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.9: Is the site immediately available?			Partially
Market appraisal	The site has a relatively high vacancy rate and increased retail sales appear to be undermining its employment use. The site could be considered to redevelopment for alternative uses. The site appears to be in multiple ownership, which combined with its existing brownfield employment use could result in reduced viability.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Potentially but as part of mixed development to integrate with residential uses
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No, a mix of uses relative to adjacent uses could be acceptable
Adjacent land use and conflicts?	The site is located adjacent to existing residential properties along Sutton Road and Glenhurst Road to the West and East. Other uses include retail premises to the East. The site is close to residential properties on several sides and its continued potential impact raises concerns for residential amenity.		
Known constraints and infrastructure requirements	The site has no known constraints and appear to be in multiple ownership issues. One site was promoted to the SHLAA (CON052). The site is all in employment use and therefore could be protected until such time that redevelopment is taken forward. The site does not require additional infrastructure to unlock potential.		
Strategic Planning Factors			



3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	Yes, part of Southend-on-Sea Central AAP
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	Yes
<b>Strategic Planning and Access</b>	Located off Sutton Road, the site has suitable direct site access. Strategic access to the highway network is reasonable given the sites location in the centre of Southend. The site is not of importance for the RSS/Res but could be important to the Core Strategy. The site is considered a secondary location likely to attract local employment or those looking for lower rents.
<b>Recommendation</b>	The site should be released from major employment use and considered for residential led regeneration with supporting commercial/retail employment uses on the ground floor to support an active frontage along Sutton Road. Redevelopment should be taken forward through the Southend Central AAP.



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EMP004 Sutton Road

EMP004 - Sutton Road

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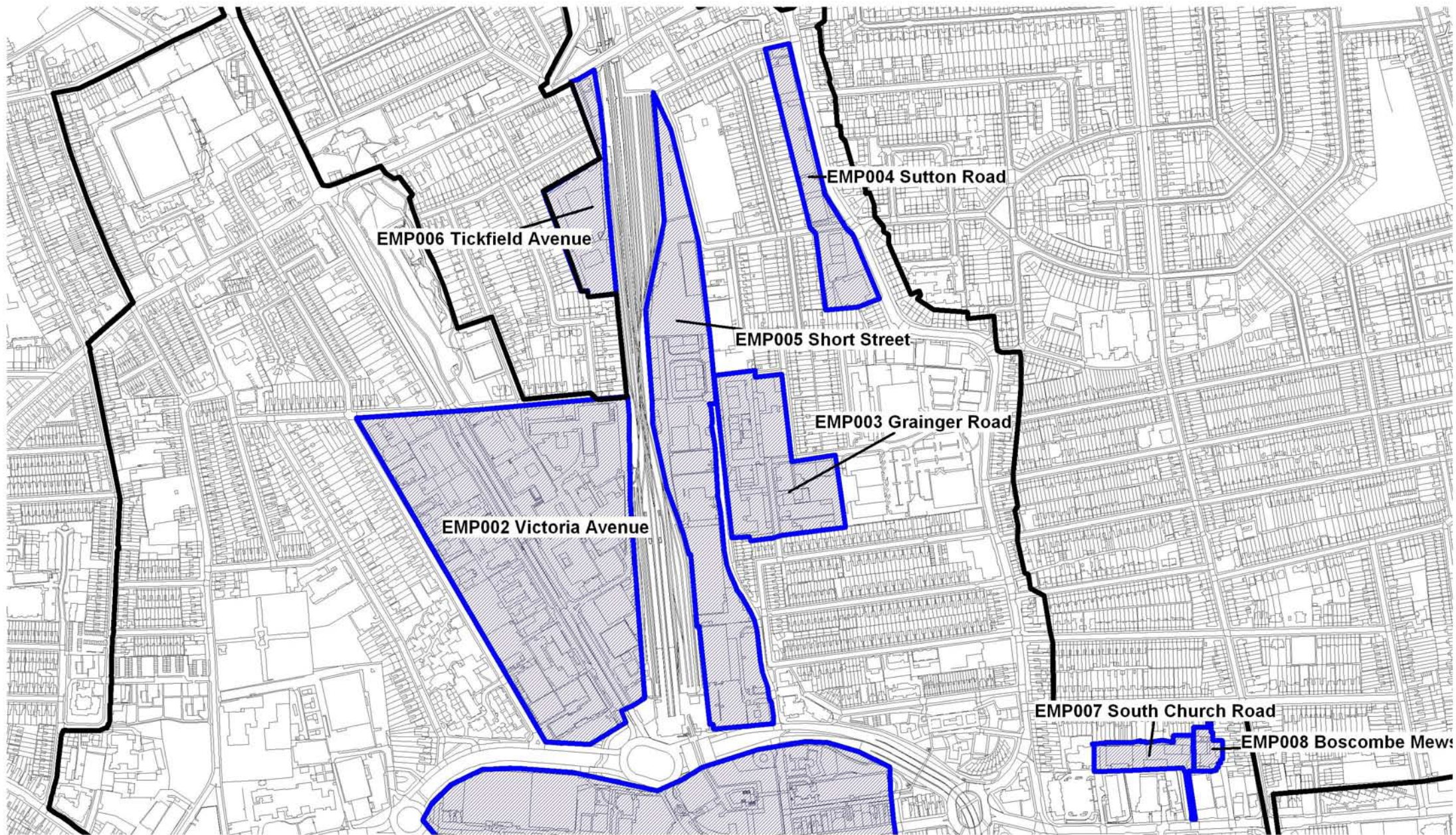




Site Information			
Site Ref	EMP005	Address	Short Street
Spatial Location	Central Fringe	Size	5.62 ha
Market Segment	General Industrial and Office		
Description of Site and Location:	The site is located immediately off the Queensway to the north of the Town Centre with access via Short Street. The site runs along the railway line and comprises a mixture of employment units, running from north to south these include former builder's yard, Transport Depot, Victoria Business Park, Post Office building, and former B&Q retail warehouse, municipal car park and Youth Centre. Quality and vacancy are mixed with Victoria Business park comprising on modern premises with high occupancy and the B&Q retail warehouse currently vacant and of lower quality.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			Yes
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Multiple ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			The B&Q section
Market appraisal	Good central location, with some lower density employment premises which are likely to attract market interest for redevelopment. Victoria Business Park is well used and attractive to tenants. Other parts of the site such as the former B&Q retail warehouse (along with the car park and Focus Youth Centre) have been subject to pre application discussion for residential and a food supermarket.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Potentially but for modern employment uses or for a mixed use development.
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No
Adjacent land use and conflicts?	The site is located adjacent to the main Railway line and Southend Victoria Station to the West, Grainger Road Industrial estate and residential properties to the East and North. The town centre is located to the South. The site is close to residential properties to the East and its continued use may raise concerns for residential amenity. The site provides an important interface between the railway line to the West and residential properties located to the East.		

<b>Known constraints and infrastructure requirements</b>	The site is in multiple ownership but has no known constraints. The site is all in employment use or retail sales and therefore could be protected if until such time that redevelopment is necessary. The southern part of the site is subject to pre-application discussions for retail and residential uses, indicating its potential for housing, although proposals for a food store now do not contain housing. This part of the Site was promoted to the SHLAA (CON049). Any redevelopment would have to provide for replacement Youth Facilities and possibly car parking provision.	
<b>Strategic Planning Factors</b>		
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?		No
3.2: Is the site identified or likely to be required for a specific user or specialist use?		No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?		Yes, part of Central AAP
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?		Yes
<b>Strategic Planning and Access</b>	Located off Short Street, the site has reasonable local access and strategic access to the highway network. The site is not identified as strategically important for the delivery of RSS/RES but provides valuable employment use in the Borough. The site is considered a peripheral town centre location.	
<b>Recommendation</b>	It is recommended that the majority of the site is protected and retained for employment uses. It is considered that the front B&Q part of the site could be released for retail/residential uses and taken forward as part of the preparation of the Southend Central AAP.	





EMP005 - Short Street

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Scale: 1:7000





Site Information			
Site Ref	EMP006	Address	Tickfield Avenue
Spatial Location	Tickfield Avenue	Size	1.45 ha
Market Segment	General Industrial and Business		
Description of Site and Location:	The site is located north of the central area south of Prittlewell Railway station. The site comprises older employment premises in average condition. Premises have recently been improved for Council use. The site has a large area of hard standing but a narrow site access.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			Yes
1.3: Is the site being actively marketed as an employment site?			No
1.4: Is the site owned by a developer or another agency known to undertake employment development?			No
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Southend Borough Council
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			Yes
Market appraisal	The site is considered a secondary location used by the Council for valuable employment purposes. The site is in single ownership and off average quality. It is considered that it could attract new tenants if requires and should be safeguarded for employment purposes.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Potentially but for more residential friendly employment uses
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No, a mix of uses relative to adjacent uses could be acceptable
Adjacent land use and conflicts?	The site is located adjacent to existing residential properties along Tickfield Avenue to the North and Crowborough Road to the West and South. The railway is located to the East. The site is close to residential properties to the North, East and South and its continued employment use potentially raises concerns for residential amenity.		
Known constraints and infrastructure requirements	The site was promoted to the SHLAA (CON056) and is in Council ownership. The site could potentially be contaminated and this would have to be considered further if redevelopment was to be considered. All of the site is in employment use and therefore could be protected until such time that redevelopment is necessary. Improved access would make the site more attractive to potential uses but it is unclear if there is sufficient space for access improvements.		

<b>Strategic Planning Factors</b>	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Recent public improvements have improved attractiveness of the site.
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	Yes
<b>Strategic Planning and Access</b>	Located off Tickfield Avenue, the site has a narrow access which is potentially problematic for modern purposes. Strategic access to the highway network is reasonable given the sites location between the centre of Southend and the A127. The site is in close proximity to Prittlewell station. The site is not identified for in the RSS/RES, but provide a valuable employment use for the Council.
<b>Recommendation</b>	Tickfield Avenue has been improved by the Council for employment purposes and It is recommended that the site is protected for employment purposes





EMP006 Tickfield Avenue

EMP004

EMP006 - Tickfield Avenue

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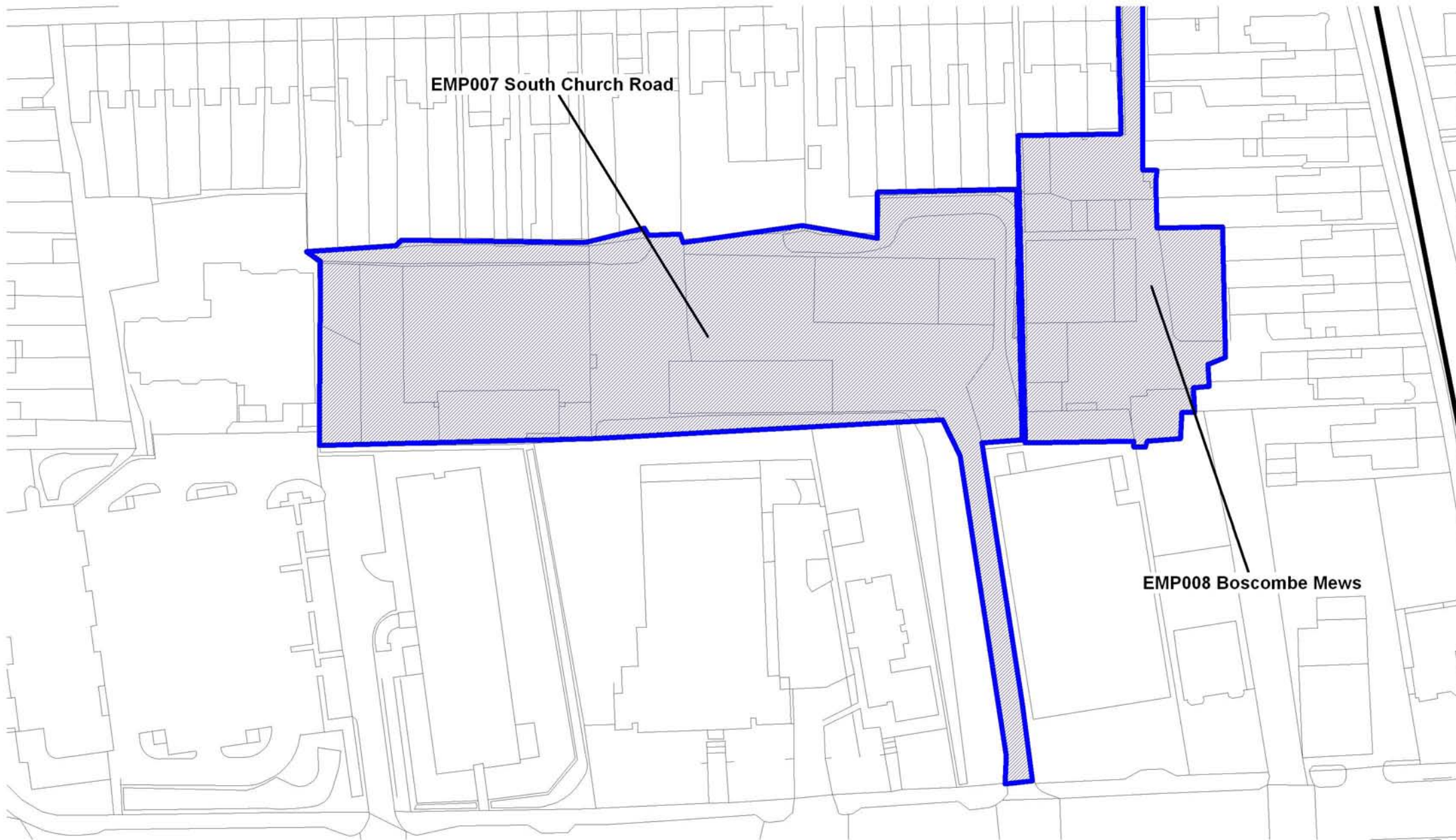




Site Information			
Site Ref	EMP007	Address	Southchurch Business Park
Spatial Location	Central Fringe	Size	1.45 ha
Market Segment	General Industrial		
Description of Site and Location:	The site is located to the East of the town centre and consists of consists of older B2 industrial premises. The premises are in a relatively poor condition and have higher vacancy rates than other employment areas.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			No
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Single ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			Yes
Market appraisal	There is unlikely to be continued market interest in this site over the long term and it is considered that redevelopment of alternatives uses, potentially in conjunction with EMP008 Boscombe Mews to the North and SHLAA site CON090 to the South West. The site is a poor quality employment site with high vacancy levels.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			No
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No, other uses would also be acceptable
Adjacent land use and conflicts?	The site is located adjacent to existing residential properties along Boscombe Road to the North, other employment premises to the East (EMP008). A former community centre to the South was promoted to the SHLAA (SHLAA CON123). The site is close to residential properties to the North and its continued potential impact raises concerns for residential amenity.		
Known constraints and infrastructure requirements	The site is constrained in terms of access and the close proximity of surrounding residential uses. The site is in single ownership and was promoted to the SHLAA (CON090). The site has no known constraints, but could potentially be contaminated. The site could be developed in conjunction with the former community centre to the South/West (CON123)		

<b>Strategic Planning Factors</b>	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
<b>Strategic Planning and Access</b>	Located off Southchurch Road, the site has a narrow access which constrains access. Strategic access to the highway network is reasonable as is public transport provision along Southchurch Road. The site is considered a secondary location with a limited employment value.
<b>Recommendation</b>	It is recommended that the site should be released from employment purposes and redeveloped for alternative uses such as residential alongside CON090 and EMP008 if it becomes available.





EMP007 South Church Road

EMP008 Boscombe Mews

EMP007 - South Church Road

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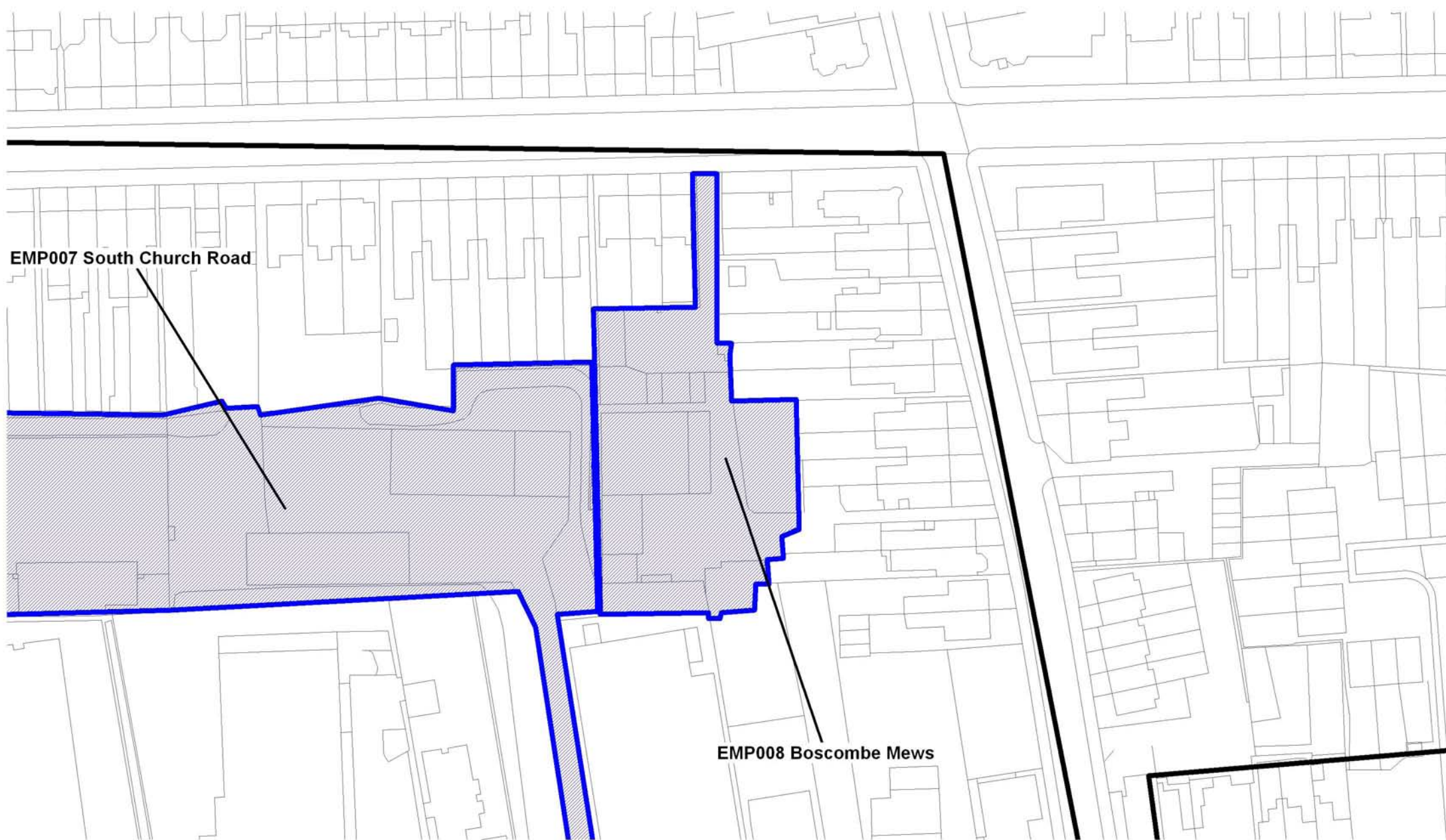
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Site Information			
Site Ref	EMP008	Address	Boscombe Mews
Spatial Location	Central Fringe	Size	0.21 ha
Market Segment	General Industrial		
Description of Site and Location:	The site is located to the East of the town centre and consists of consists of older B2 industrial premises off Boscombe Road. The premises are in a relatively poor condition, but are occupied.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			No
1.3: Is the site being actively marketed as an employment site?			No
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Single ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			No
Market appraisal	There is unlikely to be continued market interest in this site over the long term and it is considered that redevelopment of alternatives uses, potentially in conjunction with EMP007 Southchurch Road Business Park to the South and SHLAA site CON090 to the South West.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			No
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No, other uses would also be acceptable
Adjacent land use and conflicts?	The site is located adjacent to existing residential properties along Boscombe Road to the West, East and North. Other employment premises to the South (EMP007). The site is close to residential properties on most sides and its continued potential impact raises concerns for residential amenity.		
Known constraints and infrastructure requirements	The site is constrained in terms of access and the close proximity of surrounding residential uses. The site is in single ownership has no known constraints, but could potentially be contaminated. The site could be developed in conjunction with Southchurch Business Park to the South (EMP007)		
Strategic Planning Factors			
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?			No
3.2: Is the site identified or likely to be required for a specific user or specialist use?			No



3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	No
<b>Strategic Planning and Access</b>	Located off Boscombe Road the site has a narrow access which constrains access. Strategic access to the highway network is reasonable as is public transport provision along Southchurch Road. The site is considered a secondary location with a limited employment value once it becomes vacant.
<b>Recommendation</b>	Boscombe Mews is a relatively poor employment site with potential constraints. The site should be monitored to ensure continued use and potentially released and redeveloped for alternative uses over the medium term once premises become vacant.



EMP008 - Boscombe Mews

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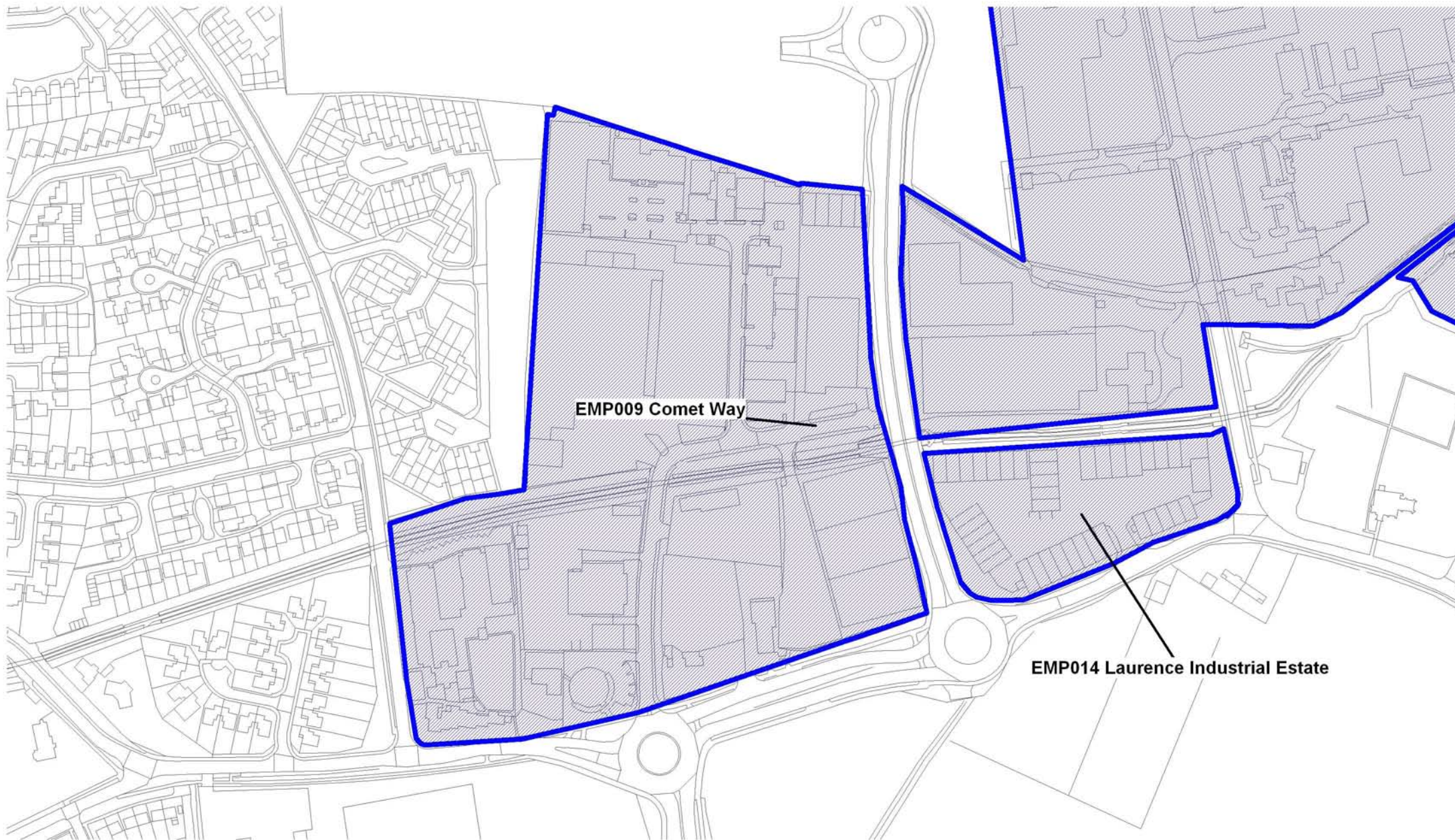




Site Information			
Site Ref	EMP009	Address	Comet Way
Spatial Location	A127/Airport	Size	7.67 ha
Market Segment	General Industrial		
Description of Site and Location:	Comet Way is located on the Northern edge of Southend close to both the Airport and A127. The site is in a mixed quality condition because half the site has modern B1a office units, whilst the rest consists of older post war B1c units and B8 distribution. The site has been development over time but is considered in reasonable overall condition.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			Yes
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Multiple ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.8: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.9: Is the site immediately available?			No
Market appraisal	The site has a mix of premises and good access to the A127. The newer modern employment premises contribute to high occupation levels of this site and there should be continued market interest in the location for all uses. There is potential for redevelopment in older parts of the site in the long term if this is required but Comet Way will primarily support existing employment over the plan period rather than facilitate new growth.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			Yes
Adjacent land use and conflicts?	The site is located adjacent to residential development to the West located off Western Approaches. Other surrounding uses include employment, the airport and recreation uses to the South. It is considered that the buffer between the site and adjacent uses is acceptable to residential amenity.		

Known constraints and infrastructure requirements	The site has no known constraints or ownership issues. The site is all in employment use and therefore can be protected and redevelopment when necessary for future employment use. The site has no scope for additional employment floorspace, apart from more intensive redevelopment.	
Strategic Planning Factors		
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?		Yes
3.2: Is the site identified or likely to be required for a specific user or specialist use?		No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?		Yes, as part of the Airport JAAP
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?		Yes
Strategic Planning and Access	Located off the Eastwoodbury lane and Nestuda Way roundabout, the site has good direct site access. Strategic access to the highway network via the A127 is also very good and it is considered that Comet Way is well located for employers requiring good access to both the A127 and Airport. This site has a key role to play in the A127/airport cluster that is of strategic importance and its success is interrelated to the success of other Airport sites.	
Recommendation	Comet Way is a well used existing employment site that should be protected for future employment purposes.	





EMP009 - Comet Way

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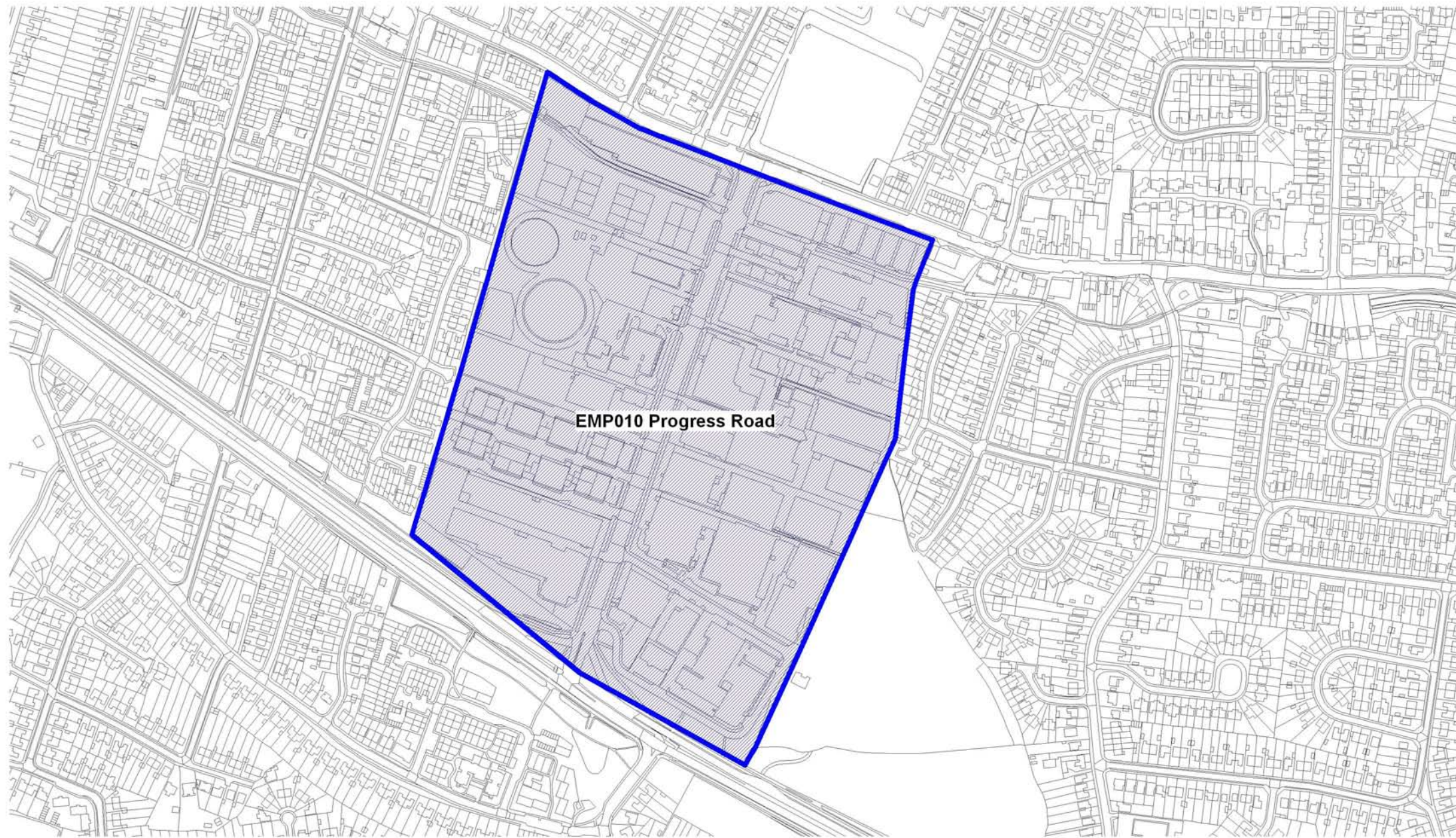


Site Information			
Site Ref	EMP010	Address	Progress Road
Spatial Location	A127/Airport	Size	21.46 ha
Market Segment	General Industrial and Business		
Description of Site and Location:	Progress Road is located in Western Southend, off the A127. The site is in a mixed quality condition with modern B1 office units and older post war B2/B8 units. Progress Road is considered suitable for continued employment use, however requires some investment. The site has been development over time but is considered in reasonable condition.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			Yes
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Multiple ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			Partially
Market appraisal		Good location and access to the A127 are clear benefits. Parts of the site are in need of redevelopment and this may require public sector intervention. There should be continued market interest in the location and potential for redevelopment should facilitate new economic growth. The site is considered an important strategic employment location within Southend and particularly important for the A127/Airport cluster.	
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No, a mix of uses relative to adjacent uses could be acceptable
Adjacent land use and conflicts?		The site is located adjacent to residential development and recreation space on all sides. It is considered that the buffer between the site and adjacent uses is acceptable to residential amenity.	



Known constraints and infrastructure requirements	The site has has no known constraints, but like other brownfield employment sites contamination e.g. asbestos could be a potential issue. The site is in multiple issues and as such will need to be brought forward on a plot by plot basis. The site is all in employment use and therefore can be protected and redeveloped when necessary for future employment use. The site has several underused and vacant plots that could potentially be redeveloped, including one promoted to the SHLAA/ELR for employment redevelopment (CON096).	
Strategic Planning Factors		
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?		Yes
3.2: Is the site identified or likely to be required for a specific user or specialist use?		No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?		Yes, the site has an adopted Design Framework
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?		Yes
Strategic Planning and Access	Located off the A127, Progress Road is served by several smaller access roads. The site has good site access and good strategic access to the highway network. Primarily the site is well located for employers requiring good access to the A127. Progress road is a a key gateway site in Southend and important for the A127/airport cluster.	
Recommendation	The site is a large strategically positioned employment site in reasonable use. Progress Road should be protected and redeveloped for future employment purposes in lien with the adopted Design Framework.	





EMP010 - Progress Road

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Site Information			
Site Ref	EMP011	Address	Aviation Way
Spatial Location	A127/Airport	Size	27.97 ha
Market Segment	General Industrial and Business		
Description of Site and Location:	Aviation Way is located on the northern end of Southend adjacent to the Airport and with easy reach of the A127. The site is in a mixed condition having been developed over time and the premises vary in quality. Whilst generally occupied there are some vacant premises and opportunities to increase employment density. The site straddles the Borough boundary with Rochford.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			Yes
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Multiple ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			Partially
Market appraisal	The site is well located close to the Airport and its good access to the A127 clearly contributes to its market attractiveness. There should be continued market interest in the location. There is potential for redevelopment in the long term, however currently the site will primarily support existing employment rather than providing floorspace to facilitate growth. The site has a key role to play in the A127/airport cluster which is of strategic importance. Future development should be taken forward as part of the preparation of the London Southend Airport and environs JAAP.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Yes
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			Yes
Adjacent land use and conflicts?	The site is located adjacent to other employment areas, Southend International Airport and open countryside. It is considered that there are no potential conflicts between land uses.		

Known constraints and infrastructure requirements	The site like other brownfield sites could have potential contamination issues. The site is all in employment use and therefore can be protected and redevelopment when necessary for future employment use. The site has underused plots that could facilitate new employment growth. Development would have to be taken forward on a plot by plot basis as the site is in multiple ownership.	
Strategic Planning Factors		
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?		Yes
3.2: Is the site identified or likely to be required for a specific user or specialist use?		No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?		Yes, Part of the Airport Joint Area Action Plan
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?		Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?		No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?		Yes
Strategic Planning and Access	Located off the Eastwoodbury lane and Nestuda Way roundabout, the site has good site access. Aviation way is within close proximity of the A127 and therefore has good strategic access to the highway network. The site is well located for employers requiring good access to the Airport. But less well served in terms of public transport	
Recommendation	Aviation Way is a well located A127/airport employment site with low vacancy. The site should be protected for future employment purposes.	







Site Information			
Site Ref	EMP012	Address	Airborne Close
Spatial Location	A127/Airport	Size	2.08 ha
Market Segment	General Industrial and Business		
Description of Site and Location:	Airborne Close is located off the A127 in Western Southend. The site comprises of is in a mixed quality condition with generally 1980's employment units in light industrial use. Premises have been developed over time but are considered in reasonable condition.		
Market Attractiveness Criteria			
1.1: Has the site been formally identified for employment for at least 10 years?			Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.			Yes
1.3: Is the site being actively marketed as an employment site?			Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?			Unknown
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?			Multiple ownership
1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?			No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?			Yes
1.8: Is the site immediately available?			Yes
Market appraisal	The site is well located with access to the A127. Access clearly contributes to the low vacancy rate of this location. There should be continued market interest in the location and whilst the older nature of premises the site is still suitable for continued employment use and is likely to attract occupiers. This site has a key role to play in the A127 cluster that is of strategic importance and its success is interrelated to the success of the Airport sites.		
Sustainable Development Factors			
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?			Potentially but not on the same scale or for the same B8 distribution uses.
2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?			No, a mix of uses relative to adjacent uses could be acceptable
Adjacent land use and conflicts?	The site is located adjacent to residential development to the West located off the A127 Arterial Road. Other surrounding uses include employment and recreation uses to the north. It is considered that the buffer between the site and adjacent uses is acceptable to residential amenity.		
Known constraints and infrastructure requirements	The site has no known constraints or ownership issues. The site is all in employment use and therefore can be protected and redeveloped when necessary for future employment use.		
Strategic Planning Factors			
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?			Yes



3.2: Is the site identified or likely to be required for a specific user or specialist use?	No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	Unknown
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	No
3.6: Is the site important in delivering other economic development objectives or the spatial strategy?	Yes
<b>Strategic Planning and Access</b>	Located directly off the A127 the site has good site access and good strategic access to the highway network. Primarily the site is well located for employers requiring good access to the A127. The A127/airport area is a location of significant employment in Southend and is strategically important to the delivery of the Core Strategy.
<b>Recommendation</b>	Valuable older employment site in good use. Airborne Close should be protected for future employment purposes.



EMP013 Airborne industrial Estate

EMP012 Airborne Close

EMP012 - Airborne Close

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