

[REDACTED]

From: Jonathan Friel [REDACTED]
Sent: 15 December 2016 10:55
To: LDF
Subject: SCAAP Representations
Attachments: Baxter Avenue UD Masterplan v3 1.pdf

2 of 2

Dear Sir/Madam,

Please find attached representations made by GL Hearn on behalf of Genesis Housing Association. The representations should be considered in accordance with the Southend Central Area Action Plan Revised Proposed Submission (2016) final Regulation 19 consultation.

The Response forms and representations attached to email 1 are for the following;

Paragraph 28
Paragraph 29
Map 6
Policy PA8
Table 5
Section 5.10

Baxter Avenue Urban Design Masterplan has also been attached for consideration.

Kind Regards,
Jon Friel

[Jonathan Friel](#)
Planner



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Reasonable care has been taken to ensure that this communication and any attachments are free from computer viruses. No responsibility is accepted by GL Hearn and the recipient should carry out any appropriate virus checks.

The views expressed by the author may not necessarily reflect the views or policies of GL Hearn.

GL Hearn is a limited liability company, registered in England and Wales with registered number 3798877. Part of Capita Real Estate.

Representation Form

Southend Central Area Action Plan (SCAAP) Revised Proposed Submission 2016

This form has two parts -

Part A - Personal Details

Part B - Your representation(s)

Completing this Response Form

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Essex SS2 6ZF

4. Do you consider the DPD is UNSOUND because it is not:

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(The plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence)

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Yes - I do wish to participate at the oral examination

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GL Hearn (part of Capita Real Estate) would like to participate at the oral part of the examination to consider the further details, at the time of the examination, relating to the proposed development by Genesis Housing Association of Opportunity Site PA8.2 (Baxter Avenue)

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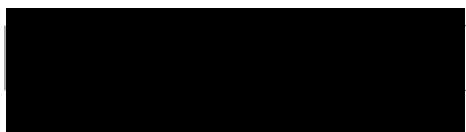
Submitted for independent examination

The Inspectors Report is published

Adopted

Please sign and date:

Signature



Date

13.12.2016

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Southend Central Area Action Plan (SCAAP)

Revised Proposed Submission Consultation, November 2016

Representations submitted by GL Hearn

on behalf of

Genesis Housing Association

(Continuation page to SCAAP Consultation Form)

Part B

1. To which part of the document does this representation relate?

Map 6: SCAAP Policy Areas and Opportunity Sites

2. Support

5. Please give your reasons below why you are supporting / objecting to this part of the plan.

Genesis Housing Association (GHA) supports the identification of Opportunity Site PA8.2 (Baxter Avenue) falling within the Victoria Gateway Neighbourhood as indicated by Map 6 of the SCAAP.

The red line site boundary of Opportunity Site PA8.2, as depicted by Map 6, is a true and accurate reflection of the Baxter Avenue site within the ownership and control of GHA. The red-line boundary accords with the development vision and proposals prepared by Capita on behalf of GHA and discussed with Southend on Sea Borough Council Housing and Planning departments throughout 2016. GHA recognises the need for the Baxter Avenue development to take place within the context of the wider regeneration of the Victoria Gateway Neighbourhood, and with particular attention to the redevelopment of land immediately to the east of Baxter Avenue at Opportunity Site PA8.1 (Victoria Avenue). There are likely to be public realm and measures to be considered for improved access and connectivity between Opportunity Sites PA8.2 and PA8.1, as well as links to the town centre to the south and Southend Victoria railway station to the east.

The Aims set out in the Victoria Gateway Neighbourhood Policy Area have clear synergies with the development vision GHA have set out in the Baxter Avenue Urban Design Appraisal & Concept Masterplan, dated May 2016. GHA are keen to regenerate site PA8.2 and create an attractive and vibrant residential-led gateway to the town centre with high levels of accessibility, quality design features and a high standard of public realm.

GHA and GL Hearn (part of Capita) will continue to work collaboratively with the Council to ensure a joined up approach for the development of PA8.2 that will seek to work with the proposals submitted with the adjoining allocated site PA8.1. GHA are committed to delivering a site that is in accordance with the associated Policies relating to Map 6 – specifically the Victoria Gateway Neighbourhood Policy Area Development Principles.

Overall, identification of Opportunity Site PA8.2 within Map 6 is supported by GHA as this will allow for uplift in market, affordable and sheltered accommodation for at least 500 units, which supports the overall achievement of the Strategic Objectives and the Vision of the SCAAP. In addition, this minimum number should be stated to allow for a degree of flexibility to allow for changes in economic conditions.

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Part A

Personal Details - if an agent is appointed, please only complete Title, Name & Organisation boxes below but complete the full contact details of the agent.

Title	<input type="text"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Job Title*	<input type="text"/>
Organisation*	<input type="text"/>
Address line 1	<input type="text"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Address line 4	<input type="text"/>
Postcode	<input type="text"/>
Telephone No	<input type="text"/>
Email Address*	<input type="text"/>

Agent Details (if applicable)

<input type="text" value="Mr"/>
<input type="text" value="David"/>
<input type="text" value="Maxwell"/>
<input type="text" value="Director"/>
<input type="text" value="GL Hearn (part of Capita Real Estate)"/>
<input type="text" value="REDACTED"/>
<input type="text" value="REDACTED"/>
<input type="text"/>
<input type="text"/>
<input type="text" value="REDACTED"/>
<input type="text" value="REDACTED"/>
<input type="text" value="REDACTED"/>

Part B - Please use a separate sheet for each representation outlining the relevant section and page number.

1. To which part of the document does this representation relate?

Policy (e.g DSI)	<input type="text"/>	Paragraph	<input type="text" value="28"/>	Policies Map	<input type="text"/>
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2. Do you? Support Object

3. Do you consider the document is:

3(1) Legally Compliant

(If your representation is due to the way in which the Council has prepared and published the DPD)

Yes No

3(2) Sound

(If it is the actual content on which you wish to object/ support. See guidance notes for further assistance)

Yes No

If you have entered No to 3(2), please continue to Q4. In all other circumstance, please go to Q5

* where relevant

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Revised Proposed Submission Consultation, November 2016

Representations submitted by GL Hearn

on behalf of

Genesis Housing Association

(Continuation page to SCAAP Consultation Form)

Part B

1. To which part of the document does this representation relate?

Paragraph 28: Proposed Vision

2. Support

5. Please give your reasons below why you are supporting / objecting to this part of the plan.

Genesis Housing Association (GHA) is a major landowner within the Southend Central Area. GHA supports the Vision for Southend Central Area set out within the SCAAP.

GHA is particularly supportive of the Vision seeking to create a prosperous and thriving regional centre, being vibrant, safe and hospitable and an attractive, diverse place where people will want to live, as well as a place to work and visit.

GHA intends to deliver major regeneration at SCAAP Opportunity Site PA8.2 (Baxter Avenue), within the Victoria Gateway, which will contribute notably towards the SCAAP aim to transform the perception and image of Southend. Redevelopment of the Baxter Avenue site will deliver and achieve high quality development as well as social provision as a popular location for residents, as well as for businesses, students and visitors.

GHA has been, and remains, committed to working with Southend on Sea Borough Council to ensure that regeneration at the Baxter Avenue Opportunity Site contributes positively and effectively towards the SCAAP Proposed Vision.

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(Continuation page to SCAAP Consultation Form)

Part B

1. To which part of the document does this representation relate?

Paragraph 29: Strategic Objectives

2. Support

5. Please give your reasons below why you are supporting / objecting to this part of the plan.

Genesis Housing Association (GHA) supports the Strategic Objectives 1-11 set out within the SCAAP, and GHA agrees that the SCAAP Proposed Vision will be achieved by meeting Strategic Objectives 1-11.

GHA has a development vision to regenerate the SCAAP Opportunity Site PA8.2 (Baxter Avenue). Delivery of new homes and regeneration of the Baxter Avenue site will contribute to and adhere to each of the objectives as applicable, with particular relevance to the following Strategic Objectives:

1. Redevelopment of the Baxter Avenue site will contribute towards establishment of a wider range of homes, likely to include a mixture of affordable, market, shared ownership and new starter homes, as well as re-provision of sheltered accommodation;

2. The Baxter Avenue development will provide a high quality design delivering notable public realm improvements that respond positively towards and enhance the Victoria Gateway public realm;
3. The Baxter Avenue development will increase the number and diversity of people living within the Southend Central Area through delivery of at least 250 new homes in the SCAAP period. The new homes provided at Baxter Avenue will be modern, efficient and appealing to a wide range of people, including families with children;
7. Redevelopment of the Baxter Avenue site will provide notable improvements to accessibility in the area to ensure that local streets, public and green spaces are well-connected. The Baxter Avenue development will also provide a design and streetscape that encourages and improves opportunities for walking and cycling, with excellent connections to Southend Victoria railway, bus services and the town centre.

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Part B

1. To which part of the document does this representation relate?

Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles

2. Support

5. Please give your reasons below why you are supporting / objecting to this part of the plan.

Genesis Housing Association (GHA) supports Policy PA8: Victoria Gateway Neighbourhood Policy Area.

GHA supports, specifically, section (4) of Policy PA8 relating to Opportunity Site PA8.2 (Baxter Avenue). GHA has identified the Baxter Avenue site as contributing towards the GHA strategic objective to provide 1,000 new homes a year for the next 10 years. GHA owns site PA8.2 and has set out a development vision for redevelopment of the Baxter Avenue site for at least 500 dwellings. GHA together with GL Hearn (part of Capita) has worked closely and successfully with officers from Southend on Sea Borough Council's planning and housing departments throughout 2016. GHA has provide an 'Urban Design Appraisal & Concept Masterplan', dated May 2016, setting out a vision for redevelopment of the Baxter Avenue site to deliver more than 500 dwellings, together with open space/ communal gardens together with new and improved pedestrian and cycle connectivity and access. The Concept Masterplan identified that the site could accommodate 389 x 1 bed units and 223 x 2bed units, with 375 parking spaces.

Genesis Housing Association is now working with architects to prepare a scheme for public and stakeholder consultation and then for submission as a planning application.

GHA, together with GL Hearn (part of Capita) has carried out an initial assessment of the phased redevelopment of the Baxter Avenue site. In conclusion, GHA would progress phased demolition, decant of residents and phased construction of the new development to provide 250 dwellings prior to 2021. Subsequent phases of development, to be implemented after 2021 would be able to deliver at least 374 additional new homes i.e. the site has capacity to achieve at least 624 dwellings.

GHA supports the very specific wording at section (4) (ii) of Policy PA8.2, which states that:

“Within Opportunity Site (PA8.2): Baxter Avenue the Council will promote the regeneration of the site for high quality mixed tenure residential development, including sheltered and additional affordable housing. Any scheme should incorporate amenity open space, urban greening and sustainability measure as well as providing pedestrian access and linkages between Victoria, Baxter and Boston Avenues”.

It is submitted that further clarification could be made through the addition of wording to section (4) (ii) to make clear that Opportunity Site PA8.2 is expected to deliver at least 500 dwellings, 250 of which will be in the SCAAP period. This should also be provided with a degree of flexibility in delivery time-frames to allow for unforeseen changes in economic circumstances.

Policy PA8.2 section (4) (ii) is otherwise very closely aligned to the development vision for the Baxter Avenue site as set out by GHA and GL Hearn (part of Capita) within the Urban Design Appraisal & Concept Masterplan, dated May 2016 (copy enclosed for reference).

In conclusion, GHA endorses Policy PA8: Victoria Gateway, and specifically Policy PA8.2 section (4) (ii) relating to GHA land at Baxter Avenue. GHA intends to continue working closely with Southend on Sea Borough Council, as well as with local residents and stakeholders to ensure that a high quality mixed tenure residential scheme is brought forward and delivered at this key and highly sustainable site within the Southend Central Area.

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Please note your representation should cover succinctly all the information, evidence and supporting information necessary to support/ justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further representations. After this stage, further submissions will be only at the request of the Inspector, based on the matters and issues he/she identifies for examination.

7. If your representation is seeking a change, do you consider it necessary to participate at the oral part of the examination?

No - I do not wish to participate at the oral examination

Yes - I do wish to participate at the oral examination

***Please note** the written comments you have made will hold the same weight as those discussed at the examination and will also be fully considered by the Inspector.*

8. If you wish to participate at the oral part of the examination, please outline why you consider this to be necessary:

GL Hearn (part of Capita Real Estate) would like to participate at the oral part of the examination to consider the further details, at the time of the examination, relating to the proposed development by Genesis Housing Association of Opportunity Site PA8.2 (Baxter Avenue)

***Please note** the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate at the oral part of the examination.*

8. Do you wish to be notified when the document is:

Submitted for independent examination

The Inspectors Report is published

Adopted

Please sign and date:

Signature



Date

13.12.2016

Data Protection Act 1998

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We only use personal information you supply to us for the reason that you provided. All employees and contractors who have access to your personal data or are associated with the handling of that data are obliged to respect your confidentiality.

Please note: All representations will be published on our website excluding address, telephone number and email address.

Southend Central Area Action Plan (SCAAP)

Revised Proposed Submission Consultation, November 2016

Representations submitted by GL Hearn

on behalf of

Genesis Housing Association

(Continuation page to SCAAP Consultation Form)

Part B

1. To which part of the document does this representation relate?

Section 5.10: The Victoria Gateway Neighbourhood Policy Area.

2. Support

5. Please give your reasons below why you are supporting / objecting to this part of the plan.

Genesis Housing Association (GHA) supports section 5.10 which confirms the aims of regenerating Victoria Avenue and its surroundings. GHA recognises and supports the improvement of connections and accessibility within the Victoria Gateway area, to include the Baxter Avenue and Victoria Avenue Opportunity Sites. GHA has already entered into pre-application discussions with Planning and Design officers from Southend on Sea Borough Council to consider the potential measures to be applied within a redevelopment of the Baxter Avenue site to achieve a high standard of urban design, to include urban greening techniques, as well as measures to encourage and walking and cycling, notably to allow easy access to the town centre, employment area and public transport interchanges.

GHA supports and intends to deliver regeneration of the Opportunity Site PA8.2 (Baxter Avenue) to provide a high quality, mixed tenure residential development including social housing, additional sheltered and affordable housing, and market housing.

Representation Form

Southend Central Area Action Plan (SCAAP) Revised Proposed Submission 2016

This form has two parts -

Part A - Personal Details

Part B - Your representation(s)

Completing this Response Form

Please complete this form and submit it to the Council.

Your comments will be used to check the plan is the most appropriate for the area at an independent examination. Paragraph 182 of the National Planning Policy Framework sets out more detail.

All comments must be supported by your full name and address. As this is a statutory stage of consultation, no late comments can be accepted.

We are legally required to publish comments received as part of the consultation for public inspection and keep these records on our files for the purpose of the Local Plan. By submitting, you consent to your information being disclosed to third parties for this purpose.

Please return completed form(s) to Department for Place to the address below:

email: ldf@southend.gov.uk

Post: FAO Business Intelligence Officer
Department for Place
Southend-on-Sea Borough Council
PO Box 5557
Civic Centre
Victoria Avenue
Southend-on-Sea
Essex SS2 6ZF

4. Do you consider the DPD is UNSOUND because it is not:

4(1) Positively Prepared

(The plan should seek to meet local need where possible)

4(2) Justified

(The plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence)

4(3) Effective

(The plan should be deliverable over its period and based on effective joint working on cross-boundary strategic priorities)

4(4) Consistent with National Policy

(The plan should enable the delivery of sustainable development in accordance with the

5. Please give your reasons below why you are supporting/ objecting to this part of the plan. Please give details of why you consider the DPD is not legally compliant or is unsound. Please be as precise as possible. If you wish to support the legal compliance or soundness of the DPD, please also use this box to set out your comments

See enclosed written representations continuation sheet

continue on a separate sheet if necessary

6. What changes would you suggest should be made to this part of the plan? Please set out what change(s) you consider necessary to make the DPD legally compliant or sound, having regard to the test you have identified at 4 above where this relates to soundness. You will need to say why this change will make the DPD legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

n/a

continue on a separate sheet if necessary

Please note your representation should cover succinctly all the information, evidence and supporting information necessary to support/ justify the representation and the suggested change, as there will not normally be a subsequent opportunity to make further representations. After this stage, further submissions will be only at the request of the Inspector, based on the matters and issues he/she identifies for examination.

7. If your representation is seeking a change, do you consider it necessary to participate at the oral part of the examination?

No - I do not wish to participate at the oral examination

Yes - I do wish to participate at the oral examination

***Please note** the written comments you have made will hold the same weight as those discussed at the examination and will also be fully considered by the Inspector.*

8. If you wish to participate at the oral part of the examination, please outline why you consider this to be necessary:

GL Hearn (part of Capita Real Estate) would like to participate at the oral part of the examination to consider the further details, at the time of the examination, relating to the proposed development by Genesis Housing Association of Opportunity Site PA8.2 (Baxter Avenue)

***Please note** the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate at the oral part of the examination.*

8. Do you wish to be notified when the document is:

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Southend Central Area Action Plan (SCAAP)

Revised Proposed Submission Consultation, November 2016

Representations submitted by GL Hearn

on behalf of

Genesis Housing Association

(Continuation page to SCAAP Consultation Form)

Part B

1. To which part of the document does this representation relate?

Table 5: Opportunity Sites

2. Support

5. Please give your reasons below why you are supporting / objecting to this part of the plan.

Genesis Housing Association (GHA) supports the identification of Opportunity Site PA8.2 (Baxter Avenue) within Table 5: Opportunity Sites of the SCAAP.

Opportunity Site PA8.2 (Baxter Avenue) is within the full ownership of GHA. The site is currently used as a low density mixed tenure housing located at the southern point of the Victoria Gateway Neighbourhood Area containing; The Clusters; Catherine Lodge; Charlotte Mews; Alexandra Court; Elizabeth Tower. It is submitted that redevelopment of this site will accord with the aims, objectives and principles of the Estate Regeneration National Strategy, DCLG, November 2016. GHA recognise that the proposed regeneration of the Baxter Avenue site will transform the neighbourhood and people's lives through delivery of a high quality, well designed residential development with improved public space. The proposed redevelopment of Baxter Avenue will also connect with the wider redevelopment initiatives in the Victoria Gateway area, and Central Southend throughout and beyond the SCAAP period.

GHA has worked productively and positively throughout 2016 with Southend on Sea Borough Council Housing and Planning departments to consider and confirm the

development vision that GHA has for redevelopment of the Baxter Avenue site. Positive discussions with the Borough Council's Housing and Planning departments remain ongoing. At the time of the submission of these representations the most recent development vision for the Baxter Avenue site is set out within the document titled 'Urban Design Appraisal & Concept Masterplan', dated May 2016 prepared by Capita on behalf of GHA. The vision provides for redevelopment of the Baxter Avenue site to provide at least 500 dwellings, of which half would be delivered within the SCAAP period. GHA is now working with architects to progress the scheme in greater detail to be progressed to resident and public consultation, further pre-application and stakeholder consultation, and a planning application.

GHA therefore supports the identification of Opportunity Site PA8.2 (Baxter Avenue) within Table 5, as well as the indicative residential capacity and phasing indicated by Table 5.

GHA does however recommend that Table 5 should be amended to indicate that the indicative residential capacity figures should be noted within the SCAAP as anticipated minimum residential capacities.