

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.

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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

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" value="Valad Europe Ltd"/>
Address line 1	<input type="text" value="C/O Agent"/>
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="Ms"/>
<input type="text" value="Helen"/>
<input type="text" value="Greenhalgh"/>
<input type="text"/>
<input type="text" value="Indigo Planning"/>
<input type="text"/>

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"/>	Policies Map	<input type="text" value="3"/>
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2. Do you?	Support	<input checked="" type="checkbox"/>	Object	<input type="checkbox"/>
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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	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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3(2) Sound

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

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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If you have entered No to 3(2), please continue to Q4. In all other circumstance, please go to Q5

* where relevant

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

We note that part of The Royals Shopping Centre is shown as being located in the primary shopping frontage with the Church Road and Alexander Road frontages lying in secondary shopping frontage. For clarity, the upper level should be shown as secondary shopping frontage similar to the Victoria Shopping Centre.

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The Inspectors Report is published

Adopted

Please sign

Signature

Date

15.12.16

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Part 3 (B) of draft Policy CS1 states that the Council will promote the creation of a well-designed Piazza area at the southern end of the High Street between The Royals, the Palace and Pier Hill and encourage new and existing uses to provide active frontages to face into this space. The proposal to provide a defined Piazza area is welcomed, however, it must be recognised that there are a number of land ownerships in place and, as such, a certain degree of flexibility will have to be employed in order to ensure that this can be delivered.

Valad Europe support the proposed allocation of Proposed Opportunities Site (CS1.2: Seaways) on the basis that it proposes a mix of uses that will help to bolster the town centre economy and encourage linked trips. The delivery of this site and the proposed uses is an important part of ensuring the vitality and viability of the SCAAP area and is supportive. However, the Council must actively resist developments that would undermine this policy and what it seeks to achieve for the town centre. As noted in our previous representations, the Council should consider whether the inclusion of retail at this site would further benefit the town centre, with the success of the development and the subsequent beneficial spinoff effects being largely down to how well the site links with the town centre.

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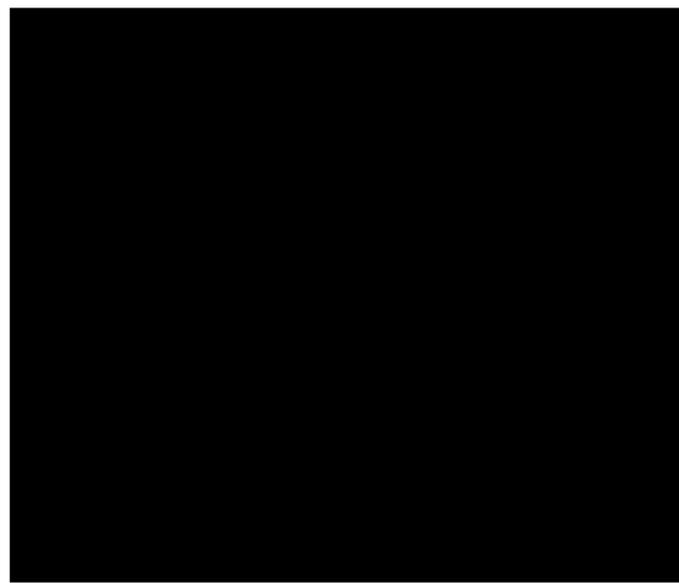
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2. Do you?	Support	<input type="text"/>	Object	<input type="text" value="X"/>
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Yes	<input type="text" value="X"/>	No	<input type="text"/>
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3(2) Sound

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Yes	<input type="text" value="X"/>	No	<input type="text"/>
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Our client Valad Europe largely agrees to the proposed approach to maintaining a prosperous retail centre and note that Part 1 has been updated to include the provisions of the National Planning Policy Framework (NPPF) as requested in our previous representations. We note that Part 3 now includes provision to allow no more than 40% of the town centre primary shopping frontage being used for non-retail purposes and the clarification provided on how the shopping frontage will be measured. More A3 uses will increase footfall and linked trips whilst also supporting the night time economy adding to the vitality and viability of the town centre and this is welcomed.

We note that exceptions to this requirement will be considered if it can be demonstrated to the satisfaction of the Council that the A1 use is no longer viable through an effective two year marketing exercise where the vacant property has been offered for sale or letting in the open market at a realistic price and no reasonable offers have been refused. This seems very onerous and we suggest that the marketing exercise requirement be for 6 to 12 months to ensure that units do not lie vacant for two years otherwise this could have a detrimental impact on the High Street, particularly when the Council are trying to ensure its vitality and viability.

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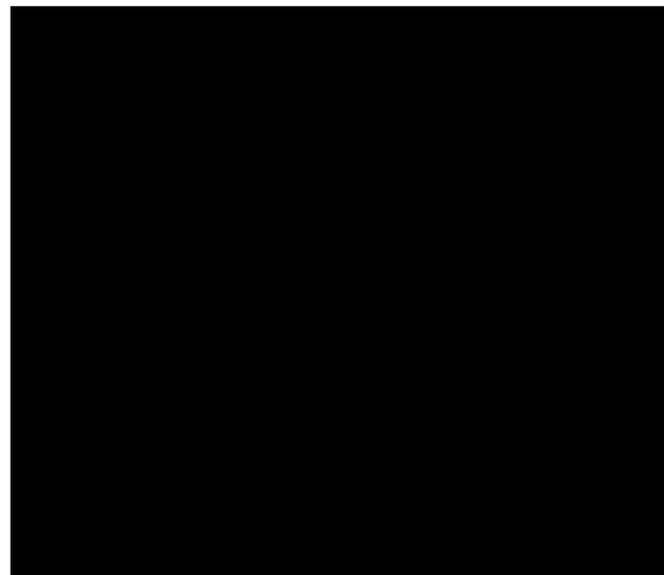
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1. To which part of the document does this representation relate?

Policy (e.g DSI)	<input type="text" value="DS5"/>	Paragraph	<input type="text"/>	Policies Map	<input type="text"/>
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2. Do you?	Support	<input checked="" type="checkbox"/>	Object	<input type="checkbox"/>
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Draft Policy DS5 continues to state that the Council will encourage businesses to provide appropriate service and delivery arrangements and minimise their environmental impact; working with the freight industry and logistics to implement more efficient use of vehicles in terms of guidance, zoning and delivery timetables and that this can be set out in freight management plan. As per our previous representations, the requirement for a freight management plan should not be set out in Policy but dealt with by a case-by-case basis and, as necessary.

Part 1 (M) of Draft Policy DS5 states that the Council will encourage visually active frontages to the installation of public art, green walls, well detailed signage and appropriately placed window and entrance ways to enliven blank frontages. It should be recognised that this is not always possible due to the internal requirements of certain retailers and the need to include for example, fire escapes.

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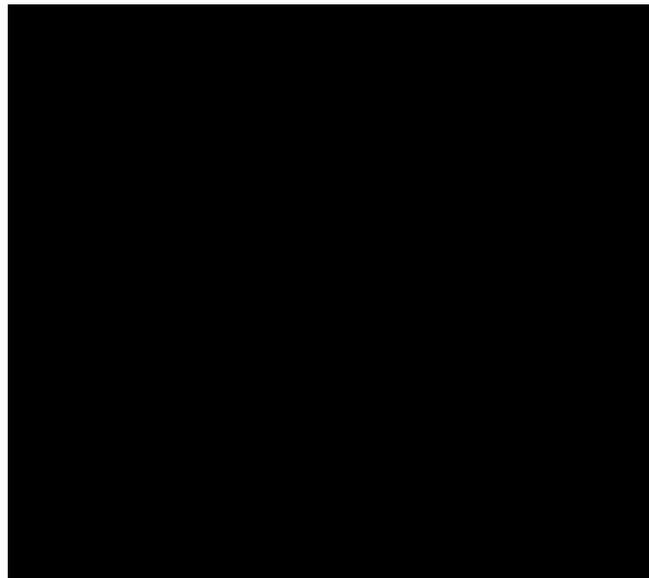
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6. What changes would you suggest should be made to this part of the plan? Please set out what change(s) you consider necessary to make the DPD legally compliant or sound, having regard to the test you have identified at 4 above where this relates 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.

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

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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:

***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

Data Protection Act 1998

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

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.

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Essex SS2 6ZF

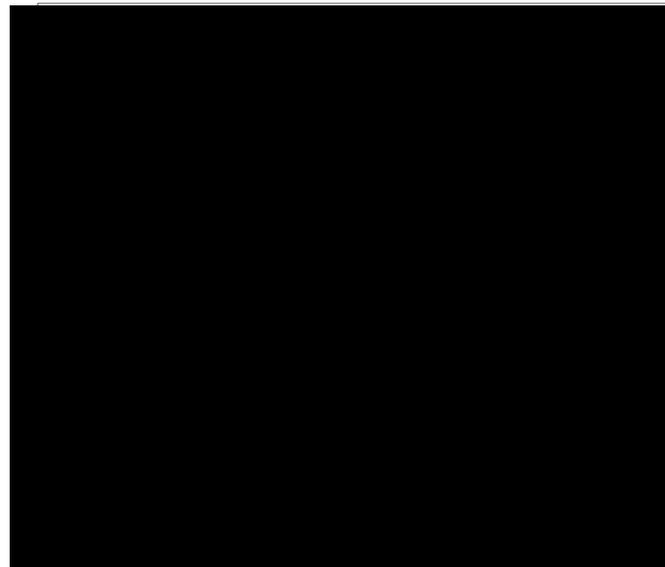
Part A

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" value="Valad Europe Ltd"/>
Address line 1	<input type="text" value="C/O Agent"/>
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="Ms"/>
<input type="text" value="Helen"/>
<input type="text" value="Greenhalgh"/>
<input type="text"/>
<input type="text" value="Indigo Planning"/>



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" value="PA4"/>	Paragraph	<input type="text"/>	Policies Map	<input type="text"/>
------------------	----------------------------------	-----------	----------------------	--------------	----------------------

2. Do you?	Support	<input checked="" type="checkbox"/>	Object	<input type="checkbox"/>
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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	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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3(2) Sound

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

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
-----	-------------------------------------	----	--------------------------

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

* where relevant

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

Part 1 of this Policy states that the Council will promote residential and supporting uses that deliver the aims for the policy area. However, in Part 3, it states that it would be suitable primarily for residential development, supported by social and community uses and retail provision. There appears to be an error in the summary table as it specifies under 'timescales for delivery' proposed uses. This table needs to be updated and amended.

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.

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Signature

Date

15.12.16

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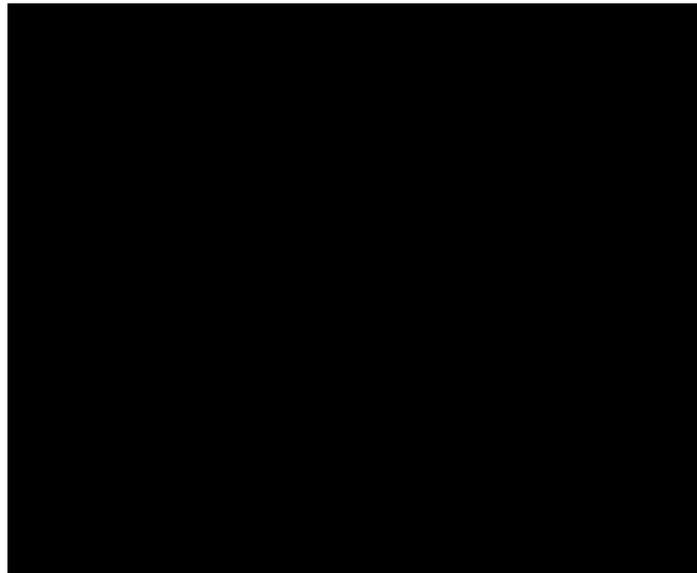
Part A

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" value="Valad Europe Ltd"/>
Address line 1	<input type="text" value="C/O Agent"/>
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="Ms"/>
<input type="text" value="Helen"/>
<input type="text" value="Greenhalgh"/>
<input type="text"/>
<input type="text" value="Indigo Planning"/>



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" value="PA6"/>	Paragraph	<input type="text"/>	Policies Map	<input type="text"/>
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2. Do you?	Support	<input type="text" value="X"/>	Object	<input type="text"/>
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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	<input type="text" value="X"/>	No	<input type="text"/>
-----	--------------------------------	----	----------------------

3(2) Sound

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

Yes	<input type="text" value="X"/>	No	<input type="text"/>
-----	--------------------------------	----	----------------------

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

* where relevant

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)

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(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)

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The proposal to promote independent small scale retail, boutiques, café's, restaurants, bars and small studio styled workshops to create an area with a strong cultural identity together with residential uses above is welcomed. This will also help reinforce the vitality and viability of the High Street through linked trips. Part 2 also seeks to redevelop Central House for new larger retail units with frontage on the High Street and Clifton Road and office and residential above which is also supported for the reasons set out above.

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.

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Signature

Date

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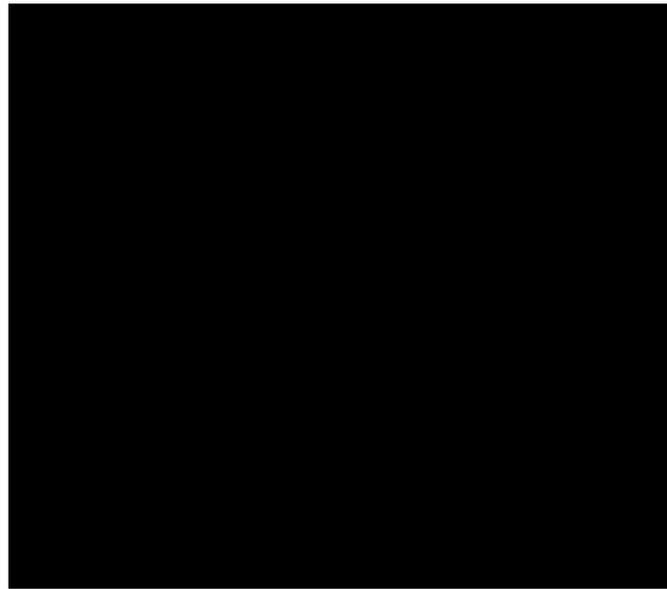
Part A

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

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First Name	<input type="text"/>
Surname	<input type="text"/>
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Organisation*	<input type="text" value="Valad Europe Ltd"/>
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Address line 2	<input type="text"/>
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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="Ms"/>
<input type="text" value="Helen"/>
<input type="text" value="Greenhalgh"/>
<input type="text"/>
<input type="text" value="Indigo Planning"/>



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" value="PA7"/>	Paragraph	<input type="text"/>	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

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

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Draft Policy PA7 seeks to provide enhanced connectivity to the Central, Seafront and High Street policy areas which is welcomed because by enhancing the link, this will help to increase footfall, linked trips which, in turn, will help boost the vitality and viability of the town centre, and on this basis, Valad Europe support this policy.

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.

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Signature

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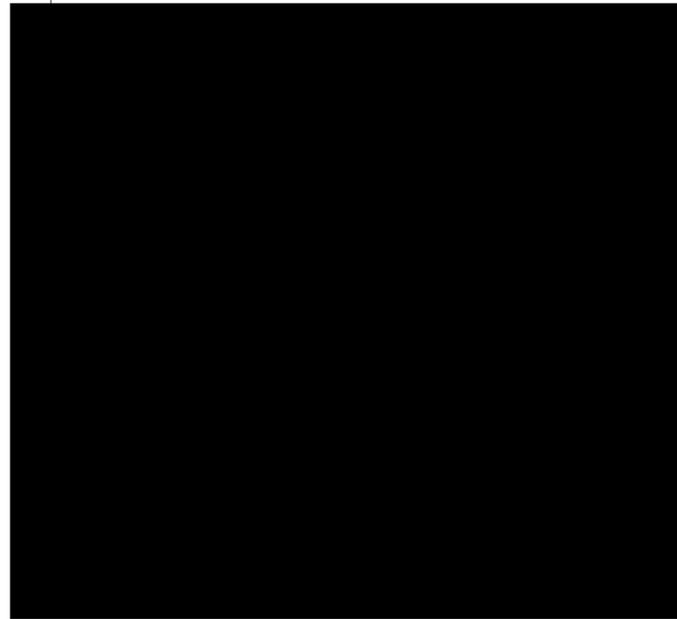
Part A

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First Name	<input type="text"/>
Surname	<input type="text"/>
Job Title*	<input type="text"/>
Organisation*	<input type="text" value="Valad Europe Ltd"/>
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Address line 2	<input type="text"/>
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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="Ms"/>
<input type="text" value="Helen"/>
<input type="text" value="Greenhalgh"/>
<input type="text"/>
<input type="text"/>



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="All"/>	Policies Map	<input type="text"/>
------------------	----------------------	-----------	----------------------------------	--------------	----------------------

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

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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)

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Valad Europe is supportive of the draft policies set out in the SCAAP Document subject to the proposed changes being made. However, the SCAAP needs to have a greater emphasis on protecting the town centre from out-of-centre retailing. Consideration should also be given to directing new large retail developments onto existing town centre car parks with replacement car parking re-provided in the form of undercroft or multi-storey parking which would assist in relieving pressure on existing parking facilities, whilst bolstering the town centre, thus enhancing its vitality and viability. We feel that this option has not been fully explored and is an opportunity missed.

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.

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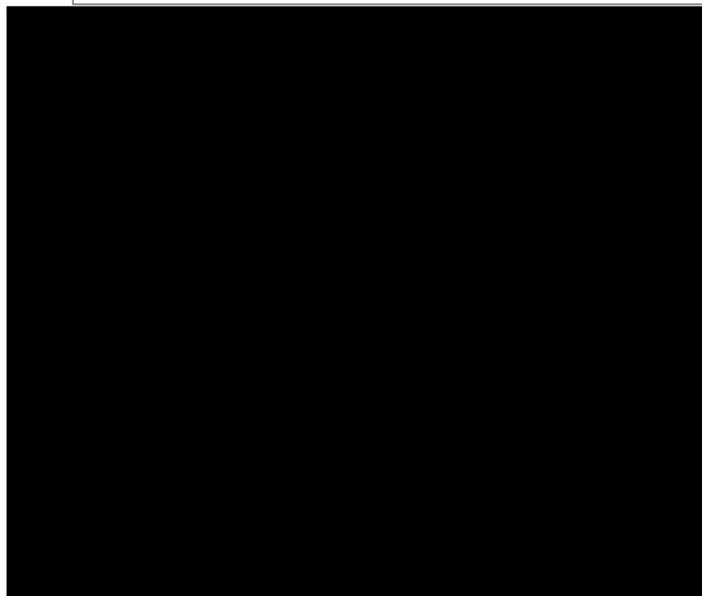
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Organisation*	<input type="text" value="Valad Europe Ltd"/>
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Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Address line 4	<input type="text"/>
Postcode	<input type="text"/>
Telephone No	<input type="text"/>
Email Address*	<input type="text"/>

Agent Details (if applicable)

<input type="text" value="Ms"/>
<input type="text" value="Helen"/>
<input type="text" value="Greenhalgh"/>
<input type="text"/>
<input type="text" value="Indigo Planning"/>



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="29"/>	Policies Map	<input type="text"/>
------------------	----------------------	-----------	---------------------------------	--------------	----------------------

2. Do you?	Support	<input type="text" value="Y subject to changes"/>	Object	<input type="text"/>
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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	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
-----	-------------------------------------	----	--------------------------

3(2) Sound

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

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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If you have entered No to 3(2), please continue to Q4. In all other circumstance, please go to Q5

* where relevant

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

A number of strategic objectives are set out within the SCAAP which include: Improving and transforming the "economic vitality, viability and diversity of Southend's area by encouraging establishment of a wider range of homes, business and shops whilst providing new opportunities for learning, recreation, leisure and tourism". It also seeks to improve accessibility to the area, ensuring street, public and green spaces are well-connected, well-designed and safe, which is welcomed. However, as per our previous representations submitted in relation to the draft SCAAP Preferred Approach Version 2015 in February 2016, we suggest that a further strategic objective be included that makes it clear that the SCAAP seeks to maintain and protect existing shops and town centre uses in the Southend Central area.

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.

See above

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:

***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

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.