



CGI from South West

Planning permission for redevelopment of the site has been previously obtained. Most recently, in April 2016 a proposal to redevelop The Esplanade into a five-story building containing flats, ground floor restaurant, and basement parking was granted planning permission by Southend-on-Sea Borough Council (Application reference 15/01842/FULM).

The Officer's Report to Council in respect of the application found that the proposed development would help meet the Council's aims of providing new homes within the seafront area using previously developed land; also an improved restaurant facility would attract visitors to the town.

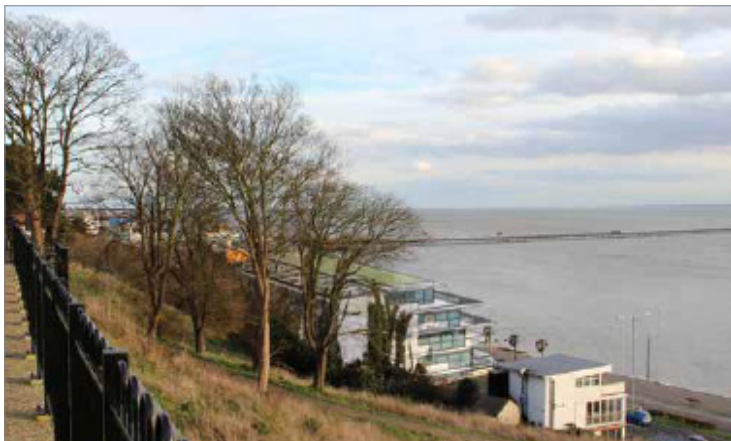
Since the previous planning application, the Esplanade has changed ownership. The new owners are suggesting revised proposals for the redevelopment of the site; but proposals that account for the principles established through the previous approval. The previously approved planning application also made clear that the scale, massing and detailed design of redevelopment proposals are important for this site, given its prominent location, its proximity to the Conservation Area and the desire for a landmark development here. A high quality design is a top priority for the revised development proposal.



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CGI from near Sands Bistro



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CGI from near the Three Shells café