

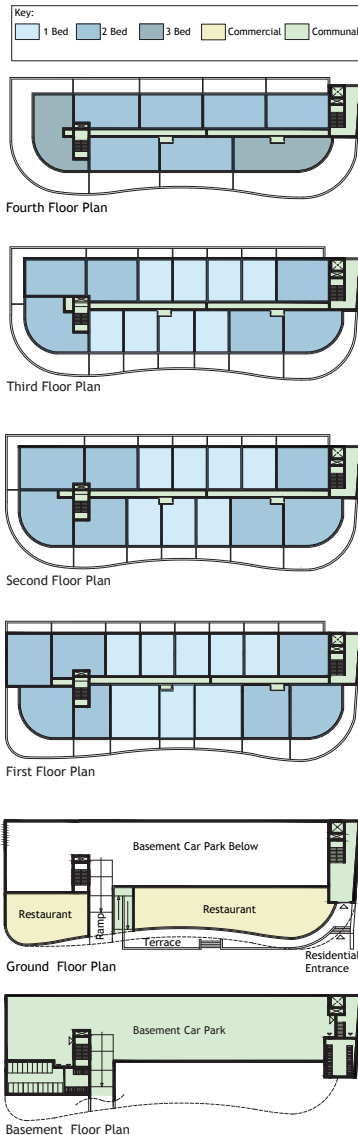
## Planning Information

Southend-on-Sea Borough Council has policies in place to guide new development in the borough and against which planning applications are considered. Adopted policies support developments which:

- make efficient use of previously developed land
- secure improvements to the urban environment through quality design
- respect the natural and historic environment
- improve the vitality of Southend town centre
- provide new homes in the Seafront Area (and also aims for the majority of these new homes to be on previously developed land)
- support growth in tourism and leisure activities in Southend.

In addition, the council are at an advanced stage in the preparation of a detailed plan for the centre of Southend – the Southend Central Area Action Plan. This proposes that the area in which The Esplanade sits is allocated a ‘Seafront Landmark Area’. In such areas, the Council will encourage the creation of new landmark buildings provided they are of an appropriate scale, and that they do not harm the amenity of local residents or the setting of heritage assets.

The visual impact of redevelopment has been carefully considered in the formulation of proposals with regard to its proximity to the Conservation Area to the rear. The site is located on the seafront and flood risk must be accounted for in proposals.



The Council’s car parking standards have been adhered to. Ecological impact and impact on trees are important considerations; a scheme of landscape enhancements is proposed to accompany new development. The planning application will be supported by detailed reports addressing issues such as transportation and infrastructure.

## Benefits of proposals

The proposed redevelopment of the disused pub into new restaurants and homes will have significant social, environmental and economic benefits, including:

- replacement of a derelict building with a new, high-quality landmark development, which respects the adjoining Conservation Area
- provision of new restaurants, enhancing the leisure and tourist facilities on offer within this locality
- provision of new homes built on previously developed land to meet the borough’s housing requirement
- provision of homes in a highly accessible location with a host of services, facilities and railway stations
- landscape enhancements
- additional long term employment as a result of the new restaurants and employment relating directly to the construction of the development
- sustained local economic benefits relating to additional spending in the local area by future residents.

