

[REDACTED]

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**From:** [REDACTED]  
**Posted At:** 28 April 2011 12:08  
**Conversation:** Representations on the DMP [Virus Control Checked]  
**Posted To:** reps proposed sub

**Subject:** Representations on the DMP [Virus Control Checked]

Dear Sir or Madam,

Please find attached our representations on the Development Management Proposed Submission Document made on behalf of Garrison Developments LLP.

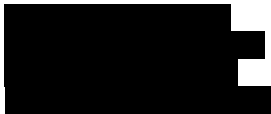
I would be grateful if you could confirm by return that these representations have been received well ahead of the deadline set for 5pm tomorrow.

Regards,

Jessica McSweeney  
Planner



For and on behalf of  
**Planning Perspectives LLP**  
24 Bruton Place, London, W1J 6NE



[www.planper.com](http://www.planper.com)

For further details about **Planning Perspectives**, **Environmental Perspectives** or **Strategic Perspectives** please follow the link.

Planning Perspectives LLP is a limited liability partnership registered in England (number OC318312) our registered office is at 65 High Street, Egham, Surrey, TW20 9EY.

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## Representation Form

### Development Management Proposed Submission

This form has two parts -

Part A - Personal Details

Part B - Your representation(s)

**Please fill in a separate sheet for each representation you wish to make.**

#### 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.

#### Agent Details (if applicable)

Title

MISS

First Name

KATY

Surname

ATKINSON

Job Title\*

ASSOCIATE PARTNER

Organisation\*

PLANNING PERSPECTIVES LLP

Address line 1

24 BRUTON PLACE

Address line 2

LONDON

Address line 3

Address line 4

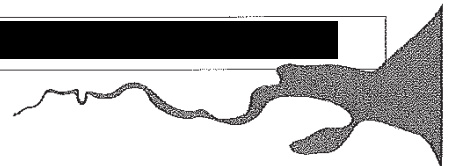
Postcode

W1J 6NE

Telephone No

Email Address\*

\* where relevant



## Part B - Please use a separate sheet for each representation

In order to ensure that the scope and content of your representations on the Development Management DPD Proposed Submission version is focused on issues of soundness and legal compliance, you are requested to make your representation on this official form that has been specifically designed to assist you in making your representation or alternatively an interactive version of the Development Management DPD Proposed Submission is available on the Council's consultation website [www.southend.gov.uk/ldf](http://www.southend.gov.uk/ldf).

The Planning Inspectorate has issued guidance 'Local Development Frameworks – A Brief Guide to Examining Development Plan Documents (September 2010)' [http://www.planningportal.gov.uk/uploads/pins/dpd\\_procedure\\_guide.pdf](http://www.planningportal.gov.uk/uploads/pins/dpd_procedure_guide.pdf).

Name or Organisation

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

Paragraph  Policy  Proposals Map

### 2. Do you consider the DPD is

2.1 Legally compliant Yes  No

2.2 Sound\*\* Yes  No

\*\*The considerations in relation to the DPD being 'Sound' are explained in Planning Policy Statement 12 in paragraphs 4.36 – 4.47, 4.51 and 5.52 and the boxed text. If you have entered No to 2.(2), please continue to Q3. In all other circumstances, please go to Q4.

### 3. Do you consider the DPD is unsound because it is not:

3.1 Justified

3.2 Effective

3.3 Consistent with national policy

**4. 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 ATTACHED SHEET

continue on a separate sheet if necessary

5. 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 3 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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No, I do not wish to participate at the oral examination.

Yes, I wish to participate at the oral examination

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

IN ORDER TO FULLY EXPLORE THE DEVELOPMENT POTENTIAL OF THE SITE AND TO DEMONSTRATE WHY A MORE FLEXIBLE POLICY APPROACH SHOULD BE ADOPTED.

continue on a separate sheet if 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

Signature



KATY ATKINSON  
PLANNING PERSPECTIVES LLP

Date

28.04.2011

## **Development Management DPD Proposed Submission**

### **Representations on behalf of Garrison Developments LLP (Proposals Map – Designation for Industrial Estates and Employment Areas)**

#### **Question 4**

- 1.20 The allocation currently shows the Shoebury Garrison Phase 1 and 2 land as an Employment Growth Area. This is not considered to be justified and effective nor consistent with national policy for the reasons set out in our representations on Policy DM11.

#### **Question 5**

- 1.21 The Shoebury Garrison land should be identified as a 'Mixed-Use Site to include Residential'. In circumstances where the Proposals Map has no other provision for mixed-use sites (or housing sites for that matter), we would request at minimum that the employment allocation for the Garrison land be reduced to the figures referred to in the ELR.

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Title

MISS

First Name

KATY

Surname

ATKINSON

Job Title\*

ASSOCIATE PARTNER

Organisation\*

PLANNING PERSPECTIVES LLP

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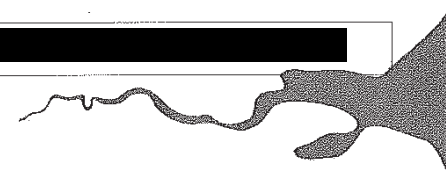
Postcode

W1J 6NE

Telephone No

Email Address\*

\* where relevant



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Name or Organisation

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Signature



KATY ATKINSON  
PLANNING PERSPECTIVES LLP

Date

28.04.2011



## Development Management DPD Proposed Submission

### Representations on behalf of Garrison Developments LLP (Paragraph 5.16)

#### Question 4

- 1.1 Paragraph 5.16 reflects the analysis provided in the Employment Land Review (ELR) so the text is broadly supported. However the text does not extend to include all of the relevant commentary in the ELR with regard to the Phase 2 site being suitable for a mix of uses. For example, the ELR refers to land coming forward for a new primary school (which has since been granted permission) and part of the Phase 2 site being promoted to the SHLAA (CON111) for residential use. This information is absent from Paragraph 5.16.
- 1.2 The Council is aware that there has been significant interest in bringing forward the Phase 2 site for mixed-use purposes including residential. Discussions have been progressing with the Council with regard to bringing forward a scheme which meets the current requirements of the ELR whilst providing a significant opportunity on the remaining land to contribute to Southend's housing targets.
- 1.3 Paragraph 5.16 notes that *"the use of remaining land should be determined through the production of the Shoeburyness AAP, which can consider this site alongside other employment sites in Shoeburyness, such as Campfield Road and Vanguard Way"*.
- 1.4 However, our client is concerned that the Phase 2 Garrison site is available to come forward now in advance of the Shoeburyness AAP with a planning application due to be submitted in 2011. The original LDS Timetable 2009 anticipated that progress on the AAP would commence at the start of 2010. The revised Interim LDS Timetable 2011 now shows that the AAP was meant to have been published for initial consultation in February 2011 with adoption anticipated in February 2011. However as we understand, only preliminary work has been undertaken on the progress of the AAP to date with resources only being directed to its preparation in Summer 2011 at the earliest, with adoption assumed for later in 2013. Even with its original timetable for production, the AAP process for exploring the use of the remaining Garrison land would seem too uncertain and slow.
- 1.5 Paragraph 5.16 needs to include alternative text in order to ensure a flexible approach to the Phase 2 Garrison site coming forward in the interim.

#### Question 5

- 1.6 The Paragraph should be expanded to include all of the text set out at Paragraphs 6.8 and 6.9 of the ELR. Reference should also be made to the table proforma appended to the ELR

which considers that the site "*can be protected and developed when necessary for future employment use **or mixed use** (our emphasis)*". Residential should be referenced as an appropriate and viable use for the remaining land.

- 1.7 Given the need to ensure a flexible approach in advance of the Shoeburyness AAP being prepared, the text should also make reference to the remaining non-employment land at Shoebury Garrison being determined in accordance with other national and local planning policy objectives and other material considerations, with the focus on the creation of sustainable, mixed-use communities.
- 1.8 Greater flexibility is also needed to ensure that the DPD allows for changing circumstances with regard to employment land supply and demand. In the event that the land does not come forward for employment purposes, the text should include the provision to review alternative, viable uses including residential.

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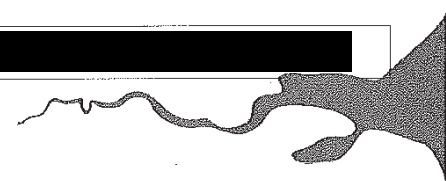
**Personal Details** - if an agent is appointed, please only complete Title, Name & Organisation boxes below but complete the full contact details of the agent.

#### Agent Details (if applicable)

Title	<input type="text"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Job Title*	<input type="text"/>
Organisation*	<input type="text" value="GARRISON DEVELOPMENTS LLP"/>
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"/>

<input type="text" value="MISS"/>
<input type="text" value="KATY"/>
<input type="text" value="ATKINSON"/>
<input type="text" value="ASSOCIATE PARTNER"/>
<input type="text" value="PLANNING PERSPECTIVES LLP"/>
<input type="text" value="24 BRUTON PLACE"/>
<input type="text" value="LONDON"/>
<input type="text"/>
<input type="text"/>
<input type="text" value="W1J 6NE"/>
<input style="background-color: black; color: black;" type="text"/>
<input style="background-color: black; color: black;" type="text"/>

\* where relevant



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Name or Organisation

GARRISON DEVELOPMENTS LLP

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Paragraph

Policy

DM11

Proposals Map

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2.1 Legally compliant

Yes

No

2.2 Sound\*\*

Yes

No

\*\*The considerations in relation to the DPD being 'Sound' are explained in Planning Policy Statement 12 in paragraphs 4.36 – 4.47, 4.51 and 5.52 and the boxed text. If you have entered No to 2.(2), please continue to Q3. In all other circumstances, please go to Q4.

### 3. Do you consider the DPD is unsound because it is not:

3.1 Justified

X

3.2 Effective

X

3.3 Consistent with national policy

X

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Yes, I wish to participate at the oral examination

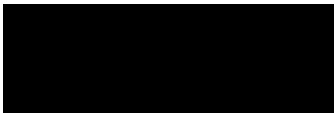
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continue on a separate sheet if necessary

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Signature



KATY ATKINSON  
PLANNING PERSPECTIVES LLP

Date

28.04.2011

## Development Management DPD Proposed Submission

### Representations on behalf of Garrison Developments LLP (Policy DM11)

#### Question 4

- 1.9 The Policy is not justified as it fails to reflect the findings of the Employment Land Review (ELR) with regard to the Shoebury Garrison site (which is listed within Policy Table 7 as an Employment Growth Area).
- 1.10 Whilst it is acknowledged that the ELR *"found a future employment land demand gap across the Borough in the long term"*, the Policy does not reflect the further findings of the ELR in that not all of the Shoebury Garrison site is required for employment purposes. Indeed, as stated at Paragraph 5.16, *"whilst all employment land in Southend is a valuable commodity, the ELR suggests that in the medium term to 2021 there is a lower demand for employment land in this location and the Garrison Phase 2 land could contribute to an oversupply. Oversupply in this location could potentially compete with other priorities within the Town Centre and at the Airport in the medium term"*.
- 1.11 To this end, the ELR recommends that a figure of around 3 hectares is required to support 19,000 sqm employment floorspace by 2021 in order to contribute towards the Core Strategy objective of 1,500 jobs in Shoeburyness. This figure is significantly less than the whole 11.27 hectares making up the Phase 2 land as currently suggested in the Policy and the corresponding Proposals Map. Indeed, the ELR refers to other uses coming forward on the remaining land with reference to some of the land coming forward for a new primary school (which has since been granted permission) and part of the Phase 2 site being promoted to the SHLAA (CON111) for residential use. This information is absent from Policy DM11.
- 1.12 The Council is aware that there has been significant interest in bringing forward the Phase 2 site for mixed-use purposes including residential. Discussions have been progressing with the Council with regard to bringing forward a scheme which meets the current requirements of the ELR whilst providing a significant opportunity to contribute to Southend's housing targets. The site provides the potential to build on the existing residential development that has come forward as part of the wider outline planning permission and complement the mix of uses across the Garrison site. Indeed the site proforma table appended to the ELR considers that the site *"can be protected and developed when necessary for future employment use **or mixed use** (our emphasis)"*.
- 1.13 Mixed-use development is supported by national policy as set out in PPS4 (Planning for Sustainable Economic Growth), with Policy EC2 requiring local authorities to encourage

sustainable economic growth. PPS4 encourages policies to remain flexible to respond to the needs of emerging employment sectors and to allow a quick response to changes in economic circumstances. Policy EC2 notes that whilst employment land can be safeguarded from other uses, this safeguarding should *"facilitate a broad range of economic development, including mixed-use"*. Against this advice, it is considered that the proposed Policy DM11 is not compliant with national policy as it fails to provide the desired level of flexibility to plan for sustainable economic growth.

### Question 5

- 1.14 The Policy currently allocates the whole of the Shoebury Garrison site (Phases 1 and 2) as an Employment Growth Area. Given that only part of the site is currently supported for employment purposes for reasons set out on in the ELR, the site should be more appropriately allocated as a 'Mixed-Use Site to include Residential'.
- 1.15 In circumstances where the DPD has no other Section on mixed-use sites (or housing sites for that matter), we would request at minimum that the employment allocation for the Garrison land be reduced to the figures referred to in the ELR.
- 1.16 This would ensure that the Policy is justified and sound.
- 1.17 In addition to this, whilst Part 7 of the Policy sets out that *"the Council will plan, monitor and manage the function of the industrial estates and employment areas so that these areas can continue to contribute to strategic and local economic objectives"*, greater flexibility is needed to ensure that the policy allows for changing circumstances with regard to employment land supply and demand.
- 1.18 In the event that the land does not come forward for employment purposes, the Policy should include the provision to review alternative, viable uses including residential.
- 1.19 This would ensure that the Policy is effective, in conformity with national policy and sound.