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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.

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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

| | e & Organisat | ent is appointed, pleas ion boxes below but f the agent. | | | Age | ent Details (| if applic | able) | | |
|---|---------------|--|----------|---------|-----------------|-----------------|-----------|--------|-------|--|
| Title | | | | | Ms | | | | | |
| First Name | | | | | Hele | en | | | | |
| Surname | | | | | Greenhalgh | | | | | |
| Job Title* | | | | | | | | | | |
| Organisation $*$ | lad Europ | e Ltd | | | Indigo Planning | | | | | |
| Address line I C/ | O Agent | | | | | | | | | |
| Address line 2 | | | | | | | | | | |
| Address line 3 | | | | | | | | | | |
| Address line 4 | | | | | | | | | | |
| Postcode | | | | | | | | | | |
| Telephone No | | | | | | | | | | |
| Email Address* | | | | | | | | | | |
| Part B - Please section and pa I.To which part Policy (e.g DSI) | ge numbe | r. | represe | | | | | e rele | evant | |
| Tolicy (e.g D31) | | I al agi a | ,pri | | | 1 Officies 1 to | аР | 3 | | |
| 2. Do you? | Support | X | | Object | | | | | | |
| 3. Do you cons 3(1) Legally Co | ompliant | ocument is: e to the way in wh | nich the | Council | has p | repared and | Yes | Y | No | |

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

(If it is the actual content on which you wish to object/ support. See guidance

Yes x

No

* where relevant

3(2) Sound

published the DPD)

notes for further assistance)

| in Do you consider the Di D is ofto of the because it is not. | |
|---|------------------|
| The plan should seek to meet local need where possible) | |
| I(2) Justified The plan should be the most appropriate strategy, when considered against the reasonable lternatives, based on proportionate evidence) | |
| The plan should be deliverable over its period and based on effective joint working on cross-boundary strategic priorities) | |
| (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 pla Please give details of why you consider the DPD is not legally compliant or is unsound. Please as precise as possible. If you wish to support the legal compliance or soundness of the DP blease also use this box to set out your comments | se |
| 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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| continue on a separate sheet if necessary | arv |
| 6. What changes would you suggest should be made to this part of the plan? Please set of 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 net of 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 precase possible. | out ing ec |
| See above | |
| | |
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| continue on a separate sheet if necess | ary |
| Please note your representation should cover succinctly all the information, evidence and supporting information necessary | |
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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.

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| ndic B. D Y | o you wish to participate at the oral part of the examination. Submitted for independent examination |
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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 confidentially.



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Department for Place

Southend-on-Sea Borough Council

| complete Title, N | | nt is appointed, please only on boxes below but the agent. | ' Ager | nt Details (if ap | oplicable) | |
|--|-------------------------------------|--|---------------------|-------------------|------------|-----|
| Title | | | Ms | | | |
| First Name | | | Hele | n | | |
| Surname | | | Gree | enhalgh | | |
| Job Title* | | | | | | |
| Organisation* | Valad Europ | e Ltd | Indig | o Planning | | |
| Address line I | C/O Agent | | | | | |
| Address line 2 | | | | | | |
| Address line 3 | | | | | | |
| Address line 4 | | | | | | |
| Postcode | | | | | | |
| Telephone No | | | | | | |
| Email Address* | | | | | | |
| section and | page number | arate sheet for each | | | the relev | ant |
| Policy (e.g DSI |) CS1 | Paragraph | | Policies Map | | |
| 2. Do you? | Support | X | Object | | | |
| 3. Do you co | onsider the do | cument is: | | | | |
| 3(I) Legally (If your representation of the published the | sentation is due | to the way in which tl | he Council has pr | epared and | Yes X | No |
| • | ual content on v her assistance) | which you wish to obj | ect/ support. See | guidance | Yes X | No |
| If you have enter | red No to 3(2), ple | ase continue to Q4. In all | other circumstance, | please go to Q5 | | |

| 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) |
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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. |
| continue on a separate sheet if necessary |
| 6. What changes would you suggest should be made to this part of the plan? Please set our 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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and issues he/she identifies for examination.

| | your representation is seeking a change, do you consider it necessary to participate at the l part of the examination? |
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| 8. D | Oo you wish to be notified when the document is: |
| Υ | Submitted for independent examination |
| Υ | The Inspectors Report is published |
| Υ | Adopted |
| Plos | aso sign and dato: |
| | Date 15.12.16 |
| Data | ProtectionAct 1998 |
| Unde inforn | r the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We only use personal nation you supply to us for the reason that you provided. All employees and contractors who have access to your personal data or are lated with the handling of that data are obliged to respect your confidentially. |



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Department for Place

Southend-on-Sea Borough Council

| complete Title, | Details - if an agent is appointed, please only Name & Organisation boxes below but ull contact details of the agent. | Agent Details (if applicable) |
|----------------------------|--|---|
| Title | | Ms |
| First Name | | Helen |
| Surname | | Greenhalgh |
| Job Title* | | |
| Organisation* | Valad Europe Ltd | Indigo Planning |
| Address line I | C/O Agent | |
| Address line 2 | | |
| Address line 3 | | |
| Address line 4 | , | |
| Postcode | | |
| Telephone No | | |
| Email Address ³ | * | |
| section and | ease use a separate sheet for each page number. Do not contain the document does this representations in the document does the document document does the document d | h representation outlining the relevant |
| • | • | |
| Policy (e.g DS | SI) DS1 Paragraph | Policies Map |
| 2. Do you? | Support | Object X |
| 3. Do you c | consider the document is: | |
| | y Compliant esentation is due to the way in which the DPD) | ne Council has prepared and Yes X No |
| • | ctual content on which you wish to objecther assistance) | ect/ support. See guidance Yes X No |
| If you have ent | tered No to 3(2), please continue to Q4. In all | other circumstance, please go to Q5 |

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| Our client Valad Europe largely agrees to the proposed approach to maintaining a prosperous retail centre note that Part 1 has been updated to include the provisions of the National Planning Policy Framework (NP as requested in our previous representations. We note that Part 3 now includes provision to allow no more 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 trip whilst also supporting the night time economy adding to the vitality and viability of the town centre and this welcomed. | PF) than |
| We note that exceptions to this requirement will be considered if it can be demonstrated to the satisfaction 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 detrimination on the High Street, particularly when the Council are trying to ensure its vitality and viability. | e ent |
| continue on a separate sheet if ne | cessary |
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| 8. D | Oo you wish to be notified when the document is: |
| Y | Submitted for independent examination |
| Y | The Inspectors Report is published |
| Y | Adopted |
| | |
| Diag | and size and data. |
| | ase sign and date: |
| Sign | Date 15.12.16 |
| | |
| Data | Durate at 1000 |
| Unde | Protection Act 1998 If the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We only use personal mation you supply to us for the reason that you provided. All employees and contractors who have access to your personal data or are |
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| complete Title, Nar | Is - if an agent is appointed, please only & Organisation boxes below but tact details of the agent. Agent Details (if applicable) | |
|--|---|---|
| Title | Ms | |
| First Name | Helen | |
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| Job Title* | | |
| Organisation* V | ad Europe Ltd Indigo Planning | |
| Address line I C |) Agent | |
| Address line 2 | | |
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| Telephone No | | |
| Email Address* | | |
| section and pa | use a separate sheet for each representation outlining the relevant ge number. of the document does this representation relate? DS5 Paragraph Policies Map | t |
| 2. Do you? | Support X Object | |
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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. |
| continue on a separate sheet if necessary |
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| Plane | so sign and dato: |
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| Signa | Date 15.12.16 |
| | |
| Data P | ProtectionAct 1998 |
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| Part A Personal Det complete Title, Nai complete the full c | ne & Organisation | | y Age | nt Details (if a | ıpplicable) | |
|---|---------------------|--------------------------|----------------------|-------------------|-------------|-------|
| Title | | | | | | |
| First Name | | | | | | |
| Surname | | | | | | |
| Job Title* | | | | | | |
| Organisation* | | | | | | |
| Address line I | | | | | | |
| Address line 2 | | | | | | |
| Address line 3 | | | | | | |
| Address line 4 | | | | | | |
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| Telephone No | | | | | | |
| Email Address* | | | | | | |
| section and p | age number. | ate sheet for eac | | | the rele | evant |
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| 3(2) Sound (If it is the actuanotes for further | | nich you wish to obj | ject/ support. See | guidance | Yes | No |
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| Please note the Inspector will determine the most appropriate procedure to adopt to hear those who havindicated that they wish to participate at the oral part of the examination. | e |
| 8. Do you wish to be notified when the document is: | |
| Submitted for independent examination | |
| The Inspectors Report is published | |
| Adopted | |
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| Please sign and date: | |
| Signature Date | _ |
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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 confidentially.



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

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Post: FAO Business Intelligence Officer

Department for Place

Southend-on-Sea Borough Council

| 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 | Ms |
| First Name | Helen |
| Surname | Greenhalgh |
| Job Title* | |
| Organisation* Valad Europe Ltd | Indigo Planning |
| Address line I C/O Agent | |
| Address line 2 | |
| Address line 3 | |
| Address line 4 | |
| Postcode | |
| Telephone No | |
| Email Address* | |
| Part B - Please use a separate sheet for each representation and page number. I.To which part of the document does this representation | on relate? |
| Policy (e.g DSI) PA4 Paragraph | Policies Map |
| 2. Do you? Support X Object | ct |
| 3. Do you consider the document is: | |
| 3(1) Legally Compliant (If your representation is due to the way in which the Counpublished the DPD) | cil has prepared and Yes X No |
| 3(2) Sound (If it is the actual content on which you wish to object/ suppnotes for further assistance) | port. See guidance Yes x No |

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

* where relevant

| in Do you consider the Di D is officerable least to is not. | |
|---|--------------------------|
| (I) Positively Prepared The plan should seek to meet local need where possible) | |
| I(2) Justified The plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence) | |
| I(3) Effective The plan should be deliverable over its period and based on effective joint working on cross- coundary strategic priorities) | |
| (4) Consistent with National Policy The plan should enable the delivery of sustainable development in accordance with the | |
| b. Please give your reasons below why you are supporting/objecting to this part of the Please give details of why you consider the DPD is not legally compliant or is unsound. Please precise as possible. If you wish to support the legal compliance or soundness of the blease also use this box to set out your comments | lease |
| Part 1 of this Policy states that the Council will promote residential and supporting uses that deliver the after 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 errothe 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 ne | cessary |
| 6. What changes would you suggest should be made to this part of the plan? Please see what change(s) you consider necessary to make the DPD legally compliant or sound, he regard to the test you have identified at 4 above where this relates to soundness. You will to say why this change will make the DPD legally compliant or sound. It will be helpful if you able to put forward your suggested revised wording of any policy or text. Please be as prossible. | naving need ou are |
| See above | |
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| continue on a separate sheet if ne | ecessarv |
| Please note your representation should cover succinctly all the information, evidence and supporting information neces | |

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| Χ | No - I do not wish to participate at the oral examination |
|---------------------------|--|
| | Yes - I do wish to participate at the oral examination |
| | res - 1 do wish to par delpate at the oral examination |
| | se note the written comments you have made will hold the same weight as those discussed at the examination vill also be fully considered by the Inspector. |
| | you wish to participate at the oral part of the examination, please outline why you sider this to be necessary: |
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| Y Y | o you wish to be notified when the document is: Submitted for independent examination The Inspectors Report is published Adopted |
| Y Y Y | see sign and date: |
| Y Y Y | o you wish to be notified when the document is: Submitted for independent examination The Inspectors Report is published Adopted |

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 confidentially.

 $\textbf{Please note}: All \ representations \ will \ be \ published \ on \ our \ website \ excluding \ address, telephone \ number \ and \ email \ address.$



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Department for Place

Southend-on-Sea Borough Council

| | me & Organisati | nt is appointed, please only on boxes below but the agent. | Age | nt Details (if a | pplicable) | | |
|---|--------------------|--|--------------------|--------------------|------------|-------|--|
| Title | | | Ms | | | | |
| First Name | | | Hele | ∍n | | | |
| Surname | | | Gre | enhalgh | | | |
| Job Title* | | | | | | | |
| Organisation* V | alad Europ | e Ltd | Indig | go Planning | | | |
| Address line I | C/O Agent | | | | | | |
| Address line 2 | | | | | | | |
| Address line 3 | | | | | | | |
| Address line 4 | | | | | | | |
| Postcode | | | | | | | |
| Telephone No | | | | | | | |
| Email Address* | | | | | | | |
| section and p | age numbe | arate sheet for eac ment does this repres | · | | the rel | evant | |
| Policy (e.g DSI) | PA6 | Paragraph | | Policies Map | | | |
| 2. Do you? | Support | X | Object | | | | |
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| 3(I) Legally ((If your represe published the D | entation is due | to the way in which th | e Council has p | repared and | Yes X | No | |
| 3(2) Sound (If it is the actunotes for further | | which you wish to obje | ect/ support. See | guidance | Yes X | No [| |
| If you have entere | ed No to 3(2), ple | ease continue to Q4. In all o | other circumstance | e, please go to Q5 | | | |

* where relevant

| 1. Do you consider the Di D is ofto of the because it is not. | |
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| (1) Positively Prepared (The plan should seek to meet local need where possible) | |
| (The plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence) | |
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| 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 pla Please give details of why you consider the DPD is not legally compliant or is unsound. Pleas be as precise as possible. If you wish to support the legal compliance or soundness of the DP blease also use this box to set out your comments | se |
| 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 Cliftor Road and office and residential above which is also supported for the reasons set out above. | |
| continue on a separate sheet if necessa | ıry |
| 6. What changes would you suggest should be made to this part of the plan? Please set o 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 necessary why this change will make the DPD legally compliant or sound. It will be helpful if you a able to put forward your suggested revised wording of any policy or text. Please be as precias possible. | ng ec |
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| 8. D | Do you wish to be notified when the document is: |
| Υ | Submitted for independent examination |
| Υ | The Inspectors Report is published |
| Υ | Adopted |
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| Ples | ase sign and date: |
| | |
| Sign | Date 15.12.16 |
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| | Protection Act 1998 |
| inforn | er the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you. We only use personal mation you supply to us for the reason that you provided. All employees and contractors who have access to your personal data or are |
| assoc | iated with the handling of that data are obliged to respect your confidentially. |



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Southend-on-Sea Borough Council

| complete Title, N | etails - if an agent is appointed, please only Name & Organisation boxes below but II contact details of the agent. | Agent Details (if applicable) |
|---|--|--|
| Title | | Ms |
| First Name | | Helen |
| Surname | | Greenhalgh |
| Job Title* | | |
| Organisation* | Valad Europe Ltd | Indigo Planning |
| Address line I | C/O Agent | |
| Address line 2 | | |
| Address line 3 | | |
| Address line 4 | | |
| Postcode | | |
| Telephone No | | |
| Email Address* | | |
| section and | page number. art of the document does this represen | epresentation outlining the relevant tation relate? Policies Map |
| 2. Do you? | Support X | Dbject |
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| • | tual content on which you wish to object/ther assistance) | support. See guidance Yes X No |

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

| 4. Do you consider the DPD is UNSOUND because it is not: | |
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| 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) | |
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| 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 Please give details of why you consider the DPD is not legally compliant or is unsound. It be as precise as possible. If you wish to support the legal compliance or soundness of the please also use this box to set out your comments | Please |
| 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 we in turn, will help boost the vitality and viability of the town centre, and on this basis, Valad Europe supposition. | hich, ort this |
| 6. What changes would you suggest should be made to this part of the plan? Please so what change(s) you consider necessary to make the DPD legally compliant or sound, regard to the test you have identified at 4 above where this relates to soundness. You witto say why this change will make the DPD legally compliant or sound. It will be helpful if you able to put forward your suggested revised wording of any policy or text. Please be as passible. | set out having Il need ou are |
| See above | |
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| Ples | ase sign and date: |
| | |
| Sign | Date 15.12.16 |
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Department for Place

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| | me & Organisati | nt is appointed, please of on boxes below but the agent. | nly A g | gent Details (if a | pplicable) |
|---|--------------------|--|----------------------|---------------------|--------------|
| Title | | | Ms | | |
| First Name | | | Не | elen | |
| Surname | | | Gr | eenhalgh | |
| Job Title* | | | | | |
| Organisation* V | alad Europ | e Ltd | | | |
| Address line I | O Agent | | | | |
| Address line 2 | | | | | |
| Address line 3 | | | | | |
| Address line 4 | | | | | |
| Postcode | | | | | |
| Telephone No | | | | | |
| Email Address* | | | | | |
| section and p | age numbe | arate sheet for eart. The ment does this rep | • | _ | the relevant |
| Policy (e.g DS1) | | Paragraph | All | Policies Map | |
| 2. Do you? | Support | X | Object | | |
| 3. Do you cor | nsider the do | cument is: | | | |
| 3(1) Legally ((If your represe published the D | entation is due | to the way in which | the Council has | prepared and | Yes X No |
| 3(2) Sound (If it is the acturotes for further | | which you wish to o | bject/ support. S | ee guidance | Yes X No |
| If you have entere | ed No to 3(2), ple | ease continue to Q4. In a | all other circumstan | ce, please go to Q5 | |

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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, while 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. | |
| | |
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|--|----------------------------------|
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| Surname | Greenhalgh |
| Job Title* | |
| Organisation* Valad Europe Ltd | Indigo Planning |
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| Postcode | |
| Telephone No | |
| Email Address* | |
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| Policy (e.g DS1) Paragraph 29 | Policies Map |
| 2. Do you? Support Y subject to changes | bject |
| 3. Do you consider the document is: | |
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| 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 or 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 necessar | |
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| | you wish to participate at the oral part of the examination, please outline why you sider this to be necessary: |
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