



The Esplanade FAQs – November

The site already has planning permission to be redeveloped, why is a new planning application being made?

Since the previous planning application, The Esplanade has changed ownership. The planning application is attached to the land, so the new owners could build the scheme that has permission if they wished. However, the new owners have also acquired the site next door – ‘Marriotts’ – and are preparing revised proposals that includes this land, enabling provision of a single, comprehensive redevelopment of previously developed land here.

How will the feedback from this public consultation be used?

All responses will be carefully reviewed, including suggestions and comments received. We will look to identify any recurring themes in particular, but ideas and views won't be dismissed simply because they have been expressed by a minority of people. Results of the consultation will be used to make amendments to the proposals which will form part of the planning application. The planning application submitted to Southend-on-Sea Borough Council will include details of the results of the public consultation, and how the results have informed proposals.

Why isn't the existing building being retained and converted?

The existing building has been structurally condemned, as it is unsafe and unfit for conversion or refurbishment.

Is the new proposal taller than the building that already has planning permission?

No. The proposed new development is the same height as the scheme that already has planning permission. The existing planning permission provides a good indication of the height of development that is acceptable here, and has been used as a basis for this latest proposal.

Does the proposal include plans for Pier West café?

No. The planning application includes the sites of the former Esplanade and Marriotts, but does not include or propose any changes to the Pier West café site.

Independently of these proposals, the Pier West café already has permission for the floors about the café to be used for residential. The proposals for the former Esplanade and Marriotts will not affect this or the existing café use at Pier West.

Will any greenfield land be built on as part of the proposed development?

No. The proposed development is contained entirely within the footprint of the former Esplanade and of Marriotts. The proposed development seeks to make use of previously developed land to provide homes and restaurants.

The Council is at an advanced stage in preparing a plan for the central area of Southend – the Southend Central Area Action Plan (SCAAP). This plan will be key to how planning applications in the area are considered. It proposes to allocate the greenfield land which surrounds The Esplanade, Marriotts and Pier West café as ‘Protected Green Space’.

Why are new trees suggested to be planted to the rear of the proposed new development?

A tree survey has been undertaken as part of the background work to the proposed redevelopment. As part of the redevelopment of the site, as was the case with the scheme that already has planning permission, it will be necessary to remove some existing trees to the rear of the building. We are looking to provide replacement tree planting to the rear of the site.

In addition, and following initial discussions with the Council, it was suggested this new tree planting could be used to screen the new development so it would be less visible from Clifftown Parade. However, following the public exhibition, we are very conscious that a number of residents of Clifftown Parade would prefer not to see trees planted here that may obstruct their views of the Estuary. We will review the proposed approach in response to the consultation feedback received.

Has a planning application been made to the Council for this new development yet?

No. The current public engagement will inform the proposals that are submitted to the Council as part of the planning application. As part of the consideration of the planning application, Southend-on-Sea Borough Council is required to undertake its own public consultation.

We currently anticipate a planning application being submitted to the Council before the end of 2017.

When will the site be redeveloped?

This will be dependent on how soon a planning application can be made, and how long it then takes for it to be determined. However, we currently aim to start construction in Summer 2018. The new building will take approximately 18-20 months to complete, from start to finish.