
SCHEDULE ITEM 6

TITLE:	11/00965/EXTM REVISED PLANNING APPLICATION FOR DEMOLITION OF A NIGHTCLUB AND FOOTBALL TRAINING FACILITIES; 67 RESIDENTIAL UNITS, 22,000 SEATER STADIUM, ERECT A1 RETAIL UNITS TOTTALLING 18,878 SQM GROSS (INCLUDING 1,400 SQM GROSS OF FOOD); ERECT THREE A3 UNITS OF 909 SQM FLOORSFACE, ERECT D2 HEALTH CLUB OF 2,370 SQM FLOORSFACE, CASINO OF 2,098 SQM FLOORSFACE, STADIUM HUB CAFÉ (A3) AND BAR (A4) OF 1,307 SQM FLOORSFACE; TRAINING ACADEMY OF 3,732 SQM OF FLOORSFACE, LAYOUT OF PARKING AND CYCLE SPACES, ASSOCIATED LANDSCAPING AND ACCESS WORKS (AMENDED PROPOSAL).
APPLICANT:	SOUTHEND UNITED FOOTBALL CLUB C/O ROOTS HALL LTD
ZONING:	APPLICATION WITHIN SOUTHEND-ON-SEA BOROUGH
PARISH:	APPLICATION WITHIN SOUTHEND-ON-SEA BOROUGH
WARD:	APPLICATION WITHIN SOUTHEND-ON-SEA BOROUGH

PLANNING APPLICATION DETAILS

- 1.0 Rochford District Council has received a consultation from Southend-on-Sea Borough Council in relation to a planning application which seeks consent for amendments to the retail and leisure (phase 2) part of the new football stadium and associated development at the Fossetts Farm site.
- 1.1 The site is located abutting the Rochford District on land due south of Smithers Chase and is an elongated strip of land extending southwards to border Eastern Avenue which forms the edge of the built up residential area of Southend Borough. The site slopes upwards from north to south increasing in height by 14 metres across its 600m length.
- 1.2 Planning permission was originally granted for major redevelopment of the site including the development of a new football stadium, conference space, players hostel, food and drink concessions, bars, nightclub and training facilities, hotel, 67 flats, retail space totalling 16,400 sq metres of floor space, a restaurant and health club in a consent issued by the Secretary of State in line with the Planning Inspectors recommendation for approval following call-in of the application in 2008. The decision was dated 30th June 2008 which expired on the 30th June 2011.

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- 1.3 An application (11/00538/EXTM) to extend the time allowed for commencement of the original 2008 permission is currently with Southend-on-Sea Borough Council for determination. Rochford District Council has also been consulted on this application which has also been reported to Members in the August 2011 Development Committee.
- 1.4 The application to amend the retail and leisure part of the scheme relates only to phase 2 of the larger development scheme. Phases 1 and 3 which relate to the stadium, hotel and residential development would remain unchanged from the original permission. The proposed changes to the retail and leisure (phase 2) part of the original scheme are as follows;
- Reduction of non-food A1 retail floor space by 3968 sqm.
 - Inclusion of a retail food store (A1) with floor space of 5766 sqm (giving overall increase of retail on the site of 1798 sqm)
 - Inclusion of a casino
 - Inclusion of a sports academy
 - Inclusion of two A3 units
 - Inclusion of a football academy with a floor space of 3578 sqm to be located at first floor, set back within the retail parade above the ground floor retail floor space.
 - Inclusion of a casino with a floor space of 2139 sqm to be located at first floor set back within the retail parade above the ground floor retail floor space.
 - Amendments to layout of car park and increase in number of retail/leisure parking spaces from 499 to 672.
- 1.5 The retail food store and 2 A3 restaurant units would be clustered towards the southern end of the site at the end of the retail parade. The entrances to these units would be together around a glazed court.
- 1.6 The casino and academy which would be at first floor would be located further from the southern boundary to take advantage of the sloping site topography to reduce their apparent height.
- 1.7 The proposed training academy would be operated in partnership with Southend United Football Club and would contain 3 indoor pitches, gym, changing and spectator areas.

RELEVANT PLANNING HISTORY

- 2.0 As detailed at paragraph 1.3 above, an application (11/00538/EXTM) to extend the time allowed for commencement of the original 2008 permission is currently with Southend-on-Sea Borough Council for determination.

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- 2.1 Proposed amendments to the original Section 106 legal agreement to which the 2008 permission was subject were however accepted by Southend-on-Sea Borough Council in February 2011 where authority was delegated to the Corporate Director of Enterprise, Tourism and the Environment, Head of Planning and Transport or the Group Manager of Development Control and Building Control to vary the S106 Agreement dated the 25th October 2007 (as varied on 21st April 2008).
- 2.2 The variations agreed involved the following;
- Prior to commencement of development, the applicant to submit plans to illustrate how the three sided stadium will be finished and details of noise protection measures to be submitted to and agreed in writing by the Council and for the approved noise protection measures to be completed prior to commencement of the works to the New Stadium or retail park at Fossetts Farm.
 - Applicant to covenant to use reasonable endeavours to complete the west stand within 60 months of commencement of the north, south and east stands.
- 2.3 Also linked to the stadium development is the permission for training pitches, flood attenuation pond and surface car park in the Rochford District for which an extension of time has recently been approved.
- 2.4 In addition, a resolution to grant, subject to a S106 Agreement has also been determined by Southend-on-Sea Borough Council for the redevelopment of the existing Roots Hall Stadium site at Victoria Avenue for a new food store and residential development (reference SOS/07/01111/OUT).

CONSULTATIONS AND REPRESENTATIONS

- 3.0 Southend-on-Sea Borough Council as the determining authority for this application is responsible for carrying out the required consultation and notification.

MATERIAL PLANNING CONSIDERATIONS

- 4.0 The applicant has explained in the documentation submitted in support of the application that the revisions to Phase 2 have been made to enhance the retail and leisure offer to adjust to known retail/leisure requirements to bolster the enabling development element of the existing stadium permission. The revisions would also generate additional socio economic and community benefits associated with a football training academy and casino and would respond to Southend United Football Clubs training needs.

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- 4.1 The proposal would introduce a large retail food store to the site. Southend-on-Sea Borough Council will have to carefully consider the acceptability of introducing this type of retail store to the site with regard to the effect on the town centre and other local centres. Since the consideration of the original 2006 application and determination in 2008 a new food store has opened in Rochford Town Centre on West Street. This retail food store is significantly smaller than the proposed store at approximately 382 square metres of floor space.
- 4.2 Consideration must however be given to the effect that the proposed retail store at the Fossetts Farm site would have on the vitality and viability of Rochford Town Centre with regard not only to the food retail store in West Street but also the food retail store developed as part of a larger town centre redevelopment scheme in around 2007 at Roche Close. The retail store in this location has a floor space of approximately 920 square metres.
- 4.3 Although of a different scale, at over 5000 square metres of floor space, the proposed food retail store would have an impact on existing food retail businesses in Rochford and it is considered important for the impacts to be properly assessed in accordance with the requirements of PPS 4 and PPS 6 before a decision is reached on the acceptability of the proposal. The site, although nearer to Southend Town Centre (some 2.4 km distance) is close to Rochford Town Centre (some 3.7 km distance) such that it would have the potential to draw custom from Rochford Town Centre.
- 4.4 Officers propose to advise Southend in the consultation response that it is considered important to understand the impact that the proposed new food retail store would have on the vitality and viability of Rochford Town Centre.
- 4.5 The design and appearance of the retail parade would alter as a result of the proposed changes resulting in staggered heights of the units within the parade. The depths of the units, particularly at the southern end of the retail parade would also change with the proposed retail foodstore at the end of the parade, closest to Eastern Avenue projecting forward of the other units on the parade. A green screen would be provided to the southern end of the retail foodstore to soften the impact of the side elevation onto Eastern Avenue.
- 4.6 With regard to other potential impacts on the Rochford District arising from the revised retail and leisure proposal, it is considered that there are unlikely to be any new issues arising from the proposed changes with regard to impacts on residential amenity, flood risk, and highway and traffic issues.

CONCLUSION

- 5.0 The original stadium, retail and leisure scheme was considered and deemed acceptable in a decision issued by the Secretary of State in 2008. This

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proposal concerns amendments to the retail and leisure (phase 2) part of that development proposal.

- 5.1 It is considered that there are unlikely to be any new issues arising from the proposed changes with regard to impacts on residential amenity, flood risk, and highway and traffic issues that would affect the Rochford District.
- 5.2 The proposed new food retail store may however give rise to impacts on Rochford Town Centre which should be properly assessed and understood as part of the decision making process with regard to the acceptability of this aspect of the revised proposal.

RECOMMENDATION

- 6.0 It is proposed that the Committee **RESOLVES** to **APPROVE** the inclusion of the following points in the consultation response to Southend-on-Sea Borough Council;
- The impact of the food retail element of the scheme on Rochford Town Centre, particularly given the recent development of a new food retail store on West Street and taking account of other food retail businesses in the town including the foodstore at Roche Close should be assessed and carefully considered before a determination on the acceptability of this aspect of the revised proposal is taken.

Relevant Development Plan Policies and Proposals

Planning Policy Statement 1 (PPS1): Delivering Sustainable Development
Planning Policy Statement 4 (PPG 4): Planning For Sustainable Economic Growth
Planning Policy Statement 6 (PPS6): Planning for Town Centres



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