



Public Response 57 South Street, Rochford

Pre-Application Engagement

In February 2021, Rochford District Council, and its partner **gb**partnerships shared our initial proposals for the regeneration of 57 South Street, Rochford. The proposals were made available via the [Voyage Partnership Website](#) and during a live public webinar on 24th February. Some people asked us to post paper copies of the proposals to them as they did not have online access, which we did. We also printed posters and commissioned an advertorial in the Echo.

We invited you to 'Have your Say' via an online survey and we are grateful to everyone who took the time to respond to us. We received 42 completed surveys along with letters, emails and phone calls.

As part of this pre-planning engagement, we also talked to stakeholders including planners, conservation advisors and Historic England. We held several meetings with the building users including representatives from local community groups.

Changes we made in response to your feedback

Demolition of the existing building and loss of its character

Further analysis has been undertaken to explore alternative uses for the existing building that may enable its retention. Unfortunately, these have proven unviable.

The new building has been carefully designed to reflect the character and features of the existing building. This includes elements of decorative brickwork and window style and openings.

Character and external appearance of the proposed building

The new building is stronger in character and appearance drawing inspiration from the existing building, such that it contributes positively to the character of the conservation area.

The new building draws inspiration from the existing building and has been carefully designed so as to positively add to the conservation area.

How we have reduced the size of the development

The revised proposals have been reduced in height to 2.5 storeys on the Fire Station side and 1.5 on the other side near to the existing properties. The building steps down towards no. 51 South Street so that it is of an appropriate height along the north side. This change in height is typical of properties along South Street that vary from 1.5 to 3 storeys in height. Additionally, the proposed building has been raised to a higher level than the existing building so as to avoid any flooding risk. The levels to the east and north are not raised as they do not



contain habitable accommodation at ground floor level. In summary, the revised proposals have been reduced in height significantly.

How we have improved car parking provision

In line with planning policy 8 car parking spaces will be provided, this is 1 space per home and 1 additional visitor space. 2 of the spaces are accessible spaces and two twin electric car charging points are provided. 4 car parking spaces are retained for fire station use, there is no loss of car parking provision for the fire station.

The site is within a short walk to the Rochford Town Centre, local amenities, and sustainable public transport routes. The railway station is a short walk along Bradley Way. Increased secure cycle parking is provided for residents within the development of 10 spaces.

Next steps

The Planning Submission for this site has now been made. If you would like to look at these plans in more detail you can access them via the [Rochford District Council Planning Portal](#). It is important to note that the planning application has a further period of public consultation and that the Council has yet to make any formal decision about developing this site.