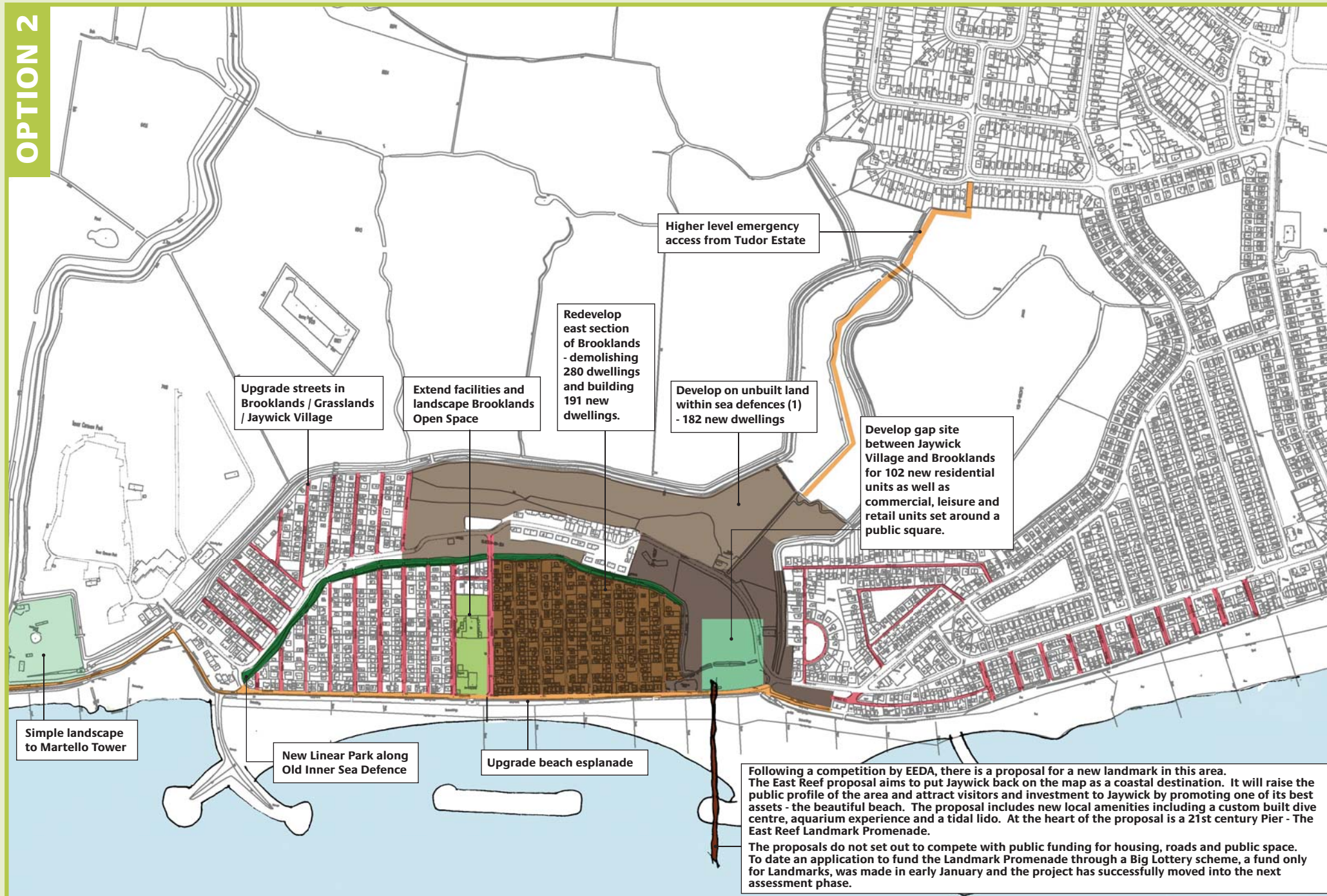


Option 2

Option 2 is the medium level option. Our evaluation shows that it only begins to address some of the master planning principles. We would like to know what you think about it.



Key	Area name	Existing	Proposed
	Brooklands	534 dwellings. 53 derelict properties. Struggling commercial units. Community centre.	280 dwellings demolished. 191 new larger dwellings built. New local retail and cafe uses adjacent to enhanced central open space. Extension to community facilities. New linear park. Upgraded beach esplanade. New park at Martello Tower.
	Grasslands	198 dwellings. 8 derelict properties.	Upgrade of streets and infrastructure.
	Gap site	Largely under utilised land.	102 new dwellings. New commercial, retail and leisure units. New public square. East Reef landmark promenade and leisure facilities.
	Land within sea defences (1)	Largely undeveloped land	182 new dwellings.
	TOTAL	732 dwellings. 61 derelict properties. Community centre.	475 new dwellings. 280 dwellings demolished. New retail, commercial and leisure uses. Extension to community facilities. New/upgraded open space.

Option 2 is more radical. It begins to address the problems by identifying that part of Brooklands should be redeveloped. The eastern section of Brooklands is highlighted for redevelopment, as it is adjacent to the 'gap site' and unbuilt land within the sea defences which are also identified for new residential development. This would create a significant development parcel, creating opportunities for new private market housing as well as housing to meet local needs. The option assumes that this development parcel would trigger the uplift of the remaining parts of Brooklands and Grasslands.

Does this option address the master planning principles?

Jaywick residents' principles	OUR VIEW	YOUR VIEW	Statutory authorities' principles	OUR VIEW	YOUR VIEW
Modern streets and infrastructure	✓		Addresses the condition of residential accommodation	✓	
Improvements to green spaces and pedestrian/cycle links	✓		Provides a mix of tenures for Jaywick residents	✓	
Creation of a safer community	✗		Reduces flood risk	✓	
Improvements to the beach and seafront	✓		Provides a mix of uses	✓	
Improved transport linkages	✗		Scheme pays for regeneration and improvements	✗	
Respect for Jaywick's character	✓		Scheme is feasible	✗	

✗ = does not address master planning principles ✓ = begins to address master planning principle ✓✓ = completely addresses master planning principle