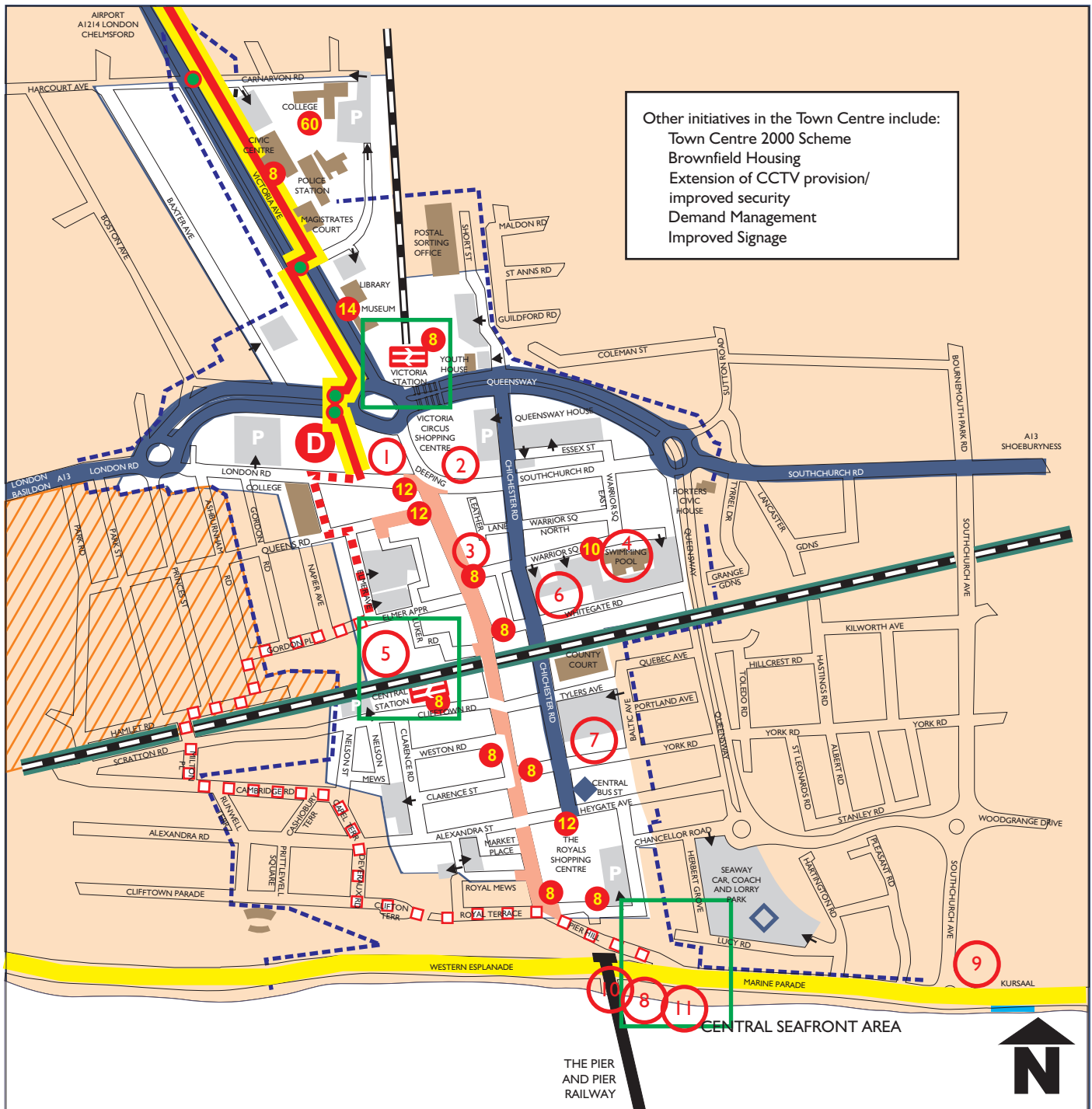


The Strategy – Southend Town Centre Inset



Main Strategy Elements

Integration

Key Interchange Sites and Improvements

Rail

LTS Rail Investment

Bus

Bus Passenger Transport Corridor Improvements

Relocation of Central Bus Station
 Improvements to Seaway Coach and Car Park

Cycling

Sustrans Regional and National Cycle Networks
 Cycle Route
 Cycle Parking for 'n' cycles
 Toucan Crossings
 Proposed Cycle Route Extension to University
 Potential link to High St and seafront

Walking

Pedestrian Precinct (High Street)
 - improvements to walking facilities/
 security linking passenger transport nodes

Traffic Management/Car Parks

Car Parks – 'P' denotes Private
 Car Parking Ticket / Meter Zone
 Proposed disabled parking areas
 Milton Area Traffic Calming Scheme

Regeneration Initiatives/Opportunities

- Major Developments and opportunity sites:
1. Multiplex Cinema and Town Square
 2. Victoria Plaza refurbishment
 3. Major Retail Re-development
 4. Warriors Swim Centre
 5. Proposed University development
 6. Warrior Square Development Opportunity
 7. Tylers Avenue Development Opportunity
 8. Adventure Island Leisure Scheme
 9. Kursaal Leisure Scheme
 10. Pier Leisure Opportunity
 11. Proposed Hovercraft Landing Pad and new beach