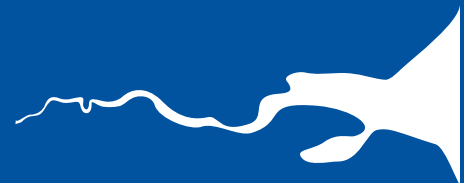


southend central area action plan dpd

consultation draft
proposed submission

local development framework
delivering regeneration and growth



Contents

Part A The Plan and its context

1. Introduction	8
1.1 Background to this Document	8
1.2 The Consultation Process	8
1.3 What is an Area Action Plan	9
1.4 Why is an Area Action Plan required for the Central Southend	9
2. Strategic and local planning context	13
2.1 Key Regeneration and planning policies for Southend	13
2.2 Sustainable Development and Design	15
2.3 Development Management Policies	15
3. Characteristics and key issues	20
3.1 The Key Challenges to be addressed	20
3.2 Summary of opportunities and constraints	25
4. Vision, Objectives and Strategy	28
4.1 Vision and objectives	28
4.2 Spatial strategy – Rationale	29
4.3 ‘City by the Sea’ - The Concept	29
4.4 Development Strategy	29
4.5 Key Moves	30
4.6 Sustainability Appraisals	34

Part B Policies

5. Development Strategy for Key Uses	38
5.1 Introduction	38
5.2 Retail	39
5.3 Employment	47
5.4 Community Facilities	50
5.4.1 Education, Higher and Further Education	50
5.4.2 Culture, Leisure, Tourism and Entertainment	51
5.4.3 Social and Community Infrastructure	53
5.5 Housing	54
6. Public Realm and Environmental Quality Strategy	57
6.1 Context	57
6.2 Identifying assets and opportunities	58
6.3 Addressing the key issues	59
6.3.1 Key Issue 1: Limited functional green and open space	

	within the Central Area and opportunities for reducing pressure on the Ramsar site	59
	6.3.2 Key Issue 2: Public Realm Enhancements	63
	6.3.3 Key Issue 3: Visually Active Frontages	67
	6.3.4 Key Issue 4: Protection of Visually Important Views	67
	6.3.5 Key Issue 5: Landmark buildings	68
7.	The Historic Environment	70
	7.1 Context	70
	7.2 Overview of the Historic Environment	71
	7.3 The Clifftown Quarter	72
	7.4 The Central Seafront Area	73
	7.5 Prittlewell Gateway	74
	7.6 The High Street	75
	7.7 Other issues affecting historic assets in the Central Area	76
	7.7.1 Conversion of historic assets	76
	7.7.2 Sustainable development and heritage assets	77
	7.8 Archaeology in the Central Area	77
8.	Transport and Access Strategy	81
	8.1 Context	81
	8.2 Local Transport Plan	82
	8.3 Town Centre and Central Area highway network	85
	8.3.1 The 'Victoria' – Traffic and public realm scheme	86
	8.3.2 'City Beach' - Traffic and public realm scheme	88
	8.4 Public Transport	88
	8.5 Walking and Cycling	90
	8.6 Town Centre parking management	91
	8.7 Other measures to improve accessibility	94
9.	Infrastructure Provision and Flood risk	96
	9.1 Context	96
	9.2 Central Area Infrastructure	97
	9.3 S106 Planning Obligations and Developer Contributions	98
	9.4 Flood Risk Management	99
	9.4.1 Sustainable drainage	99
	9.4.2 Development in flood risk areas	100
Part C Quarters and Proposal Site Policies		
10.	Quarters and Proposal Site Policies	102
	10.1 Context	102
	10.2 Quarters	102
	10.2.1 – The High Street	105
	10.2.2 – Queensway and London Road / Broadway	110
	10.2.3 - Elmer Square	114

10.2.4 – Queensway and Southchurch Road	117
10.2.5 – Warrior Square	120
10.2.6 – Clifftown	122
10.2.7 - Tylers Avenue	126
10.2.8 - Central Seafront Strategy	131
10.2.9 - Victoria Gateway Neighbourhood	157
10.2.10 - Sutton Gateway Neighbourhood	164

Part D Implementation and Monitoring Framework

11. Implementation	170
11.1 Introduction	170
11.2 Town Centre Management	170
11.3 Delivery Mechanisms	171
11.4 Funding	174
11.5 Transport and Access Funding	180
11.6 Implementation and Monitoring Framework	182

Policies

DS1: New and enhanced shopping facilities	41
DS2: Shopping frontages and use of floors above shops	45
DS3: Retail Markets	46
DS4: Employment Development within the Central Area	48
DS5: Education, Higher and Further Education	51
DS6: Provision of facilities for Culture, Leisure, Tourism and Entertainment	52
DS7: Social and Community Infrastructure	54
DS8: Housing	55
PR1: Open Space Provision and the Environment	63
PR2: Public Realm Enhancements	66
PR3: Visually Active Frontages	67
PR4: Protection of Visually Important Views	68
PR5: Landmark Buildings	69
HE1: The Clifftown Quarter	73
HE2: The Central Seafront Area	74
HE3: Prittlewell Gateway	75
HE4: The High Street	75
HE5: Frontages of Townscape Merit in the Central Area	76
HE6: Conversion of Heritage Assets in the Central Area	77
HE7: Areas of Archaeological Potential in the Central Area	79
TA1: Town Centre and Central Area Highway Network	86
TA1a: 'The Victoria' Phases 2, 3 and 4 Traffic and Public Realm Scheme	87
TA1b: 'City Beach' Phase 2 – Traffic and Public Realm Scheme	88
TA2: Public Transport	89

TA3: Walking and Cycling	91
TA4: Town Centre Parking Management	94
TA5: Other Measures to Improve Accessibility	95
IF1: Central Area Infrastructure	97
IF2: S106 Planning Obligations and Developer Contributions	98
IF3: Flood Risk Management	99
DP1: The High Street Development Principles	108
DP2: Queensway and London Road / Broadway Development Principles	112
DP3: Elmer Square Development Principles	115
DP4: Queensway and Southchurch Avenue Development Principles	118
DP5: Warrior Square Development Principles	121
DP6: Clifftown Development Principles	124
DP7: Tylers Avenue Development Principles	129
CS1: Landmark Buildings and Key Spaces	135
CS2: Central Seafront Strategy – Key Principles	137
CS3: Flood Risk	140
CS4: Nature Conservation and Biodiversity	143
CS5: The Waterfront	144
CS6: Central Seafront Development Principles	147
CS7: Western Esplanade, The Cliffs and Shrubbery	152
CS8: Eastern Esplanade and City Beach Gateway	156
DP9: Victoria Gateway Neighbourhood Development Principles	160
DP10: Sutton Gateway Neighbourhood Development Principles	166

Proposal Site Policies

Proposal Site Policy PS2a: Sainsbury’s and adjacent Buildings, London Road Proposal	115
Proposal Site Policy PS3a: Elmer Square Proposal Site	116
Proposal Site Policy PS4a: Queensway House and adjacent Buildings	119
Proposal Site Policy PS5a: Warrior Square Car Park Proposal Site	121
Proposal Site Policy PS2b: Whitegate Road	122
Proposal Site Policy PS6a: Clarence Road Car Park	125
Proposal Site Policy PS6b: Alexandra Street Car Park	125
Proposal Site Policy PS7a: Tylers Avenue	130
Proposal Site Policy PS7b: Pitman’s Close	130
Proposal Site Policy CS6a: Southend Pier	148
Proposal Site Policy CS6b: Seaway Car Park and Marine Parade	150
Proposal Site Policy CS7a: Cultural Centre and new Southend Museum	154
Proposal Site Policy CS8a: Woodgrange Drive (Kursaal Estate)	157
Proposal Site Policy PS9a: The Victoria Office Area Site	161
Proposal Site Policy PS9b: Former Essex and Suffolk Water Board Site	163
Proposal Site Policy PS9c: Roots Hall Football Ground and Environs	163
Proposal Site Policy PS10a: Former B&Q Site	167
Proposal Site Policy PS10b: Sutton Road	168
Proposal Site Policy PS10c: Coleman Street	168

Figures and Maps

Figure 1	Local Development Framework – Content	10
Map 1	Boundary of Southend Central Area Action Plan	11
Map 2	Central Area – Strategic Context	12
Map 3	Southend Central Area Action Plan Boundary Quarters and Proposal Sites	32
Map 4	Vision – Key Diagram	33
Map 5	Thames Gateway South Essex Green Grid – Rochford and Southend Strategic Area Framework	62
Map 6	Southend-on-Sea Transport Strategy Key Diagram from LTP3	84

Appendices

Appendix 1	Glossary of terms used
Appendix 2	Schedule of new/improved public spaces, landscape and public realm environmental improvements, pedestrian and cycle link improvements Visually active frontages, visually important views, new landmark buildings and public art proposals
Appendix 3	Schedule of housing capacity within Southend Central Area Action Plan
Appendix 4	Schedule of landmark buildings
Appendix 5	Key Documents and Evidence Base Reference

List of Abbreviations Used

Please note definitions for key phrases and terms used within this Plan are provided in Appendix 1 'Glossary of terms used'

AA	Appropriate Assessment
AAP	Area Action Plan
AMR	Annual Monitoring Report
AVL	Advanced Vehicle Location
BID	Business Improvement District
c2c	Rail Operator of the London Fenchurch Street to Shoeburyness line
CAM	Central Area Masterplan
CCTV	Closed Circuit Television
CIRIA	Construction Industry Research and Information Association
DCLG	Department of Communities & Local Government
DFT	Department for Transport
DP	Development Plan
DPD	Development Plan Document
EA	Environment Agency
EC	European Commission
ELR	Employment Land Review
EU	European Union
FRA	Flood Risk Assessment
FWMA	Floods and Water Management Act 2010
HCA	Homes and Communities Agency
ITS	Intelligent Transport Systems
LA	Local Authority
LDF	Local Development Framework
LDD	Local Development Document
LDS	Local Development Scheme
LEA	Local Economic Assessment
LIP	Local Investment Plan
LLFA	Lead Local Flood Authority
LPA	Local Planning Authority
LSP	Local Strategic Partnership
LSTF	Local Sustainable Transport Fund
LTP	Local Transport Plan
MSCP	Multi Storey Car Park
NHS	National Health Service
PCT	Primary Care Trust
PINS	Planning Inspectorate
PIP	Punctuality Improvement Partnership
PPG	Planning Policy Guidance Note
PPS	Planning Policy Statement (replacing PPG)
PFRA	Preliminary Flood Risk Assessment

PSA	Primary Shopping Area
RSL	Renaissance Southend Limited
RTPI	Real Time Passenger Information
S106	Section 106 agreement
SA	Sustainability Appraisal
SAB	SuDS Approval Body
SAVS	Southend Association of Voluntary Services
SAMR	Southend-on-Sea Annual Monitoring Report
SCAAP	Southend Central Area Action Plan
SCI	Statement of Community Involvement
SEA	Strategic Environmental Assessment
SEC	South Essex College
SERT	South Essex Rapid Transit
SFRA	Strategic Flood Risk Assessment
SHLAA	Strategic Housing Land Availability Assessment
SMP	Shoreline Management Plan
SoS	Secretary of State
SPA	Special Protection Area
SPD	Supplementary Planning Document
SSSI	Site of Special Scientific Importance
STCM	Southend-on-Sea Town Centre Management
SUDS	Sustainable Urban Drainage Scheme
SWMP	Surface Water Management Plan
TAP	Temporary Arts Project
TCP	Town Centre Partnership
UoE	University of Essex
VMS	Variable Messaging Signs

the plan and its context

part a

introduction

section one

1. Introduction

1.1 Background to this document

1. In accordance with Southend Borough Council's adopted Local Development Scheme and the Strategic Objectives and policies within its Core Strategy Development Plan Document [DPD], the Borough Council is preparing an Area Action Plan [AAP] for the central area of the town to be known as Southend Central Area Action Plan (SCAAP) and associated Proposals Map.
2. This publication of submission version consultation, in accordance with Regulation 27 of the Town & Country Planning (Local Development) (England) (Amendment) Regulations, is a statutory stage in the preparation of the Southend Central AAP and enables representations to be made based on the document's "soundness" and legal compliance. It is a spatial plan that will eventually form part of the statutory Local Development Framework for the Borough.
3. It builds on the Issues and Options version published in June 2010 It will set out the Borough Council's policies for positively managing development within the Southend Central AAP boundary which includes the Town Centre and Central Seafront Area and will be used to assess and determine planning applications in association with other Southend Local Development Framework documents. See Figure 1 Southend-on-Sea Local Development Framework - Content
4. The document will advise people who are considering development within the Southend Central AAP boundary on the nature of proposals that are likely to be acceptable. It also contains Proposal Site and Areas depicted on a Proposals Map where certain types of development are encouraged to assist with regeneration and growth of Southend.

1.2 The Consultation Process

5. The stages in the timetable for production of this Area Action Plan for the central area are as follows

Consultation Issues & Options Town Centre Area Action Plan and Seafront Area Action Plan (regulation 25)	January 2007
Issues and Options consultation including preferred approach to Spatial Development Strategy [regulation 25]	June/July 2010
Publication/Consultation [regulation 27]	September/October 2011
Submission to the Secretary of State [regulation 30]	March/April 2012
Target date for Examination	July 2012
Proposed date for Adoption	December 2012

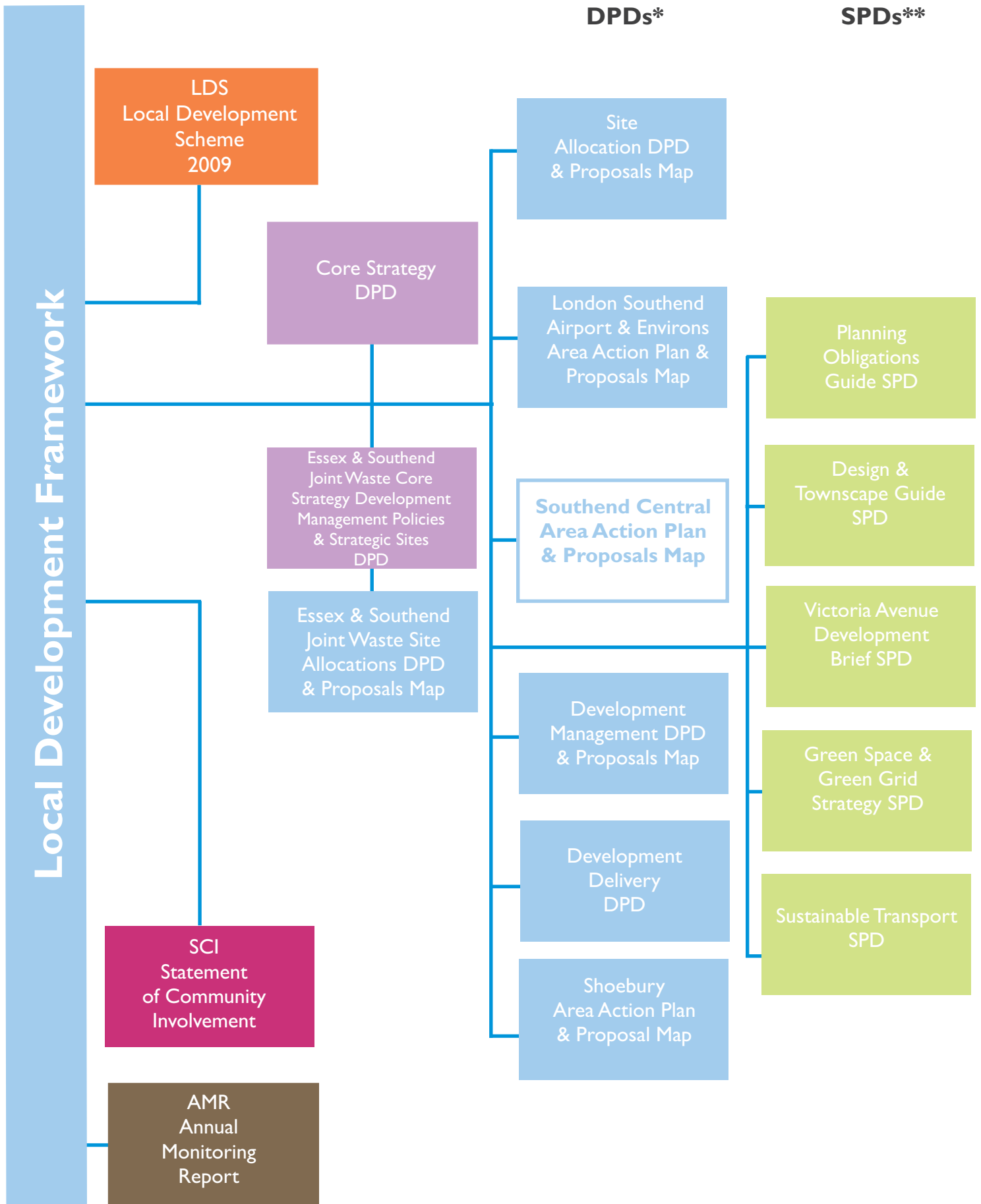
1.3 What is an Area Action Plan?

6. An Area Action Plan is a development plan document that forms part of the Local Development Framework for the Borough. Such Plans are used when there is a need to provide the planning framework for areas where significant change or conservation is needed. Area Action Plans should:
 - deliver planned growth areas;
 - stimulate regeneration;
 - protect areas particularly sensitive to change;
 - resolve conflicting objectives in areas subject to development pressures; or
 - focus the delivery of area based regeneration initiatives.
7. Area Action Plans can assist in producing a consensus as to the right strategy for an area and how it might be implemented. They can act as a focus and a catalyst for getting several key agencies and landowners to work together.

1.4 Why is an Area Action Plan required for Central Southend?

8. The Core Strategy DPD spatial strategy makes provision for a large share of the Borough's new growth and regeneration to be focussed in the central area of the borough (see Map 1 – Boundary of Southend Central Area Action Plan). The purpose of this Plan, therefore, is to give more detailed consideration to how and where employment-led regeneration and growth can sustainably be accommodated in the Town Centre, Central Seafront Area and surrounding gateway neighbourhoods. The Plan contains detailed policies and site specific proposals aimed at strengthening and transforming Southend Town Centre's sub-regional role as a successful retail and commercial destination, cultural hub and education centre of excellence, leisure and tourist attraction, and place to live (see Map 2 – Central Area Strategic Context). The intention is to also seek to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources in the area and on the foreshore.

Figure I: Southend on Sea Local Development Framework - Content

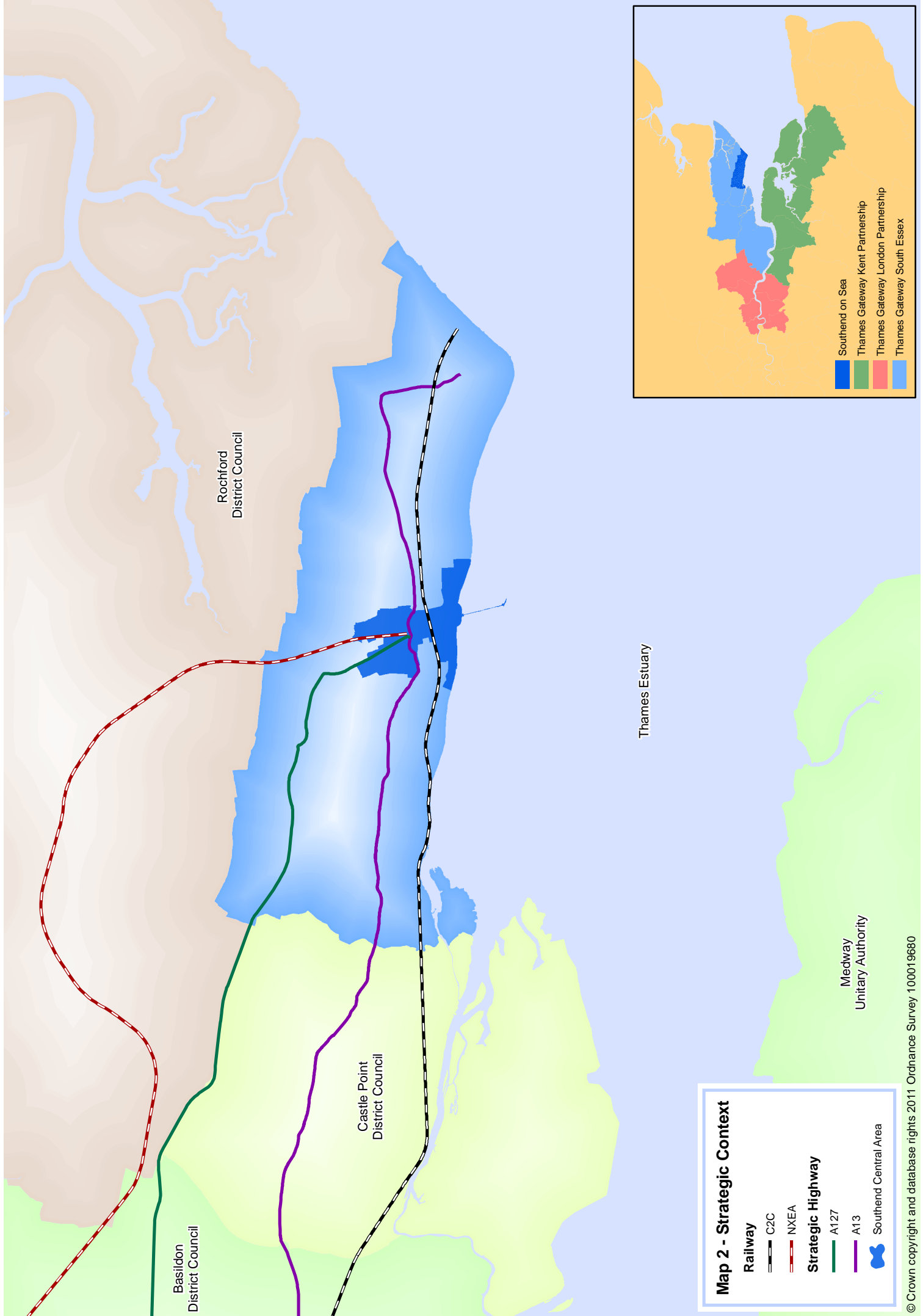


*Development Plan Document

** Supplementary Planning Document



Map 1 - Boundary of Southend Central AAP



Map 2 - Strategic Context

Railway		C2C
		NXEA
Strategic Highway		A127
		A13
		Southend Central Area

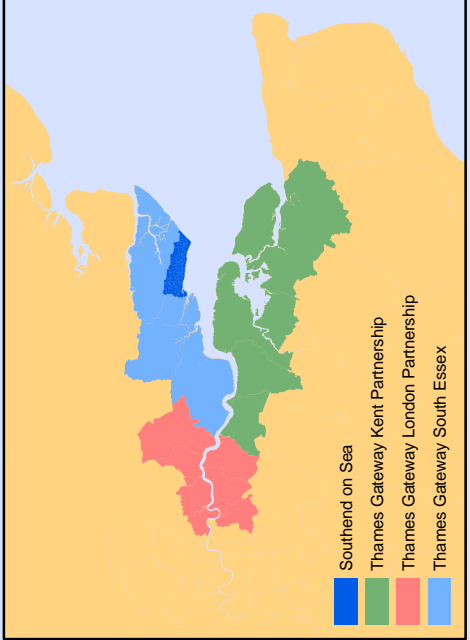
Thames Estuary

Medway
Unitary Authority

Rochford
District Council

Castle Point
District Council

Basildon
District Council



strategic and local planning context

section two

2. Strategic and Local Planning Context

2.1 Key regeneration and planning policies for Southend

9. The Southend Central AAP reflects the spatial vision and objectives of the Core Strategy DPD and includes more detailed policies and proposals to deliver regeneration and growth within this area. Where appropriate, cross-references are made to the Core Strategy and other relevant Southend Local Development Framework documents which the Southend Central AAP policies and proposals will assist in delivering and expand upon.
10. The Southend Central AAP provides the framework in which to manage the built environment and ensure successful placemaking to ensure that the central area is a place where people enjoy living and working. This document will contribute positively to the health and well-being of residents, businesses and visitors alike and consequently will deliver sustainable development and support balanced communities.
11. All policies within this DPD should be read alongside national planning policies, the policies of the Core Strategy DPD, other DPDs and guidance in Supplementary Planning Documents that comprise the Local Development Framework.
12. One of the key outcomes sought in Southend Together's Community Plan, **Sustainable Community Strategy 2007 – 2017: Building our Future**, is the creation of a competitive regional Town Centre that would contribute to a thriving and sustainable local economy, which extends opportunity for local residents and promotes prosperity throughout the Borough. In addition this strategy seeks to improve accessibility in the Borough, particularly to the Town Centre and to also establish a coherent car parking and payment strategy.
13. To meet the ambitions and priorities identified by the Community Plan the Council has adopted a set of strategic objectives. These provide a firm basis for the **Core Strategy** and the policies and proposals that it contains. The Core Strategy is part of the adopted development plan and is one of the key means of implementing these ambitions and priorities. Core Strategy strategic objective SO8 is to secure a thriving, vibrant and attractive Town Centre.
14. The Core Strategy is a spatial strategy that seeks to deliver a distribution of investment and development based on the following approach:
 - A Town Centre renewal package with an emphasis on refocusing of retail opportunities, a major expansion of Town Centre housing, expansion of education/lifelong learning, culture and leisure provision, including the strengthening of Southend's position as a 'University Town,' renaissance of the seafront, and integration with public transport interchanges.

- Reducing and preventing flood risk through the control of development and through providing for appropriate and sustainable flood risk management measures as part of a comprehensive shoreline management strategy. In those areas that are identified as being at risk, development will only be permitted where it is appropriate to its location in terms of its type, siting and sustainable mitigation measures proposed.
15. Core Strategy policy KP1 sets out the Council’s Spatial Strategy. As a principal basis for sustainable development in the town, development and investment will be expected to build on and contribute to the effectiveness and integration of the key transport corridors and interchanges. The primary focus of regeneration and growth within Southend will be in the Town Centre and the central area. The spatial strategy is to regenerate and transform the existing Town Centre, as a fully competitive sub-regional centre led by the development of the University Campus, securing a full range of quality sub-regional services to provide for 6500 new jobs and provide for at least 2000 additional homes. This should be achieved in conjunction with the upgrading of the strategic and local passenger transport accessibility, including the development of Southend Central and Victoria Railway Stations as strategic transport interchanges and related travel centres. In addition, appropriate regeneration and growth will be focussed on the Seafront to enhance its role as a successful leisure and tourist attraction and place to live, and make the best use of the River Thames, subject to safeguarding the biodiversity importance of the foreshore.
16. Southend Town Centre will remain the first preference for all forms of retail development and other Town Centre uses attracting large numbers of people, as set out in relevant national planning policy, and local strategies and plans. Core Strategy Policy CP2 promotes the development of the Town Centre:
- As a regional centre providing the full range of high quality sub-regional services and facilities required to meet the needs of Essex Thames Gateway for higher order retail, leisure, cultural and higher education services, for office-based employment, and for higher quality mixed use development to secure new jobs and homes;
 - As the key focus and driver for the regeneration of Southend, and
 - As a priority location for urban renaissance.
17. In order to meet the forecast quantitative shopping needs and currently identified qualitative deficiencies, this policy makes provision for additional comparison and convenience goods floorspace to be located in accordance with the sequential preference:
1. Within Southend Town Centre;
 2. On the edge of Southend Town Centre, where the development will contribute to and not prejudice achievement of the regeneration and urban renaissance objectives for the Town Centre.
18. Core Strategy Policy CP3 seeks improvements to transport infrastructure and services by widening travel choice and providing for the development of high quality transport

interchanges at Southend Victoria Railway Station, Southend Central Railway Station, and Southend Travel Centre.

19. Good quality urban design is a vital component and a key catalyst in regeneration and urban renaissance. Core Strategy Policy CP4 specifies the measures and considerations that would lead to the creation of a high quality, sustainable urban environment which enhances and complements the natural and built assets of Southend.

2.2 Sustainable Development and Design

20. National planning policy seeks to achieve good design that ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. Government policy requires local authorities to promote energy efficient buildings; community heating schemes, the use of combined heat and power, small scale renewable and low carbon energy schemes in developments; the sustainable use of water resources; and the use of sustainable drainage systems in the management of run-off.
21. The aims of the Council in delivering true sustainability are broader than ecology and the reduction of energy consumption. Sustainable development should provide a better quality of life for everyone, now and in the future.

2.3 Development Management Policies

22. The AAP is being developed within a very strong planning and regeneration policy context provided by the Core Strategy DPD and Development Management DPD. Therefore **the policies within the Core Strategy and emerging Development Management DPD apply to all development within the Central Area.**
23. Where there are specific development requirements associated with a site or development area then these have been included. The following section summarises the existing planning policy context within which the AAP has developed and how the Core Strategy and the Development Management DPD will influence all development in the town.

Design and Townscape

24. Delivering a high standard of design and townscape quality is essential if the vision for the Town Centre, and the wider aims of the Borough's Local Development Framework are to be met. The Core Strategy sets a clear design and development agenda through policy KP2 and CP4. The Development Management DPD builds on this policy foundation and sets out five specific design and townscape policies that:
 - Sets the overall design quality and public realm;

- Incorporates low carbon technologies into the design process and ensures the efficient use of resources;
 - Ensures that design and townscape considerations are taken into account when making efficient and effective use of land;
 - Sets a strategy to ensure that tall and large buildings can be accommodated into the Borough in an acceptable manner that improves in the quality of the built environment; and
 - Protects and enhances the Borough’s historic environment.
25. Applicants and designers of town centre schemes will need to respond to these overarching design and townscape policies.

Core Strategy Objectives	Core Strategy Policy	Development Management Policy
Strategic Objective 4	Policy KP1: Spatial Strategy	Policy DM1 – Design Quality
Strategic Objective 14	Policy KP2: Development Principles	Policy DM2 – Low Carbon Development and Efficient Use of Resources
Strategic Objective 15	Policy CP4: The Environment and Urban Renaissance	Policy DM3 – The Efficient and Effective Use of Land
Strategic Objective 17		Policy DM4 – Tall and Large Buildings
Strategic Objective 18		Policy DM5 – Southend-on-Sea’s Historic Environment

The Seafront

26. The River Thames and the Seafront have had a major influence on the urban form and structure of the urban area of Southend-on-Sea. Its character varies significantly along its length from Two Tree Island and the historic Leigh fishing port in the west to the old Garrison at Shoeburyness and Foulness in the east. This relationship will be considered on a site-by-site basis and will take account of a number of factors that may include proximity to Seafront, flood risk, biodiversity and impact on the international and European sites for nature conservation, visual associations, function and connectivity.
27. The Core Strategy sets the spatial vision for development along the Seafront. The Development Management DPD sets a seafront specific policy that seeks to ensure that residents, visitors, businesses and the built environment benefit from their close relationship with the River Thames whilst at the same time safeguards, conserves and enhances the significant biodiversity, green space and other environmental resources of the area and ensure the sites for nature conservation on the foreshore are not adversely affected by any new development.

Core Strategy Objectives	Core Strategy Policy	Development Management Policy
Strategic Objective 4	Policy KP1: Spatial Strategy	Policy DM6 – The Seafront
Strategic Objective 12	Policy KP2: Development Principles	
Strategic Objective 14	Policy CP4: The Environment and Urban Renaissance	

Housing

28. The Core Strategy, supported by evidence based documents such as the Strategic Housing Land Availability Assessment (SHLAA), sets the strategic level of market and affordable housing to be provided in the Borough for the period 2001 to 2021. The Development Management DPD provides further policy coverage in respect to the mix of dwelling sizes to be provided with an emphasis on the provision of family homes and the standards that are expected of new dwellings. Specifically this refers to minimum space standards and a number of specific requirements that will ensure that new dwellings are fit for purpose not just for now but for future generations. It is essential that new dwellings maintain a degree of flexibility so that they can be adapted to reflect changing needs of a family's lifecycle and allowing people to live in their home for as much of their life as possible.
29. The Development Management DPD also ensures that as the need arises the residents have access to a variety of residential housing types that meets their needs.

Core Strategy Objectives	Core Strategy Policy	Development Management Policy
Strategic Objective 7	Policy CP6: Community Infrastructure	Policy DM7 – Dwelling Mix
Strategic Objective 14	Policy CP8: Dwelling Provision	Policy DM8 – Residential Standards
		Policy DM9 – Specialist Residential Accommodation

Economic Development

30. The Core Strategy sets the spatial economic growth strategy for the Borough. To develop as a key regional centre and realise the regeneration and growth within the Borough, the economic focus is to deliver the following key drivers:
- The renaissance of the Town Centre;
 - The development of the London Southend Airport and associated business park;

- The development of Southends role as a cultural and intellectual hub and centre of excellence; and
 - The development of the leisure and visitor economy.
31. The Development Management DPD adds additional economic policy that strives to support the growth of new and existing businesses in the Borough, harness the growth of key economic sectors and promote a diverse local economy that is sufficiently flexible to enable emerging growth sectors to prosper. This DPD considers the locational requirements of each sector and seeks to direct these sectors to the most sustainable locations.

Core Strategy Objectives	Core Strategy Policy	Development Management Policy
Strategic Objective 1	Policy KP1: Spatial Strategy	Policy DM10 – Employment Sectors
Strategic Objective 2	Policy CP1: Employment Generating Development	Policy DM11 – Industrial Estates and Employment Areas
Strategic Objective 3	Policy CP2: Town Centre and Retail Development	Policy DM12 – Visitor Accommodation
Strategic Objective 4		Policy DM13 – Southend-on-Sea Town Centre
Strategic Objective 5		Policy DM14 – Shopping Frontage Management
Strategic Objective 8		
Strategic Objective 14		

Environmental Management

32. No development should give rise to any unacceptable pollution and land instability risks that could impact on human health, property and the wider environment. Through the Core Strategy and Development Management DPD the Borough Council seeks to ensure that consideration will be given to adopting environmental best practice measures in all cases.

Core Strategy Objectives	Core Strategy Policy	Development Management Policy
Strategic Objective 12	Policy KP2: Development Principles	Policy DM15 – Environmental Protection
Strategic Objective 14	Policy CP4: The Environment and Urban Renaissance	

Sustainable Transport Management

33. A key aim of the Borough Council is to reduce the need to travel by car and ensure the community can safely and easily access jobs and key services. This is set out in the Local Transport Plan 3, Core Strategy and Development Management DPD.

Core Strategy Objectives	Core Strategy Policy	Development Management Policy
Strategic Objective 3	KP1: Spatial Strategy	Policy DM16 – Sustainable Transport Management
Strategic Objective 9	KP2: Development Principles	
Strategic Objective 10	CP3: Transport and Accessibility	

characteristics and key issues

section three

3. Characteristics and Key Issues

3.1 The Key Challenges to be Addressed

34. Southend performs a variety of functions and is defined by its diverse urban character. The Central Area Masterplan published in March 2008 explains that a good way of identifying opportunities and constraints is to conceptualise the way people understand the place as a series of different experiences – ranging from participation in core functions and activities such as the High Street retail experience, to the finer grain elements such as the built heritage. The following key challenges for the Central Area have been identified from the findings that emerged in the baseline research for the Central Area Masterplan and the stakeholder and other consultation events that were held. These Identified challenges and potential opportunities have been clarified by further in depth research and studies undertaken by the Council during the preparation of this Area Action Plan and reinforced by other relevant strategies. A list of Key Documents and Evidence Base Studies is provided in Appendix 5.

Southend as a Place:

35. **Urban Design** - analysis of land use patterns show that the Central Area has a strong zonal geography with offices and civic uses to the north, retail use focused on the High Street and leisure uses on the seafront. A finer grain mix of uses is developing to the west of the High Street in relation to education, culture, food, drink and retail units. There is a definite opportunity to encourage a greater mix of uses across the centre to enhance accessibility between the different 'zones' and to increase the physical breadth of the Town Centre, particularly in relation to the creation of a new retail circuit to the south-east of the High Street.
36. In relation to the structure and form of the Central Area, there is an opportunity to promote a more permeable street layout between Victoria Avenue and London Road, and to define a more distinctive urban grain to the east of the High Street focusing on opportunities at Warrior Square, Tylers Avenue and Seaway car park.
37. There is an opportunity to develop high quality taller buildings and urban spaces in key areas in order to create landmarks and enhance Southend's architectural quality, as well as to take advantage of the excellent waterfront and estuary views. It is important that tall buildings do not compromise the special character of the historic environment including the Conservation Areas.
38. **Public realm** – there are opportunities to shape the experience of the Central Area. Public realm [natural and man-made], open space, landscape and seascape play a major role and the challenge is to use these assets to knit the town together.
39. **Southend as a retail centre:** There are clear opportunities to improve the performance of Southend as a major retail centre.

40. The focus for retail activity should continue to be the established Town Centre; however there is an opportunity to achieve critical mass by delivering a strong retail circuit and new units to the east of the High Street focusing on the Tylers Avenue site. This would add a fresh major component to the retail offer. In order to reinforce the primacy of the High Street it is important that The Victoria and The Royals continue to improve as anchors. The refurbishment of The Victoria is now complete but there are a significant number of vacant units.
41. The Clifftown Quarter and other secondary retail locations have a significant potential to play a part in the provision of a wider breadth of retailing uses in the central area.
42. The vitality of the retail experience is essential and as such the option that is chosen for the submission version of this plan should also incorporate significant and linked public realm improvements, a greater mix of complementary uses and a user-friendly atmosphere. This will help to differentiate the Town Centre from other centres in the region and create a unique, bespoke, and in places, a speciality offer which would enhance the appeal of the Town Centre to the catchment population, as well as to visitors from further afield.
43. The need for additional bulky food outlets is acknowledged because of the expanded role for the central area and the accompanying planned increases in new homes and jobs. Such outlets have a key role as part of a wider expanded retailing offer in the central part of Southend.
44. **Southend as a place to work:** the challenge is to improve Southend's performance as an employment centre. Opportunities to achieve this are underpinned by the overarching objective to maximise sustainability, inclusivity and Town Centre viability by providing a mix of employment generating uses in the central area.
45. Whilst retail and servicing will have a strong role to play, office employment should also be promoted as it supports a large number of workers from the Borough and south Essex who also bring additional spending power to the centre.
46. The office stock on the western side of Victoria Avenue has a negative impact on the market. The Council will prepare a Supplementary Planning Document (and Development Briefs where appropriate) to promote the redevelopment and refurbishment of office blocks to take on a new role with a mix of uses including workspace, residential and civic uses.
47. The central area also has the potential for an agglomeration of higher and further education related uses including residential accommodation, ancillary entertainment facilities, and alternative workspace uses in this area. Allied to this there is scope here and elsewhere to replace some of the reservoir of office space in an alternative, more accessible location in the Town Centre.

48. There is an opportunity to promote the connection between the expanding educational sector and cultural industries. Part of the challenge is to encourage the provision of Small and Medium Enterprise space, workshops, research and development and other forms of innovative employment generating uses.
49. **Southend as a place to live:** the provision of the targeted numbers of new residential accommodation will contribute to the enhancement of the vitality of the central area. The challenge is to make provision for and deliver a mix of unit types and sizes in order to create mixed and balanced communities. In addition to affordable and family units, the central area should also accommodate significant student dwellings.
50. In order to create a balanced central area community the challenge is also to provide the community and social infrastructure required to support residents, students and workers who are located in, and use, the central area.
51. **Southend as a visitor centre:** the Town has an established visitor economy. However the challenge is to develop new markets for visitors. The regeneration of the core Town Centre, particularly the retail sector and improvements and enhancements to the urban environment would assist in generating different types of visitor. The objective is to achieve a balance between big-name High Street retailing and finer grain specialist outlets and specialist shops alongside a vibrant food and drink economy in areas such as Clifftown.
52. There is scope to make links with University of Essex and South Essex College initiatives, and to take advantage of attractive settings such as Cliff Gardens which would be appropriate for cultural activity. There is also opportunities to develop a new cultural centre within the cliff face to feature a range of displays but particularly be a home to for the 'Prince of Prittlewell' finds. It is recognised that larger scale leisure is likely to be market-led and would be a longer term aspiration for this Plan rather than a pre-requisite for realising this vision.
53. The Council's ambition for the Pier, which is a grade 2 listed structure, is to see it developed along cultural and maritime themes for the benefit of visitors and residents. However the impact on the Ramsar site as well as the costs associated with developing a difficult structure all need careful consideration.
54. **Southend as an educational centre:** the educational sector will play a major role in realising the potential of Southend in a sub-regional context. Both the University of Essex and South Essex College have a strong presence in the Town Centre and there is a strong case to support the development of a cultural and educational hub in the Elmer Square area, adding to the critical mass of uses north of the Southend Central Railway Station.
55. An important consideration is the long term success and sustainability of the University and College. In order to support the long term growth of the education sector,

provision should be made for additional teaching facilities, space for graduate enterprises, ancillary student facilities, for example a students union and student/key worker accommodation. In addition, whilst the current shortage in Primary School places within the Central Area is being successfully managed in the short term, planned population growth will create a need for an additional primary school in the area.

56. There is an opportunity to make provision for additional core educational locations, and a dispersal of ancillary and associated functions across the central area. As part of the implementation of the Area Action Plan it will be important to ensure that education provision meets the needs of the community.
57. **Southend as a cultural hub:** Southend has a major opportunity to realise the Town's role as a cultural hub. The potential success of the cultural hub is likely to relate to a spectrum of interventions ranging from formal to informal, and public to private projects. These should include:
 - Institutional projects (e.g. educational provision on the Elmer Square site);
 - Public cultural provision (e.g. a new library, a new cultural centre and a new museum);
 - Private cultural provision such as theatres and music venues,
 - A general step change in the urban experience incorporating a vibrant mix of town centre activities.
58. The cultural status of Southend will be a key area of growth in the context of the Town's role at the heart of the Thames Gateway South Essex sub-region. There is scope for a digital exploration centre in the town centre, possibly as part of the overall mix of uses on St John's.
59. **Southend as a hub for the natural and built heritage:** Southend is defined by an attractive natural and built heritage and there are a number of opportunities and constraints relating to this theme.
60. Public space is vital to the experience of the central area for residents, visitors and workers. However, the quality of its provision is variable and there is an absence of a strategic plan to direct the linking of spaces into a coherent network that enhances urban life. There is also a substantial under-provision of green space and poor coordination with the Local Biodiversity Action Plan. The challenge is to develop a comprehensive vision for this work that both supports the enhancement of urban spaces including the High Street and the Seafront, and develops their value as contributors to the quality of the Central Area as a whole based on the town's Green Grid approach.
61. This Plan will seek to preserve and celebrate heritage. Our Conservation Areas and historic buildings are reference points for many within the community and help build up a 'mental map' of what is special about our town. Through a combination of strategies, policies and actions, the Council and its partners will build upon this reserve

of heritage and identity to help bring about the renaissance of Southend. In relation to tall buildings, there is scope to make provision for this type of development in appropriate central locations to create new iconic buildings and spaces.

62. The natural and built heritage of the Borough is a major asset in the context of developing a cultural and educational hub. Southend is also set aside from other resort towns with a fantastic seaside setting with memorable views over the Thames Estuary. In addition, the foreshore is a special natural environment which is reflected in the nature conservation designations for the area. As far as possible, this Plan will seek to minimise the impact on the foreshore. However, there is scope to make better economic use of the Estuary, possibly through the provision of moorings. The creation of new habitats might be an appropriate technique for mitigating against any impacts associated with development in the seafront area. It is imperative that the Plan achieves a proper balance between the economic imperatives of the core vision to diversify the attraction of Southend whilst also balancing this against responsibilities for the conservation of internationally important habitats.
63. **Southend as a civic hub:** the Town Centre will continue to play a role as a civic hub. There is an opportunity to consolidate and improve civic functions on the eastern side of Victoria Avenue and to also create space for introducing additional development. There is scope for refurbishment of the existing building stock, but the location of civic uses seems appropriate in terms of the scale and boulevard character of Victoria Avenue. It is considered that the transformation of the western side of Victoria Avenue alongside landscape enhancements will provide a high quality setting for civic functions.
64. **Southend as a transport interchange:** the central area of Southend is a major transport interchange and the quality and sustainability of connections is the cornerstone of this Plan.
65. Vehicular movement will be enhanced through a package of improvements including rationalisation of the one-way system, facilitation of a modal shift towards more sustainable public transport modes and relocation of parking through a comprehensive parking strategy.
66. Pedestrian connections will be enhanced through upgrades in the public realm, improved activity along key walking routes (particularly movement to and from the High Street via Chichester Road, and projects to improve key junctions and barriers to movement). There is a specific focus on better movement across Queensway in its eastern sections and from the Town Centre to Western Esplanade and City Beach.
67. The car parking approach is to provide parking at key locations at the edge of the core Town Centre and along public transport corridors. This will enable sustainable movement patterns and will also allow the selective redevelopment and re-provision of surface car parking sites which do not represent the best use of scarce central land.

Tylers Avenue, Warrior Square and Seaway car parks have a key role in the reinvigoration of Chichester Road and the central area as a whole.

68. In terms of public transport, this Plan should seek to maintain the existing approach as far as possible. The Plan recognises that some limited access to the High Street should be retained as an option to overcome issues of safety and vitality associated with the evening and night time economy. In addition some re-working of the transport routes on Chichester Road to accommodate the redevelopment of adjacent sites would be required. The Plan also makes provision for South Essex Rapid Transit (*serf*) which is key to linking into the sub-regional movement network.
69. There is also scope for the rebranding of public transport with a view to transforming the perception of buses. The franchise for c2c which was up for renewal in 2011 has been delayed by Central Government until further notice. This line has the potential to become an 'urban metro' service within the Borough capitalising on its 7 surface railway stations. The outcome of the current DfT consultation will be incorporated into the submission version of this Plan.

Climate Change and Flood Risk

Underpinning all these challenges is the need for this plan, in association with the Core Strategy and Development Management DPD, to address the challenge of Climate Change and Flood Risk in the Central Area.

3.2 Summary of opportunities and constraints

1. **Victoria Avenue:** Existing stock to the west is a constraint on the office market. Opportunity to provide alternative uses and refurbishment. Boulevard treatment and landscaping opportunities to fulfil gateway potential.
2. **Queensway: Major barrier to movement.** Opportunity to revitalise this route with landscaping and greenery. Possibility of improved crossings at key junctions building on Phase 1 of the Victoria Gateway scheme.
3. **Railway Station enhancements:** Southend Victoria and Southend Central underperform as gateways to the Town and could be enhanced.
4. **Cultural and educational hub:** Major opportunity to facilitate growth in these linked sectors building on the strength of SEC and UoE developments. The Farringdon site has a pivotal role to play.
5. **Cliffdown Quarter:** This area has momentum as a focus for independent retailing, restaurants, bars, offices and workshops. There are a number of infill opportunities.

6. **Opportunities for improved pedestrian links:** Opportunities for better links at Victoria Circus, Pier Hill and from Seaway to the Seafront.
7. **Retail anchors:** The performance of Southend as a retail destination is constrained by its anchors – The Royals and The Victoria which both present significant opportunities for further improvement.
8. **Conservation Areas:** The Conservation Areas have a strong role in defining the unique and attractive character of Southend.
9. **Central Seafront:** Adventure Island is a key asset with future potential for expansion.
10. **Future opportunities:** A number of sites could come forward for refurbishment, expansion or development. Some of these are subject to existing consents and others are more aspiration.
11. **The High Street:** The length of the High Street constrains the retail performance of Southend. There are opportunities to enhance the quality and performance of the High Street.
12. **Widening the Town Centre:** There is scope for the area to the east of Chichester Road to take on a new urban character. The surface car park sites (Warrior Square, Tylers Avenue and Seaway) have significant development potential in this respect. There is an opportunity to provide enhanced connectivity between the town centre and seafront via the Tylers Avenue and Seaway sites. Clearly there is a need for a comprehensive parking and movement strategy given the importance of these sites for parking, and Chichester Road as a servicing/public transport corridor.
13. **Severance caused by the railway:** The c2c line causes major severance, restricting north-south movement.
14. **Western Esplanade:** The Esplanade is traffic dominated and constrains pedestrian movement. There are opportunities to reduce the impact of the road and parking as a barrier by rolling forward the success of the City Beach idea on Marine Parade.
15. **The Cliffs:** the formal character and tranquillity of the gardens is an asset but the gardens are constrained by landslips. Opportunities exist to rectify the slips, enhance the landscape based on an exciting new iconic Southend Museum development scheme.
16. **Marine Parade/ Eastern Esplanade:** there is potential to roll forward further phases of the City Beach to the east. To the west improvements should define the transition to Western Esplanade where the area has a different character.

17. **Pier:** the Pier is a major landmark for Southend – there is a major opportunity to rejuvenate the pier as a destination.
18. **Foreshore designations:** nature conservation designations (SSSI, Ramsar, and SPA) restrict development on the foreshore.
19. **Gateway Neighbourhoods:** there are a number of areas adjacent to the core Town Centre which are facing particular challenges including economic decline, degraded urban fabric and dereliction. These ‘transitional’ or ‘Gateway’ areas, whilst requiring regeneration in their own right for the existing residential and business community, also provide an opportunity to play a key role in meeting the housing and community objectives for the Town Centre

vision, objectives and strategy

section four

4. Vision, Objectives and Spatial Strategy

4.1 Vision and Objectives

70. Our **ambition** for Southend Central Area, including the Central Seafront, is for it to be a prosperous and thriving regional centre that is vibrant, safe and hospitable and rich in commerce, learning and culture.
71. Our **aim** is to transform the image of Southend through sustainable economic growth, development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.
72. Our **objectives** are:
1. To improve and transform the economic vitality, viability and diversity of Southend Town Centre by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for culture, recreation and leisure.
 2. To improve the buildings and public realm, including accessible green space, within the Central Area, to manage traffic and improve cycling and walking facilities so that Southend becomes a place that is more pleasant to experience and move around in.
 3. To always have full regard to the unique assets of the Central Area including buildings and public realm of heritage and environmental quality and its spectacular coastal setting, rich social and built heritage, its excellent rail links to London, and its airport;
 4. To always have regard to the significant biodiversity assets and environmental quality of the Central Area, help meet obligations on carbon emissions and adopt an approach to climate change through measures that mitigate against, or adapt to change, including managing flood risk and water efficiency;
 5. To promote design excellence in all things and to ensure that this quality standard is also expressed within the actions of our delivery partners;
 6. To expand the presence of the University of Essex and the South Essex College and establish Southend as an important regional centre for learning;
 7. To encourage the establishment and expansion of all businesses in the Town Centre by identifying, promoting or by actively bringing forward suitable sites for development to meet modern user and investor requirements;

8. To significantly increase the number and diversity of people living within the Central Area and adjoining residential areas by bringing into use empty or underused floorspace and by building more homes and making efforts to ensure that living in the Town Centre becomes appealing to more families with children.

4.2 Spatial Strategy – Rationale

73. Based on a thorough understanding of opportunities and constraints and consultation feedback to date, the preferred overarching rationale for the Southend Central Area Plan is the creation of a **'City by the Sea'** – a change in the function and transformation in the quality of the Town Centre and Seafront and renewal of the remaining parts of the Central Area.

4.3 City by the Sea - The Concept

74. Spatially, this concept embraces the vision of Southend as a prosperous regional centre defined by sustainable growth of its urban functions including living, commerce, learning and culture, and the identification of Southend as a location of choice for businesses, residents and visitors (see Map 3 – Southend Central AAP Boundary Quarters and Proposal Sites).

4.4 Development Strategy

75. The concept of urban Quarters challenges the current geography of the Central Area which is characterised by a strong sense of zoning. The Plan seeks to establish urban Quarters which, to a varying extent take on a new mixed sustainable character in line with principles set out in the hierarchy of national, regional and local planning policies. The themes of these new Quarters will be appropriate to their context, either seeking to strengthen the competitive advantage of current uses, or defining new roles contributing to the regeneration of the key sites and the Central Area as a whole. The introduction of new residential uses as part of a broader mix is a key element in achieving a vibrant, living Town Centre. Map 4: Vision – Key Diagram, summarises the Key Elements of the spatial development strategy for the Central Area.
76. The main Quarters and Key sites have been identified as follows:
 1. The High Street
 2. Queensway and London Road / Broadway
 3. Elmer Square
 4. Queensway and Southchurch Road
 5. Warrior Square
 6. Clifftown
 7. Tylers Avenue
 8. Central Seafront (including Central Seafront and Western Esplanade)

77. In addition the Plan seeks to address the particular challenges facing older communities adjacent to the core Town Centre. These Gateway Neighbourhoods are facing structural change in terms of land use, economic decline, degraded urban fabric and dereliction. Whilst requiring regeneration in their own right for the existing residential and business community this should be achieved by enhancing their function, role and connectivity with the town centre regeneration.
78. The main Neighbourhood Gateways have been identified as follows:
1. Victoria Gateway Neighbourhood
 2. Sutton Gateway Neighbourhood

4.5 Key Moves

79. The key moves are:
- **Expansion** of the existing narrow Town Centre core;
 - Supporting greater differentiation in the character and function of the High Street, using Quarters east and west of the main retail route to define a sequence of different High Street experiences or **Segments**;
 - Creating **Urban Circuits** to bring the Town Centre, particularly the retail environment to life;
 - Exploiting opportunities to create better **Integration** across the town centre - between the urban Quarters, the seafront and to surrounding residential neighbourhoods;
 - Delivery of a number of places, as quality destinations and **Landmarks**.

Expansion

80. A simple principle of the plan is to increase the development capacity of the Central Area and Town Centre. Implicit within this is a more fine-grained network of movement, a greater diversity of activity over an extended day and a greater residential population at Southend's heart. Intensification is a key component in the transformation from Town to City by the Sea.

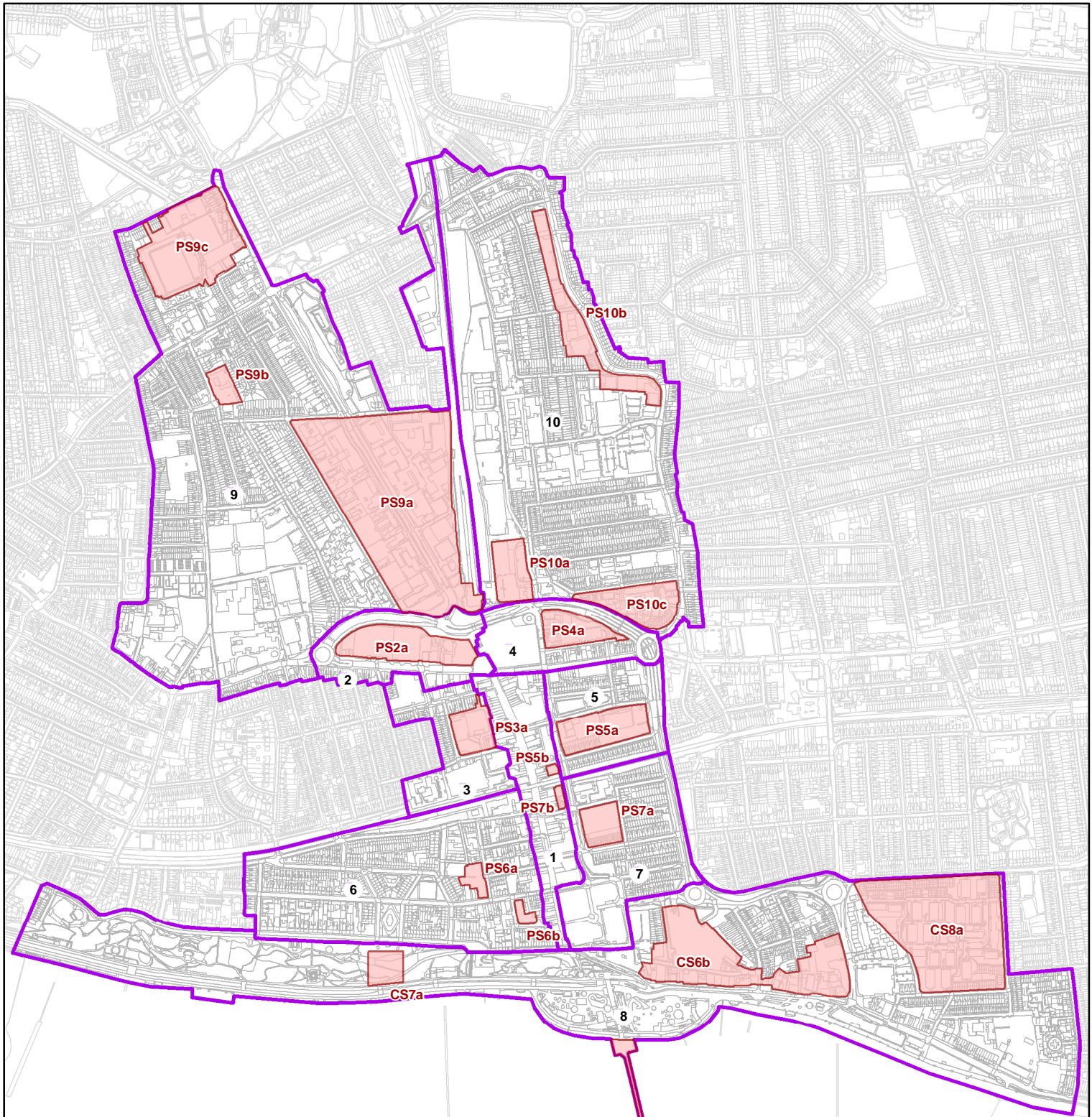
Segment

81. The High Street is reorganised as a series of spaces with a distinct beginning and end. The differentiation, based on the character of the Quarters, along its length allows a more vibrant and distinct retail-led public experience that links strategically to the Quarters which form around the High Street spine.

Urban Circuits

82. Urban circuits or 'loops' are spatial devices that structure a more intensively utilised network of movement and activity. This option embraces the definition of different circuits which reflect the diversification of the Town Centre offer. Active frontages,

repaired buildings, new streetscape, distinctive public spaces and pedestrian routes, and landmark buildings, orchestrate the experience of the urban circuit.

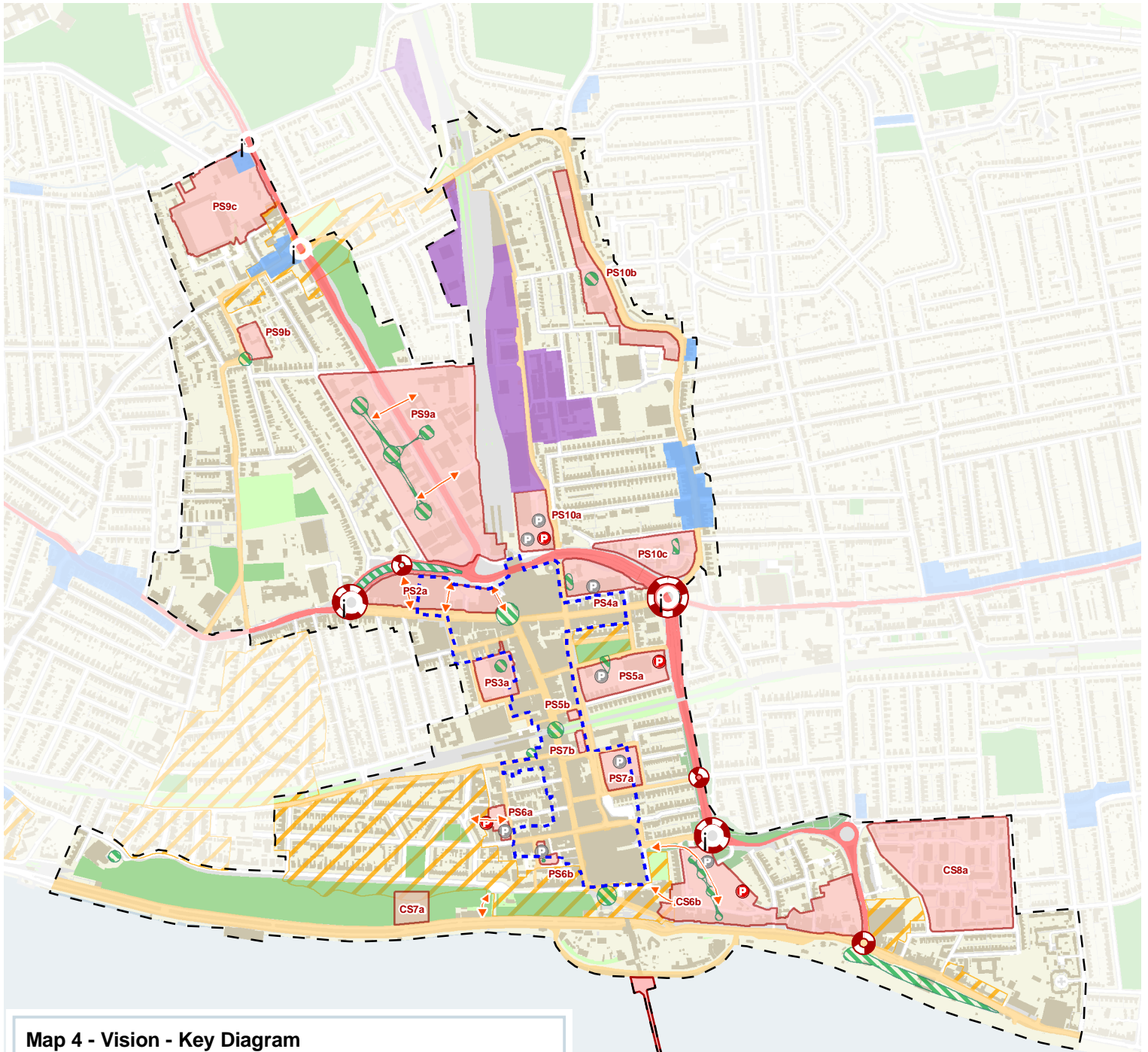


Map 3 - Quarters, Gateway Neighbourhoods and Proposal Sites
















- Proposed Site/ Potential Development Site
- Quarters
- 1 The High Street
- 2 Queensway and London Road / Broadway
- 3 Elmer Square
- 4 Queensway and Southchurch Road
- 5 Warrior Square
- 6 Clifftown
- 7 Tylers
- 8 Central Seafront
- 9 'Victorias' Gateway Neighbourhood
- 10 'Sutton' Gateway Neighbourhood

CS6a





Map 4 - Vision - Key Diagram

-  Southend Central Area Boundary
-  Proposed Site/Potential Development Site
- Employment**
-  Industrial Estates and Employment Areas
-  Town Centre Primary Shopping Area
-  Secondary Shopping Frontage Outside Town Centre
- Historic Environment**
-  Conservation Area
- Townscape**
-  New/Improved Public Open Space (Indicative Location)
-  Protected Green Space
- Movement and Activity**
-  Key Public Realm Improvement
-  Improved Gateway Access for Pedestrians and Cyclists
-  Main Route Network - Crossing and Environmental Improvements
-  Proposed Strategic Junction Improvement
-  New/Improved Pedestrian/Cycle Links
-  Relocated Car Park
-  Proposed Car Park

Integration

83. One of the main objectives of this plan is to more strongly connect the Town Centre to the Seafront. This option extends the Town Centre increasing routes for movement, activity and continuous paths of movement which reflects the way a delta meets the water's edge.
84. Bridging the level difference between the Town Centre and the seafront is achieved through numerous interventions. A start has already been made at the end of the High Street, where the culmination of the historic thoroughfare is formalised in a new viewing veranda linked by lifts and stairs to a new pavilion at the plaza edge that provides access on to the Pier.

Landmarks

85. The Central Area Masterplan proposes a rationale for the location and nature of tall landmark structures which is based on three main premises:
 1. Gateway sites or thresholds mark entry into regeneration areas.
 2. Stand-alone buildings mark the water's edge along the Eastern Esplanade.
 3. Victoria Avenue is reinforced as a grand entry boulevard.

Gateway Neighbourhoods

86. These areas provide an opportunity to enhance gateway environments to the town complementing its role as a business and visitor centre, provide future development opportunities particularly to meet affordable and more specialised housing needs and new recreational and community uses. They should also accommodate 'room to grow' modern business facilities.

4.6 Sustainability Appraisals

87. This AAP is accompanied by a Sustainability Appraisal (SA), which assesses the likely social, economic and environmental effects of the Plan. This SA also meets the requirements of the European Strategic Environmental Assessment Directive (2001/42/EC).
88. The SA is a process that continues throughout the preparation of the AAP. So far, the appraisal has included several stages and reports. These demonstrate the feedback process between plan making and the sustainability appraisal, allowing sustainability considerations to be integrated into the AAP during preparation. Sustainability issues include the need for sustainable development, to protect the quality of life and ensure access for all. Sustainability appraisal is, therefore, an integral part of the planning process, which has informed the vision, objectives and policies in this AAP.

89. It should be noted that this AAP is one of a suite of Local Development Framework (LDF) documents that will comprise the planning policy framework for the Borough. SAs are being undertaken of the whole LDF, with SAs already undertaken of all component LDF documents to date, these have reached various stages of completion, they are:
- the Core Strategy Development Plan Document
 - the Development Management Policies Development Plan Document
 - the joint Southend Airport and Environs Area Action Plan
 - Design and Townscape Guide Supplementary Planning Document
 - the Planning Obligations Supplementary Plan Document
 - Essex and Southend Waste Development Document
90. This SA process carries on from the SA carried out for the Core Strategy which, during its preparation tested 3 spatial options for growth – dispersal; peripheral urban/greenbelt; focused on key regeneration areas (including the Central Area) – and supported the adopted approach of regeneration focussed in key urban areas, which was the most sustainable way forward.
91. The SA reports from earlier stages of appraisal of the AAP which are available on the Council’s Local Development Framework (LDF) website and include:
- **Scoping report:** A combined scoping report was prepared for the Southend LDF to provide a picture of the background sustainability issues in the Borough. This is available on the Council’s website. The scoping was supplemented with additional work on area specific detail for the AAP of the central area and seafront by considering the Issues and Options set out in two early consultation documents namely
 - **Issues and Options Report - Town Centre AAP and**
 - **Issues and Options Report - Seafront AAP:**
92. **SA of Issues and Options of the Southend Central AAP:** The SA at this stage provided an opportunity to further appraise the emerging options and preferred approach to development of the area. The consideration of alternatives and identifying the relative sustainability impacts of these approaches is important for the SA and an SEA requirement.
93. **SA of the Submission version Southend Central AAP:** This is the current stage of the SA and it is a full appraisal of the objective, policies and proposals of the AAP.
94. The SA has recognised that the Central Southend AAP has an important role to play in the sustainable development of this area and the wider Borough. The proposed AAP objectives provide the foundation for the development of policies and proposals for the central area.

95. The SA has identified that the objectives, policies and proposals of the AAP have the potential to deliver sustainability development in central Southend and beyond. However, it also finds that the objectives are stronger for some areas, such as built design enhancement, than for other areas such as the delivery of housing. Nevertheless, the SA concludes that the AAP contains much that is very compatible with achieving sustainable development. And there are many positive aspects of the plan in relation to delivering sustainable development that include:
- securing more sustainable transport access to the town centre, with emphasis on walking and cycling as well as public transport, with the result of fewer car trips and more equitable access for all
 - better quality development and designing places and buildings that fit the context of the area and provide for a vibrant town centre
 - supporting the economy of the town through providing new spaces for a diverse range of businesses, including offices, retail and strong emphasis on the growing-tourism economy
 - protecting the assets of the central area, including historic and cultural heritage of the built environment and protecting the high quality natural environment and seafront
 - supporting new mixed communities in the central area through the provision of new homes and community services, including schools, health centres and open space
 - Continuing to expand the university and college facilities in the town centre to support a thriving education sector, which will help create a vibrant town, skilled workforce and opportunities for business growth.
96. The SA of the submission AAP reveals some other sustainability issues and makes recommendations on how some aspects of the AAP could improve the sustainability performance of the plan. These include suggestions for making policy intentions clearer. These can be viewed in detail in the Sustainability Appraisal of this submission version of the AAP. A summary can also be found in the Non-technical Summary.

Habitats Regulation Assessment (HRA)

97. A HRA Screening Report has been conducted to consider the need for an Appropriate Assessment in compliance with the EU Habitats Directive, as part of Southend's Local Development Framework. The HRA screening exercise considers whether the approach to a plan or project is likely to have a significant effect on the conservation objectives of a European site (also known as a Natura 2000 site).
98. The requirement to undertake HRA of development plans was confirmed by the amendments to the Habitats Regulations published for England and Wales in July 2007 and updated in 2010 by the Conservation of Habitats and Species Regulations 2010.
99. The objective of the Habitats Directive is to protect biodiversity through the conservation of natural habitats and species of wild fauna and flora. The Directive lays

- down rules for the protection, management and exploitation of such habitats and species.
100. Screening for HRA will determine whether the plan is likely to have a significant adverse impact on the conservation objectives of European sites and therefore whether an Appropriate Assessment is required. In essence the screening is to initially identify those plans and policies that clearly or self-evidently would have no significant effect upon European sites so that they can be screen out of the assessment at an early stage.
 101. The Screen Report concluded that the policies which comprise the SCAAP, in conjunction with the Southend on Sea Core Strategy and related documents, will not have a significant effect on European sites.
 102. The Policies will ensure that European sites are protected and enhanced for the benefit of both the bird populations which frequent the marshes and mudflats, and the resident's population of Southend and wider population who may use the seafront for recreation and tourism. The European Commission have highlighted the scope for ecotourism and sustainable tourism and that a balance can be achieved between conservation and social and economic needs and intentions of an area. It is considered that the approach in this document is in line with the aims and objectives of the European Commission and the objectives of the Natura 200 sites in close proximity to Southend on Sea.
 103. This conclusion is supported after consultation with the Environment Agency and Natural England who consider that the wording of the policies will ensure the protection and integrity of the European Sites.

policies

part b

development strategy for key uses

section five

5. Development Strategy for Key Uses

5.1 Introduction

104. The Core Strategy DPD spatial strategy (plan period: 2001-2021) makes provision for a large share of the Borough's new growth and regeneration to be focussed in the central area of the Borough.
105. The purpose of this Plan, therefore, is to give more detailed consideration to how and where employment-led regeneration and growth, as identified by the Core Strategy to 2021, can sustainably be accommodated in the Town Centre, Central Seafront area and surrounding gateway neighbourhoods. It is recognised that this Area Action Plan is planning for a longer term (2025) within the central area and provision is made, where appropriate, to roll forward growth requirements based on the aims and objectives of the Core Strategy and up to date evidence. Clearly any substantive additional growth beyond that is set out in the adopted Core Strategy will need to be determined through its review.

SCAAP Objectives 1, 6, 7 and 8

- To improve and transform the economic vitality, viability and diversity of Southend Town Centre by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for recreation and leisure;
- To expand the presence of the University of Essex and the South Essex College and establish Southend as an important regional centre for learning;
- To encourage the establishment and expansion of all businesses in Southend Town Centre by identifying, promoting or by actively bringing forward suitable sites for development to meet modern user and investor requirements;
- To increase the number and diversity of people living within the town centre and adjoining residential areas by bringing into use empty or underused floorspace and by building more homes and making efforts to ensure that living in the Town Centre becomes appealing to more families with children

106. It is vital that Southend's strategic role as a location for business, shopping, services, culture, leisure and community facilities, and higher and further education is maintained and its range of attractions enhanced so that it retains its diversity and vitality in line with its status as a sub-regional centre. Fundamental to this is the need to capitalise on the proximity of the seafront to the Town Centre which establishes a unique combination of shopping, leisure, living and working experiences.

107. Objectives for the spatial development in the central area include
A large share of the Borough's new growth and development will be focussed in the Town Centre and its gateway neighbourhoods in line with the spatial strategy for the Southend central area set out in the adopted Core Strategy DPD (Core Strategy Policies KP1, CP1, CP2, CP3 and CP8). The Core Strategy sets out the following approach to the scale and distribution of investment and development in the central area until 2021:
- A Town Centre renewal package to regenerate the existing Town Centre, as a fully competitive regional centre, led by the development of the University Campus, and securing a full range of quality sub-regional services to provide for 6,500 new jobs and providing for at least 2,000 additional homes in conjunction with the upgrading of strategic and local passenger transport accessibility, including development of Southend Central and Southend Victoria Railway Stations as strategic transport interchanges and related travel centres.
 - In addition, appropriate regeneration and growth will be focussed:
 - to enhance the Seafront's role as a successful leisure and tourist attraction and place to live, and make the best use of the River Thames, subject to the safeguarding of the biodiversity importance of the foreshore.
 - fostering and reinforcing the role of key Priority Urban Areas which have the potential to make a significant contribution to regeneration and housing growth objectives. Within the Central area this includes, along with the Town Centre itself, the industrial / employment areas at Grainger Road, Short Street and Tickfield Estate. These areas have the potential to contribute fully to local employment objectives and to provide for quality environments.
108. The scale of development proposed and mix of uses takes account of Southend's role and catchment area, improvements to transport and other infrastructure, and the need to protect and enhance the character of the centre, its historic, built and natural environment.
109. Appendix 3 – 'Schedule of housing capacity within SCAAP' – demonstrates how the provisions of this plan will provide the capacity to deliver the housing Objectives for spatial development in the central area.

5.2 Retail

110. The Core Strategy states that Southend Town Centre will remain the first preference for all forms of retail development and for other town centre uses. The Retail Study (2011) concluded that the retail hierarchy and classification of centres as set out by the Core

Strategy is appropriate and that the existing Town Centre Shopping Area as defined by the Borough Local Plan Proposal Map is appropriate and therefore does not require alteration. This area is to be referred to as the Town Centre Primary Shopping Area (PSA) as part of this Area Action Plan (see Proposal Map).

111. The retail sector is crucial to the health of the local economy in terms of its attraction to visitors, business and investment. The Primary Shopping Area is focused around a long linear High Street anchored by The Victoria shopping centre to the north and The Royals shopping centre to the south. The elongated length of the High Street results in a dilution of shoppers with the centre lacking any natural retail circuits. Creating better circuits around The Victoria and The Royals shopping centres would be expected to strengthen the centre.

112. Objectives for retail development

- **The 'offer' within the Town Centre will be broadened to secure a full range of quality sub-regional services to improve the centres attractiveness and viability and encourage the evening economy,**
- **The defined Town Centre will remain the first preference for all forms of retail development (Core Strategy CP2). Existing levels of comparison shopping floorspace and the provision of additional retail floorspace will contribute to the delivery of new and reinforced retail circuits as follows:**
 - **reinforced northern circuit with The Victoria and the High Street at its heart supported by secondary shopping and café/restaurant areas along Southchurch road and London Road;**
 - **expanded south eastern circuit with The Royals and High Street at its heart supported by the provision of new larger retail development east of Chichester road;**
 - **south western circuit where smaller retail units would sit comfortably within the existing character of the area,**
- **Cliffdown will be the specialist quarter offering smaller niche retail, café and restaurant attractions with attractive linkages to western esplanade and the Conservation Area,**
- **Additional major foodstore provision will be supported where it can be demonstrated that it will contribute towards the role, function and vitality of the Town Centre.**

Policy DS1: New and enhanced shopping facilities

1. The Council will require retail development proposals to be focussed within the Town Centre Primary Shopping Area to maintain and enhance Southend's role and status as a sub-regional shopping centre.
2. In addition the Council through its role in determining planning decisions and other initiatives will:
 - a. work with private sector partners and land and property owners to provide 50,000m² additional retail floorspace for comparison goods by 2020, subject to the provision of transportation and access improvements, through, inter alia, the promotion of:
 - i. new larger format retail development on Proposal Site PS7a (Tylers Avenue) to enhance and extend the south eastern retail circuit with The Royals and High Street at its heart;
 - ii. maintain and enhance the existing levels of retail provision within a northern retail circuit with The Victoria and the High Street at its heart supported by secondary areas along Southchurch Road and London Road;
 - iii. smaller niche retail development within the Clifftown Quarter prioritising Proposal Sites PS6a (Clarence Road Car Park) and PS6b (Alexandra Street Car Park) to support a south western circuit where smaller retail units would sit comfortably within the existing character of the area,
 - b. support:
 - i. landmark new retail facilities, as part of mixed use development on Proposal Site PS7a (Tylers Avenue);
 - ii. new mixed development at Proposal Site PS6a (Clarence Road Car Park) and PS6b (Alexandra Street Car Park), provided that they deliver new niche retail, café and restaurant attractions which contributes to attractive linkages to western esplanade;
 - iii. improvements and extensions to existing shops and shopping centres,
 - c. work with the private sector and land property owners to provide additional retail floorspace for convenience goods, through inter alia, the promotion of a new large format foodstore development on Proposal Site PS10a (Former B&Q Site) subject to an assessment of:
 - i. scale in terms of gross floorspace;
 - ii. transport and access;
 - iii. the impact of the proposal on the Town Centre's vitality and viability, including impacts from the range and quality of the comparison and convenience offer;
 - iv. integration and cohesion with the surrounding area, including how an active frontage at ground floor level can be achieved,
 - d. maintain and enhance the character of shopping streets,
 - e. retain a mix of shop sizes within the Town Centre Primary Shopping Area and require a mix of shop sizes within significant new retail development,
 - f. require all new retail development, including that which is part of mixed use

development, to provide active frontages to pedestrian retail circuits, achieve a high standard of design, complement existing facilities and be fully integrated and well connected to them,
g. keep under review the need and capacity for additional retail facilities.

113. The Retail Study (2011), which underpins this AAP, recommended that Southend Town Centre needs to enhance its retail offer, improve the environment and streetscape of secondary retail streets, create retail circuits, broaden Town Centre uses in places and provide new facilities to meet the needs of catchment area shoppers.
114. The Retail Study examines the capacity for additional comparison and convenience floorspace in Southend based on a quantitative assessment of the need for further retail floorspace. The assessment is based upon Southend maintaining its existing market share, using growth in population and available expenditure to support the development of additional floorspace in conjunction with the renewal of existing space. The current state of the economy was considered and reflected in the assumptions made throughout the study.
115. Policy DS1 estimates floorspace capacity needs to 2020, rather than to the end of the Plan period in 2025. This is because the reliability of the expenditure and population data sets, which the forecast growth is based upon, reduces over time. Therefore, the Council will keep the need and capacity for additional retail facilities under review.
116. The Town Centre is performing successfully as a comparison shopping destination, drawing a good level of trade from the surrounding area. The Retail Study (2011) identifies significant expenditure growth for comparison goods within Southend, based upon forecast growth in population and expenditure. There is considerable capacity for comparison goods floorspace; 36,841m² (2015) rising further to 50,873m² (2020) and 70,172m² (2025) identified for the Town Centre.
117. The Retail Study (2011) identified that within the Town Centre the range of foodstores and convenience offer is fairly low, with only one major foodstore. The study identifies 193m² (2015), 3825m² (2020) and 10,698m² (2025) of growth for convenience goods floorspace within the Borough, which should be focused towards Town Centre development sites in accordance with the Southend Core Strategy and National Policy.
118. The study recommended that there is scope to increase convenience expenditure which is currently leaking from the Town Centre to freestanding foodstores elsewhere in the Borough. To achieve this reversal additional bulk foodstore provision will be required to help anchor the Town Centre's convenience provision particularly if existing convenience floorspace is lost. Increasing foodstore provision would serve to diversify the Town Centre and foster linked shopping trips.
119. With retail capacity identified for the Town Centre to 2020 and beyond consideration to where this could potentially be accommodated in the centre is required. Firstly, it is

recognised that existing vacant units, approximately 18,000 sqm of non specified retail floorspace (Experian Goad, 2009), would be expected to soak up some of this capacity.

120. The Town Centre contains a large proportion of vacant retail floorspace, although the High Street has a very low vacancy rate. Whilst the majority of vacant units are small, secondary in nature and may well not meet modern occupier requirements, larger refurbished units which would be attractive to retailers do exist, particularly within the recently refurbished Victoria Shopping Centre and smaller units in the immediate surrounding area, namely Southchurch Road and Chichester Road.
121. The Retail Study (2011) concluded that the existing poor quality environment on Southchurch Road and surrounding area may in part explain the high levels of vacancies. This AAP seeks to enhance this area based on the newly refurbished Victoria Shopping Centre by encouraging public realm improvements including those associated with Development Site PS4a, and by shop front improvements. Such a programme could in turn support independent traders, and perhaps attract new traders to enhanced areas within a northern retail circuit for shoppers.
122. Over the plan period opportunities would also be expected to arise for some incremental increase in existing floorspace through extending shop units or creating larger trading areas through internal unit reconfiguration.
123. Even allowing for the consideration of vacant floorspace and intensification of existing facilities, other sites will be required to absorb the identified capacity. Opportunities exist for new retail facilities within sites that would offer a good prospect of integrating well with the Town Centre's Primary Shopping Area, and therefore should ideally be prioritised for delivery and retail use.
124. Proposal Site PS7a (Tylers Avenue Car Park) and Proposal Site PS6b (Alexander Street Car Park) are within the Town Centre Primary Shopping Area and offer a good opportunity for retail development with the Council being a significant landowner and therefore in a good position to promote their delivery. The Central Area Transport and Access Strategy outlines the Council's approach to the management of Town Centre parking including relocating parking provision.
125. The development of Proposal Site PS7a and PS6b will contribute to the creation of new retail led circuits anchored by The Royals Shopping Centre, thus mitigating the apparent lack of an existing strong retail circuit within the centre. If the Travel Centre at Heygate Avenue was to become available for redevelopment this site could further connect a new retail circuit.
126. Proposal Site PS7a has capacity to provide larger format stores geared toward multiple comparison retailers. There may also be scope to include more moderate sized retail units, and perhaps smaller units flanking the northern side of York Road. The retail mix

here might also be able to accommodate a moderate sized foodstore, geared toward meeting food shopping needs in the Town Centre.

127. Edge of centre Proposal Site PS6a (Clarence Road Car Park) offers a good opportunity for development incorporating retail floorspace and should be regarded as a sequentially preferable edge of centre site. Development at Proposal Site PS6a and PS6b would be expected to foster the character area proposal for the Clifftown Quarter; providing and reinforcing growth of small niche retail units, restaurants and bars in keeping with the fine grain of the existing buildings.
128. Other edge of centre sites may also contribute to meeting retail need. Consideration will need to be given to the design of the proposal, its relationship with the Town Centre and potential impact and other relevant National Policy criteria. In particular, Proposal Site PS10a (Former B&Q Site) offers a good opportunity for large format convenience retail development in the short term given its current availability, particularly if the Sainsbury's store, London Road, was to relocate. Severance caused by Queensway road between the site and The Victoria would need to be considered carefully to ensure that development here is integrated as best as possible with the Town Centre's Primary Shopping Area and neighbouring area.
129. There could be the opportunity to redevelop Proposal Site PS2a (Sainsburys and adjacent buildings, London Road) in the event of Sainsburys relocating, which may provide a small amount of retail floorspace as part of a wider mixed development scheme.
130. The provision of new shopping facilities advocated by Policy DS1 would address issues raised in the Retail Study (2011) and provide larger shops to meet retailer requirements, allow the relocation of existing retailers requiring more space, provide space for new retailers, and enhance shopping facilities overall.
131. The provision of a range of shop sizes is important to meet shopper and retailer needs and to maintain diversity and interest, from small independent traders to High Street multiples and department stores. In some areas, including the Clifftown Quarter, small shops form an important part of the character of the area. They offer variety and individuality, and provide premises for local independent and specialist traders.
132. Core Strategy Policy CP2: Town Centre and Retail Development, outlines that the Town Centre will be supported and developed as a regional centre providing a full range of Town Centre uses. The character and attractiveness of Southend's shopping streets are attributes which the Council seeks to maintain and enhance. Shop front management is important to ensure that the retail character and function of frontages are not eroded as they are important for local economic vitality. Policy DS2 sets out an approach that seeks to broaden the overall Town Centre offer with regards to shop frontage whilst securing the integrity of retail circuits and their character.

Policy DS2: Shopping frontages and use of floors above shops

1. The Council will control the use of premises in shopping streets within the Town Centre through the exercise of its planning powers to safeguard and enhance the vitality and viability of the town centre as follows:
 - a. **Primary Shopping Frontages:** proposals for a change of use, including through redevelopment, from retail (Class A1) to other uses at ground floor level will only be considered if:
 - i. the proposed use will not result in Non-Class A1 retail uses exceeding 30% of the Town Centre Primary Shopping Area's ground floor primary shopping frontage (measured in terms of length of frontage). Where Non-Class A1 uses already exceed 30% of the Town Centre Primary Shopping Area's ground floor primary shopping frontage, no further Class A1 losses will be allowed; and
 - ii. an active shop front is retained or provided.
 - b. **Secondary Shopping Frontages:** proposals for a change of use, including through redevelopment, from retail (Class A1) to financial and professional services (Class A2); restaurants, cafes (Class A3) or drinking establishments (Class A4) at ground floor level will be considered:
 - i. on their merits to broaden the offer of the Town Centre; and
 - ii. if an active shop front is retained or provided
2. All new shop frontages will need to accord with Development Management Policies DM14 with regard to shop front management. The Council will use its planning powers to: incorporate active frontages to all existing and proposed primary and secondary shopping frontages to enhance and maintain viable and interesting pedestrian circuits;
 - a. improve the design of shop fronts to enhance the quality of the street scene with reference to guidance provided by the Southend Design and Townscape Guide Supplementary Planning Document;
 - b. designate new active frontages established within Proposal Site PS7a as Primary Shopping Frontages once redevelopment is complete;
 - c. designate new active frontages created within Proposal sites PS6a and PS6b as Secondary Shopping Frontages once new development is completed;
 - d. encourage visually active frontages on those streets useful in enhancing and supporting attractive retail and leisure circuits including Chichester Road.
3. The Council will work with owners to ensure that vacant/empty shop frontages continue to create interest in the streetscene by including artwork or information in their display windows.
4. Planning permission will be granted for the change of use of upper floors above shops to residential, offices or other appropriate service or community uses, which maintain or enhance the character and vitality of the centre and broaden the range of services.

133. Primary and Secondary Shopping Frontages as shown on the Proposal Map contribute to the objectives for retail development in the central area by creating improved retail circuits around The Victoria and Royals shopping centres. New ground floor active

frontages as part of Proposal Sites PS6a, PS6b, PS7a and PS10a will further enhance circuits in the Town Centre.

134. The control of changes of use from A1 retail is necessary to protect the long term vitality and viability of the Primary Shopping Area. Primary frontages are focused around the northern end of the High Street anchored by The Victoria Shopping Centre, the High Street, and the southern area of the High Street based around the Royal Shopping Centre. Focusing additional Primary Shopping Frontages at proposal Site PS7a and Secondary Shopping Frontages at Proposal Site PS6a and PS6b will enhance retail circuits in these locations.
135. Secondary frontages complement the main retail core and are appropriate locations for a range of services ancillary to retail uses, such as banks and building societies (A2 uses), restaurants and cafes (A3 uses), drinking establishment (A4) which meet customer needs, add to the centre's diversity and vitality and provide activity outside shopping hours. However, the cumulative impact of non-retail uses in a shopping street can adversely affect customer footfall and overall attraction by creating inactive frontages and a change in character. Therefore, a range of uses within secondary areas which retain active frontages will be encouraged and proposals for change of use will be considered on their merits.
136. Space above shops, if not required for storage, is often underused or vacant and can provide useful office accommodation, consulting rooms for small businesses and employment, or residential accommodation particularly suitable for students.
137. The contributions markets make to the vitality and viability of a town centre is recognised in National Policy. An attractive market could help to diversify the Town Centre's retail offer. It would encourage more visitors and trade and bring additional street activity and add to the general shopping experience the Town Centre has to offer.

Policy DS3: Retail Markets

1. The Council will seek to maintain and enhance market provision within the Town Centre Primary Shopping Area.
2. The Council will work with the private sector to promote the establishment of a new well designed Market within the pedestrianised London Road Broadway.
3. Proposals for such development elsewhere in the Town Centre Primary Shopping Area will be considered on their merits.
4. Arrangements for servicing, refuse collection, litter control and storage and the design of market stalls will need to be considered as part of any proposal.

138. There is currently a temporary new market on the site of the older York Road market. Other provision includes a Farmers Market on a bi monthly basis and the seasonal food market in the lead up to Christmas. Both are situated in the High Street.
139. Beyond the Town Centre there is also a weekly market at Roots Hall Football Stadium. This caters for predominantly comparison goods and has been in existence for over 40 years. Its future in light of aspirations to relocate the football stadium to Fossetts Park is now questionable.
140. The Market Viability Assessment as reported by the Retail Study (2011) points toward Southend Town Centre having the right characteristics to sustain a market. It has an adequate sized population, limited geographical competition as well as demand from market operators. These factors alone however will not guarantee a successful and viable market. Very careful consideration will need to be given to where the market is located, how it will be managed and what type of market might be appropriate.
141. Street stalls can also add diversity, though they need to be well designed and well sited, so that there is no adverse impact on retail frontages, pedestrian movement or the streetscene.

5.3 Employment

142. The adopted Core Strategy seeks to provide 6,500 new jobs within the central area during the plan period 2001 – 2021 and recognises the importance of strong and diverse economic growth especially with regards to enhancing the Town’s role as a cultural and intellectual hub, a high education centre of excellence, visitor destination and cultural centre and providing for the development and growth of appropriate technology and knowledge based industries.
143. Maintaining a diverse and balanced economy which is healthy and sustainable will contribute to a strong Town Centre. The Council wishes to encourage the establishment and expansion of all businesses in the central area by identifying, promoting or by actively bringing forward suitable sites for development to meet modern user and investor requirements. Recognising the Town Centre’s strategic role as a centre for employment and economic development and revitalising it as a business location as well as a retail centre is vital in order to achieve a balanced approach to sustainable economic growth.
144. **Objectives for Employment Development in the Central Area**
 - **The Town Centre will be the primary location for major economic growth particularly for Class B1 office provision releasing the traditional Victoria Office quarter for a new role as a sustainable residential led mixed use neighbourhood**

- **Victoria and Sutton Gateway Neighbourhoods will reinforce the business function of the Town Centre and provide local employment opportunities**
 - **The employment growth areas at Grainger Road and Short Street will be maintained and promoted as locations for increased modern employment floorspace. Tickfield Estate will also be protected for employment uses**
145. These objectives are supported by the findings of the Employment Land Review (ELR) and Local Economic Assessment. The ELR recommends locations for new employment provision, its distribution across Southend and the need to manage the existing stock to reflect structural changes occurring in the economy on a site by site basis. The detailed development management policies for economic development across the Borough are contained within the Development Management DPD.

Policy DS4: Employment development within the central area

1. Provision is made for a minimum of 6,500 net additional jobs to be built in the Town Centre and central area over the period 2001 – 2021.
2. The Council, through its role in determining planning applications, will promote the 'core' Town Centre as an office and business centre and improve the quality and range of office and business accommodation by encouraging and supporting:
 - a. development proposals that incorporate high specification B1 office space, in a range of unit sizes, focussed within the following quarters:
 - i. Queensway and London Road and Broadway (PS2a);
 - ii. Warrior Square (PS5a);
 - iii. Queensway and Southchurch Road (PS4a),
 - b. the redevelopment and improvement of the existing office stock within the Town Centre;
 - c. the provision of workshop, studio, exhibition space and offices suited to the needs of the 'creative industries' sector particularly in the Clifftown Quarter
3. Within the core Town Centre, development proposals resulting in a loss of B1 office floorspace will only be acceptable if:
 - a. office floorspace is re-provided as part of mixed-use development of the site, or
 - b. the loss of the office floorspace is outweighed by the achievement of other AAP objectives through the proposed development,
4. The Council will work with private land and property owners and developers to:
 - a. secure a new role within the Victoria Office Site (proposal Site PS9a) as a sustainable residential led mixed use neighbourhood through the production of supplementary planning guidance for the area and Development Briefs where appropriate;
 - b. maintain and promote the employment growth areas at Grainger Road and Short Street as locations for modern employment floorspace;
 - c. protect Tickfield Estate for employment uses.

146. The employment base of Southend as a whole has become increasingly diverse, while back-office financial service jobs and public sector employment have replaced jobs lost in manufacturing and traditional tourism sectors. The creative and cultural sectors, aviation and medical technologies are all growing and offer further potential for the future. The Town Centre is a sustainable location for approximately half of the significant employment growth forecast for Southend. This growth is concentrated in service sectors that require quality offices such as finance and business services and knowledge based creative industries and tourism.
147. Providing good quality offices and improving the skills base of residents are particularly important as they will help to meet business needs and make the Town Centre more attractive to businesses. Analysis of the office sector within Southend as part of the Retail and Town Centre Study (2011) indicates that the market for office space within Southend Central is oversupplied with outdated office stock, particularly within The Victoria Quarter. Much of this stock is too large and unlikely to meet the requirements of small to medium sized occupiers; the focus of demand for Southend office space.
148. Available large scale office space does not match with typically smaller sized requirements. The existing office stock around Clarence Street, Western Road and Clarence Road is popular with local and professional firms. This area offers smaller scale stock close to the centre and rail services, and a fairly good quality environment. Allied to the above, a mixed use approach to new office developments will help to create viable proposals and a better balance of space currently on offer. Providing attractive new business space could strengthen the diversity of uses in the Town Centre and generally bolster its health.
149. The University of Essex's Southend Campus and South Essex College have a strong presence in the Town Centre allowing the Borough to assume the role of an education centre in the sub-region. With the assistance of the university campus, Southend has significant potential to become a knowledge-based employment centre. The town already boasts a high level of business start-up in comparison to the rest of the country. To date, business survival and growth has struggled. Retaining high quality students, and providing the support and infrastructure required to sustain and grow local businesses will be a crucial component in addressing this.
150. Southend is establishing itself as a cultural hub at the centre of the Thames Gateway South Essex sub-region. Southend's Cultural Strategy, Regeneration Framework and other key strategic documents highlight the aspiration to be the Cultural Capital of the East of England by 2017. Specifically Southend's Local Area Agreement places culture as one of its nine key priorities. The town has a significant concentration of creative and cultural businesses located across the Borough, particularly in the Town Centre. The Southend Local Economic Assessment (2010) outlines that whilst the creative and cultural industries have significant employment and wealth generating capacity, they also have the ability to create a step change in the economy, attracting new, ambitious

people to Southend and helping the town retain some of the spending power of residents that work in London.

5.4 Community Facilities

151. Community facilities are an essential element of sustainable communities providing for education, health, culture, recreation and religion. To achieve sustainable urban living, increased housing will need to be matched with facilities to support living for everyone from young to the elderly, from families and couples to singles. This will cover health and education needs to social meeting places and facilities providing access to essential needs.
152. The Council's adopted 'Planning obligations: A guide to section 106 and developer contributions' Supplementary Planning Document (2010), provides developers, landowners, the community and the Council with guidance in relation to potential planning obligations or developer contributions in relation to development. The guidance outlines the Council's Priorities for Planning Obligations including:
- Transport, Highways and Accessibility
 - Education Training and Skills
 - Community Facilities (including Open Space, Sport and Recreation, Health, and Social Care and Physical Community Needs)
 - Public Art and the Public Realm (including Historical Environment)
 - Natural Environment and Conservation
 - Affordable Housing
 - Flood Risk, Waste and Resources
 - Administration and Monitoring of Planning Obligations

5.4.1 Education and higher and further education

153. Higher education is a key driver in providing economic and social benefits to society. Expanded higher educational facilities through the continued development of the college and university facilities will support the creation of an intellectual hub and will lead to higher levels of skills in the local workforce.
154. **Objectives for Education Development in the Central Area**
- **The Elmer Square area will be the hub for expansion to the South Essex College and University of Essex Campus**
 - **Provision will be made for the education needs of residents within the Central Area.**

Policy DS5: Education and higher and further education

The Council will:

1. support in principle improvements to existing, and the provision of new, facilities to support the needs of education strategies. Proposals should be of a high standard of design, relate well to their surroundings and safeguard visual and residential amenity,
2. consider favourably the provision of a new primary school serving the central part of the town within the Victoria Avenue Proposal Site (Proposal Site PS9a),
3. encourage the maintenance and expansion of further and higher education in Southend. In particular by working with the University of Essex and South Essex College to provide:
 - a. additional teaching facilities within Elmer Square (Proposal Site PS3a);
 - b. monitor the need for further teaching facilities and explore the potential to meet that need when appropriate development opportunities arise;
 - c. a planned and phased approach to the provision of student accommodation based on need.

155. Education is a great asset within Southend. At Primary and Secondary level education, Southend as a whole has a wide choice of education institutions and attracts students from outside of the Borough. However, there is a shortage of primary school places in the central part of the town. In the short to medium term this is being managed by the increase in admission numbers for a number of schools combined with a programme of expansion at those schools.

156. The increase in population within the central area will increase the school age population and further increase the demand for more school places. A new primary school site serving the central part of the town will be required to cater for residential growth in the central area. For the foreseeable future there are sufficient secondary school places, though these need be maintained.

157. The University of Essex's Southend Campus and South Essex College have a strong presence in the Town Centre allowing Southend to assume the role of an education centre in the sub-region. The university campus in Southend has addressed the lack of higher education provision in the area and has significantly improved access to higher education for the town. The campus will be instrumental in improving the graduate retention rate for the town ultimately raising the skills levels of the labour pool and providing productivity boost to the local business base.

5.4.2 Culture, leisure, tourism and entertainment

158. Culture, leisure and recreation facilities are essential to a rounded quality of life in the central area and in attracting prospective investors, tourists and residents. Further enhancement and diversification of the range of arts, cultural, entertainment, leisure and recreation attractions in the Town Centre would contribute to a stronger more vibrant centre characterised by a broad economic base.

159. The Town Centre is well placed to promote tourism and attract more visitors to support its facilities, as well as heritage and shopping attractions. In line with the Council's

Strategy – Making Culture Count. The following objectives for cultural, leisure and tourism development in the central area have been established.

160. Objectives for Culture, Leisure and Tourism Development in the Central Area
- Linkages with the seafront will be improved to capitalise on the uniqueness of the experience the Town Centre can offer residents and visitors
 - A new museum as part of a cultural centre will enhance the seafront and exhibit the Saxon King finds
 - Seaway car park will be developed as a node between the south eastern retail circuit and central seafront providing attractive linkages between the two areas and acting as a catalyst for regeneration of the leisure and tourism facilities along the ‘Golden Mile’
 - Within the Clifftown Quarter create an area with strong cultural identity capitalising on the fine grain form, attractive historic character and linkages to Royal Terrace, the Cliff Gardens/Seafront and the High Street.

Policy DS6: Provision of facilities for culture, leisure, tourism and entertainment

1. The Council will, through its role in determining planning applications:
 - i. support proposals which enhance or diversify the range of arts, culture, entertainment, leisure and recreational facilities, in line with the spatial strategy and subject to an assessment of the scale, character, location and impact of the proposal on existing facilities and residential uses; and
 - ii. resist proposals involving the loss of such uses, unless replacement facilities are provided.
2. The Council will, through its role in determining planning decisions and other initiatives, support development opportunities that:
 - i. secure the long term future of the Grade II listed Southend Pier as a landmark and destination (Proposal Site Policy CS6a);
 - ii. promote the beach, foreshore and Estuary for appropriate cultural, leisure and tourism activities provided that environmental designations are respected and not compromised;
 - iii. promote the provision of further high quality fully serviced hotels, within the Central Seafront;
 - iv. promote leisure, cultural and tourism facilities as part of a mixed development within the Seaway Car Park and Marine Parade area (Proposal Site Policy CS6b);;
 - v. investigate all reasonable options for cliff stabilisation at Western Esplanade, including development of a cultural centre with exhibition space and Museum (Proposal Site Policy CS7a);;
 - vi. promote and regenerate uses that create a strong cultural identity within the Clifftown Quarter;
 - vii. maintain and enhance cultural uses and creative industries on the Former Essex and Suffolk Water Board Site in the Victoria Gateway Neighbourhood(Proposal Site Policy PS9b);.

161. The range of commercial leisure and recreational uses on offer in the Town Centre is moderate and enhancing this could serve to diversify the centres offer overall. The Central Seafront Strategy within this plan seeks to create a seamless connection between the Seafront and the Town Centre. Clearly the Seafront offers a considerable commercial leisure offer, and potentially providing better connectivity between these areas may well be a positive way of maximising the benefits available within the central area.
162. Tourism remains an important driver to the Borough as a whole and the Town Centre. The tourism industry survives on low levels of overnight stay, and the short supply of high quality hotels and restaurants in the central area may not attract those with money to spend. The Southend Local Economic Assessment (2010) concludes that potential remains to improve and diversify the tourism offer to increase overnight stays and add value, whilst at the same time, harness the spending power of visitors and out commuting residents alike.
163. The Southend Hotel Futures Report (2010) made an assessment of potential hotel market demand and indicated potential for future growth in this sector over the next 20-years as the towns economy and leisure tourism offer develops. The report outlined a need to prioritise locations and sites to ensure that hotels are directed to where they can deliver the greatest benefit, including the central area. New hotels in the central area will contribute to developing the visitor and evening economy of these locations.
164. The Development Management DPD outlines the Council's approach to visitor accommodation across the Borough focusing new visitor accommodation within the Southend Central Area, London Southend Airport and at locations close and with good access to the seafront. The Central Seafront area offers good location for the development of visitor accommodation given their close proximity to both the Town Centre and Seafront.
165. Enhanced evening attractions have the potential to address concerns about the evening and night-time economy through improved management and maintenance of the Town Centre and providing more pedestrian activity after shopping hours to help tackle the perception of safety and crime after dark.

5.4.3 Social and community infrastructure

166. One of the four overriding ambitions of the Southend Community Plan is to reduce inequalities in health and wellbeing across Southend and support all ages to lead independent lives and choose a healthy lifestyle. Increase in the central area resident and working population will develop the demand for community infrastructure, such as doctors' surgeries, dentists and health centres.

167. Objectives for Social and Community Infrastructure in the Central Area
- **Victoria and Sutton Gateway Neighbourhoods will provide opportunities for new and improved education, social care, recreational and community uses.**

Policy DS7: Social and community infrastructure

1. The Council, through its role in determining planning applications and other initiatives, will:
- a. support well designed primary care centre proposals within the Central Area that meets the needs of local residents;
 - b. support other key health and social care proposals where these demonstrate clear net benefits to the local community;
 - c. work in partnership with faith, community and voluntary sector organisations to maintain and enhance their facilities.

168. The National Health Service (NHS) in Southend is led by NHS South East Essex, which receives the health funding for the population of South East Essex. NHS South East Essex, working with General Practitioners and others partners, commission healthcare that responds to local needs. NHS South East Essex aim to provide more specified care closer to home, providing services to support an ageing population to ensure there is increased choice and services available.

169. NHS South East Essex remains committed to commissioning high quality services, delivering modern fit-for-purpose buildings for the Southend area, and will continue to review their estate strategy to meet the needs of local residents in the central area.

170. Faith and community facilities provide accommodation for a wide range of activities and services, including worship, meetings, advice and events which play an important role in the social infrastructure of the town centre and add to its diversity and interest. Southend Association of Voluntary Services (SAVS) is a voluntary organisation which is set up, owned and run by local groups to support, promote and develop local community action in Southend. The vibrant and developing community and voluntary sector has over 130 groups working in partnerships with the Council and other statutory organisations to provide advice and services. The Victoria and Sutton gateway neighbourhoods within the central area will provide opportunities for new and improved education, social care, recreational and community uses in particular.

5.5 Housing

171. The Core Strategy requires at least 2,000 net additional new homes to be provided within the Central Area during the period from 2001 to 2021, to meet a range of housing needs. This plan seeks to provide more detail to how and where this growth can sustainably be accommodated in the central area whilst meeting other Town Centre objectives. Any substantive additional growth beyond that is set out in the adopted Core Strategy will need to be determined through its review.

172. Objectives for Housing in the Central Area

- A wide range of quality new homes will be provided adding to the vitality, viability and diversity of the Town Centre
- Victoria and Sutton Gateway Neighbourhoods will be enhanced residential environments where development opportunities will be used to reinforce sustainable communities with new housing.

Policy DS8: Housing

1. Provision is made for a minimum of 2,000 new homes to be built in the Town Centre and central area over the period 2001 – 2021 to meet a range of housing needs, including private and affordable accommodation.
2. The Council, through its role in determining planning applications and other initiatives, will:
 - a. work with private sector partners and land and property owners to deliver
 - i. a residential led mixed use sustainable neighbourhood at Proposal Site (Victoria Avenue) PS9a and (Sutton Road) PS10b;
 - ii. an appropriate level and type of housing development on other Proposal Sites, as part of well designed Mixed Use Schemes in line with associated policy requirements for that site
 - b. substantially regenerate the residential areas and associated public realm at Proposal Sites (Queensway House and adjacent buildings) PS4a, (Woodgrange Drive Estate) CS8a and (Coleman Street) PS10c.
3. Affordable housing is required in accordance with Core Strategy Policy CP8 'Dwelling Provision'.
4. Proposals for new housing will also need to accord with:
 - a. Development Management Policies, including DM7, 8 and 9 with regard to dwelling mix, residential standards and specialist residential accommodation respectively; and
 - b. Core Strategy KP2 'Development Principles' and Development Management Policies DM1 'Design Quality' and DM2 'Low carbon development and efficient use of Resources'

173. The Central Area Master Plan identifies a capacity within its boundary of 3,160 net additional dwellings. The findings of the SHLAA identifies a capacity for approximately 4,000 net additional dwellings within the central area, including the Neighbourhood Gateway areas. Appendix 3 – 'Schedule of Housing Capacity within the SCAAP' demonstrates how the provisions of this plan will provide the capacity to deliver the housing objectives in Policy DS8. This capacity is based on the SHLAA findings updated by the Council's Residential Land Availability Monitoring. Regard has also been had to the Council's investigations into the development potential of its own landholdings within the Central Area. Further details can be found in 'Southend Town Centre Strategic Opportunities/Development Sites'.

174. Both these figures are based on high-density flatted development, which has been the trend in the town to date. Whilst there is still a role for this sort of development in regeneration there is increasing concern about the type, quality and size of dwelling provision in the town.
175. Whilst the Borough has performed well in terms over overall housing delivery, the average split over the last few years between houses and flats has been 25% / 75% respectively. In terms of size of dwellings - completions to date are split as follows 26% one bedroom; 52% two bedroom; 14% 3 bedrooms; and 8% four bedroom or more. Despite a large proportion of the units having 2 bedrooms plus, it is apparent that living space (including circulation space and storage facilities) may not be sufficient to meet family needs.
176. Policies in the Council's Development Management DPD articulate the Council's response to this concern by promoting a dwelling mix that meets identified need, particularly for affordable dwellings (Policy DM7 Dwelling Mix), the highest quality internal environments for all new dwellings (Policy DM8 Residential Standards) and the provision of specialist residential accommodation to meet identified need (Policy DM9 Specialist residential accommodation) and the Borough Council's priorities as set out in its Housing Strategy.
177. This plan seeks to ensure that there is wide choice of housing types, both market and affordable, which are well designed, safe and attractive with access to jobs, key services and infrastructure to help create a sustainable and inclusive Town Centre and central area. As Southend seeks to become the Cultural Capital of the East of England, meshing together growth within higher and further education and creative and cultural industries there will be a need to make provision for a range of housing from affordable to higher-end more expensive market housing provision.
178. The Core Strategy Policy CP8 'Dwelling Provision' sets the strategic policy with regard to affordable housing provision in the Borough. It requires 30% of all development to be affordable housing on sites of 50 units or more or 2 hectares or more and 20% on sites of 10 – 49 units or 0.3 hectares up to 1.99 hectares. Smaller sites will be required to make a financial contribution to fund off-site provision of affordable housing.
179. Since 2001 the provision of affordable dwellings in the Borough has been consistently low both in terms of meeting housing needs and the regional targets. The Central Area has a key role to play in delivering the residual growth set out in the Core Strategy and therefore will be critical to the provision of future affordable housing.



**public realm and environmental
quality strategy**

section six

6. Public Realm and Environmental Quality Strategy

SCAAP Objectives 2, 4 and 5

- To improve the buildings and public realm, including accessible green space, within the Central Area, to manage traffic and improve cycling and walking facilities so that Southend becomes a place that is more pleasant to experience and move around in.;
- To always have regard to the significant biodiversity assets and environmental quality of the Central Area, help meet obligations on carbon emissions and adopt an approach to climate change through measures that mitigate against, or adapt to change, including managing flood risk and water efficiency;
- To promote design excellence in all things and to ensure that this quality standard is also expressed within the actions of our delivery partners;

6.1 Context

180. The Central Area is characterised by a strong zonal geography with offices and civic uses to the north, retail use focused on the High Street, and leisure uses on the Seafront. A finer mix of uses is developing to the west of the High Street in relation to educational, cultural, retail, and food and drink units. The east of the high street is dominated by large areas of surface car parks and terraced residential streets tightly abutting the Town Centre boundary. To the east and north of the Town Centre, Queensway represents both a strong access road to the plan area but also acts as a 'collar' to the Town Centre and a barrier to pedestrian and cycle access in some places.
181. The northern part of the Plan area comprises two large residential neighbourhoods, which comprise a variety of residential types and tenure and local centres for shopping and employment. The traditional office quarter and Southend United Football club are also located in these areas
182. These unique characteristics have been recognised through the identification of nine distinct areas known as 'Quarters', and two gateway neighbourhoods within the Central Area. It is necessary to understand the character of each Quarter, their relationship to the other Quarters and the Central Area as a whole, and to have regard for the wider townscape, in order to ensure development respects and enhances local character to provide a high quality, well designed public realm.
183. Development within the Central Area that impacts upon the public realm and the environmental quality of the area must have regard for the following policies:

Policy Context	Summary
Southend Core Strategy DPD – adopted December 2007	Policy CP2 Policy CP3 Policy CP4
Development Management DPD – publication of proposed submission document March 2011	Policy DM1 Policy DM2 Policy DM4 Policy DM5 Policy DM6 Policy DM13 Policy DM16

184. The Borough Wide Characterisation Study (2011) provides an appraisal of the urban characteristics of the Borough and should be used in conjunction with policy documents to develop an understanding of local character.

6.2 Identifying assets and opportunities

185. At the Issues and Options stage of the SCAAP (July 2010), the natural and built heritage of the Central Area was recognised as a major asset. The enhancement and linkage of public realm, open space, landscape, seascape and heritage assets will play a major role in shaping how people experience the Central Area. This strategy sets out the strategic framework for ensuring these assets knit the town together.

186. The importance of Southend’s heritage assets and a strategy for how these will be safeguarded and enhanced within the Central Area is outlined within The Historic Environment Chapter. Enhancements to the public realm will be responsive to the historical setting of these assets and should seek to improve the quality of their environmental context, building upon existing and forming new, easy to navigate, pedestrian routes between these and other assets identified within the Central Area.

187. An assessment of the quality of the built form, open spaces and pedestrian routes has been undertaken for the purposes of the SCAAP, together with an appraisal of notable features worthy of protection, specifically: Landmark Buildings and Visually Important Views [see *Appendices 2 and 5*].

188. The outcome of this assessment has identified a number of key issues for the Central Area:

1. Limited Functional Green / Open Space within the Central Area and connectivity with the existing Green Grid;
2. The need for Public Realm enhancements to improve the environmental quality of the central area through a consistent design approach and public art provision;

3. Promoting active frontages to enhance visitor experience and expand the Town Centre;
4. Protection of visually important views; and
5. Identification and protection of landmark buildings.

These issues are addressed in detail below.

6.3 Addressing the Key Issues

6.3.1 Key Issue 1: Limited Functional Green and Open Space within the Central Area and opportunities for Reducing Pressure on the Ramsar site.

189. The Borough boasts an impressive wealth of high quality and well-maintained public open space. While the north and west of the Borough are characterised by relatively large areas of green space, and the Seafront presents large areas of parks, gardens and informal green areas, the lack of green space in the central area is particularly noticeable in comparison. This can in part be accounted for by the fact that the Central Area is comprised of some of the oldest urban areas in the Borough, which feature relatively tightly planned streets of terraced small houses and ‘villas’.

190. The existing green spaces in the Central Area include:

- Warrior Square Gardens
- Prittlewell Square
- The Alexandra Bowling Green
- The Shrubbery
- Cliff Gardens
- St John’s Churchyard
- Churchill Garden’s
- St Mary’s Churchyard
- North Road Cemetery
- Private school space
- Greensward within and adjacent to Queensway

191. Existing civic spaces include:

- Victoria Circus
- Victoria Gateway
- City Beach
- Civic Square – Victoria Avenue
- Pier Hill platform
- Top of Pier Hill
- The Pier

192. What is evident from this is that the areas to the east of Victoria Avenue and the High Street, as well as the area behind the Seafront to the east, are where good quality green space for leisure purposes is lacking. The Council will therefore promote the creation of new open space and urban greening measures within these areas as a priority and as part of development opportunities. These new open spaces will also be expected to contribute to local biodiversity and the mitigation of the effects of climate change by:
- linking through the existing green grid to create a network of open spaces;
 - planting larger varieties of trees (particularly native species and those suited to coastal areas) to provide shading and food sources and habitats for wildlife;
 - planting of plant native species to provide food sources and habitats for wildlife.
193. The Council recognises that there is also a lack of useable events space within the Central Area and Victoria Circus, given its size, will be protected for this purpose. The creation of a new events space, particularly at the High Street, is however considered a priority and the Council will support the creation of additional event space where necessary and appropriate. This space should be adaptable to the needs of its users, including options for seating, public art, a distinctive lighting scheme, and use of good quality materials that together contribute towards the vibrancy of the Town Centre.
194. The Seafront area provides a unique form of open space for Southend and varies considerably from east to west as the local topography alters and creates differing relationships between the land and sea. The seafront is home to the Benfleet and Southend Marshes European Marine Site, which encompasses both the SPA and the Ramsar interest features.
195. Within the Core Strategy DPD (2007) the Seafront area is recognised as a priority area for regeneration. However, it is a key principle of the spatial strategy in the Core Strategy DPD and the approach to regeneration and growth in the Central Area that biodiversity interests (particularly those of international importance in the estuary) and green space should be protected and enhanced where possible.
196. The Appropriate Assessment (AA) of Core Strategy highlights that Policy KP1, which promotes the development in the seafront area, is likely to result in increased recreational and development pressures on the designated European sites. It is therefore imperative that the Central Area provides functional open space linked to other attractive destinations in and around the Borough, in order to relieve pressure on the Borough's European designated sites.
197. Underpinning the Council's approach to mitigating the impact of population growth and regeneration is the provision of new and enhanced public spaces with linked access through the green grid concept to provide alternative recreational opportunities and reduce pressure on 'honey pot' areas such as the Seafront. This builds on, and is

embedded within, the South Essex Green Grid Strategy and Thames Gateway Parklands Initiative (see Map 5: Thames Gateway South Essex Green Grid Strategy 2004: Southend and Rochford Strategic Area Framework).

198. Particular attention will be paid to the improvement of existing public spaces, and for the creation of new public and civic spaces as identified within Appendix 2. It is the Council's intention that existing and new open spaces will be linked together in a legible network of trails that are being developed through the Southend Urban Habitat Strategy.
199. **On this basis, the following objectives have been identified by the Council for open space, green space, and urban greening within the Central Area:**
- **Green and civic spaces should provide a place for leisure and to relax in an urban environment and improve the public realm;**
 - **Civic spaces should be adaptable for use for events and exhibitions;**
 - **Green space, in particular, is critical in terms of combating the effects of climate change by providing heat sinks and havens for shade, and must be increased in the Central Area;**
 - **Green spaces and urban greening can contribute to the enhancement and protection of local wildlife and biodiversity, and within the Central Area an approach should be adopted that encourages the planting of local species and those well adapted to a coastal environment;**
 - **To enhance the green grid an interconnection of spaces and attractions by attractive 'green' corridors that have the ability to provide good quality cycling and walking routes in and around the town, thus reducing the impact on the biodiversity interests of the foreshore, will be a priority.**

Parkways A127 Parkway A130 Parkway	Greenways 8. Basilidon-Southend 11. Fobbing Marshes 13. South Benfleet 14. Canvey Loop 15. Hadeigh 16. Leigh/Rayleigh 17. Prittlebrook	Strategic Destinations 7. Benfleet Creek 8. The Concorde Cafe 9. Hadleigh Castle 10. Belairs Park 11. Leigh Beach 12. Plory Park 13. Southend Seafront 14. Southchurch Park 15. Gunners Park	Strategic Viewpoint Strategic Views The Strategy Area Open Landscape Designated Public Open Space
Urban Green Roadways A13 A129 B1014	Strategic Parks 6. Cherry Orchard Country Park (existing) 7. Garons Park (existing)	Proposed Strategic Landmarks 3. South Benfleet 4. Canvey Island 5. Shoebury Garrison	
Railways C2C First Great Eastern Line (FGEL)	Existing Strategic Landmarks 6. Hadleigh Castle 7. Southend Pier	Existing Public Rights of Way/Proposed links of Strategic Significance	
Riverways Thames Catchment 4. Benfleet Creek 5. River Thames	Existing Strategic Landmarks 8. Admiralty Boom 9. Rayleigh Castle	Strategic Bridging Points	
Riverways Roach Catchment 9. Prittlebrook 10. Rayleigh 11. Eastwood			

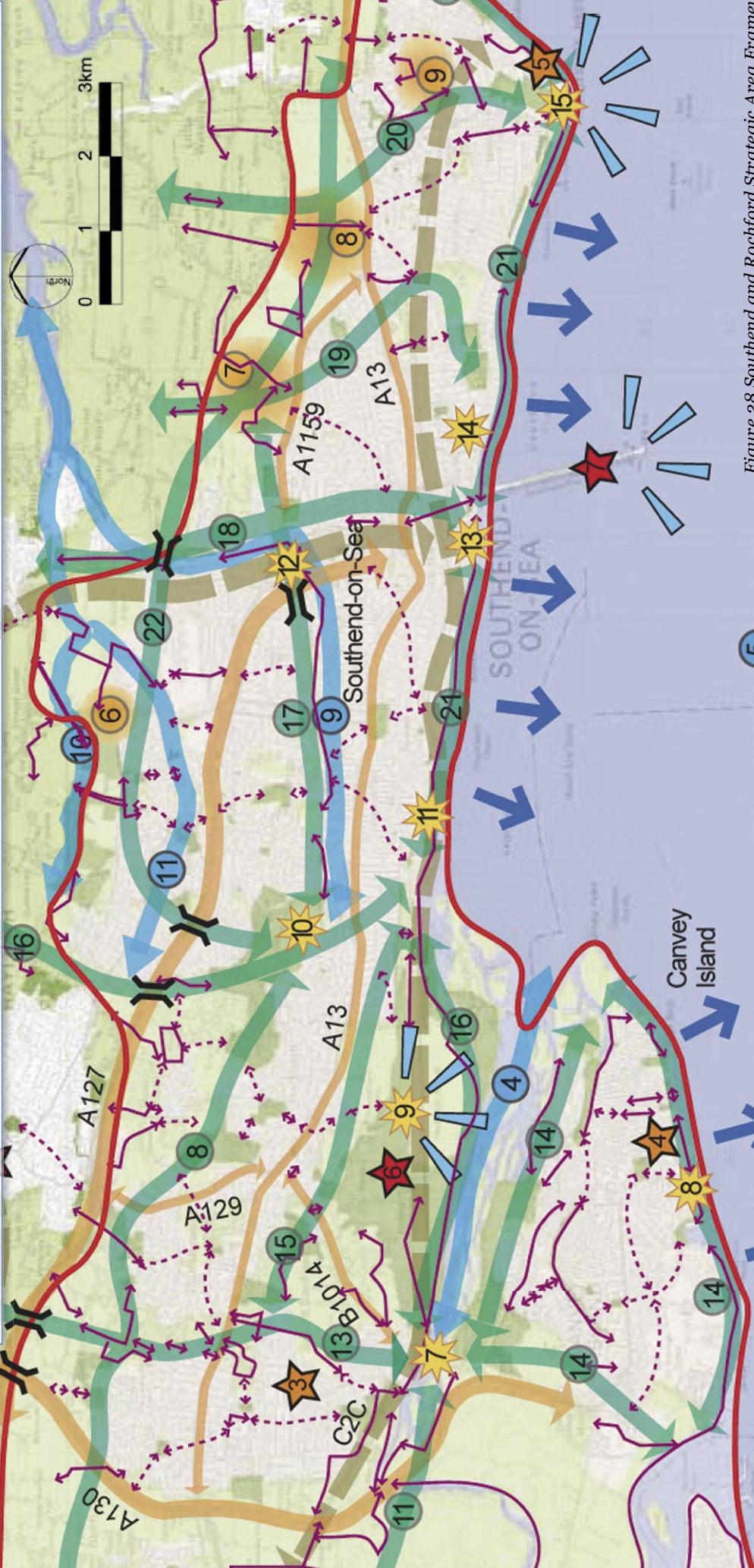


Figure 28 Southend and Rochford Strategic Area Framework
Based upon Ordnance Survey map with the permission of the controller of the H.M.S.O. © Crown copyright. Reproduced under licence No. 189189

Policy PR1: Open Space Provision and the environment

1. The Council will implement a rolling programme of:
 - a. high quality new and enhanced open spaces, with particular focus given to areas identified in the Policies for Development Strategy and Proposal Sites within each Quarter and Gateway Neighbourhoods and listed in Appendix 2 to enhance the quality of the environment and streetscape within the Central Area for residents and visitors and to provide positive biodiversity benefits; and
 - b. new and enhanced public space within or close to the High Street capable of acting as an event space (see Policy DP1 The High Street Development Principles).
2. In order to mitigate the impacts of climate change on the environment within the central area and to relieve the pressure of potential increased visitors on the Ramsar site due to population growth, the Council will require all open spaces within the Central Area to be integrated within a wider green grid network, by:
 - a. ensuring entrances to spaces align with walking and cycle routes;
 - b. provision of clear signage to, and information about, other destinations within the green grid, utilising the trails and networks being developed by the Southend Urban Habitats Strategy;
3. The Council will require all new open space to:
 - a. relate well to surrounding uses;
 - b. be well lit at night in order to provide a safe environment for pedestrians and cyclists;
 - c. wherever possible and appropriate have a planting palette of native species and/or that which provides good wildlife habitats including nectar/pollen rich varieties and shade from the sun.
4. Where appropriate, new developments within the Central Area will be expected to contribute to the enhancement of existing, or provision of new, public open space through S106 agreements and developer contributions.

6.3.2 Key Issue 2: Public Realm Enhancements

200. When well designed and responsive to its surroundings, the public realm can act as the glue that binds an area together. It is the Council's aim therefore that the Central Area will benefit from a high quality public realm, well designed to address the needs of residents and visitors, to enhance its aesthetic and environmental quality, and to provide a joined up, legible network of streets.
201. The Council has sought to enhance the quality of the public realm within the Central Area through a number of improvement schemes, as demonstrated at Victoria Gateway, City Beach, Elmer Approach, and Clifftown Road for example. There is a need however to build upon the success of these schemes in order to make sure a fully integrated approach to the enhancement of the public realm is adopted, which improves the legibility of the area through its form, layout and detailing, contributing to the permeability of the Central Area by creating a choice of safe, convenient, well designed 'gateways' and clearly defined, signposted routes. In addition to the guidance in the Design and Townscape Guide, development proposals will be

expected to adhere to the design principles and palette of materials which will be established by the Streetscape Guide SPD in order to provide a unifying theme and distinctive sense of identity to the Central Area.

202. It is the Council's intention that the Central Area becomes an accessible and attractive 'destination' for visitors and provides an attractive environment for residents, workers and businesses. The success of this vision is dependent on the provision of a locally distinctive, well designed, quality public realm which will provide an attractive setting for buildings and other uses within the Central Area, the obtainment of which should be a key consideration in all development proposals for the area.
203. The Issues and Options Report (2010) of the SCAAP identified the opportunity within the Central Area to encourage a greater mix of uses to enhance accessibility between the different Quarters and to increase the physical breadth of the Town Centre. There is also an opportunity for development within the Central Area to promote more permeable street layouts and improve pedestrian and cycle links and associated way-finding signage in order to encourage sustainable travel, as well as defining a more distinctive urban grain to enhance the experience of the Central Area for residents and visitors.
204. **The following objectives have been established to create an attractive public realm and ensure that new and existing, pedestrian and cycle routes contribute towards a legible, safe network into and around the Central Area:**
- **To improve legibility within the Central Area for residents and visitors through the provision of good quality, clear, attractive way-finding signage, landmark features, and public art;**
 - **To enable residents of the Central Area to access the wider area by sustainable means;**
 - **To enable visitors from outside of the Central Area to access it by sustainable means**
 - **Increase activity in streets within an expanded town centre**
 - **To 'green' the buildings in the Central Area through the installation of green walls, green roofs and roof gardens**
205. Development proposals within the Central Area will be expected to demonstrate an awareness and understanding of these objectives, contributing to a successful hierarchy of routes.

Public Art and Urban Greening

206. Public art (including sculptures, murals, land works, unique street furniture, distinctive lighting schemes, architectural design) and 'urban greening' features, such as green walls and green roofs, can enrich new and existing development either as an integral part of the design of a building or by being incorporated into the public space within

or around it. In order to enhance the environmental quality of the public realm, and promote legibility and way finding, the Council will seek to establish an increase in public art provision and urban greening features within the Central Area and in line with its Public Art Strategy.

207. Public Art will be used to strengthen the attraction of the Central Area to visitors and the Council considers it to be appropriate for major development proposals to consider public art provision as an integral element of the design process, with pre-application discussions encouraged to agree an appropriate design and siting. Where this approach is not demonstrated to be appropriate, development within the Central Area will be expected to provide a financial contribution towards the cost of public art provision in the Central Area.
208. In order to generate a sense of pride and ownership in a particular area, and promote links with local business and enterprise, the local community should be engaged with in order to involve them in the development of public art in their area, and the use of local artists will be encouraged by the Council.

Policy PR2: Public Realm Enhancements

1. In order to promote local distinctiveness, the Council will pursue the following principles for streetscape enhancement:
 - a. a coordinated palette of materials and colours;
 - b. well designed and coordinated street furniture;
 - c. a reduction / removal of street clutter, including guardrails, duplicate or redundant signs;
 - d. public art installations in, but not confined to, the locations identified within Appendix 2, in association with major development and through positive engagement with the local community and local artists to create a unique sense of place;
 - e. appropriate urban greening installations, including green walls and green roofs, to enhance the built form and contribute to local biodiversity;
 - f. appropriate street tree planting and planters; and
 - g. a creative Lighting Strategy will be prepared and implemented to ensure that distinctive lighting schemes enhance important features such as landmark buildings, key views, public / civic spaces and public realm enhancement schemes.
 - h. Establish a Central Area Arts Trail.
2. In order to promote access to and from the central area by sustainable modes, and improvements to legibility and permeability through the built environment particularly within an expanded Town Centre the Council will pursue a rolling programme of:
 - a. improvements to the quality of existing and creation of new fully pedestrian and cycle priority routes;
 - b. consider the potential for 'mixed mode – pedestrian and cycle priority' routes where appropriate
 - c. improve gateway crossing at key locations on Queensway and routes into the central area
 - d. establishing good quality, appropriately located way finding signage including where possible its integration with public art;
3. In addition, the Council will through its role in determining planning applications require:
 - a. development proposals to demonstrate how they will contribute, in terms of building form, layout, and detailing to the creation of a choice of safe, convenient, well designed and clearly defined routes and gateways

The Council will require public and private realm work to have regard to the guidance within the Design and Townscape Supplementary Planning Guidance. Further guidance will be provided in the Streetscape Guide SPD.

Where appropriate, financial contributions will be sought towards these works from development proposals situated within Central Area.

6.3.3 Key Issue 3: Visually Active Frontages

209. Areas that are poorly lit and rarely used can feel threatening and encourage anti-social behaviour, which can have a negative impact on the quality of the urban environment and the experience of an area for residents and visitors.
210. There are a number of instances in the Central Area where backs of buildings face onto the public realm, yet are blank and visually inactive, thus creating a negative environment particularly for pedestrians walking through the area. Within the Central Area therefore, the Council will seek to encourage visually active frontages, particularly in the locations identified within the Appendix 2 in order to promote a more pedestrian friendly environment and support and compliment attractive retail circuits.
211. To help achieve this, a mix of uses is encouraged for development proposals within the Central Area in order to increase the natural surveillance throughout the day and evening. Ground floor uses should avoid blank frontages. Parking within the ground floor of buildings will not normally be permitted, particularly where this displaces other accommodation from street level.
212. Where vacant units exist within the Central Area, in the short term the Council will encourage the introduction of public art into the ground floor windows of these buildings in order to enhance the buildings' façade and the quality of the townscape, and to provide local artists with the opportunity to showcase their work.

Policy PR3: Visually Active Frontages

1. Appendix 2 and the Proposals Map identifies a number of key areas within the Central Area where there are blank, inactive, and unattractive backs of buildings that have a negative impact on the environmental quality of the public realm. In these cases, the Council will encourage:
 - a. the creation of more visually active frontages either through new uses at ground floor or the use of well designed and appropriately placed windows and entranceways
 - b. the installation of public art, green walls, and well detailed signage to enliven these frontages
2. Proposals for new development should seek to provide activity at ground floor in order to enhance the attractiveness of the area and encourage people to explore further particularly around an expanded town centre in accordance with Policy DS2.

6.3.4 Key Issue 4: Protection of Visually Important Views

213. There are a number of visually important views from the public realm and public open spaces in the Central Area that take in landmark and historic buildings, monuments and statues, views into and out of conservation areas, views of landscape features and views of the Pier and Seafront. Together, these visually important views help to define the character of the Central Area and create a sense of place through their contribution to the interest and general character of the townscape.

214. Views of public open spaces also have an important role to play in helping to provide a sense of space and in breaking up the urban form and the Council will seek to ensure that these and other visually important views identified within Appendix 2 are not harmed by any development proposals.
215. There will be occasions where a well designed, tall building, which is responsive to its surroundings and well integrated with the surrounding townscape can enhance the character of the Central Area. However, the design must be of a high standard, reflecting the principles established by the Development Management DPD and Design and Townscape Guide SPD, and demonstrating an understanding of context, particularly in regard to visually important views.

Policy PR4: Protection of Visually Important Views

The Council will seek to resist any development that is considered to cause harm to the Visually Important Views identified within the SCAAP. New development will be expected to demonstrate that it is compatible and / or enhances these views.

6.3.5 Key Issue 5: Landmark Buildings

216. 'A Landmark Building is defined as one that has become, or may become, a point of reference because its height, siting, distinctive design or use sets it apart from surrounding buildings. Examples may include churches and town halls'.
217. Landmark buildings provide orientation within the Central Area and are important at both a strategic and local level. They are relatively limited in number and generally occupy strategic locations such as road junctions, terminations of vistas, and corners.
218. A building or feature will not be considered a landmark simply given its height or massing, indeed many of the existing landmarks within the Central Area are of a modest scale, but it must be of a high quality, recognisable and distinctive. Certainly, it could be represented by a piece of public art, architectural feature, or use of materials.
219. Existing landmark buildings, identified within this strategy (detailed in the Appendix 4) should be protected and enhanced. New development should not compete with existing landmarks in terms of bulk or height, and views of these buildings should not be overtly disrupted (link to Policy PR4).
220. A number of areas have been identified within Appendix 2, for the potential location of new landmark buildings and features within the Central Area. Where considered appropriate, landmark buildings and features should demonstrate a coherent design approach, which has understood the character and form of the surrounding townscape. The most suitable locations for landmarks are likely to be gateways, transport junctions, corner sites, sites that terminate views or vistas, and areas where a particular activity is focused, such as the Seafront or Town Centre.

Policy PR5: Landmark Buildings

1. The Council, through its role in determining planning applications, preparation of development briefs and other initiatives, will protect landmark buildings or landscape features within the Central Area from adverse affect by:
 - a. the development of strategic open spaces which provide views or enhanced setting;
 - b. resisting adverse impact of new development by virtue of excessive height, mass or bulk.
2. The Council will support and encourage the creation of new landmarks in the areas identified within Appendix 2, where development proposals can demonstrate:
 - a. design, detailing and use of materials are of exceptional quality and interest;
 - b. the location would provide a focal point for an existing vista/sight line or generate a new one; and
 - c. the proposals do not adversely affect the amenity of local residents.

the historic environment

section seven

7. The Historic Environment

SCAAP Objective 3

- To always have full regard to the unique assets of the Central Area including buildings and public realm of heritage and environmental quality and its spectacular coastal setting, rich social and built heritage, its excellent rail links to London, and its airport;

7.1 Policy Context for Development affecting the Historic Environment in the Central Area

221. The SCAAP will actively seek to celebrate heritage, particularly the role that the historic fabric of the Town Centre and Central Area has in defining its unique character. Each part of the central area has played a different role in the development of the town and this has resulted in an eclectic mix of historic buildings that showcase their different functions and origins. Many of the buildings, especially those with associations to the Seafront, are elaborately decorated and this is one of the key distinctions between the older buildings and the new ones in this area.
222. The historic character of the Central Area is, however, not only a result of individual historic buildings – it also involves the use of these buildings, the streets, open spaces and planted areas and the way they relate to one another. Together these have a considerable impact on the character of the central area, especially in respect of its attractiveness for economic activity, its amenity value for residents and the impression it makes on visitors. The preservation and enhancement of the heritage assets within the central area is therefore an overarching policy objective.
223. In some cases, contemporary architecture will be acceptable close to existing historic buildings, and in these instances it is vital that modern design respects and complements the quality of the built heritage. The central conservation areas have significant intrinsic value and the SCAAP seeks to respect their character in a positive way. In areas close to heritage assets, scale and grain will be particularly important.
224. Development within the Central Area that impacts on heritage assets must have regard to the following policies.

Policy Context	Summary
National Policy	PPS 5 Planning for the Historic Environment
Core Strategy	Strategic Objective 14 Policy KP2.4 Development Principles Policy CP4.7 The Environment and Urban Renaissance
Development Management DPD	Policy DM4 Tall Buildings (including the setting of historic assets) Policy DM5 Southend-on-Sea's Historic Environment

(Proposed Submission)	Policy DM6 The Seafront Policy DM14 Shopping Frontage Management (including shopfronts)
-----------------------	--------------------------------------------------------------------------------------------

225. These are Local Development Framework Policies that cover general issues relating to the protection of heritage assets in the whole of Southend Borough. Policies specific to the Central Area can be found below.

7.2 Overview of Historic Environment in Central Area

226. Our conservation areas and historic buildings are important reference points for many within the community; they help to define what is special about our town and they make a valuable contribution to its character.

Conservation Areas

227. Southend’s central conservation areas reflect the key stages in the development of the town. Prittlewell Conservation Area to the north is the town’s oldest settlement, Eastern Esplanade Conservation Area on the seafront is associated with the early development of the seafront when it was just a fishing hamlet, The Kursaal Conservation Area just to the west, is related to Southend’s growth into a major seaside resort in the late 19th century, and Clifftown and Warrior Square Conservation Areas showcase the earliest of Southend’s residential developments in the late eighteenth and nineteenth centuries.

228. Each of these areas has their own unique character which must be preserved and enhanced as we move forward with the development and regeneration of the central area.

Listed and Locally Listed Buildings

229. Both inside and outside the conservation areas are a large number of Listed and Locally Listed Buildings. These exhibit an impressive quality of architecture and include a wide variety of styles and, as both individuals and groups of buildings, also play an important role in the town’s unique heritage. Some of these, such as the Pier, the Kursaal, the Palace Hotel (now the Park Inn Palace) and St. Mary’s Church, are well known as local historic landmarks.

230. Overall the heritage in the central area is defined by its fine grain and historic street form, its attractive and varied historic architecture and, in many cases, the special and historic relationship with the seafront. Preserving and celebrating Southend’s historic environment, especially around the core area is a key issue throughout all the stages of this AAP. The natural and built heritage of Southend is a major asset in the context of the development of the town as the Region’s cultural and educational hub.

Frontages of Townscape Merit

231. Frontages of Townscape Merit are a heritage designation that specifically applies to historic facades, many of which are shopping parades, and most of which can be found in the central area (there are also some in Hamlet Court Road). Buildings with this designation are recognised as having historic street frontages that make an important positive contribution to the historic character of the central area and this designation will be a material consideration for planning applications affecting these properties. Unlike the other designations, Frontages of Townscape Merit only affect the main frontage(s) of the building (this is usually the front elevation only, except where the building is on a corner and has dual street frontages); secondary elevations are not protected. These frontages often have decoration at upper levels and attractive windows or balconies that are the key to their special character and these must be retained and respected in development proposals. Unfortunately very few historic shopfronts on these historic buildings remain but the Council will actively seek to upgrade the more modern shopfronts to ones which are more traditional and better respect the historic character of the frontage. This also applies to associated signage which also needs to be appropriate for the historic character of the building. Traditional decorative hanging signs and painted timber fascias with external illumination should be considered. Corporate branding will need to be adapted to suit the context.
232. The current locations of Frontages of Townscape Merit are shown on the Proposals Map. These will be reappraised in the next refresh of the Design and Townscape Guide SPD.

Further information on the character of each of the conservation areas, listed buildings, locally listed building and frontages of townscape merit can be found in The Heritage for Southend Central Evidence Base Documents and on the Councils Website.

Key Historic Character Areas and Policy Objectives in the Central Area

233. The SCAAP boundary includes a number of areas with high concentrations of heritage assets which have very different characters and issues and where a more tailored approach to their preservation and enhancement is required. These are outlined below.

7.3 The Clifftown Quarter

234. The Clifftown Quarter has the largest number of heritage assets in the core area. A large proportion of it is covered by the Clifftown Conservation Area which includes the highest concentration of listed buildings, locally listed buildings. This quarter also has the highest number of frontages of townscape merit. The quality of the buildings and

the historic fine grain of the area are defining characteristics of this part of the Town Centre and these qualities must be respected by new development in this quarter.

235. The vision for The Clifftown Quarter, especially close to the Town Centre, is to create an area with a strong cultural identity, capitalising on the fine grain historic street form, its attractive historic character and links to Royal Terrace and the Cliff Gardens. There is an opportunity for small scale independent retailing, boutiques, cafe culture, restaurants, bars and small studio style workspace and workshops in the area, which along with the regeneration of the New Empire Theatre, will contribute to Clifftown's identity as a cultural / creative hub. This type of character already works well in Leigh Broadway and Old Town and is also successful in other seaside locations such as Brighton Lanes.

Policy HE1 - The Clifftown Quarter

The Council will require, through the development management process and other initiatives, all new development in the Clifftown Quarter affecting heritage assets to:

1. protect and enhance the Conservation Area, its fine grain, links with the Seafront and key views both into and out of the area and of key historic buildings including views of the Palace Hotel, views from the seafront of Royal Terrace, Clifftown Terrace and Clifftown Parade and views from these streets out towards the estuary;
2. maintain and enhance the vibrancy of the Clifftown Quarter and celebrate and enhance its distinctiveness by promoting small scale independent retailing, restaurants, bars, small studio style workspaces and workshops, educational facilities, small scale offices and ancillary residential (usually at upper levels) in the eastern side of the area, closest to the High Street;
3. support and encourage the regeneration of Southend Central Railway Station forecourt, a key gateway into the Town Centre and a locally listed building;
4. preserve and enhance pedestrian routes to the main retail core and promote Clifftown Conservation Area and associated parks and gardens as a promenade circuit offering respite from the busy Town Centre. Improve access to information about the heritage of this unique area; and
5. reduce clutter across the whole quarter, ensure that the public realm is simple and sympathetic to the historic character of the area and look at enhancing historic street furniture.

7.4 The Central Seafront Area

236. The heritage of the Central Seafront is more varied and more scattered than the Clifftown Quarter. Key historic buildings in this area include the Kursaal, the Pier and the Hope Hotel, all of which are listed, and The Palace Hotel, and St John's Church which are Locally Listed. The potential for significant regeneration in this area is recognised but this needs to respect the important historic buildings both in terms of their fabric, their setting and their value as local landmarks of particular importance within this area are the following Listed Buildings. The Kursaal, Hope Hotel 1-3 Marine Parade and 4 Marine Parade. In addition, views of the Kursaal and the Palace Hotel in

particular are an important part of the character of the seafront and must be respected. It must be recognised that any renewal of this area will be enriched by the retention and successful integration of all of the historic buildings.

237. The City Beach Scheme has significantly improved the public realm, given greater priority to pedestrians and has enhanced the setting of some of the historic buildings in the Central Seafront Area. This scheme should act as a benchmark for future public realm works in the vicinity.

Policy HE2 - The Central Seafront Area

The Council will require, through the development management process and other initiatives, all new development in the Central Seafront Area affecting heritage assets to:

1. preserve all historic buildings in the central seafront area and seek enhancement of their settings;
2. improve pedestrian connections to the main retail core and vice versa and promote linked trips (shopping and leisure). Upgrade the public realm around historic buildings by continuing the streetscape improvements at the eastern end of the area in line with City Beach Scheme (particularly for Eastern Esplanade and The Kursaal Conservation Areas);
3. protect key views of key historic buildings including the Kursaal, the Pier and the Palace Hotel and preserve views of Clifftown Conservation Area from Western Esplanade;
4. reduce impact of vehicular traffic and associated clutter especially around the Kursaal; and
5. realise the development potential of the Pier as an iconic heritage and cultural asset for the town.

7.5 Prittlewell Gateway

238. Prittlewell Conservation Area to the north of the Central Area is an important heritage area in its own right, but also forms a key gateway on the main route into the town centre. This conservation area contains some of the town's oldest and most important buildings such as St. Mary's Church, 255 and 275-279 Victoria Avenue but for a long time this area has been in need of regeneration. It suffers from high vacancy rates, deteriorating building fabric and the detrimental impact of the traffic at the junction of Victoria Avenue and East and West Street in particular.

Policy HE3 - Prittlewell Gateway

The Council will require, through the development management process and other initiatives, all new development in the Prittlewell Gateway Area affecting heritage assets to:

1. preserve and regenerate the vacant and deteriorating historic buildings and repair gaps in the frontage along Victoria Avenue;
2. protect key views of St. Mary's Church especially from Victoria Avenue, East Street, Prittlewell Chase and Fairfax Drive;
3. contribute to improvements to the Victoria Avenue / East Street / West Street junction to reduce the visual impact of traffic (and associated street furniture) on the Conservation Area;
4. contribute to the enhancement of the public realm including reduction of street clutter and enhanced soft landscaping; and
5. realise the potential of the backland area to the rear of Victoria Avenue (west side 255 - 289) into a 'Lanes' style development to promote specialist and independent industries, associated small scale businesses and ancillary residential units.

7.6 The High Street

239. The character of the High Street is very mixed. It has many modern buildings but interspersed with them are some of its original shops and parades and many of these have been designated as Locally Listed Buildings or Frontages of Townscape Merit. Some fine detailing can be seen particularly at upper levels above the more modern shopfronts which often have a detrimental impact on their overall character. These buildings are an important part of the history of this area and help to make the character of the High Street rich and diverse.

Policy HE4 - The High Street

The Council will require, through the development management process and other initiatives, all new development in the High Street affecting heritage assets to:

1. raise the profile of Locally Listed Buildings and Frontages of Townscape Merit in the High Street and seek to upgrade the quality of shopfronts in these buildings so that they have more respect for the historic character of the buildings and make a greater contribution to local character;
2. improve pedestrian links to Warrior Square Gardens and Conservation Area located just to the east of the High Street;
3. continue to upgrade the public realm including the introduction of more trees and planting where possible. Seek to keep the environment clutter free and simple in design to complement the historic buildings. Simplify the floorscape of the High Street when opportunity arises; and
4. promote the heritage of the whole of the central area and encourage linked trips to these areas from the High Street.

For further information on Visually Important views to be protected in the central area see Section 6.0 Public Realm and Environmental Quality Strategy and Appendix 2

240. In addition to these policies, development within the central area that impacts on Frontages of Townscape Merit must have regard to the following policy:

Policy HE5 - Frontages of Townscape Merit in the Central Area

Development proposals (including replacement shopfronts) that impact upon the 'Frontages of Townscape Merit' as defined on the Proposals Map will be required to pay special regard to the preservation and restoration of features which contribute to the special character of their frontage. Special attention will be paid to the quality of replacement shopfronts and associated signage to ensure that their design and materials are appropriate to the historic character of the building.

7.7 Other Issues affecting Historic Assets in the Central Area

7.7.1 Conversion and alteration of Heritage Assets in the Central Area

241. It is recognised that achieving these policy objectives for the central area may require alternative uses for some of the heritage assets in need of regeneration. The best use for an historic asset is normally the one for which it was designed and whenever possible, continuation of the original use will be encouraged in order to preserve the building's original character. In cases where it can be clearly demonstrated that the original or current use is no longer viable, alternative uses will be considered but only where this ensures the preservation of the building's architectural or historic character and appearance. Some uses may be more suitable than others and the former will be looked upon more favourably.
242. In the case of a redundant church, community or industrial building, uses that maintain some degree of openness within the main internal volume and allow the building's original use and space to be appreciated, will be seen as more acceptable than carving it up completely into smaller units. In Clifftown Church, a grade II listed building in the central area, which has been converted into a theatre school, the former worship space has become the performance area and its height and volume have been largely retained. The conversion of North Road Chapel, a locally listed building in the central area, to open plan offices has also achieved this balance.
243. The external appearance of the building is also a key consideration. The impact of conversion on the envelope of the building should be minimal and sensitive to its historic character.

Policy HE6 - Conversion of Heritage Assets in the Central Area

The Council may, through the development management process, permit conversion of Listed Buildings and buildings on the Local List to sympathetic alternative uses. This will be in exceptional circumstances and only where:

1. this is necessary to ensure the building's preservation or restoration;
2. it has clearly been demonstrated that the original or existing use of the building cannot be retained (evidence of a marketing assessment which has been conducted over a reasonable period of time will normally be required); and
3. the proposed use and any associated alterations are sensitive to the buildings historic and/or architectural character.

7.7.2 Sustainable Development and Heritage Assets in the Central Area

244. Development affecting heritage assets in the central area will need to find the correct balance between improved energy performance and maintaining the building's special historic interest. In some cases these objectives may be in conflict. It is important to note that the refurbishment of a building is likely to require far less energy than the construction of a new one and this embodied energy can contribute to the building's sustainability credentials. In most cases it should be possible to achieve a mix of carbon reduction initiatives and renewable energy options that are compatible with the special character of the building. The key consideration for conservation areas, locally listed buildings and frontages of townscape merit will be preserving the external public views that are paramount to local character and need to be maintained unaltered. This also applies to development affecting listed buildings but in these cases the impact on the historic fabric of the building and internal spaces will also need to be considered. Part L of the Building Regulations allows for listed and traditionally constructed buildings to be treated with a degree of consideration so that a balance can be achieved between improving their energy performance yet preserving their character and appearance.
245. The conversions of North Road Chapel and St John's Stables (close to the central area) have both successfully created sustainable developments that have managed to retain the historic character of the buildings.
246. When historic asset in the Central Area is being converted or altered in a significant way, a record must be made to an approved standard of the historic fabric affected and a report to an approved format submitted to the local planning authority.

7.8 Archaeology in the Central Area

247. Concern for our heritage is not just about our visible historic buildings and areas. Hidden features below ground, in our landscapes and in some of our historic buildings themselves hold evidence of our past and how our society has developed and it is important that such evidence is respected and is preserved or investigated where necessary.

Policy Context for Areas of Archaeology in the Central Area

248. The need for archaeological planning conditions on new developments will be assessed on a site by site basis and must have regard to the following policies:

Policy Context	Summary
National Policy	PPS 5 Planning for the Historic Environment
Core Strategy	Strategic Objective 14 Policy KP2.4 Development Principles Policy CP4.7 The Environment and Urban Renaissance
Development Management DPD (Proposed Submission)	Policy DM5 Southend-on-Sea's Historic Environment

249. These are existing policies that cover general issues relating to the protection of archaeological assets in the whole of the Borough. Policies specific to the Central Area can be found below.

Overview of Archaeological Interest in the Central Area

250. Within this quite small area there have been archaeological discoveries dating from the earliest evidence for humans in the area to the medieval and later periods and these play an important role in understanding the history of the area. Unsurprisingly the highest concentration of finds is in the Prittlewell Area where the main settlement's origins began. Some of this area has been excavated for brickearth and other minerals but this remains the historic heart of the town and the potential for new finds is still significant.

251. Two Scheduled Ancient Monuments are located close to the central area boundary - Prittlewell Priory just north of the boundary and Southchurch Hall to the south east. Immediately to the east of the Priory are Roman and rich, early Saxon cemeteries, which included the chambered tomb of the 'Prince of Prittlewell', a discovery of international significance. The tomb was probably that of a member of the East Saxon royal family and further highlights the importance of Prittlewell at this time.

Further information on the details of the finds can be found in the Heritage for Southend Central Evidence Base Document

Areas of Archaeological Potential in the Central Area

252. Although most of the area has been previously developed and much of the archaeology in these locations is likely to have been destroyed, there are still areas of archaeological interest within the Central Area where there is potential for new finds. These sites are:

1. **Seaway Car Park Area** - Possibly built above a palaeochannel with potentially very important evidence for Mesolithic occupation and environmental information. This is based on the presence of the known channel (i.e. the valley which is very obvious) and the discovery of a mesolithic axe a little to the north, on what would have been the banks of this ancient river. Any deep excavations here would be of significant interest.
2. **Roots Hall Area including Victoria Avenue** - Although part of this area may have been completely worked out as far as sand and gravel is concerned, there is still potential for the recovery of Palaeolithic archaeology and later Prehistoric archaeology. Discoveries of this type have been found here already, principally in the 1920s. In addition the medieval buildings between 255 and 279 Victoria Avenue, and nearby frontages and backlands, have the potential for preserving archaeological deposits relating to Prittlewell's history as a medieval market town.
3. **Nazareth House** - This stands on the site of the medieval manor house of Milton Hall. Although subsequent development may have destroyed all traces of the manor buildings, any opportunity to recover evidence of earlier occupation should be taken.
4. **Southend Cliffs** - The interest in this area is mainly geological – the Cliffs at Southend are potentially a very rich source of Eocene fossils and could be of national importance.

253. Development within the areas of archaeological potential within the Central Area (as outlined above) must also have regard to the following policy:

Policy HE7- Areas of Archaeological Potential in the Central Area

New developments within Seaway Car Park, Roots Hall, Prittlewell, Nazareth House and Southend Cliffs will need to agree in writing with the LPA, a fully detailed analytical assessment and evaluation of archaeological significance of the site and a subsequent programme of archaeological works. These works must then be undertaken in accordance with the approved scheme at the appropriate stage in the development process. The results of the investigation formatted in accordance with an approved brief, must be submitted to the LPA.

Further information about these monuments and details of the finds in the central area can be found in The Heritage for Southend Central Evidence Base Document and on the Councils Website.

Further Information

254. All development affecting historic assets in the Central Area should also have regard to the following national and local guidance documents:

National

English Heritage Guidance on

Conservation Area Appraisals and the Management of Conservation Areas (2005)

Retail Development in Historic Areas (2005)

Streets for All (East of England)(2005)

Shop fronts (1990)

Understanding Historic Buildings: A guide to Good Recording (2006)

Management of Research Projects in the Historic Environment (2006)

Application of Part L of the Building Regulations to Historic and Traditionally Constructed Buildings (2010)

Local

SPD1: Design and Townscape Guide

The Heritage for Southend Central Evidence Base Document

Conservation Area Character Appraisals

Southend Streetscape Manual (when published)

Stonebridge: An initial Assessment of Historic Landscape Character (includes eastern half of the Borough)

transport and access strategy

section eight

8. Central Area Transport and Access Strategy

SCAAP Objectives 2, 3 and

- To improve the buildings a public realm, including accessible green space, within the Central Area, to manage traffic and improve cycling and walking facilities so that Southend becomes a place that is more pleasant to experience and move around in.;
- To always have regard to the significant biodiversity assets and environmental quality of the Central Area, help meet obligations on carbon emissions and adopt an approach to climate change through measures that mitigate against, or adapt to change, including managing flood risk and water efficiency;
- To promote design excellence in all things and to ensure that this quality standard is also expressed within the actions of our delivery partners.

8.1 Context

255. Ease of access to the Town Centre plays a vital role in maintaining the attraction for visitors, workers and residents, helps sustain businesses and supports the economy.
256. The issues linking accessibility by road, cycle, on foot and by public transport are interrelated and depend upon both the transport networks and support for the preferred mode.
257. This strategy proposes a number of policies and measures, within the context of the LTP3 and supporting documents, which seek to improve transport access and connectivity for all.

Features

258. The following main features affect the way people access and use the town and have influenced the future policy directions included in this document:
- In early stakeholder engagement, issues relating to congestion and pedestrian severance caused by the ring road were main weaknesses of the Town Centre.
 - There are two busy distributor roads (A13 and A127) which are the main vehicular access roads to the Town Centre. These also provide a link from and to destinations en route to London/M25. Having only two main routes into Southend leads to some peak hour congestion and issues of reliability and resilience, particularly during the tourist season, busy weekends and bank holidays.
 - Access to the Seafront from the Town Centre is via Queensway and Southchurch Road, which also severs the Town Centre from the residential areas to the east.
 - Queensway frees a large part of the Town Centre from traffic and congestion, which could be further developed to reinforce its role.

- The Central Area is a transport interchange for public transport with improvements recently completed at Victoria Gateway and outside Southend Central Railway Station serving to demonstrate the type of improvements that bring the interchanges closer together and improve access for walking and cycling on shared priority routes. Signing of routes and ensuring safe, pleasant and attractive links will be essential.
- A number of car parks and on street parking spaces are accessed by travelling through the Town Centre, which means that the additional trips and road-space provision compromises public transport, pedestrians and cyclists and residential amenity for those streets immediately adjacent to the retail centre.
- The majority of Southend High Street is pedestrianised, without access to cyclists.
- Car parks are 70% full most of the time, with certain car parks having characteristic issues of frequency of use and under and over capacity due to their quality and location.
- There are two railway stations, Southend Victoria Station and Southend Central Station which travel to London Liverpool Street and London Fenchurch Street respectively. Both serve the High Street and yet are seen as separate entities in terms of service provider. Lack of information and signage in the High Street leads to a lack of awareness of the possibility of using the train for more local trips.
- The Travel Centre provides a comprehensive hub for the public to access buses. Southend collects data on the NI 178 bus punctuality national indicator, during September 2010, 73% of buses departing from the Travel Centre were on time (up to one minute before the scheduled time and 5 minutes after).
- The proximity of surrounding residential areas and flat topography mean that many residents can choose to walk or cycle to the Town Centre. 52% of residents in the Borough travel to work by car, only 6% use bus or coach and 8% travel by bicycle. 85% of people going to the Town Centre are from within the Borough. There is scope to encourage a modal shift.

8.2 Local Transport Plan

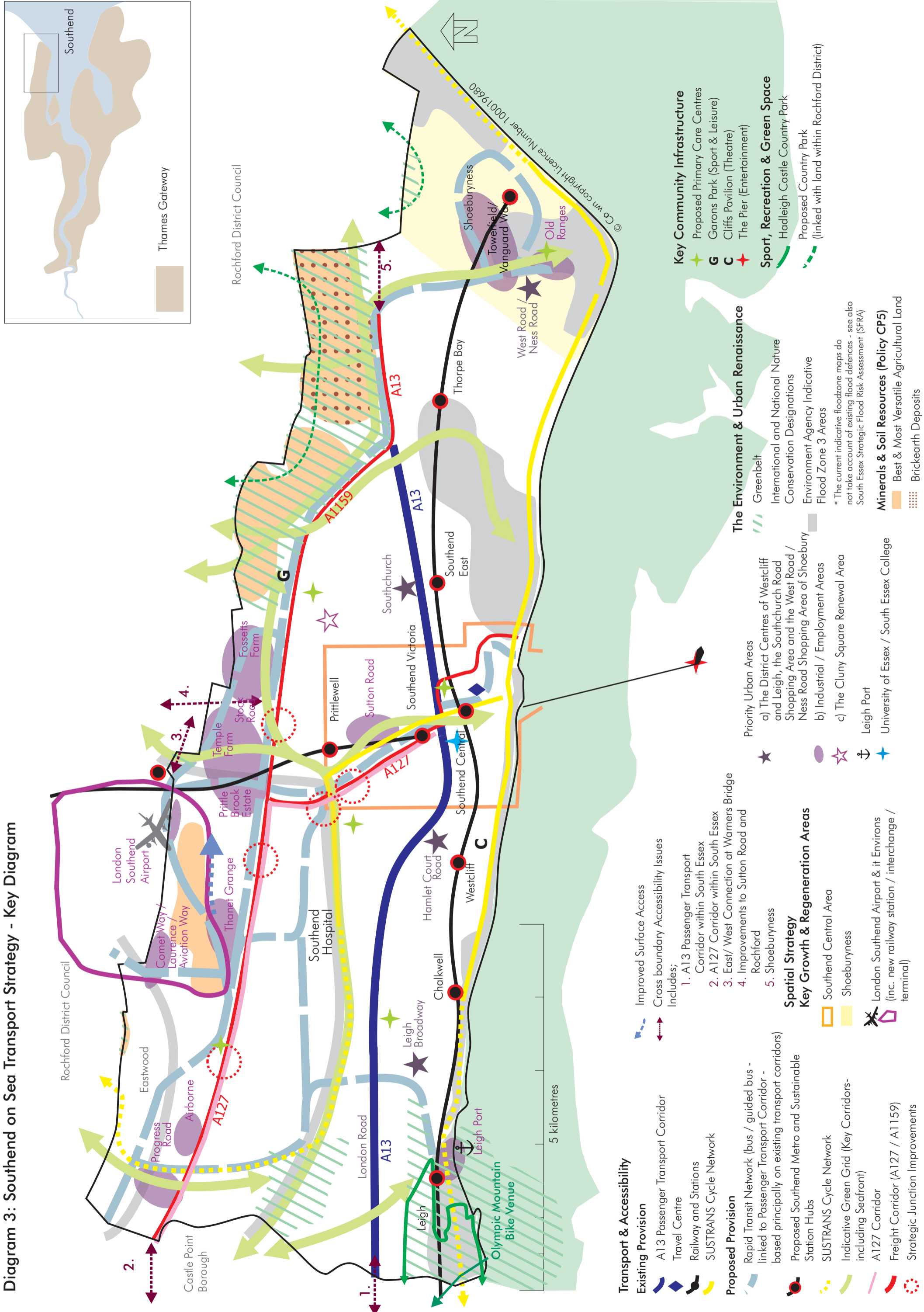
259. The Third Local Transport Plan (LTP3) covers a strategy period of 15 years from 2011. The overall goal of LTP3 is to “provide the Borough with a transport system that delivers sustainable economic growth, prosperity and helps to achieve the vision of a vibrant coastal town and a prosperous centre where people enjoy living, working and visiting” Map 6 – Southend-on-Sea Transport Strategy Key Diagram shows the overarching LTP3 transport strategy for the Borough and the role of the Central Area.

260. The policies within this transport section of the SCAAP are taken from LTP3 and expanded upon.

261. Objectives for Central Area Transport Access

- Balance the need to keep traffic flowing on the main road network to minimise congestion, especially delays to buses, with greater opportunities for pedestrians, cyclists and people with disabilities.
- Encourage the use of sustainable travel modes through smarter choices techniques and mobility management measures.
- Further improve public transport especially late night transport to help with the night time economy.
- Continue the programme of pedestrian improvements and encourage development that supports complimentary public realm and access improvements.
- Continue to develop and support the cycle route network, secure cycle parking and work with Cycle Southend in terms of promotion, marketing and the creation of cycle hubs.
- Improve the provision for taxis to support access, especially at night.
- Implement a quality signage and wayfinding scheme for pedestrian and ensure that vehicle electronic displays for car parks and travel information better relay details to road and public transport users
- Take forward the relocation proposals for the Town Centre car parks to ensure that appropriate balanced provision is made between the capacity of the identified strategic locations (arrival points) and demand from the various quarters.
- Ensure the relocated car parks are located close to 'feeder' highways (i.e. Queensway) with short direct access and egress routes to that highway
- Capitalise on the reduction in general traffic circulation in the Town Centre to establish strong connecting routes for pedestrians to and from the car parks to the retail and leisure circuits in the Town Centre, including better lighting and public realm features.

Diagram 3: Southend on Sea Transport Strategy - Key Diagram



Transport & Accessibility

- Existing Provision**
- A13 Passenger Transport Corridor
 - Travel Centre
 - Railway and Stations
 - SUSTRANS Cycle Network
- Proposed Provision**
- Rapid Transit Network (bus / guided bus - linked to Passenger Transport Corridor - based principally on existing transport corridors)
 - Proposed Southend Metro and Sustainable Station Hubs
 - SUSTRANS Cycle Network
 - Indicative Green Grid (Key Corridors - including Seafront)
 - A127 Corridor
 - Freight Corridor (A127 / A1159)
 - Strategic Junction Improvements

- Improved Surface Access
 - Cross boundary Accessibility Issues
- Includes;
- A13 Passenger Transport Corridor within South Essex
 - A127 Corridor within South Essex
 - East/ West Connection at Warners Bridge
 - Improvements to Sutton Road and Rochford
 - Shoeburyness

Spatial Strategy

- Key Growth & Regeneration Areas**
- Southend Central Area
 - Shoeburyness
 - London Southend Airport & its Environs (inc. new railway station / interchange / terminal)

Priority Urban Areas

- a) The District Centres of Westcliff and Leigh, the Southchurch Road Shopping Area and the West Road / Ness Road Shopping Area of Shoebury
- b) Industrial / Employment Areas
- c) The Clunly Square Renewal Area
- Leigh Port
- University of Essex / South Essex College

The Environment & Urban Renaissance

- Greenbelt
 - International and National Nature Conservation Designations
 - Environment Agency Indicative Flood Zone 3 Areas
- * The current indicative floodzone maps do not take account of existing flood defences - see also South Essex Strategic Flood Risk Assessment (SFRA)
- Minerals & Soil Resources (Policy CP5)**
- Best & Most Versatile Agricultural Land
 - Brickearth Deposits

Key Community Infrastructure

- Proposed Primary Care Centres
 - Garons Park (Sport & Leisure)
 - Cliffs Pavilion (Theatre)
 - The Pier (Entertainment)
- Sport, Recreation & Green Space**
- Hadleigh Castle Country Park
 - Proposed Country Park (linked with land within Rochford District)

5 kilometres

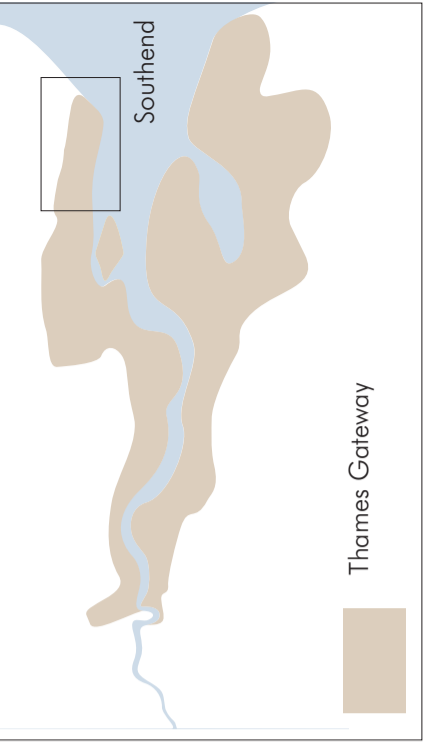


© Crown Copyright Licence Number 100019880

Rochford District Council

Rochford District Council

Thames Gateway



8.3 Town Centre and Central Area Highway Network

262. The A127 is a key component of the transport network providing the main strategic link from the Town Centre to the wider trunk road network across South Essex and the greater South East. It is heavily used by local traffic in and around the Borough for local trips. There is a high degree of dependency on the A127 for a number of important outcomes across a range of economic, environmental and planning outcomes. The development of an A127 Corridor Management Strategy is thus imperative to the future success of the Borough.
263. With that in mind and to complement the recent junction improvements carried out under the 'Better Southend' banner at Progress Road and Cuckoo Corner there will be improvements at the two other major junctions over that section of route, namely Kent Elms Corner and The Bell.
264. Upon arrival in the Town Centre, further development of the existing car park signage scheme and Variable Message Signs will direct vehicles on the network and to car parks using Queensway and to other key buildings/areas. Linked to a comprehensive traffic control system will allow this information to be displayed in a number of ways. Keeping traffic on the perimeter of the town will be a priority with selective and well signed entry points to car parks provided.
265. A new signage scheme is required to aid pedestrians, cyclists, and assist the high number of visitors to the town in finding key areas.
266. The provision of well maintained footways, pedestrianised areas, crossing points and cycle routes will encourage people to use sustainable modes to travel to the Town Centre.
267. Maintenance is key to ensuring the transport network remains fully serviceable at all times. A programme of maintenance that focuses on key routes such as, the A13 and A127 and areas with high pedestrian usage, such as the High Street, is being developed. The maintenance programme will also target footways, footpaths, cycle lanes and bus priority measures supporting significant mode shift to ensure that walking and cycling in particular is encouraged.
268. Road safety and accident investigation forms an important aspect of making the environment safer. An accident database is maintained and interventions will be coordinated with the Action Plan.

Policy TA1: Town Centre and Central Area Highway Network

Through the implementation of the Proposal Sites and policies in this AAP; the determination of planning applications; and other initiatives and partnership working; the Council will:

1. seek to better manage demand on the road network leading to, from and within the Town Centre and balance this with the needs of other modes particularly where this would give greater reliability to road users and priority to pedestrians, cyclists, public transport users and people with disabilities;
2. seek to develop the priority route for SERT towards the Airport and adjacent development areas and corresponding junction improvements at A127/Fairfax Drive and East Street, in conjunction with the Development Brief for Victoria Avenue and potential relocation of the football club;
3. ensure that bus priority measures are focussed on the A13 passenger transport corridor (London Road and Southchurch Road) and the Queensway junctions at London Road, Southchurch Road and Seaways Car Park;
4. seek to develop appropriate treatments for both Sutton Road and North Road which go through the Neighbourhood Gateways;
5. reduce general vehicle circulation within the Town Centre by:
 - a. relocating cars parks close to the 'feeder' highway network;
 - b. actively direct vehicles around the outer cordons of the Town Centre instead of through the Town Centre to access car parks,
6. promote the pedestrianisation of a number of the High Street's inter-linking access roads supporting access to car parks, greenspace and retail circuits;
7. promote pedestrian and cycle priority schemes to improve access to the Town Centre. Consider limited access to the pedestrianised areas by cyclists as part of a partnership approach with stakeholders and the Police;
8. ensure that servicing and delivery arrangements meet the reasonable needs of businesses, whilst ensuring that the environmental disbenefits are taken into account. Work with the freight industry and logistics to implement more efficient use of vehicles in terms of guidance, zoning and delivery timetables;
9. review signing and implement an integrated signing strategy for vehicles, buses, freight, pedestrians and cyclists, without providing too many signs to make street clutter. Make full use of technology to facilitate the shift to sustainable modes, such as intelligent transport systems (ITS), Variable Messaging Signs (VMS), and Real Time Passenger Information (RTPI). Ensure that signage is kept to an appropriate minimum and a review undertaken of existing signage to avoid proliferation, maintain all the transport networks in the Town Centre to an appropriate standard;
10. use appropriate road safety and accident site treatments.

8.3.1 'The Victoria' – Traffic and Public Real Scheme

269. On approach to the Town Centre traffic either joins the Queensway "ring road" around the Town Centre or enters the Town Centre. The location of the car parks is one of the reasons for traffic entering the Town Centre. Severance caused by Queensway is a major issue and a number of crossing points provide access for pedestrians and cyclists. A major barrier exists at the junction of Queensway and Southchurch Road with the underpasses little used and pedestrians choosing to

navigate into the Town Centre via the surface roundabout. The new Victoria Gateway Scheme supports a more integrated approach to public transport with a number of bus stops and routes clustered around Southend Victoria Railway Station.

270. The *sert* scheme seeks to develop the interchange at Victoria Gateway further to provide a high quality route linking the Seafront, Town Centre, Airport and Business Parks and the Hospital. This is being developed through the DfT Major Schemes process and awaiting formal programme entry.
271. Opportunities to redesign out the severance will be explored building on the new approach at Victoria Gateway. This has taken the first step towards realising the clear and distinct vision for those parts of Southend Town Centre collectively known as “The Victoria” as set out in the Southend Central Area Masterplan, March 2008.

Policy TA1a: ‘The Victoria’ Phases 2, 3 and 4 Traffic and Public Realm Scheme

Three distinct areas have been developed to take this forward:-

1. Queensway (from Victoria Gateway Junction the London Road):
 - a. develop Queensway as an integrated part of the Gateway and redesign planting from the roundabouts thus opening visual and pedestrian and cycle links;
 - b. consider an approach that decreases the width and impact of the highway corridor along Queensway to create a distinct built edge as part of the adjacent site redevelopment;
 - c. new development along Queensway should bring active frontage to animate the street; and
 - d. use landscape design and public art to open up and emphasise vistas.
2. Victoria Circus:
 - a. To create a more attractive, permeable and flexible public space for events, relaxation and leisure use;
 - b. To improve and enhance the links to Broadway, Southend Victoria Railway Station and The Victoria Shopping Centre;
 - c. To explore opportunities for the introduction of quality and enduring public art and lighting and illumination; and
 - d. To improve public safety and provide a comfortable, pleasant space to encourage activity and popular use.
3. London Road/Broadway:
 - a. To improve pedestrian and cycle links to Queensway, Southend Victoria Railway Station and the University; South Essex College, Elmer Square and Central Station;
 - b. To establish and extend pedestrian priority shared surfaces;
 - c. To anticipate and support proposed new developments incorporating an active frontage enhancing opportunities for retailing and restaurant use.

8.3.2 'City Beach' – Traffic and Public Real Scheme

272. Along the seafront route, The City Beach scheme has realigned the carriageway and removed the central reserve to create wider pavements and space for cafes, activities and created attractive features, fountains and lighting. The scheme incorporates the road and promenade from Southend Pier (Pier Hill junction along Marine Parade to the junction with Southchurch Avenue/Eastern Esplanade).
273. There is scope to continue the rationale for the City Beach scheme further to the east along Jubilee Beach between the main commercial seafront area to the former gas works site on the Eastern Esplanade.

Policy TA1b: 'City Beach' Phase 2 – Traffic and Public Realm Scheme

1. The principles adopted within this extension would include:-
 - a. reconsider the layout of on-street parking to maximise the benefits of improving the public space (as demonstrated along City Beach) to further create opportunities for better pedestrian connections and opportunities for attractive public space and activities;
 - b. consider introducing a surface treatment to the road to slow traffic speeds and improve physical connections across the road and improve pedestrian connections to the beach, cafes, bars and the Town Centre;
 - c. incorporate green, events and play spaces;
 - d. support better cycling and public transport facilities;
 - e. broaden the range of visitor attractions to extend the season, encourage longer stays and attract higher revenues;
 - f. provide exciting lighting and public art to reintroduce the illuminations tradition;
 - g. create a more diverse resort for Southend, drawing on potential growth in business and high income visitors attracted by new conference facilities, high class hotels and spa facilities set within a high quality public realm;
 - h. enhance the ecological value of the site and respect the protected status of the foreshore;

8.4 Public Transport

274. In order to improve bus services and to encourage non-car trips to the Town Centre, the Council will work with bus operators to encourage behavioural change in travellers, through a wide programme of bus priority measures across the Borough and Town Centre. There is also a need to enhance services later in the evening to serve the night time economy.
275. This will involve working with bus operators to provide a more reliable and punctual bus service through the implementation of a Punctuality Improvement Partnership (PiP). In addition, through the development of the bus Advanced Vehicle Location (AVL) system, it is intended to implement a Borough wide seamless Smart Card ticketing for

public transport that is integrated with other ticketing systems such as libraries and car parks.

276. In addition close partnership working with the train operators will continue to achieve high levels of reliability and performance on all services and that contra-flow interpeak services are maintained and promoted for journeys to Southend.
277. There are two railway lines and 9 surface railway stations throughout Southend and more linking to the broader sub-region, the promotion of the rail network as a 'Southend Metro' system, through integrated ticketing, marketing and integrated timetables will also be promoted with train operators to implement off peak use. This includes continued active participation in the development and marketing of Station Travel Plans.
278. Clearly there is a need to ensure that all forms of transport are equally accessible to all members of the community to encourage use by disabled, elderly, people with pushchairs etc. The Council will work to ensure all public transport is fully accessible by 2017.
279. The introduction of smart card and mobile phone technology will allow seamless 'door-to-door' travel on buses and trains and will be extended to include use on secure cycle parking, access to swimming pools, libraries, canteens etc.

Policy TA2: Public Transport

The Council will work in partnership with public transport operators, businesses, residents and transport users to:

1. encourage a shift to travel by bus, or rail where practicable, for journeys between 5km (3miles) and 10km (6miles);
2. make full use of technology to facilitate the shift to sustainable modes, such as intelligent transport systems (ITS), Variable Messaging Signings (VMS), and Real Time Passenger Information (RTPI);
3. promote improvements to the public transport infrastructure and services, including:
 - a. work with bus operators:
 - i. improve bus services to the Town Centre including services later in the evening to serve the night time economy;
 - ii. provide a more reliable and punctual bus service through the implementation of a Punctuality Improvement Partnership (PiP);
 - iii. Improve the current bus Advanced Vehicle Location (AVL) system to a modern standard and reduce running costs,
 - b. Work with train operators to:
 - i. achieve high levels of reliability and performance on all services;
 - ii. maintain and promote contra-flow interpeak services for journeys to Southend;
 - iii. Promote off peak use of the rail network as a 'Southend Metro' system; and
 - iv. Continue active participation in the development and marketing of Station Travel Plans,
4. improve connectivity between bus and rail by promoting a Borough wide seamless Smart

Card ticketing for public transport that is integrated with other ticketing systems such as libraries and car parks;

5. improve safety and security for use of public transport;
6. provide better quality public transport information and marketing to increase patronage;
7. ensure all public transport is fully accessible to encourage use by disabled, elderly, pushchairs etc.

8.5 Walking and Cycling

280. Improving the pedestrian environment, routes and crossings will encourage more people to walk to the Town Centre. The provision of easy access to bus stops and walking routes (e.g. dropped kerbs at junctions) will be extended to promote walking for all abilities, as part of the “door to door” travel chain. Presently the High Street is mostly pedestrianised and the Victoria Gateway scheme completed in 2011 has greatly improved pedestrian access across Queensway and Victoria Avenue into the High Street.
281. The future expansion of the High Street to the east to encompass Chichester Road will improve access to shops, businesses and the Travel Centre and significantly improve the public realm supporting walking and cycling. The backs of the existing shops require improvement and could provide access for customers both from the High Street and Chichester Road, thus improving streetscape and accessibility.
282. The Queensway roundabout causes severance to pedestrians and although there are underpasses, these are not perceived as safe during the hours of dark and some pedestrians prefer to take the shorter route across the roundabout which does not have any pedestrian facilities.
283. There is a perception that after dark the Town Centre can be an unsafe area, however, statistics show that levels of crime are average when compared nationally. Ensuring street lights are maintained, CCTV is obviously sited and public transport and taxis operate after dark can all help to improve the perception of safety.
284. At present there is poor access for pedestrians and cyclists from the southeast end of the Town Centre. York Road will be improved to provide an accessible walking and cycling route into the town.
285. Southend is a cycle town and has developed the Cycle Southend “brand” and website. This branding can be developed to further increase cycling through the provision of infrastructure and marketing. The provision of cycle routes and secure cycle parking will encourage cycling. Cycle parking will be provided for residents, visitors, students and employees. Increasing cycling will also help to reduce congestion, improve social inclusion and improve health.

286. The cycle hub would offer the public a full range of cycle related services, such as, cycle hire, repairs, new and recycled bicycles, other miscellaneous equipment, cycle training, with the potential to expand and support personalised travel planning and sustainable transport.
287. Presently cyclists are not allowed into the High Street at any time. There are routes parallel to the High Street which cyclists can use but these may not necessarily be the most direct route. In the future, opportunities should be considered to allow cyclists access to the High Street at certain times to further encourage the use of sustainable modes of travel.

Policy TA3: Walking and Cycling

Through the implementation of the Proposal Sites and policies in this AAP; the determination of planning applications; and other initiatives and partnership working; the Council will:

1. focus on encouraging a shift to sustainable modes such as walking and cycling for journeys to and from the Town Centre which are less than 5km (3miles);
2. support the maintenance, extension and linking of walking and cycle routes as set out in the LTP3 Implementation Plan;
3. improve the perception of safety, especially during the hours of dark within the Town Centre to encourage walking, cycling and the use of public transport at all times;
4. seek to pedestrianise a number of the High Street's inter-linking access roads and reduce the dominance of on-street parking and general vehicle circulation;
5. improve pedestrian and cycle routes and signage in and around the Town Centre, by continuing to develop the cycle network and supporting initiatives under the Cycle Southend banner, especially in respect of:
 - a. the High Street crossing links;
 - b. Queensway crossings;
 - c. routes to and from the University, College and new Elmer Square development;
 - d. reallocation of roadspace on Chichester Road to support greater pedestrian, cyclist and public transport priority to support an expansion of the Town Centre experience to the east;
 - e. identifying a way forward in allowing cyclists access to the High Street,
6. support the implementation of the cycle hub concept as a social enterprise delivering sustainable transport solutions, advice and repair, hire and maintenance services for cyclists (Warrior Square Proposal Site);
7. ensure that provision for cycle parking at key locations and secure cycle parking is provided within or adjacent to development;
8. work with Town Centre stakeholders and organisations through travel planning and smarter choices initiatives to secure improved on-street and secure cycle parking, changing facilities and marketing and promotion.

8.6 Town Centre Parking Management

288. Within the Town Centre there are around 4,000 public off-street spaces, comprising 2,100 Council-owned and 1,900 privately-owned parking spaces, with several sites

being large surface car parks¹. However, the maximum occupancy throughout the day across all car parks is about 70%² of the available capacity. There is a seasonal shortfall of parking capacity in certain car parks during December, particularly at The Victoria, Warrior Square and Clarence Road.

289. Presently the car parks, Farringdon MSCP, Elmer Approach, Warrior Square, Clarence Road, Alexandra Street, Tylers Avenue and Seaway, are located within the Town Centre and encourage drivers to travel through the inner Town Centre. Several of the existing sites detract from the public realm and are for the most part vacant after dark, in some instances fostering an atmosphere of anti-social behaviour which detracts from initiatives to improve the night-time economy. There is scope to provide larger public car parks around the edge of the Town Centre to intercept traffic on the approaches and to discourage traffic travelling through the Town Centre. With the expansion of the High Street to the east to encompass Chichester Road, which has previously been mentioned, and the increase in pedestrians, a reduction in vehicles along this route will be required.
290. For the purposes of car parking provision the Town Centre can be divided into four quarters the South West Quadrant, North West Quadrant, North East Quadrant and the South East Quadrant. An arrival point and a car park will be located in each of these quadrants and car parks will be within a five minute walk of the Town Centre. This will provide parking at key locations at the edge of the core of the Town Centre and along public transport corridors, enabling sustainable movement patterns and redevelopment of the surface car parking sites.
291. The Council's approach to parking in the Town Centre has been tested through the Warrior Square Car Park Capacity Study 2011 which developed a series of options that would meet council's objectives for transport and access to the Town Centre. The preferred approach is articulated below, however, there is a need for a flexible approach which reflects the car parking needs of a regenerated Town Centre and viability and capacity issues relating to the redevelopment of the town's surface car parks. Therefore the Car Parking strategy will need to be kept under review.
292. **South West Quadrant** - The main visitor car parking spaces currently provided at Alexandra Street and Clarence Road will be replaced through provision to the east of the High Street (see North East and South East Quadrants below). However, it is currently proposed to provide replacement parking to meet local needs and an appropriate supply of disabled parking within the Clarence Road Proposal Site.
293. **North West Quadrant** – With the completion of the new University Car Park it is considered that the provision of publicly operated car parking in this quadrant is sufficient. This enables the demolition of the existing MSCP at Farringdon and redevelopment of Elmer Square into a cultural/academic facility including a new

¹ Southend Regeneration Studies Town Centre Parking & Access Study. Parking Strategy Report (2008)

² Southend Local Transport Plan 3 Evidence Base (2010)

integrated central library alongside increased academic space for both the University of Essex and South Essex College. It will be necessary to ensure that any future redevelopment of the Sainsbury's Proposal Site to the north of London Road retains a significant level of public car parking.

294. **North East Quadrant** – The eastern side of the current Warrior Square Car Park shall be developed into a multi storey car park (600-700 spaces). The development of the Warrior Square car park would be complemented by public realm enhancements to key links between the proposed site and the High Street. This car park would allow for the development of Warrior Square. The capacity could replace that in existing car parks at Warrior Square, Tylers Avenue, Essex Street and, in part Alexandra Street and Clarence Road. The proposed development of a new Tesco store on the former B & Q site is also likely to provide new public car parking in this quadrant, although this would be replacing public car parking which would be lost at Short Street.
295. **South East Quadrant** – the redevelopment of Tylers Avenue could include a basement car park to provide approximately 250 spaces and allow for enhanced streetscape and development to be constructed at ground level. The redevelopment of Seaway car park could include approximately 450 public car parking spaces alongside mixed use redevelopment of the site. The re-provision of car parking in this quadrant will be progressed once replacement provision has been completed in the North East Quadrant; before or alongside any development; and in parallel with enhancements to public realm between the proposed site and the High Street.
296. With the changes to car parking and new schemes such as, Victoria Gateway and Elmer Approach completed in 2011, amended directional signage will be required. The use of intelligent transport systems such as, variable messaging signs (VMS) to warn of accidents, road or car park closures and the number of parking spaces available at car parks can be implemented.
297. The provision of convenient parking for disabled persons is important to improve 'access for all' and promote social inclusion. The provision of parking for powered two wheelers, secure cycle parking and coach parking will be implemented where appropriate.

Policy TA4: Town Centre Parking Management

1. The Council will promote a Town Centre car parking strategy based on the following principles:
 - a. maintenance of car parking levels to support the vitality and viability of the Town Centre;
 - b. the need to intercept traffic on the approach to the Town Centre and to discourage traffic travelling through the Town Centre by:
 - i. relocating large public car parks to the edge of the Town Centre;
 - ii. ensuring that access to and from the car parks are short and direct and well signposted;
 - iii. the provision of enhanced pedestrian routes from and to car parks which are of high quality, link well with main areas of interest as well as providing interest along their route and are well signed.
2. The Council will also:
 - a. seek to progressively reduce and manage the availability of on-street parking (principally non residential) alongside the improvement in bus frequency and punctuality;
 - b. place motorcycle and cycle parking at appropriate locations with the intention of doubling the increasing provision every year;
 - c. introduce a disabled badge holder strategy, which includes a strategy on disabled parking spaces, supported by sufficient parking enforcement;
 - d. review signing and implement an integrated signing strategy for vehicles, buses, freight, pedestrians and cyclists, combined with a programme of reducing street and signage “clutter”, particularly in Conservation Areas;
 - e. make full use of technology to facilitate the shift to sustainable modes, such as intelligent transport systems (ITS), Variable Messaging Signs (VMS), and Real Time Passenger Information (RTPI);
 - f. require all new developments to have regard to Development Management DPD Policy DM16 on vehicle parking standards and provide S106 financial contributions towards sustainable forms of transport, access, environmental and car park improvements.

8.7 Other Measures to Improve Accessibility

298. To encourage the use of sustainable modes, public transport and taxis need to be improved for the public travelling at night. Taxis provide a safe and efficient form of transport for the public, especially after dark. Improving provision of taxi ranks will support the 24 hour economy and encourage the collection of passengers from areas which cause the least amount of conflict to other transport users.
299. Whilst the Town Centre has a high frequency of bus services during the daytime this reduces dramatically in the evening and has an effect on the night time economy.

Working in partnership with the bus and train operators the Council will encourage the extension of evening services.

300. The MoveEasy brand will further encourage sustainable travel through Station Travel Plans, promoting sustainable travel options at local events, smartcards, public transport modelling and the development of Travel Plans by schools, other educational establishments, businesses and other local organisations.
301. To further encourage the use of sustainable travel modes, car sharing should be promoted and car clubs set up.
302. The cycle hub should be expanded to provide a personalised travel planning service. Travel planning can provide information on alternative ways of accessing the Town Centre, encourage the use of sustainable travel modes and reduce car use.

Policy TA5: Other Measures to Improve Accessibility

The Council will:

1. work with taxi operators to improve provisions for taxis at key locations;
2. work with stakeholders will develop the work of the MoveEasy brand to encourage businesses, schools and colleges to implement managed travel plans and introduce a personalised travel planning service;
3. promote car sharing and the setting up of car clubs, particularly in connection with new residential development;
4. further promote the MoveEasy brand and support applications for funding (eg LSTF).

infrastructure provision and flood risk

section nine

9. Infrastructure Provision and Flood Risk

SCAAP Objective 9

To always have regard to the significant biodiversity assets and environmental quality of the Central Area, help meet obligations on carbon emissions and adopt an approach to climate change through measures that mitigate against, or adapt to change, including managing flood risk and water efficiency.

9.1 Context

303. New development, redevelopment and the intensification of existing activities and uses can all generate additional demand for services or works, including roads and improved access, community and health facilities and utilities. This AAP proposes significant new development, commensurate with the Central area's physical capacity and role as a sub-regional centre and additional infrastructure may be required to support this growth.
304. Inadequate infrastructure can result in unacceptable impact on the environment, through sewage flooding of residential and commercial property, pollution of land and watercourses plus water shortages with associated low water pressure. In accordance with national policy and objectives for this AAP, the Council will work with service providers and identify requirements for any new infrastructure and services, so that such provision can be properly planned for, funded and programmed. The Council recognises the need to ensure that the proposals in this AAP are not compromised by unrealistic expectations about the future availability of social, transport and utilities infrastructure and resources.
305. The AAP relies both on the provision of school places in existing schools in the areas surrounding the Town Centre for current forecast demands, for which capacity has been identified. Future need based on growth will require a new Primary School during the lifetime of this plan (Policy DP9). The provision of enlarged /replacement primary health care centre/s are being positively pursued with Health Care partners and potential locations are being considered within the Victoria Gateway Neighbourhood (Policies DS9 and PS 9a). Consideration of such a facility within the Town Centre is also considered as part of this Plan. The provision of enhanced faith, community and voluntary sector facilities (Policy DS7) has been identified in this AAP so that they can continue to meet local needs and assist in increasing the scale and scope of their service delivery. Transport infrastructure is dealt with in Section 8 of this Plan.

9.2 Central Area Infrastructure

Policy IF1: Central Area Infrastructure

1. The Council will keep under review infrastructure capacity and additional requirements for education, healthcare and community facilities, waste disposal and utilities resulting from the development proposals set out in this AAP and will work with developers, utility companies and the Health and Social Care providers to ensure the provision of adequate infrastructure support proposed for development.
2. The Council will support provision of known additional requirements in the central area as follows:
 - a. Primary School; (Proposal Site Policy PS9a)
 - b. Primary Care Centre (Proposal Site Policy PS9a)

306. In respect of water supply, drainage and sewerage infrastructure, The Essex Thames Gateway Water Cycle Study - Scoping Study Final Report in March 2009 and engagement with Essex and Suffolk Water and Anglia Water Services has identified a need for investigations to establish infrastructure requirements and the impact of development proposed in this AAP on the existing network. Associated studies and upgrading of the network may be required, which may need to be funded by developers. Developers will need to assess the waste water capacity both on and off the site to serve new development and demonstrate that proposals will not lead to overloading of existing waste water infrastructure and problems for existing or new users. New development will require separate foul and surface water drainage/sewerage, as drainage of surface water to foul sewers is a major contributor to sewer flooding. Provision should be made for surface water to drain to SuDS systems. In terms of water supply, developers will be required to pay for any mains diversions and new off-site infrastructure resulting from development proposals.
307. For individual development schemes, developers need to contact Anglia Water at an early stage to discuss sewerage and sewage treatment, available capacity and infrastructure requirements to ensure that these essential services are provided effectively. The Council is currently undertaking a Water Cycle Study that will inform further the delivery of the proposals in this Plan.
308. Town centre activities generate significant amounts of waste and the challenge of managing waste in a sustainable way in the future is considerable. The Council adopted a Waste Strategy 2004 covering the period up to 2020 that sets out the framework and criteria for decisions to reduce waste and meet waste targets over a long timescale. The Council is preparing a Joint Waste DPD with Essex County Council. Development proposals should include appropriate facilities to minimise waste and maximise recycling.

9.3 S106 Planning Obligations and Developer Contributions

Policy IF2: S106 Planning Obligations and Developer Contributions

There is a presumption that appropriate new development within the town centre will contribute towards the cost of delivering public infrastructure, including improvements to facilities and the environment and provide affordable housing by means of Planning Obligations, in accordance with Circular 05/2005 Planning Obligations (or subsequent legislation), Policy CP 8 'Dwelling Provision' of the Core Strategy DPD (and/or subsequent LDD policies) and have regard to the Council's 'Planning Obligations: A Guide to Section 106 and Developer Contributions' SPD

309. The Council will enter into negotiations with applicants for planning permission and prospective developers to seek the provision of facilities, or a contribution towards the full cost of requirements made necessary by and related to the proposed development, that is fairly and reasonably related in scale and kind to the proposed development and its impact on the wider area. Further guidance is provided in the Council's **'Planning Obligations: A Guide to Section 106 and Developer Contributions' SPD** on the Council's approach to planning obligations and developer contributions across the Borough. Such improvements to facilities or the environment may include: access, public transport, walking, cycling and car park improvements; safety and security measures; public realm, open space and environmental improvements; public art; learning and skills; healthcare facilities and services; education, community and voluntary sector facilities; children's play and childcare provision; and utilities infrastructure. Core Strategy Policy DP8 Dwelling Provision' and Policy DS8 of this Plan set out the Council's requirements with regard to Affordable Housing provision in all housing schemes within the Central Area.

9.4 Flood Risk Management

Policy IF3: Flood Risk Management

The Council, through its role in determining planning applications, will require that:

1. Flood Risk Assessments will be required to accompany planning applications, for consideration by the Council as Lead Local Flood Authority (LLFA) in areas of Local Flood Risk
2. all development should have regard to surface drainage, in particular:
 - a. for extensions and other single property developments with surface drainage implications, all new impermeable area shall be drained via SuDS. The system must receive approval from the Council as SuDS Approval Body (SAB) before construction is commenced but the owner or developer will remain responsible for maintaining the system in good working order;
 - b. for developments above single property scale, all new impermeable area shall be drained via SuDS. The system must receive approval from the SAB before construction is commenced and once satisfied that it has been constructed to appropriate standard, the council will adopt it for maintenance.

Because SuDS have specific requirements in respect of positioning of the several elements within the site, developers are encouraged to consider the layout of their SuDS proposals before any other site master planning is undertaken, and to discuss them with the Council as Lead Local Flood Authority.

310. The Southend-on-Sea administrative area has been identified by the Environment Agency's high level pluvial flood modelling to be susceptible to local flooding under conditions of extreme rainfall. This has been confirmed by intermediate level modelling carried out in association with the emerging Southend Surface Water Management Plan (SWMP) and Preliminary Flood Risk Assessment (PFRA). In addition areas of the Borough are at risk from tidal and fluvial flooding as demonstrated in the Strategic Flood Risk Assessment (SFRA). The PFRA also concluded that some areas are at moderate risk of groundwater flooding.

311. As a consequence of the present levels of known flood risk and in accordance with the Floods and Water Management Act 2010 (FWMA), where applicable, modifications are required to the existing development zoning guidance and to the pluvial drainage requirements for all development.

9.4.1 Sustainable Drainage

312. A major section of the FWMA deals with sustainable drainage systems (SuDS). SuDS, when properly designed, provide benefits in reducing the rate and quantity of surface run-off while substantially improving its quality. Over a large catchment, such reductions will combine to substantially reduce the flood risk to downstream areas.

313. Southend-on-Sea Borough Council, as a Unitary Authority, is, by virtue of the FWMA, a Lead Local Flood Authority (LLFA), and on commencement of the SuDS section (expected April 2012) will be required:-
- to promote use of SuDS in its area;
 - to assume the role of SuDS Approval Body (SAB), and require submission of SuDS designs for checking and approval; and
 - to adopt approved and properly constructed SuDS systems for developments above single property level, for maintenance.
314. SuDS, designed in accordance with the SuDS Manual published by CIRIA, (which may be modified by forthcoming National Standards) will henceforth be required to deal with surface water drainage under the following conditions:-
- For extensions and other single property developments with surface drainage implications, all new impermeable area shall be drained via SuDS. The system must receive approval from the SAB before construction is commenced but the owner or developer will remain responsible for maintaining the system in good working order.
 - For developments above single property scale, all new impermeable areas shall be drained via SuDS. The system must receive approval from the SAB before construction is commenced and once satisfied that it has been constructed to appropriate standard, the SAB will adopt it for maintenance.
315. The design target will be to limit the discharge of the site run-off to green-field levels, that is the natural rate of discharge from the site prior to all development. It may be found that this standard is not achievable, but any derogation will have to be approved by the organisation managing the receiving water system. For main rivers this will be the Environment Agency; for ordinary watercourses, the LLFA and for public surface water sewers, Anglian Water Services.
316. Developers are encouraged to consider the layout of their SuDS proposals before any other site masterplanning is undertaken, and to discuss them with the LLFA, because SuDS have specific requirements in respect of positioning of the several elements within the site.

9.4.2 Development in Flood Risk Areas

317. In order to reduce the level of overall flood risk in the Borough over time, areas at risk of local surface flooding and groundwater flooding will be identified and will supplement those areas highlighted by Environment Agency (EA) as at risk of tidal or fluvial flooding. Such areas will be graded by the same criteria as EA's flood zones and shall be treated on an equal basis as those zones when considering the appropriateness of the various divisions of development type as set out in PPS25. For the purposes of such assessments, flood hazard, that is the combination of flood depth with flow velocity will have the same importance as in PPS25 and sites will be subjected to the sequential and exceptions tests as set out in the Supplement. Flood Risk

Assessments will be required to accompany planning applications, for the consideration of the LLFA in areas of Local Flood Risk.

318. Material considerations in Flood Risk Assessments (FRAs) will include:-
- Flood frequency
 - Flood hazard
 - Sensitivity of the development
 - Access and egress
 - Water compatibility of the development
 - Degree of flood resilience of the development

quarters and proposal site policies

part c

context

section ten

10. Quarters and Proposal Site Policies

SCAAP Objectives 6, 7 and 8

1. To improve and transform the economic vitality, viability and diversity of Southend Town Centre by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for recreation and leisure.;
6. To expand the presence of the University of Essex and the South Essex College and establish Southend as an important regional centre for learning;
7. To encourage the establishment and expansion of all businesses in the Town Centre by identifying, promoting or by actively bringing forward suitable sites for development to meet modern user and investor requirements;
8. To increase the number and diversity of people living within the Town Centre and adjoining residential areas by bringing into use empty or underused floorspace and by building more homes and making efforts to ensure that living in the Town Centre becomes appealing to more families with children.

10.1 Context

319. The Southend Central area performs a variety of functions and is defined by its diverse urban character. An assessment of the way people understand the place as a series of different experiences – ranging from participation in core functions and activities such as the High Street retail experience, to the finer grain elements such as the built heritage has been undertaken (see Chapter 3). This along with an understanding of opportunities and constraints and consultation feedback to date, has resulted in an overarching rationale for the Southend Central Action Area Plan based on the creation of a 'City by the Sea' and concept of urban Quarters challenging the current geography of the central area which is characterised by a strong sense of zoning (see Chapter 4).
320. This Plan, therefore, establishes the concept of new urban Quarters and sites which, to a varying extent take on a new mixed sustainable character in line with principles set out in the hierarchy of national, regional and local planning policies. In addition the Plan seeks to address the particular challenges facing older communities adjacent to the core Town Centre. These Gateway Neighbourhoods are facing structural change in terms of land use, economic decline, degraded urban fabric and dereliction. Whilst requiring regeneration in their own right for the existing residential and business community this should be achieved by enhancing their function, role and connectivity with the Town Centre regeneration.

10.2 Quarters and Gateway Neighbourhoods

321. There are 9 of these Quarters and 2 Gateway Neighbourhoods see Section 4 Map 3 of SCAAP Boundary, Quarters and Proposal Sites, each with their own role to play within the regeneration of the Central Area:

1. **The High Street** – linear primary shopping street acting as the single unifying element linking the quarters of the central area with each other;
 2. **Queensway and London Road / Broadway** – north western entry point to the town centre defined by Queensway to the north with principle buildings fronting London Road and Broadway;
 3. **Elmer Square** – the heart of the University and Higher education campus based around the former multi storey car park;
 4. **Queensway and Southchurch Road** – north eastern entry point to the Town Centre containing The Victoria Shopping Centre and defined by Queensway to the north and Southchurch Road to the south;
 5. **Warrior Square** – east of the High Street focussed on the Warrior Square surface car park and restored Warrior Square Gardens and Conservation Area;
 6. **Cliff town** – the historic core of the Town Centre with historical and social linkages to the seafront;
 7. **Tylers** - diverse area of mixed uses east of the High Street anchored in the South by the Royals Shopping Centre;
 8. **Central Seafront** seaside promenade ranging from active amusement frontages east of the Pier to leisurely promenade backed by splendid cliff gardens west of the pier;
 9. **Victoria Gateway Neighbourhood** – large mixed community comprising historic core, large residential neighbourhood, local shopping centre, Southend United Football Club Stadium and traditional office and civic area facing onto Victoria Avenue and
 10. **Sutton Gateway and Neighbourhood** - large mixed community including large residential neighbourhood, employment areas, local shopping centres and Greyhound Retail Park.
322. The themes of the new Quarters and Neighbourhood Gateways are appropriate to their context, either seeking to strengthen the competitive advantage of current uses, or defining new roles contributing to the regeneration of the key sites and the Central Area as a whole. The introduction of new residential uses as part of a broader mix is a key element in achieving a vibrant, living Town Centre.
323. It is also important that this growth is considered within an overall townscape framework so that appropriate linkages, access, environmental and infrastructure improvements are provided. Development, urban form, movement and environmental objectives are set out for each quarter to help ensure that new development reinforces or improves the quality and identity of each area. The role of the objectives is to build on the positive qualities of each quarter and improve any negative aspects. For each Quarter and Gateway Neighbourhood, therefore, there is a policy that sets out the key Development Principles for the Quarter/Neighbourhood.
324. Within the areas that have potential for significant change or improvement the AAP identifies proposal sites that are suitable for development to achieve the objectives set out for each quarter or gateway neighbourhood and the vision and objectives for the

Town Centre and Central Area overall (see Proposals Map). Some are vacant or underused sites/areas with poor quality environments others have poor quality buildings which would benefit from renewal, or perhaps redevelopment over time. A few are close to Conservation Areas where the emphasis is on respecting and enhancing the historic environment and environmental quality. Policies for the Conservation Areas are set out in Chapter 7 and should be read alongside policies in the adopted Core Strategy DPD and Development Management DPD and the guidance contained within the Design and Townscape Guide SPD.

325. The proposal sites have been identified as follows:
1. Proposal Site Policy PS2a: Sainsbury's and adjacent buildings, London Road
Proposal Site
 2. Proposal Site Policy PS3a: Elmer Square Proposal Site
 3. Proposal Site Policy PS4a: Queensway House and adjacent buildings
 4. Proposal Site Policy PS5a: Warrior Square Car Park Proposal Site
 5. Proposal Site Policy PS5b: Whitegate Road
 6. Proposal Site Policy PS6a: Clarence Road Car Park
 7. Proposal Site Policy PS6b: Alexandra Street Car Park
 8. Proposal Site Policy PS7a: Tylers Avenue
 9. Proposal Site Policy PS7b: Pitman's Close
 10. Proposal Area Policy CS6a: Southend Pier
 11. Proposal Area Policy CS6b – Seaway Car Park and Marine Parade
 12. Proposal Area Policy CS7a Cultural Centre and New Southend Museum
 13. Proposal Area Policy CS8a: Woodgrange Drive (Kursaal) Estate
 14. Proposal Site Policy PS9a: The Victoria Avenue Site
 15. Proposal Site Policy PS9b: Former Essex and Suffolk Water Board Site
 16. Proposal Site Policy PS9c: Roots Hall Football ground and environs
 17. Proposal Sites PS10a – Former B&Q Site
 18. Proposal Site PS10b – Sutton Road
 19. Proposal Site Policy PS10c: Coleman Street
326. The Proposal Site Policies identify appropriate uses and where applicable, the scale of development proposed on the sites. The policies avoid being too explicit on the precise amount and mix of different uses, leaving flexibility in the development of proposals through the planning process. The Council will encourage more detailed assessment and site planning through negotiations with landowners and prospective developers as part of the development control process.
327. It will expect applicants to demonstrate that they have considered and responded to the range of uses and site specific guidance identified in the Proposal Site policies in preparing their planning applications. Informal planning guidance in the form of Developments Briefs may be prepared for individual quarters and Proposal Sites, on a site by site basis, to provide greater clarity and encourage delivery and

implementation. For The Victoria Neighbourhood Gateway a Supplementary Planning Document will be prepared setting out further guidance and management proposals for the transformation of this area into a sustainable community.

328. Clearly, the spatial strategy within the Core Strategy DPD requires that a large share of the Borough's new growth and development is to be focussed in the Town Centre. This proposed growth will have a significant impact on the Council's ambitions to move towards a reduced carbon society and there will be a need to address resource efficiency and adapt/mitigate any impacts of climate change including such issues as flood risk and protecting and enhancing biodiversity.
329. For all Proposal Sites, planning applications for development will be determined in accordance with the provisions of the individual Proposal Site policy and all other relevant policies. Most development proposals, excepting some minor proposals, will require:
- Design and Access Statements
 - Flood Risk Assessment (FRA), taking account of the Strategic Flood Risk Assessment (SFRA) for Southend Central Area
 - Provision for SuDS (Sustainable Urban Drainage System), if appropriate, to ensure that runoff from sites is minimised
 - Archaeological investigation in the case of redevelopment. Specific sites will require detailed assessment and evaluation in accordance with Policy HE7 in this plan.
 - Significant proposals may also require Transport; Environmental Impact; Visual Impact; Air Quality and Noise Assessments.
 - A Section 106 planning obligation/legal agreement will be sought in connection with development proposals on all sites in accordance with Planning Obligations: A Guide to Section 106 and Developer Contributions SPD (Adopted November 2010) and Policy IF2 and Circular 05/2005.
330. Public realm and open space improvements; locations for public art; gateway improvements; landmark sites and cycle route improvements referred to in this Chapter are shown on the Proposals Map and listed in Appendix 2.
- 331. Policies for each proposal site should be read alongside other policies set out in this AAP, the policies in the adopted Core Strategy DPD and Development Management DPD and the guidance contained within the Design and Townscape Guide SPD.**

10.2.1 The High Street

332. The High Street is almost 800 metres in length. It is anchored in the north by The Victoria Shopping Centre and in the south by The Royals, where, via Pier Hill there is a continuous link to the seafront.

333. The length of the High Street currently lacks landmarks and points of interest to counteract the linearity although there is a physical and psychological divide about half way down afforded by the railway bridge carrying the line from London Fenchurch Street/ Shoeburyness. It is for the most part pedestrianised and it is, in terms of function, the single unifying element linking all the Quarters of the Central Area with each other. There is an opportunity to differentiate the distinct character zones that it passes through. The repaving, carried out 7 years ago, although reasonably well-executed, concentrates attention on a heavily patterned floorscape that will be in need of replacement in phases over the next 5-10 years.
334. Despite the High Street being on an axis to the coast, due to levels and to the elevated railway bridge which obstructs views to the south, there is little sense of the sea until the landmark lift tower and the sea itself come into view at the southern end. Although the lift, ramps and stairs are designed to improve access down to the seafront, the termination of the High Street is weak and requires a clearly defined public space to help orientate the visitor and to mark the transition between Town and Sea - a space to pause and enjoy the magnificent views.
335. From Victoria Gateway Neighbourhood and Southend Victoria Railway Station to the north, the High Street is masked by the backs of The Victoria Shopping Centre, Odeon Cinema and Sainsburys Supermarket buildings. The recently completed Victoria Gateway scheme has remodelled this junction to provide a classic plaza in front of the Station and enhanced pedestrian and cycle access directly into the top of the High Street. However, there is potential to further improve permeability through remodelling of backs of existing buildings and/or improved design and layout of new development in association with proposals for the Queensway and London Road / Broadway Quarter described below.
336. In terms of urban form the High Street not only feels too long and linear, but it also lacks quality and character that ought to be reinforced by landmarks to give it a rhythm and legibility although the new University buildings, particularly where they punch through to the High Street, demonstrate opportunities and solutions for the future. The character and quality of building facades is inconsistent. There is little sense of the sea until it is actually visible. There are poor visual and physical connections to the Quarters to the east and west where the potential exists for the expansion of the Town Centre on the shoulders of the High Street.
337. The High Street contains the usual range of major multiple retail outlets normally associated with a sub regional centre. The High Street is anchored at either end by shopping precincts, The Victoria and The Royals. The retail units in the High Street are interspersed with cafes, restaurants, coffee bars, banks and building societies. The central section is dominated by South Essex College and the University of Essex which has introduced an added vibrancy to the area. The upper floors of buildings along the High Street are used in part for office and educational uses but many upper floors are vacant.

338. The Council has commissioned a Retail Study that has provided advice on the future of policy for retail and other town centre uses including the night time economy. The findings of this study have informed the policies and proposals in this Plan.
339. There are strong pedestrian movements along and across the High Street at certain times of the day although the retail circuits are poorly defined and there are problems of permeability, legibility and connection to the Quarters to the east and west. Vehicles cross the High Street at a number of locations and a short section is open to traffic. Southend Central Railway Station and the Travel Centre are both located within a short walking distance of the High Street.
340. **Objectives for the High Street**
- **The High Street, along with The Victoria and The Royals Shopping Centres and proposed expanded retail area at Tylers Avenue, will be the sub-regional comparison shopping destination and the first preference for all forms of retail development.**
 - **The High Street will offer a broad range of leisure and cultural facilities appropriately located to enhance visitor and residential experiences and extend the evening economy.**
 - **Primary Shopping Frontages will be active retail areas supported by a broader town centre offer within secondary frontages.**
 - **The High Street will act as a spine linking a physically broadened town centre.**
 - **New and improved civic spaces, including event spaces, will create a series of experiences along the length of the High Street.**
 - **The northern end of the High Street will be enlivened by a high quality civic events space .**
 - **The southern end of the High Street is transformed into 'Southend's Balcony' - a public space overlooking the seafront.**

Policy DP1: The High Street Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
 - a. maintain the role of the High Street as a primary retail destination by:
 - i. promoting the provision of new and enhanced retail floorspace (Policy DS2);
 - ii. resisting loss of A1 Retail uses within Primary Shopping Frontages in the High Street in accordance with Policy DS2 in this Plan;
 - iii. only supporting the provision of cafes, restaurants, bars, banks, building societies, and leisure uses, within the High Street where they would augment the activity and attractiveness of existing and proposed public open space and event spaces,
 - b. require ground floors to be active with retail, restaurants, cafes and leisure uses as appropriate, offices and residential uses to be located on upper floors;
 - c. require development proposals which impact on Frontages of Townscape Merit to pay special regard to the preservation and restoration of features which contribute to the special character of their frontage (Policy HE5);
 - d. promote the following access and public realm improvements:
 - i. maintain and improve the High Street as public space for pedestrians;
 - ii. pedestrianisation of a number of the High Street's inter-linking access roads supporting access to car parks, greenspace and broadened retail circuits;
 - iii. consider limited access to the pedestrian areas by cyclists as part of a partnership approach with stakeholders and the Police;
 - iv. re-define the High Street as a sequence of distinct 'episodes' which respond to the strengthening and formation of the different Quarters east and west of the main retail route, by developing:
 - a series of distinctive design palettes relating to surface treatment, street furniture, lighting and tree planting for each 'episode';
 - at significant junction points, create a strong public realm to emphasise the intersection of east-west routes;
 - when redevelopment opportunities arise, seek the use of strong vertical elements in new buildings at appropriate locations to reduce the perceived length of the High Street and to stress east-west connections;
 - appropriate tree species and public realm design to emphasise important east west links,
 - v. provide for three new and/or improved public spaces, located at Victoria Circus, either side of the railway bridge and the 'Southend Balcony' outside the Royals fronting the Seafront.

341. The High Street plays a key role in maintaining Southend Town Centre as a sub-regional comparison shopping destination. Within the established hierarchy of retail centres in the Borough the Town Centre will remain the first preference for all forms of retail development. However, it is recognised that for the Town Centre to thrive there is a need to enhance the experience for visitors, residents and workers and extend the evening economy. This will be achieved by supporting the provision of cafes, restaurants, bars and other leisure uses at appropriate locations and in particular

around principal open spaces such as at Victoria Circus, in the centre of the High Street focussed around new open space either side of the railway bridge and at the southern end where there is public space outside The Royals and fronting the Seafront.

342. This Plan also seeks to re-define the High Street as a sequence of distinct episodes which respond to the strengthening and formation of the different Quarters east and west of the main retail route. The proposed retail circuit at Tylers expands the commercial core eastwards and the Clifftown Quarter to the west will be further brought alive and invigorated by cafes, bars, restaurants and creative enterprises day and night.
343. It is anticipated that the majority of the existing stock of buildings along the High Street will remain and be enhanced over time by owners. However, when redevelopment opportunities arise along the High Street frontage the Council will seek the use of strong vertical elements to reduce the perceived length of the High Street and to stress east-west connections.
344. In order to bring about improvements to the appearance and character of the different sections of the High Street the Council will develop guidance for street furniture, surface treatment, lighting and planting that reflects the individual character of different episodes along the High Street alongside a programme to remove unnecessary signage and other visual clutter. The intersection of east-west routes will be emphasised by the creation of a strong public realm at significant junction points. The High Street has the potential to become a unique and special linear space that has all of the best characteristics of similar spaces in other European cities such as the 'Ramblas' in Barcelona.
345. The public realm would be redesigned to reinforce the aspirations of the Plan and the integration of old and new. In addition to pedestrianising some of the east west links, appropriate tree species and public realm design will be used to emphasise these important links, to create legible routes to public transport stops, to indicate new choices of movement and to mark junctions as significant events.
346. Historic and new key buildings and vistas will be enhanced by a strategic lighting strategy and by artwork. There is also an opportunity to introduce contemporary awnings and canopies to enliven the High Street experience.
347. This plan also promotes three key public spaces. The first is the proposals to transform the open space at Victoria Circus at the northern end of the High Street into a prime event space. The second will be as development opportunities arise to create a new civic space either side of the railway bridge including consideration of using lighting to bring the bridge to life. At the southern end of the High Street, the concept of Southend's Balcony – a public space animated by remodelled active frontages associated with the Royals, the refurbished historic Palace Hotel and the extension of the public realm to the St John's Quarter. The longer term vision is of a radical, landmark redevelopment which will connect the town to the Pier and Adventure Island

by a series of multi-level indoor and outdoor destination spaces. In the shorter term it may be possible to create an upper level public piazza which would work independently as well as forming the first phase of the larger and longer term project.

348. In any future scenario the High Street must be emphatically a public space for pedestrians, where vehicles enter by invitation. It will be an integrated shared surface, free of white-lining, tarmac, signage, railings and all the paraphernalia associated with highway engineering, where subtle cues in surfacing and layout encourage careful negotiation on the part of both pedestrians and motorists. In the short term, new interventions could be incorporated into the existing paving; a strategy will be developed for a coherent redesign of the floorscape, which may need replacement as redevelopment proceeds.

10.2.2 Queensway and London Road / Broadway

349. The area is defined by Queensway to the north, London Road to the south and includes Victoria Gateway and Victoria Circus Public Space in the east and the junction with London Road in the West. The principal buildings front on to London Road. It forms one of several entry points to the Town Centre and High Street. The area is characterised by a varied architecture dominated by three larger buildings, the Odeon Cinema, Sainsbury's food store and the distinctive new high rise student accommodation with a new public car park and potential for retail and restaurant units on the ground floor.
350. The arrangement and siting of these buildings on the ground currently present their 'backs' to the Victoria Neighbourhood Gateway to the north and more importantly a key gateway access for pedestrians, cyclists and passengers alighting from Southend Victoria Railway Station.
351. This Gateway has entered a period of significant transformation with the completion of Phase 1 of the Victoria Gateway scheme (Victoria Avenue / Queensway junction). This has remodelled the junction to create a new civic space along with attractive and more direct routes for pedestrians and cyclists across Queensway. However, the routes through to the High Street and London Road remain narrow and poorly defined.
352. Fronting London Road the dominant land uses are the cinema together with a range of cafes and restaurants. The banking sector is also represented together with some retail outlets. The western end of London Road is anchored by a medium sized Sainsbury food store.
353. London Road and the Broadway has become transformed in recent years into an active café and restaurant Quarter that provides day time and evening attraction. Consequently there is significant pedestrian activity in the area including movements to and from the High Street. There is a taxi rank in London Road which is one of the principal dropping off and picking up points for the Town Centre. The street is very

wide and this encourages private cars to also use London Road to drop off and pick up passengers. This all adds to the levels of pedestrian activity.

354. The area includes one proposal site PS2a focussed on the current Sainsbury's food store and smaller buildings to the west. There is some uncertainty over the future of the store but should the planned relocation take place there is potential for this site to accommodate a significant office led mixed development. This development in association with development at Warrior Square (Proposal Site PS5a) would play a part in a long term strategy to relocate the Grade A Office provision to within the Town Centre, also making way for a transformation / remodelling of the older outmoded office quarter in the Victoria Gateway Neighbourhood. The potential of this site was assessed and tested as part of the Employment Land Review, Retail Study and the former Renaissance Southend Limited's Regeneration Framework and Central Area Master Plan.

355. Objectives for Queensway and London Road/Broadway

- **The primary location for major economic growth particularly for Grade A office (B1 uses) provision supported by new, high quality housing based on the ambitions to transform / remodel of the older outmoded office quarter in The Victoria Gateway Neighbourhood into a sustainable residential led neighbourhood**
- **To play a key role in reinforcing the northern primary retail circuit with The Victoria and the High Street at its heart**
- **To reinforce London Road as secondary shopping and café/restaurant area including Street Market**
- **Increase permeability for pedestrians and cyclists at the key Gateway to the Town Centre**

Policy DP2 : Queensway and London Road/Broadway Development Principles

The Council, through its role in determining planning applications and other initiatives, will:

1. seek a mixed use landmark development of Proposal Site PS2a Sainsbury's and adjacent buildings in the event of Sainsburys relocating;
2. promote uses in the area that deliver the objectives for the quarter;
3. seek active ground floor frontages with bars, restaurants, leisure and retail as a feature of existing and proposed pedestrian routes within the quarter with offices and residential at upper levels;
4. consider the provision of Street Market on new pedestrianised length of London Road;
5. consider the provision of additional Higher and Further Education facilities based on an assessment of the expansion needs of the University of Essex and South Essex College;
6. promote the following access and public realm improvements:
 - a. enhance the role of Victoria Circus as a key event / civic space
 - b. relocation of taxi facilities to west of College Way on London Road, its location and facilities to be determined in consultation with the taxi providers
 - c. maintenance of public parking at the University Car Park, College Way with short and direct access via London Road and College Way
 - d. delivery of phase two and three of the Victoria Gateway scheme, including:
 - i. the creation of a linear park along the greensward within a realigned Queensway corridor;
 - ii. junction improvements at Queensway / London Road to improve pedestrian and cycle crossing;
 - iii. provision for 'mixed mode - pedestrian and cycle priority' route from Queensway to Luker Road via London Road, College Way, Queens Road and Elmer Avenue;
 - iv. creation of new fully pedestrianised and cycle priority route along London Road between College Way and the High Street,
 - e. pursue public realm and way finding improvements to create high quality pedestrian environments and improved permeability from Queensway to London Road and the High Street;
 - f. seek provision of public art (Policy PR2) and integrated signage and artwork that combine with more traditional signage to signal entry to the Town Centre from Queensway/Southend Victoria Railway Station and clear way-finding;
 - g. pursue urban greening projects, including the use of green walls and roof gardens (Policy DM2 and SCAAP Policy PR2) and the creation of green space within new development (Policy PR1).

Proposal Site Policy PS2a: Sainsbury's and adjacent buildings, London Road Proposal Site

1. In the event of Sainsburys relocating, the Council will work with land and property owners and developers to prepare a planning brief to secure the comprehensive redevelopment of the area to deliver the development principles for the quarter, and to provide:
 - a. mixed use landmark development primarily focussed on Grade A B1 office with residential uses at upper levels in association with other town centre uses at ground floor level such uses as bars and restaurants, leisure, banks and small retail;
 - b. design and layout solutions that allow for:
 - i. potential extended development site resulting from realigned Queensway carriageway;
 - ii. development to the Queensway elevation of a quality that provides grandeur and a distinctive landmark;
 - iii. attractive frontages to Queensway elevation coupled with arcaded route to London Road and active frontages with mixed town centre uses to all other frontages;
 - iv. high quality pedestrian environments and improved permeability from Queensway to London Road and the High Street;
 - v. provision of public art, particularly to Queensway to signal gateway entry to the Town Centre.
2. In the event of Sainsburys remaining, the Council will work with land and property owners and developers to secure the comprehensive upgrading and intensification of the area to deliver the Objectives for the quarter and appropriate elements in this Policy.
3. Parking and servicing requirements will need to have regard to Policy DM16 in the Development Management DPD.

356. There is some uncertainty over the future of the Sainsburys food store. In the event of Sainsburys finding an alternative Town Centre site, London Road will play a key role in providing urban scale and quality to complement Victoria Gateway. In this eventuality, the Council will bring forward a detailed planning brief to help orchestrate the reshaping of the Sainsburys site whilst also capitalising on the opportunities this may bring to addressing some of the existing weaknesses of the area.
357. Supported by the improved linkages to and from the Victoria Quarter and the railway station provided by the Victoria Gateway Scheme, alongside greater permeability and an enhanced network of public spaces, London Road will become an attractive location for landmark office development, with enhanced retail and leisure offer and residential units at upper levels. The delivery of office led development in this quarter and others will need to be associated with the ambitions to remodel the traditional office quarter in Victoria Avenue. The objectives here are to release the office uses in this area to create a sustainable residential led gateway development.
358. In the event of Sainsburys staying, either in their current format or a revised type of store, opportunities to enhance the location still exist.

359. The Odeon building could be expanded to accommodate more cinema screens and/or retail frontages. In addition the Odeon elevation to Queensway presents an opportunity for Public Art, particularly to signal the gateway to the High Street complimented by a redesigned passage leading to Victoria Circus to create an active frontage.
360. The Victoria Circus public space to be refurbished and remodelled to support the evolution of the food and drink offer running off the High Street. Its role as a key destination and event space should be enhanced and there is potential to create a better sense of enclosure by remodelling the space into an ‘amphitheatre’, reinstating tree and public art. The Council will also consider expansion of the space to the south should redevelopment opportunities arise. In conjunction with this the Council has agreed that the eastern part of London Road could be pedestrianised in order to extend the High Street pedestrian area. In addition there is the potential for new pedestrian connections to extend the existing street pattern from London Road to Queensway. Allied to this, perpendicular [or en echelon] on-street car parking could be introduced in the western section of London Road along with improved facilities for taxis.

10.2.3 Elmer Square

361. Elmer Square is in the heart of the Higher and Further Education Campus on the edge of the Town Centre in an area of transition with the residential areas to the west.
362. This area comprises the former Farringdon Car Park which has now been replaced with the modern University car park located in the basement of the development known as the ‘lego’ building which also provides student accommodation for the University campus in this quarter.
363. Visually the area is dominated by the new buildings for the University and the rear of properties in the High Street to the east and south. Elmer Avenue consists of a terrace of residential properties that overlook this site from the west and the northern edge is formed by the Farringdon Service Road which backs on to the rear of the low rise secondary retail units in Queens Road.
364. Being once the location for a large multi storey car park, consequently there were high levels of vehicle and pedestrian movements linked with the car parks. In addition the adjoining University buildings and residential area and the High Street shops add to the levels of pedestrian movement and activity.
365. The area consists of one key proposal site PS3a Elmer Square focussed on the former Farringdon Car Park. Development of this site should play a key part in supporting Southend’s increasingly important role as an educational and cultural hub, with the University of Essex and South Essex College forging a strong presence north of Southend Central Railway Station. The potential of this site was assessed and tested as part of the Employment Land Review, Retail Study and the former Renaissance

Southend Limited's Regeneration Framework and Central Area Master Plan. More recently specific proposals have been taken forward within a Development Brief for the site.

366. Objectives for Elmer Square

- To be the focus for the sustainable growth of higher and further education and cultural facilities in the Town Centre in association with the existing campus for the University of Essex and South Essex College.
- The primary location for a new 21st Century Library, including Focal Point Gallery and café together with academic and office facilities, including an i-lab and lecture theatre, for the University of Essex.
- Location for new public square / events space and provision for further expansion of facilities for the University of Essex and Southend College when required
- Enhanced permeability with public realm improvements strengthening links to Queens Road, the High Street and towards the Southend Central Railway Station and the College and University.

Policy DP3 : Elmer Square Development Principles

The Council, through its role in determining planning applications and other initiatives, will:

1. seek the provision of Library and Further and Higher Educational facilities in a landmark development on Proposal Site PS3a Elmer Square;
2. promote uses in the area that deliver the objectives for the quarter;
3. capitalise on the reduction in general vehicle circulation resulting from the relocation of the car park with associated direct and short routes to and out of multi-storey car park via London Road;
4. promote the following access and public realm improvements:
 - a. create new public square within the quarter linked across Farringdon Service Road and up to its junction with Queens Road;
 - b. creation of new fully pedestrian and cycle space along Queens Road between Elmer Avenue and the High Street;
 - c. provision for 'mixed mode - pedestrian and cycle priority' route from Queensway to Luker Road via London Road, College Way, Queens Road and Elmer Avenue;
 - d. seek provision of public art and integrated signage and artwork to building elevations that combine with more traditional signage to signal entry to the Town Centre where appropriate and clear way-finding;
 - e. pursue urban greening projects, including the use of green walls and roof gardens and the creation of green space within new development.

Some areas within this quarter are susceptible to surface water flooding and all proposals for development should accord with Core Policy KP1 and KP2 and have regard to the SFRA, the Local Flood Risk Partnership's Surface Water Management Plan and the Council's emerging Local Flood Risk Management Strategy when approved.

Proposal Site Policy PS3a: Elmer Square Proposal Site

The Council will pursue with public and sector partners the phased redevelopment of this site as follows:

1. Phase 1 to provide
 - a. shared Library and Teaching Building consisting public library, exhibition space (Focal Point Gallery) café and teaching space including i-lab and lecture theatre
 - b. landscaping of semi enclosed new public square with public art / sculpture and large scale digital projection
 - c. the following highways improvements:
 - i. on site, to change Farringdon Service Road from a one way to a two way traffic movement with turning head on the proposed truncated end of Farringdon Service Road
 - ii. the off site highways works include:
 - to the south, link the new paving from the square /open space up to the existing pedestrianised paving in Elmer Approach; end point on the public highway to be the junction of Elmer Approach with Luker Road;
 - to the north, link the new paving from the square / open space across Farringdon service road and up to its junction with Queens Road;
 - finalise the turning facility on the truncated end of Farringdon service road;
 - All paving in front of the new building forming open space/square to be able to carry maintenance vehicles,
2. Phase 2 to provide for:
 - a. additional teaching building for South Essex College.

The Council will prepare a Development Brief to take forward development of this site.

367. Southend has an increasingly important role as an educational and cultural hub, with the University of Essex and South Essex College forging a strong presence north of Southend Central Railway Station. Elmer Square represents a major opportunity to deliver the sustainable growth of higher and education and culture and will be the focus of the College continued expansion. The site will also enhance permeability with public realm improvements strengthening links to Queens Road, the High Street and towards the Southend Central Railway Station and the College and University. The Council has prepared a Development Brief for Phase 1 of this site and planning application has been submitted. The aim of the Brief is to deliver a scheme incorporating a new 21st Century Library meeting both the requirements of a modern replacement for the current central library and the potential for an expanding higher and further education sector in the Town Centre and new public space. Development will also be designed and phased to meet the expansion and growth needs of South Essex College when required.

10.2.4 Queensway and Southchurch Avenue

368. The area is dominated by The Victoria Shopping Centre and associated car park, separated by Chichester Road from a 1960s tower residential block and Queensway House which contains flats, a former health centre, offices and a multi storey car park. It is likely in the future that this building may provide development opportunities within this quarter. In the south, Southchurch Road contains a mix of older, low rise, buildings that have a somewhat drab and rundown appearance. Southchurch Road plays an important role as a secondary retail and commercial frontage. Beyond Southchurch Road the area is residential with a health centre and multi storey car park.
369. Queensway, that forms the north and eastern boundary to this quarter, acts as both a major highway approach to the town centre and a ring road around the Town Centre. Its scale and highway orientated design of its immediate envelope mean that it tends to act as a barrier between the Town Centre and its outlying neighbourhoods. For pedestrians and cyclists, crossing the roads by way of underpasses and indirect routes can be unpleasant and counter-intuitive. In places, the footway is separated from the carriageway by stretches of grass and shrubs, resulting in areas of path which lack natural surveillance from passing cars and give the impression of being potentially unsafe. Queensway's roundabouts and verges are amongst the most significant green wedges in the Town Centre, but as green spaces they are underused. Mature trees on roundabouts block desirable vistas to town or sea and could be redesigned to enhance their function as city gateways.
370. Southchurch Road is a principal route for traffic entering the Town Centre from the east in order to use the car parks in and around the Chichester Road area.
371. Chichester Road is the main access route to Victoria Shopping Centre Car Park and is the major bus access to the Travel Centre/ interchange at the southern end of Chichester Road in Tylers Quarter. The environment of Chichester Road within this quarter is very poor at the northern end and The Victoria and Queensway buildings create a dark canyon effect on what is an area of a great deal of pedestrian activity.
372. Pedestrian footfall reflects the status of Southchurch Road as a secondary shopping location and route to the primary shopping area on the High Street and also the presence of several bus stops.
373. The area consists of one key proposal site PS4a Queensway House and adjacent buildings. Development of this site should play a key role in delivery additional housing in the Town Centre and supporting new commercial development including office and secondary retail and the provision of public open space. The potential of this site was assessed and tested as part of the Employment Land Review, Retail Study and the former Renaissance Southend Limited's Regeneration Framework and Central Area Master Plan.

374. Objectives for Queensway and Southchurch Avenue

- To play a role in reinforcing the northern primary retail circuit with the High Street and The Victoria Shopping Centre at its heart.
- Reinforce Southchurch Road as secondary shopping area and provide new employment opportunities.
- To provide new and improved residential accommodation.
- To create an area where streets and public space reflect a vibrant and busy residential and shopping district.

Policy DP4 : Queensway and Southchurch Avenue Development Principles

The Council, through its role in determining planning applications and other initiatives, will:

1. seek the provision of new and improved housing, office and secondary retail and community uses, with new public square facing onto Chichester Road for Proposal Site PS4a Chichester Road;
2. promote uses in the area that deliver the objectives for the quarter;
3. support the refurbishment of retail and commercial frontages to Southchurch Road;
4. consider the re-provision of car parking in the area;
5. promote active frontages at ground floor to existing and proposed streets;
6. promote the following access and public realm improvements:
 - a. create new public space fronting Chichester Road opposite Victoria Shopping Centre;
 - b. improved public realm and way finding to create high quality pedestrian and cycling environment particularly to link this quarter with Elmer and Warrior Square;
 - c. provision of public art particularly to Queensway frontage and Gateway at Sutton Road junction;
 - d. create 'mixed mode - shared priority' route from Southchurch Road to the new Warrior Square Car Park via Warrior Square East;
 - e. create 'mixed mode - pedestrian and cycle priority' route along Southchurch Road between Queensway and the High Street/Victoria Circus;
 - f. promote environmental improvements to Queensway including:
 - i. improved crossing for pedestrians and cyclists and gateway improvements at Queensway/Sutton Road Junction;
 - ii. improved crossing for pedestrians and cyclists at Queensway/Short Street/Chichester Road junction in association with capacity requirements for development on former B&Q Proposal Site, Chichester Road Proposal Site and Coleman Street Proposal Site;
 - iii. dense planting to establish an 'urban forest' alongside this traffic route.

Some areas within this quarter are susceptible to surface water flooding and all proposals for development should accord with Core Policy KP1 and KP2 and have regard to the SFRA, the Local Flood Risk Partnership's Surface Water Management Plan and the Council's emerging Local Flood Risk Management Strategy when approved.

375. This plan envisages greater definition of the boundary with Queensway with a mix of residential, retail and commercial uses. This area is also suitable for car parking given easy access to the High Street and Queensway. The new Queensway neighbourhood

will also benefit from closer connections with the new community quarter at Warrior Square.

376. The redevelopment of the proposal sites in the quadrant between Southchurch Road, Queensway and Chichester Road, including the Queensway building, represents a major opportunity to transform the area.
377. The new Queensway neighbourhood will also benefit from closer connections with Warrior Square and Elmer Square along improved routes to the High Street along Southchurch Road linking to London Road and Chichester Road to Warrior Square Gardens
378. In relation to Queensway there is an opportunity to create more user friendly pedestrian and cycle crossings on the key east-west and north-south links. In addition a landscape design and public art scheme could be developed to open up and emphasise vistas at roundabouts, wherever appropriate and to plant the verges as an 'urban forest'.

Proposal Site Policy PS4a: Queensway House and adjacent buildings

The Council will pursue with public and private sector partners the redevelopment of this site as follows:

1. promote the provision of additional housing and new commercial development including office and secondary retail uses together with community facilities by either:
 - a. the refurbishment and upgrade of the existing residential tower together with redevelopment of the remaining area, or
 - b. comprehensive redevelopment of the whole site,
2. promote new retail and community uses with active frontages to Essex Street;
3. consider the provision of public parking provided it is located close to Queensway and does not encourage general vehicle circulation along Chichester Road, Southchurch Road and Queensway;
4. provide new public open space fronting Chichester Road, including appropriate crossing improvements on Chichester Road, to relieve canyon effect of existing buildings and improve the environment for residents and visitors;
5. pursue urban greening within the development, including the use of green walls and roof gardens and the creation of green space within new development.

This Proposal Site is susceptible to surface water flooding and all proposals for development should accord with Core Policy KP1 and KP2 and have regard to the SFRA, the Local Flood Risk Partnership's Surface Water Management Plan and the Council's emerging Local Flood Risk Management Strategy when approved

The Council will prepare a Development Brief to take forward development of this site.

379. Southend has areas of poorer quality housing which present a greater challenge to enabling sustainable communities. The opportunity exists on this site to not only contribute to broader Town Centre objectives but also invest and build on

neighbourhood regeneration, where achieving decent homes standard for Council accommodation remains a priority together with improving the housing offer for the residents. This approach has been taken forward as a priority in the Council's Local Investment Plan.

10.2.5 Warrior Square

380. Warrior Square surface car park dominates the area. It is bounded to the east by Queensway, Whitegate Road to the south and Chichester Road to the west. The car park is interspersed with buildings comprising the former Warriors Swimming Pool, and several small scale offices in converted terraced villa style dwelling houses. To the north is one of the few green public open space in the town centre known as Warrior Square Gardens. The gardens are also bounded to the north and east by terraced villa type properties most of which are still in residential use. The Gardens and northern terrace are designated as a Conservation Area.
381. The area includes proposal sites: PS5a focussed on the current Warrior Square Car Park and former Swimming Pool and PS5b at Whitegate Road. There is potential for the Warrior Square site to accommodate a significant mixed use development focussed on office and residential uses as well as being the possible location for a Primary Care Trust Facility. This development in association with development at London Road and Broadway Square (Proposal Site PS2a), would then play a part in a long term strategy to relocate the Grade A Office provision to within the Town Centre, also making way for a transformation / remodelling of the older outmoded office quarter in the Victoria Gateway Neighbourhood. The site would also accommodate a new multi-storey car park in line with the Parking Strategy set out in Chapter 9. The potential of this site was assessed and tested as part of the Employment Land Review, and Retail Study and the RSL's Regeneration Framework and Central Area Master Plan.
382. The site at Whitegate Road has the potential to complement the development at Warrior Square. There is potential for appropriate sized commercial offer. Whitegate Road was previously identified within the adopted Borough Local Plan. They are still available for development and whilst not specifically reviewed for a particular purpose or land use they are considered to present opportunities for reinforcing and delivering the objectives of the Warrior Square development area.
383. **Objectives for Warrior Square**
- **Create a high quality mixed use area which builds on and enhances Warrior Square Gardens and the historic quality of the existing residential streets forming the Warrior Square Conservation Area.**
 - **A primary location for economic growth focussed on development opportunities for Grade A B1 office use, high quality housing, and compatible small-scale restaurant/ bar use at ground level through a comprehensive design solution and new multi-storey car park.**

Policy DP5 : Warrior Square Development Principles

The Council, through its role in determining planning applications and other initiatives, will:

1. seek mixed use development of Proposal Site P5a and the provision of a multi storey car park;
2. promote uses in the area that deliver the objectives for the quarter;
3. consider the provision of additional Higher and Further Education facilities based on an assessment of the expansion needs of the University of Essex and South Essex College;
4. protect and enhance the Warrior Square Conservation Area;
5. reinforce the residential nature of Warrior Square East and Whitegate Road;
6. promote mixed use development elsewhere focussing primarily residential and office uses and at upper levels;
7. seek active frontages and complementary Town Centre uses at ground floor, in particular facing onto Chichester Road and Warrior Square;
8. promote the following access and public realm improvements:
 - a. maintenance of the quality of Warrior Square Gardens and promote public realm improvements that respect and engage with the Gardens;
 - b. provision of new multi-storey car park;
 - c. reduction in general vehicle circulation in residential streets by providing direct and short route to the car park from Warrior Square East and exit from the car park onto Queensway and providing residents' parking scheme in adjacent roads;
 - d. creation of new 'fully pedestrian and cycle priority' route along Warrior Square between Warrior Square East and the High Street including appropriate crossing improvements on Chichester Road;
 - e. provision for 'mixed mode - shared priority' route from Southchurch Road to the new Warrior Square Car Park via Warrior Square East;
 - f. environmental improvements to Queensway including dense planting to establish an 'urban forest' alongside this traffic route.

Proposal Site Policy PS5a: Warrior Square Car Park Proposal Site

The Council will pursue with private sector partners the redevelopment of this site for mixed use development including the provision of:

1. mixed use development focussed on the Grade A Office (B1) new multi-storey car park supported by residential and compatible A3 uses at ground floor including electric car charging points, Cycle Café, workshop, public toilets and travel information centre;
2. uses and landscaping along northern ground floor elevations to engage with, and provide facilities for, Warrior Square Gardens;
3. housing on Whitegate Road frontage of a scale that defers to lower massing and residential nature of this area;
4. a high quality user environment, with pedestrian considerations integral to the design and operation of the car park;
5. a direct and short route to the car park from Warrior Square East and exit from the car park onto Queensway;
6. a pedestrian square to the north of the site linked both physically and in design terms to Warrior Square Gardens and new pedestrian route along Warrior Square South;

7. integrated public art into design of buildings and associated landscape elements;
8. use public art and design of buildings to signal/signpost the Car park to travellers on Queensway wishing to park and to other destinations within the centre for pedestrians.

384. Warrior Square car park site is an area of approximately 1.85 ha within the Central Area of Southend and owned by the Council. It is bounded on all sides by public roads and Warrior Square Gardens to the north. These gardens fall within a conservation area consisting of late Victorian housing, and were originally intended as a private square for the housing. The gardens have been the subject of a £1.5m regeneration project including new landscaping and the construction of a new café. Warrior Square Car Park site is identified as an area for regeneration that can make a positive contribution to the Central Area. The Council's former regeneration partner, Renaissance Southend Limited commissioned a site technical report and a development brief for the overall site, which identified the opportunity for the construction of a new multi-storey car park. The development also supports the Car Park replacement strategy within this plan. The development of the site could be phased allowing for the car park provision to be undertaken independently of the mixed use development on the site. The Council is preparing a Design Brief for the Multi Storey Car Park.

Proposal Site Policy PS5b: Whitegate Road

The Council, will pursue with private sector partners the redevelopment of this site in a manner which contributes to the objectives for the Warrior Square Avenue Quarter and meets the development principles outlined in Policy DP5 above.

385. The Whitegate Road site is a vacant site whose development would benefit the vitality and viability of the area and contribute to enhancing the townscape. In the past permission has been granted (now expired) for a four storey office building with restaurant on the ground floor. Such a development would not be out of synch with the objectives for this quarter.

10.2.6 Clifftown

386. This area lies to the south of the London (Fenchurch Street) to Shoeburyness Railway Line and west of the High Street. It includes the shops and other premises that form the west side of the High Street and the commercial and residential hinterland beyond. A significant proportion within and around the area is designated as Clifftown Conservation Area with associated concentration of listed buildings, locally listed buildings. Closer to the High Street there are frontages of townscape merit. The quality of these buildings and the historic fine grain of the area are the defining characteristics of this part of the town centre.

387. The area is characterised by retail, food and drink premises, commercial uses and residential. There are also two reasonably sized surface car parks.

388. The area is at the interface between the traditional High Street and the Central Seafront particularly Western Esplanade with its gardens and promenade. It therefore attracts visitors and day trippers as well as traditional shoppers. This multiplicity and overlap of functions means that the area has a special verve and vitality that cuts across the seasons. However, whilst the area is very permeable and entices walkers to wander around the attractive streets there are opportunities to improve the promenade circuits, including linkages to the Cliffs and access to the Seafront, and improve the retail, food and drink offer.
389. The area includes the Clifftown Conservation Area and two proposal sites which are currently occupied by surface car parks (PS6a and PS6b) with potential for redevelopment and enhancement.
390. The potential of these sites was assessed and tested as part of the Employment Land Review, and Retail Study and the Renaissance Southend Ltd's Regeneration Framework and Central Area Master Plan. Further work was commissioned to prepare a planning brief for both sites and the Council is currently preparing an Impact and Enabling Study for development of Clarence Road Car Park with particular reference to delivering a new car park and mixed use development.
- 391. Objectives for the Clifftown**
- **Create an area with strong cultural identity capitalising on the fine grain historic street form, attractive historic character and linkages to Royal Terrace, the Cliff Gardens/Seafront and the High Street.**
 - **Ensure that streetscape and the environment are of the highest quality which defines the specialised nature of this area.**
 - **Encourage independent retailing, boutiques, café culture, restaurants, bars and small studio style workshops in the area.**
 - **Redevelop the surface car parks at Clarence Road and Alexandra Street in line with the overall objectives for this quarter.**

Policy DP6: Clifftown Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
 - a. seek mixed use development of Proposal Sites PS6a Clarence Road Car Park and PS6b Alexandra Street Car Park;
 - b. promote independent retailing, boutiques, café culture, restaurants, bars and small studio style workshops together with residential uses above ground floor level;
 - c. promote uses that create an area with strong cultural identity;
 - d. protect and enhance the Clifftown Conservation Area;
 - e. reinforce the fine grain historic street form and attractive historic character of the area;
 - f. restore building elevations and new shopfronts on Clifftown Road to extend the retail frontage around a new walking circuit;
 - g. promote the following access and public realm improvements;
 - i. improve the streetscape and environment realm in a way that respects the historic character and reflects and defines the identity of the area;
 - ii. protect key views both into and out of the area and views of key historic buildings;
 - iii. provide new multi level car park;
 - iv. seek a reduction in general vehicle circulation in residential streets by securing the most direct and shortest route to and out of the new car park;
 - v. streetscape and landscape design improvements to designate walking circuits through Clifftown from Southend Central Station, to Cliff Gardens and Pier Hill.
2. The Council will prepare planning/development briefs for key sites to guide development and change including for Proposal Site P6a Clarence Road Car Park and Proposal Site PS6b Alexandra Street Car Park.
3. The Council will pursue the upgrading and enhancement of this area with private sector land and property owners and developers by supporting applications that:
 - a. regenerate the forecourt at Southend Central Railway Station as a signature public space designed in a way that respects the locally listed station building;
 - b. redevelop Central House for new larger retail units with frontage on High Street and Clifftown Road and office/residential development above. There is potential for a tall feature building in this location and new public realm opportunities;
 - c. regenerate the Empire Theatre with use/s that contribute to the cultural capital in the area.

Some areas within this quarter are susceptible to surface water flooding and all proposals for development should accord with Core Policy KP1 and KP2 and have regard to the SFRA, the Local Flood Risk Partnership's Surface Water Management Plan and the Council's emerging Local Flood Risk Management Strategy when approved.

Proposal Site Policy PS6a: Clarence Road Car Park

The Council will pursue with private sector partners the redevelopment of this site for mixed use development including the provision of:

1. new public car park and associated direct and short route to and from the car park from Clarence Road;
2. a mix of retail, residential and other uses, such as cafes and small offices / workshops compatible with the objectives for the quarter;
3. a building design that groups uses around 'lanes' or 'courtyards' to reflect the scale, grain and form of the area;
4. a new public square located within a courtyard;
5. new pedestrian linkages particularly between Nelson Mews and Alexandra Street and Clarence Road;
6. new views to key buildings and streets;
7. clear, simple and minimal signage for cars and pedestrians that is integrated into the development.

Proposal Site Policy PS6b: Alexandra Street Car Park

The Council will pursue with private sector partners the redevelopment of this site for mixed use development including:

1. small ground floor retail, food and drink units and residential units above;
2. new public lanes for small markets and outdoor dining;
3. potential for new units or extensions to the back of the High Street units.

392. Support will be given to the evolution of the Clifftown area as an area with a strong food, drink and small niche retail offer. The main focus for this will be development opportunities on Alexandra Street and Clarence Road car parks currently owned by the HCA. The character of the streets and spaces around Clarence Road and Alexandra Street should foster the growth of the small creative enterprises, small specialised niche retail units, workshops, restaurants and bars. In keeping with the fine grain of the buildings to be refurbished, the Quarter would have an intimate feel, of small streets, lanes, mews and yards.

393. Within the Conservation area the objective is to preserve or enhance the character or appearance of the area. This Quarter will also have a strong cultural identity, capitalising on the fine grain historic street form, attractive historic character and links to the Royal Terrace and the Cliffs. There is an opportunity to also improve information about the heritage of the area and what can be viewed across the estuary afforded by the higher cliffs above the esplanade.

394. The Alexandra Street Car Park Proposal site provides an opportunity to create a small square within a network of lanes and mews, appropriate for market, performance, meeting places and café culture activities. The public realm would for the most part be hard-surfaced and uncluttered for flexibility of use.

395. In the north of the Clifftown Quarter, the redevelopment of Central House on Clifftown Road, in association with improvements to Southend Central Railway Station, will play a key role in redefining this part of the Town Centre. A new public plaza could be created on the south side of Southend Central Railway Station. The station is at present hidden away from the High Street, with a very low quality forecourt dominated by cars. Despite its modest size this proposed square would be intensely used by virtue of its central location adjacent to a main transport hub and very close to the University and College and retail core. In addition the junction between Clifftown Road and the High Street should be treated as one of the proposed series of nodes on the High Street which responds to changes in the character of the adjacent Quarters and direct attention to key buildings and views. This would also link with proposals to create a new civic space at this location in the High Street.

10.2.7 Tylers Avenue

396. Tylers Avenue Quarter is strongly associated with the High Street being primarily the location for the Town Centre public transport interchange and car parking. It is from this quarter, however, where travelling south and south east the traditional High Street shopping area meets with the main seafront attractions at the Pier and along the Golden Mile and Eastern Esplanade.

397. The biggest challenge for this Plan is how to more strongly integrate the High Street and Town Centre with the Central Seafront and Esplanade. The main problem is the diverse nature of the component parts of the wider area and the challenging topography which in part contributes to the fragmentation between Tylers Avenue Quarter and the Central Seafront area.

398. There is a dramatic change in level from the southern end of the High Street to the Central Seafront and Eastern Esplanade. This is a crucial link which joins the High Street and new retail areas to the entire seafront, despite a challenging drop in level from Pier Hill. This area contains the entrance to the pier, Adventure Island and part of the Central Seafront. The area is dominated by the Palace Hotel which has recently been extensively modernised and refurbished to a high standard. Below this on the Marine Parade itself there is a terrace facing the sea that consists mainly of large amusement arcades that are interspersed with mixed sized food and drink establishments. Behind this frontage, and largely hidden from view, is St John's Church and churchyard separated by a terrace of houses in Herbert Road from the bleak and sprawling Seaways Car Park. This Car Park in turn sits behind the amusement centres that front on to the Marine Parade and the Eastern Esplanade and the night clubs that front on to Lucy Road.

399. In order to overcome the fragmentation of this area and integrate the High Street shopping experience with the Seafront leisure experience, there is, therefore, a clear need to consider objectives and development opportunities in this quarter with those for the seafront and in particular the Central Seafront area including Seaway Car Park.

400. The Central Seafront Strategy sets out in detail the objectives, and development policies for the area covering Western Esplanade, the Pier, the Golden mile and Eastern Esplanade.
401. This section deals with Tylers Avenue Quarter. Both strategies have been developed with full regard to how these areas should be fully integrated.
402. That part of the High Street adjacent to the Tylers Avenue Quarter forms the southern end of the Town Centre anchored by The Royals Shopping Centre. To the east of this and south of the railway line there is a more fragmented area that contains modern office blocks, the Tylers Avenue car park, the former York Road market site (currently the site of a new Temporary Market), and the Travel Centre including main bus interchange. This component part is severed from the High Street by Chichester Road which at present functions as a main access route for cars and service vehicles accessing Town Centre premises and shoppers' car parks, and for buses serving the Travel Centre.
403. The High Street is dominated by retail and commercial premises. The Seafront contains hotels, leisure, and food and drink establishments. Behind these there are extensive areas of car parking interspersed with commercial uses. This represents an area of transition from the Town Centre to the residential area beyond.
404. Adjoining this fragmented area is an established residential area based on a traditional street pattern containing houses of different sizes and tenures. This residential area is somewhat isolated from the Town Centre because of the poor connectivity across the barrier created by Chichester Road to the High Street. In the other direction Queensway forms yet another barrier severing links with and into the residential areas to the east. Queensway and Chancellor Road are currently the principal means of access to The Royals multi storey car park and the Seaways car park although vehicles do use Chichester Road to access the car parks in this part of the Town Centre when looking for spaces.
405. Within this area there are three proposal sites. Proposal Site P7a Tylers Avenue Car Park with potential for redevelopment and enhancement. The potential of this site was assessed and tested as part of the Employment Land Review, and Retail Study and the RSL's Regeneration Framework and Central Area Master Plan. The objectives and proposals for both Tylers Quarter and the seafront have been developed as a result of this more holistic consideration.
406. Proposal Site PS7a Tylers Avenue has potential for high quality mixed use development with commercial and residential offer. High quality retail may be supported by office. There is also the potential for a replacement car park if required. PS7b Pitman's Close was previously identified within the adopted Borough Local Plan. They are still available for development and whilst not specifically reviewed for a particular purpose or land use they are considered to present opportunities for reinforcing and delivering the objectives for the Tyler's Avenue Quarter and Town Centre as a whole.

407. Objectives for Tylers Avenue Quarter

- Primary location for new high quality retail offer to complement the High Street and the Royals.
- Expanded retail circuit including the southern end of the High Street, The Royals and new development on Tylers Avenue car park, including maintenance of provision of street market if not relocated to London Road.
- New retail circuit strongly integrated with the central seafront and Esplanade including improved walking and cycling linkages between this quarter and the Central Seafront via St John's and Seaway Car Park Proposal Site and via Pier Hill.
- Car Parking and public transport interchange solutions that integrate with the above objectives for the quarter.

Policy DP7: Tylers Avenue Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
 - a. seek new development focussed on new larger retail units for Proposal Site PS7a Tylers Avenue Car Park;
 - b. promote an expansion of the primary retail circuit to include the southern end of the High Street, The Royals and new development on Tylers Avenue car park;
 - c. consider the provision of additional Higher and Further Education facilities based on an assessment of the expansion needs of the University of Essex and South Essex College;
 - d. seek active frontages on all streets [existing or proposed] including frontages facing onto Chichester Road;
 - e. promote the following access and public realm improvements:
 - i. promote a new and enhanced open space based around St Johns Church, including its churchyard;
 - ii. ensure the demand for car parking in this quarter is resolved as part of the wider Car Parking Strategy for the Town Centre and development proposals on Tylers Avenue Proposal Site;
 - iii. should replacement car parking not be required in this quarter, capitalise on reduced general vehicle circulation in residential streets to:
 - create 'mixed mode – pedestrian and cycle priority' route along York Road to the High Street including appropriate crossing on Queensway and Chichester Road;
 - consider a 'Home Zone' approach for the residential streets (Quebec Avenue, Portland Avenue, Baltic Avenue and Heygate Avenue).
 - iv. ensure stronger integration with the central seafront and Eastern Esplanade including improved walking and cycling linkages between this quarter and the Central Seafront via St John's and Seaway Car Park Proposal Site and via Pier Hill;
 - v. promote environmental improvements to Queensway including dense planting to establish an 'urban forest' alongside this traffic route;
 - vi. junction improvements at Queensway/Seaway Car Park/Chancellor Road
 - vii. through the Local Transport Plan, consider the potential for:
 - o alternative approaches to public transport interchanges serving the Town Centre and the future of the Travel Centre;
 - o consequential improvements to Chichester Road in order to reduce barriers to new retail circuit.
2. The Council will pursue the upgrading and enhancement of this area with private sector land and property owners and developers by supporting applications that:
 - a. meet the development principles set out above;
 - b. provide for 'Pavilion' extensions to The Royals shopping centre creating increased trading floor areas, restored active frontages and positive response to Pier Hill and linkages to the seafront and The Pier.

Some areas within this quarter are susceptible to surface water flooding and all proposals for development should accord with Core Policy KP1 and KP2 and have regard to the SFRA, the

Local Flood Risk Partnership's Surface Water Management Plan and the Borough Council's emerging Local Flood Risk Management Strategy when approved.

Proposal Site Policy PS7a: Tylers Avenue

The Council, will pursue with private sector partners the redevelopment of this site for high quality mixed development, including the provision of:

1. quality larger retail units that create an expanded primary retail circuit integrated with the southern end of the High Street and The Royals;
2. supported by office and residential uses and provision of replacement car park if required, any proposed development will need to identify how any dislodged parking needs are to be met on site or in that part of the Town Centre;
3. building design, form and massing that provides for:
 - c. a permeable environment that is pedestrian friendly with active frontages on all 'streets';
 - d. improved linkages to the Central Seafront and Eastern Esplanade via St John's and Seaway Car Park Proposal Site;
 - e. a good quality and functional relationship with The Royals Shopping Centre
 - f. a good relationship with the residential areas to the east in terms of scale and massing;
 - g. all servicing and deliveries from Chichester Road.

The Council will prepare a planning/development brief for this site to guide development and change.

Proposal Site Policy PS7b: Pitman's Close

The Council, will pursue with private sector partners the redevelopment of this site in a manner which contributes to the objectives for the Tylers Avenue Quarter and meets the development principles outlined in Policy DP7 above.

408. Tylers Avenue has the potential to be at the heart of a new retail circuit, providing a high quality retail offer to complement the High Street. In addition to enhancing the offer, a high quality public realm with the potential to offer new provision for buses, the objective would be to create a relaxing and pleasurable shopping experience whilst also encouraging sustainable movement patterns. Within this area supporting office and residential uses will also add to the vitality of the Town Centre. Replacement car parking provision within the Tylers Avenue proposal Site will be subject to the performance of the Car Parking Strategy and forecast demand.
409. The site at Pitman's Close is currently occupied by public toilets, however, a well designed development that provides active frontages to Chichester Road and Tylers Avenue and meets the development principles in Policy DP7 would contribute to delivering the objectives for this quarter.
410. The entire environment would be public space rather than highway. East-west connections between new and old should be strengthened by improving the public

realm and the environment for walking and cycling. A new open space should be based around St Johns Church and including its churchyard to form the strategic hub of this Quarter, joining Tylers to the Central Seafront via Seaway Car Park Site in the south-east.

411. The Royals on the west and the new mixed use developments to the east would bring activity and natural surveillance to the space, as will its location between two main paths to the seafront.
412. The residential areas within this quarter should be improved by pursuing a 'home zone' approach to environment improvements and traffic management should general vehicle circulation be reduced.

10.2.8 Central Seafront Strategy

413. The extent of the Central Seafront covered by this strategy extends from Victoria Road in the east to the Cliffs Pavilion in the west and encompasses the area in the north east bounded by Queensway (including Seaway Car Park), Eastern Esplanade, Marine Parade and Pier Hill and the Pier, Western Esplanade and Cliff Gardens, the Shrubbery, and the foreshore.

414. ***A Delicate Balance***

"One of the charms of the English seaside resort has been the broad base of their appeal. A trip to the seaside remains as much about winkles and jellied eels, a stick of rock even a kiss-me-quick hat as it does lobster thermidor, a cafe latte or fashionable boutiques. This is, however, no excuse for the garish shoddiness with which low quality private investment has scarred so many seafronts. For those resorts that wish to maintain their seaside holiday persona the trick is in getting the balance right and in raising the quality without losing the capricious charm that has long characterised the English seaside" - Commission for Architecture and the Built Environment 'Shifting Sands' (2003).

415. **Objectives for the Central Seafront**

- **Rejuvenation of Southend's Iconic Grade II listed Pier as a cultural, tourism and leisure landmark**
- **Deliver strategic development sites in accordance with planning policy and guidance**
- **Ensure that new development is supported by appropriate infrastructure and services, and minimises and mitigates against flood risk**
- **Protect and enhance the distinctive historic and natural environment**
- **Delivery of a first class cultural centre and New Southend Museum in Cliff Gardens at Western Esplanade with appropriate associated new uses**
- **Creating a high quality Central Seafront gateway which provide a seamless connection between the seafront, Pier Hill and the Town Centre**

- **Delivery of a high quality mix use development with a focus on retail, culture and leisure on Seaway Car Park / Marine Parade which successfully links with open space and green corridors via St. John's Church and the Town Centre with the Central Seafront**
- **A high quality and seamless extension to the 'City Beach' Scheme along Eastern Esplanade**
- **Future development and rationalisation of the Adventure Island site and integration within Western Esplanade public realm improvements**
- **Improve transport, legibility, accessibility and connectivity by all modes of travel but fundamentally reduce the impact of the road and parking as a barrier to movement within the entire Central Seafront Area**
- **Provide a high quality and sustainable environment with well designed buildings, structures and spaces**
- **To promote, rebalance and enhance culture, leisure and tourism in the Central Seafront area and foreshore in accordance with designations (SSSI, Ramsar and SPA)**
- **Delivering of a public art, urban greening and lighting strategy for the central seafront area, including a dedicated creative lighting scheme for the Pier**
- **Provide a clean, safe, friendly, well managed and well maintained Central Seafront Area in the daytime and at night to attract a wider range of visitors**

416. Policy considerations for all development

The policies within the Central Seafront Strategy should be read in conjunction with relevant policies and guidance at the national, regional and local level. In particular consideration should be given to and reference made in any application to the issues of flood risk, design, sustainability, carbon reduction and energy efficiency contained in the Southend on Sea Core Strategy, Design and Townscape Guide SPD and the Development Management DPD.

Central Seafront Perspective

417. The Seafront, Foreshore and the Thames Estuary, along with the areas of open countryside to the north and woodland to the east, provide an important and remarkable natural frame, which softens the more obviously urban character of Southend. With such an expansive and extensive area of Seafront, Foreshore and open water Southend has an incredible protected natural asset, which has been utilised extensively, particularly since Victorian times and the development of the railways. Indeed this period witnessed extensively development and the establishment of Southend as a major conurbation and destination for tourism and leisure.

418. The Central Seafront Area, a key feature of the town, has benefitted extensively from the volume of day trippers and those seeking a beach holiday since early Victorian times. This period saw major development along the Seafront, particularly notable are the Palace Hotel and the Kursaal Ballroom, which stand as significant landmarks along

the seascape. The area also developed as a location for pleasure with amusement parks, boating lakes and gardens. Cliff Gardens and Shrubbery afford splendid views over the Thames Estuary and beaches offer safe bathing as well as locations for water sports.

419. The Grade II listed Southend Pier may be considered the jewel in Southend's Seafront crown and is a major landmark. It is the longest pleasure Pier in the world extending to 1.34 miles. Historically the Pier was constructed to allow boat passengers to alight at Southend at all tides. This benefitted Southend greatly and allowed it to compete comfortably with other seaside locations. The pier has always been a location for leisure and entertainment facilities, but has been affected throughout its history by unfortunate events, having been severed on a number of occasions by ships and has suffered from a number of fires. In recent years there has been considerable investment at the Pier Head and at the entrance. Development of the Pier is set to continue into the 21st Century to restore its' rightful position as a destination landmark for Southend.
420. It is acknowledged that Southend, like many other seaside locations, has been affected by the rise of foreign travel since the 1970s which saw a decline in its appeal and trade. Nevertheless, more recently, the rising cost of air travel and a resurgence of interest in domestic holidays have provided an opportunity for leisure and tourism destinations like Southend with extensive natural assets to exploit this growing market as Brighton has done. Southend, unlike some seaside towns, which seem to have fallen into irreparable decay, has retained an appeal and hosts a number of high profile events such as the Southend Airshow which draws in major visitor numbers. Southend's appeal, reputation and status needs to be developed further so that Southend may establish itself as a destination of choice and secure its future success as a premier British seaside resort.
421. The foundations have been set with the first phase of City Beach, the restoration of the Kursaal and the Palace Hotel and the new entrance to Southend Pier delivering vast improvements to the seascape, public realm and accessibility to and from the Town Centre and High Street. Further improvements to the public realm, accessibility and open space, as well as exciting development opportunities which fuse the existing character with new structures and forms, to create a vibrant, inspiring and poignant destination, will ensure that Southend Central Seafront may complete with the very best.
422. The regeneration of the Central Seafront in combination with the plethora of proposed developments and improvements to the legibility, aesthetics and energy of the Town Centre, and their realignment as complementary engines of economic prosperity, will ensure delivery of a better Southend.

Distinctive Features of the Central Seafront Area

"The central area of the seafront is associated with a vibrant architectural style and sea-front leisure and pleasure. It provides a stark contrast to the orderly and mannered

Victorian and Edwardian suburbs in the surrounding areas” Southend Borough wide Character Study (January 2011).”

423. A key aim of the Strategy is to protect, maintain and improve the area as a seaside resort and as an important leisure and recreational resource for both visitors and residents. The Seafront is one of the most valued parts of the Town, drawing visitors from a wide area. It offers a unique setting, and includes historic buildings, open spaces and the promenade, all set against the backdrop of the Thames Estuary. High quality design, even in small scale structures, is therefore of paramount importance to maintain and enhance the appearance and appeal of this significant asset.
424. The Central Seafront is an area under intense pressure from a number of competing influences, including the strident leisure industry, intense residential development, the impact of through traffic and the constraining effect of the natural geography.
425. There are a number of distinctive features:
- Southend Pier is the major landmark in the Borough and is a grade II listed structure. Extending 1.34 miles into the Thames Estuary, it is the longest pleasure pier in the world. Sir John Betjeman once said that "the Pier is Southend, Southend is the Pier". One of the Boroughs lifeboat station's two boathouses is located at the pier head.
 - Marine Parade is the central part of the Seafront Area running from the Pier to the Kursaal and features large scale buildings, mostly with extremely elaborate and vibrant front elevations. There are a number of distinctive buildings including the Hope Hotel, the Cornucopia, the Minerva and Falcon Public Houses and numbers 1 to 4 Marine Parade. The steep geography to the west means that Marine Parade effectively divides the Town from the Seafront, something which has been addressed to a degree by one of the newest local landmarks, the Pier Hill Tower.
 - The Palace Hotel is the most imposing single building in the Central Seafront Area, and provides an example of a large bulky building on the Seafront which has become acceptable over time and is now listed. It has undergone major redevelopment to provide a combination of hotel and residential accommodation. It remains a substantial landmark.
 - The Kursaal (Grade II listed) has a strong architectural character with soft red brick combining with stone detailing. A cast iron colonnade with glazed roof runs along the western elevation of the building which adds to the festive character. However, the most striking feature is the large glazed roof lantern topped with a lead dome. This gives the building its distinctive silhouette and makes it such a significant landmark.
 - The Cliff Pavilion, a live theatre, is an imposing building which sits on the cliff at the western end of Cliff Gardens and the Shrubbery. The present building opened in 1964 but underwent redevelopment in the early 1990's. It offers uninterrupted views of the Estuary and provides a gateway to the Central Seafront Area from a western approach.

- St. Johns Church, built in 1842, is Southend's first parish church. It played an important role in the life of the growing seaside resort and had connections with many of the town's leading figures. The church is gothic in appearance.
- Cliff Gardens and the Shrubbery is a blend of formal and informal gardens with beautiful views across the Thames Estuary. The Cliff Gardens are a short walk to the Town Centre, the Pier, the Cliff Pavilion Theatre and Adventure Island. The gardens were restored in 2006 as part of the Cliff Gardens restoration project funded by the Heritage Lottery Fund. Within the area there is a funicular railway linking the base of the High Street with the Seafront and the new Pier entrance.
- Adventure Island which started out life in the 1920s as public gardens is situated on reclaimed land. Over the years a number of children's rides were added and the area soon became known as "Peter Pan's Playground". In the 1990s the park expanded significantly to straddle both sides of the pier and has become a significant, if garish, landmark and destination.

Policy CS1: Landmark Buildings and Key Spaces

The Council will support proposals which enhance the setting, appearance and character of important buildings and structures on the seafront. All development proposals must ensure that views, setting, and character are respected.

Town Centre and Central Seafront – 'a seamless transition'

426. A key objective of this strategy is to create a seamless transition between the Central Seafront Area and the Town Centre. At present there are many barriers to movement between the two areas. Accessibility is still limited and there is little awareness of the proximity of the Seafront to the High Street, this severely hampers legibility. Indeed despite the High Street being on an axis to the coast, owing to the change in levels and the elevated railway bridge, which obstructs views south, there is no sense of the Seafront until the Pier Hill Tower is reached.
427. Clearly, there is a need to increase the accessibility by enhancing existing pathways and routes, removing impediments and barriers and creating new linkages to provide a number of opportunities to 'ebb and flow' between areas. It is envisaged that new paths of movement between the Central Seafront Area and the Town Centre may reflect the way a river delta meets the water's edge. This approach would greatly increase permeability and encourage better functional links and overlaps between the different quarters and market sectors, increasing footfall and opportunities to contribute towards the local economy.
428. Improvements have already started with the development of a new public space and pathways linking Pier Hill with the Seafront, which also provides access to the Pier. Even though the recently installed lift, ramps and steps have improved access to the Seafront, the connectivity with the High Street may be improved further and additional public realm improvements would be necessary to create a clearly defined public space which would deliver a seamless transition between Town and Sea.

429. It is envisaged that a vast improvement in accessibility and legibility may be achieved by the creation of an extension to the existing public space, complemented and animated by remodelled active frontages to The Royals, the magnificently refurbished Palace Hotel and an extension to the public realm at the St John's Church, morphing into a new high quality mixed use development at Seaway Car Park, providing yet further opportunities for pedestrians to meander to the seafront. Consideration should be given to the opportunities which may arise within the Seaway Car Park development to create a series of Spanish style steps, which may provide direct access from St. John's Church via Seaway's to Marine Parade. These steps may offer viewpoints and terraced public space for public amenity and quiet recreation.
430. The development of the Seaway Car Park site may also provide the option to create an attractive, green and well signed route between future development at Tylers Avenue and Marine Parade via Seaway's. Again, there may be scope to create further areas of public open space, pocket parks and other points of interest for visitors and residents on route between the quarters.
431. Improvements to accessibility and the public realm would also be greatly complemented by the placement of well designed functional and creative lighting schemes. This would visually enrich the Central Seafront at night dramatising the water's edge, bathing finer architectural details, enlivening Cliff Gardens, enhance the pedestrian environment leading to the Town Centre and create interest, identity and distinctiveness. Consideration should be given to the suitability of statues and other public art, as well as attractive historic or contemporary landmark buildings for creative lighting. A Lighting Strategy will ensure that there is a high quality co-ordinated approach to creative lighting, and compliment a public art strategy for this area and aid greatly the night time economy.
432. It would be appropriate, as such, for major development proposals to incorporate public art as an integral part of the design process or provide a financial contribution towards the cost of artistic features in the Public Art Strategy. Public art, including sculpture, murals, land works, unusual street furniture, lighting and architectural design can enrich new developments (either as part of the detailed design of a building or incorporated into public space within or around it), enhance the townscape, create interest and identity, reinforce local distinctiveness and contribute to the creation of a sense of place. The Council's Public Art Strategy identifies opportunities and provides guidance on the provision of public art.
433. Public art will be used to strengthen the attraction of the Central Area to visitors, and the Council will encourage the provision of public art in particular along the Seafront promenade of Eastern and Western Esplanades and Marine Parade in particular in order to establish the Southend Seafront Art Trail. The Southend Seafront Art Trail will be used to encourage pedestrian activity along the Seafront, promoting links with the other Quarters, in particular the Town Centre and Clifftown Quarter.

434. Key principles have been developed for the Central Seafront Area to ensure that all development and public realm improvements and enhancements deliver the vision and objectives in a co-ordinated manner and create a vibrant, well designed, accessible, legible, permeable and successful destination for visitors and residents: a high quality 21st century cultural seaside destination resort.

Policy CS2: Central Seafront Strategy - Key Principles

1. Within the Central Seafront Area, the Council, through its role in determining planning applications, will:
 - a. support development opportunities that:
 - i. broaden the leisure, tourism and cultural offer
 - ii. provide for appropriately located, high quality and sustainable housing development;
 - iii. secure the long term future of the Grade II listed Pier as a landmark and destination (Proposal Area CS6a),
 - iv. protect and enhance conservation areas, listed buildings and key landmarks;
 - v. secure high quality and sustainable redevelopment of poor quality, vacant and underused sites and buildings to improve the environment and offer;
 - vi. create an attractive, green, high quality, well designed and well connected environment;
 - vii. contribute to creating well designed 'gateways' to mark, frame and enhance the main approaches to the Central Seafront Area;
 - viii. include environmental, landscaping and public realm improvements,
 - b. require all development proposals in the Central Seafront Area to:
 - i. prepare a visual impact assessment as part of any development proposal;
 - ii. consider flood risk reduction and mitigation measures at the outset of all schemes, projects, works and development and ensure related works are integrated with the public realm;
 - iii. safeguard and where appropriate enhance the biodiversity importance of the foreshore and respect the European designations.
2. The Council, in partnership working with land and property owners and developers and other initiatives, will:
 - a. promote the following public realm improvements:
 - i. implement a rolling programme of improvements to the promenade and public spaces (further developing Phase 1 of the City Beach scheme), using high quality co-ordinated materials which are durable and easy to maintain;
 - ii. improve the quality of existing, and require the provision of new, interconnected public spaces, including "Southend Balcony" approach, a new public space combined with new active frontage on the seaward side of The Royals and "Spanish Steps" approach as part of major development proposals on Eastern Esplanade and Seaway Car Park (Proposal Area CS6b); and new public space as part of the New

- Museum (Proposal Area CS7a)
- ii. preserve and enhance the scale and spaciousness of the seafront landscape;
 - iii. enhance the quality of public spaces, streets and passageways in and around the Kursaal Conservation Area,
- b. promote the following access improvements:
- i. Integration of the Seafront and Foreshore open space within a broader Southend 'green grid' of linked, functional green space to relieve visitor pressure on the Seafront;
 - ii. provide attractive walking and cycling routes both within Southend and access to the wider countryside;
 - iii. promote greater integration between the Town Centre and Central Seafront through the creation of attractive and well signed walking and cycling routes between them;
 - iv. Marine Parade and the High Street / Tylers Avenue retail circuit;
 - v. Western Esplanade and the Clifftown Quarter;
 - vi. improve the environment and setting of the 'mixed mode – shared priority' routes along Eastern and Western Esplanades;
 - vii. improve the quality of the pedestrian and cycle environment, ensuring that routes are clear, legible, safe, well lit and convenient for all;
 - viii. improvements to the cycle network and linkages with Sustrans network.
3. In addition the Council will:
- a. prepare and implement a Creative Lighting Strategy for the central seafront area;
 - b. prepare a Public Art Strategy identifying opportunities for public art and seek the provision of public art or contributions towards it in association with major development;
 - c. prepare an Urban Greening Strategy for the central seafront area;
 - d. establish a Southend Seafront Art Trail along the seafront promenade of Eastern and Western Esplanades and Marine Parade and linked to a broader Central Area Art Trail;
 - e. ensure all future sea defences and flood mitigation measures integrate seamlessly with the public realm.
4. Development south of the seawall will not normally be permitted.

Flood Risk

435. The Central Seafront Area is at risk of flooding from tidal and surface water flooding according to the Environment Agency maps. The Central Seafront Area is mainly within the Environment Agency Flood Zones 3a (higher risk) and Flood Zone 2 (lower risk) viewable on the Environment Agency website: www.environment-agency.gov.uk.
436. To assist in reducing the risk of flooding, a Stage 1 & 2 SFRA for Southend has been prepared and agreed by the Environment Agency. This reviews the delineation of flood risk and provides detailed flood zone maps for further reference, after initially consulting the EA flood zone maps. It makes recommendations for future development

based on the probability and consequence of flooding and promotes future sustainability within areas that are at risk from flooding. It will enable the Council to undertake the Sequential Test in line with the Government's flood risk and development policy document - Planning Policy Statement 25 (PPS25): '*Development and Flood Risk*' and the assessment of development proposals in the Central Seafront Area.

437. Development is only permissible in areas at risk of flooding in exceptional circumstances where it can be demonstrated that there are no reasonably available sites in areas of lower risk, and that the development provides wider sustainability benefits that outweigh the risk of flooding as in the Seafront regeneration area. Nevertheless it is recognised that such development should incorporate mitigation/management measures to minimise risk to life and property should flooding occur.
438. An agreement was made between the Council, the Government Office and the Environment Agency that the Sequential Test need only be applied within the Area Action Plan (AAP) boundaries specific to the development proposed in the AAP. The SCAAP includes the Seafront area proposed for regeneration. For the purposes of this AAP alone, the Sequential Test for the Central Seafront Area should only be compared to other sites in the wider Seafront regeneration area and not the entire SCAAP boundary.
439. The Level 2 SFRA includes the production of mapping illustrating flood depth, flood hazard and time to inundation which has been compared in two broad areas of development in order that the sequential approach can be applied within Flood Zones. It contains detailed maps illustrating the risk of flood, both tidal and surface water within the central seafront area as part of an in-depth study conducted for the SCAAP.
440. In areas identified as being at risk from flooding, detailed site based Flood Risk Assessment will be necessary to:
 1. assess the predicted flooding regime,
 2. ascertain the risk of flooding to the development
 3. assess the impact that the proposed development may have upon off-site flood risk;
 4. appraise the options to manage and reduce flood risk throughout the lifetime of the development, and
 5. address the residual risk to the site.
441. Proposed flood risk management measures should demonstrate future sustainability. The SFRA provides further guidance and is available separately from the Council.
442. Southend is also located within the coastal unit covering the area from Harwich to Canvey Island in the Essex Shoreline Management Plan completed in 1997. A second generation Shoreline Management Plan (SMP) is being undertaken between Langard Point to *Two Tree Island* and outputs were due in December 2010. The current

preferred coastal defence policy put forward in this study is to hold the existing line of flood defence and this is not expected to change in the emerging SMP. All development proposals should refer to this study when developing their proposals.

Policy CS3 - Flood Risk

The Central Seafront Area is identified by the Environment Agency as being liable to tidal flooding. The Council has prepared a Strategic Flood Risk Assessment, in association with the Environment Agency, to complement PPS25 and has set out measures to manage and reduce flood risk, especially on major seafront development sites.

1. Flood Risk Assessments (FRAs) will be required for major development proposals within Flood Zone 1 and all new development within Flood Zones 2 and 3 (3a and 3b). The FRA should be commensurate with the degree of flood risk posed to and by the proposed development and take account of the advice and recommendations set out in the Southend Strategic Flood Risk Assessment Stage 1 & 2 2010 (SFRA), including measures to be adopted by new development to reduce flood risk and meet the requirements of PPS25 (Development and Flood Risk).
2. Within Flood Zone 3b, functional floodplain, only water compatible uses and essential infrastructure (PPS25 Table D3) will be permitted, unless the site specific recommendations in the SFRA state otherwise.
3. Within High Risk Zone 3a, development proposals should include the flood mitigation measures set out below as an integral part of the design process:
 - a. land use on the ground floor must be limited to non-residential uses;
 - b. floor levels must be situated above the 0.5% predicted maximum flood level plus climate change, incorporating an allowance for freeboard. The SFRA provides further guidance on raised floor levels and predicted flood depths;
 - c. safe access and escape routes must be provided for evacuation in times of flood;
 - d. access to basement areas must be situated above the predicted maximum flood level plus freeboard and all basements must be of a flood resilient construction;
 - e. development must not result in an increase in maximum flood levels within adjoining properties,
4. Within Medium Probability Zone 2 development proposals must have:
 - a. floor levels situated above the 1% (100 year) predicted maximum flood level plus climate change. The SFRA provides further guidance on raised floor levels and predicted flood depths,
 - b. safe escape routes must be provided for evacuation in times of flood, even within areas where buildings are not directly affected.

Within all areas of the Central Seafront Area (including Low Flood Risk Zone 1), development proposals should, include SuDS (Sustainable Drainage Systems) to reduce surface water runoff.

This policy should be read in conjunction with Southend Core Strategy Policy KP1 and KP2 and Development Management Policy: DM6

Nature Conservation and Biodiversity

443. Southend's foreshore at the mouth of the Thames Estuary supports an abundance of habitats and wildlife and is Internationally important for migrating birds. Stretching 8.5 miles from Leigh to Shoeburyness, the foreshore is now managed to protect its wildlife.
444. Indeed the entire foreshore, south of the seawall, is designated for International and National sites for nature conservation. Particularly relevant to the Central Seafront Area are Benfleet and Southend Marshes (SPA and Ramsar site), which comprises the intertidal part of the Thames Estuary from Benfleet to Shoeburyness, which is predominantly occupied by mudflats, with small areas of saltmarsh and sandy beach.
445. Benfleet and Southend Marshes qualifies under article 4.2 of the EU Birds Directive by supporting:
- Internationally important populations of regularly occurring migratory species; and
 - An internationally important assemblage of waterfowl
446. A Ramsar site is a site designated as a wetland of international importance under the Ramsar Convention. A Special Protection Area (SPA) is a site of European importance for bird conservation, designated under the EC Birds Directive. Under the terms of the EC Habitats Directive national legislation, all Ramsar sites and SPA's, are also sites of Special Scientific Importance (SSSI). SSSI's are defined as sites of particular wildlife or geological importance, where measures are taken to promote the safeguarding and enhancement of this interest through the regulation of management activities and development. SSSI's are designated by English Nature under the Wildlife and Countryside Act 1981.
447. Apart from their significance for wildlife the marshes also provide an attractive environment for both marine activities (sailing, bathing etc) and more passive enjoyment of the natural habitats and abundance of biodiversity. Indeed there may be excellent opportunities to design high quality visitor facilities which interpret the natural habitat giving visitors a better understanding of the ecosystems that support the various birds and other wildlife. All future activity and development will need to ensure that they do not adversely affect the interests of the nature conservation designations on the foreshore.
448. Biodiversity is the collective term given to the huge variety of life that exists today. Biodiversity is not restricted to rare or threatened species but includes the whole of the natural world from the commonplace to the critically endangered. It includes the plants and animals familiar to all of us in the places where we live or work, wherever that may be.
449. Biodiversity can be divided into three different levels:
- It is the broad range of different plant and animal species that occur,

- It includes the genetic differences within each species, for example, chromosomes, genes and DNA, which determine the uniqueness of each individual, and
 - It also includes the variety of ecosystems, such as those that occur, for example, in forests, wetlands and lakes. In each ecosystem, living creature's form a community, interacting with one another and with the air, water and soil around them.
450. Southend's Local Biodiversity Action Plan is a direct result of an international agreement, to which the UK Government is a signatory, called the Convention on Biological Diversity. It describes and monitors the species which are apparent in Southend.
451. Developments which may affect a site of international or European nature conservation importance (SPA, Ramsar) will be subject to the rigorous examination in consultation with Natural England and other relevant authorities following the requirements set out in the Conservation (Natural Habitats &c) Regulations 1994 (as amended) ('the Habitats Regulations').
452. Even if certain development sites are located some distance from an international/ European site they may still have a detrimental impact on the site and will also need to be subject to a Habitats Regulations Assessment. Natural England should be consulted at the earliest stages of a planning application where it is possible that a development may have significant effects on an International or European site.
453. Where there is potential for a development to cause harm to a site of international or European nature conservation importance the applicant must submit appropriate biodiversity surveys, impact assessment and mitigation proposals to enable the Council to determine a planning application in addition to the appropriate assessment requirements.
454. If it cannot be demonstrated that the application will not adversely affect an International or European site, then the application will be refused, unless there are no alternative solutions and the development has to be carried out for imperative reasons of over-riding public interest as set out in Regulation 49 of the Habitats Regulations.
455. In such cases compensatory habitat will be required in accordance with Regulation 53. In addition, the Council will consider applying planning conditions or legal obligations to secure the integrity of the international or European site from any adverse impacts arising from the development.

Policy CS4: Nature Conservation and Biodiversity

The Council will:

1. ensure that all development proposals are accompanied by an appropriate assessment and associated documentation to guarantee that the foreshore designations (SSSI, Ramsar and SPA) are respected and that there is no negative impact to them;
2. ensure that development proposals which are likely to have an adverse impact, either directly or indirectly, on a Site of Special Scientific Interest (SSSI) will not be permitted;
3. make exceptions only on a SSSI if it can be demonstrated that:
 - a. there are no alternative solutions;
 - b. the reasons for the development clearly outweigh the nature conservation value of the site and is in the public interest,
4. consider, in exceptional circumstances where development is permitted, applying planning conditions or legal obligations to secure the protection, conservation and enhancement of the SSSI from any harmful impacts arising from the development;
5. integrate the seafront and foreshore open space within a broader Southend 'green grid' of linked, functional green space to relieve visitor pressure on the seafront and protect the sensitivities of the biodiversity interest;
6. consider favourably the development of a high quality visitor facility close to the foreshore which interprets the natural habitat in the area providing visitors a better understanding of the ecosystems and biodiversity.

The Waterfront

456. There are significant opportunities to capitalise on the Foreshore and Thames Estuary, which is a very special asset to the Town. Promoting the Beach, Foreshore and Estuary to raise its profile will encourage greater use and enjoyment of it for a wide range of sport, recreation and leisure activities, including special events such as festivals and yachting events, whilst of course respecting the natural environment.
457. Improving marine activity facilities will encourage and attract more water based activities and users and visitors, and cater for leisure demand and tourism. Jetties, moorings and support facilities are vital components of an active and attractive waterfront. Beach and water based activities brings the area to life, adds interest and provides opportunities for sport and recreation. There is an opportunity to build on the success of water based sports and recreation in other seafront locations in the Borough and beyond.

Policy CS5: The Waterfront

The Council, with private sector partners and through the exercise of its planning powers and other initiatives will:

1. promote the Beach, Foreshore and Estuary for appropriate cultural, leisure and tourism activities including the maintenance and enhancement of facilities for:
 - a. Seafront, Beach and water based recreation activities and attractions including tidal paddling pools;
 - b. marine and boat users, including moorings, support facilities (wharfs, jetties, landing stages and slipways), club facilities and information,
2. continue to maintain the quality and cleanliness and of the beach and foreshore experience, including:
 - a. pursuing a rolling programme of co-ordinated public realm improvements to the promenade;
 - b. protecting and enhancing all parks, gardens and other significant areas of green space;
 - c. integrating the protection and interpretation of biodiversity interests, heritage assets and landscape feature, including views across the Estuary, into the overall visitor experience through:
 - i. provision of information and interpretation boards/facilities including making increasing use of mobile phone technology;
 - ii. themed walking and cycling circuits that are well signed, and link to a broader borough wide network,
3. ensure that access for those with impaired mobility and other specialist requirements are considered within all aspects of development and public realm initiatives;
4. promote the highest quality in all Central Seafront development (see Policy CS2);
5. protect all estuary views from Westcliff Parade, Clifftown Parade, Clifton Terrace, Royal Terrace, Pier Hill, Western Esplanade, Marine Parade and Eastern Esplanade.

Proposals for waterfront development within the Central Seafront Area and improved facilities will need to demonstrate that there will be no unacceptable impact upon navigation, biodiversity, flood risk or the special character and designations.

Central Seafront - Marine Parade

458. There has always been a physical separation of the Central Seafront Area and Town Centre owing to the dramatic change in level in at the southern end of the High Street to the Seafront and Eastern Esplanade. It is considered that this dramatic change in level has proven to be a significant barrier and impediment to access and movement between these areas. If access was more straightforward and more pronounced there may be a better exchange of visitors between the Central Seafront and Town Centre increasing footfall in both areas and providing more opportunity for spend in the local economy.
459. This point is a crucial link joining the High Street and potential new retail areas to the seafront. The area also contains the entrance to the Pier, Adventure Island and provides a main access point to the Central Seafront. The area is dominated by the

Palace Hotel which has recently been extensively modernised and refurbished to a high standard. Below this on the Marine Parade itself there is a terrace facing the sea that consists mainly of large amusement arcades that are interspersed with smaller food and drink establishments.

460. In stark contrast to the grandeur of the Palace Hotel building, the majority of the buildings along Marine Parade feature bold and exuberant external decoration. The “Golden Mile” is particularly recognisable for its garish architecture, gaudy signage and dense concentration of leisure uses. It may be argued quite convincingly that this particular type of frontage represents a significant defining and unique feature of the Southend identity that should be celebrated rather than berated.
461. Interestingly, this exterior decoration often masks a mix of buildings and a good deal of valuable historic fabric, some which show mid-Victorian origins in their bay windows. Interestingly, both the neon and the underlying historic fabric have substantial elements which may merit some form of conservation protection in order to maintain the grain and character of the area. Marine Parade also has a number of listed and local listed buildings which form important elements of the historical development of the south end of Prittlewell.
462. Although not formally classified as buildings the rides and installations of Adventure Island also lend the Central Seafront a very lively character and in some cases are substantial landmarks in their own right.
463. Regeneration and development of this area will require a careful thought to ensure that the vision and objectives may be achieved for the area without losing the essence of what made it great in the first place. A successful seaside resort destination has quality but does not lose it’s charm.
464. The buildings along the entire seafront have witnessed pressure for more intensive redevelopment. Indeed a number of tall and bulky buildings have been developed along the Seafront, particularly in recent years. Whilst some of these, such as the more historic Palace Hotel, have graduated to the point of general local affection, many of the more recent examples are regarded as having a detrimental effect on the character of the seafront. Inappropriate development in the central seafront area will result in:
 - Loss of historic grain and character
 - Affected views and daylight of properties in land
 - Tall buildings being constructed in locations which neither require a significant landmark, nor offer the services and transport infrastructure to be classed as sustainable
465. Fundamentally whilst redevelopment may provide a fantastic opportunity to further develop and enhance the leisure and tourism offer, it will be equally important to maintain the integrity of the elements which established it initially and made it a significant destination in the first place. These assets should be built upon; it is a delicate balance.

466. Adventure Island is also a major tourism asset to Southend but its physical form tends to be inward looking and isolated from its urban context. It also obscures esplanade level views and routes to the sea. If redevelopment and expansion does occur options should be explored with the owner about how changes within the site could simultaneously benefit the public realm by creating a more permeable boundary and incorporating active frontages to increase footfall around the site edges.
467. The public space along the Central Seafront has recently been the subject of major streetscape investment. These works should assist Marine Parade with its evolution into an attractive destination for pedestrians (where vehicles are discouraged but may proceed with caution), flanked by cafes and other activities to spill out and enliven the space.
468. In the longer term there may be opportunities to create a more radical landmark redevelopment within this area, building on the improvement already made to Pier Hill. A series of viewpoints and destination spaces may help connect and draw interest from the town to the Pier and Adventure Island. In the shorter term, nevertheless, it may be feasible to create an upper level public piazza which may complement the existing recently-completed lift tower and step/ramp arrangement, as well as forming the first phase of the longer term scheme.
469. The Central Seafront Area is well placed to promote tourism and attract more visitors to support Town Centre facilities. Further high quality hotel accommodation would be required to satisfy the increase in visitors brought about by the regeneration of the Town Centre and Central Seafront Area. This approach is qualified by the Southend Hotel Feasibility Study which confirms that Southend requires additional quality hotel provision in the central locations like the Central Seafront Area to provide accommodation for business and leisure visitors, including a large format events facility, to add to the range of attractions and increase tourism further. It is essential that all new hotel development should be high quality taking full advantage in design and character of the panoramic views and seaside environment.

Policy CS6: Central Seafront Development Principles

1. The Council through its role in determining planning decisions and other initiatives will:
 - a. seek new high quality mixed use development focussed on providing an uplift to leisure and tourist facilities, new housing and multi story car park for Proposal Area CS6b – Seaway Car Park and Marine Parade;
 - b. secure the long term future of the iconic Grade II listed Pier as a landmark and destination through its restoration, maintenance and enhancement (Proposal Area CS6a);
 - c. consider favourably proposals associated with the central seafront which enhance or diversify the range of arts, culture, entertainment, leisure and recreational facilities, subject to an assessment of the scale, character, location and impact of the proposal on existing facilities and Foreshore Designations;
 - d. promote the provision of further high quality fully serviced hotels, subject to satisfactory access and parking provision;
 - e. promote the following access and public realm improvements:
 - i. create a well defined piazza area at the south end of the High Street between The Royals, The Palace Hotel and Pier Hill and encourage new and existing uses to provide active frontages that would face onto the new public space;
 - ii. promote the provision of new interconnected public spaces that provide urban 'green' havens within the area;
 - iii. use imaginative and creative lighting and strategically placed public art to strengthen identity and connectivity;
 - iv. remove unnecessary street furniture and rationalise signage;
 - v. provision of a permeable boundary to Adventure Island to provide views in and through the site;
 - vi. implement a rolling programme of improvements to the promenade and public spaces (further developing Phase 1 of the City Beach scheme), using high quality co-ordinated materials which are durable and easy to maintain;
 - vii. new and enhanced walking and cycling linkages between the High Street and Seafront via St John's Church, Seaway through onto Marine Parade; via the High Street and Pier Hill;
 - viii. improve pedestrian linkages between Western Esplanade and the Seafront;
 - ix. completion of Sustrans Cycle route within this area.
 - x. Junction improvements at Queensway/Seaway Car Park/Chancellor Road.

Southend Pier

470. Southend Pier has the potential to be rediscovered and rejuvenated as a landmark destination with appeal to both residents and visitors. A subtle approach should be considered which seeks to celebrate and respect the Pier as a Victorian heritage asset but also encourages uses which would draw in and excite visitors.
471. Following a fire at the pier head there is scope to re-provide a contemporary, mix of cultural and leisure activities at the end of the Pier. At the land end there is potential for

a contemporary pavilion with a mix of leisure and entertainment uses during the daytime and in the evening.

472. In addition there may be scope to deliver a new state of the art Pier train service as well as a programme of general maintenance to the Pier structure. In the longer term there is also potential to develop a creative lighting strategy for the Pier and incorporate contemporary public art or sculpture at the Pier-head, re-inventing the Pier and creating a visually stimulating and striking spectacle in the evening.

Proposal Area Policy CS6a: Southend Pier

1. The Council will pursue, with private sector partners and other initiatives, the rejuvenation of The Pier by;
 - a. continuing to maintain its structural integrity;
 - b. protecting and enhancing the pier train service;
 - c. promoting the provision of:
 - i. a contemporary mix of cultural and leisure activities reflecting relaxation, and the maritime and environmental assets at the seaward end
 - ii. a contemporary pavilion at the land end;
 - iii. occupying uses such as cafes, shops, events, heritage centre, small scale moorings for visiting ships etc;
 - iv. deckchairs and telescopes encouraging people to relax, enjoy the views and the promenade;
 - v. facilities for traditional activities such as angling,
 - d. prepare and implement a creative lighting strategy along the Pier.

Seaway / Marine Parade Gateway

473. Seaway Car Park is a large site situated behind the amusement arcades on Marine Parade and abutts the nightclubs which front onto Lucy Road. It slopes from west to east and offers extensive opportunities for redevelopment. To the western side of Seaway Car Park and largely hidden from view is St. John's Church and churchyard, separated from Seaway Car Park by a row terraced houses in Herbert Road.
474. It is considered that there is a major opportunity for a mix used development at Seaway Car Park which may be brought forward in conjunction with future development on Marine Parade. St. John's Church may be incorporated into the scheme as a focus and landmark for way finding and a new public space. This approach would result in a complimentary retail circuit to the existing high street.
475. Retail is a core function of Southend Town Centre and features as a major component of the overall mix of uses on many sites. A development at Seaway Car Park will have a significant impact in creating a step change in the quality of the retail offer as well as increasing cultural and leisure uses to diversify and compliment the existing offer. Any residential development as part of the scheme should focus on delivering the types of dwellings needed in Southend.

476. There is an opportunity for the residential development to be arranged so that dwellings front directly onto the streets and contribute to an active, secure and well overlooked public realm and re-establish the fine urban grain. It would be necessary for a masterplan for this site to include a strategy for boundary treatments to ensure that there is a clear distinction between private and public space and avoid problematic areas which exhibit little or no sense of ownership. It would also need to consider how to create defensible space to entrances, yet still allow good surveillance as well as security and privacy.
477. It is envisaged that all dwellings would have easy access to private, communal or public outdoor areas. Communal gardens should be situated to create pleasant microclimates 'Playable landscapes' should be provided near home for young children. As much as possible of the site should be pedestrian orientated public space/shared space rather than highway. East-west connections between new and old should be strengthened by extensive tree planting and by marking junctions as recognisable nodes to breakdown the psychological length of the existing streets and assist way finding.
478. Allied to the new mixed use development should be key spaces, places and enhanced routes to provide places for people to congregate and provide one of a number of seamless and pleasant routes between the Town Centre and the central Seafront.
479. The scale and character of the Seafront provides an opportunity to experiment with new and different structures and materials in developments, and offers scope for designing low impact buildings which could become attractions in their own right. Any proposal must help people locate themselves and find their way around the Seafront by creating and emphasising landmarks, orientation points, views and vistas, and by better marking and signing of routes. Development should also recognise the need to respect important historic buildings both in terms of their fabric and setting and their value as local landmarks, particularly, the Kursaal, the Hope Hotel and 1-3 Marine Parade and 4 Marine Parade Listed Buildings.
480. There may also be an option to create an enhanced pedestrian priority link focuses on the historic façade of St John's Church, from where the public realm may transcend seamlessly to take a new green public spaces created among the churchyard, and onwards to Seaway or via 'Spanish steps' to the Central Seafront Area. The Royals on the west and the new mixed use developments to the east at Seaway would bring activity and natural surveillance to the space, as will its location between two main paths to the seafront.
481. It would be necessary to retain the churchyard as predominantly a green park as part of any scheme to compliment the new built environment, with the site's legacy as a graveyard respected. At design stage, careful consideration must be given to the balance between openness and enclosure and to management regimes. Robust design, like locating seating in 'honeypots' away from sensitive zones, and simple

elements like raised edges will ensure that the park can absorb more intense use without erosion of its character or fabric.

482. This approach would create a critical mass in this area and contribute towards the redefining of the Central Seafront and Pier Hill area and the connection between the Town Centre and Seafront.

Proposal Area Policy CS6b – Seaway Car Park and Marine Parade

The Council will pursue with private sector partners and private landowners and developers the redevelopment of this area for high quality mixed use development, including the provision of:

1. leisure, cultural and tourism attractions including restaurants, digital gallery destination space and quality hotel offer together with new housing and re-provision of car parking;
2. design and layout solutions that allow for:
 - a. remodelling of the urban form to create:
 - i. a north-south axis which makes a clear sight line from Queensway to the sea;
 - ii. a stronger relationship with the Town Centre in particular to the expanded retail circuit in the Tylers Quarter;
 - iii. a new link to Marine Parade designed around the ‘Spanish Steps’ concept of the stepped public urban space;
 - iv. A series of public and semi-public terraces that negotiate the level change from Tyler’s Avenue through Seaway to Marine Parade,
 - b. active and/or attractive frontages to all new and existing streets and spaces;
 - c. appropriately sited taller buildings to take advantage of the estuary views provided they do not cause undue overshadowing or be detrimental to the amenity of neighbouring development;
 - d. materials and colour to reflect the vibrancy and colour of the seaside;
 - e. use of sustainable construction techniques and renewable technology appropriate to the type and scale of development and incorporate best environmental practice in design and layout.

All development proposals must protect buildings of historical importance particularly Listed and locally listed Buildings and respect their setting and character.

All development will be required to demonstrate how flood risk has been taken into account and the measures which have been taken to mitigate against it if required.

Western Esplanade, The Cliffs and Shrubbery Gateway

483. This area is less developed, more low key and is less frenetic in character than Marine Parade and Eastern Esplanade. It affords stunning views, Victorian heritage and extensive greenery on the cliff slope. It is a location for more relaxed and quiet pursuits such as a stroll along the promenade or through Cliff Gardens.

484. Cliff Gardens and the Shrubbery provide a particularly unique form of open space and prove popular with both residents and visitors. This environment provides an extremely positive definition of the character of Southend and contributes to its position as a leading and popular seaside resort.
485. Southend Cliff Gardens is a substantial open space, it incorporates a blend of ornamental gardens and woodlands and a funicular railway on the Cliffs which slope down to the Western Esplanade and the formal promenade along the Seafront. Linear parks have been created to allow this to be enjoyed with formal pleasure gardens on the clifftops changing to more informal spaces with scrub vegetation and meandering footpaths in some parts of the cliff sides.
486. Along the Seafront itself, vegetation is limited although the central reservation of the Western Esplanade contains a broken line of Tamarisk (a traditional seafront plant) and Adventure Island is planted with a mix of evergreen shrubs around its perimeter.
487. For all the positive features the area has, nonetheless, it has developed a somewhat tired appearance in recent years. Some very good qualities and elements already exist, but they need to be revealed, enhanced and connected. Indeed at present there is an unclear path system with many ad-hoc 'desire lines' throughout Cliff Gardens.
488. There is an opportunity to create a green heritage trail from the Town Centre connecting the conservation area, cultural and garden features. This work may also incorporate rationalisation of and upgrade to the path system and seating. Furthermore there is scope to upgrade the Cliffs Pavilion outdoor space and improve its connection to the Cliffs. This may also include the renovation of the historic Cliff lift which reopened in May 2010. The legacy of Victorian structures and formal gardens remnants could be retained and reinstated to their former splendour.
489. The built area at the top of the cliffs comprises Clifftown conservation area. There is a need to explore further the opportunities for cliff stabilisation to secure this area and create a new attraction and destination in Southend. An engineering study has been commissioned by the Council to assess the stability of the Cliff and advise on remediation measures. There is one area of cliff slippage which requires extensive repair.
490. The remedial work to stabilise the Cliffs will, when commissioned, incorporate additional measures to provide development opportunities for a cultural centre (including a new museum). A new cultural centre within the cliff face may feature a range of displays including the internationally significant Saxon King find as well as catering for temporary exhibitions of touring exhibits. It may also feature an 'arthouse' cinema, flexible conference/ event space and car parking.
491. With the potential to accommodate parking inside the slope, there is the opportunity to free up some surface level public space and parking on the Esplanade. This would allow the opportunity to improve the quality of the public realm on Western Esplanade,

which presently is dominated by tarmac and vehicles with little seating, interest or recognition of Seafront location.

492. The incorporation of seaside tree planting between parking bays and along the Seafront and resurface Western Esplanade and at least part of the road to reduce impact and vehicular association of tarmac and create a suite of consistent bold lighting and furniture would improve the environment significantly. Strong pedestrian links should be made from the seafront to key points in the Cliffs and consideration will be given to additional public realm improvements.
493. In addition there is an opportunity to introduce a Western Esplanade traffic management parking and walking and cycling scheme including Sustrans route improvements.

Policy CS7: Western Esplanade, The Cliffs and Shrubbery

The Council, with private sector partners, private landowners and developers and through the exercise of its planning powers and other initiatives will:

1. seek to enhance the quality, accessibility and connectivity between the Seafront and the Town Centre within this area, making best use of sea views;
2. consider favourably development proposals along Western Esplanade near or close to the foreshore:
 - a. where they are associated with quiet leisure, cultural and tourism activities including bird watching, sailing, maritime recreation and other acceptable water based pursuits;
 - b. which ensure that foreshore designations (SSSI, RAMSAR and SPA) are respected and are not compromised – all proposals will need to produce an appropriate assessment to demonstrate this,
3. investigate all reasonable options for cliff stabilisation at Western Esplanade (see Proposal Area Policy CS7a Cultural Centre and new Southend Museum);
4. promote the following access and public realm improvements:
 - a. retaining, enhancing as well as re-instating the legacy of the Victorian structures and formal gardens on the Cliff and within the Shrubbery;
 - b. rationalise and enhance the existing pathway and improve biodiversity and planting within this area;
 - c. promote the application of vibrant and interesting surfacing on the promenade in addition to the placement of appropriate structures, street furniture and art for a seaside location to provide a focus and stimulus;
 - d. promote the creation a cultural/heritage trail from the Town Centre, connecting with the Cliff town conservation area and the Cliff gardens and Shrubbery;
 - e. provide a continuation of the improvement to the promenade associated with the City Beach scheme with new lighting, furniture, greening and public art;
 - f. retention of seafront parking but removal of occasional bays to provide better pedestrian links from the promenade to the Cliffs and Town Centre;
 - g. incorporate seaside tree planting between seafront bays and along the Seafront,
5. upgrade the Cliffs Pavilion outdoor space and improve its connection to the Cliffs and Shrubbery.

All development proposals in the vicinity of the Cliff frontages must have regard to Development Management Policy DM15 'Environmental Protection'.

Cultural Centre and new Southend Museum

494. A new cultural centre within the Cliff face may feature a range of displays including the internationally significant Saxon King find as well as catering for temporary exhibitions of touring exhibits. It may also feature an 'arthouse' cinema, flexible conference/ event space and car parking.
495. The New Museum is to provide for the permanent display of the best elements of the collections of the Central Museum and Beecroft Gallery in a new high quality iconic building, to support a comprehensive multimedia story of the people of Southend, the Thames Estuary and the South East Essex region.
496. Additional galleries and exhibition spaces will support a lively programme of temporary exhibitions and events, drawing on the reserve collections, loans from other museums and touring exhibitions, to ensure there is a continuous and varying offer for residents and visitors and promotes repeat visits.
497. Other high quality facilities will include a planetarium, dedicated collections store with associated curatorial facilities, a museum shop, café, restaurant and licensed bar for visitors and corporate users.
498. The siting of the new building within the cliff face will maximise attendance, accessibility, links with other cultural and educational resources, a heritage trail and view of estuary, as well as helping to stabilise the cliffs.
499. As the new Cultural Centre and new Southend Museum is located so prominently within Cliff Gardens, it has been necessary to carefully consider the preservation of access to and around the Gardens, and the surrounding historical environment, as well as views to and from it, whilst conceiving the external appearance of the building.
500. The building will be set within the cliffs to ensure that it does not impact negatively on the views of the Estuary and the setting of the Cliff Gardens. The innovative and contemporary design will ensure that it adds significant value and interest to the area, providing a high quality destination space and an iconic landmark development, incorporating sustainability and low carbon techniques and measures.
501. The concept for the building includes glass "eyelids" opening out of the Cliff providing spectacular views over the Estuary and allowing the vast majority of the Gardens to remain open and accessible to the public. This will create an animated façade, creating reflections of the sea and sky. At night these windows will act as huge illuminated show cases for the Museum exhibits.

502. Car parking will be included as part of the scheme providing more than 100 public spaces as well as facilities for cyclists.

Proposal Area Policy CS7a Cultural Centre and new Southend Museum

1. The following principles will be promoted as key consideration for development of a Cultural Centre and new Southend Museum:
 - a. creation of a exemplary high quality development which incorporates low carbon, energy efficient and sustainability measures as part of the overall design approach;
 - b. accommodation of car parking within the slope of the cliff as part of the development (including an area for cycle storage for visitors);
 - c. create a flexible development (approximately 8,000 square meters) which will include a cultural centre with exhibition space, the new Southend Museum, galleries, conference / events space and explore the opportunity for an 'arthouse' cinema as well as a café, restaurant and licensed facility;
 - d. provide for any other appropriate uses which will enable delivery of the development and assist with the stabilisation of the cliff face.
 - e. Create a new high quality green space including amphitheatre, linked to the High Street and Seafront via Cliff Gardens, Prittlewell Square and Clifftown Quarter.

Eastern Esplanade and City Beach Gateway

503. Eastern Esplanade is much livelier than its western counterpart. There are few barriers or structures which separate it from seaward side of Marine Parade unlike Western Esplanade. As such it has many commonalities with it including a number of public houses, amusement arcades and restaurants. It also includes the Southend Sealife Centre, a mini golf facility and public toilets as well as the Kursaal within its boundary, marking the point at which Eastern Esplanade and Marine Parade meet.
504. There also contains two conservation areas. Eastern Esplanade Conservation area is associated with the resort's early period before the major expansion in the late 19th century. It contains mainly domestic buildings and, in particular, a terrace of early to mid 19th century cottages reputed to have been built for local fishermen.
505. The Kursaal conservation area is a compact area associated both with Southend's origins and its later growth into a major resort. Buildings of particular interest are the Minerva Public House (now Tiffins Restaurant) which was built in 1792. It was in the centre of the hamlet at the time of its early development as a small resort. It is now a restaurant and much altered. The Britannia, which was built in the early late 18th century, was later converted to an inn catering for visitors. The Kursaal, originated part of the Marine Park laid out in 1894. It was built in the south west corner of the Park to form a grand entrance. Designed by George Sherrin in 1896, the buildings were not completed until 1901.
506. Along Eastern Esplanade there is the prospect of enhancing the impressive and spacious nature of the seafront landscape. The longevity and attractiveness of this part of the Seafront will depend on well designed walkways, promenades and other

pedestrian routes. Eastern Esplanade, therefore, should aim to provide a continuation of the high quality promenade and soft and hard landscaping completed in phase 1 of City Beach, creating a gateway to the Central Seafront Area from the east.

507. The placement of existing and future City Beach leisure activities in this area should ensure the appeal of the promenade for all age groups and should help to cement Southend's position as a 21st Century seaside resort destination. The Council is developing proposals for the second phase of City Beach further to the east along Jubilee Beach from the Kursaal to Esplanade House (former gas works site). Future phases should help to ensure that Eastern Esplanade becomes a promenade for people rather than being dominated by the highway. It will be important to ensure that the landscape provides a strong, memorable identity and draw in visitors.
508. There is further opportunity for a future phase of City Beach to consolidate major development proposals which are being taken forward at the junction of Marine Parade and Southchurch Avenue and along Eastern Esplanade. All development proposals in this area should be of the highest quality as they will form part of the Gateway to the eastern approach to the central seafront area.
509. There is also the prospect of creating a bold and interesting landmark development at the site of the old Gasworks, which may include a quality hotel and conference facility as part of a mixed use development. A future refurbishment and/or redevelopment of the Sealife Centre also presents a significant opportunity. In essence, it is envisaged that a number of exemplar buildings would mark the water's edge along the Eastern Esplanade.
510. As such an innovative approach to the design of new landscape is required, especially the integration of new development close to the conservation areas. High standards of design are expected in terms of form, fitness for purpose and choice of material (including plant materials).
511. In addition there is scope to relocate/reconfigure existing parking opposite the Kursaal and downgrade the junction. Improve crossing and redesign the area as a public entertainment space visually and physically sympathetic to the building. Explore possibilities to redevelop/relocate redundant lavatories and crazy golf and install new kiosks for small scale seaside businesses.

Policy CS8: Eastern Esplanade and City Beach Gateway

The Council, with private sector partners, private landowners and developers and through the exercise of its planning powers and other initiatives, will:

1. ensure that all development proposals within this area:
 - a. respect and complement the two existing and adjoining conservation areas, namely Kursaal and Eastern Esplanade conservation areas;
 - b. respect the scale, form and character of historic, listed and significant buildings, and retain and integrate them within an appropriate setting as part of a scheme;
 - c. include an activity frontage at ground floor level, adding to the vibrancy and vitality of the streetscene, introverted and 'pod-like' development will be actively discouraged;
 - d. are of high quality design and appropriate for a prominent Seafront location,
2. encourage the development of high quality and modern premises for small scale seaside businesses;
3. support the construction of a high quality hotel and conference facility as part of a mixed use development on the site of the old gas works;
4. support the regeneration and enhancement of the Woodgrange Drive Estate (see policy CS8a Woodgrange Drive (Kursaal) Estate);
5. encourage improvement to the Sealife Centre through redesign or redevelopment, possibly as part of a further phase of public realm and environmental improvements;
6. encourage redevelopment of redundant lavatories and crazy golf site;
7. explore opportunities to create a well designed coach drop off point on Eastern Esplanade for access to the seafront;
8. promote the following access and public realm improvements by:
 - a. installing bold public art at strategic locations to enhance the waterfront identity and attract visitors along the length of the promenade;
 - b. introducing further greening and landscaping (including tree planting) and to enrich the waterfront and creative public lighting to increase safety for evening activities;
 - c. removing superfluous features to pedestrian movement and create more pedestrian priority shared space;
 - d. increasing further public space and seating space for shops, cafes and restaurants;
 - e. relocating existing car parking situated opposite the Kursaal to create further usable space;
 - f. designing the junction and area outside the Kursaal as a public entertainment space, whilst being visually and physically sympathetic to the historic building,
9. encourage the development of a Seafront lido.

Proposals for Seafront development along Eastern Esplanade will need to demonstrate that there will be no unacceptable impact upon navigation, biodiversity, flood risk or the special character and designations.

Woodgrange Drive (Kursaal) Estate

512. The Woodgrange Drive Estate or the Kursaal Estate is a larger purpose built social housing estate constructed in the 1970s on the site of the former Kursaal amusement park. The estate comprises a number of large blocks of flats and pockets of houses based around a single one way access road linking with smaller service roads for the different residential elements. The site is has reasonably significant amenity areas and green space.
513. Like many other estate of this period, the Woodgrange Drive Estate, owing to its construction, design and layout, has not assisted with the integration of its' residents with the local and wider community. Unfortunately the blocks and houses are mostly inward facing and have no real relationship with the surrounding area. The residential blocks are of a very different scale and nature to the surrounding residential streets and do not face onto the existing road network. The routes and pathways throughout the site do not facilitate good surveillance and the safety of the residents and visitors.
514. As such the Estate would benefit greatly from regeneration and enhancement to address some of the issues which has arisen since its construction. Proposals to reconnect the site with the surrounding street and provide an enhanced environment for residents will be welcomed, as well as those which look to create a more mixed and cohesive community.

Proposal Area Policy CS8a: Woodgrange Drive (Kursaal) Estate

1. The Council will support proposals by public sector partners to regenerate and enhance this site for housing, including social housing, by using solutions to re-integrate it with the surrounding residential area.
2. Parts of this Proposal Area lies within Flood Zone 2 and 3 and all proposals for development should accord with Core Strategy KP1 and KP2 and have regard to the SFRA, the Local Flood Risk Partnership's Surface Water Management Plan and the Borough Council's emerging Local Flood Risk Management Strategy when approved.
3. Proposals should consider incorporation of low carbon technologies, energy efficiency measure and techniques to increase sustainability and reduce the carbon footprint of the development.

10.2.9. 'Victorias' Gateway Neighbourhood

515. This Gateway Neighbourhood is bounded by the Southend Victoria / London Liverpool Street Railway line to the east, Fairfax Drive to the north, Shakespeare Drive/Salisbury Avenue in the east and Queensway in the South. Importantly it contains the Town's traditional Office Quarter including the civic quarter (Council Offices, Police Station and Law Courts Library and Museum), Churchill Gardens and Prittlewell Conservation Area; Southend United Football Club ground 'Roots Hall' and a large area of high density housing ranging from Tower Blocks, through small and villa terraces to larger detached properties. It also contained a large areas of 'non-conforming uses' such as warehousing and run down industries between North Road and Salisbury Avenue that

are been redeveloped for residential uses over time and helping to improve the environment and amenities of the North Road area.

516. Prittlewell Conservation Area to the north of the Central area is an important heritage area, and also forms a key gateway on the main route into the Town Centre. This conservation area contains some of the Town's oldest and most important buildings such as St. Mary's Church, 255 and 275-279 Victoria Avenue but for a long time this area has been in need of regeneration. It suffers from high vacancy rates, deteriorating building fabric and the detrimental impact of the traffic at the junction of Victoria Avenue and East / West Street in particular.
517. Southend United Football Club have plans to relocate their Stadium creating an opportunity to redevelop a wider area for a mixed use development incorporating the preferred location for a Sainsburys store (relocating from the Sainsbury's Site See Policy PS2a), additional housing and business, leisure and community development
518. Fine brick built 2 storey water pumping station, adjacent buildings and large area of hard-standing with blocks of garages on northern and eastern boundaries. Within a primarily residential area comprising 2 storey semi-detached 1930's housing.
519. Within this area there are three Proposal Sites. The biggest challenge for this neighbourhood is to address the large amount of underused, vacant and outmoded office buildings in Victoria Avenue Quarter that contributes little to the streetscape at such an important gateway or the economy. Indeed the presence of such a large amount of office space is driving down rental values and hindering the objectives of this Area Action Plan to shift the provision of Grade 'A' Office uses to within the Town Centre proper.
520. Consultation on the issues and options for the future of this area indicated support for a housing led mixed area but based on a totally different urban form. There exists therefore, an excellent opportunity to transform the built environment and create a sustainable mixed use community within The Victoria Avenue Site (PS9a). This would both provide an exciting gateway to a vibrant town centre but also integrate well with the neighbourhood.
521. The wider community can also be enhanced by the provision of increased opportunities for cultural and leisure facilities. Opportunities exist to reinforce the temporary cultural uses on the Former Essex and Suffolk Water Board Site PS9b and establish greater linkages with the immediate community. This would build on activities at Prittlewell Chapel, the historic assets of the Prittlewell Conservation Area and the adjacent Priory Park.
522. There are further opportunities to reinforce a sustainable community in this neighbourhood by developing housing and employment facilities on the Roots Hall and environs Proposal Site PS9c. Southend United Football Club have indicated a desire to relocate and have planning approval to redevelop its current ground and

adjacent land to include a large supermarket at the junction of Victoria Avenue and Fairfax Drive and housing.

523. Objectives for 'Victoria' Gateway Neighbourhood

- **Create an integrated, high quality residential community where people of all ages want to live.**
- **Make the most of, and enhance, the quality heritage of the Prittlewell Conservation Area to drive forward regeneration.**
- **Bring about the transformation of the traditional Victoria Avenue office area to provide for a vibrant mixed use community which is integrated with the surrounding neighbourhood and set within a remodelled built form of a quality that befits this significant gateway to the Town Centre**
- **Provide significant additional housing which demonstrates best practices regarding sustainable design, construction and living.**
- **Provide employment premises, particularly the kind which would be attractive to small businesses or provide room to grow for innovators and entrepreneurs .**
- **A thriving local shopping centre on East Street.**
- **Victoria Avenue as a beautiful boulevard signalling the gateway to the town centre with cafes and good quality public space along its length.**

Policy DP9: Victoria Gateway Neighbourhood Development Principles

Council will pursue, with public and private sector partners, the determination of planning applications and other initiatives:

1. the protection and enhancement of the heritage assets of Prittlewell Conservation Area, and will promote the preservation and regeneration of the vacant and deteriorating historic buildings (Policy HE3);
2. the transformation of the land within Proposal Site PS9a Victoria Avenue, into a sustainable mixed use community led by a clear planning framework for the area;
3. the development of enhanced cultural facilities and creative industries on Proposal Site PS9b Former Essex and Suffolk Water Board Site;
4. in the event of Southend United Football club relocating their stadium, redevelop Proposal Site PS9c Roots Hall Football Ground and environs with mixed use development to deliver additional housing, and business uses and supermarket;
5. consider the provision of additional Higher and Further Education facilities based on an assessment of the expansion needs of the University of Essex and South Essex College when and where appropriate development opportunities arise;
6. the provision of a new primary health care facility on North Road to meet local needs in this area in line with planning permission;
7. the provision of a primary school when required within Proposal Site PS9a
8. promote the following access and public realm improvements:
 - a. a priority route for *sert* linking the Central Area with London Southend Airport and adjacent development areas, including corresponding improvements at the junctions between the A127 at Fairfax Drive and East Street (Policy TA1);
 - b. appropriate enhancements to North Road, including civic space at junction with Chelmsford Avenue, to uplift the residential environment, provide for walking and cycling, and improve linkages to East Street local shopping centre, Cultural Facilities at TAP and Prittlewell Chapel;
 - c. consideration of appropriate expansion of the public realm utilising the Victoria Avenue service road in association with development proposals within Proposal Site PS9a Victoria Avenue;
 - d. the provision of public through routes, by a variety of modes, through development areas to improve access and linkages between where people live, employment areas, cultural facilities and parks both within the Neighbourhood and to the wider Borough;
 - e. urban greening projects, including the creation of new public and private green space within new development;
 - f. enhancement of the existing Civic Space (including the Holocaust Memorial) on the east side of Victoria Avenue between the Civic Centre and Law Courts, and its integration with the broader area.

Development proposals within the Secondary Shopping Frontages on West Road must have regard to the requirements of Core Strategy Policy CP2 'Town Centre and Retail Development' and Development Management DPD Policy DM14 'Shopping Frontage Management'.

The Council will pursue the upgrading and enhancement of this area with private sector land and property owners and developers by supporting applications that seek to regenerate and integrate the edge of Town Centre Retail Park north of London Road. Consideration of potential uses will be influenced by the development needs of the University of Essex and South Essex College.

Proposal Site Policy PS9a: The Victoria Office Area Site

1. The Council will pursue the transformation of this area to provide for a vibrant mixed use community which is integrated with the surrounding neighbourhood and set within a remodelled built form of a quality that befits this significant gateway to the Town Centre.
2. The Council will prepare Supplementary Planning Guidance (SPD) to provide a clear planning framework for the redevelopment of this Proposal Site and will pursue, as appropriate, a full range of measures to enable delivery of its objective for the site, including Compulsory Purchase powers, preparation of Development Briefs, partnership working with private sector landowners and developers and explore the merits of Simplified Planning Zones.
3. The Council will pursue, through the above measures, the determination of planning applications and other initiatives:
 - a. comprehensive redevelopment of this site, or incremental development within the site, to transform the area into a sustainable mixed use community, including:
 - i. an acceptable mix of uses focussed on residential and small scale flexible office accommodation complimented by local retail uses, leisure (cafes and bars) and community facilities;
 - ii. the provision of a Primary school when required;
 - iii. consider the provision of additional Higher and Further Education facilities based on an assessment of the expansion needs of the University of Essex and South Essex College;
 - iv. full integration with the surrounding neighbourhood by providing for new footway/cycle links through the area;
 - v. limited strategic locations for tall buildings
 - vi. urban greening projects, including:
 - the use of green walls and roof gardens;
 - comprehensive landscaping;
 - the creation of a series of linked public green space within the area linked to a wider network of parks and gardens;
 - a comprehensive sustainable drainage system and areas of open water.
4. The Council will use its enforcement powers to reduce the damage to amenities and the environment resulting from long term vacant and derelict land and buildings.
5. In the event of incremental redevelopment of individual sites, the Council will require each development site as it comes forward to demonstrate how the scheme will meet, and not prejudice the delivery of, the wider regeneration ambitions for the area, including the provision of measure that integrate the proposed scheme with:
 - a. a remodelled high quality urban form;
 - b. provide a built form where fronts of building all face existing or new public space or streets;

- c. a series of new footways and cycle routes through the whole area linking to the surrounding neighbourhood;
- d. an area wide comprehensive sustainable drainage system and areas of open water;
- e. the creation of a series of linked public green space within the area linked to a wider network of parks and gardens;
- f. an area wide solution to parking provision;
- g. create substantial areas of usable communal private spaces.

Some areas within this Proposal Site are susceptible to surface water flooding and all proposals for development should accord with Core Policy KP1 and KP2 and have regard to the SFRA, the Local Flood Risk Partnership's Surface Water Management Plan and the Council's emerging Local Flood Risk Management Strategy when approved.

524. This area, which is situated on either side of Victoria Avenue, forms a gateway to the Town Centre. It is characterised by high rise and civic buildings and Southend Victoria Railway Station. With the exception of the Court building, Library and Civic offices, the architecture of the remaining buildings is bland and uninspiring, symbolic of speculative office building in the 1960s and 1970s. The former South Essex College Campus buildings are currently empty awaiting either redevelopment or conversion. In addition there are plans to relocate the Library to the Elmer Square Quarter.
525. The predominant land uses are offices to the west of Victoria Avenue and civic uses to the east including a Magistrate's Court, Council offices, Library and Police Station.
526. During a normal working day there is significant pedestrian movement along Victoria Avenue to the Southend Victoria Railway Station and the Town Centre. The road is also a principal access route for vehicles to the Town Centre, the Seafront and beyond. The volume of vehicular movements along the main roads presents a significant barrier for pedestrians and cyclists moving between the urban Quarters. Significant improvements have been completed including the redesign of Victoria Gateway (Phase 1) that has created more direct routes to the Town Centre and activity spaces around the station.
527. This significant gateway to the Town Centre is now blighted by outmoded, vacant and in some places derelict office blocks. The biggest challenge for this neighbourhood, and to the Town Centre regeneration in particular, is to bring about the transformation of this area. The size and scale of this gateway location means that the urban form needs to be totally remodelled to uplift the area and provide an outstanding gateway to the Town Centre. In addition, release of the outmoded office floorspace will allow the Council to pursue its broader spatial strategy for the location of business to within the Town Centre.
528. It is intended that Victoria Avenue will become a sustainable mixed use Quarter with enhancements to the formal Boulevard character of the street befitting its gateway

- status. The Quarter will be transformed with a new mix of uses including offices, residential, civic functions, commercial and local retail and health and fitness facilities.
529. The existing environment will need to be largely remodelled to accommodate a more complex, fine-grained and sustainable urban form that is capable of sufficient commercial and economic robustness to avoid future redundancy, as has been the legacy.
530. Supplementary Planning Guidance will be prepared to provide a clear planning framework for the site. Development Briefs will also be prepared by the Council together with private sector partners to secure the regeneration and redevelopment of this area.

Proposal Site Policy PS9b: Former Essex and Suffolk Water Board Site

The Council will support the provision of housing on this site in association with the promotion of enhanced cultural facilities and creative industries, building on the current use and capitalising on the merits of the existing building.

531. The former Essex and Suffolk Water Boards' site is currently the temporary home for two cultural enterprises. Studios and gallery spaces are housed within a converted water works called TAP (Temporary Arts project). It is home to Coexist, an organisation committed to showcasing dynamic and exciting artists and the White Bus, dedicated to promoting the creation and viewing of films.

Proposal Site Policy PS9c: Roots Hall Football ground and environs

In the event of Southend United Football Club relocating their stadium, the Council will work with private sector developers and landowners to redevelop this site for the provision of:

1. mixed residential uses comprising flat, semi detached and terraced houses with usable quality private open space;
2. retail food store at first floor level and petrol filling station with kiosk;
3. business uses together with café/bar and community facilities fronting onto Fairfax Drive;
4. vehicular accesses / egresses onto Fairfax Drive, Roots Hall Avenue and Victoria Avenue;
5. modified access to Shakespeare Drive for emergency and pedestrian only access
6. good quality landscaping; and
7. provision of retaining walls to southern part of site.

532. Proposal site comprises the existing Southend United Football Stadium at Roots Hall and the surrounding buildings, which have vehicular accesses off Victoria Avenue, Roots Hall Avenue, Fairfax Drive and Shakespeare Drive. The 3.75 hectare land parcel also includes the former Prospects College and shops fronting Fairfax Drive and returning along Victoria Avenue, the South Essex Homes block of social housing known as St. Mary's Court and the Council controlled open space in front. At the Southern end of the site there is the Southend United Football Club shop/ticket sales building and at the centre there are two vacant industrial buildings fronting Roots Hall Avenue.

533. At present this site is linked, by way of planning conditions and legal agreements, to the site at Fossetts Farm. Redevelopment of the existing stadium is not permitted at this site until the Fossetts Farm scheme is fully functioning as a replacement football stadium. Under the current proposals Fossetts Farm will provide the funding for the redevelopment of Roots Hall. The site also includes two buildings in the northern most point in the Prittlewell conservation area; these buildings are situated on the site of 299 Victoria Avenue, which make up part of the Southend United Football ticket office.
534. It is expected that development of this site will deliver a high quality mixed use development which comprises a mix of housing types, business and retail uses, within a well landscape setting which provides good quality public and private amenity space for residents and visitors. All development within the site must employ low carbon technologies, energy efficient measures and sustainability principles to reduce the carbon footprint. Issues of access and permeability will need to be addressed to ensure that the site integrates appropriately with the existing transport network and provides a legible environment for pedestrians and cyclists.

10.2.10 Sutton Gateway Neighbourhood

535. Sutton Road is located immediately north of Southend Town Centre. The area is bounded in the east by Sutton Road, Queensway in the south, the railway line in the west and West Road in the north.
536. This Neighbourhood contains a diverse mix of uses including residential, employment areas and retail areas. The main employment areas comprise Grainger Road industrial estate and Short Street employment area. There are also employment uses fronting Sutton Road in the north which have low occupancy levels and are of poor townscape value fronting as they do residential areas on the eastern side of Sutton Road. The southern section of Sutton Road comprises a local shopping centre with a mix of retail uses and services.
537. As part of the Strategic Housing Land Availability Assessment and Employment Land Review (ELR) this Gateway Neighbourhood was appraised in order to determine its potential for housing and economic growth. The key issues facing the area include:
- The area contains a mix of uses which do not gel together in any coherent way. Employment and retail uses relate poorly to residential streets, and often feel alien in scale and appearance. In addition the townscape is in need of repair.
 - The age of employment buildings, together with a series of blank and poorly kept frontages creates a run-down feel to the area.
 - The ring road creates a physical and psychological barrier and leaves the southern part of the site exposed and open with a poor sense of place.
 - There are remnants of quality townscape in both residential and employment areas; new development could complement these and help knit the area together to create something that feels more like a neighbourhood.

538. The SHLAA and ELR identified that there was scope to reinforce local employment opportunities whilst at the same time develop opportunities for additional housing. The overall concept for the Gateway Neighbourhood is to repair, unify and knit together the townscape to create a neighbourhood that retains a variety in mix of uses, but where these uses relate better to each other, avoiding the sense that buildings or uses are intrusive to their neighbours.
539. Within this area there are 3 proposal Sites. Proposal Site PS10a – Former B&Q Site is the subject to ongoing negotiations with Tesco for the provision of a new supermarket. The principle of this use has been considered appropriate subject to satisfactory highway arrangements and the need to include parking for the store and re-provision of the Focus Youth Centre. Proposal Site PS10b Sutton Road has been tested through the SHLAA and ELR and is considered suitable for redevelopment for additional housing alongside an appropriate level of supporting uses such as small employment units and some retail and community uses. Proposal Site PS10c Coleman Street Site includes 3 residential tower blocks and lower rise social housing. The Council has expressed a desire to regenerate and enhance this area whilst ensuring provision of social housing.
540. **Objectives for Sutton Neighbourhood Gateway**
- **Create an integrated, high quality residential community where people of all ages want to live.**
 - **Provide additional housing which demonstrates best practices regarding sustainable design, construction and living.**
 - **Provide employment opportunities including the protection and regeneration of existing industrial and employment areas.**
 - **A thriving local shopping centre on Sutton Road.**
 - **repair the townscape along Sutton Road and Queensway to provide better relationships with the adjacent residential areas and town centre respectively.**

Policy DP10: Sutton Gateway Neighbourhood Development Principles

The Council, with private sector partners, the determination of planning applications and other initiatives will:

1. facilitate the provision of a major supermarket and associated car parking and re-provision of youth facilities on land within Proposal Site PS10a former B&Q Site;
2. support the redevelopment for housing led mixed use development on Proposal Site PS10b Sutton Road;
3. explore the regeneration of this site for the provision of additional social housing on Proposal Site 10c Coleman's Street;
4. support regeneration of the following employment growth areas to provide increased employment floorspace:
 - a. Grainger Road
 - b. Short Street
5. consider the provision of additional Higher and Further Education facilities based on an assessment of the expansion needs of the University of Essex and South Essex College when and where appropriate development opportunities arise;
6. promote the following access and public realm improvements:
 - a. appropriate enhancements to Sutton Road to uplift the residential environment and enhance provisions for walking and cycling;
 - b. an enhanced cycling and pedestrian route along the length of Short Street from West Road to Queensway;
 - c. new public open space within Proposal Site PS10b (Sutton Road).

The Council will prepare Planning Briefs for the Grainger Road and Short Street Employment Growth Areas to provide additional guidance on the scale of development and appropriate uses.

Development proposals within the Secondary Shopping Frontages on Sutton Road must have regard to the requirements of Core Strategy Policy CP2 Town Centre and Retail Development and Development Management DPD Policy DM14 Shopping Frontage Management.

541. Sutton Road is located to the north west of the Town Centre and comprises a diverse mixture of residential, employment and retail areas between Sutton Road in the east and Southend Victoria Railway Station in the west. Sutton Road industrial area is identified in the Core Strategy as one of the Priority Urban Areas to be the focus for regeneration and renewal.

542. The SHLAA site appraisal identifies an existing mix of uses which do not gel together in any coherent way. Employment and retail uses relate poorly to residential streets and the townscape is in need of repair. There are remnants of quality townscape in both residential and employment areas which could be complemented by new development.

543. This Plan seeks to take forward a concept for the area that maintains and reinforces the existing employment and shopping opportunities and in design terms repairs,

unifies and knits together the townscape to create a better neighbourhood that retains a variety of uses but where these uses relate better to each other.

544. This includes protecting the maintaining and promoting as locations for increased employment floorspace Grainger Road and Short Street employment Growth Areas through a managed approach using Planning Briefs that will set out the quantum of development and appropriate uses.
545. In line with Development Management Policy DM13 the local shopping centre on Sutton Road will be supported as a local centre to meet the day to day needs of the local community.
546. Along the north west side of Sutton Road there are a number of older employment uses that present an opportunity to repair the townscape and re-instate residential use so that the area relates better to the buildings opposite. It is within this area that opportunities will be pursued to introduce public space which is lacking in this neighbourhood. There are also opportunities to improve the provision of affordable housing and encourage neighbourhood renewal whilst helping to address issues of anti-social behaviour in an area in the south currently occupied by three residential tower blocks and a terrace of two storey housing.
547. Clearly access to and within this neighbourhood and to the Town Centre is important and there are opportunities to improve the environment of Short Street along its length including the foot way continuation up to West Road on the back of proposed development opportunities on Proposal Site PS10 (former B&Q Site) and the completed residential development to the north. Sutton Road is also a major multi-modal route and environmental improvements here would also support the local shopping centre.

Proposal Sites PS10a – Former B&Q Site

1. The Council will work with the private sector land and property owners to redevelop this site for a new large format foodstore, related car parking and the re-provision of existing youth facilities.
2. The Council will require:
 - a. an assessment of the impact of the proposal on the Town Centre's vitality and viability, including impacts of the scale, range and quality of the comparison and convenience offer;
 - b. transport and access arrangements to have regard to the highway, public transport and pedestrian and cycle provisions of the Victoria Gateway scheme in addition to the highway requirements of the scheme itself;
 - c. building design to be architecturally led and demonstrate how the development will integrate with the surrounding area, including how an active frontage at ground floor level can be achieved;
 - d. environmental improvements to Short Street for walking and cycling.

548. Edge of centre sites contribute to meeting retail need. Proposal Site PS10a (Former B&Q Site) offers a good opportunity for large format convenience retail development in the short term given its current availability, particularly if the Sainsbury's store, London Road, was to relocate. Severance caused by Queensway Road between the site and The Victoria would need to be considered carefully to ensure that development here is integrated as best as possible with the Town Centre's Primary Shopping Area and neighbouring area.

Proposal Site PS10b – Sutton Road

1. The Council will support the redevelopment of this area for high quality housing with supporting uses at ground floor such as café bar/community facilities.
2. The Council will require the building design, form and massing to:
 - a. have regard to residential buildings on the opposite side of Sutton Road and contribute positively to repairing the street scene in this area;
 - b. Provide for a new area of public open space.

549. The Council, as part of the preparation for this plan looked at the potential for change across a series of sites within the Sites in the Sutton Neighbourhood Gateway improving the appearance of the area generally, and taking into account the need to improve the way that existing and new residential and commercial development may relate to each other. This Site is currently in employment use fronting Sutton Road and coming to the end of their natural life. Immediately to the south there have been a number of redevelopments which are transforming the area to a more residential use. It found that in the area within this Proposal Site there was a juxtaposition of residential and older employment sites creating a slightly run down feel and a need for coherence in the street form and character.

Proposal Site Policy PS10c: Coleman Street

1. The Council will, with public and private sector partners, explore the regeneration of this site for the provision of additional social housing via an options appraisal that will give the Council and its residents a vision of how to provide high quality, environmentally sustainable affordable housing whilst helping to address issues of anti-social behaviour and encouraging neighbourhood renewal.
2. This Proposal Site is susceptible to surface water flooding and all proposals for development should accord with Core Policy KP1 and KP2 and have regard to the SFRA, the Local Flood Risk Partnership's Surface Water Management Plan and the Borough Council's emerging Local Flood Risk Management Strategy when approved
3. The Council will prepare a Development Brief to take forward development of this site.

550. Southend has poorer quality housing which present a greater challenge to enabling sustainable communities. The opportunity exists on this site to invest and build on neighbourhood regeneration, where achieving decent homes standard for council accommodation remains a priority together with improving the housing offer for the

residents. This approach has been taken forward as a priority in the Council's Local Investment Plan.

implementation and monitoring framework

part d

implementation

section eleven

11. Implementation

11.1 Introduction

551. The purpose of this section is to demonstrate the deliverability of this AAP and set out an indicative programme for the delivery of the main elements of the SCAAP and the range of funding sources and land ownership arrangements by key objective and associated action for each of the 19 Proposal Sites.
552. The AAP Vision will be realised through the implementation of the 8 key objectives and their related AAP policies and actions, principally through the delivery of the main Proposal Sites, as well as other projects, such as the public realm, Seafront, conservation area and access enhancements.
553. To deliver the aim for the SCAAP and implement its proposals and policies over the lifetime of this Plan (15 years), it is essential that the Council continues to work in partnership with a range of stakeholders in the public, private and community/voluntary sectors. These include: land and property owners; developers; businesses; Southend-on-Sea Town Centre Management (STCM); transport providers including – Arriva Southend, First Essex Busses, Stephenson’s of Essex, Regal Busways, Network Rail, the Department for Transport, C2C and National Express East Anglia (NXEA) and / or subsequent franchise operators; car park operators; University of Essex and South Essex College; the Environment Agency; infrastructure providers, including Essex and Suffolk Water and Anglia Water Services, gas and electricity providers; the Police; the Primary Care Trust; Southend Voluntary Services (SAVs), residents and local groups.
554. The success of the AAP will depend upon effective and co-ordinated delivery, with the Council playing a central role. It will require considerable resources to realise many of the actions that contribute to the vision. Partnership working, with a clear process and good communication among the partners and with stakeholders, will be required to keep all parties up to date and involved in the progress of the SCAAP as a whole and projects for individual sites.

11.2 Town Centre Management

555. Southend-on-Sea Town Centre Management (STCM) is funded by the Council and works in partnership with major stakeholders in the Town Centre to provide an increasingly vibrant mix of shopping, cultural and leisure activities, supported by a range of entertaining events and promotional initiatives. The role helps to maintain, improve and develop the quality, vitality and viability of the Town Centre for all users. As a result, this role provides better communications and understanding between the Town Centre business groups, safety partnership, businesses and the Council. It plays a key role in facilitating and co-ordinating the effective management and delivery of a

variety of projects and functions, including the day to day management of the Town Centre.

556. It is recognised that there are opportunities to develop a Business Improvement District (BID) within the Town Centre and the Town Centre Partnership is currently exploring this with the Council.
557. Following extensive consultation with various sectors and Strengths, Weakness, Opportunities, Threats (SWOT) analysis five strategic objectives were identified for 2009-2012

Southend Town Centre Partnership - Strategic Objectives

1. Improving partnerships

- Embracing the public, private and community sector to support and promote a common vision.
- To promote membership development and raise the profile of the Partnership with representation on various working groups.
- To ensure value for money.

2. Improving promotions, marketing and communications

- Co-ordinate the promotion and marketing of Southend Town Centre as a high quality destination.
- To support and deliver a quality events programme distinguishing Southend's uniqueness and brand.
- Ensuring effective communication both externally to the public and businesses and internally to all members of the Partnership.

3. Improving safety and security

- Reducing crime and the fear of crime.

4. Investment

- Foster and develop the economic vitality and diversity of the town centre by supporting, encouraging and facilitating inward investment opportunities.

5. Improving access and the environment

- Improving accessibility to and within the town centre with a focus on a balanced provision of car parking and public transport.
- Improving the street environment, including appearance, services and facilities.

11.3 Delivery Mechanisms

- 558 In the present market for assets and the economic and financial climate of the country, the Council has been looking at ways to facilitate development, find ways to continue to deliver regeneration and to maximise our capital and revenue resources. One such tool has been the proposed creation of a Limited Liability Partnership (LLP) between the Council and a Private Sector Partner.

559. The Council and a Private Sector Partner will each own 50% of the shares of the LLP whose main purpose would be to;
- Invest private sector funds in projects of mutual benefit.
 - Facilitate comprehensive regeneration projects throughout the Borough.
 - Provide potential capital receipts and/or revenue income streams to the Council from the ongoing development of surplus land and buildings.
 - Provide opportunities for any Council in-house surplus capacity to be deployed on development projects with a further fee income stream opportunity.
 - Support the Council in the development of its strategic review of the property portfolio.
560. The model creates a delivery vehicle first and then brings in opportunities by individual agreement. The delivery vehicle would be a Limited Liability Partnership with 50:50 Local Authority and Private Sector Partner ownership membership. There would be the creation of a Member Board supported by an Operational Board of officers. The Private Sector Partner will ensure that the partnership remains financially strong and brings with it substantial private sector funding.
561. Only schemes which both parties agree to would progress through into the LLP. Each scheme would need to demonstrate a good business case and meet stringent value for money criteria to maximise capital and revenue streams. If better value can be delivered by a normal market disposal or by other means then that site/project would not go through the LLP and would progress as they currently do. The Cabinet will be able to elect sites for the LLP to consider and appraise for viability.
562. The LLP is only one way of how the Council could manage its asset portfolio and would complement the Asset Management Plan to provide options and choice in terms of project delivery; the model has been designed to be very flexible. The LLP will also provide access to additional capacity, resources and skills together with an opportunity for the Council to generate income through a 50% share in development profits, which would normally be consumed entirely by private sector developers.
563. The model will open up new and different opportunities for the Council in terms of strategic acquisition, cross financing long-term developments and packaging together developments to make less-viable schemes possible by linking in more profitable opportunities where it is demonstrated that it is appropriate to do so.
564. This Plan proposes 19 Sites and they have been prioritised in terms of deliverability, based primarily upon land ownership and alignment to key objectives. Of the 19 sites:
- 10 are mostly within Council ownership and proposals are being considered as part of the Council's Asset Management Review
 - 2 are owned by the HCA
 - 1 has planning permission and its implementation is subject to the relocation of existing use to another site which also has planning permission
 - 1 is subject to pre-application discussions

- 1 is owned and operated by Estuary Housing Ltd who have expressed a strong desire to regenerate the area through the SCAAP
 - The remaining 4 sites are either complex due to multiple ownership issues or are reliant on other elements of the SCAAP being implemented
565. Part C of this Plan sets out the planning and spatial parameters for bringing these sites forward. To deliver these key moves it is recognised that support and ‘buy in’ will be required by principal public and private stakeholders to the development strategy articulated in this Plan. This will include: the development of proposal sites; facilitating the roles for the identified Quarters through strong development principles; and the development management of ‘windfall’ sites, together with an integrated approach to the public realm and access improvements. If necessary, Planning Guidance and/or Planning Briefs will be developed to give greater certainty and clarity for delivery of the Proposal Sites. The need for this will be assessed by the Council on a site by site basis. These sites will be delivered in partnership with landowners and key stakeholders and this work will be taken forward with them.
566. Twelve of the nineteen AAP proposal sites are in public ownership. On these sites the Council will be in a strong position to direct schemes to meet the objectives and development principles set out in this plan. There is a particular role for the proposed Development Vehicle in facilitating delivery on these sites.
567. Where there are complex ownership issues and the need to deliver comprehensive solutions, such as on the Victoria Avenue Site (PS9a), the Council will use a range of powers together with its role as facilitator to achieve outcomes that can practically deliver the objectives for the area. Discussions with land and property owners are currently underway to this end.
568. The delivery of two proposal sites - PS2a (Sainsbury’s and adjacent buildings. London Road) within the Town Centre and PS9c (Roots Hall) within the Victoria Gateway Neighbourhood -are interdependent in terms of delivery with a further site that facilitates the relocation of the SUFC Stadium. The Council has approved the application for a new stadium and planning permission is pending S106 agreement for development of the existing stadium site and its environs.
569. Site specific discussions are also taking place on more complex sites where multiple ownership could be seen as an obstacle to deliver a comprehensive approach – for example, meetings have been held with land and property owners in relation to Proposal Site PS9a (The Victoria Avenue Site). In addition ongoing discussions have taken place with primary care providers, the University of Essex and South Essex College, and hotel operators with regard to their needs and expansion opportunities.
570. A number of other sites will be implemented by private sector developers, land and property owners and businesses, with the Council acting corporately as a facilitator, and as a regulator through the planning process. Where appropriate, private sector interests will be required to make a contribution towards the cost of delivering public

infrastructure, transport and public realm improvements across the Town Centre, usually through Section 106 agreements, as set out in Policy IF2.

571. The Council will regularly review and monitor performance towards the AAP objectives, and the delivery of individual proposal sites and policy initiatives. It will review and discuss delivery mechanisms with its partners in response to monitoring and review information.
572. Consideration in terms of risk assessment has also been given to the delivery of transport, social and utilities infrastructure to support proposals for new retail, commercial, leisure and residential uses, as part of the holistic approach to town centre development.
573. There are a number of proposals that will require other resources, including public sector resources, to fund some of the transport, environmental and public realm improvements. Funding responsibilities for these projects include the Council's own resources through its Policy and Capital Programme; the HCA and the Department for Transport.

11.4 Funding

574. The Council has developed a short to medium term funding strategy aimed at securing delivery of the SCAAP key proposals. The Council's priorities for investment for the period 2011 to 2017 are set out in the Local Investment Plan submitted to the HCA. The Vision for the future of Southend is based around seven priority areas:
 - Central Southend as a Regional Centre
 - Developing London Southend Airport and A127 Industrial Corridor
 - Regenerating Shoeburyness
 - Enhancing Green Infrastructure
 - Improving the Transport Infrastructure
 - Advancing Culture & Heritage
 - Delivering Housing Growth & Improvement
575. The submitted LIP has been agreed by the HCA, meaning that they are supportive of the Council's priorities within the Central Area. The immediate investment priorities relevant to delivery of the SCAAP within the LIP are:

Central Southend as a Regional Centre

576. Within the Central Area key interventions are required to: unlock strategic opportunity sites; enhance public realm thereby encouraging private sector delivery; and invest in the opportunity to expand the Elmer Square development through the inclusion of a wider cultural/creative economy hub.
 - **Strategic Sites Enabling** – The provision of a new 600 space public car park in the north east quadrant of the town centre to enable the release for development of Warrior Square, Tylers Avenue and the future closure of Essex

Street MSCP. This project will support the delivery of key mixed use developments on each of these sites delivering increased residential units, widening the retail offer and providing a new commercial offer.

- **Elmer Square Creative Hub** – The provision of an increased cultural aspect to the planned development at Elmer Square, alongside enhanced facilities for creative enterprises and new integrated central library, will add substantial value to the development of the area and further embed culture at the heart of the regeneration of this quarter.

Project: Strategic Sites Enabling		Investment Required: £9m
Description: Provision of a 600 space public car park in the north east quadrant of the Town Centre to enable the release for development of Warrior Square, Tylers Avenue and the future development of Essex Street MSCP. Investment from the HCA would fund the capital costs of constructing the car park with the land being provided by the Council. The development of the site would then enable the Council to take the balance of the land at Warrior Square and land at Tylers Avenue forward to the development market.		
Strategic Fit: Renaissance of South Essex Towns		
Outcomes Delivered:		
Outputs Delivered:		
Brownfield Land Remediated (direct)		0.8ha
Brownfield Land Remediated (indirect)		2.2ha
New office floorspace (indirect)		4,000m ²
New retail floorspace (indirect)		5,500m ²
New other floorspace (indirect)		4,000m ²
Total new housing units (indirect)		250

Project: Elmer Square		Investment Required: £3m
Description: Integration of dedicated cultural/creative space as part of the development of Elmer Square into an integrated academic/cultural quarter. Funding from the HCA will support the construction and fit out of the cultural element of the facility with the Council, University and College providing £26.9m towards the provision of the new integrated central library, higher education centre for the College and increased teaching space for the University.		
Strategic Fit: Renaissance of South Essex Towns; Education and Skills		
Outcomes Delivered:		
Outputs Delivered:		
New community floorspace (direct)		300m ²
New green spaces created (direct)		1,500m ²
Number of households within 300m of Green space (direct)		800 (approx)

Enhancing Green Infrastructure

577. The principal intervention required to green infrastructure will be focused on the Phase Two delivery of City Beach – extending the area of high quality public realm along the

Central Seafront Area. Delivery of Phase Two of the Victoria Gateway scheme will also enhance a key area of public space within the centre of the Town.

Project: Victoria Gateway Phase Two		Investment Required: £4m
Description: Enhancements to the public realm linking the roundabout at the junction of London Road/Queensway through to the northern end of the High Street.		
Strategic Fit: Renaissance of South Essex Towns		
Outcomes Delivered:		
Outputs Delivered:		
New Retail Floorspace (indirect)		1,200m ²
New Other Floorspace (indirect)		600m ²
Upgraded Roads (direct)		0.45km
Upgraded Cycle Routes (direct)		0.45km
Upgraded Pedestrian Routes (direct)		0.9km

Project: City Beach Phase Two		Investment Required: £7m
Description: Continuation of the City Beach scheme linking Phase One through to Esplanade House; provision of enhanced play facilities; extension of the feature lighting scheme and enhancements to the Kursaal junction. HCA funding is required to support the capital cost of the public realm works including the extension of the lighting totems (6-8 totems), wet and dry play facilities and improved public open space.		
Strategic Fit: Renaissance of South Essex Towns		
Outcomes Delivered:		
Outputs Delivered:		
New Retail Floorspace (indirect)		1,100m ²
New Other Floorspace (indirect)		1,500m ²
Total New Housing units (indirect)		220
Upgraded Roads (direct)		0.5km
Upgraded Cycle Routes (direct)		0.5km
Upgraded Pedestrian Routes (direct)		0.5km
Enhanced Open Space (direct)		1,800m ²

Improving the Transport Infrastructure

578. Over the forthcoming CSR period the key transport infrastructure enhancement required are the further delivery of the Victoria Gateway scheme and junctions improvements to the A127. These projects are set out under 'Central Southend as a Regional Centre' and 'Developing London Southend Airport and A127 Industrial Corridor' respectively. Opportunities will also be pursued to continue establishing Southend as a 'Cycle Town' and to encourage use of public transport.

Advancing Culture & Heritage

579. The regeneration of Southend, and in particular the Central Area, continues to have a strong cultural lead, building on the Town's existing assets whilst complementing other forms of investment. The development of a wider cultural/creative offering within the

Elmer Square development is a key priority as set out within the 'Central Southend as a Regional Centre' heading. In terms of other cultural facilities the priorities remain the development of the Pier Head – re-establishing the Pier as a focus of Southend's cultural and visitor offer - and work to develop a new state-of-the-art museum in the Cliffs Gardens showcasing Southend's Saxon heritage alongside the history and heritage of the northern Thames Estuary.

Project: Southend Pier Head – Phase Two		Investment Required: £2m
Description: Development of Phase Two of the Pier Head to include a restaurant, outdoor performance space and additional cultural content.		
Strategic Fit: Renaissance of South Essex Towns		
Outcomes Delivered:		
Outputs Delivered:		
New Other Floorspace (direct)		300m ²
New community floorspace (direct)		300m ²

Project: New Museum		Investment Required: £0.5m
Description: Funding strategy and detailed business planning for new Museum development within the Cliffs Gardens.		
Strategic Fit: Renaissance of South Essex Towns		
Outcomes Delivered:		
Outputs Delivered:		
New Other Floorspace (direct)		750m ²
New community floorspace (direct)		4250m ²

Delivering Housing Growth & Improvement

580. The delivery of an appropriate supply of private and affordable housing is a key element in realising the Vision for Southend. Without a vibrant housing market others sectors will struggle to survive, whilst housing renewal and development is a core component in the regeneration of the Central Area. Priority housing projects are focused, therefore, on developments that will have the greatest impact in terms of the number of dwellings provided, the number of affordable housing units delivered and the wider regeneration impact of the development.

Project: Heath and Carby		Investment Required: £3.78m
Description: Purchase and enabling works of redundant office buildings at the northern end of Victoria Avenue in order to kick start the provision of new housing.		
Strategic Fit: Renaissance of South Essex Towns		
Outcomes Delivered:		
Outputs Delivered:		
Total New Housing Units (direct)		250
No. Affordable – Social Rented Housing		50
No. Affordable – Intermediate Housing		50

Project: Tower Block Regeneration		Investment Required: £4m
Description: Regeneration of a 100 dwelling tower block within Central Southend.		
Strategic Fit: Renaissance of South Essex Towns		
Outcomes Delivered:		
Outputs Delivered:		
Total New Housing Units (direct)		40
No. Affordable – Social Rented Housing		20
No. Affordable – Intermediate Housing		20

581. These priorities have been established following an objective assessment of the projects set out below. This assessment considered:
- The local strategic fit of each project with the Community Plan; Regeneration Framework; Central Area Masterplan and Core Strategy alongside each projects strategic fit with regional and national policies;
 - The impact of each project both locally and regionally/nationally;
 - The deliverability of each project in terms of financial viability, land ownership/assembly and required permissions; and
 - The levels of outputs and outcomes achieved through each project both in terms of housing units and wider regeneration/employment objectives.
582. The assessment was undertaken by Council officers, whilst a workshop session was also undertaken with relevant Portfolio Holders. Each of the identified priority projects will also be subject to a further value for money assessment and, where appropriate, a green book appraisal prior to delivery. In addition and where appropriate, projects will also be assessed using the HCA’s Deliverability Calculator.
583. The continued step change required to reposition and regenerate Southend’s economy and ensure that it is making a full contribution to the success of the Thames Gateway and Eastern Region remains large – the magnitude of support required to support this change is therefore also significant. Investment in the Central Area is a key priority in the regeneration of Southend’s economy. This investment should not be viewed alone though, it will assist in levering in considerable private sector funding, whilst the Council will continue to access and employ all resources available to it to further the regeneration of the Borough.
584. In total, the Investment Plan seeks £47.38M over the forthcoming Comprehensive Spending Review period of which **£41.38M** is specific to Central Area delivery.
585. This funding will be matched by over £35m from the local authority and other delivery partners over the period 2011/12 to 2013/14 and is expected to lever over £220m of private sector investment in the provision of housing and commercial property although it should be noted that this investment will be taken forward over a longer timescale.

Governance

586. Working within the emerging LEP federal structures, the Council will engage with the Homes and Communities Agency, neighbouring authorities and others to identify appropriate governance arrangements for providing oversight of the implementation of the LIP.
587. Internally, the Council has established a strong management and governance structure to oversee the implementation of all strategic projects through its Capital Board, whilst the engagement of other partners is secured through the Southend Together Board and Southend Business Partnership.

Implementation

588. The recent constriction of public funding and resources will place an increasing emphasis on the following key delivery requirements:
- Facilitating delivery by the private sector particularly in relation to housing completions and the upgrading of Southend's ageing and inadequate stock of commercial properties.
 - The Council's delivery of strategic project interventions that enable the release of key development/opportunity sites and/or, through enhancement to the public realm and strategic transport links that support the delivery of key sites.
 - Ensuring an appropriate planning framework is in place to support and encourage the development of key sites and to meet both residential and commercial demand.
 - Joint working between the Council and neighbouring authorities and other partners to drive forward the regeneration of the Borough and its wider economic sub-region.
589. The Council has already developed experience across these areas and is committed to working with agencies across the public, private and voluntary sectors to successfully realise our joint vision for the Borough.

Public Involvement

590. The preparation of the SCAAP has sought to involve the public and stakeholders throughout the various stages, since its inception in 2003. The key to successful delivery is flexibility, and the Council recognises the need for on-going consultation and review throughout the process of implementing and delivering the AAP proposals.
591. Effective partnership working and community engagement will continue to be pivotal to the realisation of the Vision for Southend in general and Southend Central area in particular.
592. The SCAAP is embedded not just within the work of the Council but is also the foundation of our Sustainable Communities Strategy. This strategy has been prepared

and adopted by Southend Together, the Local Strategic Partnership, which includes representation from all aspects of the community. The SCAAP has been subject of extensive community engagement and consultation. This has ensured that the priorities articulated in this Plan, and subsequently this Investment Plan, are not just those of the Council but are shared by our community.

593. The Council and its partners will continue to engage with local residents, visitors and businesses during each stage in the development of individual projects. The detailed business planning and project implementation plans for each project will include a communication and stakeholder engagement plan that will be implemented through the project delivery. The active engagement of the private sector is also regarded as critical if enabling and public realm projects are to unlock and add value to key privately-owned development sites.
594. Individual development proposals will be considered through the development control process, with full opportunities for continued public and stakeholder engagement in accordance with the principles enshrined in the Statement of Community Involvement.

Risk Assessment

595. The Council has a detailed Corporate Risk Management Plan, which is reviewed on a regular basis. In addition, Departmental Risk Registers are maintained and monitored, whilst each project is also subject to a detailed risk management strategy.

11.5 Transport and Access Funding

596. The Council recognises that its powers are limited in relation to rail and bus provision, but is committed to continued partnership, engagement and sponsorship arrangements as identified as “Action C” in LTP3 Strategy and Implementation Plan. Access improvements will be delivered through a range of initiatives including the implementation of Proposal Site policies, partnership working, S106 planning obligations, through the Council’s capital programme and those successful elements that have formed part of the Local Sustainable Transport Fund (LSTF) bid 2011.
597. The LTP3 Implementation Plan sets out funding sources and a typical package of measures over the period up to 2014/15 following confirmed and indicative levels of funding for integrated transport and maintenance. The LTP3 Implementation Plan is intended to be a “rolling programme” looking up to four years ahead based primarily upon the Government’s spending reviews. Furthermore, a description of other funding sources is provided including the Local Investment Plan and Local Sustainable Transport Fund application (April 2011).
598. The LTP3 Implementation Plan (up to 2014/15) identifies the need to focus on the Town Centre, particularly in terms of promoting sustainable travel options. New signage is proposed for the High Street and links to and from the stations and the

seafront. Measures supporting cycling and walking including “hubs” at stations focussing on cycle hire, public transport information, promotion, integrated ticketing, travel plans and smarter choices will be supported.

599. Improvements to Chichester Road and the routes into and around the Town will be taken forward where they impact directly on ease of access. The new transport modelling capabilities will be used to assess the nature of road layouts and potential changes to one-way systems and the demand management issues in respect of new parking arrangements.
600. Working up the Business Cases for continued investment in infrastructure for the Town Centre will be very important and in particular the need for key interventions to unlock strategic opportunity sites, enhance the public realm to encourage private sector delivery and invest in access opportunities such as the new Elmer Square development proposals.
601. The Local Investment Plan priorities identify the need to focus on the strategic sites approach and in particular the provision of new parking provision and the inclusion of a multi-storey car park in the north east of the Town Centre to support the development of Alexandra and Clarence; Warrior Square and Tylers Avenue car parks.
602. The next phases of Victoria Gateway and City Beach seek further investment to continue the enhancement of the public realm and spaces supporting business investment and the visitor experience.
603. The focus for local investment and delivery will be captured through the package of sustainable travel measures contained within the Local Sustainable Transport Fund (LSTF), boosting access to the key employment areas of both the Town Centre and London Southend Airport/Business Park designed to reduce the current and future demand for short distance car journeys and CO₂ emissions. The LSTF funding package contains a series of interdependent measures building on quality cycling and walking routes, marketing and communications, partnerships, travel planning, and complementary Integrated Transport Management Systems and parking guidance systems. The development of the Southend Metro concept promoting short distance travel by rail into the Town Centre as well as a continued focus on travel plans for both train stations, businesses, and the education sector will continue.
604. £4.816m has been secured via the LSTF funding to deliver this package of improvements and this will be boosted significantly by other funding streams such as ‘Bike Friendly Cities’ and ‘Connect’. In addition the basis of the LSTF package is to provide a forum for all parties with an interest in sustainable transport to engage. This has been demonstrated by the wide support the successful LSTF has, including The Bus and Train Operators, Town Centre Partnership and Southend Association of Voluntary Services (SAVS).

Bike Friendly Cities

605. The Bike Friendly Cities project deals with promoting and facilitating the use of bicycles as a sustainable, healthy and friendly means of transport in cities and towns around the 2 Seas region. Cities that want to facilitate cycling have to create the right circumstances. These include infrastructure that allows cyclists to move around easily and safely. Within Southend the 2 Seas funding will target the missing links within the existing cycle network that can act as a block to cycling. Funding for this project is £490,000 over 3 years to 2014.

Connect

606. Sustainable transport is becoming mainstream in North West Europe with an increasing modal shift to public transport, cycling, walking especially by the young. Policy makers need to recognise and support this shift. However, many towns and cities in North West Europe were, during the 1950's and 60's built to facilitate the movement of cars and HGV's. Connect aims to provide a systematic & coordinated approach to support this growing modal shift. Within Southend Connect will target the Central Area and look at the full life cycle of redesigning urban space for a new mobility culture to assist the smooth and safe movement of pedestrians and cyclists. Funding through this project will be in the order of approximately £700,000.

11.6 Implementation and Monitoring Framework

607. The Council will monitor the implementation of the SCAAP, and performance against the plan's objectives.
608. Some indicators are Local Development Framework (LDF) Core Output Indicators set by the Department for Local Government and Communities. The Council's LDF Annual Monitoring Report will provide information on the indicators and targets set out in the schedules as well as progress on each proposal site.

Table 1 - Implementation and Monitoring Framework

The Council will monitor the implementation of the Area Action Plan, and performance against the plan's objectives.

The Council's priorities for investment for the period 2011 to 2017 are set out in the Local Investment Plan agreed by the HCA and are centred on a Vision for the future of Southend based around seven priority areas:

1. Central Southend as a Regional Centre
2. Developing London Southend Airport and A127 Industrial Corridor
3. Regenerating Shoeburyness
4. Enhancing Green Infrastructure
5. Improving the Transport Infrastructure
6. Advancing Culture & Heritage
7. Delivering Housing Growth & Improvement

Below are two schedules which sets out a series of indicators, and where possible targets against which progress will be monitored. Relevant indicators are grouped under the above delivery priorities. Some indicators are Local Development Framework Core Output Indicators set by the Department for Local Government and Communities. The Council's LDF Annual Monitoring Report will provide information on the indicators and targets set out in the schedules as well as progress on each proposal site

Key to Abbreviations in Schedule 1 and 2

ACE Arts Council England	RGF Regional Growth Fund
AWS Anglian Water Services	RSL Registered Social Landlord
EA Environment Agency	SEC South Essex College
ESW Essex and Suffolk Water	SBC Southend Borough Council
HCA Homes and Communities Agency	SUFC Southend United Football Club
LLP Limited Liability Partnership	TOC Train Operating Companies
LSTF Local Sustainable Transport Fund	UoE University of Essex
PCT Primary Care Trust or successor organisation	

Schedule 1: Part B Policies

Policy/Topic	Indicator/Action	Target & Dates	Responsible Agency
Delivery Priority 1: Central Southend as a Regional Centre			
Policy DS1: New and enhanced shopping facilities Proposal Sites PS2a; PS6a; PS6b; PS7a; and PS10a (see also Development Principles Policies DP1; DP2; DP4; DP6 and DP7)	Amount of completed A1 retail floorspace	<ul style="list-style-type: none"> ▪ Provision of 50,000m² additional A1 retail floorspace for comparison goods by 2020 ▪ Increased number of larger comparison goods retail units ▪ Provision of one additional large format convenience goods store See Schedule 2 Quarters and Proposal Sites for dates	SBC/LLP/HCA/various private sector land and property owners/RSLs
	Expanded retail circuits	Upward trend in footfall from 2001 base date particularly in proposed streets forming part of extended circuits	
Policy DS2: Shopping frontages and use of floors above shops Proposal Sites PS7a; PS6a; PS6b (see also Development Principles Policies DP1; DP2; DP4, DP7; DP9 and DP10)	Proportion of G/F non A1 and vacant property in Primary Shopping Frontages	%age of non A1 Retail units no more than 30 % of Primary Shopping Frontages in the town	SBC/Various private sector land and property owners, retail businesses
	Proportion of G/F vacant property or inactive/visually interesting frontage in Secondary Shopping Frontages	No inactive / visually 'dead' frontage in Secondary Shopping Frontages	
	New active frontages on streets supporting expanded circuits	Increased active frontages on Chichester Road	
Policy DS3: Retail Markets Proposal Site PS2a (see also Development Principles Policies DP2)	New market	Provision of permanent Retail Market SBC tendered for the current market on York Road. Successful bidder was Geraud. Potentially would be interested in relocated position	SBC / Market Operator

Policy/Topic	Indicator/Action	Target & Dates	Responsible Agency	
Policy DS4: Employment development Proposal Sites PS2a; PS5a; PS4a; PS6a AND cs6 (see also Development Principles Policies DP2; DP5; DP6; DP7; DP9 and DP10)	Amount of new B1a office floorspace from base year of 2001	<ul style="list-style-type: none"> Provision of 6,500 jobs between 2001 and 2021 Increase in Grade A Office floorspace by 2025 Reduction in Grade B and C floorspace See Schedule 2 Quarters and Proposal Sites for dates	SBC/LLP/HCA/various private sector land and property owners	
	Amount of vacant B1a office floorspace	Reduction in office vacancy levels		
Policy DS5: Education and higher and further education Proposal site PS3a and PS9a (see also Development Principles Policies DP2; DP3; DP7; DP9)	Additional D1 floorspace for University of Essex and South Essex College	Completion of additional floorspace for UoE and SEC as phase 2 of Elmer Square development scheme September 2013	University of Essex and South Essex College	
	Additional Primary school in central area	Completion of new primary school within Victoria Avenue Site when demand dictates	SBC	
	Number of additional student accommodation	Increase in the number of student accommodation to when demand dictates	UoE and SBC	
Delivery Priority 4: Enhancing Green Infrastructure				
Policy PR1: Open space provision and the environment (see also Policies TA1a; TA1b)	Number of new or improved functional and linked open space provided within the central area	Rolling programme to provide new and improved public space at the following locations See Schedule 2 Quarters and Proposal Sites for details relating to proposal sites:	SBC/Private Sector Land and Property owners/HCA/LSTF/UoE and SEC	
		<ul style="list-style-type: none"> Victoria Circus (Policy DP1) High street either side of the railway bridge (Policy DP1) 		
	Proportion of new or improved public space given over to soft landscaping [including use of native species and nectar/pollen rich varieties]	<ul style="list-style-type: none"> Queensway north a] linear park north west section [as part of the Victorias Phase 2] (Policy DP2) Queensway south east b] green 'forest' south east section(Policy DP7) 		
		<ul style="list-style-type: none"> Chichester Road north / Queensway House Site (Proposal Site PS4a and Policy DP4) Elmer Square (Proposal Site PS3a and Policy DP3) Phase 1 Autumn 2013 		
		<ul style="list-style-type: none"> Warrior Square Site (Proposal Site PS5a and Policy DP5) Clarence Road Car Park site (Proposal Site 6a and Policy DP6) 		
		Number of good quality event space provided within the town centre		

		<ul style="list-style-type: none"> ▪ Alexandra Street Car Park (Proposal Site PS6b and Policy DP6) ▪ Southend 'Balcony' south of The Royals/top of Pier Hill (Policy DP7) ▪ New Museum – new signature open space with amphitheatre ▪ Linked spaces 'Spanish Steps' within Seaways Marine Parade Site (Proposal Site CS6b and Policy CS6) ▪ Eastern Esplanade [as part of Phase 2 City Beach] (Policy CS8) ▪ Cliffs Pavilion (CS7) ▪ Civic Square Victoria Avenue (Proposal Site PS9a and Policy DS9) ▪ Series of public green spaces west of Victoria Avenue (Proposal Site PS9a and Policy DS9) ▪ New green space at Sutton Road North (Proposal Site PS10b and Policy DS10) 	
Delivery Priority 4: Enhancing Green Infrastructure			
Policy PR2: Public Realm Enhancements <i>(see also Policies TA1a; TA1b; TA4; DP1; and Development Principles Policies DP2; DP3; DP5; DP6; DP7; CS2; CS6; CS7; DP9 and DP10)</i>	Number of public realm schemes provided in line with a co-ordinated palette of materials and colours and street furniture and public art	All public realm schemes audited and agreed as being in line with SCAAP principles, Design and Townscape Guide SPD and Streetscape Guide	SBC/Private Sector Land and Property owners
	Number of public realm schemes delivered as part of the SCAAP strategy	<p>All public realm work to contribute to a joined up, legible network of streets through a rolling programme of pedestrianisation throughout Plan Period</p> <p>Completion of identified:</p> <ul style="list-style-type: none"> ▪ new fully pedestrianised areas ▪ new and improved environment / linkages for walking and cycling ▪ environmental improvements to mixed mode routes with proposed priority walking, cycling and public transport (where appropriate) ▪ environmental improvement to mixed mode routes 	SBC/Private Sector Land and Property owners/LSTF

		<ul style="list-style-type: none"> rolling programme of junction / crossing improvements 	
Policy PR2: Public Realm Enhancements <i>(see also Policies TA1a; TA1b; TA4; and Development Principles Policies DP1; DP2; DP3; DP5; DP6; DP7; CS2; CS6; CS7; DP9 and DP10)</i>	Number of new public art installations and urban greening measures introduced in new and existing development / buildings	All key public art installations delivered in line with Appendix 2	SBC/Private Sector Land and Property owners
		All new development schemes [including refurbishments] incorporate urban greening measures and some element of public art within the build	
Policy PR3: Visually Active Frontages <i>(see Development Principles Policies DS2; DS5; DS7)</i>	Number of schemes that introduce measure to increase attractiveness of blank /inactive frontages including public art, green walls, windows, active uses and / or appropriate signage	Public Art / Green walls provided on blank / inactive frontages particularly to <ul style="list-style-type: none"> Queensway (Proposal Site PS2a) 	SBC/Private Sector Land and Property owners
		<ul style="list-style-type: none"> Chichester Road (Proposal Sites PS5b and PS7b) 	
Policy IF3: Flood Risk Management and Policy <i>(see also Development Principles Policy CS3: Flood Risk)</i>	Number of applications permitted contrary to advice from EA	In areas of local flood risk, all new development will be accompanied by Flood Risk Assessment	SBC, and EA
	Number of development schemes with SuDs	All new development above single property scale will be drained by SuDs	SBC, EA, Anglian Water Services
Policy CS4: Nature Conservation and Biodiversity <i>(see also Development Principles Policy PR1)</i>	Number of appropriate assessments for schemes with the potential to affect the biodiversity interests of the foreshore designations	All new development with potential to impact on the biodiversity interests of the foreshore designations to be accompanied by an appropriate assessment	SBC/Private Sector Land and Property owners
		Improved visitor interpretation facilities	

Policy/Topic	Indicator/Action	Target & Dates	Responsible Agency
Delivery Priority 5: Improving the Transport Infrastructure			
Policy TA1: Town Centre and Central Area Highway Network <i>(see also Development Principles Policies DP9; DP2; DP4)</i>	<ul style="list-style-type: none"> Modal split on road network 	Better reliability for road users and priorities for pedestrians, cyclists, public transport users and people with disabilities – completion of:-	SBC; Bus Operators
	<ul style="list-style-type: none"> Reduced congestion 	Completion of <i>Sert</i> priority route to airport including : <ul style="list-style-type: none"> Junction improvements at A127/Fairfax Drive (Policy DP10) 	SBC /LSTF / development proposal at Proposal Site PS9c
		<ul style="list-style-type: none"> Junction improvement at A127/East Street (Policy DP10) Best and Final Bid to DfT in September 2011 decision December 2011.	
	<ul style="list-style-type: none"> Bus reliability 	Completion of bus priority measures on A13 including: <ul style="list-style-type: none"> Junction improvements A13 at London Road / Queensway roundabout (Policies TA1a and DP2) Also part of <i>Sert</i>	SBC (The ‘Victorias’ phase 1 and 2) and Proposal Site PS2a
		<ul style="list-style-type: none"> Junction improvements A13 at Southchurch Road / Queensway roundabout (Policies TA1a and DP4) Also part of <i>Sert</i>	SBC
		<ul style="list-style-type: none"> Junction improvements at Queensway / Seaway Car park (Policy DP7) 	SBC
	<ul style="list-style-type: none"> Delivery of improvements to environment and nature of North Road and Sutton Road 	Completion within plan period of <ul style="list-style-type: none"> North Road environmental improvements (Policy DP9) 	SBC
		<ul style="list-style-type: none"> Sutton Road environmental improvements (Policy DP10) 	
<ul style="list-style-type: none"> Vehicular numbers using Town Centre streets 	<ul style="list-style-type: none"> Reduced vehicle numbers in Town Centre Completion of proposal sites PS5a;; PS6a; PS6b; PS7a and CS6b including relocated car parking See Schedule 2 	SBC/LLP	
<ul style="list-style-type: none"> Footfall / pedestrian numbers on streets within town centre 	Completion of identified: <ul style="list-style-type: none"> new fully pedestrianised areas (Policies DP2; DP3; DP5 and DP7) 	SBC/LSTF/Bike Friendly Cities	

	<ul style="list-style-type: none"> Number of visitors to the town by cycle 	<ul style="list-style-type: none"> new and improved environment / linkages for walking and cycling (Policies DP2; DP6; CS6; DP9 and DP10) environmental improvements to mixed mode routes with proposed priority walking, cycling and public transport (where appropriate) environmental improvement to mixed mode routes rolling programme of junction / crossing improvements including improved public realm and 'gateway' features (Policies TA1a; TA1b; DP2; DP4; DP7 and CS8) 	
	<ul style="list-style-type: none"> servicing and freight improvements 	Implementation of Policy DP3 and Completion of Proposal Site PS3a)	SBC/LLP
	<ul style="list-style-type: none"> Modal split 	<p>Move toward greater use of sustainable modes</p> <p>Completion of programmes for:</p> <ul style="list-style-type: none"> Intelligent Transport Systems (ITS) Variable Messaging Signs (VMS) Real Time Passenger Information (RTPI) Review of signage/de-clutter 	SBC/LSTF
	<ul style="list-style-type: none"> accident numbers 	Decrease in number of accidents	SBC
TA1a 'The Victorias' – Traffic and Public Realm Scheme	Delivery of Phases 2, 3 and 4	Completion of Phases 2, 3 and 4 of 'The Victorias' (Policies DP2 and DP3) within Plan period	SBC
TA1b 'City Beach' – Traffic and Public Realm Scheme	Delivery of Phase 2	Completion of Phase 2 of 'City Beach' (Policies (CS6, CS7 and CS8) within Plan period	SBC
TA2: Public Transport	Travel by bus and rail for journeys between 5km and 10km	Shift to travel by bus and rail for journeys between 5km and 10km	SBC/Bus and Rail Operators
		Delivery of functioning Southend Metro	SBC/LSTF/TOC
		Smart Card Ticketing	SBC/Bus Operators/TOCs
		Advanced Vehicle Location system	SBC
		ITS; RTPI; VMS	SBC/LSTF
		A13 passenger transport corridor and <i>sert</i>	SBC/Bus Operators
Possible alternative approaches to public transport interchange and the Travel Centre	SBC/Private land and property owners		

TA3: Walking and Cycling	Number of journeys by foot or cycle for journeys less than 5km	<ul style="list-style-type: none"> Shift in the number of journeys by foot or cycle for journeys less than 5km 	SBC/LSTF/Bike Friendly Cities	
	Number of fully pedestrianised streets	Completion of identified programme for new fully pedestrianised areas [with provision for cyclists]	SBC	
		<ul style="list-style-type: none"> London Road east (Policies TA1a and DP2) Queens Road east (Policies TA1a and DP3) Warrior Square south (Policy DP5 and Proposal Site PS5a) York Road west (Policy DP7) 		
		New and improved environment / linkages for walking and cycling		SBC/LLP/Private land and property owners
		<ul style="list-style-type: none"> Within Victoria Gateway Neighbourhoods and to the Town Centre (Policies DP9 and DP10) Between Queensway and London Road (Proposal Site PS2a) Linking the High Street and the \ seafront (Proposal Site CS6b) - Within Seaways/Marine Parade Site (CS6b) - Within Clifftown to Western Esplanade 		
		Number of environmental improvements for walking and cycling on mixed mode routes	SBC/LLP/LSTF/Cycling Organisations/private sector land and property owners	
		Environmental improvements to mixed mode routes with proposed priority walking, cycling and public transport		
		<ul style="list-style-type: none"> Chichester Road Alexandra Road / Heygate Road Tylers Avenue / Clifftown Road London Road / College way / Queens Road / Elmer Avenue / Luker Road (Policies DP2 and DP3) Southchurch Road / Warrior Square east (Policy DP5) 		

Policy/Topic	Indicator/Action	Target & Dates	Responsible Agency		
Delivery Priority 5: Improving the Transport Infrastructure					
TA3: Walking and Cycling	Number of environmental improvements for walking and cycling on mixed mode routes	<ul style="list-style-type: none"> ▪ Cambridge Road / Scratton Road (Policy DP6) ▪ York Road / Baltic Avenue / Tylers Avenue (Policy DP7) ▪ Eastern Esplanade / Marine Parade / Western Esplanade (TA1a; 6: CS7 and CS8) ▪ Heygate Avenue/Chancellor Road Policies DP1 and DP7) ▪ Church Road / St John’s Church (Policies DP7 and CS6 and CS6a) ▪ Clifftown Road / Clarence Road / Royal Mews / Pier Hill (Policy DP7 and CS6) ▪ Short Street (Policy DP10) 	SBC/LSTF/Bike Friendly Cities		
		Number of environmental improvements to mixed mode routes	Environmental improvement to mixed mode routes	SBC	
			<ul style="list-style-type: none"> ▪ Victoria Avenue (Policy DP10) ▪ Queensway (Policies DP2: DP4: DP7; CS6 and DP10) 		
			<ul style="list-style-type: none"> ▪ Southchurch Road (Policy DP4) ▪ North Road (Policy DP9) ▪ Sutton Road (Policy DP10) 	SBC/Private sector land and property owners	
			Number of improved gateways /crossings on Queensway	Junction / crossing improvements including improved public realm and ‘gateway feature at	SBC
				<ul style="list-style-type: none"> ▪ Queensway / London Road (Policies TA1a and DP2) ▪ Queensway / Southchurch Avenue (Policies TA1a and DP4) ▪ Queensway / York Road (Policy DP7) ▪ Queensway / Chancellor Road (Policies DP7 and CS6) ▪ Queensway / Marine Parade (Policies TA1b and CS8) 	
		Completion of Cycle café and workshop (Proposal Site PS5a)		SBC/LLP	
	Number of facilities for cyclists				

Policy/Topic	Indicator/Action	Target & Dates	Responsible Agency
Policy TA4: Town Centre Parking Management	Car parking usage	Completion of identified relocation or car parks within <ul style="list-style-type: none"> ▪ Warrior Square (PS5a) ▪ Tylers Avenue (PS7a) ▪ Seaway/Marine Parade (CS6b) ▪ Clarence Road (PS6a) 	SBC/LLP
Policy TA5: Other Measures to Improve Accessibility	Number of Travel Plans	Increase in the number of travel plans	SBC/Move Easy
		Delivery of personalised travel planning service	
	Number of car clubs	Increase in the number of car clubs	
	Taxi facilities improved	Re-provision of improved taxi facilities as part of PS2a; PS3a; and CS6b and proposed pedestrianisation schemes	SBC
Policy CS2: Central Seafront Strategy – Key Principles	SUSTRANS route on seafront	Completion of SUSTRANS route on seafront (Policy CS6)	SBC/LSTF/Bike Friendly Cities
Delivery Priority 6: Advancing Culture & Heritage			
Policy DS4: Employment development (see Policy DP6 and DP10 and Proposal PS6a and PS6b)	Floorspace created for cultural uses and creative industries	Completion of identified schemes See Schedule 2 Quarters and Proposal Sites for dates	SBC/HCA/LLP/UoE and SEC/ Private Sector Land and Property owners
		<ul style="list-style-type: none"> ▪ Event space in the High Street and Seafront (Policies DP1: CS8) 	
		<ul style="list-style-type: none"> ▪ Mixed use new Library (Proposal Site PS3a) 	
		<ul style="list-style-type: none"> ▪ Regeneration of the Empire Theatre for cultural uses (Policy DP6a) 	
		<ul style="list-style-type: none"> ▪ Rejuvenation of the Pier (Proposal Site CS6a) 	
		<ul style="list-style-type: none"> ▪ Digital gallery (Proposal Site CS6b) 	
		<ul style="list-style-type: none"> ▪ Cultural Centre and New Southend Museum (Proposal Site CS7a) 	
<ul style="list-style-type: none"> ▪ Protection and enhancement of cultural facilities at TAP North Road (proposal Sites PS9b) 			

		<ul style="list-style-type: none"> Provision of new floorspace at Proposal Sites P6a and PS6b 	
Policy CS2: Central Seafront Strategy – Key Principles	Creation of new elements of cultural interest	<p>Completion of identified schemes during Plan Period :</p> <ul style="list-style-type: none"> Well designed Gateways (Policies DP2: DP4; CS6 and CS8) Southend Seafront Heritage / Art Trail as part of Central Area wide trail (CS7) Creative Lighting Strategy (See also Policy PR2) 	SBC/LSTF
Policy DS6: Provision of facilities for culture, leisure, tourism and entertainment	<ul style="list-style-type: none"> Number of new or improved culture, leisure, tourism and entertainment facilities as identified in SCAAP Increase in visitor spend/ Increase in length of stay 	<p>Provision of the following new facilities See Schedule 2 Quarters and Proposal Sites for dates</p> <ul style="list-style-type: none"> Southend Library (PS3a) Southend museum, cultural centre and exhibition space (CS7a) The Pier (CS6a) Seaway/Marine Parade mixed use development (CS6b) Cultural uses and creative industries at TAP (PS9b) leisure, cultural and tourism facilities (CS9b) Empire Theatre brought back into cultural use (DS6) Beach and foreshore facilities for recreation and culture (CS5) 	SBC/HCA/LLP/UoE and SEC/ ACE/Private Sector Land and Property owners
Policy DS7: Social and community infrastructure	<p>Number of health and social care facilities provided in Central area to meet demand</p> <p>Protection and enhancement of community/faith and voluntary sector facilities</p>	<ul style="list-style-type: none"> Deliver primary care centre in central area (DP10) Planning approval and construction started 2011 Improved facilities for the community and voluntary sector 	PCT
			SBC/ Private Sector Land and Property owners/Voluntary Sector

Policy/Topic	Indicator/Action	Target & Dates	Responsible Agency
Policy PR2 Public Realm Enhancements (see also Policy CS2)	Creative Lighting Strategy	Completed Creative Lighting Strategy - 2012	SBC
Policy PR4: Protection of Visually Important Views (See Policy HE2;	Number of schemes that enhance visually important views	Sight lines, access, open space and views improved to identified landmarks and of the River from the Esplanades/Marine Parade and the Cliffs protected	SBC/ Private Sector Land and Property owners
Delivery Priority 6: Advancing Culture & Heritage			
Policy PR5: Landmark Buildings (see also Policy CS1)	Number of appropriately located new landmark buildings	Increase in the visually important landmark buildings that signal gateways and or improve legibility for visitors using the central area	SBC/ Private Sector Land and Property owners
Policy HE1: The Clifftown Quarter	<ul style="list-style-type: none"> ▪ Number of planning applications delivering Conservation Area enhancements ▪ Number of derelict or vacant properties in Conservation areas renovated and / or brought back into use 	<ul style="list-style-type: none"> ▪ No specific target but monitor and review quality of Conservation areas 	SBC
Policy HE2: The Central Seafront Area			
Policy HE3: Prittlewell Gateway	Number of underused vacant or derelict properties	<ul style="list-style-type: none"> ▪ Decrease in number of underused, vacant and/or derelict properties in conservation areas (DP10) 	SBC/ Private Sector Land and Property owners
Policy HE4: The High Street Policy HE5: Frontages of Townscape Merit	Number of applications that improve, enhance frontages of Townscape merit and locally Listed buildings	No specific target but monitor and review improvement in quality of Frontages of High Townscape Merit	SBC
Policy HE6: Conversion of Heritage Assets	Number of applications to convert Listed and Locally Listed buildings to alternative uses	<ul style="list-style-type: none"> ▪ Decrease in number of underused, vacant and / or derelict properties in conservation areas ▪ No damage to Listed and Locally Listed buildings resulting from conversion 	SBC/ Private Sector Land and Property owners

HE7: Areas of Archaeological potential	Detailed analytical assessment and evaluation of archaeological significance of identified development sites	Detailed analytical assessment and evaluation of archaeological significance completed and appropriate works captioned on the following sites <ul style="list-style-type: none"> ▪ Seaway Car Park (Proposal Site CS6b) ▪ Roots Hall (Proposal Site PS9c) ▪ Nazareth House (Policy DS9) ▪ Southend Cliffs (Proposal Site CS7a) 	SBC/ Private Sector Land and Property owners
Policy CS6a: Southend Pier	Provision of compatible tourism , cultural and leisure based facilities	<ul style="list-style-type: none"> ▪ Maintain structural integrity ▪ Completion of identified schemes to provide top class tourism , cultural and leisure based facilities 2013 	SBC

Policy/Topic	Indicator/Action	Target & Dates	Responsible Agency
Delivery Priority 7: Delivering Housing Growth & Improvement			
Policy DS8: Housing (see Proposal Sites PS2a; PS4a; PS5a; PS6a; PS6b; PS7a CS6b, CS8a; PS9a; PS9c; PS10b and PS10c)	No. of completed net additional homes each year	Provide a minimum of 2,000 net additional homes on proposal sites across the central area See Schedule 2 Quarters and Proposal Sites for details relating to proposal sites:	SBC, Private Sector Land and Property Owners
	No. and %age of affordable homes	Increase the number of affordable homes provided within the central area	SBC, HCA, RSLs
	Proportion of housing provision by type and size	Provision of homes meets needs and regeneration expectations within the SCAAP	SBC
Policy IF1: Central Area Infrastructure	Requirements for education, healthcare and community facilities, waste disposal and utilities meeting the requirements arising from development proposals / growth in the central area	See Schedule 2 Quarters and Proposal Sites for details relating to proposal sites: Completion of: <ul style="list-style-type: none"> ▪ New library (Proposal Site PS3a) ▪ New primary Care Facilities (proposal Site PS9a) ▪ New Primary School (Proposal Site PS9a) ▪ Additional teaching facilities UoE and SEC (Proposal Site PS3a) ▪ New Museum (Proposal Site CS7a) ▪ Integrated Suds system including open water area on Proposal Site PS9a ▪ Re-provision of Focus Youth Centre (Proposal Sites PS10) 	SBC/UoE and SEC/ PCT/Private Sector Land and Property owners
Policy IF2: S106 Planning Obligations and Developer Contributions	Number of schemes with S106 planning obligations/use of contributions for infrastructure – affordable housing utilities, open space, environmental improvements and community uses	All major schemes to have S106 covering infrastructure provision	SBC, EA, PCT (or successor organisation) AWS, ESW

Schedule 2: Part C Quarters and Proposal Sites

Proposal Site	Proposals	Responsible Agency	Milestones & Targets
The High Street			
Queensway and London Road/Broadway			
PS2a: Sainsbury's and adjacent buildings, London Road Proposal Site	Mixed use focussed on Grade A (B1) office with residential at upper floors and town centre uses at ground floor Improvements to linkages and frontages between Queensway and London Road	Private sector land and property owners and retailers	SUFC Relocates to Fossetts Farm Sainsbury relocate to Roots Hall Proposal Site (see PS9c) Development Brief 2012/13 Commencement post 2015
Elmer Square			
PS3a: Elmer Square Proposal Site	New Public and Academic Library linked to new teaching and exhibition space, i-lab and lecture theatre, new public square large scale digital projection. Development also includes new café at ground floor level and has potential for further teaching facilities Improved linkages between civic spaces and pedestrian routes to High Street	SBC, UoE and SEC	Complete demolition of Farrington Car park Planning Application submitted July 2011 Start Spring 2012 Completion September 2013
Queensway and Southchurch Avenue			
PS4a: Queensway House and adjacent buildings Proposal Site	Likely demolition of Queensway House to provide commercial and residential development including office and secondary retail and community facilities New public open space facing Chichester Road	SBC/LLP private sector land and property owners; RSL	Demolition 2012/13 Planning 2013/14 Commencement 2014/15 Completion 2017/18
Warrior Square			
PS5a: Warrior Square Car Park Proposal Site	Mixed use focussed on Grade A (B1) office, new multi storey car park providing re-provision of Essex Street, Warrior Square and Tylers Avenue parking supported by residential and compatible A3 uses, cycle café and workshop, public toilets and travel information centre	SBC/LLP/HCA/Private sector land owners	Demolition of Swimming Pool 2011 Development Brief Planning application Expected delivery within Plan period

	Public Art Improved linkages between Warrior Square Gardens and pedestrian routes to High Street		
PS5b: Whitegate Road Proposal Site	Mixed use with compatible town centre uses Introduce active frontages to Chichester Road	SBC/LLP - selected development partner	Expected during Plan period
Clifftown			
PS6a: Clarence Road Car Park Proposal Site	Mixed use development providing retail, residential and supporting uses such as cafes and small office/workshops and public car parking Provision of public plaza and views/linkages through the scheme	HCA/SBC	Reprovision of parking and planning 2014 Commencement of development 2015 Completion 2017
PS6b: Alexandra Street Car Park Proposal Site	Small scale developments providing retail, food and drink units with residential above Development configured around public lanes and squares	HCA/SBC	Reprovision of parking and planning 2014 Commencement of development 2015 Completion 2017
Tylers Avenue			
PS7a: Tylers Avenue Proposal Site	Quality larger retail units supported by office and retail, potential for replacement public car parking Permeable development providing active primary shopping frontages	SBC/LLP	Reprovision of parking and planning 2016 Commencement of development 2017 Completion 2020
PS7b: Pitman's Close Proposal Site	Mixed use development compatible with town centre uses Introduce active frontages to Chichester Road	SBC/LLP	Expected during Plan period
Central Seafront			
CS6a: Southend Pier Proposal Site	Provision of compatible tourism, cultural and leisure based facilities at landward and seaward ends Maintenance of integrity of the structure and train service	SBC	Planning 2011 Commencement 2012 Completion 2013

CS6b – Seaway Car Park and Marine Parade Proposal Site	<p>Mixed use development focussing on leisure, tourism and cultural activities particularly at ground level including restaurants, digital gallery, destination spaces and quality hotel, residential at upper levels and multi storey car park and incorporating the redevelopment of 1-3 Herbert Grove and 29-31 Herbert Grove.</p> <p>Permeable design and layout creating a strong relationship between the town centre and seafront via a series of 'streets with active frontages, terraced civic spaces, new link to Marine Parade ['Spanish Steps'] and strong north south sight line from Queensway to the sea. Layout to accommodate protection of buildings of historically importance</p>	SBC/EEDA/HCA/LLP	<p>Planning 2016 Commencement of development 2018 Completion 2021</p>
CS7a Cultural Centre and New Southend Museum Proposal Site	<p>Development of Cultural Centre and new Southend Museum with car parking</p> <p>Cliff Stabilisation</p>	SBC	<p>Several consultation stages complete Detailed design completed in 2011 Project completion within Plan Period</p>
Central Seafront			
CS8a: Woodgrange Drive (Kursaal) Estate Proposal Site	<p>Proposals to regenerate and enhance social housing</p> <p>Solutions to integrate with surrounding residential area</p>	Estuary Housing Association	Expected during Plan period
Victoria Gateway Neighbourhood			
PS9a: The Victoria Avenue Site Proposal Site	<p>Comprehensive redevelopment of area to provide exemplar sustainable community, including substantial additional housing, flexible work space units, Primary School, local retail, leisure and community facilities, Potential to also meet expansion needs of University of Essex and South Essex College.</p> <p>Remodelled urban form, series of footways and cycle ways through whole area linking to</p>	Private sector Land Owners/SBC/RGF/HCA/LLP	Regional Growth Fund Decision late 2011

	<p>surrounding area</p> <p>All developments should have frontages facing new 'streets' an area wide comprehensive sustainable drainage system including areas of open water</p> <p>Series of interlinked green public spaces</p> <p>Area wide parking solutions</p>		
PS9b: Former Essex and Suffolk Water Board Site Proposal Site	Residential development and promotion and enhancement of Creative industries	Private sector land owner	Within Plan Period
PS9c: Roots Hall Football ground and environs Proposal Site	Mixed use development comprising flats, houses, retail food store, petrol station, business uses together with supporting café/bar and community facilities	SUFC/Private land owners/SBC	<p>Planning 2011</p> <p>Commencement of development 2012</p> <p>Completion 2015</p>
Sutton Gateway neighbourhood			
PS10a – Former B&Q Site Proposal Site	<p>New large retail food store and related car parking and re-provision of youth facilities</p> <p>Active frontages at ground level</p> <p>Satisfactory solutions to highway implications and integration with the Victorias scheme</p>	Private sector land owners/SBC	<p>Planning 2011</p> <p>Commencement of development 2012</p> <p>Completion 2014</p>
PS10b – Sutton Road Proposal Site	Redevelopment to provide for additional housing, new public open space and supporting café/bar and community facilities at ground floor	Private sector land owners	Expected during Plan period
PS10c: Coleman Street Proposal Site	Provision of additional social housing	SBC/HCA	<p>Appraisal and Preparation of Development Brief completed 2012</p> <p>Expected completion during Plan Period</p>



appendices

Appendix 1

Glossary of terms used

Affordable Housing:

Affordable housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable housing should:

- Meet the needs of eligible households including availability at a low cost enough for them to afford, determined with regard to local incomes and local house prices;
- Include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision.

Area Action Plans:

Documents setting out the Authority's policies and proposals relating to areas of significant change or special conservation.

Biodiversity:

The diversity (number and variety of species) of plant and animal life within a region.

Civic Space:

A public place in an urban area with its own special character that brings the public together. Civic spaces are often the front porches of public institutions such as courthouses, libraries and local Council offices.

Conservation Area:

An area designated for its special architectural or historic interest.

Development Plan Documents (DPD's):

Local Development Documents that set out the Authority's policies and proposals for the development and use of land in its area, and which together form the statutory development plan for the area.

Core Strategy:

The Core Strategy forms part of the LDF and provides the vision, objectives and planning strategy for the spatial development of the whole Borough of Southend-on-Sea until 2021, including the distribution of growth and the policy context for a 10 year housing supply. It also sets out the key policies against which all planning applications will be assessed, and core policies on matters such as transport, retail, employment, open space, minerals and the protection and enhancement of the natural and historic environment, including conservation areas.

Core Town Centre:

Town Centre Area where office and business development will be focused and Policy DS4 of this plan applies. The Core Town Centre should not be confused with the Town Centre Primary Shopping Area (see summary definition below).

The Core Town Centre consists of the following quarters as defined on the Proposal Map: The High Street; Queensway and London Road / Broadway; Elmer Square; Queensway and Southchurch Road; Warrior Square; Tylers; those areas within Clifftown east of Nelson Street, Chapel Terrace and Devereux Road.

Frontage of Townscape Merit:

Front facade of a building that is of significance to the history and character of the local townscape given its historical associations, architectural style, visual interest, or siting. The designation of Frontage of Townscape Merit is given to those frontages which are considered worthy of recognition and protection, albeit they may not possess sufficient interest to warrant statutory listing.

Green Belt:

Land that it is considered necessary to keep permanently open in order to achieve one or more of the five purposes of the Green Belt set out in national policy guidance (*currently Planning Policy Guidance Note 2, PPG2: Green Belts*).

Greenfield:

All land that does not fall within the definition of 'Previously Developed Land' (see summary definition below). Not all greenfield land will be included within the Green Belt.

Green Roof:

Roof of a building that is partially or completely covered in vegetation, planted over a waterproof membrane.

Green Wall:

A green wall, or living wall, is a self-sufficient vertical garden that is generally attached to the exterior of a building (although green walls can also be free-standing).

Key Worker:

Person employed in an occupation category that is categorised locally or sub-regionally by a number of the following: skills shortages; low response to job advertisements; poor quality of candidates against the person specification; refusal of a job offer by successful candidates; high turnover of staff; viability of service or product threatened by insufficient staff; the provision of essential public services.

Land Use:

How the land is used, for example commercial, residential or leisure.

Landmark Building:

A building that has become, or may become, a point of reference because its height, siting, distinctive design or use sets it apart from surrounding buildings. Examples may include churches and town halls.

Legibility:

The extent to which a development is easy to understand, this can be achieved through adopting good design principle.

Local Development Documents (LDD's):

Documents setting out the Authority's policies and proposals for the development and use of land in its area, together with further guidance on those policies and proposals, and which together comprise the Local Development Framework for the area.

Local Development Scheme (LDS):

A document required to be prepared and maintained by the Authority under the Planning and Compulsory Purchase Act 2004 to manage the programme of Local Development Framework preparation, and to inform the public of the documents that will make up that Framework and the timescales they can expect for the preparation and review of these Documents.

Local Transport Plan (LTP):

The Transport Act 2000 requires Local Transport Authorities in England to produce and maintain a Local Transport Plan. LTP's are required to contain a strategy and an implementation plan. The Local Transport Act 2008 retains the statutory requirement to produce and review Local Transport Plans and policies.

Open Space:

Open spaces have particular importance in terms of providing recreational and amenity value, as well as having the potential to contribute to biodiversity and reducing the impacts of climate change. The loss of protected green spaces identified within the SCAAP will not be permitted.

Permeability:

The extent to which a development provides a variety of safe and convenient routes for pedestrians, cyclists and other vehicles.

Previously Developed Land:

Land which is or was occupied by a permanent structure (excluding agricultural or forestry buildings) and associated fixed surface infrastructure. The definition includes the curtilage of the development but excludes land in built-up areas which has not been developed previously (e.g. parks, recreation grounds and allotments, even though these areas may contain certain urban features such as paths, pavilions and other buildings).

Primary Shopping Frontage:

Frontages that include a high proportion of retail uses.

Public Art:

In general, this term is used to describe art which takes place outside of traditional gallery and museum spaces, and which is freely accessible to the public, and forms part of the public realm.

Public Realm:

The publicly accessible external space including streets, squares, civic spaces.

Ramsar:

The Convention on Wetlands (Ramsar, Iran, 1971) known as the Ramsar Convention is an intergovernmental treaty that embodies the commitments of its member countries to maintain the ecological character of their Wetlands of International Importance and to plan for the sustainable use of all wetlands in their territories. On joining Ramsar Convention each Contracting Party is obliged by Article 2.4 to designate at least one wetland site for inclusion in the List of Wetlands of International Importance. The Benfleet and Southend Marshes Ramsar site qualified under Ramsar Criterion 5 as it supports assemblages of internationally important waterfowl. It is also noted under Criterion 6 as species occurring at internationally important levels are recorded within the area.

Secondary Shopping Frontage:

Secondary Shopping frontages provide greater opportunity for a diversity of uses that complement the main retail core.

Supplementary Planning Documents (SPD's):

Local Development Documents providing further guidance on the Authority's policies and proposals for the development and use of land, but which do not form part of the statutory development plan for the area.

Sustainable Communities:

Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

Town Centre Primary Shopping Area:

Defined area where retail development is concentrated generally comprising Primary Shopping Frontages, and those Secondary Shopping Frontages which are contiguous and clearly related to the primary shopping frontage.

Urban Greening:

Urban Greening refers to opportunities in the public and private realm to enhance the green infrastructure provision by designing into developments, or contributing towards and providing space for, green walls, green roofs, and tree planting. These installations should contribute

towards biodiversity and will help to reduce the impacts of climate change by providing shading, cooling and insulation benefits.

Visually Active Frontage:

A visually Active Frontage refers to the back of a building, or a blank elevation, which addresses the public realm, whereby measures are taken to ensure activity at ground floor.

Visually Important View:

A visually important view is one that has been identified for protection as it takes in a landmark or historic building, monument or statue, views into and out of conservation areas, views of landscape features, open space, or views of the pier and seafront. Visually Important Views help to define character and create a sense of place.

Appendix 2

Schedule of new/improved public spaces, landscape and public realm environmental improvements, pedestrian and cycle link improvements Visually active frontages, visually important views, new landmark buildings and public art proposals

Location	Comments	POLICY REF.
New / Improved Public Spaces		
Victoria Gateway	Delivery of Phase 2, 3 and 4 of the Victoria Gateway scheme, including the creation of a linear park along the greensward within a realigned Queensway corridor.	DS1; PR1; PR2; DP2; TA1a; TA3; TA5
Victoria Office Area Site: Proposal Site PS9a	Each development site will be required to demonstrate how the scheme will create a series of linked public green space within the area, linked to a wider network of parks and gardens.	PR1; PR2; DP9; PS9a
High Street	Provide for three new and / or improved public spaces, located at: <ul style="list-style-type: none"> ▪ Victoria Circus – the creation of a new and enhanced public space within or close to the High Street, capable of acting as an events space; ▪ Either side of the railway bridge; and ▪ The ‘Southend Balcony’ outside the Royals, fronting the Seafront. Each to be treated as one of a series of nodes on the High Street, which respond to changes in character of the adjacent quarters and directs attention to key buildings and views.	DS1; PR1; PR2; PR3; PR4; PR5; HE1; TA1; TA2; TA3; TA5; DP1; DP2; DP6
Southend Central Station, Clifftown Road	Creation of a new signature public plaza on the south side of Southend Central Railway Station associated with the redevelopment of Central House and improvements to Southend Central Railway Station, which respects the local listed station building. Link with the new civic space proposed in this part of the High Street.	DS4; DS5; PR1; PR2; PR3; PR4; PR5; HE1; TA1; TA2; TA3; TA5; DP6
Elmer Square	New public square linking the Quarter across Farringdon Service Road and up to its junction with Queens Road. New Public Space to include enhancements to the public realm, strengthening links to the High Street, Public Transport Hubs, and surrounding Neighbourhoods.	DS5; PR1; PR2; TA1; TA2; TA3; TA5; DP3; PS3a; DP5
Proposal Site PS4a: Chichester Road	New public square facing onto Chichester Road opposite Victoria Centre for Proposal Site PS4a Chichester Road. Pursue urban greening within	DS2; PR1; PR2; PR4; DP4; PS4a

	development, including use of green walls, roof gardens, and creation of green space within new development.	
Proposal Site PS6a: Clarence Road car park	Provision of a new public square located within a courtyard. New street furniture, landscaping and lighting scheme to encourage links through to surrounding streets. Create new pedestrian linkages, particularly between Nelson Mews and Alexandra Street and Clarence Road.	DS1; PR1; PR2; HE1; TA1; TA2; TA3; TA5; DP6; PS6a
Proposal Site PS6b: Alexandra Street Car Park	Create a small square with a network of new public lanes and mews for markets and outdoor dining, respecting the character and historic fine grain of the conservation area. Hard surfaced public realm and uncluttered for flexibility of use.	DS1; PR1; PR2; PR3; PR4; PR6; HE1; TA1; TA2; TA3; TA4; TA5; DP6; PS6b
Cliffs Pavilion	Upgrade Cliffs Pavilion outdoor space and improve connections to the Cliffs and Shrubbery.	DS6; PR1; PR2; TA3; TA5; CS7
Cultural Centre and New Museum Proposal Area CS7a	New high quality platform open space with amphitheatre	CS2, CS7a
Central Seafront	Promote the provision of new interconnected public spaces that provide urban 'green' havens within the area.	PR1; PR2; CS6
Eastern Esplanade and Proposal Area Policy CS6b: Seaway Car Park and Marine Parade	<ul style="list-style-type: none"> ▪ Creation of a 'Southend Balcony' approach – a new public space combined with new active frontage on the seaward side of the Royals and 'Spanish Steps' approach as part of major development proposals on Eastern Esplanade and Seaway Car Park; ▪ Remodelling of urban form to create a new link to Marine Parade designed around the Spanish Steps concept of the stepped public urban space; ▪ A series of public and semi-public terraces that negotiate the level change from Tyler's Avenue through Seaway to Marine Parade; ▪ Enhance the quality of public spaces around the Kursaal conservation area. 	PR1; PR2; HE2; TA1b; DS6; CS2; CS6; CS6a; CS6b; CS8
Sutton Road: Proposal Site PS10b	Provide for a new area of public open space, incorporating landscaping and tree planting, and providing connections to existing open spaces in the local area.	PR1; PR2; DP10; PS10b

Landscape and Public Realm Environmental Improvements		
Proposal Site PS4a: Chichester Road	Public realm improvements to enhance the environmental quality of Southchurch Road and the surrounding area, in association with works to refurbish The Victoria Shopping Centre.	DS1; DS2; PR1; PR2; HE4; TA3; PS4a
Clifftown Quarter	<ul style="list-style-type: none"> ▪ Reduce clutter across the whole quarter, ensuring that the public realm is simple and sympathetic to the historic character of the area; ▪ Enhance historic street furniture; ▪ Create a cultural/heritage trail from the town centre, connecting with the conservation area and Cliff Gardens / Shrubbery. 	DS1; DS4; DS6; PR1; PR2; PR4; PR5; TA3; TA6; HE1; DP6; CS7
Central Seafront	<ul style="list-style-type: none"> ▪ Remove unnecessary street furniture and rationalise signage; ▪ Provision of a permeable boundary to Adventure Island to provide views in and through the site ; ▪ Implement a rolling programme of improvements to the promenade and public spaces (further developing Phase 1 of the City Beach Scheme) using high quality coordinated materials which are durable and easy to maintain. 	PR1; PR2; TA1b; CS6
Western Esplanade	<ul style="list-style-type: none"> ▪ Rationalise and enhance existing pathways and improve planting and biodiversity; ▪ Vibrant and interesting surface materials on the promenade, together with street furniture and art to provide focus and stimulus; ▪ Tree planting between seafront bays and along the seafront. 	DS6; PR1; PR2; HE2; CS6; CS7
Eastern Esplanade and City Beach Gateway	<ul style="list-style-type: none"> ▪ Introduce further greening and landscaping, to include tree planting; ▪ Introduce additional public lighting to improve safety for users through the evening; ▪ Increase public space, to include seating space for shops, cafes and restaurants; ▪ Relocate existing parking situated opposite the Kursaal to provide additional useable space; ▪ Implement a rolling programme of improvements to the promenade and public spaces (further developing Phase 1 of City Beach) using high quality, coordinated materials that are durable and easy to maintain. 	DS6; PR1; PR2; PR3; PR4; PR5; HE2; TA1b; TA3; TA5; CS1; CS2; CS6; CS7; CS8
Prittlewell	<ul style="list-style-type: none"> ▪ Contribute to improvements to the Victoria Avenue / East Street / West Street junction to reduce the visual impact of traffic and associated street furniture on the Prittlewell Conservation Area; 	PR2; HE3; DP9

	<ul style="list-style-type: none"> Enhance public realm at Prittlewell Gateway, including a reduction of street clutter and enhanced soft landscaping. 	
Victoria's Gateway Neighbourhood and Proposal Site PS9a: The Victoria Office Area Site	<ul style="list-style-type: none"> Improvements to the public realm along North Road, linking TAP to Prittlewell Chapel; Comprehensive SUDS system and areas of open water. 	PR1; PR2; HE3; DP9; PS9a
High Street	<p>Redefine the High Street as a sequence of distinct 'episodes' which respond to the strengthening and formation of the different Quarters east and west of the main retail route by developing:</p> <ul style="list-style-type: none"> A series of distinctive design palettes relating to surface treatment, street furniture, lighting and tree planting for each episode; At significant junction points, create a strong public realm to emphasise the intersection of east-west routes; Where redevelopment opportunities arise, seek the use of strong vertical elements in new buildings at appropriate locations to reduce the perceived length of the High Street and to stress east-west connections; Appropriate tree species and public realm design to emphasise important east-west links; Improve on-street and secure cycle parking and changing facilities. 	DS1; DS2; DS3; DS4; PR1; PR2; HE4; TA1; DP1
Queensway and London Road / Broadway Quarter	Public realm and way finding improvements to create high quality pedestrian environments and improved permeability from Queensway to London Road and the High Street.	DS1; PR1; PR2; TA1; TA2; TA3; DP2; DP4
Queensway and Southchurch Avenue Quarter	Improved public realm and way finding to create a high quality pedestrian and cycling environment to link the Quarter with Elmer and Warrior Squares.	DS1; PR1; PR2; HE4; TA3; TA5; DP3; PS3a DP4
Proposal Site PS3a: Elmer Square	<ul style="list-style-type: none"> Phase One to include: To the south: link new paving from the square / open space up to existing pedestrianised paving in Elmer Approach (end point to be junction of Elmer Approach with Luker Road); To the north: link new paving from the square / open space across Farringdon Service Road and up to its junction with Queens Road; 	DS5; PS1; PS2; HE4; TA3; TA5; DP3; PS3a

	<ul style="list-style-type: none"> All paving in front of the new building forming open space / square to be able to carry maintenance vehicles. 	
Warrior Square	<ul style="list-style-type: none"> Promote public realm improvements that respect and engage with Warrior Square Gardens, including landscaping alongside northern ground floor elevations to engage with, and provide facilities for, Warrior Square Gardens; Dense planting to establish an 'urban forest' alongside Queensway 	PR1; PR2; HE4; TA1; TA3; TA5; DP5; PS5a
Tylers Avenue Quarter and Tylers Avenue Car Park (Proposal Site P7a)	<ul style="list-style-type: none"> Promote environmental improvements to Queensway including dense planting to establish an urban forest alongside the traffic route; Redevelopment of Proposal site PS7a, to include public realm enhancements. 	DS1; DS2; PR1; PR2; PS7a; DP7; CS1; CS2
Sutton Gateway Neighbourhood	Appropriate enhancements to Sutton Road to uplift the residential environment and enhance provision for walking/cycling.	PR2; TA2; TA3; DP10; PS10a
Pedestrian and Cycle Link Improvements		
Central Seafront Area	<ul style="list-style-type: none"> Improve pedestrian connections to and from the main retail core and promote linked trips (shopping and leisure); Improvements to the cycle network and linkages with Sustrans network; New and enhanced walking and cycling linkages between the High Street and Seafront via St John's Church; Seaway through onto Marine Parade; via the High Street and Pier Hill. 	DS6; PR2; HE2; TA1; TA2; TA3; TA5; CS1; CS2; CS6; CS6b; CS7; CS8
City Beach	<ul style="list-style-type: none"> Continue the rationale for the City Beach scheme further to the east along Jubilee Beach between the main commercial seafront area to the former gas works site on the Eastern Esplanade; Reconsider the layout of on-street parking to maximise benefits of improving the public space to create further opportunities for better pedestrian connections and opportunities for public spaces and activities; Consider introducing a surface treatment to the road to slow traffic speeds and improve physical connections across the road, and improve pedestrian connections to the beach, cafes, bars and the Town Centre; Support better cycling and transport facilities. 	PR1; PR2; TA1b; TA2; TA3; CS8
Western	<ul style="list-style-type: none"> Improve pedestrian linkages between Western 	DS6; PR2; TA1;

Esplanade	<p>Esplanade and the seafront;</p> <ul style="list-style-type: none"> Remove occasional bays to provide better pedestrian links from the promenade to the Cliffs and Town Centre. 	TA1b; TA2; TA3; CS1; CS2; CS6; CS7; CS8
Eastern Esplanade	<ul style="list-style-type: none"> Reconsider layout of on-street parking to create opportunities for better pedestrian connections and opportunities for attractive public space and activities; Improve environmental quality of mixed mode – shared priority routes; Improvements to the cycle network and linkages with Sustrans network; Create more pedestrian priority shared space, removing barriers to pedestrian movement. 	DS6; PR2; TA1b; TA2; TA3; CS1; CS2; CS6; CS7; CS8
Cliff town	<ul style="list-style-type: none"> Preserve and enhance pedestrian routes to the main retail core and promote the Cliff town Conservation Area and associated parks and gardens and a promenade circuit offering respite to the busy town centre. Improve access to information about the heritage of this area; Streetscape and landscape design to designate walking circuits through Cliff town from Southend Central Station, to Cliff Gardens and Pier Hill. 	DS1; DS4; DS6; PR1; PR2; PR4; HE1; TA1; TA2; TA3; DP6; CS7
Warrior Square and Proposal Site PS5a: Warrior Square Car Park	<ul style="list-style-type: none"> Improve pedestrian links to Warrior Square Gardens and the Conservation Area, to include the pedestrianisation of Warrior Square (south) between Chichester Road and Warrior Square (east); Create a high quality user environment with a direct and short route to the car park from Warrior Square East and exit from the car park onto Queensway; a pedestrian square to the north, linked to Warrior Square Gardens and new pedestrian route along Warrior Square South; Create a mixed mode – shared priority route from Southchurch Road to the new Warrior Square Car Park via Warrior Square East. 	DS4; PR2; HE4; TA1; TA2; TA3; DP4; DP5; PS5a
High Street	<ul style="list-style-type: none"> Maintain and improve the High Street as public space for pedestrians; Pedestrianisation of a number of High Street’s inter-linking access roads, supporting access to car parks, greenspace and broadened retail circuits; Consider limited access to the pedestrianised areas by cyclists as part of a partnership approach with stakeholders and the Police. 	PR1; PR2; TA1; TA2; TA3; DP1
Town Centre and	<ul style="list-style-type: none"> Priority routes for pedestrians, cyclists, public 	DS1; DS2;

Central Area Highway Network	<p>transport users and people with disabilities through improved management of the demand on the road network leading to, from and within the Town Centre;</p> <ul style="list-style-type: none"> ▪ Promote pedestrian and cycle priority schemes, considering limited access to pedestrianised areas by cyclists; ▪ Ensure access to / from car parks are short, direct and well sign-posted. Provide enhanced pedestrian routes from and to car parks which are of high quality, link well with main areas of interest along their route and are well signed; ▪ Improve pedestrian and cycle routes and signage in and around the Town Centre to improve way finding by continuing to develop the cycle network and supporting initiatives under the Cycle Southend banner at the Queensway crossings. 	DS3; DS4; PR1; PR2; TA1; TA1a; TA2; TA3
Queensway	<ul style="list-style-type: none"> ▪ Improve and enhance routes through to the London Road and High Street; ▪ Improving and enhance pedestrian and cycle links between the main public transport nodes; ▪ Create a mixed mode – pedestrian and cycle priority route along Southchurch Road between Queensway and the High Street / Victoria Circus; ▪ Improved pedestrian / cycle crossing and gateway improvements at Queensway / Sutton Road junction, and at Queensway / Short Street / Chichester Road junction. 	DS1; PR2; HE4; TA1; TA2; TA3; DP3; DP4; PS4a
London Road	Create new fully pedestrianised and cycle priority route along London Road between College Way and the High Street. Allowing for the provision of a street market space.	DS1; DS2; DS3; PR2; PR4; TA1; TA2; TA3; DP2
University and College Campuses	Improve pedestrian and cycle routes and signage in and around the Town Centre by continuing to develop the cycle network and supporting initiatives under the Cycle Southend banner to and from the University, College and new Elmer Square development.	DS5; PR2; TA1; TA3
Chichester Road	Reallocation of roadspace to support greater pedestrian, cyclist and public transport priority to support an expansion of the Town Centre experience to the east.	DS1; DS2; DS3; DS4; PR1; PR2; PR4; TA2; TA3
Victoria Gateway – Phases 2, 3 and 4	<p>Delivery of Phases 2, 3 and 4 of The Victoria Traffic and Public Realm Scheme, including:</p> <ul style="list-style-type: none"> ▪ Queensway (Victoria Gateway Junction to the London Road) - develop as an integrated part of 	DS1; PR2; TA1a; TA2; TA3; DP2; DP3

	<p>the Gateway, redesign planting from the roundabouts to open visual, pedestrian and cycle links;</p> <ul style="list-style-type: none"> Victoria Circus – improve and enhance links to Broadway, Southend Victoria Railway Station and the Victoria Centre; London Road / Broadway – improve pedestrian and cycle links to Queensway, Southend Victoria Railway Station and the University, South Essex College, Elmer Square and Central Station. 	
The Victoria Office Area Site: Proposal Site PS9a	Full integration with the surrounding neighbourhood by providing for new footway/cycle links through the area.	PR2; TA1a; TA2; TA3; DP9; PS9a
Roots Hall Football Ground and Environs: Proposal Site PS9c	<ul style="list-style-type: none"> Modified access to Shakespeare Drive for emergency and pedestrian access only; Ensure the site integrates appropriately with the existing transport network and provides a legible environment for pedestrians. 	PR2; TA2; TA3; DP9; PS9c
Sutton Gateway Neighbourhood	Enhanced cycling and pedestrian route along the length of Short Street from West Road to Queensway.	PR2; TA2; TA3; DP10; PS10b
Elmer Square	New fully pedestrianised and cycle space along Queens Road between Elmer Avenue and the High Street.	DS5; PR2; HE4; TA1; TA2; TA3; TA6; DP3; DP4
Proposal Site PS6a: Clarence Road Car Park	<ul style="list-style-type: none"> New public car park and associated direct and short route to / from the car park from Clarence Road; New pedestrian links, particularly between Nelson Mews and Alexandra Street and Clarence Road; Clear, simple and minimal signage for cars and pedestrians that is integrated into the development. 	PR2; DP6; TA3; PS6a
Tylers Avenue Quarter and Proposal Site PS7a: Tylers Avenue	<p>Should car parking not be required, capitalise on reduced general vehicle circulation in residential street to:</p> <ul style="list-style-type: none"> Create a mixed mode – pedestrian and cycle priority route along York Road to the High Street including appropriate crossing on Queensway and Chichester; Home Zone approach for residential streets (Quebec Avenue, Portland Avenue, Baltic Avenue and Heygate Avenue); Improved walking and cycle linkages between this quarter and the Central Seafront via St John’s Church and Seaway Car Park Proposal Site and via Pier Hill; 	DS1; DS6; PR1; PR2; TA1; TA3; DP7; PS7a; CS1; CS2; CS6; CS6b; CS7

	<ul style="list-style-type: none"> Improved linkages to the Central Seafront and Eastern Esplanade via St Johns and Seaways Car Park Proposal Site 	
Central Southend Green Link	Providing clearly defined linkages between existing and new open spaces in the Central Area, utilising the Strategic Green Links and Potential Strategic Green Links established by the Southend Urban Habitat Strategy (2010)	PR2; TA1; TA3
Visually Active Frontages		
Odeon cinema, Queensway frontage	Enhance the blank, inactive Queensway frontage to address the new Victoria Circus civic space through the creation of a pedestrian entranceway from Queensway and / or the installation of a green wall / public art / well detailed signage.	DS1; DS2; PR3
Proposal Site PS2a: Sainbury's and adjacent buildings, London Road Proposal Site	Attractive frontages to Queensway elevation coupled with arcaded route to London Road and active frontages with mixed town centre uses to all other frontages.	DS2; PR3; PS2a
Proposals Sites PS6a: Clarence Road Car park; and PS6b: Alexandra Street Car Park	Designate new active frontages created within Proposal Sites PS6a and PS6b as Secondary Frontages once new development is completed.	DS2; PR3
Proposal Site PS7a: Tylers Avenue Car Park	Designate new active frontages established within the proposal site as Primary frontages once redevelopment is complete.	DS2; PR3
Proposal Site PS9a: Short Street	New large foodstore development, achieving active frontage at ground floor.	DS1; PR3
Proposal Site PS10a: Former B&Q site	Provision of active frontages at ground floor level.	DS1; PR3
Chichester Road	Active frontages will be encouraged on those streets useful in creating and maintaining attractive retail and leisure circuits, including Chichester Road.	DS1; DS2; PR3; DP4
Queensway and Southchurch Avenue Quarter and Proposal Site PS4a: Queensway	<ul style="list-style-type: none"> Promote active frontages at ground floor to existing and proposed streets. Promote new retail and community uses with active frontages to Essex Street at Proposal Site PS4a 	DS2; PR3; DP4; PS4a
Tylers Avenue	Active frontages on all streets (existing or proposed)	DS2; PR3; DP7;

Quarter and Proposal Site PS7a: Tylers Avenue	including those frontages facing onto Chichester Road.	PS7a CS1; CS2
The Royals Shopping Centre	Provide for 'Pavilion' extensions to The Royals, restoring active frontages and positive response to Pier Hill, and linkages to the seafront and The Pier.	DS1; DS2; PR2; PR3; HE4; DP7
Proposal Area CS6b: Seaway Car Park and Marine Parade	Active and / or attractive frontages to all new and existing streets and spaces.	DS1; DS2; DS6; PR1; PR2; PR4; PS6; CS6b; CS7; CS8
Eastern Esplanade and City Beach Gateway	Include active frontage at ground floor level to add to enhance vibrancy and vitality.	DS2; DS6; PR4; TA1b; CS8
Visually Important Views		
The Seafront	Protect and enhance views to and from the seafront, including the protection of all estuary views from Westcliff Parade, Clifftown Parade, Clifton Terrace, Royal Terrace, Pier Hill, Western Esplanade, Marine Parade and Eastern Esplanade.	DS6; PR4; HE1; HE2; CS1; CS2; CS5
The Pier	Protect key views of the Pier, with particular recognition given to protecting views from: - the High Street, to enhance the link between the retail and leisure offers of the town centre and seafront; <ul style="list-style-type: none"> ▪ Eastern Esplanade; ▪ Western Esplanade; ▪ Marine Parade; and ▪ Royal Terrace / Clifftown Parade 	DS6; PR4; HE2; HE4; CS1; CS2; CS5; CS6a
The Kursaal	Protect views of this Grade II listed building, with particular recognition given to protecting views from: <ul style="list-style-type: none"> ▪ Eastern Esplanade; ▪ Lucy Road; and ▪ Queensway 	DS6; PR4; HE2; CS5
Clifftown Conservation Area	Protect and enhance key views into out of the Conservation Area and of key historic buildings. Preserve views of Clifftown Conservation Area from Western Esplanade.	DS6; PR4; HE1; HE2; DP6; CS5
St Mary's Church	Protect views of St Mary's Church, with particular recognition given to protecting views from Victoria Avenue, East Street, Prittlewell Chase and Fairfax Drive.	PR4; HE3
Proposal Site PS6a: Clarence Road Car Park	Through the redevelopment of this site for mixed use development, the provision of new views to key buildings and streets should be addressed.	PR1; PR2; PR4; HE1; HE2; DP6; PS6a.

Empire Theatre	Protect the view of this landmark building from Royal Mews where it creates an attractive termination to this vista.	DS6; PR4; HE2; HE4; DP6
New Landmark Buildings		
Sainsbury's and adjacent buildings, London Road: Proposal Site PS2a	Development to the Queensway elevation to provide a distinctive landmark.	PR3; PS2a; CS1
Elmer Square: Proposal Site PS3a	Mixed used landmark development of Proposal Site 3a London Road / Queensway in the event of Sainsbury's relocating.	PR5; DP2; CS1
Tylers Avenue: Proposal site PS7a	New landmark retail facilities, forming part of a mixed use development.	DS1; PR5; CS1
Victoria's Gateway Neighbourhood	(Limited) strategic locations for tall buildings to help transform the area into a sustainable mixed use community.	PR5; DP6; PS9a
Central House, Clifftown Road	Provision for a tall, feature building in this location.	PR5; DP6; CS1
Central Seafront	Create well designed 'gateways' to mark, frame and enhance the main approaches to the central seafront area.	PR5; CS2
Western Esplanade	Development of a cultural centre with exhibition space, the proposed Saxon King Museum, an 'arthouse' cinema, and flexible conference / event space.	PR1; PR2; PR4; PR5; CS1; CS2; CS7
Public Art and Urban Greening		
Victoria Office Area Site: Proposal Site PS9a	Urban greening projects, to include: <ul style="list-style-type: none"> ▪ Use of green walls and roof gardens ▪ Comprehensive landscaping ▪ Creation of green space within new development 	PR2; DP9; PS9a
Queensway and London Road Broadway Quarter; and Proposal Site PS2a	<ul style="list-style-type: none"> ▪ Provision and public art and integrated signage and artwork that combine with more traditional signage to signal entry to the Town Centre from Queensway / Southend Victoria Railway Station and promote clear way-finding. ▪ Urban greening projects will be pursued in this area, including the use of green walls and roof gardens and the creation of new green space within development. 	PR2; PR3; PR5; TA1; TA2; TA3; DP2; PS2a
Queensway and Southchurch Avenue Quarter	Provision of public art, particularly with focus to the Queensway frontage and Gateway at the Sutton Road junction.	PR2; PR3; DP4

Odeon building	The elevation fronting Queensway presents an opportunity for public art, particularly to signal the gateway to the High Street.	PR2; PR3; DP2
High Street	<ul style="list-style-type: none"> ▪ Historic and new key buildings and the railway bridge will be enhanced by a strategic lighting strategy and by artwork. ▪ Opportunity to introduce contemporary awnings and canopies to enliven the High Street experience. 	PR2; PR3; HE1; DP1
Elmer Square and Proposal Site PS3a: Elmer Square	<ul style="list-style-type: none"> ▪ Provision of public art and integrated signage and artwork to building elevations that combine with more traditional signage to signal entry to the Town Centre where appropriate, and clear way-finding; ▪ Pursue urban greening projects including the use of green walls and roof gardens; ▪ Phase 1 to provide public art / sculpture and large scale digital projection. 	PR1; PR2; DP3; PS3a
Warrior Square	<ul style="list-style-type: none"> ▪ Use public art to signpost the car park to travellers on Queensway wishing to park, and to other destinations within the centre for pedestrians; ▪ Integrate public art into the design of buildings and associated landscape elements. 	PR2; PR3; DP5; PS5a
Central Seafront	<ul style="list-style-type: none"> ▪ Prepare a Public Art Strategy identifying opportunities for public art, and seeking provision of public art or contributions towards it in association with major development; ▪ Creation of 'Southend Seafront Art Trail', encouraging public art provision along Eastern and Western Esplanades and Marine Parade; ▪ Use public art to strengthen identify and connectivity; ▪ An Urban Greening Strategy will be prepared for the Central Seafront Area; ▪ Public art installations in strategic locations to enhance waterfront identity. 	PR2; PR3; TA1b; CS1; CS6; CS7; CS8
Eastern Esplanade and City Beach Gateway	<ul style="list-style-type: none"> ▪ Install bold public art at strategic locations to enhance the waterfront identify and attract visitors along the length of the promenade; ▪ Introduce further greening and landscaping, together with a creative lighting strategy. 	PR2; CS8

Appendix 3

Schedule of housing capacity within SCAAP

SCAAP Quarter	Completions 2001-2010	Windfall Sites with Planning Permission @ 2010	Capacity on Identified in SHLAA 2008 base date	Indicative capacity
1. The High Street	13	97	33 ³	143
2. Queensway and London Road	1	0	150	151
<i>PS2a</i>			150	
3. Elmer Square	8	5	0	13
<i>PS3a</i>				
4. Queensway and Southchurch Road	11	8	50	69
<i>PS4a</i>				
5. Warrior Square	10	17	120	147
<i>PS5a</i>	2	2	120	
<i>PS5b</i>				
6. Clifftown	53	4	100 ⁴	157
<i>PS6a</i>			38	
<i>PS6b</i>			57	
7. Tylers	5	0	80	85
<i>PS7a</i>			80	
<i>PS7b</i>				
8. Central Seafront	331	0	1033 ⁵	1,364
<i>CS6a</i>			-	
<i>CS6b</i>			800 ⁶	
<i>CS7a</i>				
<i>CS8a</i>				
9. 'Victorias' Gateway Neighbourhood	174	24	819 ⁷	1,017
<i>PS9a</i>			337 ⁸	
<i>PS9b</i>			30	
<i>PS9c</i>			272	
10. 'Sutton' Gateway Neighbourhood	288	11	141	440
<i>PS10a</i>			0 ⁹	
<i>PS10b</i>			141 ¹⁰	

SCAAP Quarter	Completions 2001-2010	Windfall Sites with Planning Permission @ 2010	Capacity on Identified in SHLAA 2008 base date	Indicative capacity
<i>PS10c</i>				
Total	894	166	2,526	3,586¹¹
1. The High Street	13	97	33¹²	143
2. Queensway and London Road	1	0	150	151
<i>PS2a</i>			<i>150</i>	
3. Elmer Square	8	5	0	13
<i>PS3a</i>				

Notes

³ Comprises two sites now with planning permission at 2010

⁴ Includes 5 units on SHLAA Site Ref CON029

⁵ Includes SHLAA Sites Ref CON059, CON121 and CON120 plus CON020 and CON004

⁶ Sum of SHLAA Sites Ref CON059, CON121 and CON120

⁷ Sum for this area includes additional SHLAA sites in the Neighbourhood outside PS9a, PS9b and PS9c

⁸ Sum of SHLAA Sites Ref CON042, and CON104

⁹ SHLAA Site CON049 approval for retail superstore only residential not now included within scheme

¹⁰ Sum of SHLAA Sites Ref CON117, CON122 and CON052 – however area of proposal site now greater therefore likely capacity will be higher




¹¹ **Adequacy of housing supply:** Core Strategy Provision (2001 – 2021) = 2,000. Annual development rate = 100 pa; Completions 2001-2010 (9 years) = 894 (99 pa).




SCAAP roll forward 15 year requirement (2011 – 2026) = 1,500 (15 x 100pa). Identified Indicative Capacity within SCAAP 2,692

¹² Comprises two sites now with planning permission at 2010

Appendix 4

Schedule of Existing Landmark Buildings

Image	Location
 A photograph showing the entrance to Adventure Island amusement park. The entrance is marked by a large wooden archway with the words 'ADVENTURE ISLAND' in yellow. In the background, there are roller coasters, a crane, and a large body of water under a clear sky.	Adventure Island, Western Esplanade
 A photograph of the Alexandra Yacht Club building. The building is a large, dark structure with a prominent white cupola on its roof. It is surrounded by lush green trees and foliage, with a clear blue sky in the background.	Alexandra Yacht Club, Clifftown Terrace
 A photograph of All Saints Church, a large brick building with Gothic-style architecture. The church features tall, narrow windows and a prominent gable. Several cars are parked along the street in front of the church, and a modern multi-story building is visible in the background.	All Saints Church, Sutton Road

	<p>Central Library, Victoria Avenue</p>
	<p>Central Museum, Victoria Avenue</p>
	<p>Civic Centre, Victoria Avenue</p>



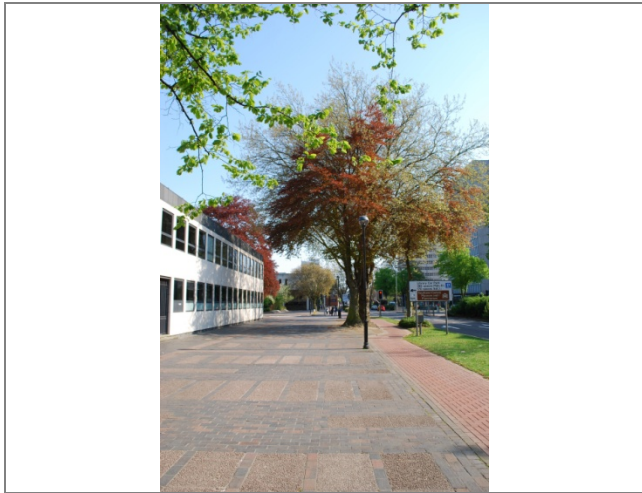
Cliff Lift, Western Esplanade



Cliffs Pavilion, Station Road



Clifftown Studios (former Clifftown United Reform Church), Nelson Street



Court House, Victoria Avenue



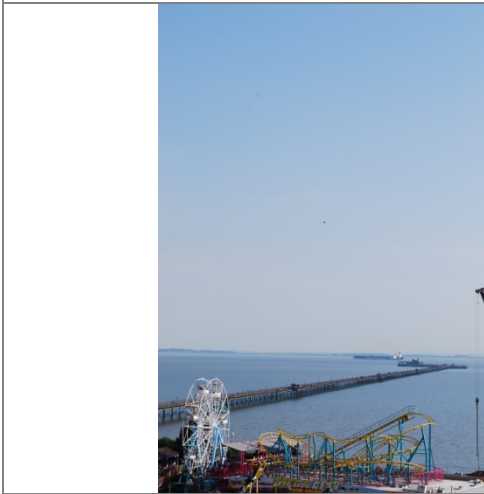
The Kursaal, Eastern Esplanade



New Empire Theatre, Alexandra Street



Park Inn Palace Hotel, Pier Hill



The Pier



Pier Hill Observation Tower and Lifts, Pier Hill / Western Esplanade



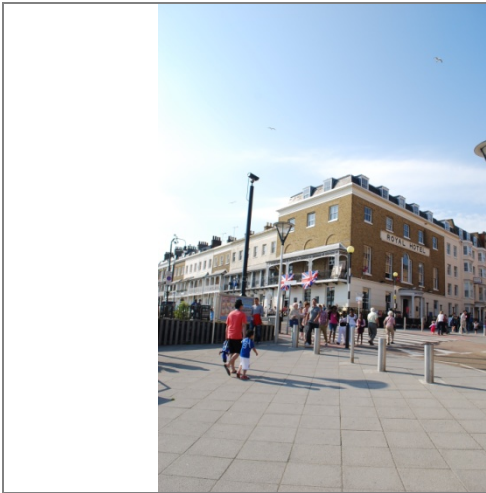
Porters, Queensway
(Outside of the SCAAP boundary but identified as a Key Landmark Building in the context of providing legibility through and into the Central Area).



Prittlewell Chapel, North Road



Roots Hall Stadium






Royal Hotel, 1 High Street



Royal Terrace



South Essex College, Luker Road

	<p>St John's Church, Herbert Grove</p>
	<p>St Mary's Church <i>(Outside of the SCAAP boundary but identified as a Key Landmark Building in the context of providing legibility through and into the Central Area)</i></p>
	<p>Swan Hall, Victoria Avenue</p>



TAP Studios, North Road



University of Essex Campus, 10 Elmer Approach



University of Essex Student Accommodation, London Road



Westcliff Hotel, Westcliff Parade

Appendix 5

Background Studies and Documents

Southend Central Area Action Plan: Proposed Submission Key Documents and Evidence Base Reference

Southend Central Area Action Plan Submission Documents

Title	Location/Link	Author	Date
Southend Central AAP: Proposed Submission	Electronic Copy held within Strategic Planning	Southend-on-Sea Borough Council	2011
Proposals Map	Electronic Copy held within Strategic Planning	Southend-on-Sea Borough Council	2011
Sustainability Appraisal Report	Electronic Copy held within Strategic Planning	Baker Associates	2011
Sustainability Appraisal Report Non-Technical Summary	Electronic Copy held within Strategic Planning	Baker Associates	2011
Consultation Statement	Electronic Copy held within Strategic Planning	Southend-on-Sea Borough Council	2011
Habitats Regulation Assessment	Electronic Copy held within Strategic Planning	Southend-on-Sea Borough Council	2011

Southend on Sea LDF Documents

Title	Location/Link	Author	Date
Core Strategy DPD 2010	http://www.southend.gov.uk/download/1036/core_strategy_dpd1	Southend-on-Sea Borough Council	2007
Design and Townscape Guide SPD	http://www.southend.gov.uk/download/1090/spd_1_design_and_townscape_guide_2009 http://www.southend.gov.uk/download/2172/ldf_design_and_townscape_guide_appendices	Southend-on-Sea Borough Council	2009
Planning Obligations: A guide to S106 and Developer Contributions SPD	http://www.southend.gov.uk/download/2352/spd_2_-_planning_obligation-a_guide_to_section_106_and_developer_contributions	Southend-on-Sea Borough Council	2010
Annual Monitoring Report	http://www.southend.gov.uk/download/3175/annual_monitoring_report_2010_ldf	Southend-on-Sea Borough Council	2010
Statement of Community Involvement	http://www.southend.gov.uk/download/1041/statement_of_community_involvement_sci	Southend-on-Sea Borough Council	2009
Local Development Scheme	http://www.southend.gov.uk/download/1061/local_development_scheme	Southend-on-Sea Borough Council	2009

Other Relevant Strategies and Plans

General

Title	Location/Link	Author	Date
East of England Plan (Regional Spatial Strategy)	http://www.eera.gov.uk/What-we-do/developing-regional-strategies/east-of-england-plan/east-of-england-plan-2001-2021/	East of England Regional Assembly	2008
East of England Plan (Regional Spatial Strategy) to 2031	http://www.eera.gov.uk/GetAsset.aspx?id=fAAzADgAMAA4AHwAfABUAHAdQBIAHwAFAAwAHwA0	East of England Regional Assembly	2010
Sustainable Community Strategy 2007-2017 – Building our Future	http://www.southend.gov.uk/download/206/sustainable_community_strategy_2007-2017	Southend-on-Sea Borough Council	2007
Southend on Sea Local Investment Plan 2011-2017	Electronic Copy held within Strategic Planning	Southend-on-Sea Borough Council	2010
Southend Central Area Masterplan: Design Brief and Interim Guidance 2008	http://www.southend.gov.uk/downloads/download/241/central_area_masterplan-rsl	Southend-on-Sea Borough Council	2008
Regeneration Framework 2007-2011	Electronic Copy held within Strategic Planning	Renaissance Southend Limited	2007
Local Area Agreement	http://www.southend.gov.uk/download/208/southends_local_area_agreement_2008-2011	Southend-on-Sea Borough Council	2008

Economy

Title	Location/Link	Author	Date
Economic Development & Tourism Strategy Refresh	http://www.southend.gov.uk/download/3201/ed_and_t_strategy	Southend-on-Sea Borough Council	2010
Southend Economic Development and Tourism Strategy 2007	Electronic Copy held within Strategic Planning	Southend-on-Sea Borough Council	2007
Southend on Sea Cultural Strategy	Electronic Copy held within Strategic Planning		
Growth and Regeneration in the Thames Gateway	http://www.go-se.gov.uk/497648/docs/170192/GrowthRegenThamesGateway.pdf	Thames Gateway Regional Planning Bodies	2004

Community Facilities

Title	Location/Link	Author	Date
Southend on Sea Local Development Framework			

Southend Children & Young People's Plan	http://www.southend.gov.uk/southendchildrenpartnership/download/2/children_and_young_peoples_plan-2010-2013	Southend-on-Sea Borough Council	2010
The Southend on Sea Community Plan	http://www.southend.gov.uk/download/3328/southend_on_sea_community_plan	Southend-on-Sea Borough Council	2010
Services for People with a Learning Disability - Commissioning Strategy 2008-2011	Electronic Copy held within Strategic Planning	Southend-on-Sea Borough Council	2008
Older People Strategy 2007-10	http://www.southend.gov.uk/download/2263/older_peoples_strategy_2007-10	Southend Borough Council and South East Essex Primary Care Trust	2007
Older People's Accommodation and Support Needs Strategy	Electronic copy held within Strategic Planning	Southend-on-Sea Borough Council	2008

Housing

Title	Location/Link	Author	Date
Southend on Sea Housing Strategy 2008 – 2011	http://www.southend.gov.uk/download/260/housing_strategy_2008-2011	Southend-on-Sea Borough Council	2008
Homelessness Prevention Strategy 2008-11	http://www.southend.gov.uk/download/252/homelessness_prevention_strategy_2008-2011	Southend-on-Sea Borough Council	2008
Thames Gateway South Essex Sub Regional Housing Strategy 2008-11	http://www.tgesex.co.uk/images/uploads/TGSE%20Strategy.pdf	TGSE	2008

Public Realm and Environmental Quality [Climate Change]

Title	Location/Link	Author	Date
Southend Urban Habitat Strategy			
Southend Public Art Strategy	Electronic copy held within Strategic Planning	Commissions East	2006
Southend on Sea Local Biodiversity Action Plan	http://www.southend.gov.uk/downloads/download/615/local_biodiversity_action_plan	Southend-on-Sea Borough Council	2003
Southend on Sea Local Biodiversity Action Plan Annual Update	http://www.southend.gov.uk/download/2949/annual_southend_bap_report_2010	Southend-on-Sea Borough Council	2010
The Nottingham Declaration on Climate Change	http://www.energysavingtrust.org.uk/Nottingham%20Declaration%20Nov%2007.pdf	The Nottingham Declaration Partnership	2007
Southend Climate Change Action Plan	Electronic copy held within Strategic Planning	Southend-on-Sea Borough Council	2008
Thames Gateway South Essex Greengrid Strategy	http://www.greengrid.co.uk/Docs/GreengridStrategy.pdf	TGSE	2004
Creating Sustainable Communities: Greening the Gateway	Electronic copy held within Strategic Planning	Office of the Deputy Prime Minister	2004

The Historic Environment

Title	Location/Link	Author	Date
Selection of relevant conservation Area leaflets	http://www.southend.gov.uk/downloads/511/conservation_areas	Southend-on-Sea Borough Council	

Transport

Title	Location/Link	Author	Date
Local Transport Plan 3: Strategy Document 2011-2026	http://www.southend.gov.uk/download/3174/local_transport_plan_3_strategy_document__dft_submission_version	Southend-on-Sea Borough Council	2011
Local Transport Plan 3: Implementation Plan 2011/12 – 2014/15	http://www.southend.gov.uk/download/3297/local_transport_plan_3_implementation_plan_1112-1415	Southend-on-Sea Borough Council	2011
Local Sustainable Transport Fund (LSTF) Application 2011	http://www.southend.gov.uk/download/3238/local_sustainable_transport_fund_lstf_application_form	Southend-on-Sea Borough Council	2011
Safer and Sustainable Journeys to School – Interim Strategy	http://www.southend.gov.uk/download/1635/sustainable_modes_of_travel_to_school	Southend-on-Sea Borough Council	2007
Cycling City and Towns Programme Overview	http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2010/03/cycling-programme-overview-2010.pdf	Southend-on-Sea Borough Council	2009

Infrastructure and Flood Risk

Title	Location/Link	Author	Date
Southend-On-Sea Shoreline Strategy Plan	http://www.southend.gov.uk/download/1028/shoreline_strategy_plan-vol_1	Mouchel Consulting Ltd	1997
Municipal Waste Management Strategy for the Borough of Southend on Sea 2004-2020	http://www.southend.gov.uk/download/1259/southend-on-seamunicipalwastestrategy2004-2020	Southend-on-Sea Borough Council	2004
Southend-on-Sea Preliminary Flood Risk Assessment – Draft (Awaiting Scrutiny 16/06/11)			
Surface Water Management Plan – Draft due early 2011			
Essex and South Suffolk Shoreline Management Plan 2 – Draft	http://publications.environment-agency.gov.uk/pdf/GEAN0310BRVA-e-e.pdf	Environment Agency	2010
Thames Estuary TE2100 (EA) Draft	http://www.environment-agency.gov.uk/research/library/consultations/106100.aspx	Environment Agency	2011

Relevant Background Studies

Economy

Title	Location/Link	Author	Date
Southend Local Economic Assessment	http://www.southend.gov.uk/download/3202/southend_lea		2010
Southend Employment Land Review (ELR)	ELR Document : http://www.southend.gov.uk/download/1969/employment_land_review_final_report	Baker Associates	2010 (2008 base date)
	Appendix 1 : http://www.southend.gov.uk/download/1970/appendix_one-analysis_of_existing_employment_areas		
	Appendix 2 : http://www.southend.gov.uk/download/1971/appendix_two-site_appraisal_criteria		
	Appendix 3 Part 1 : http://www.southend.gov.uk/download/1972/appendix_three-part_one		
	Appendix 3 Part 2 : http://www.southend.gov.uk/download/1973/appendix_three-part_two		
Southend Retail and Town Centre Study (including Market Viability Assessment) 2011	http://www.southend.gov.uk/downloads/download/595/retail_study	CBRE	2010
Southend Hotel Futures Report 2010	Electronic copy held within Strategic Planning	Hotel Solutions	2010
Southend-on-Sea Industrial Estates Study date	Electronic copy held within Strategic Planning	GVA Grimley	2005
TGSE Economic Baseline Study - Delivering TGSE's Economic Future date	http://insighteast.org.uk/WebDocuments/Public/approved/user_729/TGSEP_FINALreport_July05.pdf	KPMG, Cambridge Econometrics & GVA Grimley	2005

Housing

Title	Location/Link	Author	Date
Strategic Housing Land Availability Assessment (SHLAA)	SHLAA Document : http://www.southend.gov.uk/download/1977/strategic_housing_land_availability_assessment_document	Baker Associates	2010 (2008 base date)
	Appendix 1: http://www.southend.gov.uk/download/1978/shlaa-appendix_1_sites_with_planning_permission_document		
	Appendix 2 : http://www.southend.gov.uk/download/1979/shlaa-appendix_2_table_of_rejected_sites		
	Appendix 3 : http://www.southend.gov.uk/download/1980/shlaa-appendix_3_site_yield_summary_table		
	Appendix 4 : http://www.southend.gov.uk/download/1981/shlaa-appendix_4_site_analysis_forms_and_location_plans		
	Appendix 5a : http://www.southend.gov.uk/download/1982/shlaa-appendix_5a_southend-on-sea_map		
	Appendix 5b: http://www.southend.gov.uk/download/1983/shlaa-appendix_5b_southend_central_map		
	Appendix 6 : http://www.southend.gov.uk/download/1984/shlaa-appendix_6_broad_locations_urban_design_analysis		
Appendix 7 : http://www.southend.gov.uk/download/1985/shlaa-appendix_7_landscape_appraisal			
Appendix 8 : http://www.southend.gov.uk/download/1986/shlaa-appendix_8_site_outside_the_built_up_area			
Thames Gateway South Essex Strategic Housing Market Assessment (SHMA)	http://www.southend.gov.uk/download/257/thames_gateway_south_essex_strategic_housing_market_assessment	GVA Grimley	2008
Thames Gateway South Essex Strategic Housing Market Assessment (SHMA)	Electronic copy held within Strategic Planning	GVA Grimley	2010
Affordable Housing Development Viability Assessment Model	Electronic copy held within Strategic Planning	Baker Associates	2010
HCA Housing Quality Indicator	http://www.homesandcommunities.co.uk/hqi	The National Affordable Homes Agency	2008

Public Realm and Environmental Quality [Climate Change]

Title	Location/Link	Author	Date
Southend Borough-wide Character Study	http://www.southend.gov.uk/downloads/download/594/southend_character_study	Urban Practitioners	2011

The Historic Environment

Title	Location/Link	Author	Date
SCAAP Evidence Base - Heritage Part 1 – Listed Buildings Part 2 – Locally Listed Buildings Part 3 – Conservation Areas Part 4 - Frontages of Townscape Merit Part 5 – Archaeology	Electronic copy held within Strategic Planning	Southend-on-Sea Borough Council	2011
Stonebridge: An initial assessment of historic landscape character	https://eric.exeter.ac.uk/repository/bitstream/handle/10036/3031/Stonebridge%20Park%20report%20FINAL.pdf?sequence=1	Stephen Rippon, University of Exeter	2011
The Thames Gateway Historic Environment Characterisation Project	Electronic copy held within Strategic Planning	Chris Blandford Associates	2004

Selected Conservation Character appraisals	http://www.southend.gov.uk/downloads/download/172/conservation_area_character_appraisals	Southend-on-Sea Borough Council	Various
--------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------	---------

Transport

Title	Location/Link	Author	Date
Southend Local Transport Plan 3 Evidence Base	http://www.southend.gov.uk/download/2063/southend_local_transport_plan_3_evidence_base	Southend-on-Sea Borough Council	2010
EPOA Parking Standards and Design	http://www.the-edi.co.uk/downloads/parkingstandards2009.pdf	Essex County Council	2009
Thames Gateway South Essex London to Southend Movement Study (LOTS)	http://www.tgessex.co.uk/index.php/tgse_strategy/documents_list/	Hyder Consulting Ltd	2004

Infrastructure and Flood Risk

Title	Location/Link	Author	Date
Strategic Flood Risk Assessment (SFRA) – Level 1	http://www.southend.gov.uk/downloads/download/597/southend-on-sea_strategic_flood_risk_assessment-level_1_2010	Scott Wilson	2010
Strategic Flood Risk Assessment (SFRA) – Level 2	http://www.southend.gov.uk/downloads/download/633/southend_flood_risk_assessment_level_2	Scott Wilson	2011
TGSE Strategic Flood Risk Assessment (SFRA)	Main Report: http://floodrisk.tgessex.co.uk/documents/Final%20SFRA%20Main%20Report.pdf	Scott Wilson	2006
	Southend Report: http://floodrisk.tgessex.co.uk/documents/Southend%20Report.pdf		
	Maps: http://floodrisk.tgessex.co.uk/resources/reports.asp		
Essex Thames Gateway Water Cycle Scoping Study 2009	http://www.basildon.gov.uk/CHttpHandler.ashx?id=2232&p=0	Scott Wilson	2009
Southend on Sea Water Cycle Study - Draft due Autumn 2011	n/a	Scott Wilson	2011
Intermediate level modelling – Preliminary Flood Risk Assessment (PFRA)	Electronic copy held within Strategic Planning	Scott Wilson	2011
Land Affected by Contamination	Electronic copy held within Strategic Planning	Essex Contaminated Land Consortium	2007
Waste Water Treatment – Background Paper	Electronic Copy held within Strategic Planning	Essex County Council and Southend on Sea Borough Council	2010

Quarters and Gateway Neighbourhoods

Title	Location/Link	Author	Date
Regeneration Framework	Electronic copy held within Strategic Planning	Renaissance Southend	2007
Southend Central Area Masterplan – see baseline research	http://www.southend.gov.uk/downloads/download/241/central_area_masterplan-rsl	Urban Practitioners, Renaissance Southend	2008
Southend Town Centre Strategic Development Opportunities/Development Sites	Electronic copy held within Strategic Planning	Southend-on-Sea Borough Council	2011

National Guidance

Title	Location/Link	Author	Date
Flood and Water Management Act 2010	http://www.legislation.gov.uk/ukpga/2010/29/pdfs/ukpga_20100029_en.pdf	Government Act	2010
SuDs Manual C697	http://www.ciria.org/service/AM/ContentManagerNet/TemplateRedirect.aspx?template=/ContentManagerNet/ContentDisplay.aspx&Section=content_by_themes&ContentID=19321	CIRIA publication	2007
An Asset and a Challenge; Heritage and Regeneration in Coastal Towns in England	http://www.helm.org.uk/upload/pdf/Coastal-Towns-Report3.pdf?1262968115	English Heritage and Urban Practitioners	2007
Sustainable Communities: Building for the Future	http://www.communities.gov.uk/documents/communities/pdf/143600.pdf	ODPM	2003
Manual for Streets		Department of Transport	2007
Secured By Design Principles	http://www.securedbydesign.com/pdfs/SBD-principles.pdf	Association of Chief Police Officers Crime Prevention Initiatives	2004
Securing the Future – the UK Government Sustainable Development Strategy	http://www.defra.gov.uk/sustainable/government/publications/uk-strategy/documents/SecFut_complete.pdf	HM Government	2005
The Code for Sustainable Homes: Setting the standard in sustainability for new homes	http://www.communities.gov.uk/documents/planningandbuilding/pdf/codesustainablehomesstandard.pdf	Communities and Local Government	2008
Code for Sustainable Homes: Technical guide - Version 2	http://www.planningportal.gov.uk/uploads/code_for_sustainable_homes_techguide.pdf	Communities and Local Government	2010
Code for Sustainable Homes: A Cost Review	http://www.communities.gov.uk/documents/planningandbuilding/pdf/1501290.pdf	Communities and Local Government	2008
The UK Renewable Energy Strategy	http://www.decc.gov.uk/en/content/cms/what_we_do/uk_supply/energy_mix/renewable/res/res.aspx	HM Government	2009
Eco Homes Guide 2006	http://www.breem.org/filelibrary/EcoHomes_2006_Pre_Assessment_Estimator_v1_2_-_April_06.pdf	Building Research Establishment	2006
CABE and English Heritage Tall Building Guidance	http://www.cabe.org.uk/files/guidance-on-tall-buildings.pdf	English Heritage and CABE	2007

