



# I. INTRODUCTION



# 1. INTRODUCTION

## 1.1 Introducing the Masterplan

The central area of Southend has major opportunities for growth and development, and the delivery of a step change in the quality of the town centre and seafront economy and environment will be a catalyst for the success of the Borough as a whole. Southend is a popular centre for retail, leisure and business, and a number of new developments, particularly in the higher and further education sector are already giving a new energy to the area. Renaissance Southend Limited (RSL) has a clear remit to facilitate the revitalisation the town centre and seafront and the Central Area Masterplan will be a primary vehicle to achieve this goal. The Masterplan is underpinned by good practice guidance by organisations such as CABE which place an emphasis on vision, delivery, flexibility and participation.

### Purpose of the Masterplan

The purpose of the Masterplan is to identify a clear and distinctive vision for the central area of Southend. A strong vision for the town centre and seafront is coupled with a sense of pragmatism, with a view to creating a framework which is both exciting and deliverable. Specifically, the purpose of the Masterplan is summarised by the following aims:

- To act as a catalyst in realising the vision and objectives of RSL for the revitalisation of Southend;
- To develop confidence amongst public and private sector landowners;
- To encourage investment; and
- To contribute to the development of civic pride and local ownership of proposals and guidance set out in the Masterplan.

### Renaissance Southend Limited

RSL was incorporated as a private limited company on the 18th March 2005. Its objectives are to assist, promote, encourage, develop and secure the regeneration in the social, physical and economic environment of Southend-on-Sea.

The Company is managed by private and public sector Board of Directors who's Founder Members are Southend-on-Sea Borough Council (SSBC), East of England Development Agency (EEDA), English Partnerships (EP), University of Essex (UoE) and South East Essex College (SEEC), supported by the Department for Communities and Local Government (DCLG), Government Office for the East of England, the Housing Corporation and the Thames Gateway South Essex Partnership.

### Study area

The Central Area Masterplan study area is defined around the core spine of Victoria Avenue, the High Street and Seafront; extending from Milton Road in the west to Queensway in the east; and as far as Harcourt Avenue / Carnarvon Road in the north, and the southernmost extent of the Pier and associated foreshore area to the south.

### Masterplan structure and content

The Masterplan provides an overarching Masterplan framework for the town centre and seafront. This framework encompasses a broad development strategy, a transport and movement strategy and a public realm strategy. These strategies are supplemented by general principles and guidance for the area as a whole as well as more detailed guidance for the key areas, sites and spaces in the study area.

The Masterplan framework, guiding principles and site / area specific guidance is underpinned by a thorough analysis of the area and a comprehensive process of consultation. The baseline analysis and consultation is summarised concisely in the Masterplan.

The document is structured as follows:

1. Introduction;
2. Regeneration Framework;
3. Southend as a place: opportunities and constraints;
4. Vision;
5. The Masterplan Framework;
6. Area-wide guidance and principles;
7. Guidance for key sites; and
8. The Way Forward.



Aerial photo of Southend seafront and town centre

## 1.2 How the Masterplan has been developed

Urban Practitioners was commissioned by Renaissance Southend Ltd to prepare a Masterplan for the Central Area of Southend in July 2006. Urban Practitioners has led a consultancy team which includes architects, Stock Woolstencroft, transport and engineering consultancy, Alan Baxter and Associates, and landscape architects, Whitelaw Turkington. The preparation of the Masterplan has incorporated a high degree of liaison between the design team and the client team (led by RSL and also including representatives of Southend-on-Sea Borough Council). In addition, the RSL board has had several opportunities to feed into the process and comment on emerging ideas.

Renaissance Southend Ltd has also commissioned the preparation of a Regeneration Framework by Roger Tym and Partners which sets the economic and spatial parameters into which the Central Area Masterplan will fit. The key aspects of the Regeneration Framework are summarised in chapter 2. Roger Tym and Partners, Drivers Jonas and Chapman Taylor have played a key role in developing the Masterplan with the design team. The

masterplan team has been supported by a CABE enabler, Valerie Owen.

The project has been programmed to include six key stages which are summarised opposite:

### Stage 1: Baseline phase

Project appreciation, baseline research and analysis and identification of issues and opportunities

### Stage 2: Options identification

Identification and testing of options

### Stage 3: Preferred option(s) development and draft Masterplan

Development of preferred options and generation of the draft Masterplan

### Stage 4: Public consultation exhibition

Consultation on emerging Masterplan proposals

### Stage 5: Public web-based consultation

### Stage 6: Preparation of final masterplan

Development of final masterplan.



The Masterplan is the culmination of the first four stages of Masterplan preparation. This process has incorporated a significant component of consultation and community engagement which is reviewed in section 1.5.

### 1.3 Southend's geography

Southend-on-Sea is well-established as one of the United Kingdom's most well-known seaside towns, strategically located within the Thames Gateway - the geographical heart of the government's Sustainable Communities programme.

#### Southend - the scales of experience

Southend has a strong base in a number of sectors including retail, business and tourism, and is also fostering a fast-growing reputation as a centre of excellence for Further and Higher education, and as a hub for the cultural industries. However, in the context of its potential to create a new role as a major destination in the Thames Gateway, there is a sense that the town does not currently fulfil its full potential. Indeed, the Regeneration Framework suggests that Southend's status as the heart of the South East Essex sub-region has diminished, and a large challenge for the Masterplan is to re-establish this role.

The town centre also plays a key function for local people, and the Masterplan seeks to accommodate the needs and aspirations of stakeholders, customers and visitors at all scales.

#### Local scale

At a local scale, the Central Area includes a large number of residents living in the Kursaal, Milton and Victoria

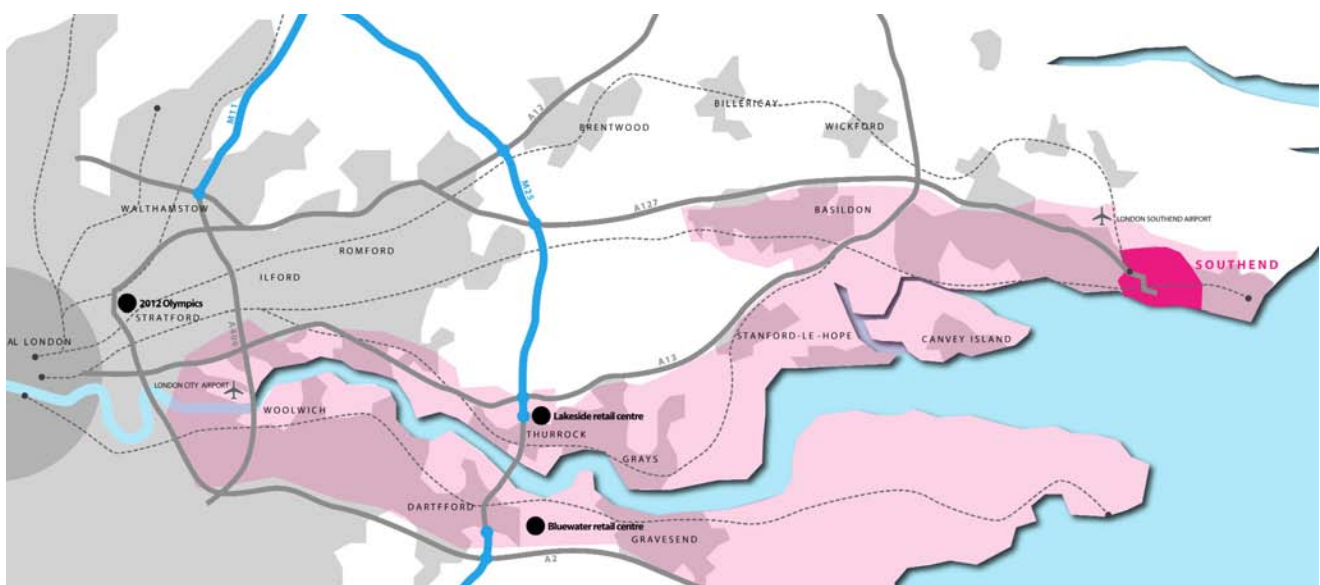
wards. In general the central area is a focus for a wide range of town centre uses for local people including retail and services, employment, education, transport functions, entertainment and leisure.

#### Sub-regional role

Southend has historically played a similar sub-regional role, acting as a destination for residents within the Borough and also the wider catchment area. The town continues to play an important function as a retail, employment and leisure destination, but evidence demonstrates that it is underperforming in some respects. South East Essex College and the University of Essex are driving the town's emergence as an educational centre of excellence.

#### Regional scale

At a regional level, Southend's main role is as a visitor destination, although there is clearly massive potential to expand upon this. It is also important to emphasise that the town plays a strategic role in the Thames Gateway context, being a focus for jobs and employment growth in line with the Sustainable Communities Plan.



Southend in a Thames Gateway and Sub-Regional context



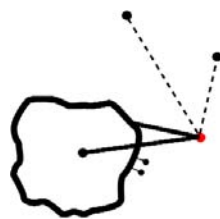
### City region potential

The national policy agenda emphasises the benefits of using the City-Region model as a means for ensuring optimal and sustainable growth. Southend has the potential to reinvent itself at the heart of the South-East Essex sub-region, an area with a catchment population of approximately 350,000 people.

The concept of the city region has emerged in response to the increased mobility of people and economic activity. Associated with this transformation, urban growth patterns have also contributed to a blurring of the distinction between the formerly distinct core/periphery relationship of 'city' and 'region'. Southend's sub-regional context can be summarised as follows:

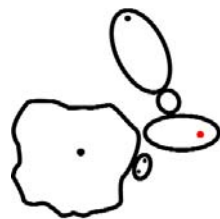
### Connection

Southend is situated within a network of sub-centres that define the overall agglomeration of the city-region. Its connectivity to these other centres is essential in allowing it to participate in regional dynamics.



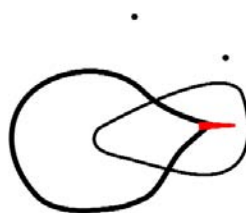
### Offer

Within this network of centres, Southend can "compete" through a differentiated offer which complements what is offered throughout the region. The strategic positioning of Southend as a educational and cultural hub are attempts to define a unique identity.



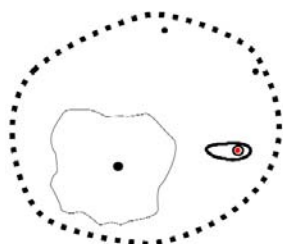
### Cul-de-sac

Geographically, Southend is the last town included within the Thames Gateway regeneration area. It forms the fringe of its currently urbanized areas. Its distance from London and Cambridge is just far enough to enable it to avoid competing with adjacent catchment areas.



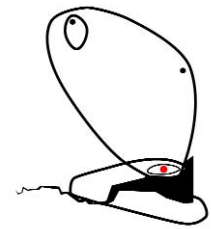
### Catchment

Three general geographical catchment areas can be identified: the town centre, the borough and outside the borough.



### Frames

Apart from the Thames Gateway, Southend-on-Sea appears in a number of other frames of reference both in policy and in geographical terms. It is literally the 'south end' of the East of England region; it is just south of the arc of the Cambridge-Stansted growth corridor - targeted as an emerging zone for research and development; and it is the centre of the Thames Gateway South Essex subregion.



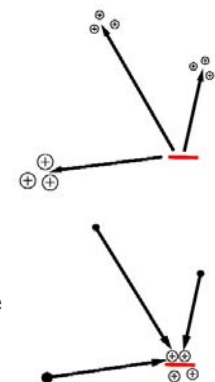
### Sliver

Coastline-oriented urbanization has led to a relatively thin strip of land developed between the Thames River estuary to the south and the green belt to the north. This pattern of development means that any resident is in close proximity to these unique ecological conditions.



### Influx / outflux

The convenient location of Southend supports a healthy flow of commuters, visitors, goods and services in and out of the Southend-on-Sea catchment areas. This exchange is positive for the region as a whole as well as Southend itself. The renaissance of the town centre and seafront will play a large role in enhancing it's position within the city-region.



## 1.4 Policy context

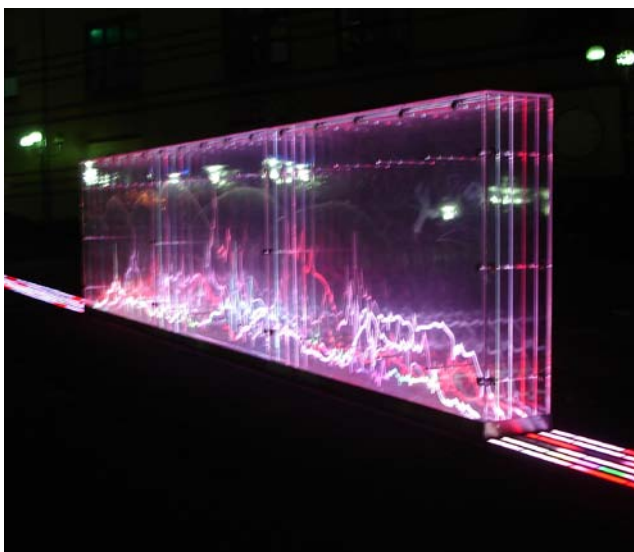
The Central Area Masterplan will not form statutory planning policy in its own right. However, it does have a close relationship with the emerging Local Development Framework which is being prepared by Southend Borough Council.

### Spatial strategy - Thames Gateway South Essex context

Southend is situated in the Thames Gateway which is the Government's national and regional priority for regeneration and the delivery of new homes, jobs and growth as set out in the Government's Sustainable Communities Plan (2003) and the Draft East of England Plan (RSS 14). More specifically, Southend is located in the Thames Gateway South Essex (TGSE) part of the Thames Gateway. This sub-region is defined in the Council's Core Strategy as the area south of the A13 in Thurrock and of the A127 in Basildon, together with the whole of the Boroughs of Castle Point and Southend and London Southend Airport within Rochford District.

The TGSE sub-region has the key objective of achieving regeneration through jobs-led growth, higher levels of economic performance and employment, and a more sustainable balance of local jobs and workers. RSS 14 defines a strategic policy requirement to deliver 13,000 net additional jobs and 6,000 net additional dwellings in the period 2001 to 2021.

The Thames Gateway South Essex Partnership has designated three 'Zones of Change' as the catalyst for the delivery of regeneration in TGSE. These zones are Thurrock, Basildon and Southend - supported by two 'Zones of Influence', Rochford and Castle Point. Southend is specifically identified as a 'cultural and intellectual hub and a higher education centre of excellence'.



Public art at Pier Hill

### Local aims and strategic objectives for the Central Area

A key document which shapes the overall spatial strategy for Southend is Southend's Community Plan, prepared by Southend Local Strategy Partnership, 'Southend Together'. The Community Plan is informed by three overarching principles - sustainable development, equality of opportunity and social inclusion.

Under these principles, the plan identifies seven key objectives for the town which are listed below:

- A prosperous local economy;
- Improved transport and infrastructure, and a quality environment;
- A cultural capital for the East of England;
- Opportunities for learning for all and a highly skilled workforce;
- Improved health and well-being;
- Reduction in crime, disorder and offending; and
- Better life chances for vulnerable people.

The emerging Core Strategy (Southend on Sea Core Strategy Development Plan Document 1, Submission to Secretary of State) defines an overarching aim and set of strategic objectives which respond to the opportunities and challenges of the Thames Gateway, and the priorities identified by Southend's Community Plan. The broad aim is set out as follows:

*To secure a major refocus of function and the long term sustainability of Southend as a significant urban area which serves local people and the Thames Gateway.*

The Core Strategy provides a clear statement of the spatial strategy for the town. Four specific areas are designated as being the primary focus of regeneration and growth within Southend. Two of these overlap with the boundary for the Central Area Masterplan and are summarised as follows:

#### Southend Town Centre and Central Area

Including regenerating the existing town centre, led by the development of the University campus, to secure a full range of quality sub-regional services providing 6,500 new jobs and 1,650 additional homes, including development of Southend Central and Southend Victoria Stations as strategic transport interchanges and related travel centres.

#### Seafront

Including the regeneration of the Seafront's role as a successful leisure and tourist attraction and place to live, and making the best use of the River Thames, but subject to the safeguarding of the biodiversity importance of the foreshore. Appropriate sea defences will be part of a comprehensive shoreline management strategy.

## Key policy themes

The Masterplan seeks to embody the principles of local, regional and national guidance in relation to the aims of the following key themes:

### Economy and employment

*PPS1, PPG4, RSS14, Regional Economic Strategy for the East of England, SSBC Core Strategy, Community Plan*

- Efficient use of existing employment land;
- Economic diversity, business development and support for SMEs;
- Promotion of tourism as a catalyst for broader regeneration;
- Promotion of the cultural sectors and ICT; and
- Improvements in local skills, reduction in unemployment and growth in range and number of employment opportunities.

### Town centre and retail

*PPS1, PPS6, RSS14, SSBC Core Strategy*

- Promotion of vitality and viability of the town centre with an emphasis on mixed use;
- Support for Southend's function as a sub-regional shopping centre;
- Environmental and physical regeneration of the town centre; and
- A sequential approach to retail development with preference within the town centre or in an edge of centre location.

### Transport and accessibility

*PPS1, PPG13, LTP, SSBC Core Strategy*

- Increased use of sustainable transport options such as walking, cycling and public transport; and
- New development should seek to minimise the need to travel by car.

### Open and green space

*PPG17, RSS14, SSBC Core Strategy*

- Protection and further provision of green infrastructure, multi-functional spaces, high quality public realm and facilities for recreation; and
- Development of the green grid concept in Southend.

### Housing

*PPS1, PPS3, RSS14, SSBC Core Strategy*

- Maximise residential development on previously developed sites;
- Provide a sufficient proportion of affordable, keyworker and family dwellings;

- Have regard to housing need in providing a range of dwelling types and sizes;
- Develop residential use as part of a mix of uses in town centre locations; and
- Regard for public transport accessibility in determining development density.

### Environment

*PPS1, PPG15, PPS6, PPS9, PPS10 and PPG17, RSS14, SSBC Core Strategy, LTP*

- High quality design and public realm with protection and enhancement of the built and natural environment;
- Promotion of the Green Grid concept and creation of high quality 'Environmental Rooms' on a local basis;
- Promotion of sustainable development and the creation of a distinct sense of place;
- Enhancement of biodiversity and maximisation of the use of previously developed land;
- Protection of parks and open spaces; and
- Creation of safety, permeability and accessibility.

### Community

*PPS1, PPG17, RSS14, Community Plan, SSBC Core Strategy*

- Creation of a cultural and intellectual hub;
- Improvements in health including provision for a Primary Care Trust development;
- Delivery of improved dwellings and a safe environment;
- Provision for improved educational facilities and continual expansion of the Higher / Further Education sector;
- Providing for new and enhanced cultural facilities; and
- Ensuring the needs of all residents and visitors are catered for.



High Street retail environment

## 1.5 Summary of stage 1 consultation

Consultation is a key aspect of the Southend Central Area Masterplan, and the first two stages of the project have incorporated a large element of participation with different groups. The following consultation events and meetings were undertaken:

- One-to-one meetings;
- Stakeholder event (18 September 2006);
- Walking audit event (7 October 2006); and
- Deckchair Community Consultation Event (11 November 2006)

The feedback received at the consultation events can be summarised as follows:

### Southend's sub-regional role

Participants were keen to promote the competitiveness of Southend in the South Essex subregion. Responses indicate support for Southend's core functions (retail, leisure, employment, culture, education and transport). Stakeholders would like to create a positive and attractive sense of place, celebrating assets such as the coastal setting, heritage, culture and green spaces.

### Transport and movement

Under the heading of transport and movement, participants were supportive of improved accessibility and integration of all transport modes with more sustainable transport patterns. Emphasis should be placed on pedestrians, cyclists and public transport and trying to reduce congestion and car use in the central area.

There was also support for the redevelopment of surface car parks and re-provision in alternative locations within easy walking distance of the town centre. In general, stakeholders stated that car parking should be free and car parking levels should be maintained as they support a range of activities in the town centre. However, there was scope to make better use of surface car park sites (such as Tylers Avenue, Warrior Square, Queensway and Alexandra Street / Clarence Road to promote new mixed use quarters.

A number of participants encouraged consideration for new forms of public transport (e.g. hovercraft, tram) and incorporation of park and ride facilities. Bus services could be improved by offering more frequent evening services and more services on the seafront. There was also support the provision of better links between the stations and through to the pier. Other priorities for public transport included improving the quality of stations as gateways, cheaper train fares and 'train and



Stakeholder Event, 18 September 2006



Walking Audit Event, 7 October 2006



ride schemes', enhancements to the new travel centre in relation to ease of use for pedestrians, and correct bus waiting times.

Stakeholders identified the need for a coherent signage strategy which promotes local assets and key destinations for residents and visitors. There was also support for public realm enhancements and greater pedestrian accessibility at areas including Victoria Avenue, the roundabout at Victoria Circus, crossings over Queensway, routes and spaces between the new South East Essex College building and Farringdon car park, the Royal Mews area, Pier Hill and the seafront.

Accessibility and mobility were considered to be key issues. Consideration should be given to those with mobility or sight impairment as public realm interventions in the High Street (e.g. shiny bollards and tactile pavement) can be difficult to navigate.

### High Street and retail

Stakeholders suggested that the High Street environment should be improved in relation to greenery, cleanliness and street activity (e.g. performance spaces, street theatre, music, festivals). There was also support for the enhancement of Victoria Plaza with new features such as fountains, cafés and activity space. It was noted that while public realm works on the High Street have a negative impact in terms of disruption for shoppers, some people would like to see further public realm enhancements in the future. People would also like to see improvements in the environmental quality of streets leading off the High Street.

Consultation indicated support for a much greater range of shops in the town centre. As well as the big stores, there should be independent retailers, market stalls and local businesses. Some participants suggested that

Chichester Road should be improved as a retail location. In addition, people suggested that there should be late night shopping. Some stakeholders suggested that consideration should be given to the re-introduction of traffic or public transport in certain parts of the High Street.

### Culture and education

In terms of culture and education, the consultation results indicated that people view South East Essex College and the University of Essex as major assets and support their expansion. There was also support for the provision of new cultural facilities and attractions in the town centre and seafront. This should include a cultural centre to house a range of facilities including the Saxon King find, possibly located on the Cliff slip.

Stakeholders wished to see the re-provision of a new library facility incorporating a public library and student library services as part of the Masterplan. A number of participants supported informal cultural provision such as performance areas as part of public spaces. Also, people wished to see the promotion of uses associated with the general cultural quality of an area (e.g. independent retail, food and drink, outdoor culture).

### Environment, public realm and open space

Environment, public realm and open space were key priorities emerging from the consultation programme. The public realm and streetscape should be enhanced to support improvements in pedestrian accessibility. Public art could have a role to play in achieving this (e.g. the High Street railway bridge). In addition, there should be a general improvement in cleanliness and graffiti.

Some stakeholders suggested that Southend should develop a 'Green' sense of place. This could include a



Community Consultation Event - deckchair designs



Participants at the Community Consultation Event, 11 November

hierarchy of green spaces including gardens, pocket parks, wildlife areas, green corridors, verges and green roofs. More green spaces, shrubs, hanging baskets and trees. Key projects identified by consultees include improvements to Cliffs Gardens and Warrior Square. The incorporation of sustainability principles was emphasised - energy sources such as tidal power and solar power (e.g. on the pier). Open and green space priorities included the seafront, the Clifftown area, Chichester Road, Seaway carpark, Victoria Circus, Victoria Plaza, Queensway, the seafront (including the cliff land slip), Pier Hill, the space by SEEC and the High Street itself. A general aspiration was the celebration of the unique environmental and ecological assets of the foreshore area.

### New facilities and attractions

Consultees supported the provision of a wide range of sports and active leisure uses (e.g. new indoor pool complex in a central location, outdoor lido on the seafront, skatepark, watersports such as windsurfing and kite surfing, 5-a-side football, specific student sports facilities, cycling and running facilities, parks and play areas). There was also a large consensus for a better food and drink offer and an improved evening economy with a greater diversity and quality of venues.

Participants wished to see street entertainment and a much more vibrant outdoor culture. Other popular facilities included a range of cultural facilities, attractions and events and new leisure uses such as conference centres, higher quality hotels, marina or moorings.

### A place to live

Consultees had a number of ideas about how Southend could be improved as a place to live. People would like to see improvements in safety (e.g. through policing,

CCTV) and provision of a range of homes including affordable dwellings, student housing, keyworker housing and some flats. In general, participants indicated that there should not be an excessive number of 1 or 2 bed flats. There was also support for the promotion of community groups and organisations in the central area; and provision of new facilities including a central state of the art health facility for the PCT.

### Seafront

Local people have strong associations with the seafront, and this area attracted a wide range of comments. The general aspiration was to make the seafront more cosmopolitan whilst retaining the traditional entertainment attractions and keeping the place family-friendly. The Pier was a major priority and should be transformed into a important attraction with entertainment uses on the pier. Possible ideas for the pier include a Victorian entrance, a new bandstand, cafés and restaurants, provision for families, walkers and the fishing community, expansion of the pier museum, an observation sundeck, a theatre / pavilion, ice-skating or roller-skating and public art / lighting.

Respondees also suggested that the seafront landscape could be improved with lighting and greenery. There should be a greater range of activities on the seafront catering for all ages and tastes including sports (e.g. lido or kite surfing facility), leisure (marina) and food/drink. Stakeholders also identified that Adventure Island has the potential for expansion. The land slips should be re-instated, possibly through development of a cultural centre. A number of specific seafront sites were also identified - for example, the old jetty, Esplanade House and Westcliff casino.



Attendees during the Walking Audit



Community Consultation Event



## Character and buildings

The consultation process also identified a strong sense of pride in Southend's heritage, particularly the Victorian aspects of the historic environment, art deco areas, the original High Street upper floors and the Conservation Areas in the Central Area. Stakeholders considered that new development should respect the local character and context. There was support for lower rise development in general, but in specific central locations, some people wished to see high quality taller contemporary architecture. Participants also promoted the refurbishment of historic buildings.

## Victoria Avenue

Victoria Avenue was recognised as a gateway to the town centre and consultation respondees highlighted the opportunity to improve the street through landscaping and lighting. There was also support for refurbishment or redevelopment of the Council facilities. In general, it was considered that a new mix of uses should be encouraged on Victoria Avenue including employment-generating uses.

## Drawing on the findings

The extensive results from the consultation event have been fed into the Masterplanning process, and have constituted a major input into the development of the proposals which are set out in this Masterplan. Further consultation was undertaken on emerging proposals in May 2007 (see section 1.6). A full audit of the Masterplan's incorporation of consultation responses into the emerging preferred option is undertaken in the Central Area Masterplan Options report (chapter 6).

In terms of the formal planning process, the consultation results associated with the Masterplan, and the Masterplan itself will also feed into the preparation of two formal Council planning documents, namely the Town Centre and Seafront Area Action Plans which are being prepared separately by Southend-on-Sea Borough Council officers.



Solutions workshop at the Walking Audit Event



Young people relaxing in the deckchairs

## 1.6 Public exhibition

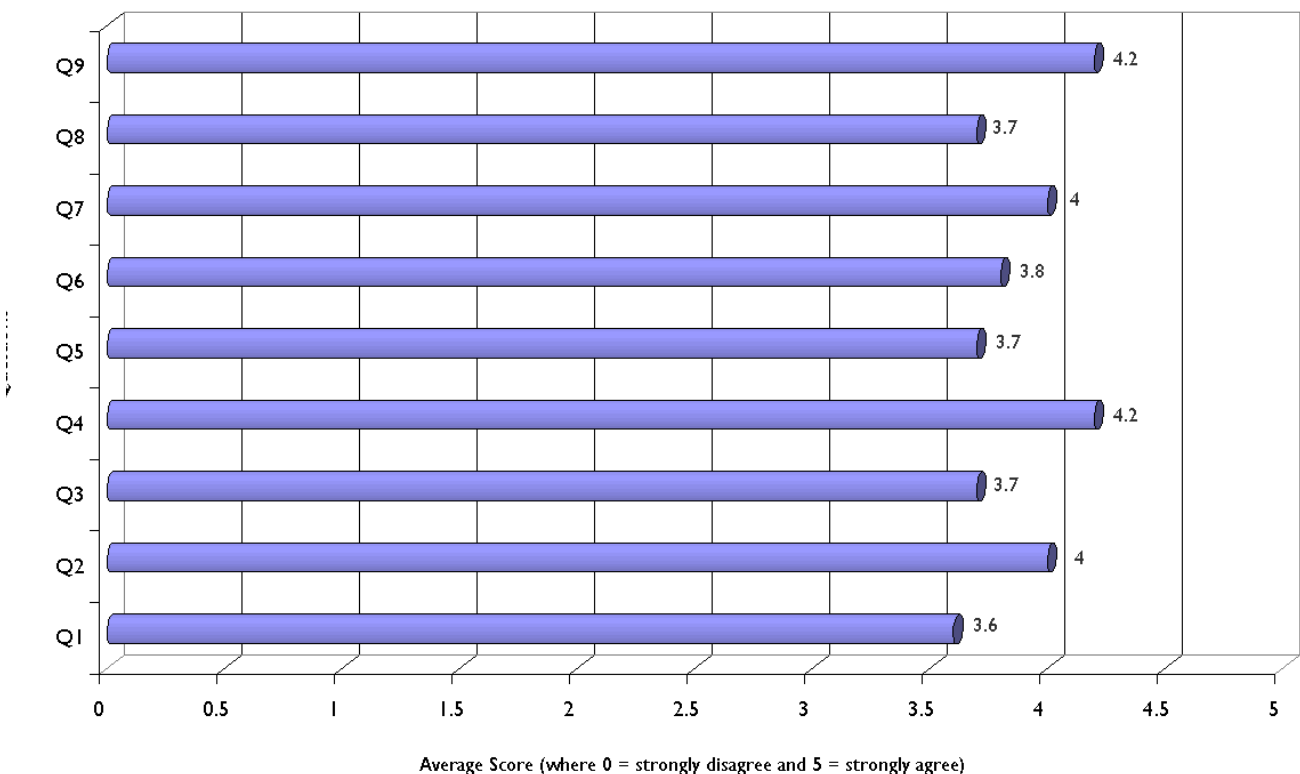
Renaissance Southend held an exhibition in Southend Town Centre from the 18th to the 26th May 2007. Further exhibitions were also held in Shoebury and Leigh.

The purpose of this exhibition was to publicise and provide information about the Masterplan and to capture feedback and responses to the emerging proposals for the Central Area. The exhibition was well-attended and 354 questionnaires were completed over the week.

### Questionnaire feedback

The questionnaires had nine main questions which related to some of the key issues and emerging proposals in the Masterplan. The following diagram sets out the average score received where 0 = strongly disagree and 5 = strongly agree. The results show that there is a broad consensus in favour of the emerging proposals. The questions are listed opposite:

- Q1 Do you agree with the Masterplan's overall vision for the Central Area of Southend?
- Q2 Do you agree with a more mixed-use and green approach to Victoria Avenue?
- Q3 Do you support the expansion of Southend's higher and further education and cultural sector on Farringdon?
- Q4 Do you support the creation of a stronger pedestrian link between Victoria Station, High Street & London Road and proposed improvements outside of Victoria Plaza?
- Q5 Do you agree with the creation of a major new retail and mixed-use quarter (St. John's) to reinforce the attractions of High Street and the seafront?
- Q6 Do you support the development and strengthening of the Clifftown area as a cultural quarter and mixed-use niche retail and restaurant location?
- Q7 Do you support the public realm improvements along the seafront to reinforce more active uses along Eastern Esplanade and a quieter more tranquil experience on Western Esplanade?
- Q8 Do you support the principle of siting on the Cliffs a new cultural building which could provide a home for the Saxon King?
- Q9 Do you support the Masterplan's approach to improved public spaces and landscape to promote a greener and more pedestrian friendly environment?





## Key issues and how we have responded

Participants were also given the opportunity to make further comments about specific or general issues or opportunities. A summary of the issues raised and the response of the Masterplan is included below:

### York Road Market

- Several respondents questioned the need for the removal of the market and would like to see it remain.
- Retention of the market would undermine the coherence of the new St John's quarter sweeping down from town to sea. The St John's area is also constrained by the retention of Dencora House, the Royals and car park, cross town traffic and the relocation of the Travel Centre.

### Warrior Square

- Feedback indicated that some people would like to see Warrior Square developed as a leisure facility for the benefit of all.
- Potential to incorporate such an amenity in the Masterplan, possibly in an alternative central location should be investigated.

### Park and Ride

- Support for a park and ride facility to north west of central area. This is currently being considered as part of a wider SSBC study and in relation to proposals for SERT.

### Offices

- Some responses questioned the need for more offices.
- Research has suggested that it is essential to maintain a reservoir of office supply as this is an important potential source of employment in the town centre.

### Public transport

- Feedback supported the provision of more buses including night-time services. In addition, the impact of SERT needs to be understood.
- These issues will be explored further with the Council and key partners as the Masterplan is developed and taken forward.

### Project priorities

- A number of queries were received about project priorities and programming. Chapter 8 includes an overview of the delivery plan.

### Benches and public conveniences

- Several respondents identified a need for more benches and toilets on the seafront. There is scope to incorporate these detailed aspects as site briefs are taken forward for the Esplanade.

### Retail mix and provision for small retailers and independent businesses

- A number of participants (including York Road traders) raised concerns about the mix of retail proposed in the Masterplan and the provision for small independent shops.
- The Masterplan has identified the promotion of such opportunities as an objective for the Clifftown Quarter.

### Bandstand

- The majority of responses indicated support for the re-instatement of the Bandstand on Cliffs Gardens with alternative suggestions including The Pier and Victoria Circus.
- The current proposals illustrate the bandstand re-instated in the Gardens.



Viewing the exhibition



Exhibition in the Royals

### Swimming and watersports

- Several people expressed support for the provision of a new swimming and watersports facility in the Central Area in the event of the relocation of the existing pool at Warrior Square.
- A mini-lido is indicated indicatively as part of the Urban Beach proposals. Further possibilities will be reviewed as the Masterplan moves forward.

### Eastern Esplanade seafront cottages

- In the context of emerging proposals for the redevelopment of Esplanade House, the close proximity of Esplanade House to the seafront cottages was a concern for some participants.
- The redevelopment of Esplanade House is supported by the Masterplan, but the relationship with the adjacent cottages will be a key consideration for SSBC in assessing any proposals.

### The Pier

- There were a number of comments which emphasised the need to do something about the Pier.
- The Masterplan encourages a subtle approach, seeking to celebrate the Pier as a heritage asset and encouraging uses which respect its Victorian context.

### Retaining the character of the town

- A range of responses were received in relation to character of the town. Some supported retention of character and others wanted to create a unique town centre. Architectural style was raised as a potential concern by some respondents.
- The Masterplan places an emphasis on good design and response to context (see chapters 5-7 for more details).

### Provision of car parking

- The provision of car parking is a primary concern both in relation to the number of spaces in accessible central locations, and also safety in parking facilities.
- Chapter 5 provides details which explain the parking strategy in more detail.

### Cycle routes and provision for cycles

- Feedback indicated that cycle routes should be prioritised which is a key principle in the Masterplan.

### Recreation for teenagers and children

- Lack of facilities for teenagers and children was raised as a concern by a number of respondents.
- The report supports the provision of leisure and entertainment facilities which will be reviewed as the Masterplan is progressed.

### High Street

- A number of responses recognised that the length of the High Street is an issue and that the High Street could be improved with more trees and the partial introduction of vehicles.
- The Masterplan reviews these possibilities.

### Implementation

- A common response related to the issue of implementation of proposals - specifically, when and who by? Chapter 8 provides further details and will be reviewed in partnership with SSBC.

### Tourism

- Support for the provision of a tourist centre.
- There is scope for such a facility within the Masterplan, possibly at the northern end of St John's.

### Maintenance

- Maintenance of public realm was raised as a major issue.
- The Masterplan should seek to encourage good material specification and maintaining the investment.

### Night life

- Varying views about the night time economy, but general support for improving the offer.
- The Masterplan supports this in principle.

### Servicing

- The Masterplan provides broad details in relation to servicing strategy which will require development as part of implementation.

### Provision for the disabled

- A number of issues were raised in relation to town centre access issues experienced by disabled and older people which will should be considered in the development of more detailed proposals as the Masterplan is taken forward.



Viewing the exhibition



### Sense of safety in the town centre

- A number of people were concerned about safety and security with certain groups making the town centre feel unwelcoming at certain times of the day. The provision of leisure facilities and good design should assist in this respect.

### St Johns Churchyard

- Some participants would like to see the retention of the graveyard in this use. This would constrain the aspirations of the church, and restrict the full implementation of the St. John's Quarter proposals.

### High Rise buildings

- There is opposition by some participants to tall buildings and the final strategy might be subject to further review.
- Analysis demonstrates that there is a case for a limited number of landmarks and taller buildings to enrich the urban landscape and provide legibility and orientation.

### Recreation

- Need provision for cyclists and 'bladers'.
- This is incorporated within the Urban Beach proposals.

### Provision of public toilets

- Several respondents identified a need for more toilets in the study area. There is scope to incorporate these detailed aspects as the Masterplan is taken forward.

### Cliff slip

- There is broad support for the proposal to develop a cultural centre in the cliffs.

### Seafront and tourism

- Feedback identified the need to incorporate the seafront and tourism as a central aspect of the Masterplan. Proposals have been provided for the Seafront and Pier in chapter 7.

### Provide covered shopping

- Some support for covered shopping facilities on the High Street.
- The Masterplan supports the provision of canopies and awnings which provide a reference to the historic character of the High Street.

### Stop transport along top of Cliffs

- This was identified by a small number of participants - the Masterplan does not address this specifically, but it should be reviewed as the area is taken forward.

### Sustainable and eco proposals

- Sustainability is a major priority and the Masterplan provides specific guidance on key issues in chapter 6.

### Further and higher education

- A range of responses were given to the proposals to expand the University and College facilities. It is important that they are integrated into the community. The Masterplan makes provision for the multi-use of HE/FE facilities.

### Herbert Grove

- Demolition of Herbert Grove is opposed by some residents and alternative proposals have been suggested. Further consideration will be given to the design of the St John's area as the Masterplan is taken forward.

### Greener Town Centre

- There is general support for a Greener Town Centre, which is a strong theme in the Masterplan.

### Affordable housing and flats

- The need for affordable housing and mixed communities is acknowledged and will be reviewed with SSBC as they develop policies as part of their Core Strategy and AAPs.



Exhibition in the Royals

