



5. MASTERPLAN FRAMEWORK

5. THE MASTERPLAN FRAMEWORK

5.1 Creating a City by the Sea

The Concept

The overarching rationale for the Central Area Masterplan is the creation of a 'City by the Sea'. This approach is underpinned by a step change in the function and quality of the town centre and the seafront, and the evolution of a series of new urban quarters.

The 'City by the Sea' narrative provides a means of structuring the Masterplan - giving shape and spatial form to the vision and objectives set out in chapter 4. Spatially, the Masterplan embraces the vision of Southend as a prosperous regional centre defined by sustainable growth of its urban functions including commerce, learning and culture, and the identification of Southend as a location of choice for businesses, residents and visitors.

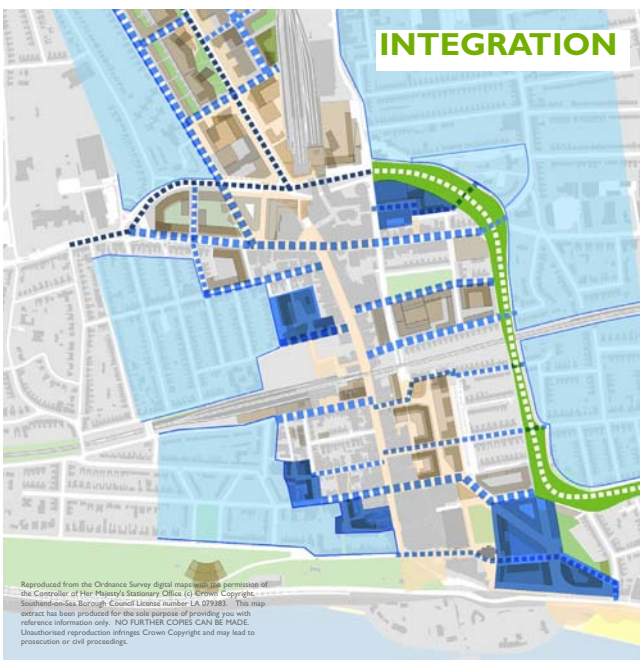
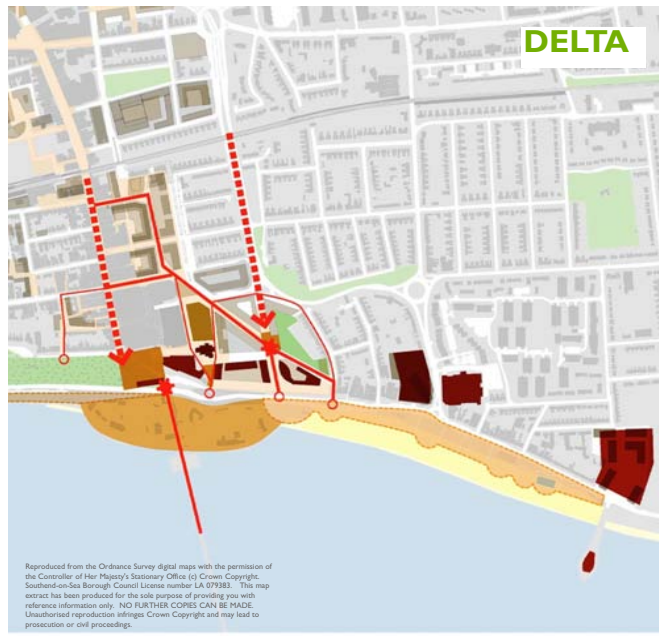
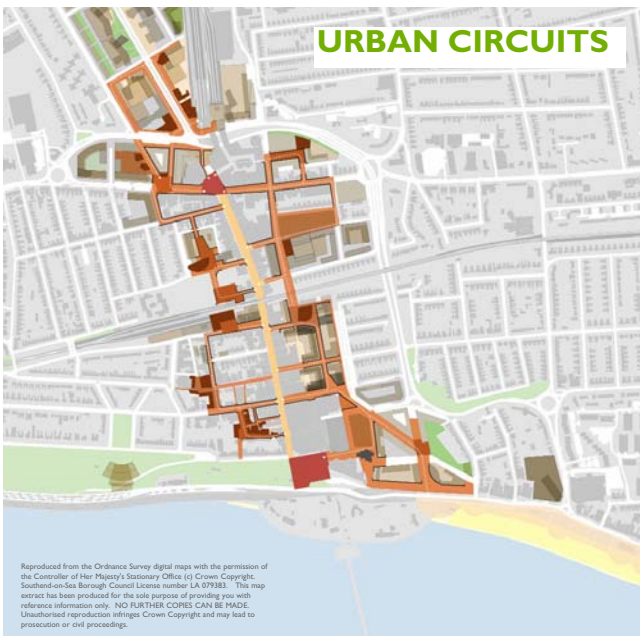
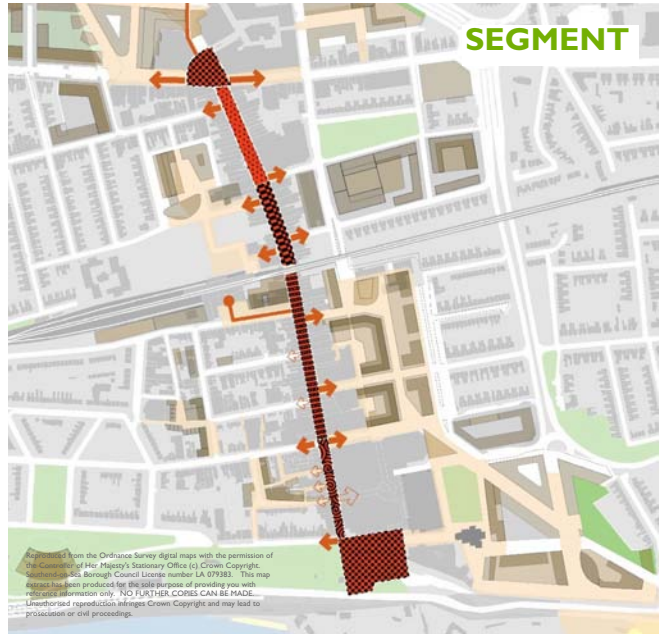
The concept of urban quarters challenges the current geography of the Central Area which is characterised by a strong sense of zoning. The Masterplan seeks to establish new urban quarters which, to a varying extent take on a new mixed use character in line with principles set out in the hierarchy of national, regional and local planning policies. These quarters respond to context and existing character, 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.

In terms of urban design and built form, the City by the Sea concept seeks to transform the Central Area of Southend into a more cohesive destination. This is achieved by establishing better physical and functional links between the different quarters. In physical terms, the Masterplan has the clear aim of removing constraints to movement such as the links between Victoria Avenue and the High Street, and the High Street and Seafront. In addition to enhancing permeability and the quality of the public realm, the Masterplan also seeks to encourage better functional links and overlap between quarters and different market sectors. The creation of urban circuits, particularly those associated with the retail environment is a clear opportunity to enhance the prosperity of the Central Area.

Key moves

The following plans illustrate the key moves which define the design rationale for the Masterplan. These 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 links between the town centre and seafront - a **DELTA EFFECT** as land and routes flow to the sea;
- **INTEGRATION** of a number of distinct town centre quarters with better links to surrounding residential neighbourhoods; and
- Delivery of a number of places, destinations and **LANDMARKS**.

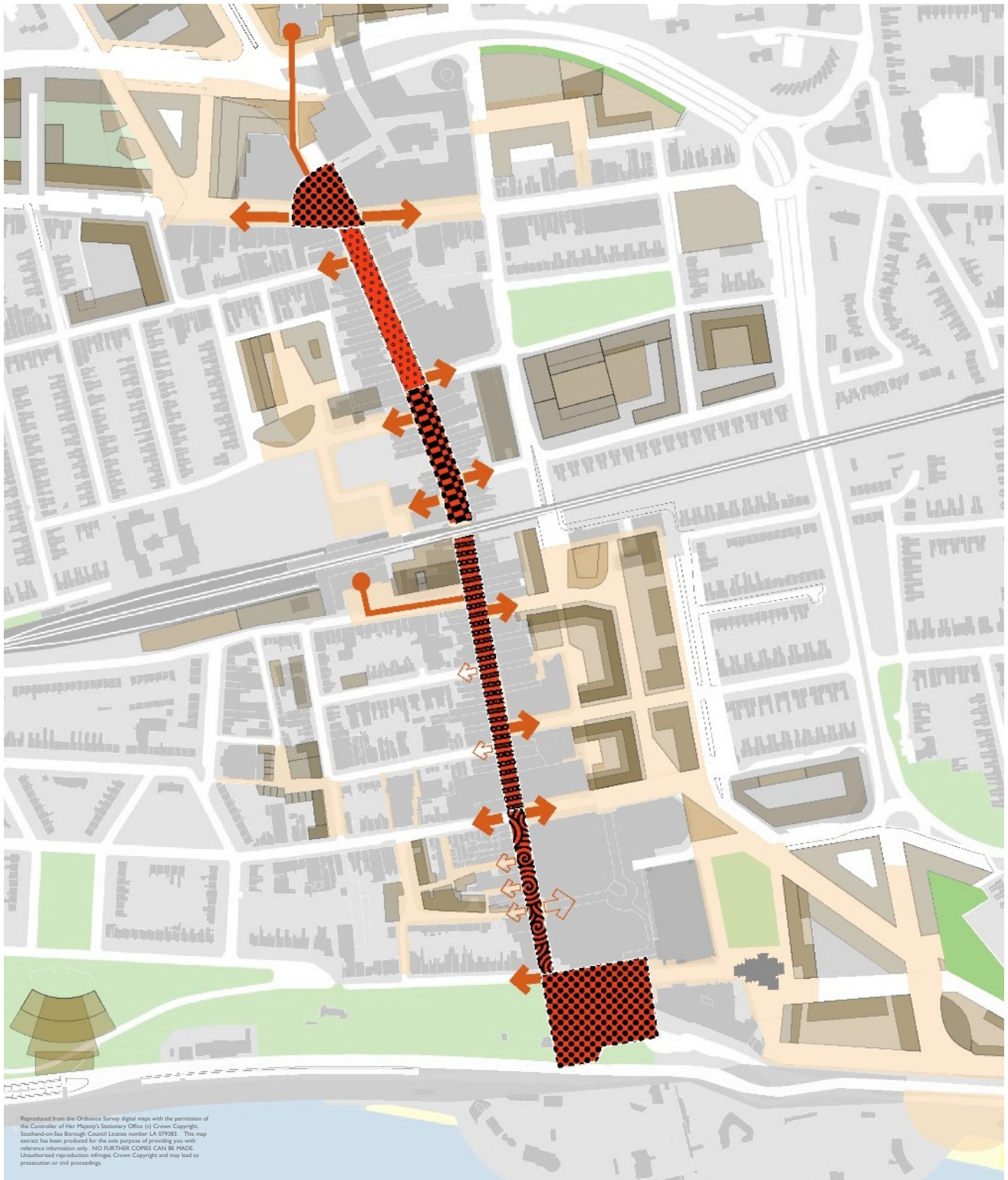




EXPANSION

A simple tenet of the masterplan is to increase the development capacity of the town centre. Implied within this is an expanded network of movement, a greater diversity of activity and a greater residential population at Southend's heart. This intensity is a key driver in the transformation from town to city by the sea.

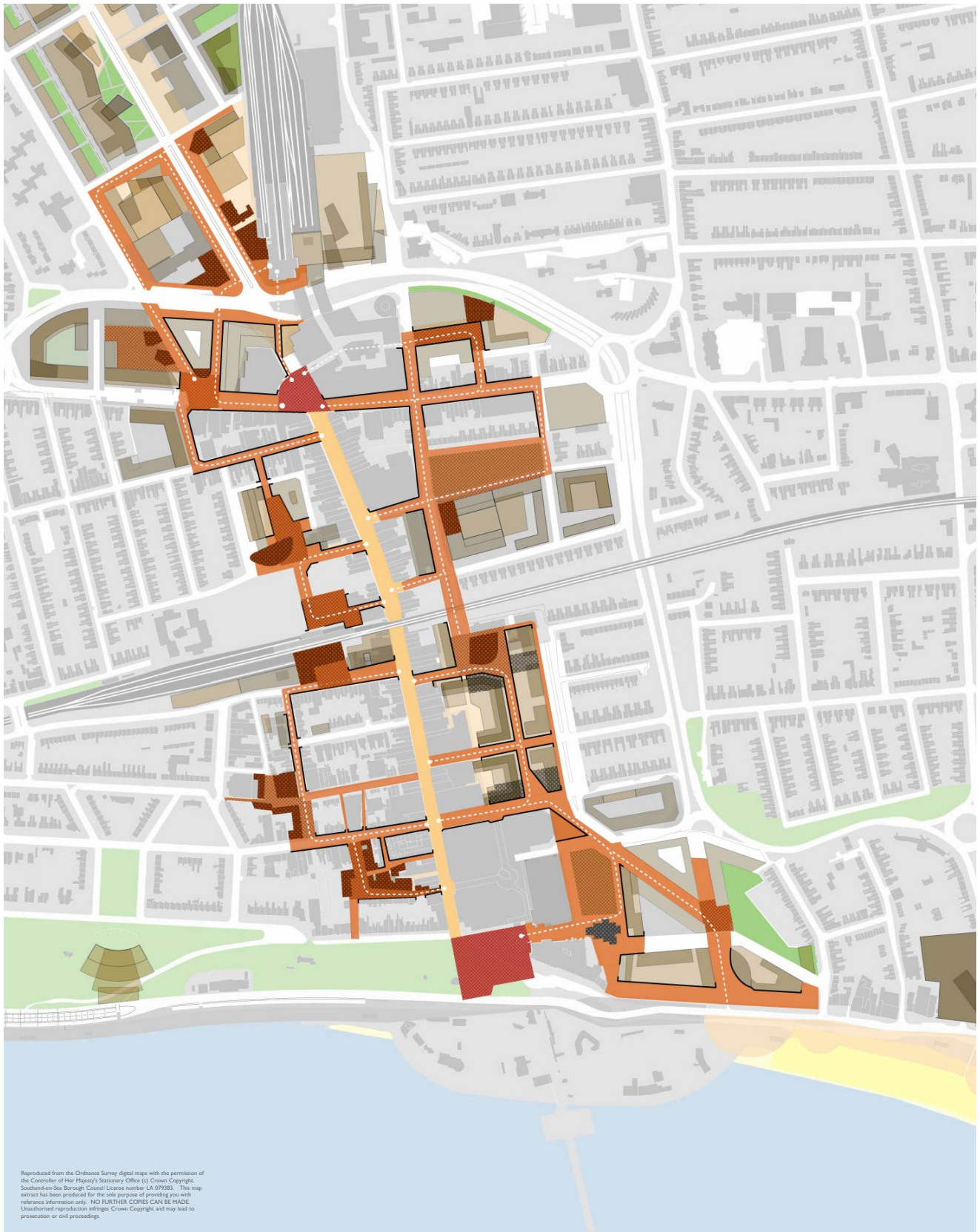
The outer red boundary shows the extent of the expansion of the town centre from the narrower dashed red line.



SEGMENT

The High Street presently suffers from not being able to sustain urban intensity along its length. Strategically, the High Street is restructured as a series of segments with a distinct beginning and end. The differentiation along its length allows a more vibrant and distinct retail-led civic experience that links strategically to the quarters which form around the High Street spine. The illustration above emphasises potential for the evolution of a sequence of different lives along the High Street.

There is potential to draw on the model of Barcelona's Ramblas which sustains a vibrant urban character along its length through consistent active frontages, architecture, shop canopies and mature trees.



URBAN CIRCUITS

Urban circuits or 'loops' are proven spatial devices that structure an increased network of movement and activity. The Masterplan embraces the creation of different circuits which reflect the diversification of the town centre offer. Active frontages, repaired existing

fabric, new streetscape, special ground treatment, distinct public spaces, and specific key buildings orchestrate the experience of the urban circuit. The white dashed lines on the plan show the new urban circuits.



DELTA

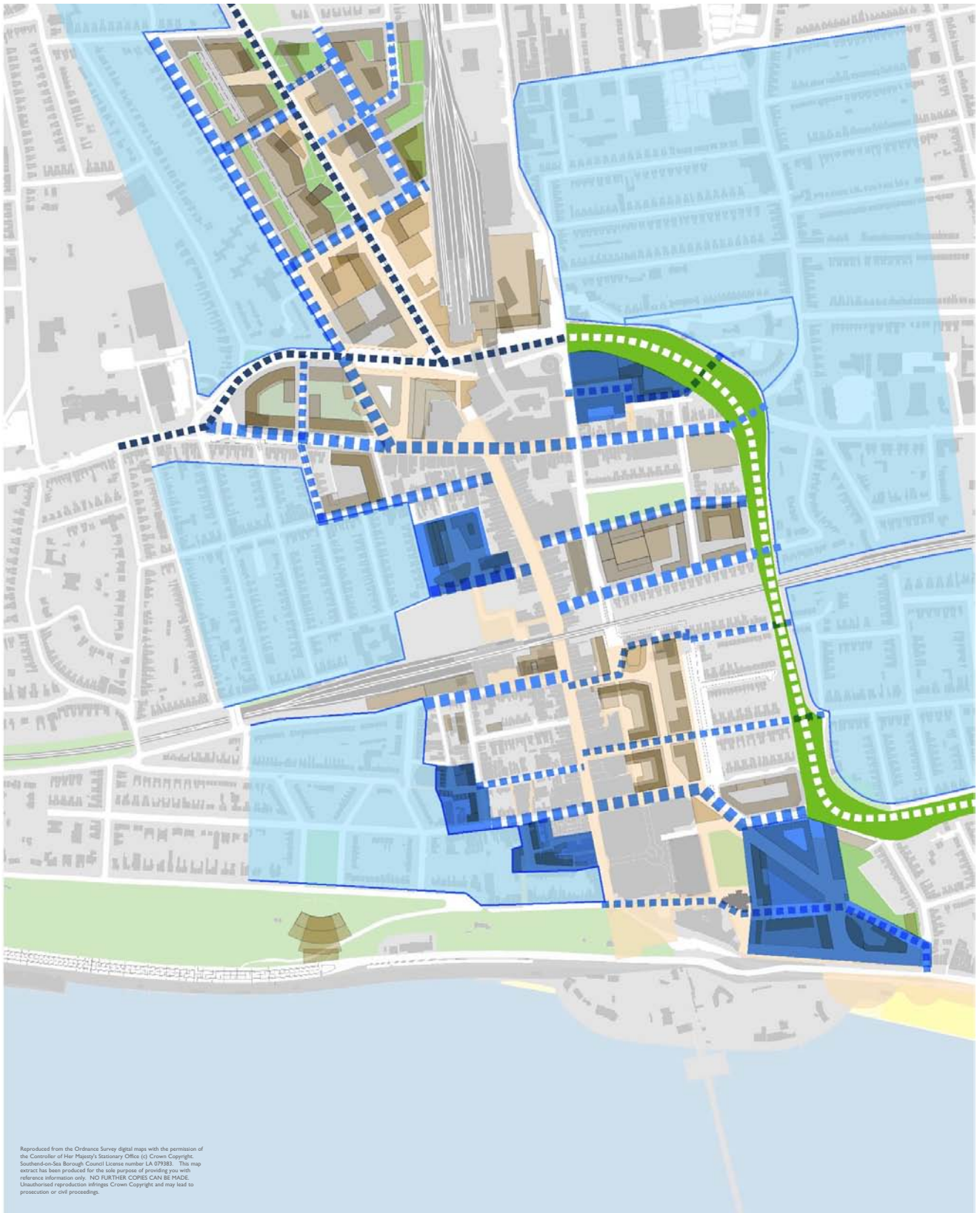
One of the main objectives of the masterplan is to connect the town centre to the seafront. The masterplan extends the town centre increasing paths of movement, activity and continuous paths of movement which reflect the way a delta meets the water's edge.

Bridging the level difference between the town centre and the esplanade is achieved through numerous interventions. At the end of the high street, the culmination of the historic thoroughfare is formalised in a new Grand Verandah (1) that offers 180-degree views of the sea. A low pavilion (2) at the plaza edge provides vertical access down onto the pier platform on axis with the mile-long attraction.

Secondly, a new diagonal boulevard (3) makes a direct connection between a new retail district at Tylers Avenue to the east esplanade. This route is structured through a series of terraced levels that variously offers public terraces, semi-private courtyards, open amenity spaces, and a Seafront Stop.

A grand series of steps (4) also provides direct access from St John's Church to the esplanade level. The Southend Steps are an urban gesture recalling Rome's Spanish Steps and offers viewing perches, gathering spaces and a sense of urban performance.

A direct line of site from Queensway to the sea structures the urban morphology of the Seaways terraces.



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INTEGRATION

An expanded town centre consolidates the strength of the High Street with new development on vacant and underutilised sites. Surrounding neighbourhoods are thus provided with transitional spaces through which to move into and through the town centre. Particularly

around London Road, and Queensway to the east of the town centre, current blight is addressed through increased connectivity and new nodes of activity (both active programme and public space).



LANDMARK

The rationale for the location and nature of tall landmark structures within the town centre is based on three main premises:

- i) Gateway sites or thresholds mark entry into regeneration areas. This is appropriate at the northern edge of the Victoria Avenue area, and at the two rail stations.
- ii) Stand-alone buildings mark the water's edge along the eastern esplanade. A series of potentially iconic forms will create a memorable backdrop to the seafront experience.
- iii) Victoria Avenue is reinforced as a grand entry boulevard. To de-mark its scale in street section, tall buildings structure the approach from the junction with Carnarvon Road to Queensway.

5.2 DEVELOPMENT STRATEGY

Introduction

Section 5.2 sets out the overarching development strategy for the Masterplan. The development strategy builds on the analysis of opportunities and constraints (chapter 3), synthesis of the Borough-wide Regeneration Framework (chapter 2) and the vision and objectives for the Central Area (chapter 4).

The Masterplan development strategy illustrates the broad proposals for the town centre and seafront and embodies the key moves and principles defined in section 5.1.

Indicative development capacity

The Masterplan has been developed iteratively, balancing the objectives of the Regeneration Framework and the priorities identified in relation to urban design, planning and sustainable transport and movement. The Masterplan is intended to be aspirational and visionary but it also practical and pragmatic. To this end, the following aggregate floor space totals are indicative. In addition to the area-wide floorspace totals, development capacity is also indicated for each quarter in chapter 7.

A more detailed development capacity spreadsheet is a technical appendix to this report. A separate delivery strategy has also been prepared by Roger Tym and Partners which considers the key development projects in relation to capacity, development targets, feasibility, commercial issues and funding in relation to the Regeneration Framework and the Masterplan.

INDICATIVE DEVELOPMENT CAPACITY FOR SOUTHEND CENTRAL AREA

RETAIL GENERAL - 68,494 sqm

RETAIL FOOD - 7,500 sqm

RESIDENTIAL - 315,028 sqm (3,160 dwellings)

OFFICE / COMMERCIAL - 114,639 sqm

HE / FE EDUCATION - 29,451 sqm

CULTURE / LEISURE - 21,115 sqm

STUDENT RESIDENTIAL - 11,808 sqm (337 dwellings)

HEALTH - 4,000 sqm

HOTEL - 7,472 sqm

Masterplan development strategy - structure

The following plans present the overarching Masterplan as a series of layers. The following pages illustrate the following aspects:

- **Ground plan** - illustrating the predominant ground floor usage envisaged in the Masterplan;
- **Typical floor plan** demonstrating the characteristic uses on upper floors of new development;
- Main Masterplan drawing - a **roof plan** providing an overview of form and massing as well as the broad public realm interventions; and
- A series of plans illustrating the location of **key uses** across the study area including residential dwellings, retail, office and commercial functions, culture, leisure and education.

Following the area-wide overview of the Masterplan development strategy, public realm and transport and movement strategies are examined in chapters 5.3 and 5.4 respectively.

Chapter 6 distills some of the key principles from the perspective of design and sustainability and seeks to situate the Masterplan in the context of the emerging planning policies of the SSBC Local Development Framework.

More detailed articulation of the Masterplan vision for key quarters and areas is provided in chapter 7 using a variety of techniques including specific design principles, perspectives, montages, three-dimensional images and good practice precedent photographs.

Chapter 8 provides an overview of phasing and delivery drawing on the Regeneration Framework.

Ground floor plan [A3 inset]

Reverse [A3 inset]

Typical floor plan [A3 inset]

Reverse [A3 inset]

Masterplan development strategy (roof plan) [A3 inset]

Reverse [A3 inset]

Land use plans

Retail land use

- Retail is a core function of the Southend town centre and features as a major component of the overall mix of uses on many sites.
- New retail development seeks to develop a greater critical mass and define greater strength in retail circuits, supporting the primary retail role of the High Street.
- In broadening the core town centre, a range of complementary circuits are strengthened and created in the St. Johns quarters, the Clifftown quarter, London Road, Southchurch Road and at the southern end of the rejuvenated Victoria Avenue.
- The St John's development will have a significant impact in creating a step change in the quality of the retail offer, and also providing a strategic connection between the town centre and the seafront.



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Indicative locations for retail uses

Residential uses

- A key objective of the Masterplan is to encourage a greater mix of uses in the Central Area. Residential dwellings bring additional footfall to the town centre and seafront economies and also enhance the sense of safety and feeling of community in the heart of the town.
- The Masterplan proposes a range of dwelling types including a range of flats, terraced housing, family housing and also studios to accommodate the growing student population.



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Indicative locations for residential uses

Office and commercial land use

- It is important that Southend continues to play a role as a centre for employment, both for local people, but also for the wider sub-region.
- The Masterplan proposes the transformation of Victoria Avenue, the current source of a significant reservoir of office floorspace (much of which is not fit for purpose), into a new green living quarter. Employment uses and offices will still feature within this new mix of functions, but it is important that higher quality office stock is re-provided at other locations within the town centre. From a planning perspective, development should be phased to ensure that sufficient office floorspace is re-provided before any significant redevelopment of Victoria Avenue occurs.
- The Masterplan proposes a series of new locations for offices, and draws on the recommendations of the Regeneration Framework in bringing high quality offices into the heart of the town centre as part of a vibrant mix of uses. London Road, Warrior Square and Central House all provide major opportunities for transforming Southend's office market. London Road has significant potential to provide new A-grade office space.



Indicative locations for office uses

Cultural, leisure and HE/FE educational uses

- Southend has significant potential to grow as a cultural and educational hub.
- The strength of the educational sector is supported by the redevelopment of the Farringdon site. In addition, there is scope to provide additional facilities for SEEC and UOE as part of a mix on Victoria Avenue. The Masterplan also proposes sites for student residential dwellings to support the realisation of the business plan for growth of the University in particular.
- The Masterplan provides a context for cultural and leisure activities including a range of small scale workshop style facilities possibly in the Clifftown area. There is also potential for a new cultural centre on the site of the cliff slip at Cliffs Gardens. The St. Johns quarter might also benefit from the provision of leisure activities or an innovative gallery space such as Digital Gallery.
- Allied to cultural and leisure provision is excellence in landscaping and public realm. New spaces, places and enhanced routes will provide a place to congregate and perform informally, bringing life to the heart of the town.



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Indicative locations for cultural, leisure and HE/FE educational uses

5.3 PUBLIC REALM AND OPEN SPACE STRATEGY

Aim of the public realm strategy

The key aim of the public realm strategy for Southend is to create a sequence of beautiful streets and public spaces which will be safe and welcoming. This will significantly enhance the commercial appeal of Southend and improve the quality of life for all residents. The following key principles will characterise the public realm:

Attractive - contributes to a positive public perception of the City by the Sea, encourages people into Southend by day and night, and so aids economic regeneration.

Coherent - a focused design approach which identifies a legible sequence of routes and places, using clear spatial typologies, to act as a framework within which individual spaces can be designed and built now or in the longer term without piecemeal results. There will be a restrained and appropriate range of spatial layouts and durable, high quality materials and structures, to reinforce existing and proposed urban characters and ensure seamless transition between them.

Connected - a clear, legible flow of streets and spaces to permit a pleasant, interesting, user-friendly journey to popular destinations; redesign of junctions, links and public transport to reunite places severed by traffic or poor planning; streets designed as public space for people, not cars; with a particular focus on knitting new quarters into movement patterns.

Accessible and sustainable - pedestrian priority or shared surfaces throughout the new retail quarter and town centre, with improved public transport, generous and clear provision for cyclists, and of course excellent disabled access

Memorable - a vibrant and dynamic town centre offering delightful outdoor settings for social, public and cultural life, which respect and reinforce the many positive aspects of Southend's natural environment and traditional and new built heritage. Excellent design of external space, with co-ordinated public art and lighting strategies to enhance the existing and create a new identity which will be uniquely Southend.

Celebrates the seafront - Southend's biggest asset! Enhance the quality, accessibility and connectedness of the seafront; make best use of sea views and bringing into the city centre a sense of being by the sea.

Safer places for people - one of the aims of the master plan and the public realm is to encourage people to come to the centre of Southend both day and night. To achieve this we recognise the following:

- Access and Movement: To create places with well defined routes, spaces and entrances that provide for

convenient movement without compromising security;

- Surveillance: Places where all publicly accessible spaces are where possible are overlooked;
- Ownership: Promote a sense of ownership, respect, territorial responsibility and community;
- Physical protection: Spaces that include necessary, well designed security features. This may also include different and higher levels of policing which have yet to be discussed;
- Activity: Places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety all times; and
- Management and maintenance: These are largely issues outside the remit of the current master plan but must not be lost sight of as proposals are implemented.

Public realm strategy structure

The strategy has developed through two linked strands of the design process:

- Analysis of the existing public realm, and identification of constraints, opportunities and early concept ideas (see section 3.2); and
- Preliminary ideas modified and augmented through integration with the emerging preferred masterplan option and associated transport and movement strategy.

The overall strategy for the public realm and landscape is illustrated on the following page.

This gives an overview of the proposed street typologies, shared surfaces with pedestrian priority, pedestrian and cyclist connections, character areas, locations and nature of key spaces and the links between them, tree planting strategy and opportunities for locating public art.

The proposals for public realm are dealt with in more detail in section 7, where they are arranged geographically alongside the masterplan vision for each area. They divide into two categories of *strategies* and *key spaces*.

Strategies are broad-brush approaches which give a 'feel' for the character of an area, indicating spatial arrangement and the type of materials which would be appropriate. They are illustrated by a plan extract and by inspirational precedent images to show how the area might look.

Key spaces are individual sites considered critical to the success of Southend. These have been considered in more detail, though within the scope of the Masterplan, are still very conceptual ideas. They are illustrated by plan extracts, sketches, precedent images and in some cases 3D hand-drawn and photomontaged visualisations.

The following areas are dealt with as strategies in chapter 7:

- Clifftown quarter (Clarence/ Alexandra) & Central Station;
- New green living quarter (Victoria Avenue);
- New retail quarter - St. John's comprising Tylers and Seaways, and 'Ecclesiam Square';
- High Street;
- Farringdon Campus; and
- Queensway - urban forest.

Key spaces explored in section 7 in more detail are -

- 'The Victorias' - Victoria Station junction, Victoria Circus and 'Old College Square' and pedestrian zone;
- Pier Hill 'Balcony' Piazza & central seafront gateway;
- Eastern Esplanade and Kursaal - the 'Urban Beach';
- Western Esplanade and Cliffs Gardens; and
- Warrior Square Gardens.

Public realm strategy plan [A3 inset]

Reverse [A3 inset]

5.4 TRANSPORT AND MOVEMENT STRATEGY

Context

Regional

No reference has been made to the plans for the Southend Major Scheme (by pass) in DfT spending plans until after 2021. Therefore there is a need for infrastructure improvements to the A13 and A127 in this interim period. SSBC has commissioned a separate Southend Movement Study that explores both improvements to the junctions on the A127 Corridor as well as the viability of Park and Ride scheme.

Sub regional

The movement strategy for the central area Masterplan supports the London to Southend Movement Study (LOTS) through the following key objectives:

- Tackling congestion by promoting modal shift and reducing the need to travel through integrated land use planning
- Delivering accessibility
- Providing for safer roads
- Achieving a better quality of life
- Achieving an efficient transport system
- South Essex Rapid Transit (SERT)

Local

The Central Area Masterplan transport & movement strategy shares the same transport vision for Southend on Sea Local Transport Plan 2 (LTP2). This is namely to:

- Reduce congestion and improve accessibility to Southend and its hinterland by delivering a step change in transport provision stimulating regeneration, economic improvement environmental enhancement and community well being in a sustainable manner.

Overarching Principles for Transport & Movement within Masterplan

The Masterplan sets out a vision for the mixed use development of Southend on Sea Town Centre. However, the level of development which diverges from the Regeneration Framework is indicative only, and needs to be further tested in traffic terms. During the next stages of the project, the Thames Gateway South Essex (TGSE) traffic model will be required to test impacts of both the Regeneration Framework and the Town Centre Masterplan. Essex County Council (ECC) is currently commissioning this model with support from SSBC.

Relationship to economic growth

As summarised in chapter 2, the Regeneration Framework outlines a broad assessment of economic growth in the period to 2021. Growth is expressed in relation to capacity targets for the key economic sectors. The report indicates that housing, offices, education and retail are likely to be the main drivers in the rejuvenation and growth of the Central Area with other sectors such as the visitor and tourist economy also playing an important role. The transport strategy responds to this context and seeks to ensure that sustainable movement patterns are intrinsic to the overall growth scenario.

Relationship to developing tourism

As set out in the vision statement in chapter 4, the tourism and visitor economy is an important component in the current function and long-term regeneration of the Town Centre and Seafront. The Masterplan proposes a number of new cultural, leisure and entertainment facilities, as well as significant enhancements to the Seafront public realm. With this in mind, the movement strategy contributes to the realisation of this full potential of the visitor economy by improving access by more sustainable modes of transport as well as maintaining existing access.

Impact on movement and parking

Through development of the master plan proposals, the aim is to provide sufficient infrastructure in order to mitigate against the impact of increased movement and parking for potential users, whilst maintaining access for existing users.

Creating legibility

Creating legibility for all users within the Masterplan proposals is key, in order to make Southend an attractive destination in which to live, visit and work.

Achieving Modal Shift

A vital part in the future development of Southend will be to ensure that good facilities are provided that will enable and encourage use of other modes of movement in addition to private vehicular transport. As part of the LOTS project, and LTP2 it was identified that modal shifts of between 10 – 40% will need to be achieved on the A127 and A13 approaches into Southend on Sea in the future (2021). Due to this and objectives set out within LTP2, movement to, from and within the central area of Southend has been an integral part in the design of the Masterplan for the central area. Proposals for shaping the future of Southend on Sea need to deliver sustainable transport alternatives – ‘Smarter Choices’.

Some of the key ways it is envisaged a modal shift away from the private motorcar can be successfully achieved with the help of the Masterplan proposals are outlined below:

- Mixed use facilities within easy walking distance are estimated to be able to achieve 2-5% reduction in overall car use;
- Car free precincts can reduce peak hour traffic flows by up to 15% and support public transport;
- Car reduced developments can achieve 20-40% modal shift if supported by public transport and ‘Smarter Choices’ initiatives;
- ‘Smarter Choices’ and travel planning initiatives can achieve 5-10% reduction in car use, increase walking trips by 2% and cycle trips by up to 18%; and
- Investment in passenger transport networks (including bus priority measures) can bring about a modal shift – estimated to be up to 10% along A13 corridor (LTP2)

Sustainable Transport

Within the last decade there has been a significant change in Government policy regarding improvements to sustainability in transport. There is a Government requirement in transport assessment to cover all modes of transport including pedestrians, cyclists, public transport users and traffic.

In line with objectives set out within the LTP2, the Masterplan for the central area aims to promote sustainable travel patterns in line with measures set out in the ‘Smarter Choices’ Strategy. The main elements of this strategy that are reflected in the Masterplan are:

- Making sustainable modes of movement more attractive;
- Enhancing the interchange between different modes;

- Introducing traffic management systems that prioritise public transport:
- Utilising the ‘Move Easy’ programme;
- Mixed use developments;
- Car reduced developments; and
- Travel Plans for residential and commercial developments.

The continued work of the ‘TravelWise’ campaign in Southend is supported through the Masterplan. Other travel awareness campaigns which were launched in Darlington, Peterborough and Worcester during 2004 as part of the 5 year programme funded through European Commission for Integrated Transport and the DfT (coupled with infrastructure improvements programme funding from LTP capital funding) have shown that up to 50% of local car trips have the potential to use more sustainable modes of transport, recognised through the campaigns.

An increase in the more sustainable modes of transport such as walking, cycling and use of public transport in favour of the private motor vehicle will also help to reduce transport related carbon emissions, working towards cleaner air quality objectives.



Branding used as part of ‘Smarter Choices’ travel awareness campaigns in Darlington, Peterborough and Worcester

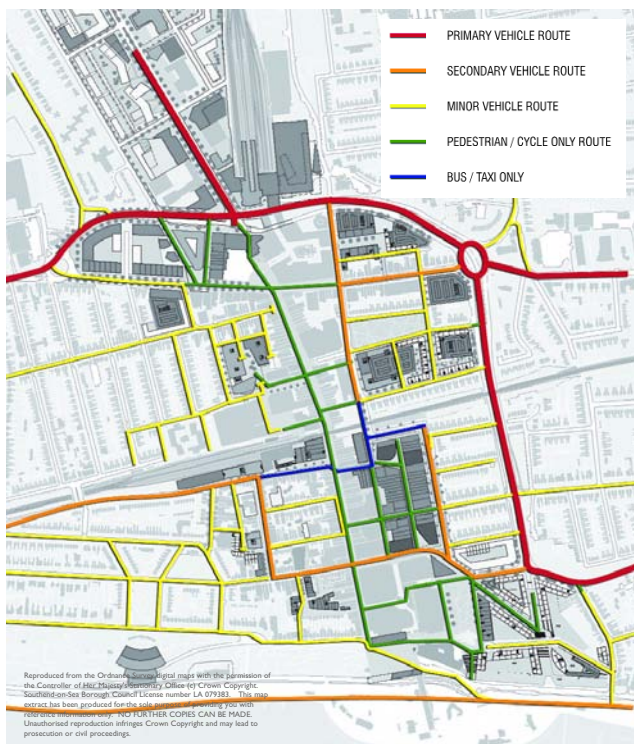
Hierarchy of Routes & Users

The approach to creating the street hierarchy proposed for the Central Area Masterplan supports the route and mode hierarchy for the Borough as set out in LTP2. It proposes a clear and permeable network of routes into and within the central area to reflect the strong historic grain of Southend.

The approach to the design for the non-primary traffic routes within the central area follows a hierarchy of users, whereby pedestrians and cyclists will be given greater priority in terms of design in favour of private motor vehicles. The hierarchy of users for non-primary streets within the central area is proposed as follows:

- Pedestrians
- Cyclists
- Buses
- Servicing vehicles
- Taxis
- Private motor vehicle

The clearly defined network of streets that are proposed have been designed to be permeable and legible for pedestrians, cyclists, public transport users and motor vehicles alike, reducing speed limits for vehicles to 20mph within the core area. The network of streets follows existing and historic movement patterns in the central area. The streets encourage vehicular traffic to use strategic routes, designed with motor vehicles in mind, by locating the main car parks close by, whilst providing facilities for traffic to cross the town where necessary.



Street Hierarchy Plan

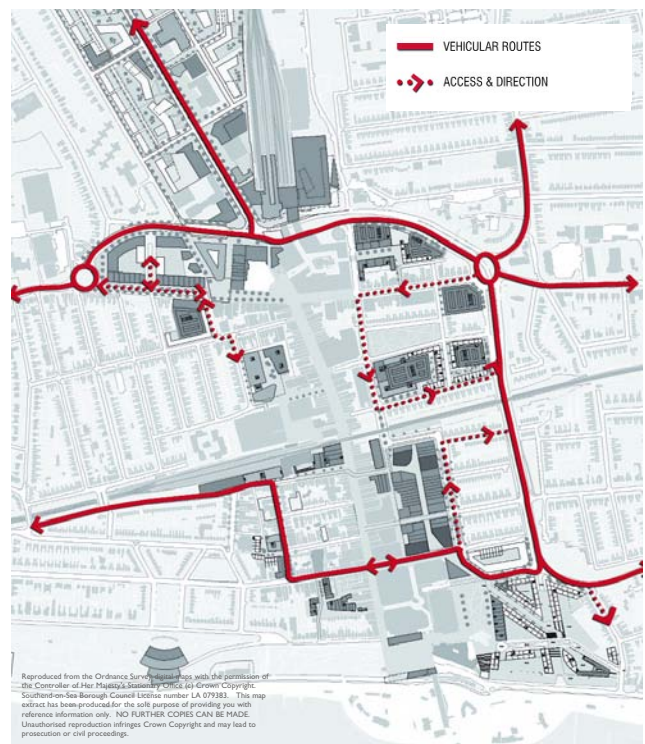
It is proposed that access to the High Street for taxis and servicing vehicles should be considered after trading hours have ceased, the potential for allowing additional traffic to permeate the High Street after trading hours may also be investigated in the future. This could benefit the High Street by providing additional natural passive surveillance.

It will be subject to a review of phasing requirements and current pavement infrastructure within the High Street. It is suggested this be managed through the use of selective access control measures, similar to measures that already exist along some parts of the High Street.

The street hierarchy plan has been used as the basis for informing the public realm strategy, to ensure that suitable treatments and spaces are incorporated into the Masterplan throughout the central area, to make movement for all sustainable modes of transport, an effortless journey.

The primary vehicle route identified maintains the use of existing road capacity, specifically along Queensway, the intention is that this should allow for redistribution of road space to support improved public transport provision, specifically bus priority in order that journey time reliability for buses can be improved.

Central Office Management for integrated Traffic (COMET) system has been introduced within Essex County Council as an integral element of the Essex Traffic Control Centre. The purpose of this is to link Urban Traffic Control (UTC) systems with other Intelligent Transport Systems (ITS) and Variable Message Signage (VMS) to be able to improve traffic flow control.



Main vehicle routes

The Masterplan proposals support the enhancement of UTC system used on the key approaches to Southend (A127, A13 & A1159) as set out in LTP2. Through the use of ITS systems such as traffic signal corridor optimisation techniques (e.g. SCOOT), Real Time Public Transport Information (RTPTI) and Car Park Guidance Systems can help SSBC gain greater control of the main approach routes into Southend for the ultimate benefit of the town.

Managing the impact of cross town routes:

The aim of the cross town traffic routing is to:

- Maintain traffic on Queensway as the primary traffic route, incorporating Urban Traffic Control measures to improve traffic flows
- Provide route for traffic along seafront
- Enable traffic to cross town along Alexandra Street and Chancellor Road
- Remove traffic from Clifftown Road and Tylers Avenue.

These proposals are intended to give priority to public transport.

Re-development of the existing car park sites:

The Masterplan proposes the re-development of the existing parking sites within the control of SSBC as the principle driver for enabling development. However, any parking strategy needs to achieve the following aims:

- Provide suitable level of public parking provision in order to maintain the vitality and viability of the town centre

- Support the economic regeneration of the town centre, and manage the impacts of its expansion
- Discourage private journeys to the town centre by car for commuting and leisure purposes
- Encourage the use of sustainable modes of transport
- Provide guidance for levels of private parking associated with new development

It also aims to maintain the quality of the built environment by locating car parks on the periphery of the town close to strategic routes, to reduce traffic within the central area as far as possible.

Movement Strategies

A series of strategies relating to transport and movement are proposed as part of the Masterplan for the central area. These have been designed to support Masterplan proposals. These are outlined below and explained further in the following sections of this document:

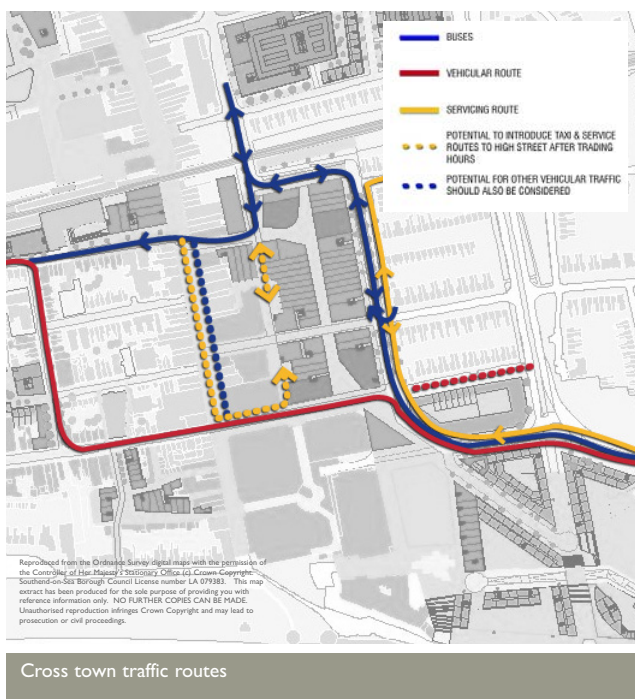
Movement strategies to support Masterplan for central area:

- Public transport
 - Buses and SERT
 - Rail
 - Taxi
 - Coaches
- Private Transport
 - Pedestrian
 - Cycle
 - Private motor vehicles
 - Parking
- Servicing

Public Transport

In support of LTP2, the passenger transport strategy proposed as part of the Masterplan for the central area looks to:

- Integrate public transport nodes within the central area
- Extend bus priority system as part of urban traffic control and route management system along key access routes into central area corridor
- Incorporate real time public transport information (RTPTI)
- Provide infrastructure to support South Essex Rapid Transit proposals within central area



- Provide integrated travel facility in heart of town centre
- Promote town centre shuttle bus linking interchanges (as part of bus services network remodelling)
- Provide for Hovercraft passenger services in the future

As part of the passenger transport strategy for the Masterplan, the opportunity for introducing an ultra light rail loop taking in the major public transport nodes around the town was considered. Issues relating to potential future passenger usage and initial outlay costs meant this approach was discounted in favour of the range of improvements to the passenger transport network as set out below.

Integrated and multi journey ticketing:

The current public transport operators of bus & train services in Southend (First & Arriva - Bus, C2C & One - train) do not currently operate integrated ticketing facilities. This makes use of public transport travel options less flexible for potential customers.

Integrated ticketing facilities such as Oystercard - Pay As You Go (PAYG) should be encouraged to be extended to services in Southend. Currently, the PAYG facility is available on the C2C line from Upminster to London Fenchurch Street. Early discussions with current and future transport operators are suggested to help encourage public transport use in the future. This supports policies set out in LTP2. Funding towards this could be investigated through the Transport Innovation Fund (TIF) from the DfT.

Buses and SERT

The provision of good quality and reliable bus services will be a critical element of the Transport Strategy for the town centre. The operation of bus routes, including

punctuality, is currently monitored by the council and operators through the Bus Punctuality Improvement Partnership. It is suggested that bus priority measures (telematics and priority systems) continue to be strengthened as part of the Intelligent Transport System and Urban Traffic Control measures on approach to Southend.

There is currently a good network of buses running at a reasonable frequency throughout the town and into the surrounding areas. LTP2 looks to enhance service frequencies by provision of core and secondary routes. The Masterplan supports this approach, with the aim being to reduce layovers by bus services within the central area.

The existing core facility for bus interchange, the Travel Centre is located in the southern quadrant of the town centre, away from the core retail and key activity areas. For integrated travel facilities to operate successfully and capture the full spectrum of potential users, bus routing, pick up and drop off facilities need to penetrate into the heart of town centre.

A key aspect of the Masterplan is to provide an integrated travel facility as part of the new retail circuit proposed at Tylers Avenue. The 'spine' of the bus corridor along Chichester Road is proposed to be retained, this allows for easy access and exit for buses via the town centre.

The Masterplan incorporates a new integrated travel facility with direct access to the heart of the proposed retail circuit, in close vicinity of the existing High Street and Central station. A new street behind the current Dencora Court is proposed to locate the integrated travel facility. Here the unique opportunity exists to use the railway embankment as a backdrop, this can be landscaped to provide a pleasant waiting environment by day and be lit by night, to create a unique waiting environment for passengers, which is fully integrated with town centre facilities.



Good examples of integrated travel facilities at Finsbury Park (London), Norwich and Gothenburg (Sweden)



Examples of lighting used to enhance existing features

It is envisaged that the facility will also incorporate a mix of uses to enable 18 – 24 hour usage, with real time information, shared access to taxis, secure cycle parking facilities. The facility could also look to house a ‘one stop shop’ type facility (as currently at the civic offices) where travel fines, travel information and a travel plan co-ordinator could be located. Research has shown that personalised travel planning benefits the individuals as well as reducing car use.

LTP2 sets out the approach for reinforcing a Quality Bus Partnership between the council and bus operators. This is seen as a key driver in delivering a step change improvement to bus services within Southend. A programme of both council and operator ‘commitments’ should be set out, in order that a quality framework for the improvement of bus services can be agreed. This could include measures such as:

- Re-branding strategy for public transport in Southend (as supported through LTP2 (TIF))
- State of the art bus vehicles
- Real Time Public Transport Information

The bus strategy also aims to make provision for:

- Simplified bus routing and frequency information at all bus stops

- Make information readily available to all and on clear display at bus stops and shopping centres
- Accommodate SERT route through central area
- Provide well located bus stops that are accessible to all (raised pavements and sufficient pavement widths for disabled access)
- Integrated ticketing between bus and rail should be promoted (TIF)
- Cycle facilities and secure parking facilities should be provided free of charge

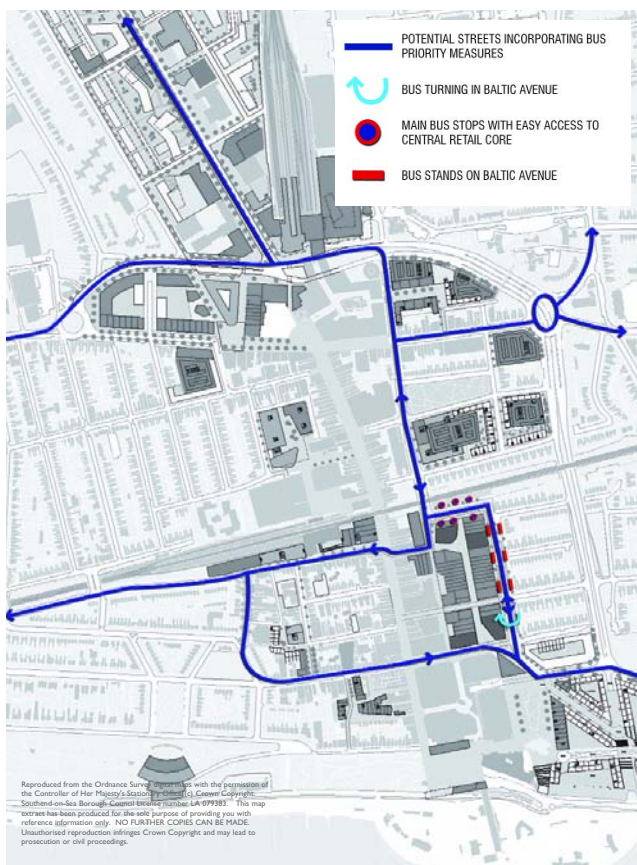
Rail

Good access to the strategic rail network is a fundamental positive aspect relating to the regeneration of Southend town centre. The importance of the quality of environment at Southend Victoria and Southend Central stations in terms of the quality and distinctiveness of the arrival point into the town are key considerations.

The Masterplan aims to improve the arrival & departure experience in Southend via train by:

- Improvements to pedestrian environment outside Victoria station and gateway towards High Street and town centre (junction of Queensway junction with Victoria Avenue)
- Improvements to public realm outside Central station, with clear hierarchy of routes for pedestrians into the central area and to proposed integrated travel facility at Tylers (see buses below)
- Providing secure cycle parking and other cycle facilities at Victoria & Central stations – this is envisaged to help encourage a modal shift away from the private motor vehicle for everyday commuting trips (i.e. cycle to station)

Early discussions with train operating company C2C indicate the introduction of a metro services at Southend Central station could be a possibility. Improvements to service frequency, in line with access options to intermediate stations on route to Southend, could help to encourage use of rail services as an alternative to private transport options.



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Bus strategy incorporated in Masterplan

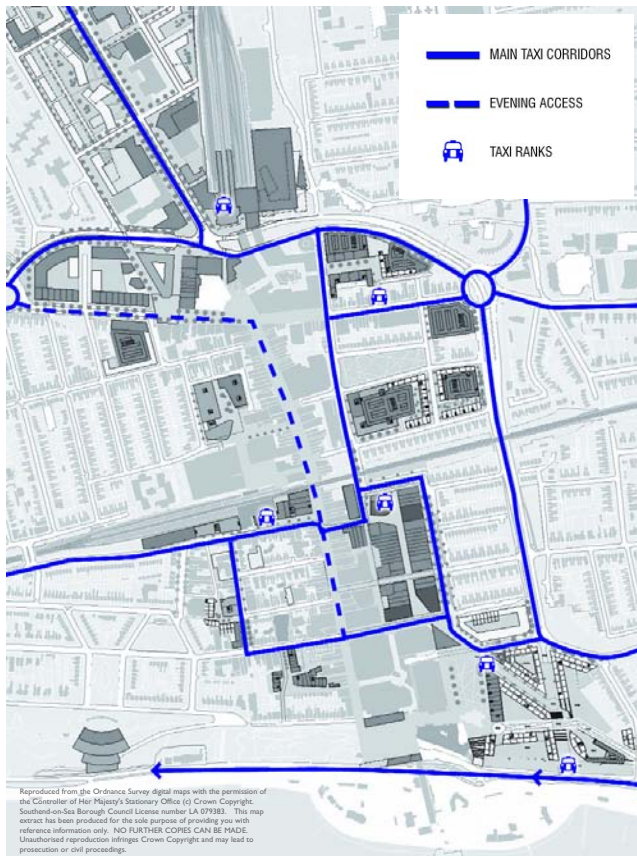
Taxi

Taxis and dial a ride services can contribute to delivering transport accessibility to all. The Masterplan proposes locations for taxi ranks as shown below. Provision for taxi waiting and pick up and drop off facilities are proposed at:

- The integrated travel facility near Tylers Avenue
- At Central and Victoria stations
- Seaways, Lucy Road and Western Esplanade areas
- Along High Street after trading hours

These proposed sheltered and well-lit locations are considered to provide good provision for taxi waiting, catering for daytime and evening economies to ensure safe and convenient locations for taxi pick-up especially after dark and during periods of bad weather.

The strategy suggests that there may also be the potential to reintroduce taxi vehicles into the High Street after trading hours, with the aim of providing some additional natural surveillance to the High Street, which is considered, could be beneficial to the evening economy.



Taxi strategy

Coaches

It is proposed that coach drop off will be provided at the heart of the seafront area at:

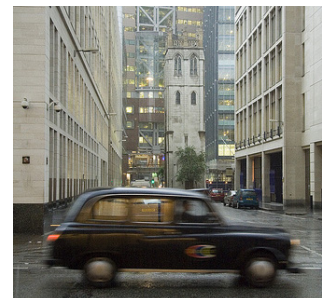
- Kurssal Square on the Eastern Esplanade
- Cultural Centre on the Western Esplanade

From 2008, alternative coach and lorry parking facilities will need to be provided due to the current provision at Seaways being required for car parking. Alternative locations suggested are at Southend Airport or towards Shoeburyness. This requires further investigation.

Consideration should be given to providing a 'Coach Ambassador for Southend' who can oversee the operation of the drop off/pick up facilities, and also provide information and assistance to visitors and coach drivers as they arrive in the town. This system operates successfully in other historic cities such as Salisbury.

Waterborne transport

The Masterplan looks to support LTP2 to encourage increased use of the Thames estuary for water based transport, potentially serving North Kent and London as identified in the Regional Transport Strategy. Transport services from the pier head accessed from the seafront could be accommodated within the proposed improvements to the seafront area should modes of waterborne transport be taken forward in the future.



Cabs and taxis

Private Transport

Pedestrian Strategy

Southend-on-Sea has a compact town centre and offers great potential for a high quality pedestrian environment. Everyone visiting and spending time in the regional centre of Southend will at some point be a pedestrian and the quality of their experiences as pedestrians will be key to the enjoyment of their visit.

Currently in Southend, walking is the favored mode of transport for 11.4% of the population (travel to work data). This is above the national average. This positive aspect of movement within the town has been focused on and pedestrian realm improvements made to further encourage walking as a healthy and sustainable mode of travel.

At the core of the pedestrian strategy is the notion of the walkable city – the area within a 10minute walk of Southend Central Station, the majority of the trips should be made on foot.

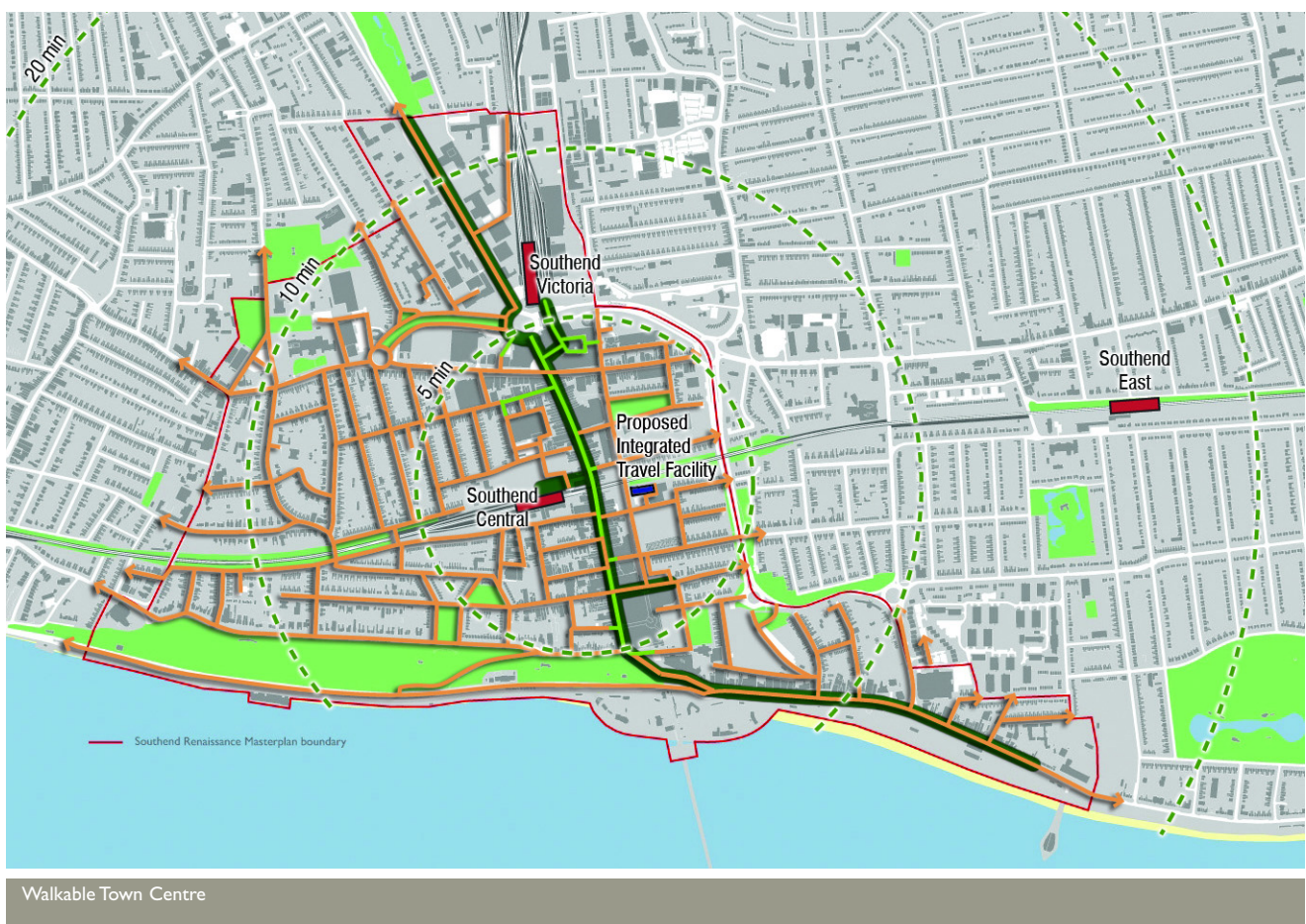
The key issues that are considered to require attention to improve the pedestrian experience in the central area of Southend are:

- Creating a safe and attractive environment for pedestrians with reduced vehicle speeds

- New development should help to reinforce the legibility of the city centre and improve the streetscape (materials and lighting);
- The interface between the pedestrianised core of the town and other routes in, as well as the interface with the seafront & Esplanades;
- Improving connections into the centre where these are poor, especially from the east, including improved crossing facilities over Queensway;
- Integrating different areas of the town, such as the seafront with the High Street and proposed new retail core;
- Improved access to the seafront and Esplanades
- Accessibility for all users

Within the central area, inline with the hierarchy of users principle:

- Priority should be given to pedestrians. All streetscape enhancement projects in this area are predicated by the needs of pedestrians; and
- A focus should be placed on the quality of the Queensway route in and, in particular, the crossing points



Within the central area Masterplan, the key pedestrian only routes are proposed as indicated on the plan below.

Key points:

- The existing pedestrian only areas are retained within town centre during trading hours, with additional pedestrian only routes incorporated into the master plan to provide a comfortable and pleasant pedestrian and retail environment within the core area
- A coherent pedestrian signage strategy is proposed to encourage walking to and within the central area for frequent and new visitors
- Public realm improvements are focused around creating legible links from bus stops, train stations and car parks
- Pedestrian routes aim to correct the severance which currently exists from the north and east into the central area
- Direct and attractive safe routes will help encourage walking
- Pedestrian routes to address the needs of mobility impaired users
- Improved gateway for pedestrians from Southend Victoria station across Queensway, with direct pedestrian routes across to Victoria Circus



- New public realm proposed around London Road and Queensway
- Direct pedestrian routes are provided between all transport interchanges, helping improve the interchange experience from train to bus within Southend a pleasant one

It is envisaged that improvements to pedestrian connectivity from surrounding neighbourhood can aim to achieve a modal shift in the range of 5 – 10%. This in itself will help to improve the environment for pedestrians by reducing vehicular movements.

It is likely that structural maintenance of the pedestrian crossing facility from Southchurch Road to Sutton Road over Queensway will be required shortly. Improvements to the pedestrian realm of this route should also be reviewed in parallel with a cost assessment, to ascertain what in financial and public realm terms it is most efficient to do with this infrastructure.

Cycle Strategy

The cycle strategy addresses the provision of quality infrastructure to support objectives set out in LTP2 following the English Regions Cycle Development Team assessment, 'to make Southend a place where people of all ages, abilities and cultures have the incentive, confidence and facilities to cycle conveniently in safety whenever it suits them.'

The town centres compact nature can help to encourage cycling. Existing levels of cycling as a mode of travel to work are currently slightly below the national average, however the modal share of cycling for trips in Southend has more than doubled within the last decade, and with 50% of all trips within Southend being less than two miles, there is no reason why this trend, with the correct investment in the central area as part of the Masterplan proposals should not continue. Building on the current cycle strategy within LTP2 is a key element of the Masterplan for the central area that will help to target congestion and make the town a better place for people.

The best cycling conditions are created through traffic calming and reduction rather than by the provision of cycle lanes and paths (LTN 1/04). These principles have formed part of the holistic approach to encouraging cycling through the Masterplan, which reinforces improved routes and facilities as set out in the objectives for cycling in LTP2. It is also recommended that education and awareness relating to promoting cycling be continued in Southend.

The main principles underpinning the Cycling Strategy for the central area Masterplan are:

- To maintain existing cycle routes identified in LTP2 into the central area from surrounding neighborhoods and strengthen them through the proposed enhancements to cycle facilities to enable a seamless cycle route into the heart of the town centre with high quality facilities
- Cycle parking facilities provided on street at key locations to support cyclists and make cycling a real travel option for town centre access
- Secure cycle parking facilities provided at integrated travel facility by Tylers Avenue and Victoria and Central stations to support commuters travelling by rail
- Utilising the sea front as a leisure opportunity for cycling by provision of dedicated cycle route, supporting the seafront National Cycle Route 16.
- New developments should provide facilities for cyclists: residential units must include secure and convenient cycle parking and larger new commercial developments should have showering and changing facilities as part of a Travel Plan, or be linked to a central facility (see below).

- Providing a direct link through Seaways down Lucy Road to the Eastern Esplanade
- Ensure cycle safety interventions are considered during revised highway layouts as part of the Masterplan process, in line with the proposed cycle routes strategy

It is suggested that the following facilities to enhance cycling are investigated further through the Masterplan process:

- A 'pay as you go' cycle facility provided along the sea front. This 'hire' facility can encourage sustainable modes of travel within the town, as well as promoting a healthy lifestyle
- The provision of a centre that could combine repair, shower, hire and storage facilities. This facility could also act as a base for local cycle clubs and a café. The centre should be located in an accessible location within the central area close to the transport interchanges, as well as potentially along the Seafront Esplanade

A similar facility has recently been constructed within a shopping centre in Canterbury as part of an initiative from Canterbury City Council. The cycle centre offers a secure storage area with shower, changing and toilet

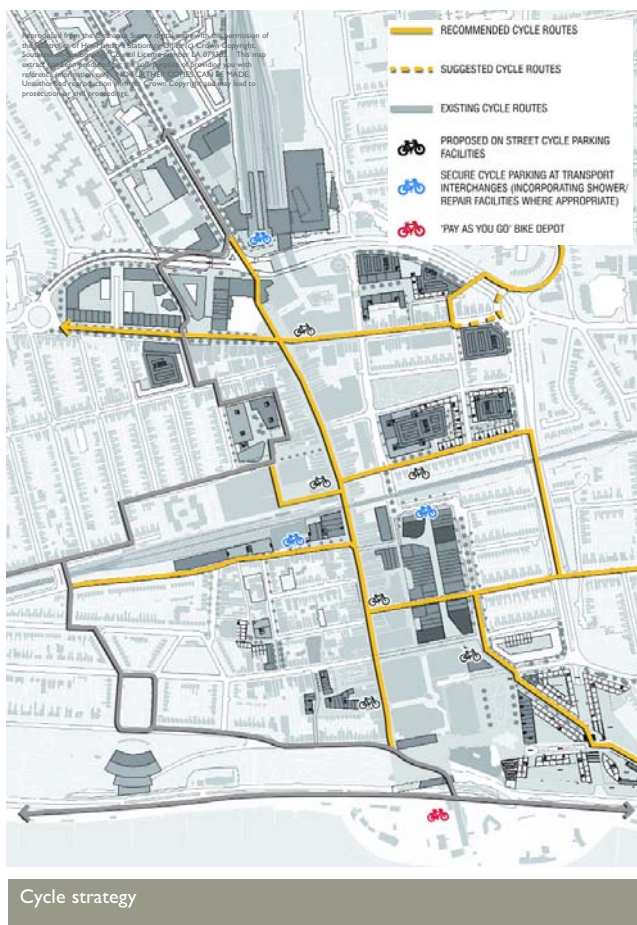


Secure cycle facilities at key points within central area and at transport interchanges

'Pay as you go' hire facilities (Lyon, Berlin, Basildon). Bottom right - new cycle facility in Canterbury combining repair, shower, hire and storage

facilities. It has been funded largely from developer contributions and is being run (initially with a subsidised rent) by a private cycle company, however grants are available from the DfT (Cycling England campaign launched in May 2005). Wellingborough Borough Council also provides a similar facility for cyclists. Local businesses are asked to contribute towards the maintenance of the facility in return for their employees having access. Other exemplar cycle facilities have been successfully implemented throughout Europe, a large scale cycle lease centre - Mobiel Bike Centre, Kortrijk in Belgium and the Mobility Centre in Gothenburg, Sweden as part of an accessibility pilot project. A similar 'mobility management vision Southend' should be promoted through the Masterplan process, offering an inspiration and knowledge centre to encourage those living and working within Southend to use cycling as a healthy and sustainable mode of transport within Southend.

Potential locations for cycle parking are illustrated in the cycle strategy diagram. These have been located at strategic points such as gateways into the pedestrianised retail core, key attractors and transport interchanges. Of equal importance to the correct location of these facilities will be their detailed design and implementation. Cycle parking facilities should be robust and simple, and where possible placed in an area that allows natural surveillance.



Private Motor Vehicles

The aims of the Masterplan are to provide for the use of private motor vehicles, where other more sustainable modes of transport are not suitable for some users. However, the over arching aim is always to try and encourage use of more sustainable modes of transport, through provision of improved public transport services and improved routes and public realm for pedestrians and cyclists.

Parking

The parking strategy has been developed in order to promote accessibility into Southend for visitors unable to use more sustainable modes of transport. In deriving the parking strategy businesses, residents and visitors in terms of retail and the seafront have been considered.

The main aims of the parking strategy for the central area master plan are to:

- Provide suitable level of public parking provision in order to maintain the vitality and viability of the town centre
- Support the economic regeneration of the town centre, and manage the impacts of its expansion
- Discourage private journeys to the town centre by car for commuting and leisure purposes
- Encourage the use of sustainable modes of transport
- Provide guidance for levels of private parking associated with new development

It also aims to maintain the quality of the built environment by locating car parks on the periphery of the town close to strategic routes, to reduce traffic within the central area as far as possible.

As part of the Urban Traffic Control system, a Car Parking Guidance System (CPGS) with variable signage should be promoted, in order to make best use of town centre parking stock, with retail and commuter parking being available for evening economy use.

The aim has been to consolidate the existing parking stock within the town centre, to enable development and growth, and provide a smaller number of accessible high quality and secure multi storey car parks and support the retail function of the town centre.

Parking provision as at 2007 will be retained throughout the Masterplan period. Parking demand management restraint will be necessary for new development, and some private parking within development sites at London Road, Short Street, Queensway Quadrant, Southchurch Road, Tylers Avenue, Seaways, Farringdon and Warrior Square will need to be publicly accessible.

Parking demand management and restraint will need to be introduced for new developments post 2010 (once existing parking standards set out within the Essex Planning Officers Association Vehicle Parking Standards (Aug. 2001) have been superseded). Controlled parking zones within the town centre will need to be reviewed throughout the Masterplan period, with provision of business and residential permits controlled according to advances in passenger transport provision.

The following diagram summarises the proposed future parking sites within the central area and their intended use. These will be a mixture of Council owned and private car parks, accessible to the public. Further details relating to phasing are set out in chapter 8.

Park & Ride

The development of park and ride sites and services for Southend should be a key element in improving access to the town centre by sustainable modes and reducing congestion. The strategy for park and ride should be linked with an overall parking strategy in the city centre as demand can be increased through the control of car parking levels and prices. As demand increases in the long term (in line with reductions in car parking provision for commercial and other uses, the implementation of improved bus priority measures) capacity at the park and ride sites must be able to grow. The quality and branding of any park and ride service will be key to its success, in particular in attracting car drivers who are often reluctant to use conventional public transport. Dedicated bus services with limited stops should be used, and where possible routes should form part of public transport corridors; routes where high levels of bus priority can be justified due to a high number of bus services.



Masterplan proposals for publicly accessible car parks, proposed access routes and walking isochrones

Servicing Strategy

The main elements of the servicing strategy focuses on 'just in time' logistics. A Quality Freight Partnership (QFP) should be developed with business and the Freight Transport Association. Current proposals as part of the Masterplan for the central area include:

- To maintain existing road capacity on strategic routes (Queensway) for freight
- Provide access to car parks from principal routes
- Provide for cross town traffic movement where necessary to reduce the impact on areas to the west of the High Street
- Allow service vehicles to access High Street after trading hours (timed deliveries to High Street)

Main access routes for service vehicles to blocks proposed within the Masterplan indicated on plan below. Basement servicing should be considered where appropriate for all town centre development to reduce the visual impact. Where basement servicing is not possible or appropriate, service yards should be designed to minimise the visual impact from the street and shares access arrangements with car parks where provided.

