

SOUTHEND – TYLERS AVENUE CAR PARK

Location	The site lies immediately to the east of the High Street to the rear of units fronting this Primary Shopping Area.
Ownership	Owned by Southend Borough Council.
Site Characteristics	Broadly level site, in very close proximity to the Primary Shopping Area. The majority of the site currently operates as a service car park, with former market building along the southern edge. The market was recently closed. To the north lies an office block and court, to the east residential, to the south independent/niche retailing along York Road. To the west are the back service areas of retail units fronting the High Street. Site size – c. 2.4 acres.
Policy considerations	The majority of the site lies within the Local Plan defined Shopping Centre. The southern edge of the site is defined as a Secondary Shopping Frontage. Any redevelopment proposals would need to reconsider re-provision of car parking either here or elsewhere, and potentially as part of a wider town centre parking strategy.
Accessibility	Highly accessible by bus, with bus stops stretched out along Chichester Road and Southend’s bus station to the south of the site. Pedestrian access can readily be gained off the High Street. Vehicular access to the site is currently off Chichester Road and Baltic Avenue. The site is very accessible.
Development Potential	The site has good potential to provide an extension to the town centre retail offer. In particular, there is the possibility of creating a new retail circuit connecting Tyler’s Avenue and York Road to the High Street. To achieve this it may require the realignment of Chichester Road and reconfiguration of bus stops here to provide a more attractive circuit. A likely development mix could be larger retail units (including major shop units) seeking to attract High Street operators, with potential for smaller units aimed at independent/niche traders perhaps stretching along the southern boundary of the site. The site might also accommodate a small/medium sized foodstore. Some parking would also expect to be re-provided, and probably in a multi levelled format. On upper floors there may be potential for mixed use, residential or further retail space. The site should also be considered in conjunction with redevelopment of the bus station to the south, either as a single package or possibly the bus station forming a second linked phase of development.
Other Comments	Given the potential of the site to integrate well with Southend’s core shopping area, and to create a new retail circuit as well as the scope to accommodate a significant amount of new retail floorspace it is regarded as a sequentially preferable site, subject to this site being released for development by the Council.

NB: The views expressed here form part of the evidence base and not policy. Please refer to paragraph 1.4 for further explanation of the document’s status.

Tylers Avenue Car Park



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SOUTHEND – BUS STATION, HEYGATE AVENUE

Location	The site lies immediately to the east of the High Street; Southend’s core shopping area.
Ownership	In ownership of Southend Borough Council.
Site Characteristics	Moderate sized ‘L’ shape site (c. 2,540 sq m) which slopes gently from north to south. Surrounding land uses are retail and residential to the north, residential to the east and retail to the south (The Royals) and west. The current land use is as a 1/2 storey bus station, with passenger facilities and waiting areas.
Policy considerations	The site lies within the defined Shopping Centre, and adjacent to primary shopping frontages.
Accessibility	Highly accessible, given its current use as a bus station, as well as a series of bus stops stretched out northward along Chichester Road. The site is also readily accessible from the High Street by foot. Access by car can be achieved through the surrounding network of roads.
Development Potential	To realise the development potential of this site would require a solution which re-provides the bus station or acceptable alternative facilities. This would require testing of alternative layouts to accommodate bus services in the area. If this can be achieved then the site could suit comparison retailers, especially if it were to form part of a wider retail circuit (thus achieving critical mass) including Tyler’s Avenue and linking into the Royal Shopping Centre and the High Street. Upper floors could provide mezzanine space or be for mixed use. Could be considered as either a single development package including Tyler’s Avenue car park or possibly as a second phase.
Other Comments	The potential to forge good links with the Primary Shopping Area, suggests that this may be a sequentially preferable site. This is however subject to the site being available for redevelopment, within itself may be predicated on ensuring that bus facilities can be suitably accommodated here or elsewhere in the town centre.

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Bus Station, Heygate Avenue



SOUTHEND – ALEXANDRA STREET

Location	Lies to the west of the High Street, abutting Alexandra Street to the north and Royal Mews to the south.
Ownership	Understood to be in the ownership of Homes and Communities Agency (HCA).
Site Characteristics	Level, broadly 'L' shaped site of around 3,880 sq m. Retail uses dominate to the east and north, with mixed use including residential and garages to the south and west. The site is currently used a surface car park.
Policy considerations	A significant part of the site lies in the Local Plan Defined Shopping Area, and adjacent to the Secondary Shopping Frontages of Market Place.
Accessibility	Readily accessible from the High Street by foot. Vehicle access via a one way system operating along Alexandra Street or Royal Mews. The bus station is further afield to the west, albeit again within fairly easy walking distance.
Development Potential	A fairly challenging site, due to its somewhat irregular shape. Nevertheless the site may well suit the needs of smaller retail operators/independent traders which would sit comfortably with scale of offer in adjacent areas. There is also scope to provide better linkages through to Market Place and Royal Mews. Also possibility to extend the site westward onto a small plot of backyards and garages. Upper uses might be characterised by residential and some commercial space.
Other Comments	Redevelopment of the site is reliant on the ability of the HCA to release the land. This may need to be linked to a wider consideration of parking provision in the town centre. Assuming that the HCA is willing to release the land, then scope for design to integrate well with existing urban grain and niche retail offer in the area and be considered a sequentially preferable location.

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Alexandra Street Car Park

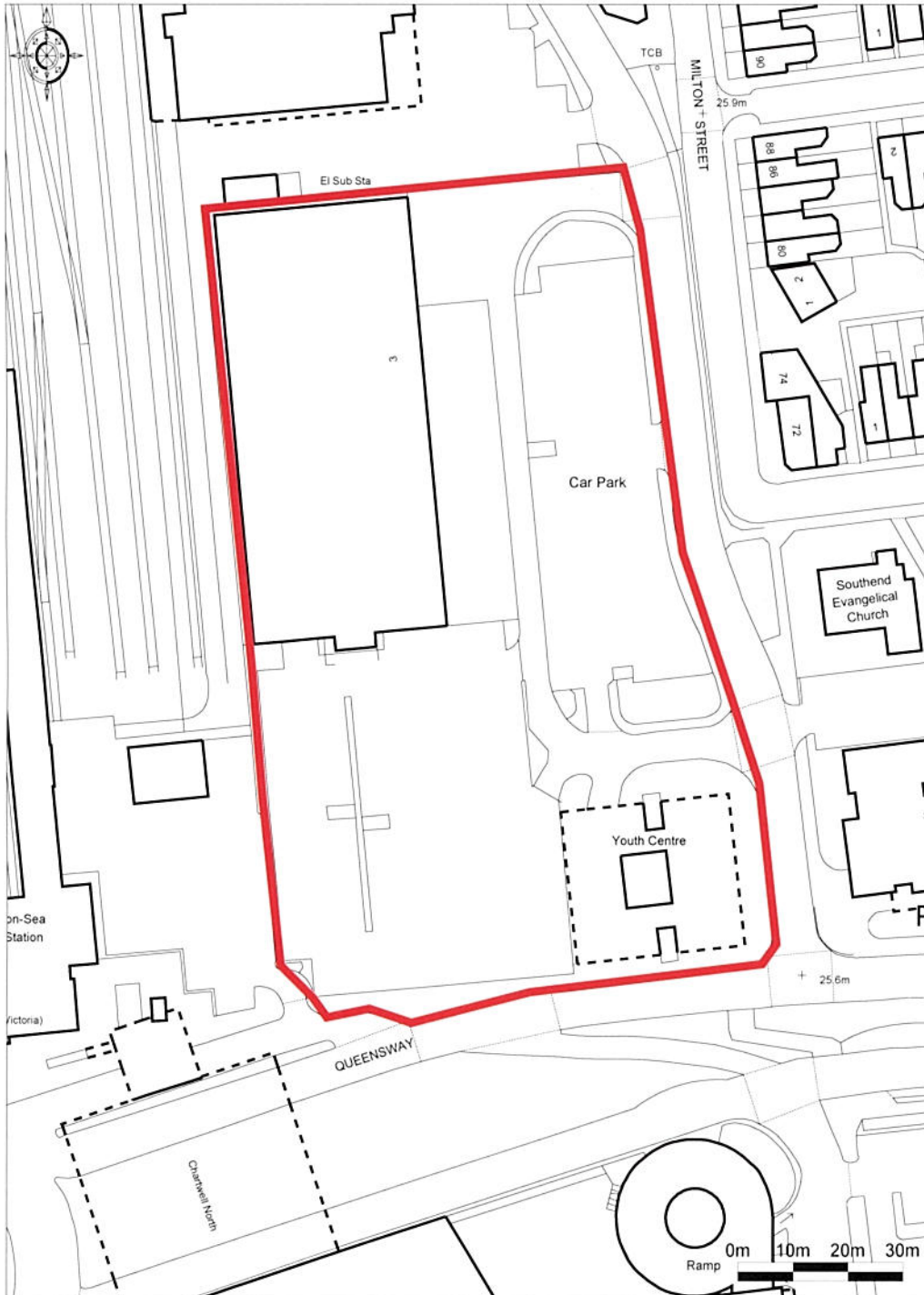


SOUTHEND – LAND AT THE JUNCTION OF SHORT STREET AND QUEENSWAY

Location	The site fronts Queensway, and immediately to the north of the Victoria’s Shopping Centre. To the west is Southend Victoria train station.
Ownership	Mixed public (Southend Council) and private ownership
Site Characteristics	Level site with good visibility and frontage to Queensway. Access to the site is currently off Short Street. Presently occupied by a former B&Q store, operational surface car parking and community uses (Connexions - Youth Centre). Residential and employment to the west, warehousing to the north, train station to the east and Queensway and Victoria’s Shopping Centre to the south. Site size c. – 3 acres.
Policy considerations	The site lies at the edge of the Primary Shopping Area
Accessibility	Accessible site by rail, due to close proximity of train station. Pedestrian access and links to town centre and Victoria Shopping Centre via upper walkway over Queensway. Bus services also operate in fairly close proximity to the site.
Development Potential	While refurbishment of the existing B&Q unit could bring this redundant unit into retail use again, a more comprehensive approach including the B&Q store, surface car parks and community building would form the basis of a wider scheme. In turn, this could allow greater intensification of the site for retail uses. The site is likely to suit larger format retailers. This could be either comparison or possibly a foodstore. Reprovision of parking would be expected to form part of the development opportunity and at least sufficient to service the needs of the retail uses envisaged.
Other Comments	The vacant unit is currently being marketed, indicating that, at the very least, part of the site is available. It is also understood that discussions are ongoing to assemble the land within the wider development area outlined in the red line plan. Although adjacent to the Primary Shopping Area, it lies outside the Local Plan defined Shopping Centre and could be regarded as an edge of centre location. If it is to integrate well into the core shopping area, then careful design consideration will need to be made to the connections linking this site to The Victorias.

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Land at the junction of Short Street and Queensway



SOUTHEND – CLARENCE ROAD CAR PARK

Location	The site lies immediately to the west of Clarence Road on the western side of the town centre.
Ownership	Owned by Homes and Communities Agency (HCA).
Site Characteristics	Level site, with good frontage to Clarence Road and Alexandra Street. Presently used as a surface car park. Surrounding land uses are predominantly retail and offices to the east, mixed use and residential to the north and west and retail to the south. Site size – c. 3,300 sq m.
Policy considerations	This site is located adjacent to the Local Plan defined Shopping Centre and secondary retailing frontages of Alexandra Street.
Accessibility	Reasonably accessible site, within easy walking distance of the High Street. Vehicle access is via a one way system which operates in the area. No bus stops are in close proximity to the site, although, again are in fairly easy walking distance. Likewise Southend Central train station lies a short distance to the north.
Development Potential	The site is probably more suited to smaller retail units, reflecting the character and urban grain of the wider area and the dominance of independent retailers in the area. There could also be scope for some commercial/employment space particularly on upper floors. Residential could also form part of the package, again on upper floors. This mixed use approach would be reflective of the range of existing uses in the area. Some re-provision of car parking may well be required, subject to parking policy or review as part of a town centre parking study.
Other Comments	The site has good prospects of being designed to integrate fairly well with the town centre’s existing retail offer. The availability of the site is likely to rest on the HCA’s willingness to reconsider the requirement to provide car parking here, or the ability for any design to accommodate a similar level of spaces.

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Clarence Road Car Park



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SOUTHEND – LAND AT THE JUNCTION OF SOUTHCHURCH ROAD AND QUEENSWAY

Location	The site fronts Queensway at the eastern fringe of the town centre.
Ownership	Anticipated to be in single private ownership, although a larger size including units fronting Southchurch Road is likely to be characterised by several ownerships.
Site Characteristics	Broadly level site of around 2,000 sq m. Uses are predominantly retail to the north, with residential to the west and south. The Queensway dual carriageway abuts immediately to the east. The site is currently used as a car wash, with a low intensity of development.
Policy considerations	Lies outside the Local Plan Defined Shopping Centre, and regarded as an edge of centre location.
Accessibility	Readily accessible from the Queensway by vehicle. The site is also within easy walking distance of Southchurch Road retail parade, and the High Street.
Development Potential	A small site which could offer redevelopment potential for retail uses and is located at a visible gateway site. However a more radical approach – and one which could create a more attractive development package would be to include 108 – 114 Southchurch Road into the development envelope. This would require land assembly to occur. Were this to be achieved, then there is the possibility of providing a moderate sized anchor store in this location, ideally fronting Southchurch Road (service access could still be forged off of Queensway). This could help to strengthen the eastern end of Southchurch Road, given the fairly weak trading environment here. The location could suit a range of occupiers, including perhaps a small convenience store, possibly a unit targeted towards bulky goods sellers or even a series of modern retail units aimed at independent traders.
Other Comments	Availability of the site would need to be determined through discussion with landowner(s). To maximise the potential of this site may well require assembling of the site either through private treaty or possibly through the Council using Compulsory Purchase powers, if felt necessary. Reasonably good prospect of integrating well with existing retail offer of Southchurch Road.

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Land at the junction of Southchurch Road and Queensway



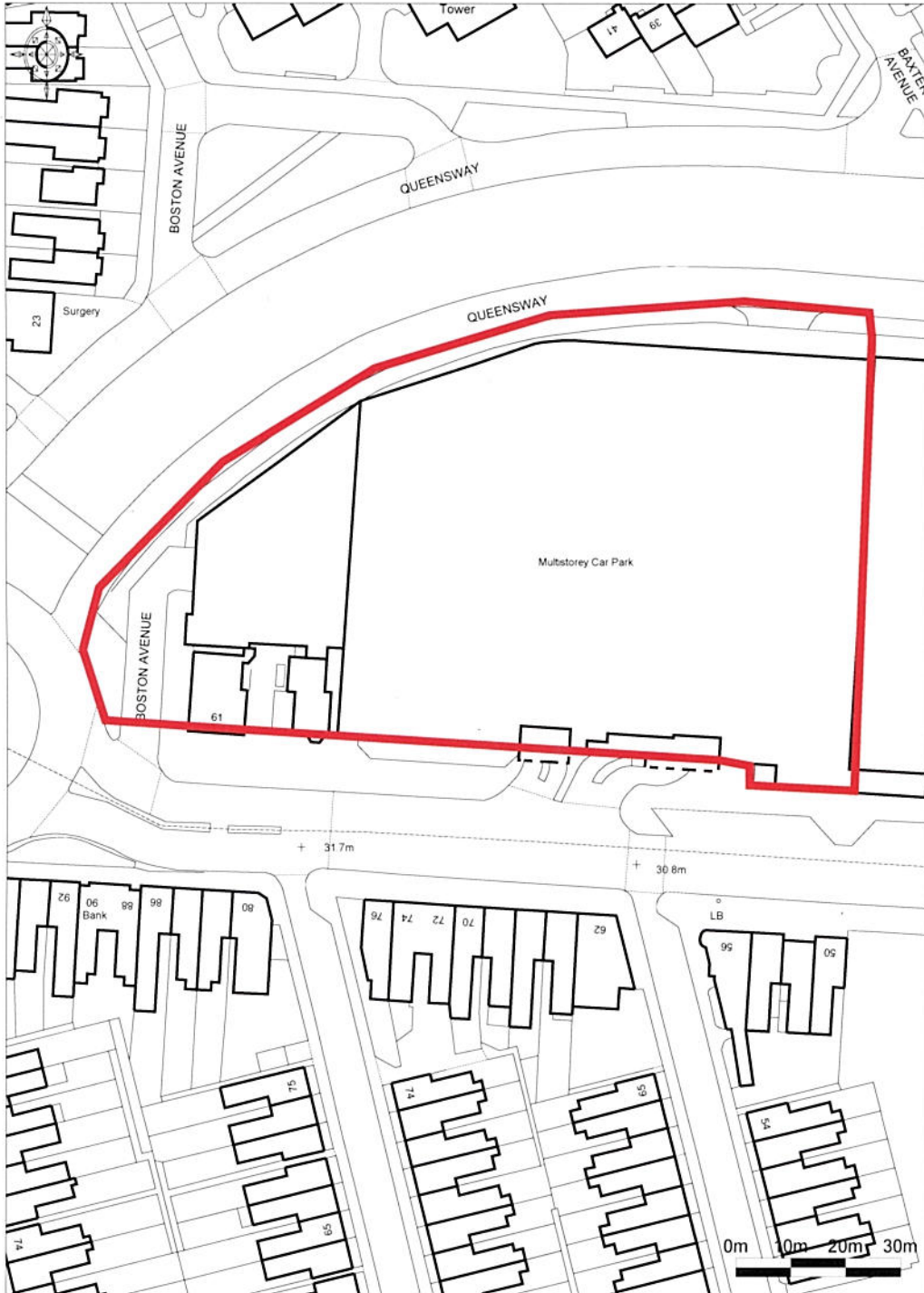
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SOUTHEND – LONDON ROAD CAR PARK

Location	The site lies at the western end of London Road, with Queensway to the north.
Ownership	Anticipated to be in multiple private ownership.
Site Characteristics	Moderate sized site of around 2.4 acres. Surrounding land uses are predominantly retail to the south and east with the Queensway dual carriageway wrapping round the north and the west. The site is currently used as a multi-storey car park with an estimated 450 spaces, with several small retail units and a car repair outlet.
Policy considerations	Lies adjacent to the Local Plan Defined Shopping Centre and the Secondary Shopping Frontage of London Road, in an edge of centre location.
Accessibility	Very accessible off Queensway for vehicles and within close proximity to Southend Victoria train station. Bus stops are also within easy walking distance of the site. Within easy walking distance of High Street.
Development Potential	To realise this development opportunity would require the assembling of a series of separate interests. If this could be achieved then there may be the possibility of reconfiguring the site to allow retail on the ground floor, potentially in the form of larger units. The reprovision of car parking would however need to be considered although could perhaps be stacked above new commercial uses on the ground floor. There may also be scope to widen the site to include the foodstore to the east, depending on the owners aspirations for this site. This could open up the opportunity for a more holistic approach to redevelopment in this area. This development opportunity should be considered a longer term prospect.
Other Comments	Potentially a more challenging opportunity given the scale of car parking, its multi-storey format and fairly modern facility. Availability would be subject to discussions with landowners. Good potential to connect well with the Primary Shopping Area.

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London Road Car Park



WESTCLIFF - HAMLET COURT ROAD CAR PARK

Location	The site lies at a very prominent location at the junction of Hamlet Court Road and London Road.
Ownership	Understood to be in the ownership of Southend Borough Council.
Site Characteristics	Level L shaped site of around 1 acre, presently used as a surface car park. The site is currently used as a surface car park. Surrounding land uses are predominantly residential to the north, with retail to the west, east and south. Site size – c. 4,522 sq m.
Policy considerations	The site lies adjacent to the Local Plan Defined Shopping Centre
Accessibility	Very accessible site, with bus stops aligned along the southern edge of the site. Readily accessible by foot and vehicle.
Development Potential	Could provide space for a range of unit sizes fronting London Road. These could be aimed at both small to medium sized occupiers (the latter may be more attractive, given the high number of smaller units present which are generally favoured by independent/niche retailers). Subject to design, potential to retain some car parking spaces at the rear of the site. Upper floors could be given over to residential uses, and possibly including other uses such as small scale offices.
Other Comments	Release of this site would require consideration of the Council’s future car parking policy and the need to reprovide spaces, if necessary. Site availability dependent on Council’s willingness to release site for redevelopment. However should this be possible the redeveloped site has the potential to strengthen the retail offer in the heart of Westcliff, and integrate well with the existing retail offer.

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Westcliff - Hamlet Court Road Car Park



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WESTCLIFF – NORTH ROAD/BRIGHTEN ROAD/LONDON ROAD

Location	The site fronts London Road, North Road and Brighten Road.
Ownership	Site ownership is split between Southend Borough Council (car park) and private freehold ownership.
Site Characteristics	Level site, with significant portion used as a car park. Prominent area fronting London Road is occupied with a car wash operation. To the west lies a Telephone Exchange and depot. A mix of generally poor quality space occupies this roughly triangular shaped site. Site size – c. 2,900 sq m.
Policy considerations	The site is at an edge of centre location within c. 100 metres to the designated secondary frontages of Westcliff and c. 300 metres of the primary frontages. Currently used as a car park, and loss of car space may potentially need to be replaced or reprovided elsewhere.
Accessibility	Very accessible location, with a high number and frequency of bus services operating along London Road.
Development Potential	To facilitate development and create an attractive site for retail uses would require the merging of the two key interests. If this is achieved, then the site may provide scope for new retail space fronting London Road, with potential for residential or office uses above and to the rear. Alternatively, the site might meet the requirements of a small scale convenience store, with scope to retain some car parking. There may however be wider opportunity to incorporate all of the land bounded by North Road, Brighten Road and London Road to regenerate this poor quality urban environment. This would have the potential to increase the amount of retail floorspace achievable through redevelopment.
Other Comments	The site is at the periphery of Westcliff’s retailing frontage. More centrally located sites in Westcliff would be considered more sequentially appropriate for retail uses. New retail development here could however create a stronger anchor use at the eastern end of the centre. Availability dependent on discussions with landowners and Council’s willingness to release site for redevelopment. Land assembly would need to occur.

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Westcliff - North Road Car Park and Adjacent Land



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LEIGH ON SEA – 130 – 136 THE BROADWAY

Location	The site fronts The Broadway at the eastern end of Leigh town centre.
Ownership	Mixed private ownership
Site Characteristics	A small site which slopes north to south. Good visibility onto The Broadway. Current land uses are a vacant former cleaning supplies warehouse and an existing car wash. Land uses to the north are primarily retail, with residential to the east and south. To the west lies the vacant Grand Hotel. Site size – c.1,400 sq m.
Policy considerations	The site lies adjacent to the Local Plan Defined Shopping Centre, and within a Fringe Commercial Area.
Accessibility	Within relatively easy walking distance of the main Broadway thoroughfare of Leigh on Sea. Bus stops are also provided in fairly close proximity to the site with frequent services available. On street parking is also available.
Development Potential	There is potential to re-use the existing building through refurbishment for retail uses or to implement the planning permission in place for this plot. However a more ambitious and potentially more attractive development proposition would be to include the car wash site to the south as a package. Were this to occur then a series of small to medium sized retail units could front The Broadway, with the possibility of residential stacked above. Land assembly is most likely to occur through private treaty negotiations.
Other Comments	Although at the edge of Leigh on Sea district centre, the site lies at a prominent position between the two key retail areas – Leigh Road and The Broadway. Good prospects of integrating well with existing retail offer. Availability of the whole site would be subject to discussions with landowners, although part of the site is currently vacant.

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Leigh on Sea: 103 - 136 The Broadway



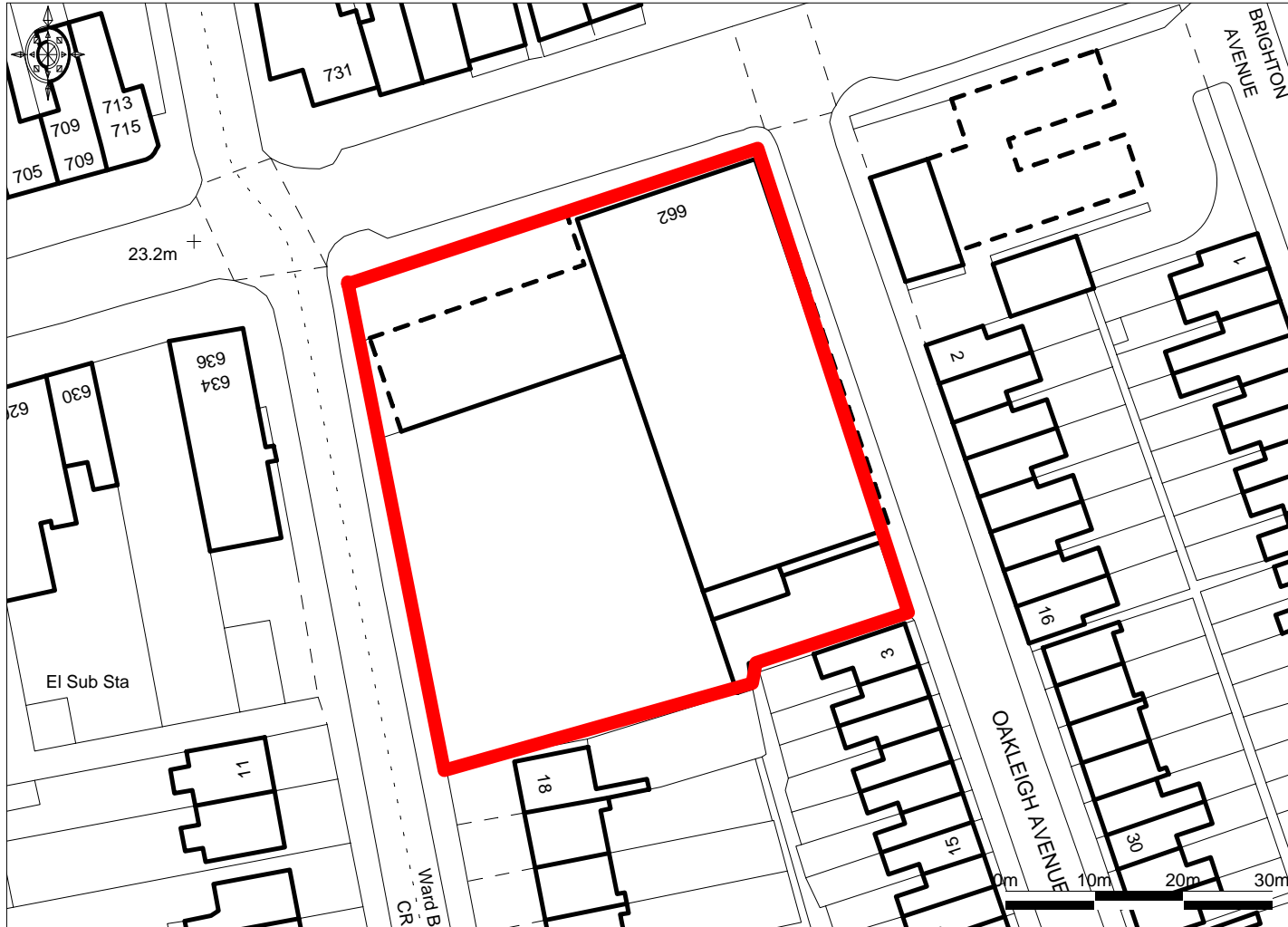
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SOUTHCHURCH – SOUTHCHURCH ROAD; LAND BETWEEN OAKLEIGH AVENUE AND SURBITON AVENUE

Location	The site fronts Southchurch Road, lying between Oakleigh Avenue and Surbiton Avenue.
Ownership	Site is understood to be in single ownership.
Site Characteristics	Fairly level site with good frontage to Southchurch Road. Access to site currently off Surbiton Avenue and Southchurch Road. Presently occupied by vacant car showroom. Surrounding uses are predominantly residential to the south, commercial to east and west and retail to the north. Site size c. 2,600 sq m
Policy considerations	Site defined as within a Fringe Commercial Area, and adjacent to secondary shopping frontage of Southchurch Road.
Accessibility	Accessible location due to high number of bus services operating along Southchurch Road.
Development Potential	Site has recently been granted planning permission (2009) for 3/4 storey block comprising 65 flats, basement car parking and cycle parking and 380 sq m of commercial floorspace, together with amenity areas and landscaping. Commercial floorspace has potential to be divided into several units for A1/A2/B1/D1 purposes (Ref S05/08/01458/FULM – Estuary Housing Association/Aitch Properties Ltd).
Other Comments	Development expected to commence soon, and site considered to be readily available and sequentially preferable for retail purposes.

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Land fronting Southchurch Road between Oakleigh Avenue and Surbiton Avenue



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SOUTHCHURCH - LAND AT THE JUNCTION OF SOUTHCHURCH ROAD AND ILFRACOMBE AVENUE

Location	The site lies at the junction of Southchurch Road and Ilfracombe Avenue, at the western end of the local centre.
Ownership	Understood to be in single ownership – Southend Borough Council
Site Characteristics	Level site, presently used as a pay and display surface car park. Surrounding uses are predominantly residential, save to the north with retail uses fronting Southchurch Road. Site size c. 1,100 sq m
Policy considerations	The site falls outside the defined Local Plan Secondary Retail Frontages of Southchurch Road, and is considered to be edge of centre.
Accessibility	Accessible location due to high number and frequency of bus services operating along Southchurch Road.
Development Potential	If redeveloped, scope to provide a stronger frontage to Southchurch Road. Scale of site likely to suit small to medium sized retail units. Anticipated that other uses such as residential would be stacked above ground floor retail uses.
Other Comments	The site should only be considered as a longer term prospect for developing additional retail space. There remain a number of new retail units which are vacant along Southchurch Road. In addition, development at Surbiton Avenue will provide further new space. It would be expected for this space to be used before increasing retail space in the centre further. Any development will also need to be consistent with the Council’s parking policy, and the potential need to reprovide any loss of spaces. Availability would be dependent on the Council’s views on releasing the site for redevelopment.

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Southchurch - Land at the Junction of Southchurch Road and Ilfracombe Avenue



EASTWOOD – 336 – 68 RAYLEIGH ROAD

Location	The site fronts Rayleigh Road, in the core of Eastwood Local Centre.
Ownership	Mixed (public and private) ownership including Southend Borough Council.
Site Characteristics	Moderately sloping site of 2,640 sq m, with good frontage to Rayleigh Road. Access to the site is off Rayleigh Road. Presently occupied by several uses – surface car park managed by Southend Borough Council; a small police station and Alleycat Tyres Garage. Surrounding uses are retail to east and west, with residential to the north.
Policy considerations	Site lies within defined secondary frontages of Eastwood local centre. Redevelopment would need to consider the extent that parking needs to be reprovided.
Accessibility	Relatively accessible, with a number of bus services operating along Rayleigh Road. Availability of on street parking plus easy walking distance for local residents.
Development Potential	To realise the development potential of this site would require the assembling of interests to create an attractive site. This would require the relocation or extinguishment of existing uses. A likely development mix would be retail uses fronting Rayleigh Road, with either parking, residential development (or a combination) to the rear, and possibly too residential above.
Other Comments	The availability of this site is dependent on the aspirations of the landowners. If redevelopment were to occur then there is the prospect of creating a stronger frontage to Rayleigh Road at a sequentially preferable location.

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Eastwood - 366-368 Rayleigh Road



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