

supplementary planning document 1
design and townscape Guide
2009

local development framework
delivering regeneration and growth



Foreword

The challenge facing the town is to create the right balance between meeting people's needs, maintaining a viable economic base and improving local facilities through new development, and sustaining a pleasant and attractive environment for residents, workers and visitors.

High quality design will play a key role in delivering this objective. Good urban design is essential if we are to produce attractive, high-quality, sustainable places in which people will want to live, work and relax.

We do not have to put up with substandard, unimaginative and second-rate buildings which dilute local distinctiveness. New development should build on the positive characteristics of an area. Where local character is weak, good design can help to bring places back to life. Good design always arises from a thorough and caring understanding of place and context but this can only be achieved with skilled designers and the commitment of the Council to accepting only well designed and considered schemes.

In addition to the layout and aesthetics of a scheme the Council is committed to delivering sustainable development in the Borough which is in line with its commitment to the Nottingham Declaration which requires the Council to tackle climate change and reduce carbon emissions across the Borough, including making all new homes zero carbon by 2016. New development will be expected to meet this challenge as an integral part of their design.

This document has therefore been produced to assist designers, developers and decision makers in identifying the key aspects to consider when designing new buildings for Southend. No two sites are identical and there is no such thing as a 'blueprint for good design' in the Borough, but by identifying the necessary steps in the process and analysing local character, together we should be able to achieve high quality sustainable places where people want to live and contribute to the renaissance of Southend.

Andrew Meddle
Head of Service for Planning and Transport

Southend on Sea Borough Council

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Document Availability and Alternative Formats

This Document has been produced in accordance with the Disability and Discrimination Act and the Governments “Lets Make it Accessible” guidelines. The Document can be made available in alternative formats, including braille, the spoken word, large print, and other languages. Anyone requiring such alternative formats should contact;

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introduction

section one



1. Introduction

1.1 The Strategic Importance of Good Design

1.1.1 Expectations

1. People care deeply about their local area. They expect good quality design in new development, renovation schemes, streets and urban spaces whilst safeguarding and enhancing local character. Interesting buildings, quality streets, good relationships with existing development, and the use of public art and landscaping can all help to develop local identity and places people are proud of.

1.1.2 Commitment to Urban Renaissance and Thames Gateway

2. Good quality urban design is a vital component and key catalyst of sustainable urban renaissance. And it will drive regeneration of the Thames Gateway which is a national and regional priority. The 'vision' for South Essex, including the Borough, is to make it a focal point for major economic regeneration, attracting investment in buildings infrastructure and open spaces. Good quality design will help urban renaissance and regeneration to increase opportunities for local people, improve housing and the local environment, provide new infrastructure, create a sense of place and identity and provide a better quality of life for everyone. This means a greater emphasis is needed on the use of buildings, the public realm, streets, open spaces and landscaping – the public realm – and how these elements relate to each other to create a unique sense of place and identity.

3. Southend-on-Sea is the cultural and intellectual hub within the Gateway and a higher education centre of excellence for South Essex. The Council is also working with CABI and the Thames Gateway Partnership to draw up a Design Pact. This will further emphasise the Borough's commitment to high quality design.

Further information on the Thames Gateway Design Pact can be found on the CABI website www.cabi.org.uk

1.1.3 Commitment to Sustainability

Policy Link - Core Strategy Policy KP2:
Development Principles

4. Successful urban renaissance and regeneration require development to be sustainable. The Borough Council is committed to sustainability and the principles of urban renaissance and regeneration. It recognises that sustainable development relates to the built and natural environment but also has social and economic dimensions. Sustainable urban renaissance is about creating a quality of life that makes living in the town desirable – that includes high quality development, sustainable building practices making better use of land, water and energy, and increasing the sense of community. Development and investment in Southend must contribute to creating quality urban environments where there is a diversity of activity.

5. Ease of access for everyone to a range of opportunities, and responsive urban design. At the same time major consideration needs to be given to the following:

- Climate change and flood risk and the important role design of buildings and external spaces can have in contributing to the reduction in the use of resources (i.e using renewables and energy and water conservation/generation);
- Crime and disorder and again the role of design of buildings and spaces, etc.;
- Conservation and enhancement of built heritage and biodiversity/natural resources etc.



The Southend Radio station building forms a new vibrant landmark on the Seafront.

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- Conservation and enhancement of built heritage and biodiversity/natural resources etc.



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6. Development proposals will be expected to contribute significantly to the creation of a high quality and sustainable urban environment which enhances and complements the natural and built assets of Southend.

1.1.4 Commitment to the Environment

Policy Link - Core Strategy Policy KP2: Development Principles

7. The Borough Council is committed to improving the quality and sustainability of all development throughout the Borough whilst protecting the town's natural and built resources including:

- create a 'Green Grid' of high quality, linked and publicly accessible open spaces across the town, linked to the rest of the sub-region as appropriate;
- Protect and enhance both the natural and leisure environment and setting of the River Thames and other watercourses in the town;
- Provide for the effective management of land on the urban fringe – the interface between town and country – to provide an effective community resource and setting that enhances and protects the Metropolitan Green Belt;
- Honour commitment to the Nottingham Declaration which requires the Council to tackle climate change and reduce carbon emissions across the Borough, including making all new homes zero carbon by 2016.
- Encourage High Quality Public Transport Links.

1.1.5 Commitment to Good Design

Policy Link - Core Strategy Policy CP4: The Environment and Urban Renaissance - 1

8. The Borough Council's commitment to good design will create attractive, high-quality living environments in which people will choose to live, work and play. Development will be expected to provide places of character and distinction, which are accessible to all, sustainable and secure. Creative and innovative design will also help achieve sustainable development in making the best use of

previously developed land and improving the quality and attractiveness of residential areas.

9. The standard of development proposals has often been disappointing, particularly when they fail to maximise the design potential of the site by using its characteristics and features and recognising its local context, and when they use inappropriate clichéd design features which rarely contribute to the street scene and have little to do with local distinctiveness. New housing is all too often criticised for being poor quality and out of context. Designers should therefore be committed to achieving good design for development and be adequately skilled to do so.

10. In order to obtain high quality, developers should employ skilled designers to provide the best solution for each particular context whilst taking a holistic design approach.

1.2 Design Award Scheme

11. To assist in the recognition and promotion of high quality design in the Borough, the Council operates a Design Award scheme every 1-2 years. It is open to all developments that have received planning permission in the previous five years and includes categories for both new build and conservation projects. This initiative has grown in stature over the years and an improvement in design quality through the Borough is evident and the Design and Townscape Guide is playing its part in raising the standard of entries for this scheme.



Extension to Westcliff High School for Girls contrasts effectively with the traditional school building.

Further details about the Design Award Scheme including how to enter can be found on the Council's website www.southend.gov.uk Note: Other specialist categories may be added in the future. Please see the Council's website for further details.

1.3 Purpose of the Guide

12. The aims of this Guide, therefore, are to inspire and positively encourage high quality development proposals, to provide a practical basis for achieving this and to assist the Council in resisting poor quality development. Development which fails to respect the principles of high quality design will be refused.

13. The Guide will assist applicants in recognising the sensitivity of their site context and its surroundings, in realising the development potential of individual sites and in contributing to the revival of civic pride and a sense of place for the Borough.

14. The Guide is therefore intended for:
- Developers and their designers when designing new buildings and extensions;
 - Residents and property owners, to inform and encourage good design practice when considering alterations to existing buildings;
 - Council Planning Officers to assist in assessing the design quality and ultimately determining planning applications;
 - To guide the Council's own development proposals for Council owned buildings and in the public realm.

15. Southend Borough Council recognises that good urban design requires a 'partnership' approach between the planning authority and applicants for the benefit of the physical and built environment, the public and the local economy. This design guidance does not, therefore, prescribe specific solutions or set rigid or empirical design standards, but instead indicates options which emphasise and illustrate design objectives or principles. It is essential that applicants and their agents recognise the importance of, and adhere to, these objectives and principles in respect of all development.



The atrium and pod of the South East Essex College provides a stimulating learning environment for students.

1.4 How to Use the Guide

16. The Guide is divided up into 14 sections:

1. Introduction
2. Site Appraisal
3. Creating Successful Places
4. Building Form
5. Intensification
6. Relationship with Neighbours
7. Accessibility and Community Safety
8. Sustainable Development and Design
9. The Historic Environment
10. Alterations and Additions to Existing Buildings
11. Additional Guidance for Commercial Schemes
12. Telecommunications
13. Making an Application
14. Development Checklist

17. These sections outline the key considerations in each area. It is recommended that designers read the sections relevant to their development prior to commencing the design process. Section 14 is a series of questions that should be able to be answered positively in relation to the development. These include the 20 'Building for Life' criteria questions which have been adopted by the Government as a Core Indicator for assessing the quality of new housing development. These questions are used by Development Control to assess applications. They should also be used by the designers as prompts for the Design and Access Statement which is now a requirement for all planning applications.

The Building for Life Criteria can be found in Appendix 3. Further information on Design and Access Statements including suggested headings can be found in Section 13. Further guidance and examples of best practice housing development can be found at www.buildingforlife.org Building for Life silver standard or above will be required as part of the Thames Gateway Design Pact. Further details on the Design Pact can be found on the CABE website www.cabe.org.uk.

1.5 Changes since Design and Townscape Guide 2006

18. The Design and Townscape Guide was first published in 2006 to assist in raising the standard for the design of design for development in the Borough. However, since then a number of new policy and guidance documents have been published including the Southend-on-Sea Core Strategy which sets out the spatial plan for development in the Borough. This has also been an opportunity to introduce and give a greater degree of clarity and detail to some areas of the original document. The key changes are:

- Update of introduction in light of recently adopted policy and guidance;
- Cross links to the Core Strategy, East of England Regional Spatial Strategy; saved Borough Local Plan Policies;
- Foreword and new section giving an overview of the Borough; and
- Revised structure to assist with navigation of the document.

19. Improved guidance on
- Scale, Height and Massing
 - Tall Buildings
 - Space Standards including Lifetime Home Standards
 - Sustainable Development and Design including sustainable drainage, Code for Sustainable Homes and BREEAM targets
 - The Historic Environment
 - Amenity Space Requirements
 - Backland and Infill Development
 - Pavement Cafes
 - How to Submit an Application

Other sections have been tweaked but without significant amendment.

1.6 The Status of this Guide

20. This Design and Townscape Guide is a Supplementary Planning Document (SPD) and is part of the Southend on Sea Local Development Framework (LDF). The LDF is a set of development plan documents (DPDs) and supplementary guidance documents (SPDs) that together form the planning framework for the town.

21. The purpose of the Design and Townscape SPD is to provide guidance for developers and investors about what will be expected in design and townscape terms in order that development proposals will meet the policy requirements of the LDF.

1.6.1 Policy Framework

22. The current planning policy framework for the town comprises:

Policy Documents

- National Planning Policy Statements
- The East of England Plan
- The Core Strategy DPD
- 'saved' Borough Local Plan (BLP) policies (until such time they are superseded by other Development Plan Documents in the LDF)

Supplementary Guidance Documents

- This document - the Design and Townscape Guide 2009 SPD (which supersedes the Design and Townscape



This dentist's surgery in Thorpe Bay has been deliberately designed to contrast the domestic architecture of the street.

Guide 2006; BLP Appendix 2 - Design Guidelines for Conservation Areas; Appendix 3 - 'Townscape Policy Guidance' and Appendix 4 - 'Design and layout guidelines for housing')

- Interim vehicle parking standards SPD

23. Other planning documents to be produced over a period of time as part of the Southend-on-Sea Local Development Framework (LDF) are set out in the adopted Local Development Scheme (LDS) (see Figure 1: Southend-on-Sea Local Development Framework).

24. The Southend-on-Sea Design and Townscape Guide seeks to deliver the Government's Sustainable Communities agenda in a way that is appropriate to local circumstances whilst also taking into account the aspirations and ambitions of the local community both now and in the future by seeking to capture the drive and enthusiasm in the town fostered by being part of the regeneration and growth area. In looking to the future, it has regard to the proposed aims, strategic objectives and policies in the following regional and local development plans:

- East of England Plan Regional Spatial Strategy (RSS 14): EERA, May 2008
- Southend-on-Sea Core Strategy Development Plan Document: Southend on Sea Borough Council, December 2007

1.6.2 Southend-on-Sea Local Development Framework

25. The Core Strategy Development Plan Document (adopted December 2007) sets out a clear aim and set of strategic objectives for the spatial planning policies that will guide development in the Borough to 2021. Improving the quality of the built and natural environment and minimising the impact on Climate Change are key to achieving national and local priorities in Southend.

The Aim

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.

To do this there is a need to release the potential of Southend's land and buildings to achieve measurable improvements in the town's economic prosperity, transportation networks, infrastructure and facilities; and the quality of life of all its citizens. **This will include safeguarding and improving the standards of the towns amenities and improving the quality of the natural and built environment.**

26. The Design and Townscape Guide in particular seeks to deliver the following Strategic Objectives for the Core Strategy DPD:

SO14 - Deliver high quality, well designed and attractive urban and natural environments which are safe, people friendly and distinctive, and which respect and enhance existing character and local amenity.

SO15 - Secure effective and efficient sustainable development which prevents or minimises local contributions to, and the impact of, climate change, flood risk and the depletion of non-renewable resources, including the application of sustainable construction and operation in all development through the prudent use of natural resources, energy efficiency and low carbon emissions, and the maximum use of renewable and recycled resources.

Core Strategy 2007

Core Strategy Policy KP2; Development Principles

All new development including transport infrastructure, should contribute to economic, social, physical and environmental regeneration in a sustainable way throughout the Thames Gateway Area, and to the regeneration of Southend's primary role within the Thames Gateway as a cultural and intellectual hub and a higher education centre of excellence. This must be achieved in ways which (inter alia);...

4. respect, conserve and enhance and where necessary adequately mitigate effects on the natural and historic environment, including the Borough's biodiversity and green space resources; ensure that European and international sites for nature conservation are not adversely affected and contribute positively towards the 'Green Grid' in Southend;

9. secure improvements to the urban environment through quality design;

10. respect the character and scale of the existing neighbourhood where appropriate;

11. include appropriate measures in design, layout, operation and materials to achieve

a. a reduction in the use of resources, including the use of renewable and recycled resources.

All development proposals should demonstrate how they will maximise the use of renewable and recycled energy, water and other resources. This applies during both construction and the subsequent operation of the development. At least 10% of the energy needs of new development should come from on-site renewable options (and/or decentralised renewable or low carbon energy sources), such as those set out in SPD 1 Design and Townscape Guide, wherever feasible. How the development will provide for the collection of re-usable and recyclable waste will also be a consideration;

b. avoidance of flood risk, or where, having regard to other sustainability considerations (see Section 2(i) and Policy KP1 above) a residual risk remains, the provision of measures to appropriately and adequately mitigate that risk. All development proposals should demonstrate how they incorporate 'sustainable urban drainage systems' (SUDS) to mitigate the increase in surface water run-off, and, where relevant, how they will avoid or mitigate tidal or fluvial flood risk;

c. avoidance or appropriate mitigation of actual

and potential pollution impacts of development;

d. a reduction in and prevention of crime. All development proposals should demonstrate how they have used design measures to help reduce crime and create environments that are safe, secure and people friendly;

e. enhancement to the ecological and amenity value of the environment where appropriate:

Policy CP4: The Environment and Urban Renaissance

Development proposals will be expected to contribute to the creation of a high quality, sustainable urban environment which enhances and complements the natural and built assets of Southend.

This will be achieved by:

1. promoting sustainable development of the highest quality and encouraging innovation and excellence in design to create places of distinction and a sense of place;

2. maximising the use of previously developed land, whilst recognising potential biodiversity value and promoting good, well-designed, quality mixed use developments;

3. ensuring design solutions that maximise the use of sustainable and renewable resources in the construction of development and resource and energy conservation (including water) in developments;



New Development in Undercliff Gardens makes the most of the estuary views.

4. providing for quality in the public realm through the use of imaginative and innovative design, sustainable and quality materials and landscaping and imaginative use of public art;
5. maintaining and enhancing the amenities, appeal and character of residential areas, securing good relationships with existing development, and respecting the scale and nature of that development;
6. creating safe, permeable and accessible development and spaces that encourage walking and cycling within 'Environmental Rooms';
7. safeguarding and enhancing the historic environment, heritage and archaeological assets, including Listed Buildings, Conservation Areas and Ancient Monuments ;
8. protecting and enhancing the town's parks, gardens and other urban open spaces, including all open areas whose townscape and amenity value is important to the surrounding area, and the biodiversity of the area;
9. safeguarding, protecting and enhancing nature and conservation sites of international, national and local importance;
10. creating and maintaining a 'Green Grid' of high quality, linked and publicly accessible open spaces across the town which contribute to and help develop the Thames Gateway Green Grid;
11. maintaining the function and open character of a sustainable Green Belt;
12. providing for the effective management of land uses on the urban fringe*, including landscape enhancement in respect of any development;
13. protecting natural resources from inappropriate development;
14. preventing reducing or remedying all forms of pollution including soil, water, noise and other forms of airborne pollution.

All development will be required to have regard to the Council's Design & Townscape Guide SPD.

*Urban fringe may be considered to be the countryside and other land 'spaces' immediately surrounding towns and cities. However no definitive definition exists at present.



Chalkwell Hall has been renovated to become a low carbon Arts Centre and includes a variety of renewable technologies. The feature wall in the front was created from original roof tiles and forms an interesting piece of public art for the park.

1.7 Overview of the Borough

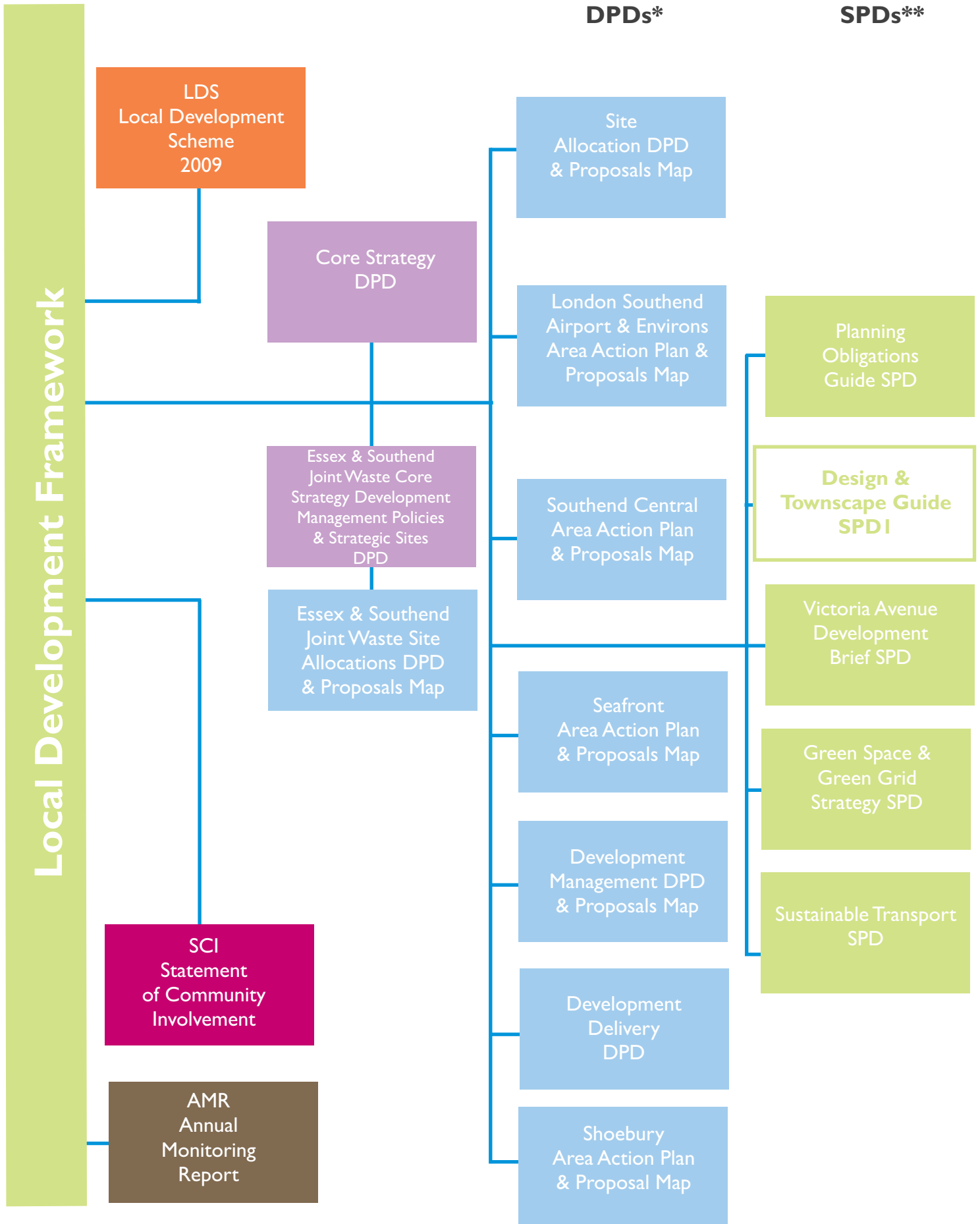
27. Southend is principally an urban area with a population of approximately 164,000 people and an area of about 42 square kilometres. It is situated on the northern side of the Thames Estuary. The seafront runs for 7 miles along the southern edge of the Borough and includes the world famous Southend Pier.

28. Southend is generally urban in character with a network of parks and open spaces and many street trees. It is of a mainly domestic scale with pockets of medium and high density development at key centres and along main routes. There are two railway lines into the Borough and two main vehicular access roads into the town, the A127 in the north of the Borough which forms the main freight route and the A13 London Road to the south which is more of a mixed commercial area and public transport corridor.

29. The residential areas of the Borough are very diverse in character ranging from the remains of the town's two medieval settlements, large areas of Victorian and Edwardian terraced housing, areas of more informal pre war and inter war housing of varying styles and sizes and a mix of more recent housing including both low and high density schemes.

30. Retail and offices are focused in Southend Town Centre but other more local shopping and commercial centres can be found outside the town centre and are generally based around the local centres.

Figure I: Southend on Sea Local Development Framework - Content



*Development Plan Document

** Supplementary Planning Document



An example of late Victorian architecture in Leigh. This style can be found across the Borough.

31. The more industrial areas of the town are generally located to the north of the Borough along the A127 which is the designated freight route and around London Southend Airport. These are separated from the residential areas but play an important role in providing local employment for the Borough although a significant number of residents commute to London and other areas for work.

32. Each part of the Borough has its own distinctive character but they are interlinked into one continuous urban area. A detailed character study of the Borough is planned and will further assist developers and planning officers to determine the context of development sites. This document, along with the Area Action Plans for Southend Central, the Seafront and Shoebury will be available on the Council's Website in due course www.southend.gov.uk

Further details of the Borough's Historic Environment can be found in Section 9 and in the Conservation Area Character Appraisals which can be viewed on the Council's website www.southend.gov.uk .

1.8 The Focus of New Development

Policy Link - Core Strategy KP1 - Spatial Strategy

33. The Core Strategy Policy KP1 sets out the spatial strategy for the Borough. Whilst there will be a number of small redevelopment opportunities across the Borough, the Core Strategy states that the primary focus for growth will be in Southend

Town Centre and Central Area, with appropriate regeneration and growth in the following areas:

- The Seafront
- Shoeburyness
- Priority Urban Areas which comprise of:
- the district centres of Westcliff, Leigh, Southchurch and Shoeburyness;
- the main industrial and employment areas; and
- Cluny Square Renewal Area (St Lukes Ward).

Further information on the Spatial Strategy for the Borough (including the Key Diagram which identifies these areas) can be found in the Core Strategy DPD which is available on the Council's website www.southend.gov.uk

34. All new development will have to demonstrate that the proposed scheme is a high quality design or it will not be considered acceptable. The Southend-on-Sea Design and Townscape Guide SPD is a material consideration when assessing planning applications. All development in the Borough will be required to have regard to this document, where appropriate, as determined by The Council. In addition, and in line with PPS3, the level of quality in new residential development will be assessed using the CABA Building for Life criteria.

1.9 Consultation

35. During its development the 2009 Design and Townscape Guide has been subject to wide public consultation. This process included targeted consultation of over 500 local and national specialist organisations, as well as interest groups and local residents and businesses. The changes have been publicised in the local press, local libraries and on the Council's Website The responses from this process have been used to inform the final document.

6. Development proposals will be expected to contribute significantly to the creation of a high quality and sustainable urban environment which enhances and complements the natural and built assets of Southend.

1.1.4 Commitment to the Environment

Policy Link - Core Strategy Policy KP2: Development Principles

7. The Borough Council is committed to improving the quality and sustainability of all development throughout the Borough whilst protecting the town's natural and built resources including:

- create a 'Green Grid' of high quality, linked and publicly accessible open spaces across the town, linked to the rest of the sub-region as appropriate;
- Protect and enhance both the natural and leisure environment and setting of the River Thames and other watercourses in the town;
- Provide for the effective management of land on the urban fringe – the interface between town and country – to provide an effective community resource and setting that enhances and protects the Metropolitan Green Belt;
- Honour commitment to the Nottingham Declaration which requires the Council to tackle climate change and reduce carbon emissions across the Borough, including making all new homes zero carbon by 2016.
- Encourage High Quality Public Transport Links.

1.1.5 Commitment to Good Design

Policy Link - Core Strategy Policy CP4: The Environment and Urban Renaissance - 1

8. The Borough Council's commitment to good design will create attractive, high-quality living environments in which people will choose to live, work and play. Development will be expected to provide places of character and distinction, which are accessible to all, sustainable and secure. Creative and innovative design will also help achieve sustainable development in making the best use of

previously developed land and improving the quality and attractiveness of residential areas.

9. The standard of development proposals has often been disappointing, particularly when they fail to maximise the design potential of the site by using its characteristics and features and recognising its local context, and when they use inappropriate clichéd design features which rarely contribute to the street scene and have little to do with local distinctiveness. New housing is all too often criticised for being poor quality and out of context. Designers should therefore be committed to achieving good design for development and be adequately skilled to do so.

10. In order to obtain high quality, developers should employ skilled designers to provide the best solution for each particular context whilst taking a holistic design approach.

1.2 Design Award Scheme

11. To assist in the recognition and promotion of high quality design in the Borough, the Council operates a Design Award scheme every 1-2 years. It is open to all developments that have received planning permission in the previous five years and includes categories for both new build and conservation projects. This initiative has grown in stature over the years and an improvement in design quality through the Borough is evident and the Design and Townscape Guide is playing its part in raising the standard of entries for this scheme.



Extension to Westcliff High School for Girls contrasts effectively with the traditional school building.

Further details about the Design Award Scheme including how to enter can be found on the Council's website www.southend.gov.uk Note: Other specialist categories may be added in the future. Please see the Council's website for further details.

1.3 Purpose of the Guide

12. The aims of this Guide, therefore, are to inspire and positively encourage high quality development proposals, to provide a practical basis for achieving this and to assist the Council in resisting poor quality development. Development which fails to respect the principles of high quality design will be refused.

13. The Guide will assist applicants in recognising the sensitivity of their site context and its surroundings, in realising the development potential of individual sites and in contributing to the revival of civic pride and a sense of place for the Borough.

14. The Guide is therefore intended for:
- Developers and their designers when designing new buildings and extensions;
 - Residents and property owners, to inform and encourage good design practice when considering alterations to existing buildings;
 - Council Planning Officers to assist in assessing the design quality and ultimately determining planning applications;
 - To guide the Council's own development proposals for Council owned buildings and in the public realm.

15. Southend Borough Council recognises that good urban design requires a 'partnership' approach between the planning authority and applicants for the benefit of the physical and built environment, the public and the local economy. This design guidance does not, therefore, prescribe specific solutions or set rigid or empirical design standards, but instead indicates options which emphasise and illustrate design objectives or principles. It is essential that applicants and their agents recognise the importance of, and adhere to, these objectives and principles in respect of all development.



The atrium and pod of the South East Essex College provides a stimulating learning environment for students.

1.4 How to Use the Guide

16. The Guide is divided up into 14 sections:

1. Introduction
2. Site Appraisal
3. Creating Successful Places
4. Building Form
5. Intensification
6. Relationship with Neighbours
7. Accessibility and Community Safety
8. Sustainable Development and Design
9. The Historic Environment
10. Alterations and Additions to Existing Buildings
11. Additional Guidance for Commercial Schemes
12. Telecommunications
13. Making an Application
14. Development Checklist

17. These sections outline the key considerations in each area. It is recommended that designers read the sections relevant to their development prior to commencing the design process. Section 14 is a series of questions that should be able to be answered positively in relation to the development. These include the 20 'Building for Life' criteria questions which have been adopted by the Government as a Core Indicator for assessing the quality of new housing development. These questions are used by Development Control to assess applications. They should also be used by the designers as prompts for the Design and Access Statement which is now a requirement for all planning applications.

The Building for Life Criteria can be found in Appendix 3. Further information on Design and Access Statements including suggested headings can be found in Section 13. Further guidance and examples of best practice housing development can be found at www.buildingforlife.org Building for Life silver standard or above will be required as part of the Thames Gateway Design Pact. Further details on the Design Pact can be found on the CABE website www.cabe.org.uk.

1.5 Changes since Design and Townscape Guide 2006

18. The Design and Townscape Guide was first published in 2006 to assist in raising the standard for the design of design for development in the Borough. However, since then a number of new policy and guidance documents have been published including the Southend-on-Sea Core Strategy which sets out the spatial plan for development in the Borough. This has also been an opportunity to introduce and give a greater degree of clarity and detail to some areas of the original document. The key changes are:

- Update of introduction in light of recently adopted policy and guidance;
- Cross links to the Core Strategy, East of England Regional Spatial Strategy; saved Borough Local Plan Policies;
- Foreword and new section giving and overview of the Borough; and
- Revised structure to assist with navigation of the document.

19. Improved guidance on
- Scale, Height and Massing
 - Tall Buildings
 - Space Standards including Lifetime Home Standards
 - Sustainable Development and Design including sustainable drainage, Code for Sustainable Homes and BREEAM targets
 - The Historic Environment
 - Amenity Space Requirements
 - Backland and Infill Development
 - Pavement Cafes
 - How to Submit an Application

Other sections have been tweaked but without significant amendment.

1.6 The Status of this Guide

20. This Design and Townscape Guide is a Supplementary Planning Document (SPD) and is part of the Southend on Sea Local Development Framework (LDF). The LDF is a set of development plan documents (DPDs) and supplementary guidance documents (SPDs) that together form the planning framework for the town.

21. The purpose of the Design and Townscape SPD is to provide guidance for developers and investors about what will be expected in design and townscape terms in order that development proposals will meet the policy requirements of the LDF.

1.6.1 Policy Framework

22. The current planning policy framework for the town comprises:

Policy Documents

- National Planning Policy Statements
- The East of England Plan
- The Core Strategy DPD
- 'saved' Borough Local Plan (BLP) policies (until such time they are superseded by other Development Plan Documents in the LDF)

Supplementary Guidance Documents

- This document - the Design and Townscape Guide 2009 SPD (which supersedes the Design and Townscape



This dentist's surgery in Thorpe Bay has been deliberately designed to contrast the domestic architecture of the street.

Guide 2006; BLP Appendix 2 - Design Guidelines for Conservation Areas; Appendix 3 - 'Townscape Policy Guidance' and Appendix 4 - 'Design and layout guidelines for housing')

- Interim vehicle parking standards SPD

23. Other planning documents to be produced over a period of time as part of the Southend-on-Sea Local Development Framework (LDF) are set out in the adopted Local Development Scheme (LDS) (see Figure 1: Southend-on-Sea Local Development Framework).

24. The Southend-on-Sea Design and Townscape Guide seeks to deliver the Government's Sustainable Communities agenda in a way that is appropriate to local circumstances whilst also taking into account the aspirations and ambitions of the local community both now and in the future by seeking to capture the drive and enthusiasm in the town fostered by being part of the regeneration and growth area. In looking to the future, it has regard to the proposed aims, strategic objectives and policies in the following regional and local development plans:

- East of England Plan Regional Spatial Strategy (RSS 14): EERA, May 2008
- Southend-on-Sea Core Strategy Development Plan Document: Southend on Sea Borough Council, December 2007

1.6.2 Southend-on-Sea Local Development Framework

25. The Core Strategy Development Plan Document (adopted December 2007) sets out a clear aim and set of strategic objectives for the spatial planning policies that will guide development in the Borough to 2021. Improving the quality of the built and natural environment and minimising the impact on Climate Change are key to achieving national and local priorities in Southend.

The Aim

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.

To do this there is a need to release the potential of Southend's land and buildings to achieve measurable improvements in the town's economic prosperity, transportation networks, infrastructure and facilities; and the quality of life of all its citizens. **This will include safeguarding and improving the standards of the towns amenities and improving the quality of the natural and built environment.**

26. The Design and Townscape Guide in particular seeks to deliver the following Strategic Objectives for the Core Strategy DPD:

SO14 - Deliver high quality, well designed and attractive urban and natural environments which are safe, people friendly and distinctive, and which respect and enhance existing character and local amenity.

SO15 - Secure effective and efficient sustainable development which prevents or minimises local contributions to, and the impact of, climate change, flood risk and the depletion of non-renewable resources, including the application of sustainable construction and operation in all development through the prudent use of natural resources, energy efficiency and low carbon emissions, and the maximum use of renewable and recycled resources.

Core Strategy 2007

Core Strategy Policy KP2; Development Principles

All new development including transport infrastructure, should contribute to economic, social, physical and environmental regeneration in a sustainable way throughout the Thames Gateway Area, and to the regeneration of Southend's primary role within the Thames Gateway as a cultural and intellectual hub and a higher education centre of excellence. This must be achieved in ways which (inter alia);...

4. respect, conserve and enhance and where necessary adequately mitigate effects on the natural and historic environment, including the Borough's biodiversity and green space resources; ensure that European and international sites for nature conservation are not adversely affected and contribute positively towards the 'Green Grid' in Southend;

9. secure improvements to the urban environment through quality design;

10. respect the character and scale of the existing neighbourhood where appropriate;

11. include appropriate measures in design, layout, operation and materials to achieve

a. a reduction in the use of resources, including the use of renewable and recycled resources.

All development proposals should demonstrate how they will maximise the use of renewable and recycled energy, water and other resources. This applies during both construction and the subsequent operation of the development. At least 10% of the energy needs of new development should come from on-site renewable options (and/or decentralised renewable or low carbon energy sources), such as those set out in SPD 1 Design and Townscape Guide, wherever feasible. How the development will provide for the collection of re-usable and recyclable waste will also be a consideration;

b. avoidance of flood risk, or where, having regard to other sustainability considerations (see Section 2(i) and Policy KP1 above) a residual risk remains, the provision of measures to appropriately and adequately mitigate that risk. All development proposals should demonstrate how they incorporate 'sustainable urban drainage systems' (SUDS) to mitigate the increase in surface water run-off, and, where relevant, how they will avoid or mitigate tidal or fluvial flood risk;

c. avoidance or appropriate mitigation of actual

and potential pollution impacts of development;

d. a reduction in and prevention of crime. All development proposals should demonstrate how they have used design measures to help reduce crime and create environments that are safe, secure and people friendly;

e. enhancement to the ecological and amenity value of the environment where appropriate:

Policy CP4: The Environment and Urban Renaissance

Development proposals will be expected to contribute to the creation of a high quality, sustainable urban environment which enhances and complements the natural and built assets of Southend.

This will be achieved by:

1. promoting sustainable development of the highest quality and encouraging innovation and excellence in design to create places of distinction and a sense of place;

2. maximising the use of previously developed land, whilst recognising potential biodiversity value and promoting good, well-designed, quality mixed use developments;

3. ensuring design solutions that maximise the use of sustainable and renewable resources in the construction of development and resource and energy conservation (including water) in developments;



New Development in Undercliff Gardens makes the most of the estuary views.

4. providing for quality in the public realm through the use of imaginative and innovative design, sustainable and quality materials and landscaping and imaginative use of public art;
5. maintaining and enhancing the amenities, appeal and character of residential areas, securing good relationships with existing development, and respecting the scale and nature of that development;
6. creating safe, permeable and accessible development and spaces that encourage walking and cycling within 'Environmental Rooms';
7. safeguarding and enhancing the historic environment, heritage and archaeological assets, including Listed Buildings, Conservation Areas and Ancient Monuments ;
8. protecting and enhancing the town's parks, gardens and other urban open spaces, including all open areas whose townscape and amenity value is important to the surrounding area, and the biodiversity of the area;
9. safeguarding, protecting and enhancing nature and conservation sites of international, national and local importance;
10. creating and maintaining a 'Green Grid' of high quality, linked and publicly accessible open spaces across the town which contribute to and help develop the Thames Gateway Green Grid;
11. maintaining the function and open character of a sustainable Green Belt;
12. providing for the effective management of land uses on the urban fringe*, including landscape enhancement in respect of any development;
13. protecting natural resources from inappropriate development;
14. preventing reducing or remedying all forms of pollution including soil, water, noise and other forms of airborne pollution.

All development will be required to have regard to the Council's Design & Townscape Guide SPD.

*Urban fringe may be considered to be the countryside and other land 'spaces' immediately surrounding towns and cities. However no definitive definition exists at present.



Chalkwell Hall has been renovated to become a low carbon Arts Centre and includes a variety of renewable technologies. The feature wall in the front was created from original roof tiles and forms an interesting piece of public art for the park.

1.7 Overview of the Borough

27. Southend is principally an urban area with a population of approximately 164,000 people and an area of about 42 square kilometres. It is situated on the northern side of the Thames Estuary. The seafront runs for 7 miles along the southern edge of the Borough and includes the world famous Southend Pier.

28. Southend is generally urban in character with a network of parks and open spaces and many street trees. It is of a mainly domestic scale with pockets of medium and high density development at key centres and along main routes. There are two railway lines into the Borough and two main vehicular access roads into the town, the A127 in the north of the Borough which forms the main freight route and the A13 London Road to the south which is more of a mixed commercial area and public transport corridor.

29. The residential areas of the Borough are very diverse in character ranging from the remains of the town's two medieval settlements, large areas of Victorian and Edwardian terraced housing, areas of more informal pre war and inter war housing of varying styles and sizes and a mix of more recent housing including both low and high density schemes.

30. Retail and offices are focused in Southend Town Centre but other more local shopping and commercial centres can be found outside the town centre and are generally based around the local centres.



An example of late Victorian architecture in Leigh. This style can be found across the Borough.

31. The more industrial areas of the town are generally located to the north of the Borough along the A127 which is the designated freight route and around London Southend Airport. These are separated from the residential areas but play an important role in providing local employment for the Borough although a significant number of residents commute to London and other areas for work.

32. Each part of the Borough has its own distinctive character but they are interlinked into one continuous urban area. A detailed character study of the Borough is planned and will further assist developers and planning officers to determine the context of development sites. This document, along with the Area Action Plans for Southend Central, the Seafront and Shoebury will be available on the Council's Website in due course www.southend.gov.uk

Further details of the Borough's Historic Environment can be found in Section 9 and in the Conservation Area Character Appraisals which can be viewed on the Council's website www.southend.gov.uk.

1.8 The Focus of New Development

Policy Link - Core Strategy KP1 - Spatial Strategy

33. The Core Strategy Policy KP1 sets out the spatial strategy for the Borough. Whilst there will be a number of small redevelopment opportunities across the Borough, the Core Strategy states that the primary focus for growth will be in Southend

Town Centre and Central Area, with appropriate regeneration and growth in the following areas:

- The Seafront
- Shoeburyness
- Priority Urban Areas which comprise of:
- the district centres of Westcliff, Leigh, Southchurch and Shoeburyness;
- the main industrial and employment areas; and
- Cluny Square Renewal Area (St Lukes Ward).

Further information on the Spatial Strategy for the Borough (including the Key Diagram which identifies these areas) can be found in the Core Strategy DPD which is available on the Council's website www.southend.gov.uk

34. All new development will have to demonstrate that the proposed scheme is a high quality design or it will not be considered acceptable. The Southend-on-Sea Design and Townscape Guide SPD is a material consideration when assessing planning applications. All development in the Borough will be required to have regard to this document, where appropriate, as determined by The Council. In addition, and in line with PPS3, the level of quality in new residential development will be assessed using the CABA Building for Life criteria.

1.9 Consultation

35. During its development the 2009 Design and Townscape Guide has been subject to wide public consultation. This process included targeted consultation of over 500 local and national specialist organisations, as well as interest groups and local residents and businesses. The changes have been publicised in the local press, local libraries and on the Council's Website. The responses from this process have been used to inform the final document.