ADDENDUM

The Management of Designated Shopping Frontages in Southend-on-Sea - Technical Report

July 2014

Addendum to the Management of Designated Shopping Frontages in Southend-on-Sea- Technical Report - July 2014

Background

This Addendum should be read in combination with the published technical report 'The Management of Designated Shopping Frontages in Southend-on-Sea (Oct 2013)'. The Addendum presents the findings of a use class survey for all the Secondary Shopping Frontages as proposed by the Revised Proposed Submission Development Management DPD and defined on the accompanying Policies Map.

The Secondary Shopping Frontages located throughout the Borough are characterised as areas containing a clear retail element whilst offering greater opportunities for flexibility and a diversity of uses. This is in acknowledgement that these are not just shopping destinations and that appropriate complementary uses can enhance local centres, often encouraging footfall beyond the working day.

The approach to managing Secondary Shopping Frontages is being progressed by the Development Management DPD. A key element of the approach is to maintain an active frontage so as to create pedestrian interest and footfall and assist in meeting the day-to-day needs of local communities.

Use Class Survey

Following the Secondary Shopping Frontage survey implemented in September 2013, set out in 'The Management of Designated Shopping Frontages in Southend-on-Sea (Oct 2013)', a revised proposed submission version of the DM DPD was published in April 2014.

A survey was subsequently carried out in July 2014 to present the use class composition of each Secondary Shopping Frontage area[1]. The results of this survey are available at Appendix 1. Table 1, below, presents the use class groupings used in the survey and details a number of examples of the type of premises that constitute that use class – the list is not exhaustive.

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[1] Secondary Shopping Frontages (SSF) are defined in the *Revised Proposed Submission Development Management DPD (DM DPD) Policies Map* and set out in Appendix E of *The Management of Designated Shopping Frontages in Southend-on-Sea (Oct 2013)* – note the areas presented in Appendix E as 'R*emoved Shopping Frontage Designation*' were not surveyed as they no longer form part of the SSF as defined by the DM DPD.

Table 1: Use Classes Order 1997 (as amended)

Use Class	Examples of the types of premises
A1	Shops, Post Office, Travel Agency, Hairdressers.
A2 – A5	Banks, Estate Agents, Betting Offices, Restaurants and Cafes, Public Houses, Hot food sale for consumption off the premises.
B	Business, Offices other than Class A2.
D	Non-residential institutions, Clinics, Health Centres, Training Centres, Places of Worship.
Sui Generis	Theatres, Petrol Stations, Casinos, Shops selling motor vehicles.
C3	Dwelling House.
If the unit was vacant the above use class was not measured and a 'vacant' record was taken	

Vacancies

The proportion of vacant street level property provides a strong indication of the health of shopping frontages. It should, however, be considered with a degree of caution as vacancies can arise even in the strongest centres, particularly where properties are undergoing alterations or extensions. The size of the Secondary Shopping Frontage area is also of relevance; for example a single vacant unit in an area with just a few premises will suggest a high vacancy rate, although the general 'health' of the Secondary Shopping Frontage area as a whole may be strong.

Table 2 outlines the vacancy rate of each Secondary Shopping Frontage (SSF) area as defined on the Development Management DPD Policies Map. The results suggest that the majority of the designated SSF are 'in good health'; characterised by a low vacancy rate.

However, area 19 Victoria Avenue/ Fairfax Drive has a very high vacancy rate, although it should be noted that four of these vacant units were recently vacated by 1 tenant. Area 18 West Street/ Victoria Avenue also has a relatively high vacancy rate of 27.3%; this equates to 6 units being vacant – however, it should be noted that there are 15 active commercial units within this SSF area that provide an important local service.

The Council will monitor the role and function of the secondary frontages through regular surveys to ascertain the range of goods and services available to shoppers and visitors, and to identify any significant and long term trends.

Table 2: Proportion of units vacant per Secondary Shopping Frontage Area (July 2014)

Secondary Shopping Frontage Area	Total units	% vacant	No. vacant
19. Victoria Avenue/Fairfax Drive	7	71.4%	5
18. West Street/Victoria Avenue	22	27.3%	6
15. Sutton Road	5	20%	1
42. Leigh Road/ Near Broadway	27	18.5%	5
39. Rayleigh Road/ Kents Elm Corner	6	16.7%	1
25. Fairfax Drive	13	15.4%	2

45. Rectory Grove	13	15.4%	2
35. London Road/ Nelson Road	20	15.0%	3
30. Hamlet Court Rd South	22	13.6%	3
28. London Road /Hamlet Court Rd North	87	12.6%	11
48. Eastwood Road North	26	11.5%	3
16. Cluny Square	9	11.1%	1
36. Bridgewater Drive	9	11.1%	1
51. Rayleigh Road	27	11.1%	3
47. Elmsleigh Drive	10	10.0%	1
27. London Road/ West Road	58	8.6%	5
34 London Road/ Chalkwell Park	35	8.6%	3
41. Leigh Road	79	7.6%	6
22. Hobleythick Lane/Prince Avenue	14	7.1%	1
4. Ness Road, Shoeburyness	29	6.9%	2
1. High Street, Shoeburyness	15	6.7%	1
17. Sutton Road (North)	15	6.7%	1
11. Southchurch Road	80	6.3%	5
55. London Road / Hadleigh Road	38	5.3%	2
14. Sutton Road (South)	34	2.9%	1
2. The Renown	9	0%	0
7. Barnstaple Road	5	0%	0
8. Shoebury Road	3	0%	0
9/10 Hamstel Road	20	0%	0
12. Woodgrange Drive	30	0%	0
13. Southchurch Avenue	9	0%	0
20. Cuckoo Corner	10	0%	0
21. Prince Avenue/Rochford Road	15	0%	0
23. Rochford Road	4	0%	0
24. Eastwoodbury Crescent	4	0%	0
32. The Ridgeway	16	0%	0
38. Rayleigh Road/ Whitehouse Road	7	0%	0
40. Bridgewater Drive/ Prince Avenue	6	0%	0
44. Elm Road	5	0%	0
46. London Road/ Station Road	23	0%	0
49. Eastwood Old Road/ The Fairway	8	0%	0
50. Rayleigh Road/ The Rodings	35	0%	0
52. London Road / Highlands Boulevard	19	0%	0
54. London Road / Gordon Road	19	0%	0

Appendix 1: Survey of Secondary Shopping Frontages as Proposed by the Development Management DPD (July 2014)[2]

1. High Street, Shoeburyness	
Total units	15
Use Class	Proportion of Units
A1	46.7%
A2-A5	6.7%
B Class	0.0%
D Class	6.7%
Sui Generis	0.0%
C3	33.3%
Vacant	6.7%
Total	100.0%

2. The Renown	
Total units	9
Use Class	Proportion of Units
A1	33.3%
A2-A5	33.3%
B Class	0.0%
D Class	22.2%
Sui Generis	0.0%
C3	11.1%
Vacant	0.0%
Total	100.0%

4. Ness Road, Shoeburyness	
Total units	29
Use Class	Proportion of Units
A1	41.4%
A2-A5	48.3%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	3.4%
Vacant	6.9%
Total	100.0%

7. Barnstaple Road	
Total units	5
Use Class	Proportion of Units
A1	80.0%
A2-A5	0.0%
B Class	0.0%
D Class	20.0%
Sui Generis	0.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

8. Shoebury Road	
Total units	3
Use Class	Proportion of Units
A1	33.3%
A2-A5	33.3%
B Class	0.0%
D Class	33.3%
Sui Generis	0.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

9/10 Hamstel Road	
Total units	20
Use Class	Proportion of Units
A1	45.0%
A2-A5	35.0%
B Class	5.0%
D Class	5.0%
Sui Generis	10.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

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[2] Note: Some of the numbering of the SSF is omitted as these relate to either Primary Shopping Frontage or Secondary Shopping Frontage areas no longer being progressed by the DM DPD. Please refer to the *Management of Designated Shopping Frontages in Southend-on-Sea (Oct 2013)*.

11. Southchurch Road	
Total units	80
Use Class	Proportion of Units
A1	58.8%
A2-A5	21.3%
B Class	0.0%
D Class	7.5%
Sui Generis	2.5%
C3	3.8%
Vacant	6.3%
Total	100.0%

12. Woodgrange Drive	
Total units	30
Use Class	Proportion of Units
A1	73.3%
A2-A5	20.0%
B Class	0.0%
D Class	3.3%
Sui Generis	3.3%
C3	0.0%
Vacant	0.0%
Total	100.0%

13. Southchurch Avenue	
Total units	9
Use Class	Proportion of Units
A1	33.3%
A2-A5	33.3%
B Class	0.0%
D Class	0.0%
Sui Generis	11.1%
C3	22.2%
Vacant	0.0%
Total	100.0%

14. Sutton Road (South)	
Total units	34
Use Class	Proportion of Units
A1	61.8%
A2-A5	26.5%
B Class	0.0%
D Class	0.0%
Sui Generis	8.8%
C3	0.0%
Vacant	2.9%
Total	100.0%

15. Sutton Road	
Total units	5
Use Class	Proportion of Units
A1	0.0%
A2-A5	60.0%
B Class	0.0%
D Class	0.0%
Sui Generis	20.0%
C3	0.0%
Vacant	20.0%
Total	100.0%

16. Cluny Square	
Total units	9
Use Class	Proportion of Units
A1	33.3%
A2-A5	33.3%
B Class	0.0%
D Class	22.2%
Sui Generis	0.0%
C3	0.0%
Vacant	11.1%
Total	100.0%

17. Sutton Road (North)	
Total units	15
Use Class	Proportion of Units
A1	53.3%
A2-A5	26.7%
B Class	0.0%
D Class	0.0%
Sui Generis	13.3%
C3	0.0%
Vacant	6.7%
Total	100.0%

18. West Street/Victoria Avenue	
Total units	22
Use Class	Proportion of Units
A1	27.3%
A2-A5	36.4%
B Class	0.0%
D Class	4.5%
Sui Generis	0.0%
C3	4.5%
Vacant	27.3%
Total	100.0%

19. Victoria Avenue/Fairfax Drive	
Total units	7
Use Class	Proportion of Units
A1	0.0%
A2-A5	28.6%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	0.0%
Vacant	71.4%
Total	100.0%

20. Cuckoo Corner	
Total units	10
Use Class	Proportion of Units
A1	50.0%
A2-A5	40.0%
B Class	0.0%
D Class	10.0%
Sui Generis	0.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

21. Prince Avenue/Rochford Road	
Total units	15
Use Class	Proportion of Units
A1	40.0%
A2-A5	33.3%
B Class	0.0%
D Class	6.7%
Sui Generis	20.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

22. Hobleythick Lane/Prince Avenue	
Total units	14
Use Class	Proportion of Units
A1	71.4%
A2-A5	7.1%
B Class	0.0%
D Class	0.0%
Sui Generis	14.3%
C3	0.0%
Vacant	7.1%
Total	100.0%

23. Rochford Road	
Total units	4
Use Class	Proportion of Units
A1	100.0%
A2-A5	0.0%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

24. Eastwoodbury Crescent	
Total units	4
Use Class	Proportion of Units
A1	75.0%
A2-A5	25.0%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

25. Fairfax Drive	
Total units	13
Use Class	Proportion of Units
A1	38.5%
A2-A5	30.8%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	15.4%
Vacant	15.4%
Total	100.0%

27. London Road/ West Road	
Total units	58
Use Class	Proportion of Units
A1	53.4%
A2-A5	31.0%
B Class	0.0%
D Class	3.4%
Sui Generis	3.4%
C3	0.0%
Vacant	8.6%
Total	100.0%

28. London Road /Hamlet Court Rd North	
Total units	87
Use Class	Proportion of Units
A1	58.6%
A2-A5	24.1%
B Class	0.0%
D Class	1.1%
Sui Generis	3.4%
C3	0.0%
Vacant	12.6%
Total	100.0%

30. Hamlet Court Rd South	
Total units	22
Use Class	Proportion of Units
A1	50.0%
A2-A5	27.3%
B Class	0.0%
D Class	4.5%
Sui Generis	4.5%
C3	0.0%
Vacant	13.6%
Total	100.0%

32. The Ridgeway	
Total units	16
Use Class	Proportion of Units
A1	62.5%
A2-A5	31.3%
B Class	0.0%
D Class	6.3%
Sui Generis	0.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

34 London Road/ Chalkwell Park	
Total units	35
Use Class	Proportion of Units
A1	51.4%
A2-A5	31.4%
B Class	0.0%
D Class	8.6%
Sui Generis	0.0%
C3	0.0%
Vacant	8.6%
Total	100.0%

35. London Road/ Nelson Road	
Total units	20
Use Class	Proportion of Units
A1	55.0%
A2-A5	15.0%
B Class	0.0%
D Class	10.0%
Sui Generis	5.0%
C3	0.0%
Vacant	15.0%
Total	100.0%

36. Bridgewater Drive	
Total units	9
Use Class	Proportion of Units
A1	55.6%
A2-A5	33.3%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	0.0%
Vacant	11.1%
Total	100.0%

38. Rayleigh Road/ Whitehouse Road	
Total units	7
Use Class	Proportion of Units
A1	85.7%
A2-A5	14.3%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

39. Rayleigh Road/ near Kents Elm Corner	
Total units	6
Use Class	Proportion of Units
A1	50.0%
A2-A5	33.3%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	0.0%
Vacant	16.7%
Total	100.0%

40. Bridgewater Drive/ Prince Avenue	
Total units	6
Use Class	Proportion of Units
A1	50.0%
A2-A5	50.0%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	0.0%
Vacant	0.0%
Total	100.0%

41. Leigh Road	
Total units	79
Use Class	Proportion of Units
A1	64.6%
A2-A5	22.8%
B Class	3.8%
D Class	1.3%
Sui Generis	0.0%
C3	0.0%
Vacant	7.6%
Total	100.0%

42. Leigh Road/ Near Broadway	
Total units	27
Use Class	Proportion of Units
A1	48.1%
A2-A5	11.1%
B Class	3.7%
D Class	0.0%
Sui Generis	7.4%
C3	11.1%
Vacant	18.5%
Total	100.0%

44. Elm Road	
Total units	5
Use Class	Proportion of Units
A1	0.0%
A2-A5	40.0%
B Class	0.0%
D Class	20.0%
Sui Generis	20.0%
C3	20.0%
Vacant	0.0%
Total	100.0%

45. Rectory Grove	
Total units	13
Use Class	Proportion of Units
A1	53.8%
A2-A5	15.4%
B Class	0.0%
D Class	0.0%
Sui Generis	15.4%
C3	0.0%
Vacant	15.4%
Total	100.0%

46. London Road/ Station Road	
Total units	23
Use Class	Proportion of Units
A1	65.2%
A2-A5	30.4%
B Class	0.0%
D Class	0.0%
Sui Generis	4.3%
C3	0.0%
Vacant	0.0%
Total	100.0%

47. Elmsleigh Drive	
Total units	10
Use Class	Proportion of Units
A1	60.0%
A2-A5	30.0%
B Class	0.0%
D Class	0.0%
Sui Generis	0.0%
C3	0.0%
Vacant	10.0%
Total	100.0%

48. Eastwood Road North	
Total units	26
Use Class	Proportion of Units
A1	53.8%
A2-A5	26.9%
B Class	3.8%
D Class	3.8%
Sui Generis	0.0%
C3	0.0%
Vacant	11.5%
Total	100.0%

49. Eastwood Old Road/ The Fairway	
Total units	8
Use Class	Proportion of Units
A1	50.0%
A2-A5	37.5%
B Class	0.0%
D Class	0.0%
Sui Generis	12.5%
C3	0.0%
Vacant	0.0%
Total	100.0%

50. Rayleigh Road/ The Rodings	
Total units	35
Use Class	Proportion of Units
A1	42.9%
A2-A5	45.7%
B Class	0.0%
D Class	2.9%
Sui Generis	8.6%
C3	0.0%
Vacant	0.0%
Total	100.0%

51. Rayleigh Road	
Total units	27
Use Class	Proportion of Units
A1	44.4%
A2-A5	37.0%
B Class	0.0%
D Class	3.7%
Sui Generis	3.7%
C3	0.0%
Vacant	11.1%
Total	100.0%

52. London Road / Highlands Boulevard	
Total units	19
Use Class	Proportion of Units
A1	36.8%
A2-A5	36.8%
B Class	0.0%
D Class	10.5%
Sui Generis	15.8%
C3	0.0%
Vacant	0.0%
Total	100.0%

54. London Road / Gordon Road	
Total units	19
Use Class	Proportion of Units
A1	47.4%
A2-A5	26.3%
B Class	0.0%
D Class	10.5%
Sui Generis	15.8%
C3	0.0%
Vacant	0.0%
Total	100.0%

55. London Road / Hadleigh Road	
Total units	38
Use Class	Proportion of Units
A1	55.3%
A2-A5	26.3%
B Class	0.0%
D Class	5.3%
Sui Generis	7.9%
C3	0.0%
Vacant	5.3%
Total	100.0%