

Appendix C – Proposed Policy DS2 –Southend Central Area Action Plan *(to be superseded by a revised version of the document)*

Policy DS2: Shopping frontages and use of floors above shops

1. The Council will control the use of premises in shopping streets within the Town Centre through the exercise of its planning powers to safeguard and enhance the vitality and viability of the town centre as follows:
 - a. Primary Shopping Frontages: proposals for a change of use, including through redevelopment, from retail (Class A1) to other uses at ground floor level will only be considered if:
 - i. the proposed use will not result in Non-Class A1 retail uses exceeding 30% of the Town Centre Primary Shopping Area's ground floor primary shopping frontage (measured in terms of length of frontage). Where Non-Class A1 uses already exceed 30% of the Town Centre Primary Shopping Area's ground floor primary shopping frontage, no further Class A1 losses will be allowed; and
 - ii. an active shop front is retained or provided.
 - b. Secondary Shopping Frontages: proposals for a change of use, including through redevelopment, from retail (Class A1) to financial and professional services (Class A2); restaurants, cafes (Class A3) or drinking establishments (Class A4) at ground floor level will be considered:
 - i. on their merits to broaden the offer of the Town Centre; and
 - ii. if an active shop front is retained or provided.
2. All new shop frontages will need to accord with Development Management Policies DM14 with regard to shop front management. The Council will use its planning powers to: incorporate active frontages to all existing and proposed primary and secondary shopping frontages to enhance and maintain viable and interesting pedestrian circuits;
 - a. improve the design of shop fronts to enhance the quality of the street scene with reference to guidance provided by the Southend Design and Townscape Guide Supplementary Planning Document;
 - b. designate new active frontages established within Proposal Site PS7a as Primary Shopping Frontages once redevelopment is complete;
 - c. designate new active frontages created within Proposal sites PS6a and PS6b as Secondary Shopping Frontages once new development is completed;
 - d. encourage visually active frontages on those streets useful in enhancing and supporting attractive retail and leisure circuits including Chichester Road.
3. The Council will work with owners to ensure that vacant/empty shop frontages continue to create interest in the streetscene by including artwork or information in their display windows.
4. Planning permission will be granted for the change of use of upper floors above shops to residential, offices or other appropriate service or community uses, which maintain or enhance the character and vitality of the centre and broaden the range of services.