



7. GUIDANCE FOR KEY SITES

7.1 CONTEXT AND OVERVIEW

Context for more detailed guidance

Chapter 7 provides more detailed guidance and indicative principles for the renaissance of the key sites and areas in the Central Area. These areas represent major opportunities for Southend, and many of these will be key drivers in the regeneration of the town centre and seafront.

The areas are set out geographically from Victoria Avenue in the north to the seafront and Pier in the south. The key areas and sites vary in size, scale and focus with broad guidance interspersed with more detailed principles and indicative designs. The guidance focuses on development opportunities as well as enhancements to key spaces and the public realm in general.

Chapter 7 seeks to bring the Masterplan to life, using a mix of text, sketches, plans, three-dimensional images, sections and precedent photos to convey the scale of ambition for Southend Central. The guidance builds on the overarching Masterplan framework in Chapter 5 and embodies the general principles defined in Chapter 6.

All plans in Chapter 7 are indicative and not to scale. The development figures are based on indicative capacities - in some cases they exceed the targets set out for key projects in the Regeneration Framework. Plot numbers (white boxes, red text) can be cross-referenced to the more detailed development spreadsheet which is a separate technical document. The numbers (white text) on individual blocks refer to building massing.

Which areas?

Chapter 7 provides guidance for the following areas which are identified on the adjacent plan:

- **The Victorias (7.2);**
- **London Road (7.3);**
- **High Street (7.4);**
- **Queensway and Southchurch Road (7.5);**
- **Farringdon (7.6);**
- **Warrior Square (7.7);**
- **Clifftown (7.8);**
- **St. John's (7.9);**
- **Central Seafront and Pier Hill (7.10);**
- **Eastern Esplanade (7.11);**
- **Western Esplanade and the Cliffs (7.12); and**
- **Pier (7.13).**



Key plan illustrating the areas which are subject to more detailed guidance in chapter 7

7.2 THE VICTORIAS

Victoria Avenue - new green mixed use quarter

Vision

Victoria Avenue will become a green mixed use quarter with enhancements to the formal Boulevard character of the street befitting its gateway status.

The quarter will be transformed with a new mix of uses including civic functions, a variety of residential dwellings, further and higher educational provision, office and commercial uses and retail and leisure attractions.

Key principles

1. Narrowed overall carriageway and formal boulevard treatment to Victoria Avenue;
2. Central traffic median removed and narrowed overall carriageway to Queensway;
3. Victoria Station roundabout reconfigured as three-way junction;
4. Glazed canopies and new entry forecourt to Victoria Station;
5. New retail provision to front on to Victoria Station forecourt;
6. Mixed use leisure/retail residential development (plots 8.02a, 8.02b and 8.09);
7. Series of cultural/civic buildings extending from Victoria Station to Council offices;
8. Renovated library extended to incorporate retail/student community space;
9. New landmark office building for Council administration and police (plot 8.05);
10. New streets to the rear of the Civic Centre to provide definition, legibility and access to new residential blocks;
11. Tall residential building signals entry to Southend by rail (plot 8.10b);
12. New high-density mixed use village; contemporary landscaping (plot 8.04);
13. Tall buildings (plots 8.06, 8.07 and 8.08) frame entry into the civic section of Victoria Avenue and form part of entry sequence into town centre;
14. Terraced residential accommodation to Baxter Avenue (plot 8.06c and 8.06e);
15. New streets make connections between Baxter Avenue and Victoria Avenue; and
16. Bus stops on either side of Queensway with contemporary shelters.

Indicative development capacity

RETAIL - 5,666 sqm

RETAIL (FOODSTORE) - 7,500 sqm

OFFICE / COMMERCIAL - 54,621 sqm

LEISURE - 2,858 sqm

UNIVERSITY - 1,549 sqm

RESIDENTIAL (FLATS) - 111,086 sqm (1,129 flats)

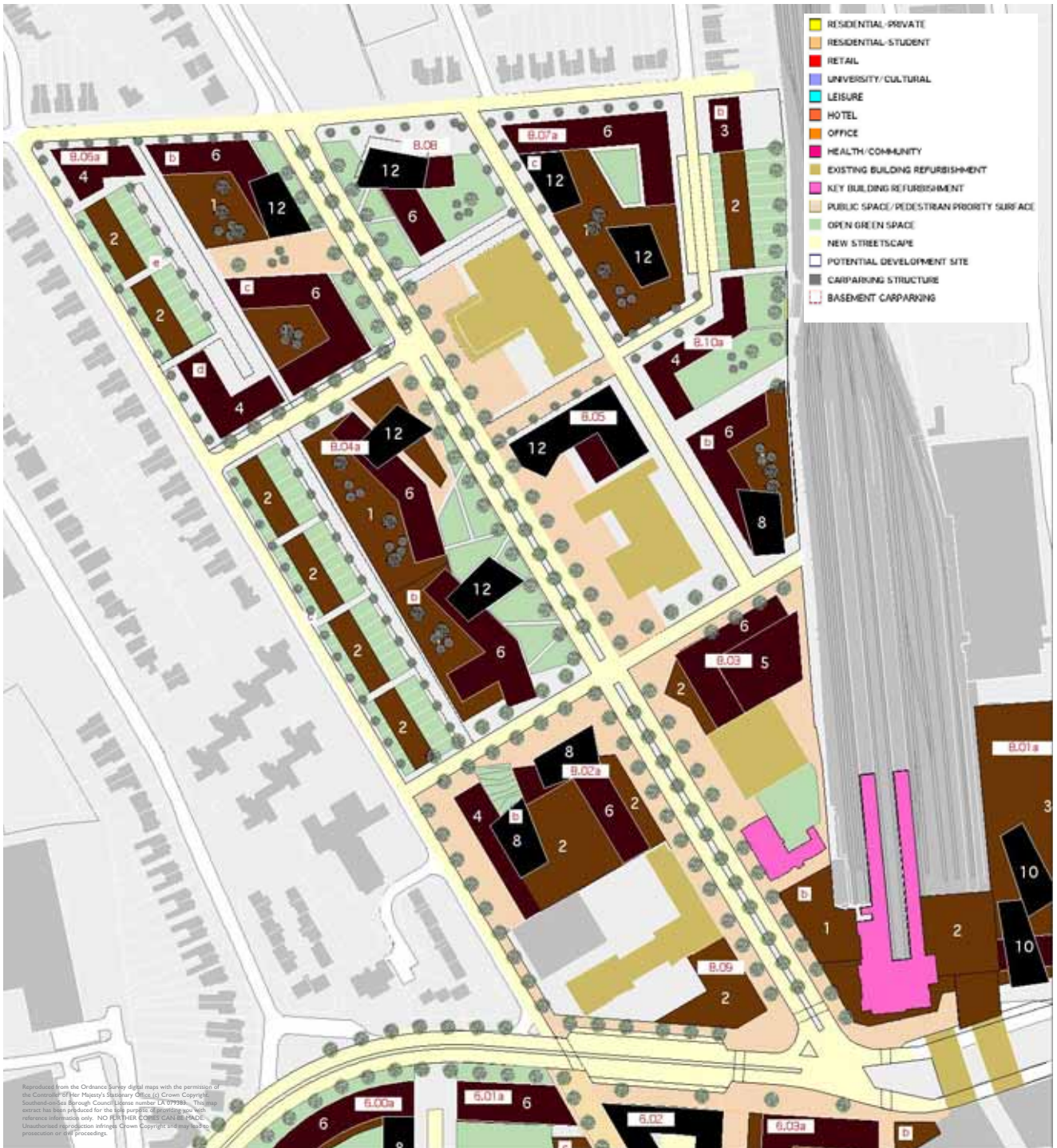
RESIDENTIAL (TERRACES) - 7,472 sqm (52 terraces)

RESIDENTIAL (STUDENT) - 4,996 sqm (143 studios)

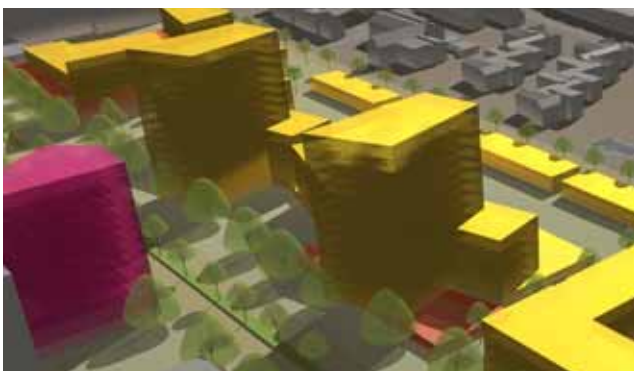
CAR PARKING - c. 1413 spaces



Victoria Avenue - plan of existing area



Victoria Avenue - roof plan (indicative, not to scale)



3D view from north east towards Baxter Avenue terraces at rear of Victoria Avenue



Use of scale and mass to give definition to Victoria Avenue as a gateway



Victoria Avenue - a new new green living quarter



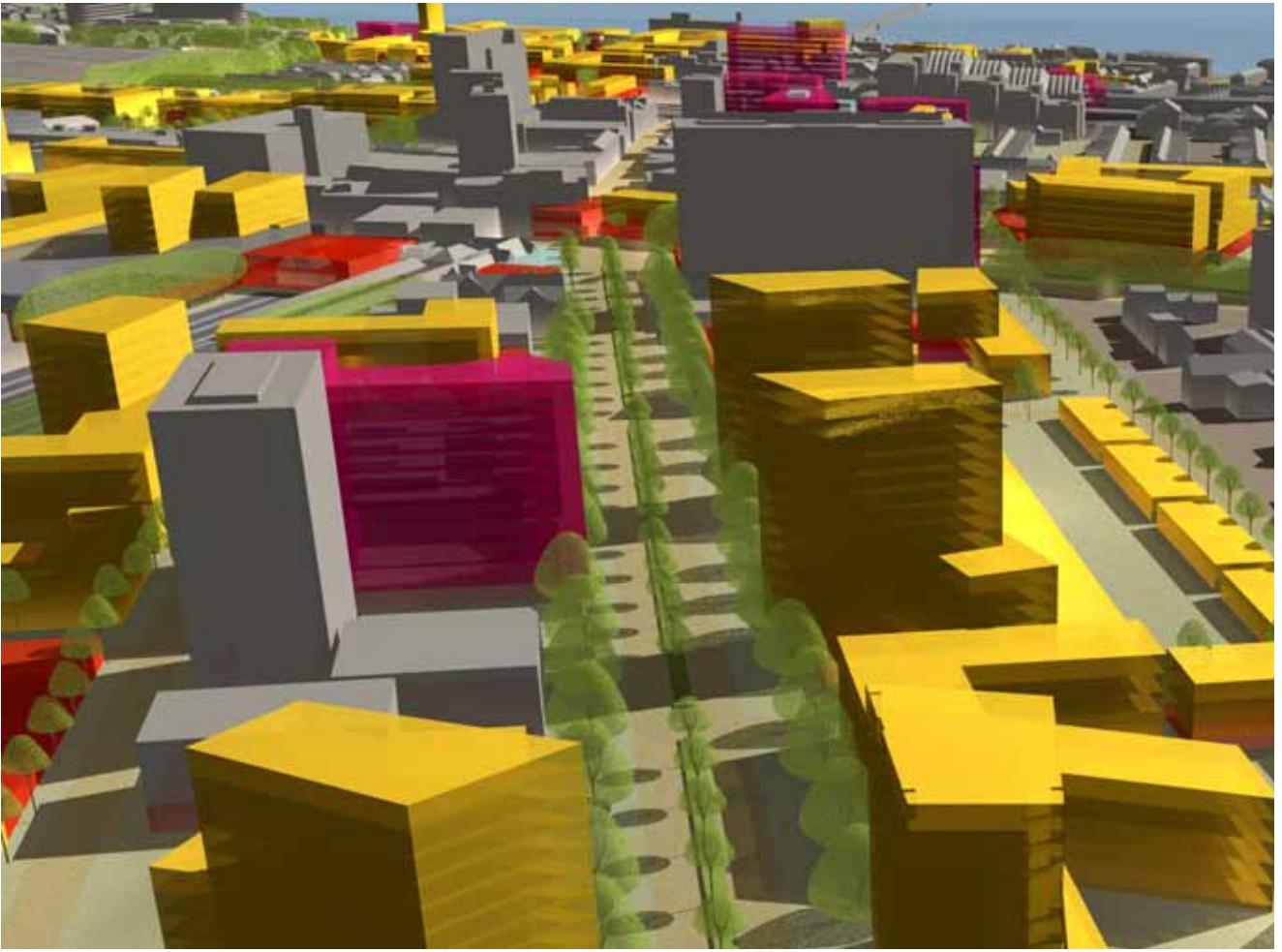
Victoria Avenue - ground plan



Victoria Avenue - typical floor plan

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3D view down Victoria Avenue to the High Street and sea



3D view looking north - Customs and Excise House retains a strong position

Public realm guidance - Victoria Avenue

The landscape character of the new quarter around Victoria Avenue takes its cue from the existing street trees and the scale of the buildings proposed by the Masterplan, a scale appropriate to the new urban threshold to the town centre and to its civic function.

The streets and spaces will be elegant, coherent and civilised, recalling continental European cities. Victoria Avenue, a major route into Southend, will be enhanced and decluttered as a tree-lined boulevard. Within the new development, a hierarchy of pedestrian-priority streets, squares and courtyards offer places for socialising, reading, performing or eating lunch. It is now recognised that good quality public realm is a major factor in 'selling' universities to staff and students, and outdoor space will be particularly important if the quarter is intensively used by students, as will easy access to larger parks and sports facilities.

The redesign of the Victoria Station roundabout (see section 7.3) as top quality public realm, and the new pedestrian routes into a redeveloped urban quarter will reverse the existing severance caused by Queensway, and reconnect the north of the town centre with the town centre core.

A robust, restrained palette of pavings (natural stone or high-quality alternatives in generously-sized units) and good street furniture is proposed to unite the quarter, with a limited number of street tree species of a stature appropriate to the importance of the route and architectural scale, to differentiate identities. As the public spaces may be comparatively small and urban, they should be hard-surfaced squares, but will have sufficient greenery, protected from wear and tear, to offset the mass of built form. Spaces will be carefully located to avoid deep shade and ensure a pleasant microclimate, without the wind-tunnel effect which can result at the foot of higher buildings. The larger of the spaces are envisaged as sufficiently open and flexible to accommodate cultural events.



Too many materials create a confused landscape



Attractive seating



Victoria Avenue as it exists now



Innovative public art

Recommendations for Victoria Avenue

Constraints

- Poor shrub planting out of keeping with medium scale;
- Poor pedestrian crossings and intimidating underpass; and
- Dated and fussy floorscape and street furniture.

Opportunities

- Remove shrubs and provide more consistent tree planting to strengthen boulevard character;
- Additional pedestrian crossings; remove guardrails and treat median strip as a 'straight across crossing';
- Upgrade underpass with better lighting or removal of the underpass and replacement with a pedestrian priority shared surface;
- Remove clutter and rationalise signage; and
- Repave with elegant, restrained palette of materials to enhance civic character.



A place to live and socialise



Celebrating Boulevard character



Spaces to relax and congregate



Cultural performance space

7.2 THE VICTORIAS (continued) Reconnecting the northern town centre

Victoria Circus

Victoria Circus occupies a key position at the junction of the High Street and London Road; a high-quality, high-impact public realm design here would have the potential to rejuvenate considerable stretches of both streets in line with the Masterplan aim to create new, pedestrianised retail and mixed use 'arms' along London Road. As it is relatively unaffected by the Masterplan building redevelopment proposals, the Circus could be refurbished in the short term as a 'quick win' boost to Southend.

The cinema, retail outlets and shopping centre already generate lots of activity, but the space does not tempt people to linger - there is no focal point and no comfortable seating to make the most of the sunny, south facing slope and the vistas down the High Street from its highest point. Although the boundaries of the Circus are strongly defined by the surrounding buildings, further vertical containment is proposed to help create intimacy. At present, the effect is rather bleak and attention is drawn to the over-elaborate paving surface and to the built frontages, some of which are of little architectural merit.

It should be noted that tree planting is challenging because of the underground service route (The Deeping) below part of the square - however, successful podium landscapes can be created over car parks and on roofs using modern technical solutions. Preliminary design proposals include terraced seating forming a small amphitheatre for occasional events, a perforated high-level screen of natural foliage or artwork, and a signature pavement-level water feature as an attraction. Cafés enliven the edges and neighbouring retailers should be encouraged to make cosmetic improvements to facades. Improvements and pedestrian priority surfacing extend along the eastern end of London Road.



Example of a well-used space enclosed by retail development

The High Street originally continued north and ended directly opposite Victoria Station, forming a real gateway to Southend's town centre. The excavation of the underground access road effectively reduced the street to footpath width, and the recent construction of a new retail outlet above The Deeping has blocked the visual connection from Victoria Avenue and Victoria Station to the High Street and turned the footpath into an alleyway. It is proposed to commission an imaginative art and lighting project to help signal the presence of this through-route from both Victoria Circus and Victoria Station and improve its safety and security. To mitigate the narrowing of the historic route, the Masterplan proposes a new, parallel connection, animated by retail frontage, from Queensway to the town centre - see 'Old College Square'.



Existing Victoria Plaza

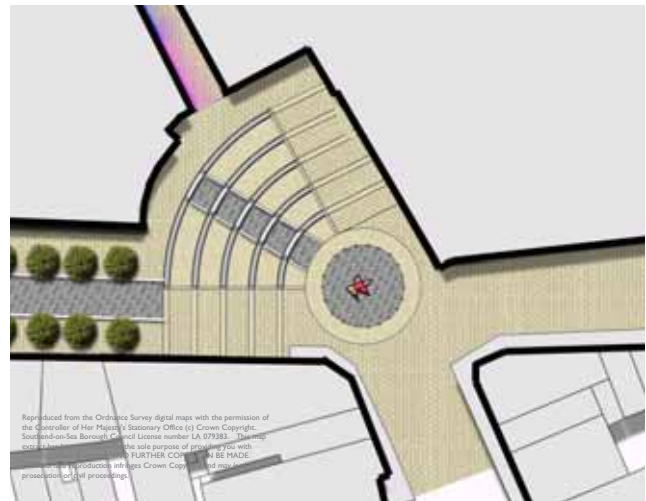
Recommendations for Victoria Plaza

Constraints

- Sparse, under occupied space with no focal point or good seating to tempt people to populate it;
- Minimal tree-planting or vertical elements to increase intimacy and detract from lower-quality facades;
- New building across the High Street severs Victoria Circus from Victoria Station; and
- The physical constraint of the underground access road below part of Victoria Circus.

Opportunities

- Prominent location means good public realm could regenerate a much wider area;
- Opportunity for bold, high quality design to create a real sense of place;
- High existing footfall will help bring vibrancy;
- Well-defined existing enclosure to be strengthened by trees or other vertical elements;



Plan view of proposals for Victoria Circus

- Sheltered, south-facing slope suggests social/entertainment space with terraced seating;
- Animate space with focal point such as fountains in paving; and
- Use of lighting and artwork to enhance the passageway to Victoria Station and a new Victoria Station Square.



How Victoria Circus could be - a vibrant space defining the northern end of the High Street

Victoria Station Square

Victoria Station is one of the main gateways to Southend. Emerging onto its forecourt, the visitor must first identify where the town centre actually is, as the historic direct view to the High Street is now obstructed by an over-scaled green traffic island with mature trees, and the top of the High Street blocked off by a new building. The second challenge is how to get there safely; the pedestrian choices are unclear, indirect and counter-intuitive, involving either a long circumnavigation of the roundabout by a series of crossings over the multi-lane dual carriageway and its wide grassed central strips, or ascending an escalator/staircase to a bridge leading to the first floor of the Victoria Centre, and then descending to the High Street. First impressions of Southend are of a vehicle-dominated environment marred by barriers, signage and other highway clutter. Victoria Station itself is a modest building, lacking presence, with a poor quality forecourt approach.

The Masterplan proposes radical change to the roundabout and the section of Queensway immediately to the west. By removing the central median. The road can then be compressed into a much narrower corridor and its impact greatly reduced. Space will be released to increase development potential on its southern edge by extending the building line northwards. Shops at ground level of the landmark buildings will create active frontage and will be provided with a generous pavement. This stretch of Queensway is therefore transformed from a suburban ring road, bypassing Southend and scarcely acknowledging the town, to a street defined by dramatic architecture signalling the threshold to a distinct urban place.

The Victoria Station roundabout can, as a result, be replaced by a simple controlled traffic junction, allowing shorter and more direct pedestrian crossings from the Victoria Station and opening up views to the town. This report strongly recommends that in detailed design, traffic engineers and designers liaise closely to ensure that this area is primarily an attractive public square for pedestrians, public transport and motorists alike. To foster sustainable forms of transport and to create a

pleasant environment for the proposed shops, businesses and homes, it is essential to explore the techniques used successfully in the integrated shared surfaces of continental Europe, where road behaviour is negotiated using subtle design cues. Queensway's importance as a major highway is undeniable, but even if traffic volumes at certain periods preclude a truly shared space uncontrolled by lights, these schemes must act as inspiration.

Victoria Station Square is Southend's opportunity to market the town's assets to the many people who pass through it every day. The new public realm should exhibit excellent design and materials. A hierarchy of good-quality paving materials will guide the different forms of movement and enrich ground-level experience for pedestrians while also accommodating vehicles. The space will be humanised by trees and public art used strategically to emphasise views, routes and places to pause.

Cutting-edge electronic art, signage and lighting should be imaginatively harnessed to advertise the city's growing expertise in creative media. An appropriately bold artwork viewed from Victoria Station will particularly help in creating a memorable 'gateway' and restoring a sense of arrival in Southend.

Recommendations for Victoria Station Square

Constraints

- Northern sector visually and physically detached from the town centre by road, roundabout and planting;
- Small scale of the station in relation to the context increases its isolation;
- New building across the High Street exacerbates severance;
- No sense of gateway or arrival from either Victoria Station or the highway;
- Space is currently dominated by vehicle-orientated



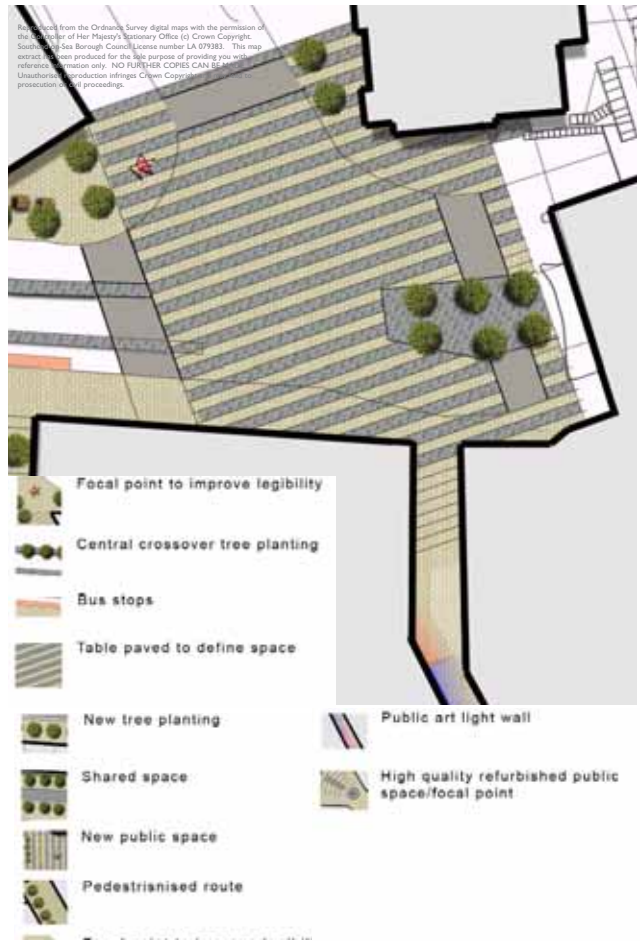
The once direct connection to the High Street is obscured

design;

- Unpleasant, indirect pedestrian routes made worse by poor legibility ; and
- Public realm of generally low quality - significant clutter, including highway artefacts.

Opportunities

- Prime location to advertise Southend through high quality public realm;
- Design junction as an attractive pedestrian-friendly, uncluttered, treed public square inspired by 'shared space' European schemes;
- Decrease width and impact of the highway corridor by removing the wide grass median and creating a distinct built edge;
- Decrease the extent of vehicular space by replacing roundabout with a simple junction;
- New development can bring active frontage to animate the street; and
- Art, lighting and signage to reinforce legibility and connectivity and create a memorable gateway.



Plan view of Victoria Station Square interventions



Indicative view of Victoria Station Square - greater pedestrian freedom of movement for the pedestrian and an improved gateway to London Road and the High Street

Old College Square

To counteract the obstruction of the important historical link from the top of the High Street to Victoria Station, Victoria Avenue and the northern quarter, the Masterplan proposes two new routes to reconnect north and south - one continuing the diagonal line of Baxter Avenue across Queensway, and one which runs north-south between this and Victoria Station Square. These routes meet to form a new square on London Road.

This sets up a circuit taking in Victoria Circus, Victoria Station Square and 'Old College Square', therefore the three spaces and their connecting streets should, for coherence and ease of management, all be of high quality and share a consistent design approach and at least some materials, for instance selected pavings, lighting and street furniture. All are envisaged as pedestrian priority shared surfaces.

The new space will be a pleasant urban square animated by adjacent uses. It is important however that it offers something slightly different to Victoria Circus in both its design and activities, to avoid direct competition which might dilute the success of both. Victoria Circus, at the head of the High Street and with a smaller proportion of its area constrained by the need to remain free of structures to permit service vehicle access, is the more appropriate location for flamboyant design; it is proposed that the new square should be lower-key in atmosphere.



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Old College Square - plan view



Putting the new northern connections and spaces in context



Sketch view looking west along London Road to Old College Square

7.3 LONDON ROAD

Mixed use commercial quarter

Vision

The Masterplan proposes an aspirational approach to London Road. In the event of Sainsburys finding an alternative town centre site, London Road will play a key role in providing urban scale and quality to complement Victoria Avenue.

Alongside greater permeability and an enhanced network of public spaces, London Road will be an attractive location with landmark grade 'A' office development, an enhanced retail and leisure offer and residential units at upper levels. Old College Square and Victoria Plaza support the evolution of the food and drink offer running off the High Street.

In the event of Sainsburys staying, opportunities to enhance the location still exist.

Key principles

1. Landmark office development defines the space between Victoria Station and a reconfigured Queensway and London Road;
2. Urban-scaled blocks to Queensway elevation - arcaded entry to the High Street; active retail frontages to Queensway; integrated signage/artwork to elevations signals entry to core town centre;
3. Odeon building expanded to accommodate more cinema screens and/or retail frontages;
4. Odeon elevation to passageway redesigned to create active frontage;
5. Pedestrianisation of part of London Road extends the High Street pedestrian area;
6. Perpendicular on-street parking to London Road (west);
7. New connections extend existing street pattern from London Road to Queensway
8. Roofs of car park podiums utilised for outdoor amenity areas;
9. Retail pavilions address courtyard and a new pedestrian street;
10. Old College Square represents a new space as forecourt to office buildings and focus for public space on London Road; and
11. Reactivated frontages to London Road extend space of the High Street retail offer.

Indicative development capacity

RETAIL - 13,838 sqm

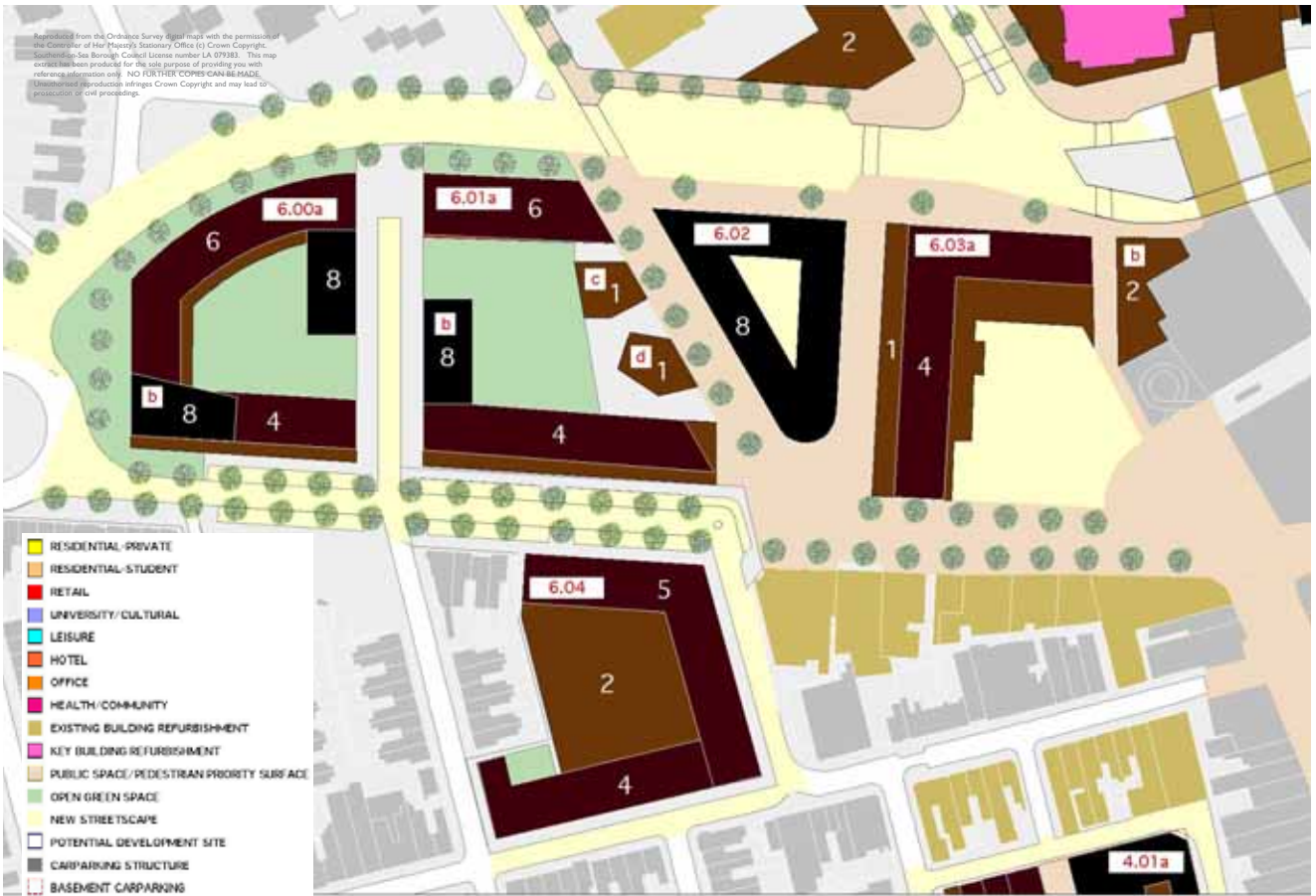
OFFICE / COMMERCIAL - 24,962 sqm

RESIDENTIAL - 42,069 sqm (421 homes)

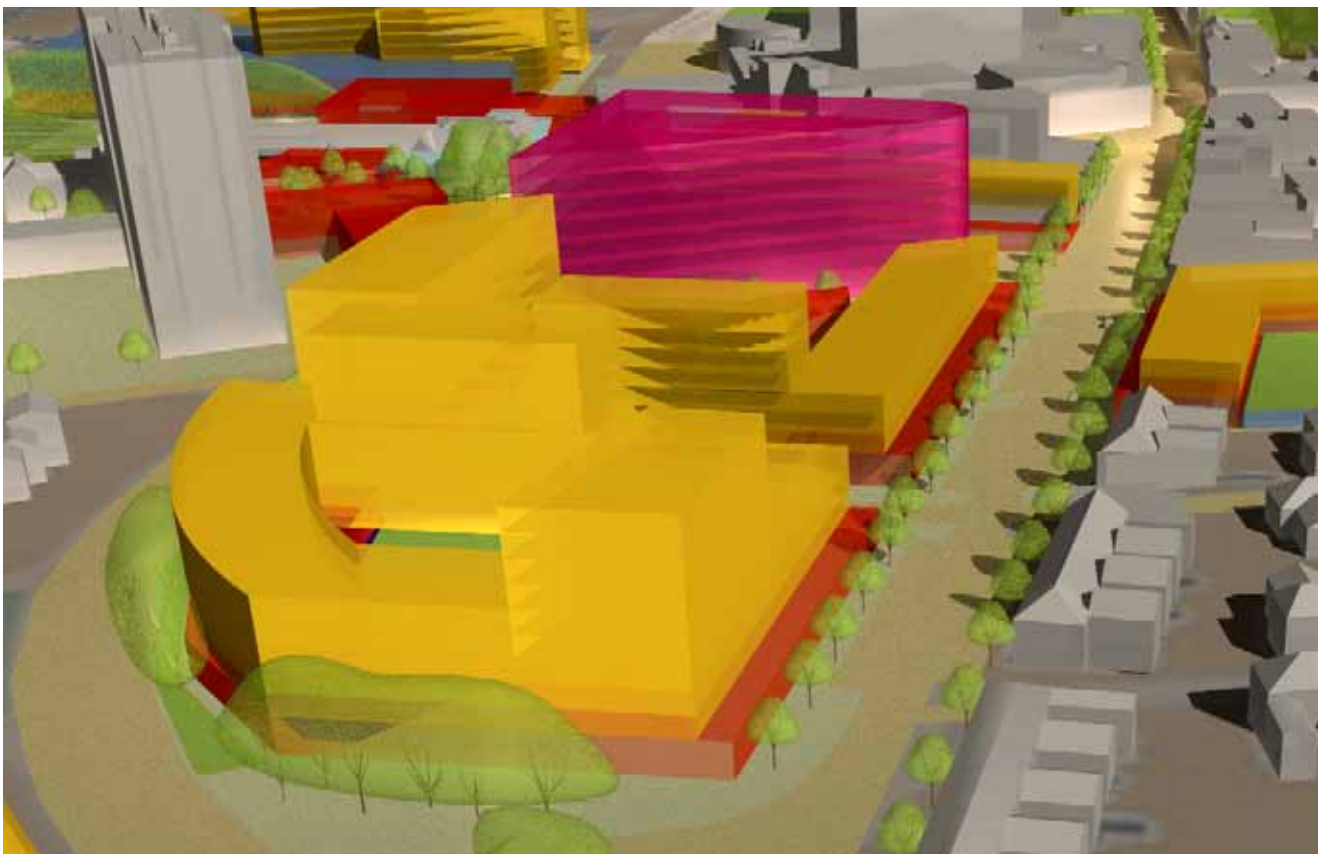
CAR PARKING - c. 818 spaces



London Road - existing plan



Roof plan for London Road



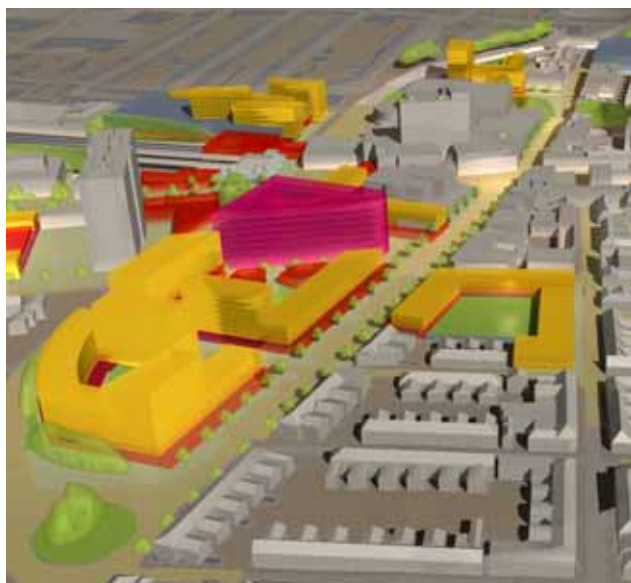
3D view from the west along London Road to Victoria Plaza



3D view focusing on the new Victoria Circus space - new landmark office development adjacent to the extended Odeon plot



London Road - transformed as a new high quality mixed use hub - defining the northern gateway to the town centre



3D view putting London Road redevelopment in context



Old College Square fronted by high quality office development

7.4 THE HIGH STREET

Rejuvenating the retail heart

The High Street

The High Street is almost 800m in length, and psychologically seems longer. It lacks landmarks and points of interest to counteract this length and linearity. There is an opportunity to differentiate distinct character zones. It is for the most part pedestrianised.

Recently implemented repaving, although well-executed with small natural stone setts, concentrates attention on a heavily-patterned floorscape and fails to address the issues identified above. Despite the High Street being on axis to the coast, due to levels and to the elevated railway bridge which obstructs views south, there is no sense of the sea until the landmark lift tower and the sea itself come into view at its southern end. Although the recently installed lift, ramps and steps are designed to improve access down to the seafront, the termination of the High Street is weak and requires a clearly-defined public space to resolve confusion and mark transition between town and sea - a 'balcony' or belvedere - a space to pause and enjoy the magnificent views.

To the north, the High Street is severed from Victoria Station and Victoria Avenue and the Civic Centre by the new retail unit at Victoria Circus and the Victoria Station roundabout.

The Masterplan seeks to re-define the High Street experience as a sequence of distinct episodes which respond to the strengthening and formation of the different quarters east and west of the main retail route. The new retail circuit at Tylers expands the commercial core eastwards and the Clifftown quarter to the west will be animated day and night by cafés and creative enterprises.

The design of the public realm will reinforce the aspirations of the Masterplan and the integration of old and new. Appropriate tree species from a restricted palette will be used to emphasise the east-west links, to create legible routes to public transport stops, to indicate new choices of movement and to mark junctions as

significant 'events'. The latest technical solutions must be considered to resolve conflicts between trees and underground services. Trees and other vertical interventions - public art, kiosks, seating and so on - will be used as permeable 'room dividers' to break down the visual length of the street and articulate the journey down it. The kiosks are best situated in the centre of the High Street, keeping the east-west connections and desire lines clear from obstruction. Historic and new key buildings and vistas will be enhanced by a creative lighting strategy and by artwork; the commissioning of an inventive public art intervention is proposed for the railway bridge. There is also an opportunity to introduce contemporary awnings and canopies to enliven the High Street experience.

The Masterplan proposes to allow taxis and service vehicles access along the High Street at strictly limited times. This provides some 'passive surveillance' and could reduce potential community safety issues. It also accommodates flexibility to reintroduce other controlled traffic in the future, if required. However, the High Street must be emphatically a public space for pedestrians, where vehicles enter by invitation. Like other traffickable



Existing High Street



As the High Street was



Existing kiosks and planters

public spaces in the 'walkable city', it will be an integrated shared surface on the model well-tested in northern continental Europe and now being constructed in the UK, free of white-lining, tarmac, signage, railings and all the paraphernalia associated with highway engineering, where subtle cues in surfacing and layout encourage careful negotiation on the part of both pedestrians and motorists. In the short term, new interventions could be incorporated within the existing paving - a strategy should be put in place for a coherent redesign of the floorscape, which may need replacement as redevelopment proceeds.

As is explained in more detail in section 7.10 on the Central Seafront Gateway, the Masterplan transforms the southern end of the High Street into 'Southend's Balcony' - a public space animated by remodelled active frontages to the Royals, the refurbished historic Palace Hotel and the extension of the public realm to the St John's Quarter (i.e. St John's Church, 'Ecclesiam Square', Tylers Avenue and Seaways). The Masterplan's longer term vision is of a radical, landmark redevelopment which will connect the town to the Pier and Adventure Island by a series of multi-level indoor and outdoor destination spaces. In the shorter term, it would be possible to create an upper level public piazza which would work independently as well as forming the first phase of the larger scale project.

Recommendations for the High Street

Constraints

- Space feels too long and linear - lacks vertical subdivision or landmarks to give it rhythm;
- Character of building facades is inconsistent and varies in quality;
- Elaborate floorscape is well-made but fails to inject a distinct sense of place;
- No sense of the sea until it is actually visible;
- Strong form of railway bridge blocks views to sea;
- Trees in low planters add little - too small and feel temporary;
- Variable quality street furniture; ubiquitous stainless steel palette without strong Southend identity;
- Poor visual and physical connections to east and west;
- Severance from Victoria Station in the north and the sea in the south; and
- Needs a clear 'terminus' public space at the southern end.

Opportunities

- Use strong vertical elements and especially more substantial street trees to reduce perceived length of the street and to stress east-west connections;
- Create outdoor seating areas and foster European-style café culture;
- Rationalise clutter and use higher-quality, robust furniture appropriate to Southend;
- Reintroduce awnings over shops [as in historical photos] to counteract architectural variability and strengthen sense of place;
- Replace dated kiosks by stylish contemporary structures;
- Good public art strategically placed at key points to create identity, possibly with subtle references to the sea;
- Utilise the bridge as a public art/lighting opportunity;
- Create a clear public space for events at the junction of the High Street & Pier Hill; and
- Lighting strategy to make the most of the High Street and create an attractive, safe night-time environment.



Simple, high quality solutions suitable for the High Street



Contemporary awnings

7.5 QUEENSWAY AND SOUTHCHURCH

Queensway House and Southchurch Road - mixed use urban neighbourhood

Vision

Southchurch Road has an important role as a secondary retail and commercial frontage, and the redevelopment of the plots in the quadrant between Southchurch Road, Queensway and Victoria Circus represents a major opportunity to transform the area.

The Masterplan envisages greater definition of the boundary with Queensway with a mix of residential, retail and commercial uses. This area is also suitable for a substantial amount of car parking given easy access to the High Street and Queensway. The new Queensway neighbourhood will also benefit from close connections with the new community quarter at Warrior Square.

Key principles

1. Student residential and retail/commercial fronting on to a new public space;
2. Direct ground level link from the new public space to Victoria Circus;
3. Leisure facility provides programmatic focus of public space;
4. Enclosure of the rear of Southchurch Road blocks provides continuous building frontage onto Chichester Avenue;
5. Walkway connects onto car parking podium roof utilised as outdoor amenity space;
6. Dense planting to Queensway contributes to the establishment of the 'Urban Forest';
7. Refurbished retail, commercial frontages to Southchurch Road extend the High Street retail offer; and
8. Tall residential development to Queensway.

Indicative development capacity

RESIDENTIAL - 10,561 sqm (106 homes)

RESIDENTIAL (STUDENT) - 6,812 sqm (195 homes)

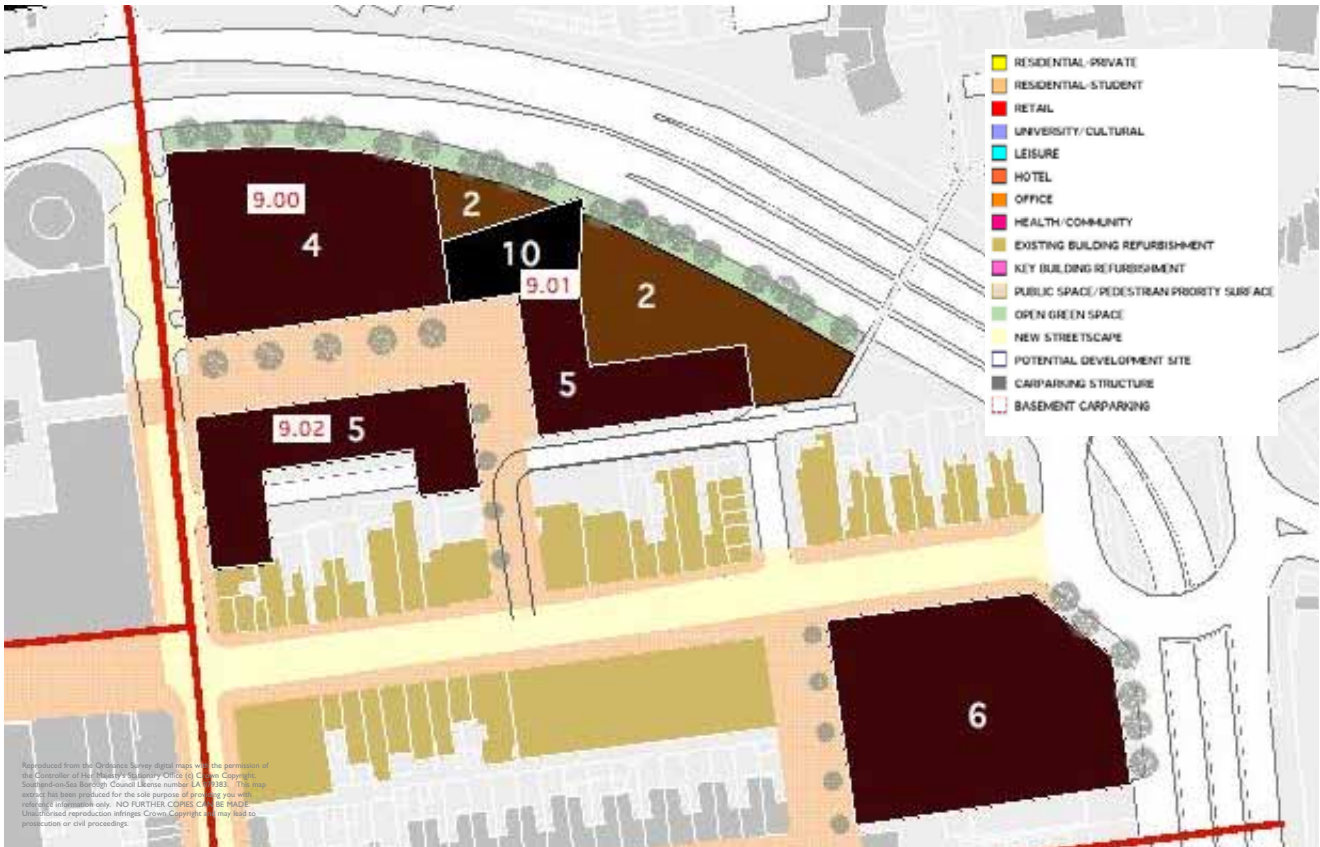
RETAIL / COMMERCIAL - 3,386 sqm

LEISURE - 979 sqm

CAR PARKING - c.1241 spaces



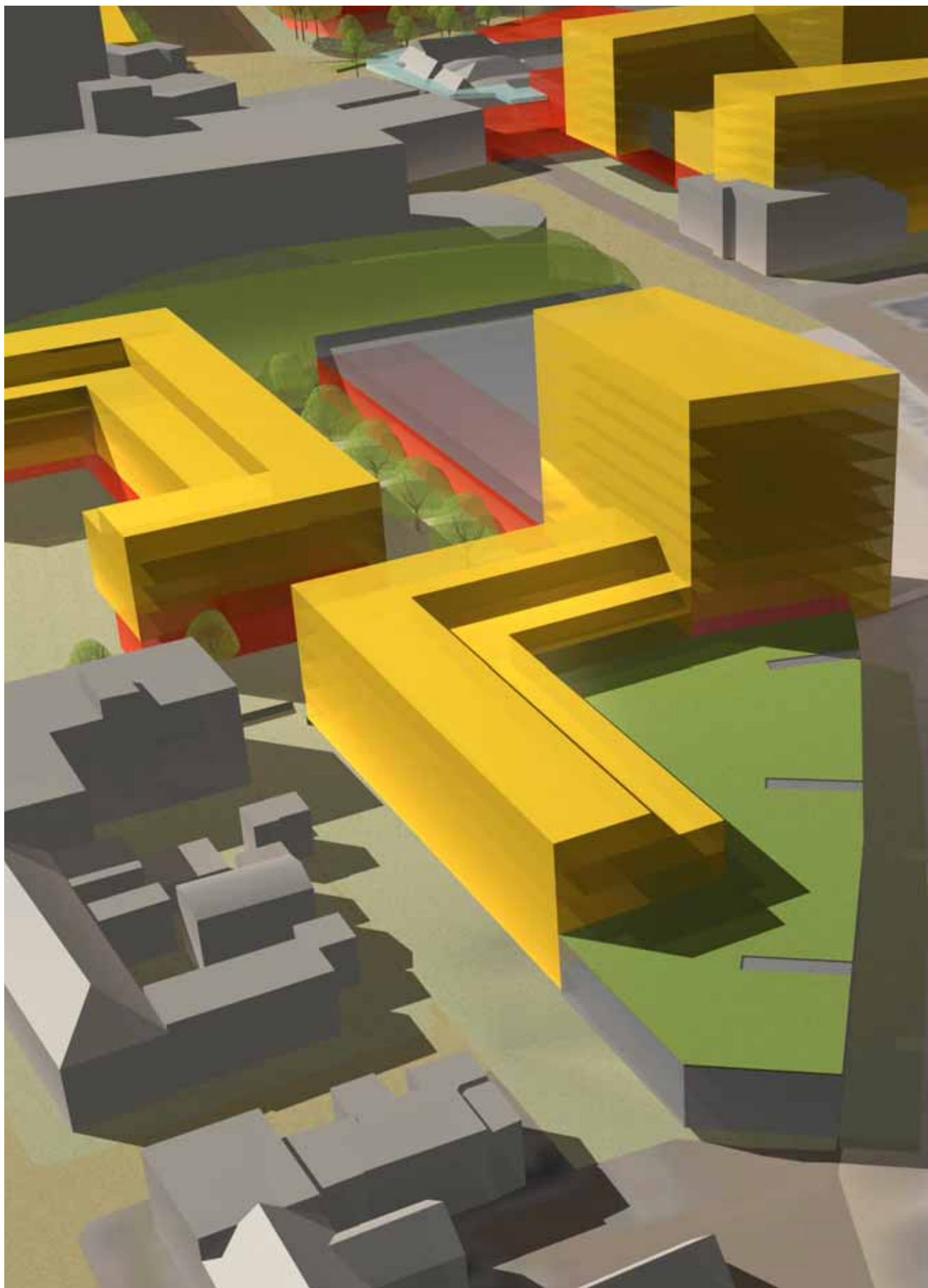
Queensway House and Southchurch Road existing



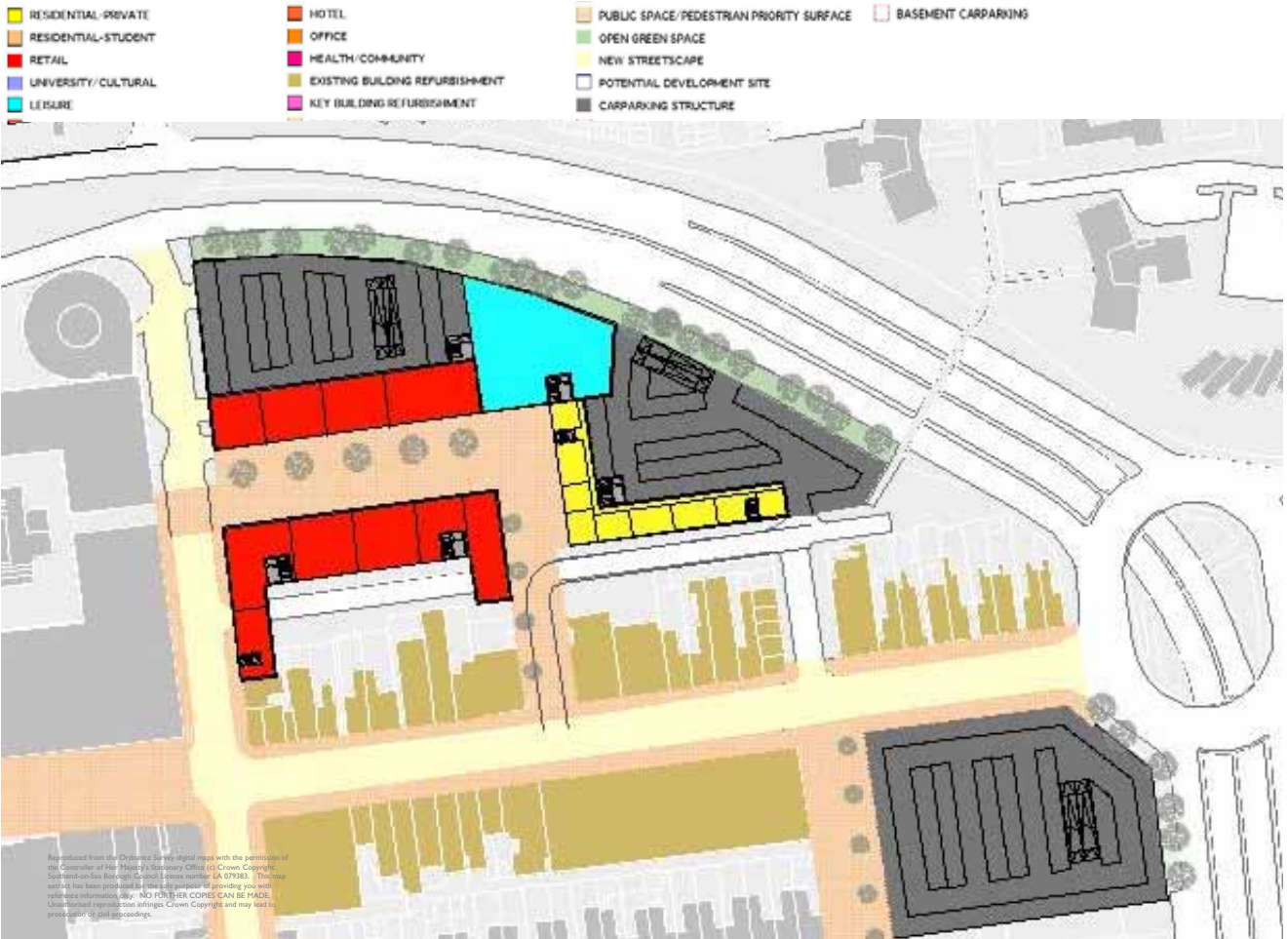
Roof plan for Queensway / Southchurch



3D view of Queensway House / Southchurch from north east



3D view of Southchurch Road towards Victoria Circus



Queensway / Southchurch ground plan



Queensway House / Southchurch Road typical floorplan

7.5 QUEENSWAY AND SOUTHCHURCH (continued)

Queensway - Southend's Urban Forest

Queensway

Queensway acts as both a major highway approach to the town centre and a ring-road around its core. Its scale and the highway-orientated design of its immediate envelope mean that it tends to act as a barrier between the town centre and its outlying neighbourhoods. For pedestrians and cyclists, crossing the road by way of underpasses and indirect routes can be unpleasant and counter-intuitive. In places, the footway is separated from the carriageway by stretches of grass and shrubs, resulting in areas of path which lack natural surveillance from passing cars and give the impression of being potentially unsafe. Queensway's roundabouts and verges are amongst the most significant green wedges in the town centre, but as green spaces they are underused. Mature trees on roundabouts block desirable vistas to town or sea and could be redesigned to enhance their function as city gateways. Verges by contrast are envisaged as more densely planted, as 'Urban Forest' - a cheap and sustainable method of containing and mitigating the impact of the road and creating green links across town. The sequence of open and closed views will be carefully controlled to add interest to the journey and reveal glimpses of Southend's best features.

Victoria Station roundabout and the adjacent stretch of Queensway are examined in sections 7.2 and 7.3.



Trees have a key role in shaping experience of urban environments



Queensway roundabout near Seaway car park

Recommendations for Queensway

Constraints

- Road severs the town centre and outlying neighbourhoods;
- Poor pedestrian/cycle paths, crossings and underpasses;
- Verges are large, underused areas of high-maintenance grass; and
- Roundabouts do not signal the presence of the town and key views are obscured.

Opportunities

- Create user-friendly direct, at-grade pedestrian and cycle crossings on key east-west links;
- Analyse and improve the footpath network;
- Use landscape design and public art to open up and emphasise vistas at roundabouts, wherever appropriate; and
- Plant verges as 'Urban Forest'.



Public art opportunities on roundabouts



Use of trees to define a view / route



Cue for the urban forest



Roundabout lighting and sculpture

7.6 FARRINGDON Southend's Campus

Vision

Southend has an increasingly important role as an educational and cultural hub, with the University of Essex and South East Essex College forging a strong presence north of Southend Central Station. Farringdon presents a major opportunity to deliver the sustainable growth of higher and further education and will be the focus of the University and College continued expansion.

In addition to education, the Masterplan is promoting a mix of uses which includes active ground floor frontages with residential above. The site will also enhance permeability with public realm improvements strengthening links to Queens Road, the High Street and towards the Southend Central Station and the College.

Key principles

1. Iconic form as an activator of public space and focus of long views in all directions, semi-open public functions at ground level (plot 4.01b - south western block);
2. Public space with active ground level frontages; thoroughfare forms route from Southend Central Station to Queens Road and London Road; architectural enclosure of volume;
3. Greatest height matching existing Prudential building (9 residential floors);
4. Stepped section retains solar access to Elmer Avenue;
5. Service access retained to back off the High Street units;
6. Separate entry to residential units above;
7. Prudential building (plot 4.00) refurbished and reclad; ground floors remodelled for active continuous frontages and new lobby space; and
8. Later phase mixed use redevelopment of Queens Road blocks.

Indicative development capacity

HE / FE and CULTURE - 27,902 sqm

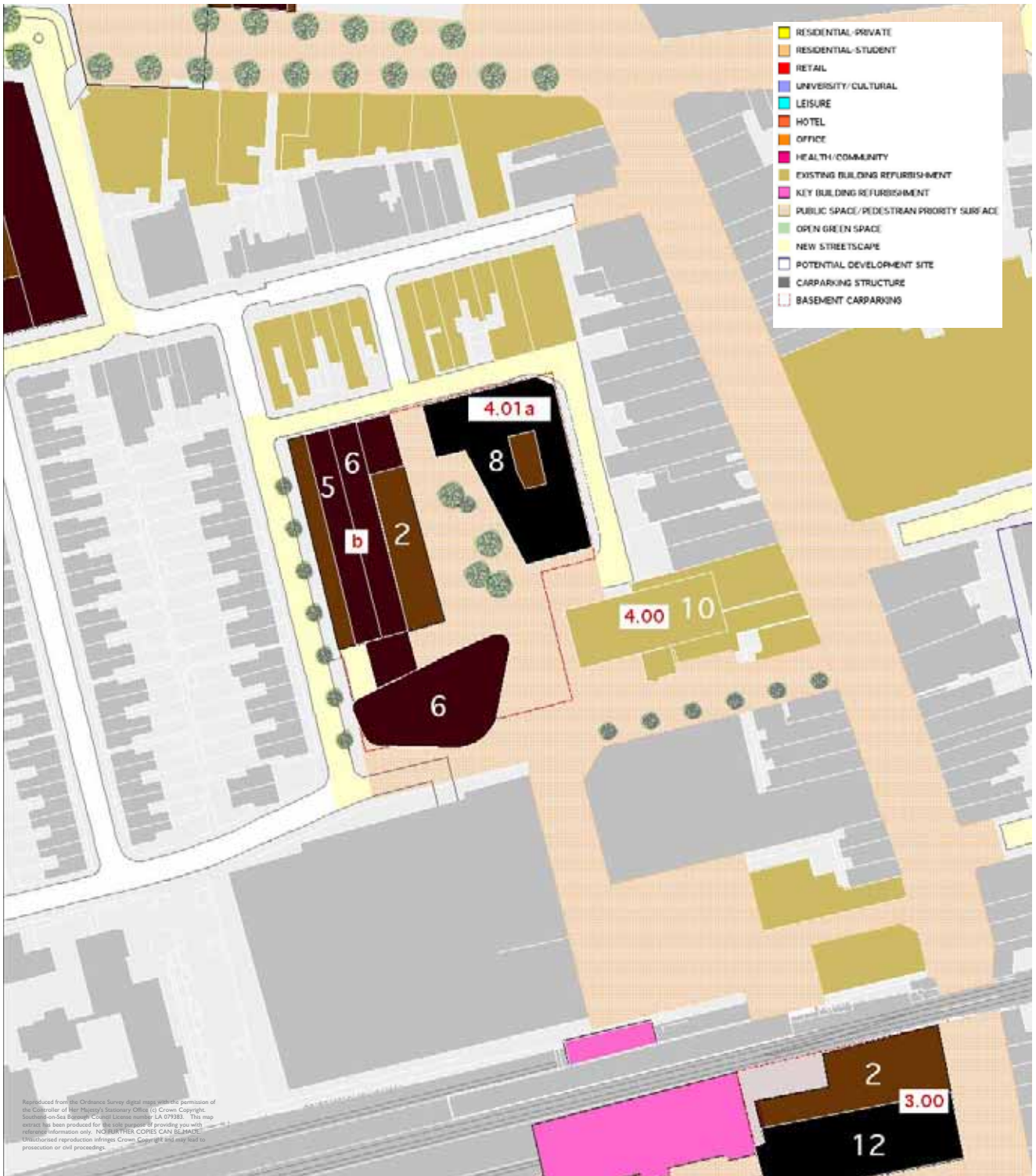
RETAIL - 2,190 sqm;

RESIDENTIAL - 4,680 sqm (52 homes)

CAR PARKING - c.460 spaces



Farringdon - existing plan



Farrington roof plan

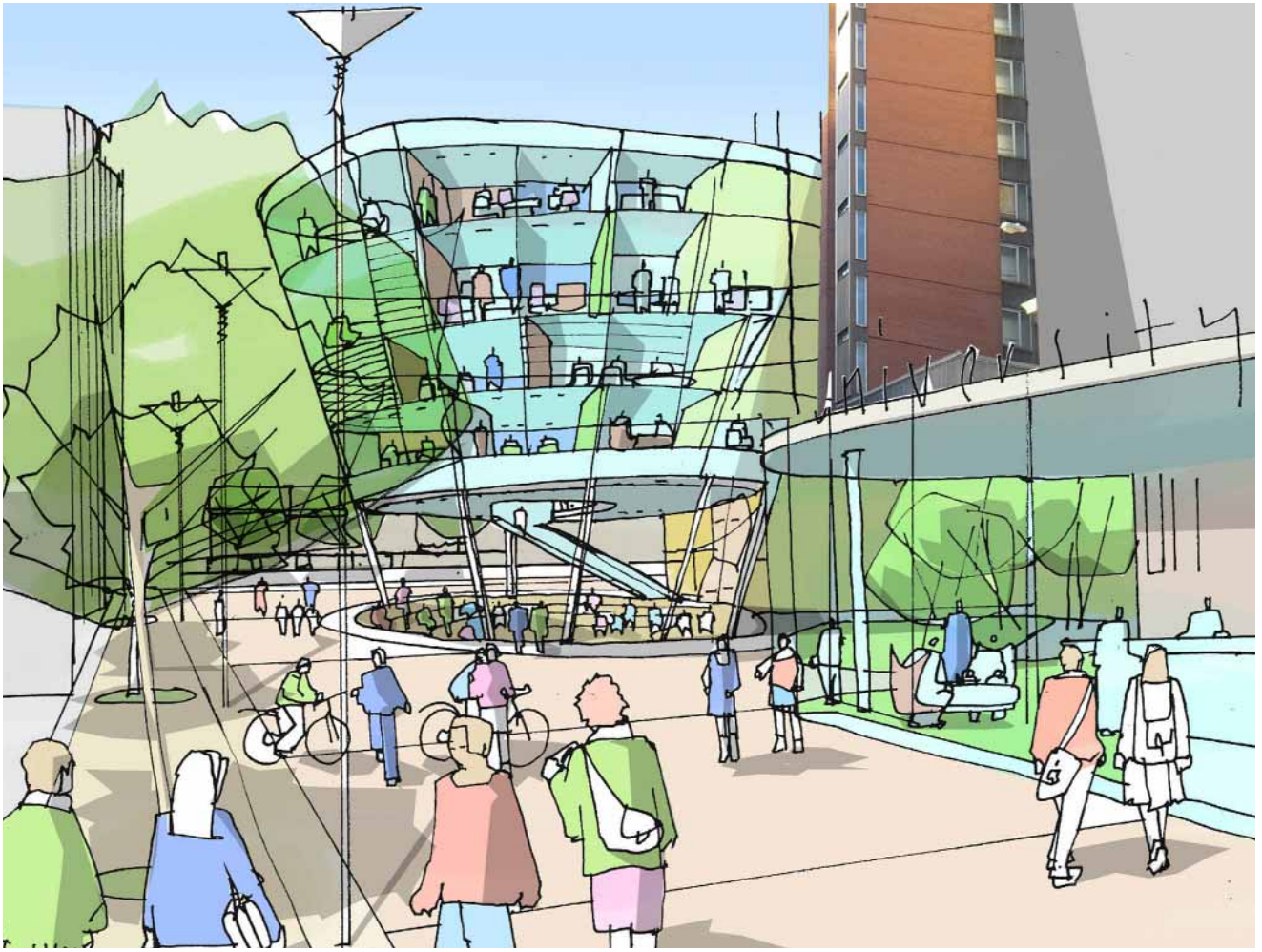
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|--|---|---|---|
| ■ RESIDENTIAL-PRIVATE | ■ HOTEL | ■ PUBLIC SPACE/PEDESTRIAN PRIORITY SURFACE | BASEMENT CARPARKING |
| ■ RESIDENTIAL-STUDENT | ■ OFFICE | ■ OPEN GREEN SPACE | ■ NEW STREETSCAPE |
| ■ RETAIL | ■ HEALTH/COMMUNITY | ■ EXISTING BUILDING REFURISHMENT | POTENTIAL DEVELOPMENT SITE |
| ■ UNIVERSITY/CULTURAL | ■ KEY BUILDING REFURISHMENT | ■ CARPARKING STRUCTURE | |
| ■ LEISURE | | | |



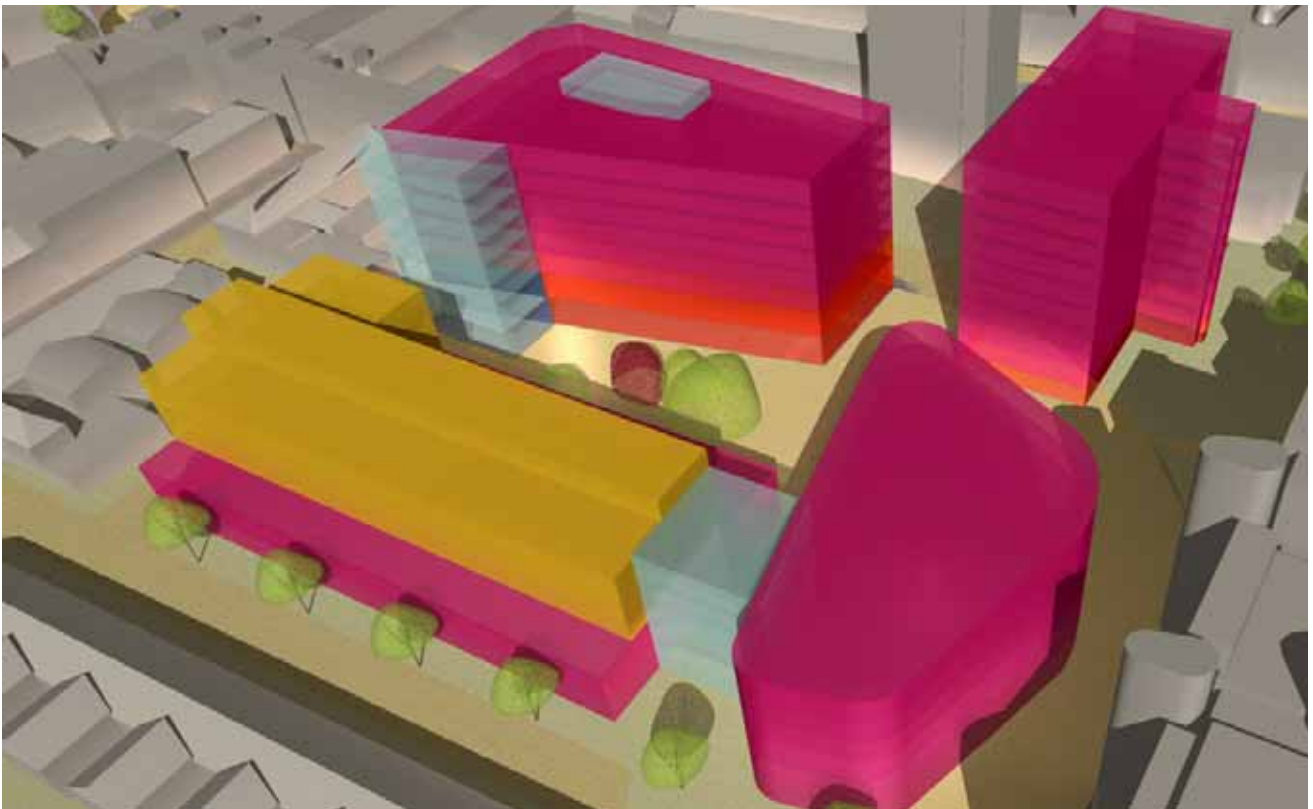
Farrington ground plan



Farrington typical floor plan



The new Farringdon campus



3D view from west towards High Street

Farringdon - public realm enhancements

Good quality public realm is now becoming recognised as a major factor in 'selling' universities to staff and students, and a variety of outdoor spaces is important for socialising, eating, relaxing and studying, as well as giving breathing space to the mass of the buildings.

The Masterplan proposes a hierarchy of spaces, interlinked to connect the Southend Central Station in the south, the educational complex and the High Street to the east. The building lines create external areas of differing shapes and degrees of openness and enclosure, establishing a varied sequence of spatial experience. The spaces are south-facing and sheltered, providing a sunny microclimate for outdoor cafes, seating and small-scale cultural events. The northernmost space will be a piazza, predominantly hard-surfaced and uncluttered for flexibility of use, the built form complemented by clean-stemmed trees. The southern space directly north of the railway could be softened by a lawn, raised above ground level to protect it from wear and tear - in effect, a huge turfed seat.

Business and educational use will be promoted around edges, and University students and staff encouraged to devise outdoor events programmes, to bring the quarter to life. The entire area will be pedestrian priority, with only essential vehicular access.

The connection to Southend Central Station is a key link, and will be a wide, legible pedestrian route which is well-lit and robust. This, and the upgraded underpass below the railway, are opportunity sites for bold artworks and lighting projects using electronic and other new media, in collaboration with students.

The generous access through to the High Street is a public space in its own right. The entrance from the High Street will be designed as a 'node' - one of the events along the High Street to break up its perceived length and signal a route or view into the quarters to the east or west. The vista will terminate in a landmark building or artwork.



Possible exemplar for 'University Square'



Opportunity for café culture



Public space doubling as cultural performance area



Use of lights to transform nature of the destination at night



Relaxing on informal green space



View from Queens Road looking across Farringdon car park towards SEEC

7.7 WARRIOR SQUARE

A new quarter for the community

Vision

Warrior Square will have a major role as a community hub. The aspiration is to create a new mix of uses possibly with a holistic healthcare facility (NHS LIFT) fronting Chichester Road. The site will also be a key location for new high quality office facilities and residential development. The juxtaposition of community, office and residential uses in close proximity to Warrior Square Gardens also provides a context to improve the quality and usage of the Gardens for residents, visitors and workers.

A pre-condition for this approach is the repositioning of the existing swimming pool on the site at an alternative location. However, there is still scope to redevelop other aspects of the site if the pool is retained or replaced in its current location.

Key principles

1. NHS LIFT building forms prominent corner site; also addresses and activates the square;
2. Square re-landscaped for events and primarily passive recreation;
3. New residential blocks with mix of flatted and terraced accommodation;
4. Lower massing on Whitegate Road deferring to context;
5. Central podium roof collective amenity areas;
6. Offices divisible into distinct vertical sections;
7. New street for residential frontages; and
8. Heavily planted edge to Queensway contributes to Urban Forest.



Existing poor quality route from High Street to Warrior Square

Indicative development capacity

RESIDENTIAL - 20,289 sqm (198 homes)

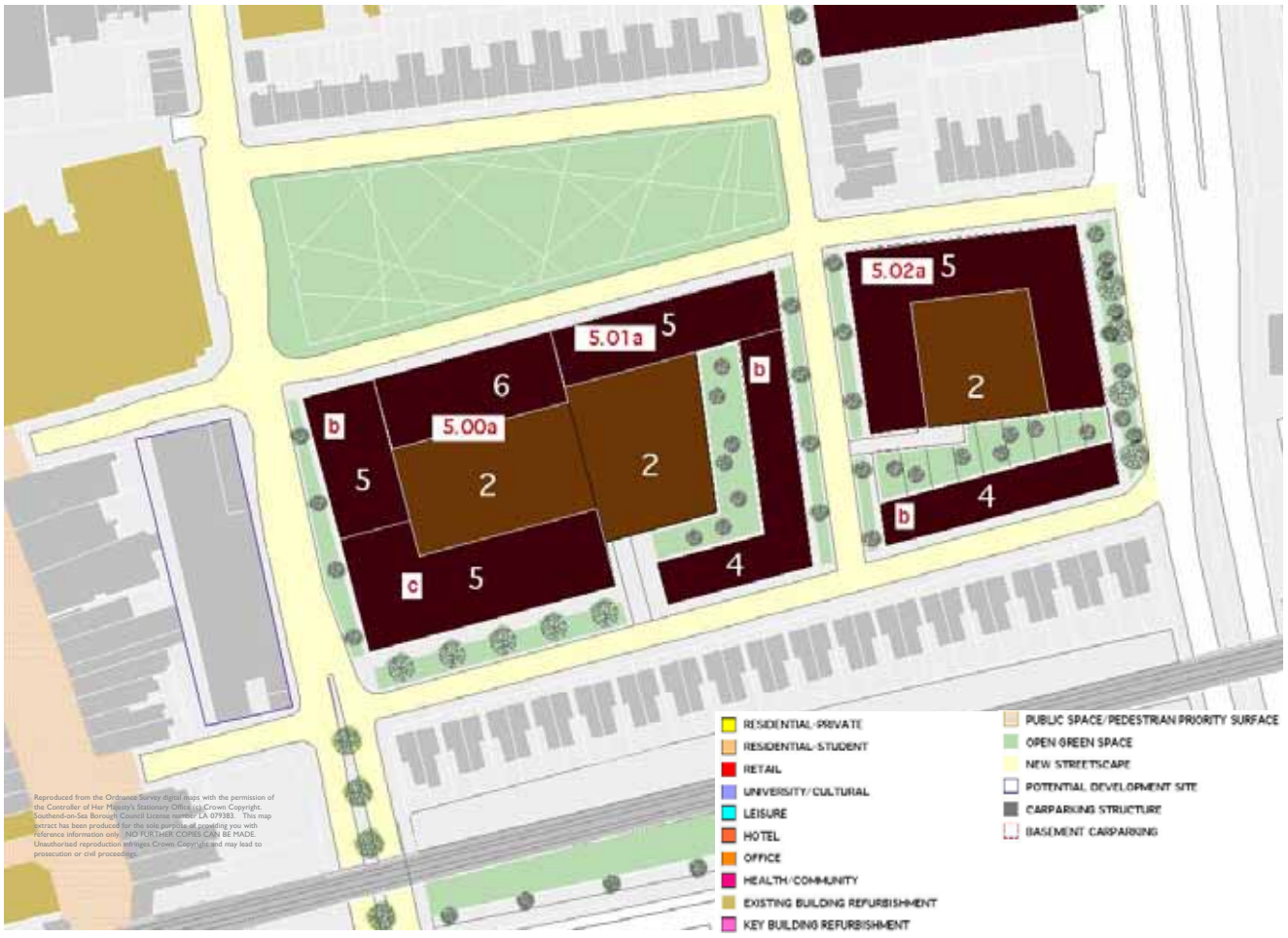
OFFICE - 12,861 sqm

HEALTH - c. 4,000 sqm

CAR PARKING - c. 484 spaces



Warrior Square - existing plan



Warrior Square roof plan

Warrior Square Gardens

A late Victorian square on the traditional model of a private garden for the residents of speculatively-developed surrounding dwellings, Warrior Square is particularly valuable in being one of Southend's few green spaces within the urban core. Its tranquil green character contrasts with the built-up nature of the High Street only one block away. The square and the intact row of Victorian housing to its north are now a conservation area.

The square benefits from clear spatial definition, although the southern built edge currently has substantial gaps, and it is edged by beautiful mature trees. The road on its southern edge continues westwards right to the High Street, but easy pedestrian access is severed by the busy Chichester Road. The potentially fine view back to the tree-lined square from the High Street is marred by the low quality of the townscape. Internally, it lacks the focal point and activity which may have been the intention of the original design. It is understood that there is a local perception of anti-social behaviour problems. It is probable that underuse of the square (hence little 'passive surveillance') and its isolation are contributing factors. Balancing enclosure with accessibility, the question of closing the park at night and management of facilities all need careful discussion with stakeholders as part of any



3D view from the north looking across the Gardens and the redeveloped Warrior Square site

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|--|--|---|--|
| ■ RESIDENTIAL-PRIVATE | ■ HOTEL | ■ PUBLIC SPACE/PEDESTRIAN PRIORITY SURFACE | ■ BASEMENT CARPARKING |
| ■ RESIDENTIAL-STUDENT | ■ OFFICE | ■ OPEN GREEN SPACE | ■ NEW STREETSCAPE |
| ■ RETAIL | ■ HEALTH/COMMUNITY | ■ POTENTIAL DEVELOPMENT SITE | ■ CARPARKING STRUCTURE |
| ■ UNIVERSITY/CULTURAL | ■ EXISTING BUILDING REFURBISHMENT | | |
| ■ LEISURE | ■ KEY BUILDING REFURBISHMENT | | |



Warrior Square ground plan



Warrior Square typical floor plan

detailed redesign proposals.

The Masterplan sets Warrior Square within a rejuvenated physical and social context. The new LIFT building on the prominent south-east corner site brings legitimate activity to be fostered by improved pathways into the heart of the square. New residential development on the south side completes Warrior's built frontage and will provide a community of park users to populate and 'take ownership'.

The link to the High Street will be redesigned as an easy-access pedestrian-priority space with a generous crossing over Chichester Road and tree planting to strengthen thematic and physical connections between the town centre and Warrior Square. Removal of clutter enhances the vista from the street towards the avenue of mature trees on the south side of the square. The important routes north and south along Chichester Road will also be enhanced by environmental improvements and new trees, and the secondary street running east will be calmed and planted as a peaceful setting for the new housing and to establish a green link between the square and the 'Urban Forest' proposed on the wide verges of Queensway.

Warrior Square will respond to the needs of the city in the 21st century, without losing what is valuable in its Victorian heritage.

Recommendations for Warrior Square

Constraints

- Poor pedestrian/cycle links and poor integration into the town centre;
- Little interest internally;
- No activity to encourage visitors into the square and few passers-by on the edges;
- Historic character and existing trees must be

considered and may impose technical constraints; and

- Reports of abuse of space and anti-social behaviour.

Opportunities

- Strengthen walking, cycling and visual connections to town centre;
- Relate access and activities to retained and proposed building uses;
- Use street tree planting on approaches to create green link to the High Street and east to Queensway and beyond;
- Integrate with other Southend open spaces and community facilities, possibly by a cycling and walking circuit;
- Consider the wider context to 'expand' the square, especially the highway to south;
- Consider what activity might be appropriate to populate the space - events, play, education, café etc
- A new focal point and internal interest;
- Beautiful large trees make a huge contribution to its character and should be retained, but a strategy is needed for future structure planting as the existing trees are already very mature;
- Engage existing resident/friends groups & local organisations to resolve problems and foster ownership; and
- Explore management options to create a safe, attractive space.



Subtle interventions to raise quality



Careful landscaping to enhance historic gardens

7.8 CLIFFTOWN QUARTER

Vision

The Masterplan proposes to support the evolution of the Clifftown area as an area with a strong food, drink and retail offer. The main focus for this will be infill development opportunities on the Council owned Alexandra and Clarence car parks. This quarter will also have a strong cultural identity, capitalising on the fine grain historic street form, attractive historic character and links to Royal Terrace and the Cliffs. There is an opportunity for small studio style workspace in the area, which along with the New Empire Theatre will contribute to Clifftown's identity as a cultural and creative hub. Associated with improvements to Southend Central Station, the redevelopment of Central House on Clifftown Road will play a key role in redefining this part of the town centre.

Key principles

Southend Central Station

1. Refurbishment of Southend Central Station buildings;
2. Underground tunnel link reinstated with new entrances, improved lighting and security and public art;
3. Station forecourt cleared of car-parking and designed as a signature public space;
4. Central House redeveloped for new larger retail units with frontage on High Street and Clifftown Road; new office/residential development above; possible tall feature building;
5. Renewed frontages on Clifftown Road extend prime frontage around a new walking circuit;

Clarence Road Car Park

6. Office/retail/residential blocks around public 'workyards';
7. Thoroughfare from Nelson Street and Nelson Mews;
8. New public square on the corner of Clarence Road and Alexandra Street with restricted access to service vehicles only;
9. Repaved street to designate 'town heart';
10. Streetscape and landscape design designates a

walking circuit through Clifftown from Southend Central Station to Pier Hill

Alexandra Street Car Park

11. Ground retail, food and drink units between 100 and 500 sqm;
12. New public lanes for markets and outdoor dining; restricted service vehicle access only;
13. Residential units above;
14. Possible new units or extensions to the back of the High Street units.

Indicative development capacity

OFFICE - 2,804 sqm

RETAIL - 2,481 sqm

RESIDENTIAL - 7,269 sqm

CAR PARKING - c.30 spaces

