

Southend-on-Sea Borough Council

Department of the Chief Executive

John Williams - Director of Democratic & Legal Services

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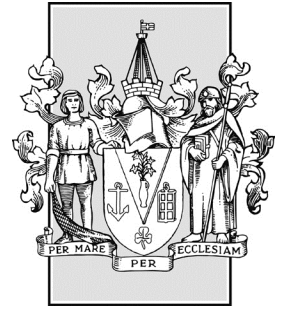
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Dear Councillor

CABINET - THURSDAY, 18TH JANUARY, 2018

Please find enclosed, for consideration at the next meeting of the Cabinet taking place on Thursday, 18th January, 2018, the following report(s) that were unavailable when the agenda was printed.

Agenda No	Item
8.	Adoption of SCAAP (Pages 1 - 304) Report of Deputy Chief Executive (Place)

Yours faithfully

Tim Row

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Southend-on-Sea Borough Council

Agenda
Item No.

8

Report of Deputy Chief Executive (Place)

To
Cabinet
On

18th January 2018

Report prepared by: Mark Sheppard

Adoption of Southend Central Area Action Plan (SCAAP)

Place Scrutiny Committee

Executive Councillor: Councillor Flewitt

A Part 1 Public Agenda Item

1. Purpose of Report

- 1.1 To recommend the adoption of the Southend Central Area Action Plan (SCAAP) by full Council in February 2018.
- 1.2 If adopted, the Southend Central Area Action Plan will form part of the Southend Development Plan. It will therefore provide a set of up-to-date local planning policies for positively managing development and will be used to assess development proposals within Southend Central Area, including the Town Centre and Central Seafront.

2. Recommendation

- 2.1 That all the recommendations of the Inspector's Report at Appendix 1 and the revised version of the Southend Central Area Action Plan set out in Appendix 2 be agreed.
- 2.2 That Cabinet recommends that full Council adopts the Southend Central Area Action Plan as set out in Appendix 2, in accordance with Planning Regulations.
- 2.3 Note that the Southend Central Area Action Plan Proposed Submission version, approved by Council for publication and submission in September 2016, has been amended as per:
 - a) the main modifications recommended by the Inspector in his report and agreed for consultation under delegated authority in July 2017 (attached at Appendix 1);
 - b) The minor modifications agreed for consultation under delegated authority in July 2017 (attached at Appendix 3); and
 - c) The further minor modifications (attached at Appendix 4).

3. Background

The Southend Central Area Action Plan

- 3.1 The Southend Central Area Action Plan (SCAAP) will provide an up-to-date statutory basis for guiding, assessing and determining planning applications within the Town Centre and Central Area, including the Central Seafront. The Plan will also provide strategic guidance for a number of important schemes, providing increased certainty for decision making in relation to new development.
- 3.2 The overarching vision and aim of the SCAAP is described as follows:
- “Our vision for Southend Central Area, which includes the Town Centre and Central Seafront Area, is a destination ‘City by the Sea’. As a prosperous and thriving regional centre and resort, it will be an area that is vibrant, safe and hospitable, rich in heritage, commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips, overnight and longer stays.”*
- 3.3 The SCAAP contains policies and proposals that in combination address: the development strategy for the Plan area (matters such as retail, transport and parking, conservation and heritage); development principles for the ‘Policy Areas’ (including identification of appropriate land uses, access / public realm improvements); and a set of more detailed, site specific policies in the ‘Opportunity Areas’.
- 3.4 The SCAAP is divided into Policy Areas, each having its own set of ‘development principles’ to guide development and investment. Within the Policy Areas the SCAAP seeks to allocate sites for development. Any planning application proposed in the SCAAP area will be determined on its merit, taking into account adopted planning policies and any other material considerations.

Table 1: SCAAP Policy Areas and Opportunity Sites

Policy Areas	Opportunity Sites
PA1: High Street	-
PA2: London Road	-
PA3: Elmer Square	Elmer Square Phase 2 (PA3.1)
PA4: Queensway	Queensway (PA4.1)
PA5: Warrior Square	-
PA6: Clifftown	-
PA7: Tylers	Tylers (PA7.1)

CS1: Central Seafront	Southend Pier (CS1.1) Seaways (CS1.2) Marine Plaza (CS1.3) New Southend Museum (CS1.4)
PA8: Victoria Gateway Neighbourhood	Victoria Avenue (PA8.1) Baxter Avenue (PA8.2)
PA9: Sutton Gateway Neighbourhood	Sutton Road (PA9.1) Guildford Road (PA9.2)

- 3.5 The SCAAP is accompanied by a Policies Map (**Appendix 5**) which illustrates geographically the application of the policies in the SCAAP. The Policies Map is not defined in statute as the development plan document.

Examination in Public

- 3.6 In September 2016 Southend Borough Council approved the Revised Proposed Submission version of the SCAAP for public consultation and subsequent submission to the Secretary of State for Examination.
- 3.7 In March 2017, the Plan was submitted to the Secretary of State who appointed a Planning Inspector to undertake the formal examination process. The Inspector conducted hearing sessions in May 2017.
- 3.8 During the examination the Inspector identified that a number of modifications were needed to ensure the Plan was sound, legally compliant and suitable for adoption by the Council.
- 3.9 In July 2017, the main modifications identified by the Inspector, along with a number of minor modifications, were agreed under delegated authority by the Deputy Chief Executive (Place) and Executive Councillor for Housing, Planning and Sustainability and authorised for a period of public consultation on the proposed modifications, which took place between 11 August and 22 September 2017.
- 3.10 The Inspector requested that all representations be submitted to him for consideration. **Appendix 6** provides a summary of these representations, which were supplied to the Inspector, along with the full representations, in October 2017.

Inspector's Recommendations

- 3.11 The Inspector has considered the SCAAP, all comments submitted prior, during and after the examination process, including the consultation on the modifications, and issued his final report (**Appendix 1**). The final Report concludes that the Plan is legally compliant and is sound if it is adopted with main modifications and provides an appropriate basis for the planning of the Central Area of the Borough over the plan period to 2021. These modifications are included as an Appendix to the Inspectors Report.

- 3.12 The main modifications that are necessary for soundness all relate to matters that were discussed at the Examination Hearings. Following these discussions, the Council prepared a schedule of proposed main modifications and this schedule has been subject to sustainability appraisal and public consultation for six weeks. The Inspector has taken account of the consultation responses in coming to his conclusions in his report and in this regard has made some amendments to the detailed wording of the main modifications and added consequential modifications where these are necessary for consistency or clarity, as set out in **Appendix 1**. None of these amendments significantly alters the content of the modifications as published for consultation or undermines the participatory processes and sustainability appraisal that have been undertaken.
- 3.13 In addition to the main modifications proposed by the Inspector a number of minor modifications are proposed to address minor matters of consistency, typographical errors and updates to supporting text. These were also subject to public consultation in August to September 2017. A summary of the consultation responses are set out in **Appendix 6**.
- 3.16 Further minor modifications are also proposed to further address matters of consistency and typographical errors (**Appendix 4**). All of the modifications have been incorporated into a final version of the SCAAP (**Appendix 2**), which is recommended for adoption.

4. Other Options

- 4.1 Cabinet could choose not to support the conclusions of the Inspector's Report and recommend to full Council not to adopt the Plan. The Council would then need to decide on an alternative approach to preparing a planning policy document for the Central Area, revisiting existing evidence and undertaking potentially significant additional public consultation. Such a process would likely result in a delay measured in years and would not lead to the adoption of a local derived planning policy document for Southend Central Area that is at a very advanced stage of production.
- 4.2 If the SCAAP is not adopted, decisions on planning proposals in the Central Area will be made in accordance with other local development plan documents, national policy and guidance, which could result in decisions not taking account of the particular needs and requirements of Southend Central Area.
- 4.3 The absence of a robust plan and the resulting 'planning by appeal' scenario could result in the inability to control development in Town Centre and Central Area and an increase in service costs for Southend if the Borough Council has to respond to development appeals or public inquiries.

5. Reason for Recommendation

- 5.1 This report recommends that Cabinet supports the conclusions of the Inspector's Report and recommend to Full Council that the Plan be adopted. It is clearly advantageous for SBC to have a new planning policy document in

place as soon as possible. This would avoid the risk of new planning applications in the central area being considered without an up to date Plan; one of the consequences being a lack of certainty regarding where new development will take place in the future and whether such development is appropriate in the Plan area.

6. Corporate Implications

6.1 Contributions to the Council's Vision and Corporate Priorities

- 6.1.1 The successful delivery of the SCAAP will contribute to the fulfilment of a number of spatial elements of the Council's vision and priorities, for example, in relation to town centre and central seafront regeneration, improving economic prosperity, promoting green technologies and protecting and enhancing the natural and built environment.

6.2 Financial Implications

- 6.2.1 The main costs have already been met for the previous rounds of consultation and the examination. There will be a minor cost associated with adoption of the SCAAP, which will be met from existing agreed budgets.

6.3 Legal Implications

- 6.3.1 The adoption of the SCAAP necessitates compliance with the Town and Country Planning (Local Planning) (England) Regulations 2012, a process which has been and will be duly followed. After adoption, Regulation 26 requires a copy of the adopted version of the SCAAP, an adoption statement, the sustainability appraisal reports and details of where and when hard copies of the documents can be inspected on the Council's website. It also requires copies of the adoption statement to be sent to any person who has been asked to be notified of the adoption of the local plan and to the Secretary of State. The Council's website will also enable these documents to be downloaded too.
- 6.3.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that if regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise. The SCAAP will be part of the development plan for the purposes of the Planning Acts.

6.4 People Implications

- 6.4.1 Staff resources from the Council's Strategic Planning team have been required in order to produce the SCAAP, particularly during document preparation, consultation stages and examination. Further staff resources will be required to take the document to adoption stage and have been allocated.

6.5 Property Implications

6.5.1 Southend Borough Council owns a number of the sites promoted for development within the SCAAP. The proposed Opportunity Sites are outlined in Table 1 above and can be viewed on the Policies Map (**Appendix 5**).

6.6 Consultation

6.6.1 The requisite statutory consultation process has been followed through the preparation of the SCAAP.

6.7 Equalities and Diversity Implications

6.7.1 Public consultation has provided opportunity for different sections of the community to input into the plan making process. An Equality Analysis was completed as part of the plan making process (**Appendix 7**).

6.8 Risk Assessment

6.8.1 If the SCAAP is not adopted, decisions on planning proposals in the Central Area will be made in accordance with other local development plan documents, national policy and guidance, which could give rise to the risk that decisions may not take into account the particular needs and requirements of Southend Central Area.

6.8.2 The absence of the SCAAP policies may result in inappropriate or piecemeal development in Southend Central Area being allowed on appeal, which would not be aligned with the Borough Council's Vision and Priorities for the regeneration and growth of the town.

6.9 Value for Money

6.9.1 There have been significant beneficial impacts in terms of value for money from carrying out the work proposed using in-house resources wherever possible. This has provided benefits in terms of building in-house experience and expertise for officers, as well as utilising local knowledge and experience within the Strategic Planning team, which would not be gained otherwise. The SCAAP has also facilitated the ability to bid for funding, such as funding from the Growth Deal and City Deal.

6.10 Community Safety Implications

6.10.1 The SCAAP seeks to improve the natural and built environment thereby contributing towards improving community safety.

6.11 Environmental Impact

6.11.1 *Sustainability Appraisal*

- 6.11.2 All iterations of the SCAAP have been subject to Sustainability Appraisal (SA), which is an assessment of the potential significant social, environmental and economic impacts of development and forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. These appraisals have been used to assist with the identification of the most sustainable policies to take forward.
- 6.11.3 The SA of the SCAAP that was submitted for examination found that there are many positive aspects of the Plan in relation to delivering sustainable development and that the objectives, policies and proposals of the SCAAP have the potential to have beneficial sustainability effects in the Central Area, as well as wider within Southend and beyond.
- 6.11.4 The Inspector's Report concludes that the SA is well balanced in its emphasis on the main strands of sustainability and has been carried out adequately. A copy of the submitted SA non-technical summary is attached at **Appendix 8**.
- 6.11.5 An addendum to the SA (**Appendix 9**) that considered the impact of the proposed modifications concluded that the modifications are predicted to generate a small number of new or different likely significant beneficial effects and that no significant adverse effects are predicted to arise from the proposed modifications.
- 6.11.6 *Habitats' Regulations Screening Report*
- 6.11.7 Southend and the surrounding districts include a number of important designated sites for nature conservation. Habitats' screening is an assessment of the potential significant effects of a policy on European Sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas and international Ramsar sites. A policy should only be approved after determining that it will not adversely affect the integrity of such sites.
- 6.11.8 The Habitats Regulations Screening Report concluded that the SCAAP, in conjunction with the Core Strategy, will not have a significant effect on nature conservation sites.
- 6.11.9 An addendum to the Habitats Regulations Screening Report that considered the proposed modifications concluded that the amendments would not propose any changes to planning policies within the SCAAP such that they would have potential to have 'a likely significant effect' on one or more nature conservation sites.

7. Background Papers

- 7.1 The Town and Country Planning (Local Development) (England) Regulations 2012
- 7.2 Planning and Compulsory Purchase Act 2004

- 7.3 Southend on Sea Local Development Scheme timetable 2017
- 7.4 Southend on Sea Statement of Community Involvement 2013
- 7.5 Southend-on-Sea Cabinet Report: Southend Central Area Action Plan (SCAAP) – Proposed Submission Document 2016
- 7.6 Southend-on-Sea Delegated Authority Report: Southend Central Area Action Plan: Modifications Agreement and Authorisation to Consult

8. Appendices

Appendix 1: Inspectors Report on the Southend Central Area Action Plan

Appendix 2: Southend Central Area Action Plan

Appendix 3: [SCAAP Schedule of Modifications](#) as approved under delegated authority in July 2017 and subject to public consultation in Aug- Sept 2017

Appendix 4: Further Minor Modifications

Appendix 5: SCAAP Policies Map

Appendix 6: Modifications Consultation – Summary of Representations

Appendix 7: Equality Analysis

Appendix 8: [Sustainability Appraisal Non-Technical Summary](#)

Appendix 9: [Sustainability Appraisal Addendum](#)

Report to Southend-on-Sea Borough Council

by Mike Fox

an Inspector appointed by the Secretary of State for Communities and Local Government

Date 12 December 2017

Planning and Compulsory Purchase Act 2004

(as amended)

Section 20

Report of the Examination of the Southend Central Area Action Plan

The Plan was submitted for Examination on 10 March 2017

The Examination Hearings were held between 23 and 25 May 2017

Accompanied site visits conducted on 25 and 26 May 2017

File Ref: PINS/D1590/429/6

Abbreviations Used in this Report

AA	Appropriate Assessment
AH	Affordable Housing
DMD	Development Management Document
DTC	Duty to Co-operate
GHA	Genesis Housing Association
HRA	Habitats Regulation Assessment
IDP	Infrastructure Delivery Plan
LDS	Local Development Scheme
LTP	Local Transport Plan
MM	Main Modification
SA	Sustainability Appraisal
SCAAP	Southend Central Area Action Plan (the Plan being examined)
SCG	Statement of Common Ground
SCI	Statement of Community Involvement
SSSI	Site of special scientific importance (for nature conservation)
SUFC	Southend United Football Club
<i>The Framework</i>	National Planning Policy Framework (NPPF)
VMS	Variable Messaging Sign (a controlled parking operating system)

Non-Technical Summary

This report concludes that the Southend Central Area Action Plan (SCAAP) provides an appropriate basis for the planning of the Central Area of the Borough over the plan period to 2021, providing a number of main modifications [MMs] are made to it. Southend-on-Sea Borough Council has specifically requested me to recommend any MMs necessary to enable the plan to be adopted.

All of the MMs concern matters that were discussed at the Examination Hearings. Following the Hearings, the Council prepared a schedule of the proposed modifications. The MMs were subject to public consultation over a six week period. I have recommended their inclusion in the Plan after considering all the representations made in response to consultation on them.

The Main Modifications can be summarised as follows:

- Secure a strong emphasis on supporting **town centre viability and vitality**, as the first preference for retail development, whilst protecting the living conditions of residents in the town centre primary shopping area from undue noise and disturbance, and increasing retail flexibility where appropriate;
- Within the Plan's strategy to promote sustainable travel, address the issue of **car parking access and capacity**, especially in Central Area South, by (i) identifying an established base for assessing the public car parking capacity of the area within 10 minutes' walking distance of the seafront (to be defined on a map); (ii) requiring adequate replacement for car parking lost to development within this area; and (iii) setting out the car parking requirements to meet the needs of new development;
- Ensure that the proposed regeneration of the **Baxter Avenue Opportunity Site** meets the needs of both existing and future residents in this area;
- Amend the **Seafront Policy Area** by (i) emphasising the importance of car parking to the vitality and viability of the Seafront as part of an integrated approach to new development; (ii) not normally permitting development south of the sea wall where key nature conservation sites or foreshore views would be adversely affected; and (iii) ensuring new lighting is sensitive to the foreshore; and
- Secure **strong environmental protection** by (i) ensuring all future activity and development should give appropriate weight to international, European, national and local nature conservation designations; (ii) protecting SSSIs and locally designated sites which have an important role in meeting overall biodiversity targets and contributing to the public enjoyment of nature conservation; (iii) not permitting development proposals that will result in significant harm to the foreshore designations; and (iv) requiring no unacceptably harmful impact from waterfront development on the nature conservation objectives of Benfleet and Southend Marshes Special Protection Area, Ramsar and SSSI.

Introduction

1. This report contains my assessment of the Southend Central Area Action Plan (SCAAP) in terms of Section 20(5) of the Planning & Compulsory Purchase Act 2004 (as amended). It considers firstly whether the Plan's preparation has complied with the Duty to Co-operate (DTC), in recognition that there is no scope to remedy any failure in this regard. It then considers whether the Plan is sound and whether it is compliant with the legal requirements. The National Planning Policy Framework, or *the Framework*¹(paragraph 182) makes clear that to be sound, a Local Plan should be positively prepared; justified; effective; and consistent with national policy.
2. The starting point for the Examination is the assumption that the local authority has submitted what it considers to be a sound plan. The basis for my Examination is the submitted draft plan of November 2016².
3. My report deals with the main modifications that are needed to make the Plan sound and legally compliant and they are identified in bold in the report (**MM**). In accordance with section 20(7C) of the 2004 Act, the Council requested that I should recommend any modifications needed to rectify matters that make the Plan unsound/not legally compliant and thus incapable of being adopted. These main modifications are set out in the Appendix.
4. The main modifications that are necessary for soundness all relate to matters that were discussed at the Examination Hearings. Following these discussions, the Council prepared a schedule of proposed main modifications and this schedule has been subject to sustainability appraisal and public consultation for six weeks. I have taken account of the consultation responses in coming to my conclusions in this report and in this light I have made some amendments to the detailed wording of the main modifications and added consequential modifications where these are necessary for consistency or clarity. None of these amendments significantly alters the content of the modifications as published for consultation or undermines the participatory processes and sustainability appraisal that have been undertaken.

Policies Map

5. The Council must maintain an adopted policies map which illustrates geographically the application of the policies in the adopted development plan. When submitting a local plan for examination, the Council is required to provide a submission policies map showing changes to the adopted policies map that would result from the proposals in the submitted local plan. In this case, the submission policies map comprises the set of plans identified as Maps 1 to 6, including Map 2, which identifies the SCAAP Boundary and Policy Areas.
6. The policies map is not defined in statute as the development plan document and so I do not have the power to recommend main modifications to it.

¹ DCLG: National Planning Policy Framework (*the Framework*); March 2012.

² Examination Document SD1.

However, one of the published MMs to the Plan's policies requires further corresponding changes to be made to the policies map.

This further change to the policies map (MM7), entitled Key Visitor Car Parks, was published for consultation alongside the MMs.

7. When the Plan is adopted, in order to comply with the legislation and give effect to the Plan's policies, the Council will need to update the adopted policies map to include the change proposed in MM7.

Assessment of Duty to Co-operate

8. Section s20(5)(c) of the 2004 Act requires that I consider whether the Council complied with any duty imposed on them by section 33A of the 2004 Act in relation to the Plan's preparation.
9. The Council states that it has prepared the Plan in close liaison with its neighbouring local authorities and stakeholders, including service providers and statutory agencies, none of which have objected to the Plan. These are set out in detail in its Duty to Cooperate (DTC) Statement³, in accordance with Regulation 4 of the Town and Country Planning (Local Planning) (England) Regulations 2012.
10. Within this context I agree with the Council that there are no strategic matters included in the Plan which are at variance with the Core Strategy, although it is noted that the Core Strategy predates DTC. However, it is clear from the Council's submissions and broad support from neighbouring local authorities and key providers of infrastructure, that the Core Strategy was prepared in accordance with the principles set out in the DTC. As the Council's DTC statement states, "The principle of joint or cross-boundary working on strategic matters in order to achieve positive outcomes is well established in Southend"⁴. Table 1 of the document also sets out all the strategic/cross-boundary issues which are related to the SCAAP policies.
11. In view of the above considerations, I am satisfied that where necessary the Council has engaged constructively, actively and on an on-going basis in the preparation of the Plan and that the DTC requirement has therefore been met.

Assessment of Soundness

Background

12. The Borough of Southend-on-Sea (population 179,800⁵) comprises the main town of Southend, together with Leigh-on-Sea and Shoeburyness. All three towns extend to the shoreline of the Thames Estuary where they are conjoined into a continuous urban area. The SCAAP covers the town centre and principal tourism and employment areas of the Borough. The Borough is committed to rejuvenating its economy, including tourism which is primarily geared towards

³ Examination Document SD11.

⁴ Document SD11, paragraph 3.1.

⁵ Source NOMIS (Census statistics) 2016.

day trippers, whilst developing other commercial enterprises, including those based at its small but expanding airport. As the Council stated at the Hearings, it has a good track record on delivery of ambitious development projects and is actively planning further regeneration and growth within the Central Area of Southend.

13. The Borough is set to grow in the period to 2021 and the strategic parameters for this have been set by its Core Strategy⁶, (adopted December 2007). The Council is currently preparing its Borough-wide replacement plan, for the period to 2037 in concert with its neighbouring South Essex authorities.

Main Issues

14. Taking account of all the representations, written evidence and the discussions at the Examination Hearings, I have identified seven main issues upon which the soundness of the Plan depends.

Issue 1 – Does the Plan provide the most appropriate spatial framework for the development of the Central Area over the plan period?

The spatial context, including the adopted Southend Core Strategy

15. The Plan largely reflects the vision, objectives and spatial thrust of the Core Strategy, although two aspects became apparent during the Plan's preparation. Firstly, the Core Strategy provides for 2,474 additional dwellings over the plan period (2001-2021). Taking account of current completions (1,087) and identified sites for new dwellings (2,157 – 68% of which have planning permission), it is already clear that the Core Strategy housing provision for the Borough has been exceeded by some 770 dwellings.
16. The Council's Infrastructure Delivery Plan (IDP) has considered the potential effects of this over-delivery and the Council has concluded that any impacts on the existing and planned infrastructure can be satisfactorily addressed. Secondly, this additional housing provision will make a positive contribution towards meeting future needs in accordance with the findings of the Strategic Housing Market Assessment and the emerging policy thrust of the Government's recent Housing and Planning White Paper⁷. This difference in housing provision does not undermine the thrust of the Core Strategy or the objectives of national housing policy, as expressed in paragraph 47 of *the Framework*, which states that local planning authorities should boost significantly the supply of housing.
17. The second main difference between the Plan and the Core Strategy relates to the jobs target, which is more challenging. The Core Strategy identifies central Southend as the primary focus for regeneration and growth in the Borough, seeking to provide 6,500 new jobs within the Town Centre and Central Area, plus a further 750 new jobs within the Seafront. Over the first five years of the Core Strategy (2007-2012), jobs within the Central Area have broadly remained neutral or have declined, although there has been a year-

⁶ SBC: Southend-on-Sea Core Strategy; December 2007.

⁷ DCLG: Fixing our broken housing market – Housing and Planning White Paper; December 2016.

on-year increase since 2012⁸.

18. Although it now appears unlikely that the Core Strategy employment provision will be met within the plan period (to 2021), the Plan seeks to maximise employment opportunities and act as a catalyst and driver for investment. It does this through identifying suitable sites for the establishment and expansion of businesses; the Policy Areas and defined Opportunity Sites bear testament to this approach.
19. The vision of the Plan, including the 'City by the Sea' concept⁹, builds on the Core Strategy aim to secure a major focus on regeneration and long term sustainability of Southend as a significant urban area. The proposed modification to include an additional strategic objective – to support the viability and vitality of the town centre and encourage investment in the Central Area **[MM1]** – is necessary to complement the existing suite of strategic objectives in the Plan and make it consistent with national policy. Subject to this modification, the Plan's strategic framework is sound and it is consistent with the strategic priorities which are set out in the Core Strategy.

Issue 1 - Conclusion

20. Subject to the proposed modification, I consider that the Plan provides the most appropriate spatial framework for the development of Southend Central Area over the plan period.

Issue 2 – Does the Plan provide a sustainable framework for the development of the local economy, including retailing, business and tourism, in the Central Area over the plan period? Does it provide a framework for a sustainable balance between the provision of housing and jobs?

Retailing

21. The Plan's strategy takes a pragmatic approach towards retail growth through making provision for incremental increases and encouraging the take up of the large amount of existing vacant floorspace in the town centre, rather than through an emphasis on major retail allocations. Concern was expressed that the matter of the large number of vacant properties in the town centre should be addressed in more detail in the Plan through a Vacancy Strategy, and a suggested list of the actions which could form part of such a strategy was submitted¹⁰. I consider that this strategy could be helpful, and there is nothing to stop its adoption by the Council as part of the implementation of the Plan. However, I do not regard the inclusion of this strategy as fundamental to the soundness of the Plan, and it is not therefore necessary for it to be the subject of a proposed modification.

⁸ SBC: SCAAP Topic Paper 3: Employment, Business and Investment; March 2017 – see Table 2 Net change in workplace jobs in Southend (IDBR) [Examination Document SD16].

⁹ SCAAP, paragraph 28, first bullet point [Examination Document SD1].

¹⁰ Additional Document 4a in response to Inspector's Further Questions: Proposed Modification outlining proposed Vacancy Strategy, from Indigo; 3 July 2017 [Examination Document REP-711-1].

22. I have no soundness issues with the Council's approach to setting a framework for development in the town centre. Policy DS1, which aims to deliver a prosperous retail centre, maintains the same town centre shopping area as defined in the 1994 Local Plan Proposals Map, which is focused on the long, linear High Street, anchored by the Victoria Shopping Centre to the north and The Royals Shopping Centre to the south.
23. The proposed modification to the policy, to ensure that the town centre remains the first preference for all forms of retail development and for other town centre uses to support the centre's viability and vitality and encourage investment **[MM2]** is necessary to ensure that the Plan retains the primacy of the centre and is in line with national policy.
24. The Plan, based on the recommendations of a technical report on the management of designated shopping frontages¹¹, redraws the primary and secondary shopping frontages, replacing all the primary designations that are not located on the High Street and ground floor of the Victoria and Royals shopping centres with secondary shopping frontages.
25. The Plan also replaces the existing ground floor primary frontage on the western side of the southern section of High Street (between Heygate Avenue and Pier Hill) with secondary frontage. Although concerns are expressed from some retailers that this change is unnecessary, I agree with the Council's explanation that the majority of this section of High Street is already occupied by non-A1 uses, as conclusively demonstrated on the shopping frontage plan¹² which was submitted by the Council at the Hearings, and that this section has the potential to provide a vibrant and diverse transition between the High Street and the Central Seafront.
26. The rationale for requiring at least 60% retail use within the town centre primary shopping frontage is based on the above technical report. The figure was not challenged by any representations and I consider it to be justified and realistic for Southend town centre, which among other considerations gives the Plan flexibility to address the serious issue of vacant properties in the town centre, particularly within the primary frontage areas.
27. The proposed modification to policy DS1 addresses the twin issues of promoting the evening economy and safeguarding the living conditions of those living or working in the vicinity, for example in relation to undue noise or disturbance **[MM3]**. The modification is necessary for the policy to promote the town centre as a living as well as a working environment.

Tourism

28. The Plan states that: "Southend Central Area will continue to be the primary focus for further enhancement of tourism.....This will build on the town's role

¹¹ SBC Technical Report – The Management of Designated Town centre Shopping Frontages; November 2016.

¹² Additional Document 5 in response to Inspector's Further Questions - Southend Shopping Frontages Plan showing A1 and non-A1 uses by section [Examination Document 035].

as a major destination resort..."¹³ 12% of the Borough's employment is directly linked to tourism, whilst there is also a 'knock-on' effect on other employment sectors. The Plan and the Council's Hearing Statement¹⁴ both explain that the Council considers tourism to be an important economic driver which gives the town its identity.

29. Core Strategy policy CS1 promotes a diverse range of tourism facilities, complemented by a regenerated retail/leisure offer in the town centre. The Plan aims to complement the day visitor market by increasing opportunities for overnight and longer stays; this is considered to be a reasonable objective as well as being realistic, given the recent success in attracting high quality hotel accommodation to the town.
30. Some representors on behalf of the tourism industry express concern that the Council's plans to broaden its base into a longer stay emphasis would impact on the vulnerability of the day tripper market, which accounts for 96% of total visitors to Southend¹⁵. The Council's view is that the overnight visitors complement the day visitors, and both contribute to the wider economy. I agree with this view for the reasons I have already expressed.
31. In relation to Seaways (Opportunity Site CS1.2) some representations state that the proposed cinema would be for local residents, rather than for tourists. They argue that local cinema goers would compete for car parking spaces with tourists, very few of whom would visit Southend to go to see a film, an activity which they could easily do in the communities from where they come. The Council states that it is not possible to divide visitors into two neat categories of tourists and leisure orientated visitors, and that the industry definition of day visitors¹⁶ includes many who are local to the area.
32. One representation objects to the inclusion of a cinema at Seaways on the grounds that there is little likelihood of its viability within the plan period. I am satisfied, however, from the written evidence and discussion at the Hearings, that the proposed cinema is realistic and that no significant impediments to its inclusion within the proposals for the Seaways Opportunity Site were raised.
33. Whilst there are differences between the activities that are classed as 'tourism' and those described as 'leisure', there are also significant crossovers. I have no evidence to persuade me that proposals for hotels or cinemas would be harmful to the Southend day tripper economy (I will deal with the associated matter of parking in the next main issue below). For the above reasons, I am not persuaded that there are any adverse soundness issues in the Plan's strategy for the promotion of tourism, or in relation to its framework for leisure facilities.

¹³ SCAAP, paragraph 77, page 27 [Examination Document SD1].

¹⁴ SBC: Hearing Statement – Matter 3: SBC: the local economy, employment, retailing, business and tourism; May 2017 [Examination Document SCAAP-006].

¹⁵ Figure given by Nick Laister (RPS) at the Hearings.

¹⁶ Additional Document 8 in response to Inspector's Further Questions – Definition of Day Visitors [Examination Document 038].

Employment and other economic activity

34. The Plan's jobs targets and the challenges in achieving these targets have been covered in Issue 1 above. In addition to promoting tourism, the Plan's strategy reaches out to a number of other business sectors.
35. In relation to business and financial services, the market for office space within the Central Area is oversupplied with outdated office stock, and a mixed use approach is pursued in the Plan. Southend is identified as the main cultural centre within the South Essex sub-region, and the Plan also sees potential for creative industries. The university is located at Elmer Square, which the Plan promotes as the educational hub for Southend, which could offer additional employment opportunities. The Central Area also accommodates the civic and government administration areas, with some potential for growth. None of the Council's targets for these aspects of the economy raises soundness issues.

Issue 2 - Conclusion

36. Subject to the above modifications, I conclude that the Plan provides a sustainable framework for the development of the local economy and that it provides a sustainable balance between the provision of housing and jobs.

Issue 3 – Are the Plan's transport, access and car parking policies sustainable? Are they sufficient to enable the retention and growth of all sectors of the economy, including the tourism sector?

Transport overview

37. The Plan states that the level of regeneration and growth proposed for the Central Area will affect the strategic transport network in terms of congestion and accessibility. The Plan seeks to address these challenges in a number of ways, based on national policy and the principles set out in the Local Transport Plan (LTP3)¹⁷. The importance of east-west movement, in particular along the A127, is recognised as fundamental to access to the Central Area; major improvements to all the key junctions along this road within the Borough have either been completed, are under construction or are included within the Council's capital programme for implementation in the next few years.
38. In response to the limited capacity of the road network within the Central Area to accommodate the proposed development over the plan period without causing unacceptable congestion and inconvenience to residents, policy DS5 proposes a series of sustainable transport measures. These include enhanced rail and bus interchanges, new and improved pedestrian and cycle facilities, and significant improvements to the public realm.

Car parking

39. The Plan's car parking provision, in terms of the location and capacity of what are regarded as the key public car parks to serve the needs of tourists, the

¹⁷ SBC: Local Transport Plan 3: 2011-2026 (LTP3); Revised January 2015.

number of car parking spaces required in the area, and its proposals for future parking provision, attracted the greatest number of representations, especially from some sections of the tourism industry which sought significant changes to the Plan. These representations, expressing concern over the Plan's parking policies, include an organisation representing the seafront traders, the owners of the largest fun park on the seafront and the Essex Chambers of Commerce, together with a number of individual traders and other individuals, and two Borough Councillors. I refer to them collectively and for ease of reference as the Tourism Group.

40. These representors make broadly similar points, and they raise concerns on behalf of a significant section of the local economic community. Their main arguments are therefore addressed in some detail in my report. I have distilled their comments into four key strands, all of which were debated at the Hearings. The following paragraphs summarise their main arguments and the Council's responses before I conclude on the soundness implications for the Plan. It is also worth pointing out that there are several representations from the public, from some developers and from other businesses in support of the parking and sustainable transport policies in the Plan. There is also one representation which calls into question the emphasis in the Plan on supporting the tourism industry which it considers it does to the detriment of the other sectors of the economy, and the notion of key car parks to the south of the railway.

Strand 1 – Concern is expressed that, whilst the tourism industry in Southend relies heavily on the private car, the Plan does not encourage road-based access to the resort.

41. A key representation draws attention to the tourism industry in Southend being dominated by firstly, day trippers, who form 96% of all visits to the Borough¹⁸, and secondly by the private car, which accounts for 85% of all trips with rail accounting for only 9% of visitors¹⁹. On this basis it is argued that sustainable transport solutions do not work for Southend, where most cars bringing tourists to the resort have high occupancies, bringing in families, thereby making the car a sustainable mode of travel for tourism in Southend. It is therefore suggested that the Plan should embrace the car in the interests of sustaining and growing the tourism economy, rather than trying to place restrictions on car-borne access to the resort.
42. These representations maintain that, rather than stimulate car-borne tourism in Southend, the Plan's policies do the opposite; by supporting the use of transport modes other than the car, it is argued that the Plan has effectively reduced road space within the Central Area, thereby increasing traffic congestion, which adversely impacts on the majority of tourists who are trying to gain access to the resort. Support is expressed (along with virtually all those who made representations to the Plan) for the Council's improvements to the strategic highway network, and especially relating to east-west movement along the A127. The Plan is criticised, however, for 'abandoning'

¹⁸ Figure given by Nick Laister (RPS) at the Hearings (Day 2).

¹⁹ RPS Statement for the Stockvale Group in response to Matter 4, paragraph 5.

the motorist at the edge of the Central Area, where the impact of increased pedestrian priority, dedicated highway space for buses, cycleways and the narrowing of some roads, all 'kick in', to the detriment of tourism in Southend.

43. The Council's proposed park and ride scheme at Leigh-on-Sea (outside the Central Area) is criticised as being unrealistic. The view that spare parking capacity to the northern part of the Central Area could be used as an alternative to the more heavily used car parks in Central Area South is also criticised, based on what is considered to be the excessive walking distance to the seafront from this area, especially for families and older visitors.

Strand 2 – Concern is expressed over the adequacy of provision of new public car parking within the Central Area, especially in the area to the south of the railway

44. Several representations state that the lack of adequate road capacity is compounded by insufficient parking spaces within the Central Area. It is argued that this results in more car journeys as drivers circulate in search of parking spaces, and queue to gain access to car parks, thus causing congestion on the highways and air pollution.
45. The Plan is criticised for not proposing to increase the number of public parking spaces in the Central Area, and in particular in 'Central Area South', which is defined as the area to the south of the railway which runs from London Fenchurch Street to Shoeburyness, via Southend Central Station. It is maintained that sufficient car parking capacity has to be available for the key days in the year when the weather is good enough to encourage large numbers of day trippers to decide to visit Southend. At the Hearings, 40 days per year was considered to be the typical number of good weather days, which subsidise the other, mainly loss-making days when the weather is more inclement. This figure was not challenged at the Hearings.
46. Further support for the argument for increased parking spaces in the Plan flows from the assertion that the Plan's transport strategy should be based on LTP3, which forecasts a 25% increase in demand for parking over the period 2011-2021. It is therefore suggested that the Plan, which 'merely' aims to ensure that there would be no net loss in car parking in Central Area South over the plan period, would be insufficient to cater fully for the needs of tourists.
47. It is also maintained that the loss of public car parking spaces in recent years has had an adverse effect on the local economy. The Adventure Island fun park is cited as an example; this is the largest single provider of entertainment facilities on the seafront, and it is stated that this important attraction is currently holding back on some of its investment programme due to the dearth of public car parking close to the fun park. Concerns were also expressed about the loss of parking during any development period and what alternatives might be provided.
48. Another view expressed at the Examination is that there should be no discrimination between car parks located to the south of the railway, which are referred to in the Plan as 'key visitor spaces' and other car parking spaces which as referred to as 'public'.

Strand 3 – It is alleged that the Plan's policies to ensure no net loss of public car

parking in Central Area South are based on an inaccurate assessment of the existing car parking capacity and that there are no robust measures in the Plan to ensure that further losses of public car parking do not occur.

49. There is disagreement over the capacity of several public car parks in Central Area South, and in one case over the legality of a site for public car parking²⁰. The cumulative difference between the Tourism Group and the Council at the start of the Hearings was about 1,500 spaces (i.e. 4,000 identified as currently available by the Tourism Group as against 2,500 identified by the Council). Both sides, however, agreed at the Hearings that it was important for the Plan to establish an agreed base line of the number of public car parking spaces in Central Area South, and I return to this point later in my report.
50. A Statement of Common Ground (SCG)²¹ was issued shortly after the Hearings, addressing the need to agree a base figure for car parking in Central Area South. The parties agreed much of the disputed car parking information contested at the Hearings, and set out clearly the areas where there is still disagreement.
51. A minority view is expressed that ensuring no net loss of key visitor spaces consequent on any development proposals coming forward is strait-jacketing development and is a recipe for preventing or inhibiting potential economic growth.

Strand 4 – Concern is expressed over the Plan's proposals for the loss of a significant quantum of the existing public car parking capacity at two key, well used car parks, at Seaways and Tylers, for development purposes.

52. Several representations underline the need to safeguard all existing car parking capacity within the Central Area. Seaways in particular, with a capacity of 478 spaces (estimates varied significantly), is highlighted as a particularly important car park, with good access to the highway network, and being located in close proximity to the seafront – it is referred as the first 'port of call' for many day trippers. It is argued that the proposed development at these sites would generate additional demand for car parking where the capacity is already being reduced by these proposals.

Parking – Conclusions

53. In considering these four strands of concern, I have reached a number of conclusions, which have led me to suggest several modifications to the Plan. Regarding strand 1, the Council's view that sustainable transport, access and parking provision should be introduced within the Central Area accords with the three dimensions of national policy on sustainable development which are set out in paragraph 7 of *the Framework* and continue as a theme or 'golden

²⁰ Marine Plaza, which is identified as an Opportunity Site (CS1.3) for comprehensive redevelopment for residential/leisure development.

²¹ SCAAP Additional Statement 9 – Statement of Common Ground (SCG) between SBC and the Stockvale Group as represented by RPS [Examination Document 039]. (In response to the Inspector's Additional Question 9.)

thread' throughout national policy. It also accords with the policy thrust of the Core Strategy.

54. Any additional major road building within the Central Area is likely to be extremely expensive and have adverse environmental, social and even economic consequences. In my view, the Council is right in its attempts to address the existing environmental/social impacts of significant vehicular traffic movements in the Central Area, such as the severance and intrusive visual effects caused by the major highway at Queensway.
55. It is also appropriate, and in line with both national policy and the Core Strategy, that the Council is committed to enhance conditions for pedestrians, cyclists and public transport users. The Plan rightly pursues this objective throughout the Borough and especially in the Central Area where the greatest concentrations of people, activities and many of the existing accidents occur.
56. The recently completed Victoria Gateway scheme at the northern end of High Street is an important case in point, illustrating the Council's track record in pursuing a sustainability agenda. Schemes such as this, including several at a smaller scale, are likely to lead to increases in sustainable mode share, a safer environment for pedestrians, cyclists and users of public transport, and better air quality.
57. It is inevitable that in some instances, increased provision for sustainable modes of movement comes at the expense of existing vehicular road space. I note the criticism of schemes such as Victoria Gateway from some representors, for example as expressed during the accompanied site visits, but my observation on a weekday morning in late May 2017 (and at other times), was that traffic generally moved smoothly, and I note that the Council stated that this was the norm for the location. Getting the emphasis right between providing for the car and promoting sustainable travel can be a fine one, but in my view the Plan has secured an acceptable balance which accords with the strategic direction of the Core Strategy and national policy.
58. The proposed park and ride scheme at Leigh-on-Sea Station, although it is located outside the Central Area, would encourage partial modal shift and it is likely to free up some car-borne traffic from circulating in the seafront area. I note that the railway company is keen to bring about realisation of this project, and I am not persuaded that any insurmountable obstacles stand in the way of delivering a sustainable scheme for the benefit of the local economy, including the tourism industry.
59. Regarding strand 2, the Council's study carried out by independent consultants²², points to the parking network in the Central Area rarely exceeding 85% occupancy. This is considered to be the optimum level, beyond which demand for travel can begin to become suppressed due to issues of circulation, queuing and a perception among users that they may not find a car parking space. The study also points to an imbalance in the Central

²² Steer Davies Gleave: Car Parking Study for the Central Area of Southend, for Southend-on-Sea Borough Council; November 2016.

Area parking network at peak periods, with parking in Central Area South struggling to cope with peak demand (which it defines as summer weekends and public holidays) while Central Area North is stated to have available parking capacity.

60. Policy DS5 and its supporting text, based on the outcomes of the above mentioned parking study, deal with the issue in some detail. A variety of measures are set out, including:
- (i) satisfying the need to maintain the current level of parking capacity (which I return to below);
 - (ii) ensuring maximum usage of car park capacity;
 - (iii) updating the existing VMS²³ scheme, including enabling real-time direction of drivers to their most appropriate car park destination;
 - (iv) seeking to relieve the pressure on the more well-used car parks at peak times by encouraging the use of less well-used car parks through dynamic signage, competitive pricing and pre-journey information; and
 - (v) ensuring pedestrian routes to and from car parks, railway stations and other public transport interchanges are direct, well-lit and signposted, within a high quality public realm.
61. In my view, all these measures are justified and implementable within the plan period.
62. Furthermore, maintaining a significant number of public parking spaces that would be unused for most of the year would not in my view represent the optimum use of these sites or be sustainable. The Plan pursues the strategy of managing the existing parking network in order to optimise its use, which is a sustainable and realistic course to take.
63. In response to the comments that the loss of car parking spaces in recent years has had an adverse effect on the local economy, the Council's data indicates that there has been no significant net loss in public car parking spaces within Central Area South over the period from 2011 to the present time²⁴. (Some temporary loss of parking spaces during times of development/redevelopment is, however, inevitable, and has always been the case.) Neither has there been a fall in the numbers of visitors to the Borough in recent years, based on Visit Britain and Cambridge Econometrics data, which shows the total number of day visitors having risen from 5,746,371 in 2011 to 6,576,000 in 2015, an increase of 14%, or 3.61%pa²⁵.

²³ VMS – Variable Messaging System, which is part of a controlled parking operating system, covering many of the publicly available car parks.

²⁴ Additional Document 3 in response to Inspector's Further Questions – Central Area Car Parking Provision: gains and losses since 2011 [Examination Document 033].

²⁵ Additional Document 6 in response to Inspector's Further Questions – Tourism Visitors [Examination Document 036].

64. I also consider that the strategy of maintaining a 'no net loss' of car parking provision in Central Area South is not strait-jacketing development; rather it is enabling a high degree of flexibility within this area as to where new development could take place, whilst at the same time it ensures that the important supply of public car parking is not diminished over the plan period. I regard this as a balanced and sustainable framework for the future.
65. The data²⁶ shows that there has not been a fall in tourism related employment over this period either (7,648 jobs in 2011, up to 8,711 jobs in 2015, a rise of 13.9%, or 3.47% pa) – in fact there is, unsurprisingly, almost an exact correlation between increased numbers of tourists and job growth over this period. These figures were not robustly challenged at the Examination.
66. LTP3's reference to an expected increase of at least 25% in demand for car parking over the plan period was based on a data baseline of 2007 and the growth targets at that time were significantly higher than those now in the Plan. I therefore agree with the Council that it is no longer appropriate to determine the quantum of public car parking provision in the Central Area in the Plan on this basis.
67. Regarding strand 3, it was agreed by most representors and the Council that any losses from existing tourist car parks to development needed to be compensated for by satisfactory replacement parking within the area bounded by a 10 minute walking distance from the seafront. This is not discriminating against the public car parks to the north of the railway but it is acknowledging, based on the consultant's survey evidence, that the greatest pressure for car parking is linked to the needs of the tourism sector, which in turn is linked to proximity to the shoreline.
68. Several modifications are necessary to ensure that the Plan is justified, in the context of the issues raised whilst doing so within a sustainable transport context, and most of these stem from a rewording of policy DS5 **[MM9]** following joint work between the Tourism Group and the Council, and sections of its supporting text **[MM4,5,6,7,8&22]**. These modifications were largely agreed by the representors speaking on behalf of the tourism industry and the Council. The modifications also refer to a table which lists the car parks and their capacities, and a map which identifies the 10 minute walk isochrone from the seafront, which largely coincides with the route of the railway which runs through Central Station.
69. The modifications also acknowledge the variation in demand for parking in the Central Area and the need to plan accordingly. I endorse the car parking figures which are included in the new Table 5, which identifies a total of 2,562 parking spaces within the key visitor car parks, together with a figure of 3,142 parking spaces, which includes all publicly available paid for parking within Central Area South.

²⁶ Additional Document 6 in response to Inspector's Further Questions – Tourism [Examination Document 036].

70. The modifications are based on a numerical identification of a base line for car parking capacity. Unfortunately, agreement could not be reached on the appropriate start date for the base line; I have used the Council's May 2016 start date, as opposed to the suggested alternative date of June 2017 by the Tourism Group, as it links in with the Council's Study and to other key variables which are fundamental to the Plan. This is not meant to imply criticism of the alternative date, but a base line for the Plan has to be decided and this base line will be critical to determining the implementation of the 'no net loss of parking spaces' element of policy DS5.
71. The modifications also set out the criteria for any development proposals on these existing car parks to properly meet their own parking needs, with reference to the need for a Travel Statement, which would require such development to "consume its own smoke", to use a phrase which was said and repeated several times during the discussions at the Hearings. These modifications are necessary to safeguard the current parking situation, and it is in the interests of proper planning for the continuing vibrancy of the tourism industry in the Borough.
72. Finally, in relation to strand 4, it is accepted that the Seaways and Tylers sites are well used by visitors to the Borough and that Seaways in particular by virtue of its size and proximity to the seafront is especially valued by the local tourist operators and the tourists themselves. The Seaways site, however, is within an area which is clearly in need of regeneration and where there is currently no direct access to the seafront for pedestrians. Both sites will retain an element of public car parking, whilst the proposals for a cinema, restaurant and hotel at Seaways and a mix including ground floor retail uses connecting to the High Street at Tylers, would help transform these unprepossessing sites into potentially distinctive places, bringing about much needed regeneration to these areas and to the Central Area as a whole.

Issue 3 - Conclusion

73. I conclude that, based on the above considerations, the Plan's policies for transport, access and parking, subject to the above modifications, set a framework for sustainable development and are consistent with the national policy; they are positively planned so as to enable the retention and growth of all sectors of the economy, including the tourism sector; they are justified when considered against other options; and they are realistic in relation to their likelihood of implementation within the plan period.

Issue 4 – Are the Policy Areas and Opportunity Sites in the Plan justified and do they contain the appropriate level of detail to enable effective implementation within the plan period?

74. The Plan identifies a number of Policy Areas, some of which include one or more Opportunity Sites. These set the priorities and parameters for development, regeneration and the management of traffic, sustainable movement and open space within these areas.

Policy Area PA1: High Street Policy Area

75. Policy PA1 aims to achieve a vibrant and viable town centre, with a strong

focus on improving the public realm and pedestrian access, including to and from Victoria Circus, programmed for delivery in 2017/18. The policy is justified and is on course for early implementation.

Policy Area PA2: London Road Policy Area

76. Policy PA2 aims to create a vibrant gateway to the town centre, including a pedestrian priority area as well as improvements for cyclists. The policy is justified and it is likely to be deliverable within the plan period.

Policy Area PA3: Elmer Square Policy Area

77. Policy PA3 aims to secure Elmer Square as the heart of the educational hub in Southend. The policy is justified. Local Growth Fund money is allocated for Phase 2 of the project and the new development is programmed to be operational before the end of the plan period.

Policy Area PA4: Queensway

78. Policy PA4 aims to secure the regeneration of the Queensway area, including a major reconfiguration of the underpass and a reduction in traffic impact on the residential communities which are currently severed by the highway. Although concern is expressed that the Plan may reduce some road space, the scheme retains the dual carriageway whilst proposing the redesigning and greening of the area, and I consider that the policy is justified. Alternative funding to the Local Growth Fund continues to be sought, and the Council states that there is a good prospect that a significant proportion of the scheme will be implemented within the plan period. I have no grounds to come to a different conclusion.

Policy Area PA5: Warrior Square Policy Area

79. Policy PA5 focuses on the small-scale character and appearance of the Warrior Square Conservation Area and the distinctiveness of Warrior Square Gardens. I consider the policy to be justified and achievable within the plan period.

Policy Area PA6: Clifftown Policy Area

80. Policy PA6 sets out development principles to conserve and enhance the distinctive character and appearance of the Clifftown Conservation Area, which has a strong cultural identity. The policy includes provision for public realm improvements. It is justified and deliverable within the plan period.

Policy Area PA7: Tylers Policy Area

81. Policy PA7 aims to provide a high quality public realm, shared public spaces, mixed use development and replacement public car parking in the Tylers Policy Area. The modification, to require that displaced parking needs should be met either on this site or in the south of the Central Area **[MM10]** is necessary to accord with modified policy DS5 (MM9) to ensure that any development on this site would not result in a net reduction of car parking in Central Area South. The above mentioned policy DS5 modification would also ensure that the parking requirements of any new development on site would have to be met and also be subject to a Transport Assessment.

82. The Council also proposes a more direct access to the parking from Queensway to make the site more accessible to tourists. On the basis of the above considerations, the policy, subject to the above modification, is justified and stands a reasonable chance of being implemented during the plan period.

Policy PA8.1: Victoria Avenue Office Area Opportunity Site

83. Policy PA8.1 sets the framework for the comprehensive redevelopment of the site for mixed uses, although it could be implemented through incremental development. Several housing schemes have already been completed, and it is likely that the remainder of the Opportunity Site would be developed in the short term. On this basis the policy is justified and effective.

Policy PA8.2 Baxter Avenue Opportunity Site

84. The Council and Genesis Housing Association (GHA) have signed a SCG²⁷ which commits GHA to building at least 250 dwellings in phase 1, i.e. by 2021, to meet existing and identified future housing needs. Concern was expressed at the Hearings from several existing, elderly residents at the possibility of losing their homes and being displaced from their neighbourhood. The scheme developers stated that GHA is working with the Council and consulting with the residents over their future options before detailed design decisions are made, which would be followed by a hybrid planning application for the redevelopment of the site.
85. In a written statement²⁸, GHA's consultants stated that the proposed tenure split is still to be determined, but will be led by the requirements for decanting existing residents living on the Baxter Avenue site; that GHA will seek to offer decant accommodation with rents which are comparable to those charged on existing homes, subject to financial viability; and that proposed arrangements for temporarily rehousing existing residents will be undertaken in phases and that they will work together with the Council and other social housing providers to enable decanting and relocation back to the site when the new homes are completed.
86. The modification to policy PA8.2 ensures that the tenure split reflects the existing levels, and that existing residents, displaced by the proposals, will have the opportunity of moving into the proposed new accommodation at rents that will not preclude them from occupying the proposed new accommodation on a permanent basis **[MM11]**. This modification reflects the above mentioned statement on behalf of GHA and is required on the grounds of setting the framework for the sustainable development of a strong, vibrant and healthy community through securing community cohesion and meeting affordable housing need within a sustainably located part of the Borough. Finance for the implementation of the scheme is available with a high prospect of implementation within the plan period.

²⁷ SCG between Genesis Housing Association (GHA) and SBC - PA8.2 Baxter Avenue; 4 May 2017 [Examination Document SCAAP7, Appendix 1].

²⁸ GL Hearn, on behalf of GHA –Additional Document 18 in response to Inspector's Further Questions - in relation to the Baxter Avenue Site [Examination Document 048].

Policy Area PA9.1: Sutton Road Opportunity Site

87. Policy PA9.1 provides for new housing and community facilities. The policy is justified and the evidence points to a strong likelihood that a significant proportion of the Opportunity Site will be implemented before 2021.

Policy Area PA9.2: Guildford Road Opportunity Site

88. Policy PA9.2 makes provision for new housing together with an enhanced convenience store. A SCG has been signed by the Council and the Cooperative Society²⁹ which programmes completion of the scheme by the end of 2020. The proposed modification to the policy gives the necessary flexibility to enable a larger replacement store than the existing retail outlet **[MM12]** and is therefore justified.

Policy Area CS1: Central Seafront Policy Area

89. Policy CS1, which covers the development principles for the Central Seafront Policy Area, sets a framework for creating a vibrant tourism, leisure, recreational and cultural destination, including rejuvenating the iconic Southend Pier. Policy CS1.1.f restricts development to the south of the sea wall; the modification to emphasise the importance of any development to the south of the sea wall not adversely affecting a European site or causing significant harm to a SSSI or adversely impact on foreshore views **[MM14]** is required for the Plan to be justified on visual impact, impact on nature conservation and flood risk grounds.
90. Linked to this consideration, the modification to policy CS1.3.d is necessary to ensure that any new lighting should avoid direct illumination of the foreshore or excessive glare when viewed from the foreshore **[MM15]** and is therefore justified on visual impact and nature conservation grounds. The modification to the aims of the policy area, to ensure that car parking will be addressed within an integrated approach to development **[MM13]** is also required for the Plan to be effective.

Opportunity Site CS1.1: Southend Pier

91. Opportunity Site CS1.1 seeks major improvements for reshaping the entrance area of the pier in addition to a new pavilion deck. The policy is justified in view of the iconic, scenic and economic importance of the pier, and there is a high prospect of delivery by the end of the plan period.

Opportunity Site CS1.2: Seaways

92. Opportunity Site CS1.2 is for a mixed use development on the Seaways site. This is arguably the most controversial policy in the Plan. The Council views this site as a corporate priority for action, and expresses confidence that the proposals are achievable within the plan period. Several representations consider that the potential loss of car parking on such a critical site would

²⁹ SCG between the Co-operative Group and SBC – PA9.2 Guildford Road; 4 May 2017 [Examination Document SCAAP7, Appendix 2].

harm the prospects of continued growth and investment in tourism at the seafront. The likelihood of delivery during the plan period is also questioned, on the grounds that a complex and time consuming Section 106 Agreement would be necessary to secure a satisfactory development.

93. The Council states that anchor tenants for a multiscreen cinema, hotel and restaurant have already been secured and that a critical path towards scheme implementation has been identified. The site is already in Council ownership.
94. The Seaways site, whilst providing an important supply of public car parking in a convenient location for tourists, is, however, located within – and contributes to – the unprepossessing appearance of an area which is cut off from direct access to and views of the sea by a line of undistinguished properties. Redevelopment in accordance with policy CS1.2 would bring about a much needed transformation of this key area near the seafront and secure the provision of facilities which would contribute to the prosperity of tourism and the local economy.
95. From my understanding of the comments from representors opposed to the loss of car parking on this site, their key concern would be significantly mitigated if sufficient replacement car parking were to be found within ten minutes' walk of the seafront. Policy DS5, as modified (MM5), would achieve this. Moreover, the Council's evidence is that around 525-740 parking spaces would still be available for public use after the completion of the proposed development, whilst a representor on behalf of the Tourism Group stated that some development on the site would be helpful³⁰. On the basis of these considerations, it seems to me that the difference between the parties is potentially less than it was prior to the start of the Hearings.
96. Furthermore if, as some representors maintain, the proposed cinema use will be primarily aimed at local residents rather than day trippers, and given that most cinema use occurs in the evening, it is not unreasonable to assume that to an extent the two main demands on the car parking would be complementary rather than overlapping.
97. Taking into account the above considerations, I am persuaded that, firstly, the implementation of policy CS1.2 would be an important catalyst in the regeneration of the seafront, especially if the scheme could open up direct pedestrian access to the seafront and views of the sea; secondly, that the facilities proposed would be either supportive of or at least complementary to tourism; thirdly that some public parking would remain on the site; whilst the complementary nature of cinema going and day tripping would limit the impact on parking spaces; and finally, policy DS5 as modified would ensure that there would be no net loss in public car parking within 10 minutes' walk to the seafront. On these grounds, and taking into account the relevant modifications in relation to car parking, I consider the policy is justified and the chances of implementation within the plan period are positive.

Opportunity Site CS1.3 Marine Plaza

³⁰ Verbal evidence given by RPS on Day 2 of the Hearing sessions.

98. Opportunity Site CS1.3 is proposed for comprehensive, high quality, iconic residential redevelopment with complementary leisure and supporting uses. Concern has been expressed that around 200 public car parking spaces would be lost, although the Council challenges the assertion that the majority of these spaces are public and they are not a Key Visitor Car Park. Objectors also argue that there has been no progress since planning permission was granted in 2015, indicating a viability issue, which points to a doubt whether the scheme would be completed within the plan period.
99. The Council's Hearing Statement on Marine Plaza states that the proposal has been prepared jointly between the Council and the land owner (the Inner London Group)³¹. The statement indicates that since planning permission was granted in 2015, land assembly has been completed, a contractor and funding have been secured, construction is planned to commence in 2017, and that delivery is expected within the plan period. None of these assertions were robustly challenged at the Hearings, and I have no reason to come to a different view.
100. On the basis of the evidence I consider that the policy is justified and effective.

Opportunity Site CS1.4 New Southend Museum

101. Phase 1 of this scheme has already brought about the stabilisation of the relevant section of cliff which was susceptible to slipping. An allocation is already secured in the Borough's Capital Allocation to progress this scheme, so that the development of the site, including the provision of 200 parking spaces, is deliverable within the plan period.
102. This scheme is justified and has already acquired considerable momentum, and on this basis I consider that policy CS1.4 is justified and effective.

Issue 4 - Conclusion

103. In conclusion, I consider that the Policy Areas and Opportunity Sites, subject to the above modifications, are justified when considered against other options; and contain the appropriate level of detail to enable effective implementation within the plan period.

Issue 5 – Are the environmental policies in the Plan justified and effective, especially in relation to the effect of development and associated activities on the nature conservation value of the Thames estuary?

104. The Plan contains a number of environmental policies, addressing aspects such as nature conservation, key views, landmarks and landmark buildings, as well as flood risk management and sustainable drainage.
105. In relation to the environmental impact on the foreshore of the Thames estuary, the following modifications to policy CS2 were put forward by Natural

³¹ SBC Hearing Statement – Matter 6: Infrastructure, delivery and monitoring; May 2017, paragraph 6.4.23 [Examination Document SCAAP 7].

England:

(i) The policy should ensure that all future development should give appropriate weight to international, European, national and local nature designations **[MM16]**;

(ii) Development which adversely affects SSSIs will not normally be permitted; SSSIs and locally designated sites which have an important role in meeting overall biodiversity targets and contributing to the public enjoyment of nature conservation should be protected **[MM17]**;

(iii) The policy should not permit development proposals that would result in significant harm to the foreshore nature conservation designations that cannot be avoided, adequately mitigated, or as a last resort, compensated for **[MM18]**;

(iv) The policy should not normally permit development proposals that adversely affect SSSIs, unless there are exceptional circumstances, which the modifications sets parameters for **[MM19]**; and

(v) *Policy CS3.2 should state that proposals for waterfront development will need to demonstrate that there will be no unacceptable impact on the conservation objectives or features of Benfleet and Southend Marshes Special Protection Area, Ramsar and SSSI* **[MM20]**.

106. These modifications, which acknowledge the importance of the Thames estuary, and in particular the foreshore, to nature conservation, are necessary for the Plan to be in accordance with national policy.

107. In response to whether the Plan should include policies covering design excellence, the historic environment and green infrastructure, the Council points out that both the Core Strategy and the DMD contain overarching policies for the Borough, including the Central Area, addressing these matters. The DMD reflects the spatial vision and objectives of the Core Strategy and includes detailed local policies for the management of development, design excellence, the historic environment and green infrastructure.

Issue 5 - Conclusion

108. In conclusion, I consider that the environmental policies in the Plan, subject to the above modifications, are justified and effective matters, especially in relation to the effect of development and associated activities on the nature conservation value of the Thames estuary.

Issue 6 – Is the Plan deliverable in terms of the adequacy of the existing and proposed infrastructure and the viability of the key development proposals? How will the monitoring arrangements work?

Infrastructure

109. The Council has issued an Infrastructure Delivery Plan (IDP)³², which identifies a list of infrastructure provision, plus broad timescales for delivery, responsibility and costs. The IDP was put together following discussions between the Council and a variety of infrastructure providers, which has ensured a comprehensive understanding of what is needed. These providers were also asked to prioritise their infrastructure requests and identify critical projects. None of these providers object to the Plan.
110. The Council considers that there are no 'showstoppers' affecting the delivery of the Plan, and that the projects which are critical to the delivery of the Core Strategy, and hence the Plan, have been completed. Two of these critical schemes, which are located inside the Central Area, are the police station refurbishment and cliff slip risk reduction.
111. The IDP also identifies some transport related projects as critical or essential to mitigate the impacts arising from the development proposed and anticipated during the plan period. These include:
- (i) the A127 east-west strategic transport and freight corridor improvements, which are primarily outside the Central Area, and which are currently committed or being implemented or have already been completed;
 - (ii) public realm and public transport improvements, some of which have already taken place, for example the Victoria Gateway Scheme, which enable more effective pedestrian and public transport accessibility within the Central Area; and
 - (iii) local public transport measures, some of which have been implemented.
112. I have already covered the key implementation issues under Issue 3 above.
113. Some representors raise doubts over the continued availability of grants and whether this can be classified as a showstopper in relation to some projects. It is clear, however, that the Council has a good track record in attracting grant funding and that the Plan is based on realistic assumptions, to which the main infrastructure providers are in agreement.
114. The Council considers that there is no one critical path to the exclusion of all others for securing the effectiveness of the Plan. The highest priority measures have been completed or are sufficiently committed to with the necessary funding secured, and will be delivered in the short term.
115. Concerns were raised that the remaining length of the plan period is too short, especially if there are problems with the Council's data base in relation to critical areas such as car parking, and that in view of these considerations, it would make sense to focus on a new version of the Plan. The car parking considerations have already been covered in Issue 3 above. I disagree with

³² Navigus Planning, on behalf of SBC: Southend-on-Sea Borough Council: Infrastructure Delivery Plan (IDP); February 2015.

the recommendation to effectively abandon this Plan and start afresh for several reasons.

116. Firstly, there are several important schemes which the Plan proposes to deliver prior to 2021, which require strategic guidance from an adopted Plan; increased certainty for decision making in relation to new development is needed sooner rather than later. Secondly, a considerable amount of work has already been undertaken by the Council to progress the Plan thus far, much of which would have to be duplicated if the plan-making process were to start again, involving additional expense for the Council, without seeing an end product for some time. Thirdly, the Council has already committed a significant amount of financial resources into the preparation of the Plan, including the expense of this Examination, much of which would be wasted if the Plan were to be abandoned at this late stage. Fourthly, the timing for this representation should have been made at the start of the plan process, not at what is effectively close to the end of the process.
117. The likelihood of implementation of specific policies, Opportunity Sites and schemes has been addressed under Issue 4 above.

Monitoring

118. Monitoring arrangements are outlined in the Implementation and Monitoring Section of the Plan. This identifies a number of monitoring indicators and targets. Although one representation argues for monitoring to be addressed as a policy in the Plan, the Council refers to policy CP9 in the Core Strategy, and I agree that this policy provides adequate guidance for monitoring arrangements with no need for a duplicate policy to be included in the Plan. The modification to commit to keep car parking capacity under review **[MM21]** is required for the Plan to be justified in view of the importance of parking to the local economy and in particular tourism.

Issue 6 - Conclusion

119. In conclusion, I consider that the Plan, subject to the above modification, is deliverable in relation to the existing and proposed infrastructure provision, and that the monitoring system is fit for purpose.

Issue 7 – Is the housing provision in the Plan sustainable?

120. The Plan exceeds the Core Strategy housing provision by a considerable margin, and I address the implications of this in Issue 1 above. No soundness issues stem from this. However, there is clearly no need to further increase the housing provision in the Plan as suggested by a number of representors. This includes one suggestion for an additional allocation of about 600 dwellings at Roots Hall within this Plan, on the existing ground of Southend United Football Club (SUFC), although this could be an issue for subsequent Plans, depending on how likely SUFC are to relocate their ground to Fossett's Farm, which is also located outside the Plan area.
121. In relation to affordable housing (AH), the Council argues that policy DM7 in the Council's DMD sets out the overarching approach to AH in the Borough, including the parameters for dwelling mix, size and type, and that this has recently been augmented by the recently adopted Interim Affordable Housing

Policy as corporate policy to supplement Core Strategy policy CP8 and DMD policy DM7. Explanatory text in paragraph 69 of the Plan makes reference to the above policy framework and I therefore do not consider that there is any justification for further commentary on this matter in the Plan.

122. In terms of specialist housing, I note that the Core Strategy and DMD contain policy guidance for managing new student accommodation, supported by policy PA3 for Elmer Square Policy Area. The Core Strategy and DMD also set a framework for key worker housing, for nurses and other health workers. This includes an indicative tenure mix target in policy DM7 of 40% for intermediate housing, which has been exceeded in recent schemes.

Issue 7 - Conclusion

123. In relation to Issue 7, I conclude that the housing provision in the Plan is sustainable and is consistent with national policy.

Assessment of Legal Compliance

124. My examination of the legal compliance of the Plan is summarised below.

- The SCAAP is identified within the approved LDS (February 2017) which sets out an expected adoption date of December 2017. The Local Plan's content is compliant with the LDS, although its timing for adoption is likely to slip by a few months.
- Consultation on the Plan and the MMs was carried out in compliance with the Council's Statement of Community Involvement (SCI). The SCI was adopted in 2013 and consultation has been compliant with the requirements therein, including the consultation on the post-submission proposed 'main modification' (MM) changes.

125. Regarding the **Sustainability Appraisal**, the Plan has been prepared at each stage with iterative input from the Sustainability Appraisal (SA), the latest version of which was submitted along with the submitted Plan. There was some criticism that the SA did not place sufficient emphasis on the economy and in particular, tourism. I consider, however, that the SA is well balanced in its emphasis on the main strands of sustainability, and the value of tourism to the local economy is acknowledged.

126. The Council argues that the Plan responds positively to the main recommendations of the SA, and it has documented the key policies which have been amended in line with the SA's recommendations in response to my questions at the Hearings³³. These amendments cover all the main strands of sustainability, including the need for more detail to protect and enhance the natural environment, which the modified objective 10 does; the need for the Plan to refer to the potential for new schools in the Sutton and Victoria Gateway policy areas is a further example where the SA has addressed the social strand of sustainability, which the Plan has taken on board; and finally,

³³ Additional Document 1 in response to Inspector's Further Questions: Further Detail of where the SA has informed the SCAAP [Examination Document 031].

in relation to the economic strand of sustainability, the SA suggests that there should be clear policy criteria to deliver policy CS3.1 in relation to Marine Plaza in a similar way to the way policy CS1.2 sets a framework for Seaway.

127. There are several other SA recommendations which the Plan has embraced, including the need for more consistent policy wording on urban greening, emphasising the urgent need for redevelopment at Queensway, deleting a site at Warrior Square in view of its unlikely deliverability within the plan period, and the identification of some matters to consider as part of the monitoring of the Plan. All of these illustrate the iterative nature of the Plan in relation to the SA, which I consider to be a dynamic as opposed to a paper exercise.
128. Given that the realistic strategic alternatives for the Central Area of Southend were addressed in the Core Strategy, I consider that the SA has made appropriate and balanced recommendations across the main strands of sustainability, and that no sector, including tourism, has been side-lined. In many aspects the SA supports the Plan, including its attempts to reduce reliance on the private car and encourage modal shift towards walking, cycling and public transport.
129. Other key aspects of the Plan which are supported by the SA include encouraging development at relatively high densities where sites are in close proximity to employment, retail, community and leisure uses within the town centre, as well as its attempts to draw a sensitive balance between the town's growth and the conservation and management of its environment, including the foreshore of the Thames estuary.
130. A key issue of the Plan relates to tourism and whether the sustainable transport approach of the Plan is justified and realistic. This runs through much of the Examination, and I deal with it in more detail when I consider subsequent parts of the Plan, and especially those in relation to Issue 3 above.
131. In summary I consider that the SA has been carried out adequately.
132. The **Habitats Regulations** Appropriate Assessment (AA) Screening Report³⁴ concluded that the Local Plan, in conjunction with the Core Strategy, will not have a significant effect on European sites and that an AA is not required.
133. The Plan includes policies designed to secure that the development and use of land in the local planning authority's area contribute to the mitigation of, and adaptation to, climate change.
134. The Plan complies with all relevant legal requirements, including the 2004 Act (as amended) and the 2012 Regulations.
135. The Plan complies with national policy except where indicated and modifications are recommended.

³⁴ SBC: Habitat Regulations Assessment – Screening Report (Draft); June 2016 [Examination Document SD9].

Overall Conclusion and Recommendation

136. The Plan has a number of deficiencies in relation to soundness for the reasons set out above which mean that I recommend non-adoption of it as submitted, in accordance with Section 20(7A) of the 2004 Act. These deficiencies have been explored in the main issues set out above.

137. The Council has requested that I recommend main modifications to make the Plan sound and/or legally compliant and capable of adoption. I conclude that with the recommended main modifications set out in the Appendix, the Southend Central Area Action Plan satisfies the requirements of Section 20(5) of the 2004 Act and meets the criteria for soundness in the National Planning Policy Framework.

Mike Fox

Inspector

This report is accompanied by the Appendix containing the Main Modifications

Appendix – Main Modifications

The modifications below are expressed either in the conventional form of ~~strikethrough~~ for deletions and underlining for additions of text, or by specifying the modification in words in *italics*.

The page numbers and paragraph numbering below refer to the submission local plan, and do not take account of the deletion or addition of text.

Ref	Page	Policy/ Paragraph	Main Modification
MM1	12	29	<i>New strategic objective (6): To support the viability and vitality of the town centre, so that it remains <u>the first reference for all forms of retail development and for other town centre uses attracting large numbers of people and creates an environment that encourages investment in the Central Area.</u></i>
MM2	20	DS1.1	<i>Add after National Planning Policy Framework (NPPF):, so that the town centre remains the first preference for all forms of retail development and <u>for other town centre uses attracting large numbers of people to support the centre's viability and vitality and encourage investment.</u></i>
MM3	20	DS1.2	<i>Insert new section (3) and renumber subsequent sections: <u>New retail or any other development must not be detrimental to those living or working nearby, for example by causing undue noise or disturbance.</u></i>
MM4	42	Para 135	<i>Change text as follows: The Study identifies around 2,550 <u>There are 3,142</u> publicly available paid for car parking spaces to the south of the Central Area, <u>within</u> approximately 10 minutes' walk from the shoreline (see Appendix 9), serving both the seafront and southern parts of the Southend Central Area. <u>2,562 of these spaces are located in publicly available key visitor car parks (Table 5).</u> As a result of the peak capacity issues, as identified by the Study, and to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of public <u>key visitor</u> car parking to the south of the Central Area. Given</i>
MM5	42	Para 136	<i>Amend first bullet point: Ensure there is no net loss in <u>key visitor</u> car parking to the south of the Central Area (<u>for the purposes of policy DS5.2.b, these are the key visitor car parks (Table 5) located within 10 minutes' walk of the shoreline (see Map 4) ...</u></i>
MM6	43	After para 136	<i>New para after para 136 and renumber subsequent paragraphs: <u>Development proposals that come forward on key visitor car parking areas to the south of the Central Area (as defined by Map 4) will need to ensure that there is no net loss within the key</u></i>

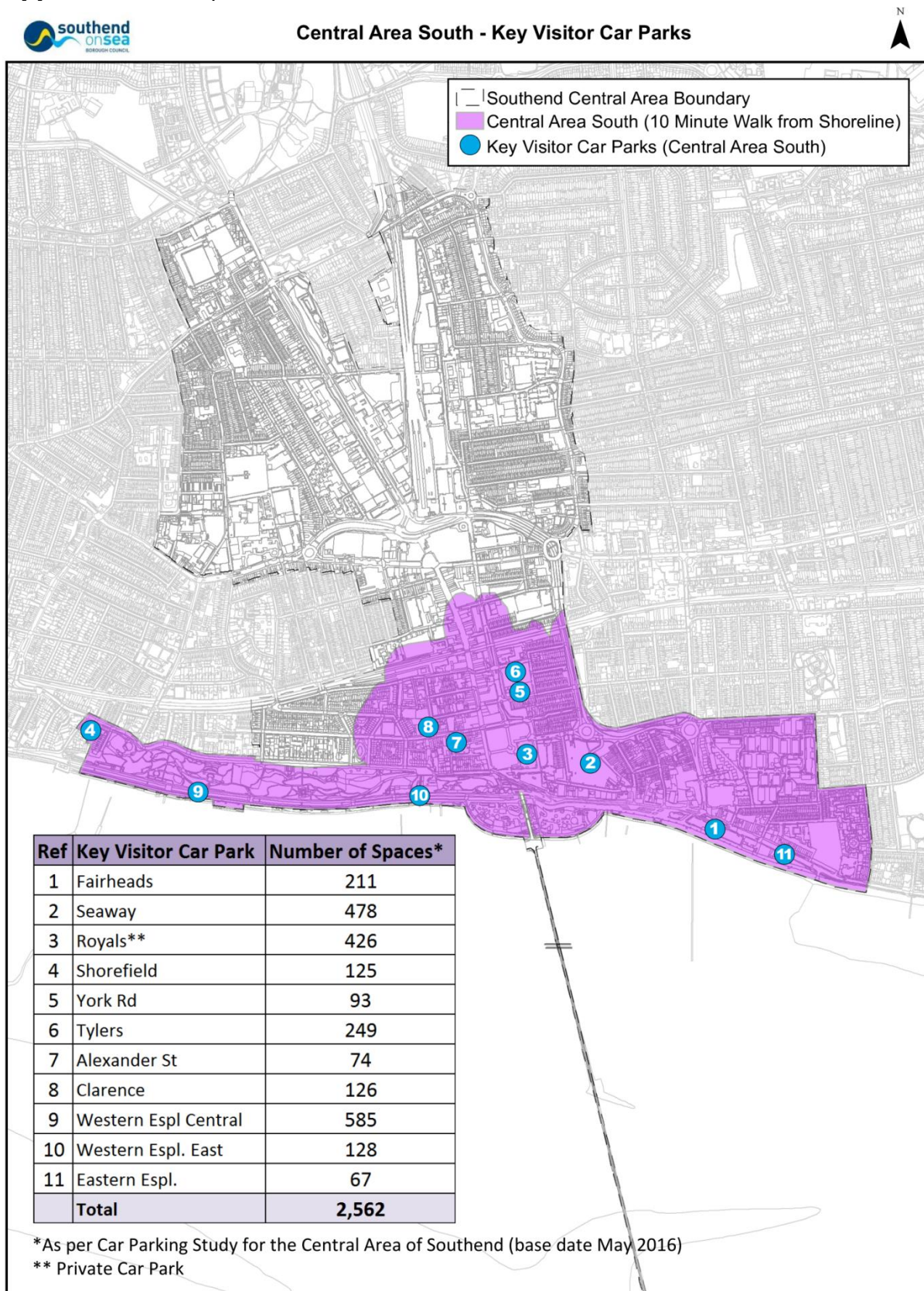
Ref	Page	Policy/ Paragraph	Main Modification																										
			visitor car parks as identified in the SCAAP (policy DS5.2.b) and Table 5. Any planning application would need to be accompanied by a detailed transport assessment that would include an analysis of the impact of the additional parking demand generated by the proposed development on the identified key visitor car parks, having regard to adopted parking standards, linked/combined existing trips, availability of parking in other convenient locations, and opportunities for further mode shift through the travel plan process. Any change in parking provision as a result of major redevelopment must not undermine the resort's ability to accommodate visitor trips, recognising the peaks and troughs of demand for car parking.																										
MM7	43	After MM5	<i>Insert new Map 4 which identifies the 10 minute walking distance isochrone from the foreshore, within which policy DS5.2.b is operational. Update numbering of all subsequent maps.</i> <i>Insert the Map as set out in Appendix A of this Schedule.</i>																										
MM8	43	After MM6	<i>Insert new Table 5, which identifies all the key visitor car parks within the area defined by Map 4, to include both the parking spaces within the individual car parks and the cumulative total.</i> <u>Table 5: Key Visitor Car Parks to the south of the Central Area within the area identified by Map 4*</u> <table><tr><th>Key Visitor Car Park</th><th>Number of Spaces*</th></tr><tr><td>Fairheads</td><td>211</td></tr><tr><td>Seaway</td><td>478</td></tr><tr><td>Royals **</td><td>426</td></tr><tr><td>Shorefield</td><td>125</td></tr><tr><td>York Road</td><td>93</td></tr><tr><td>Tylers</td><td>249</td></tr><tr><td>Alexander Street</td><td>74</td></tr><tr><td>Clarence</td><td>126</td></tr><tr><td>Western Esplanade Central</td><td>585</td></tr><tr><td>Western Esplanade East</td><td>128</td></tr><tr><td>Eastern Esplanade</td><td>67</td></tr><tr><td>Total</td><td>2,562</td></tr></table> <u>*As per Car Parking Study for the Central Area of Southend (base date May 2016)</u> <u>** Private Car Park</u>	Key Visitor Car Park	Number of Spaces*	Fairheads	211	Seaway	478	Royals **	426	Shorefield	125	York Road	93	Tylers	249	Alexander Street	74	Clarence	126	Western Esplanade Central	585	Western Esplanade East	128	Eastern Esplanade	67	Total	2,562
Key Visitor Car Park	Number of Spaces*																												
Fairheads	211																												
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Clarence	126																												
Western Esplanade Central	585																												
Western Esplanade East	128																												
Eastern Esplanade	67																												
Total	2,562																												
MM9	45	DS5.2.b	<i>Delete existing text and replace with: Require any development proposals that come forward on key visitor car parking areas in the south of the Southend Central Area (as identified in Table 5 and</i>																										

Ref	Page	Policy/ Paragraph	Main Modification
			<p><u>Map 4) to ensure that there is no loss of key visitor car parking; any planning application in these areas would need to be accompanied by a detailed transport assessment that would include an analysis of the impact of the additional parking demand generated by the proposed development on the identified key visitor car parks, having regard to:</u></p> <ul style="list-style-type: none"> (i) <u>Adopted parking standards</u> (ii) <u>Consideration of the extent to which linked/combined trips and opportunities for further mode shift through the travel plan process will reduce the need for additional publicly available car parking spaces;</u> (iii) <u>Availability of parking to the south of the Central Area within the area shown in Map 4; and</u> (iv) <u>The need for any replacement parking to be provided within the area shown in Map 4, where it should be secured through a planning condition or obligation as part of the overall development scheme or through another means acceptable to the Council.</u>
MM10	71	PA7.3.ii	<p><i>Amend policy PA7.3.ii as follows:</i> Any development of the Opportunity Site should address a need for replacement car parking provision in line with policy DS5: Transport, Access and Public Realm, identifying how any displaced parking needs are to be met on the site or in <u>the south of the Central Area this part of the town centre</u> and explore the potential for relocating the travel centre on the northern extent of the site where applicable to provide for enhanced passenger transport facilities and improved pedestrian connectivity to the town centre and Central Railway Station.</p>
MM11	84	PA8.2	<p><i>Add new second sentence:</i> <u>The tenure split and affordability of the proposed new accommodation will not preclude existing residents displaced by the redevelopment from being permanent occupiers in the new scheme.</u></p>
MM12	86	PA9.2, second line	<p><i>Change to:</i> redevelopment of this site to achieve a replacement <u>or larger</u> convenience store fronting Sutton</p>
MM13	72	Section 5.9 Aims, para 3	<p><i>Insert at end of para 3:</i> <u>Car parking will be addressed within this integrated approach to development, which combines with other objectives for the policy area, and contributes to the vitality and viability of the central seafront area.</u></p>

Ref	Page	Policy/ Paragraph	Main Modification
MM14	74	CS1.1.f	<i>Amend policy CS1.1.f as follows: f. seek to maintain foreshore views by restricting not normally permit development south of the sea wall <u>where a proposal has the potential to adversely affect a European site or cause significant harm to a Site of Special Scientific Interest (SSSI) or adversely impact on foreshore views.</u> Any proposed use will also have to be water-compatible as defined in the Planning Practice Guidance;</i>
MM15	75	CS1.3.d	<i>Amend policy CS1.3.d as follows: Use creative lighting and public art to strengthen identity and connectivity. <u>New lighting should be arranged so as to avoid direct illumination of the foreshore or excessive glare when viewed from the foreshore;</u></i>
MM16	77	Para 200	<i>Amend third sentence of para as follows: All future activity and development will need to ensure that they do not adversely affect the interests of the nature conservation designations on the foreshore, <u>giving appropriate weight to their importance as an international, European, national or locally designated sites.</u></i>
MM17	78	After Para 205	<i>Insert new paragraphs after paragraph 205, and renumber subsequent paragraphs as follows: <u>Development which adversely affects a site of national importance (SSSI) will not normally be permitted. In cases where an adverse effect on the special interest of the SSSI is considered to be likely, but the benefits of the development are shown to clearly outweigh both the impacts on the special features of the site and any broader impact on the wider network of SSSIs, an exception may be made. Consultation may be required with Natural England to ensure reasonable steps are taken to further the conservation and enhancement of the special interest features of the SSSI.</u></i> <i><u>Locally designated sites (local nature reserves and local wildlife sites) are non-statutory but have an important role to play in meeting overall biodiversity targets and contributing to the public enjoyment of nature conservation.</u></i>
MM18	78	CS2.1.b	<i>Amend policy CS2.1.b as follows: Not permit development proposals that will <u>result in significant harm to have an adverse impact, either directly or indirectly, on the foreshore designations that cannot be avoided, adequately mitigated, or as a last resort, compensated for.</u></i>
MM19	78	CS2.1.c	<i>Amend policy CS2.1.c as follows: <u>Not normally permit development proposals that adversely affect a site of national importance (SSSI). In cases</u></i>

Ref	Page	Policy/ Paragraph	Main Modification
			<p>where an adverse effect on the special interest of SSSI is considered likely, but the benefits of the development are shown to clearly outweigh both the impacts on the special features of the site and any broader impact on the wider framework of SSSIs, an exception may be made. In cases where development proposals will result in significant harm to a SSSI, in exceptional circumstances the Council may make exceptions for development proposals on a Site of Special Scientific Interest (SSSI), only if it can be demonstrated that:</p> <ul style="list-style-type: none"> (i) there are no alternative solutions; and (ii) the reasons for the development clearly outweigh the nature conservation value of the site and is in the public interest;
MM20	80	CS3.2	<p><i>Amend policy CS3.2 as follows:</i> 2. Proposals for waterfront development within the Central Seafront Area and improved facilities will need to demonstrate that there will be no unacceptable impact upon navigation, biodiversity <u>the conservation objectives or features of Benfleet and Southend Marshes Special Protection Area, Ramsar and SSSI</u>, flood risk or the special character and designations of the area.</p>
MM21	94	Implementation and Monitoring Table: Policy DS5	<p><i>Amend third column (Monitoring Indicators and Targets) DS5.1 as follows:</i> DS5.1 Providing the level of publicly available car parking provision to support the vitality and viability of the Central Area:</p> <ul style="list-style-type: none"> - <u>Keep car parking capacity, demand and traffic management provisions under review to ensure that this capacity remains at a level to support the vitality and viability of Southend Central Area.</u> - <u>Monitor the success in achieving no net loss of permanent publicly available key visitor car parking (Table 5, 2,562 spaces) to the south of the railway line Central Area (Map 4).</u> - <u>Monitor any net change in overall paid-for public parking within Central Area South (3,142 spaces) as outlined in Appendix 9.</u> <p>As Core Strategy policy CP3. As Development Management policy DM15.</p>
MM22	113	Following Appendix 8	<p><i>New Appendix 9, as follows:</i> <u>Appendix 9 – Publicly available paid for parking in Central Area South (as defined in Map 4)</u> <i>Please insert table as set out in Appendix B of this schedule.</i></p>

Appendix A – Map 4



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Scale 1:15,000

Appendix B

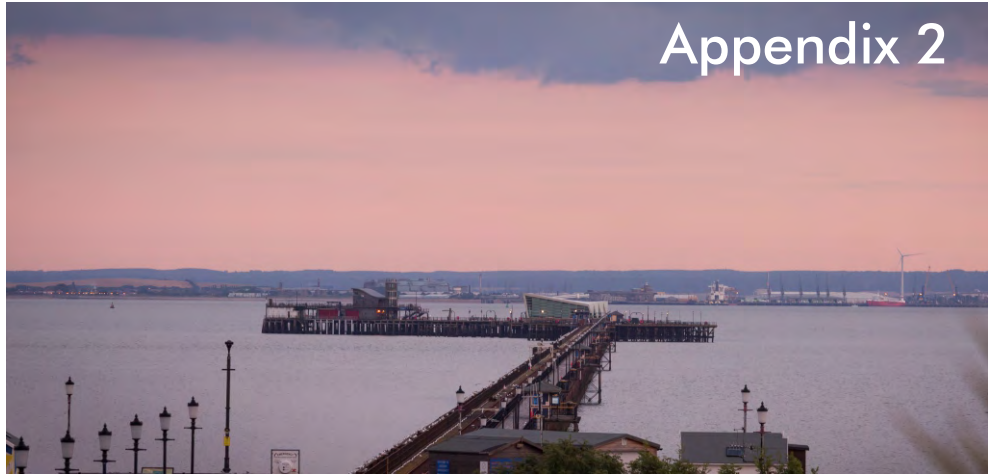
Appendix 9: Publically available paid for Parking to the South of the Central Area (area defined by Map 4)*

Publically available paid for Parking	Number of Spaces*	Within a 'Key Visitor Car Park
<u>Fairheads</u>	<u>211</u>	<u>Yes</u>
<u>Seaway</u>	<u>478</u>	<u>Yes</u>
<u>Royals**</u>	<u>426</u>	<u>Yes</u>
<u>Shorefield</u>	<u>125</u>	<u>Yes</u>
<u>York Road</u>	<u>93</u>	<u>Yes</u>
<u>Tylers</u>	<u>249</u>	<u>Yes</u>
<u>Alexander St</u>	<u>74</u>	<u>Yes</u>
<u>Clarence</u>	<u>126</u>	<u>Yes</u>
<u>Western Espl. Central</u>	<u>585</u>	<u>Yes</u>
<u>Western Espl. East On St</u>	<u>128</u>	<u>Yes</u>
<u>Eastern Espl. On St</u>	<u>67</u>	<u>Yes</u>
<u>Southend Central Station NCP**</u>	<u>138</u>	<u>No</u>
<u>Beach Rd**</u>	<u>40</u>	<u>No</u>
<u>Marine Plaza**</u>	<u>67</u>	<u>No</u>
<u>York Road. On St</u>	<u>22</u>	<u>No</u>
<u>Cliff town Rd. On St</u>	<u>11</u>	<u>No</u>
<u>Baltic Av. On St</u>	<u>6</u>	<u>No</u>
<u>Clarence Rd. On St</u>	<u>16</u>	<u>No</u>
<u>Clarence St. On St</u>	<u>12</u>	<u>No</u>
<u>Weston Rd. On St</u>	<u>19</u>	<u>No</u>
<u>Nelson St. On St</u>	<u>18</u>	<u>No</u>
<u>Capel Terrace. On St</u>	<u>6</u>	<u>No</u>
<u>Alexandra St. On St</u>	<u>16</u>	<u>No</u>
<u>Cambridge Rd. On St</u>	<u>24</u>	<u>No</u>
<u>Alexandra Rd. On St</u>	<u>39</u>	<u>No</u>
<u>Cashiobury Terrace. On St</u>	<u>14</u>	<u>No</u>
<u>Runwell Terrace. On St</u>	<u>6</u>	<u>No</u>
<u>Prittlewell Sq. On St</u>	<u>43</u>	<u>No</u>
<u>Royal Terrace. On St</u>	<u>19</u>	<u>No</u>
<u>Clifton Ter/Cliff town Pde. On St</u>	<u>45</u>	<u>No</u>
<u>Devereux Rd. On St</u>	<u>19</u>	<u>No</u>
<u>Total</u>	<u>3,142</u>	<u>N/A</u>

* Base date May 2016

** Private Car Park

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Southend Central Area Action Plan January 2018



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Part A: The Plan and its Context

1. Introduction

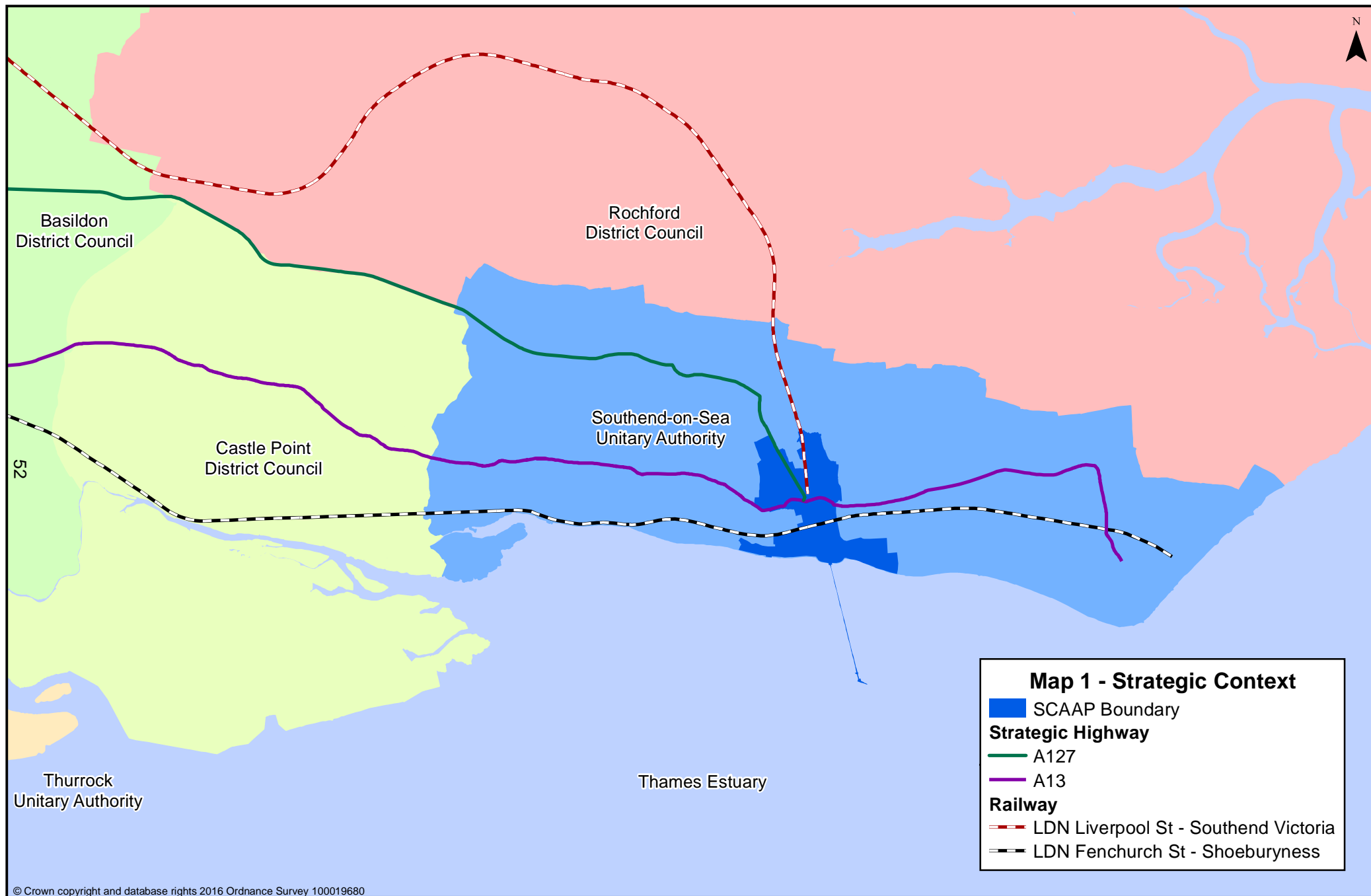
1.1 Strategic Planning Context

- 1 The Southend Central Area Action Plan (SCAAP), when adopted, will form part of the Southend-on-Sea (hereafter referred to as 'Southend') Local Planning Framework.
- 2 The location and context of Southend Central Area is depicted on **Map 1: Strategic Context**. A more detailed boundary of the Southend Central Area is set out on **Map 2: SCAAP Boundary and Policy Areas** and on the accompanying **Policies Map**.
- 3 The SCAAP reflects the vision, strategic objectives and spatial strategy of the Southend Core Strategy (2007). The Core Strategy is a strategic level document that provides the framework for subsequent DPDs, including the SCAAP. **Appendix 1** provides a broad overview of the Core Strategy policies.
- 4 The Core Strategy establishes housing and job growth targets for the SCAAP area, over a plan period of 2001- 2021, as follows:
 - 2,474 additional dwellings¹
 - 7,250 additional jobs²
- 5 Between 2001 and 2016, 1,087 dwellings have been built within the Southend Central Area. Employment data³ for the entire Borough suggests that job numbers have declined over the plan period. However, more recently, since 2010, job numbers have increased and efforts to boost job creation is underway.
- 6 Building on this more recent resurgence and growth, the SCAAP is considered to be an important catalyst and driver for inward investment and for the delivery of the remaining proportion of planned regeneration and growth in the Southend Central Area to meet or exceed Core Strategy targets up to 2021.

¹ Core Strategy CP8: Town Centre (2,000), plus Seafront (550), minus SHLAA sites identified in the rest of the seafront outside the SCAAP area (76) = 2,474

² Core Strategy CP1: Town Centre (6,500), plus Seafront (750) = 7,250

³ Southend Annual Monitoring Reports



1.2 Local Plan preparation and other planning policy and guidance for Southend

- 7 It is also acknowledged that further work has been jointly undertaken to establish an objectively assessed need⁴, in terms of jobs and housing, for Southend and surrounding housing market area. This will be a key evidence document in the preparation of the Southend Local Plan, which will set out new long term growth targets replacing those of the adopted Southend Core Strategy, including a review of unimplemented development sites within the SCAAP area.
- 8 The Borough Council adopted the Development Management Document (DMD) in July 2015. The DMD sets out policies for positively managing development in Southend and will be used to assess and determine planning applications within the SCAAP area as well as throughout the Borough.
- 9 The Council's adopted Community Infrastructure Levy (CIL) charging schedule sets out where the levy may be payable, where exemptions apply, together with the CIL rates for development types and charging areas, including Southend Central Area. The proceeds can be spent on providing infrastructure to support the development within that authority's area.
- 10 The Borough Council has also adopted the following Supplementary Planning Documents (SPDs) which provide further guidance and advice:
 - **Design and Townscape Guide SPD** (adopted 2009). This document provides clear contextual development and design guidance and should be referenced within all development proposals;
 - **Planning Obligations Guide SPD** (revised 2015). This document provides guidance in relation to potential planning obligations or developer contributions in relation to development. The document also includes procedural information and contact details to assist in the negotiation of legal agreements.
 - **Streetscape Manual SPD** (revised 2015). This document provides guidance to ensure a coordinated, high quality streetscape is sustainably achieved within the Borough.

South East Local Enterprise Partnership (SELEP)

- 11 Southend, together with the areas of Essex, Thurrock, Kent, Medway and East Sussex, form part of the South East Local Enterprise Partnership (SELEP). The SELEP partnership has enabled the Council to secure a range of measures to support regeneration and growth within the Borough, including a City Deal which will link together a series of interventions including a newly formed business support facility and incubator space to aid business development, support for the regeneration of Victoria Avenue, and initial funding through the Growth Deal for the SCAAP area which will help to facilitate public realm enhancements.
- 12 The Council will continue to work with SELEP to generate public and private investment and support housing and jobs growth within Southend, with a particular focus on Southend Central Area.

⁴ Strategic Housing Market Assessment covering Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock authorities.

- 13 South Essex Growth Partnership is driven by the private sector with support from the public sector and is part of the SELEP. The partnership seeks to draw upon the area's key assets to help unlock the growth potential of South Essex. The South Essex authorities work collaboratively to ensure the area achieves regeneration, economic growth, new infrastructure and skills for the population.

Southend Business Improvement District (BID)

- 14 A Business Improvement District (BID) was established in Southend town centre and the seafront and began trading as the Southend BID Ltd in April 2013. This has helped to unlock £2.7m of investment for the town centre and seafront. The BID has introduced a number of measures to enhance the experience of visitors to the town, including the introduction of street wardens and planters to enliven the High Street experience.

Sustainable Development

- 15 The Council's Low Carbon Energy and Sustainability Strategy 2015-2020 focuses on delivering low carbon growth, improving energy efficiency and providing a more sustainable future for residents, communities and businesses, with the aim of establishing Southend as Low Carbon City.

Southend Central Area Action Plan DPD

Context and Issues for the Southend Central Area

- a. **Housing** – the core town centre has relatively fewer residential dwellings when compared to the rest of the Borough, where residential development dominates. The result of this is a relatively small town centre population, and lower levels of activity, particularly footfall in the evening, once shops and businesses have closed.
- b. **Offices** – Southend Central Area is characterised by concentrations of large, out-dated and often redundant office development, which has been identified for mixed-use redevelopment in this Plan. Modern, fit-for-purpose, smaller-scale, flexible high-quality office accommodation, which better reflects demand, is therefore needed to support economic growth objectives.
- c. **Retail** – there has been limited investment in new retail development in recent years and there is a need for the town centre to diversify its offer, whilst maintaining its retail function, to ensure it remains attractive and competitive as high streets adapt to the market.
- d. **Education** – the higher and further educational offer of Southend has significantly improved in recent years, including a number of successful developments within Southend Central Area. There is also a need to ensure that any increase in the local population is accommodated in terms of school places.
- e. **Tourism, Culture, Leisure and Recreation** – Southend has a vibrant offer in terms of leisure, tourism and cultural facilities, enhanced in recent years by a number of successful new developments in the town centre and central seafront area. However, there is opportunity to further maximise Southend's potential as a visitor destination and resort, particularly in terms of the evening economy and through encouraging overnight and longer stays by building on the resort's success as a day visitor destination, and by creating

a positive experience of the central area for visitors.

- f. **Central Seafront Area** – the central seafront is a valuable asset to the town, offering a destination resort for tourism, culture, leisure and recreation as well as plentiful natural resources. However, connections between it and parts of the town centre are disjointed and opportunities for ‘linked trips’ are not maximised. With European and international environmental designations, it offers a unique form of open space, the biodiversity interests of which need to be sensitively balanced with regeneration and growth. The provision, and enhancement, of open and green spaces in Southend Central Area will be of benefit in terms of relieving pressure on these designations.
- g. **Transport, Access and Public Realm** – the car continues to dominate parts of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. With a low rate of car ownership in the Southend Central Area there is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant and accessible environment, encouraging more sustainable modes of transport including public transport, walking and cycling around the Central Area and beyond, whilst acknowledging the role the car plays in this balance.

The Central Area car parks play a vital role in sustaining the economic viability of the areas retail and tourism functions. It will be important to ensure that a level and quality of provision is provided that supports the vitality and viability of Southend Central Area.

The Parking Study for Southend Central Area identifies that the car parking network within Southend Central Area rarely exceeds 85% occupancy. It does identify however that there is a clear imbalance in the Southend Central Area parking network at periods of peak demand, with car parking to the south of the central area experiencing overcapacity issues, while car parking to the north has available spare capacity.

- h. **Heritage** – Southend Central Area boasts a wealth of heritage assets which will be celebrated as part of this Plan. However, there is a need to ensure that these assets and their setting are conserved and enhanced to ensure they continue to make a full contribution to the character of Southend Central Area.
- i. **Climate Change, Flood Risk Management and Sustainable Drainage** – Underpinning all these issues is the need for this plan, in association with the Core Strategy, to address the challenge of Climate Change and Flood Risk in the Central Area. Southend has been identified by the Environment Agency as susceptible to local surface water flooding under conditions of extreme rainfall. Additionally areas of the Borough are at risk from tidal flooding, as demonstrated by the Strategic Flood Risk Assessment (SFRA). There is a need to manage development within areas of flood risk, particularly within the Central Seafront Area, and to incorporate properly designed Sustainable Drainage Systems (SuDS) into development proposals to reduce the rate and quantity of surface water runoff.

- 16 The SCAAP aims to address these issues by promoting land uses that support economic growth and housing delivery in order to create sustainable, vibrant communities.

1.3 The Purpose of this Document

- 17 The purpose of the SCAAP is to give more detailed consideration to how and where regeneration and growth can sustainably be accommodated in the Southend Central Area, including the Town Centre, Central Seafront Area and gateway neighbourhoods.
- 18 It contains proposals for 'Policy Areas' and 'Opportunity Sites' aimed at strengthening and transforming Southend Town Centre's sub-regional role as a successful retail and commercial destination, cultural hub and educational centre of excellence, leisure and tourist attraction, and a place to reside.
- 19 The intention is also to seek to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources in the area and on the foreshore, as well as to bring about public realm and access improvements.

1.4 Relationship between Policies

- 20 **All policies within this Area Action Plan should be read in conjunction with relevant national and local planning policies and guidance.**
- 21 **Please note that this Area Action Plan should be read as a whole, as the policies are cross-cutting and interrelate.**
- 22 **A policy linkage box is provided at the end of each section or policy, setting out links between policies within the SCAAP and other key documents within the Council's local planning framework.**

1.5 Supporting Documents

- 23 The following documents together with other evidence base documents that have helped to inform the preparation of the SCAAP are available to view on the Council's website at www.southend.gov.uk.

Sustainability Appraisal

- 24 A Sustainability Appraisal (SA) is an assessment of the potential significant social, environmental and economic impacts of development and forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. The latest assessment of the sustainability and the potential significant effects of this plan can be found in the SA Report.

Habitats Regulations Screening Report

- 25 Southend and the surrounding districts are home to a number of important designated sites for nature conservation. Habitats screening is an assessment of the potential significant effects of a policy on sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas, and international Ramsar sites.

- 26 The SCAAP was assessed for any significant impacts on European sites within or outside Southend. The screening report concluded that the proposed policies will have no significant impact on the European/ international designations, either alone or in combination with other plans and strategies.

Policies Map

- 27 The SCAAP is accompanied by a Policies Map, which illustrates the boundary of the SCAAP area, its Policy Areas and Opportunity Sites, proposals and the extent of land use designations related to policy.

2 Vision and Objectives for Southend Central Area

28 The Vision for Southend Central Area is:

Proposed Vision

Our **vision** for Southend Central Area, which includes the Town Centre and Central Seafront Area, is a destination 'City by the Sea'. As a prosperous and thriving regional centre and resort, it will be an area that is vibrant, safe and hospitable, rich in heritage, commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips, overnight and longer stays.

- Our **aim** is to transform the perception and image of Southend through sustainable economic growth, high quality development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.

29 Our objectives for achieving this are:

Strategic Objectives

1. To improve and transform the economic vitality, viability and diversity of Southend Central Area by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for learning, recreation, leisure and tourism.
2. To promote design excellence and good quality development proposals and public realm improvements to reinforce a distinctive sense of place, complement new and existing development, and contribute towards the Council's aspirations to establish Southend as a Low Carbon City.
3. To increase the number and diversity of people living within Southend Central Area and its Gateway Neighbourhoods by building more homes, and ensure that living in the area becomes appealing to more families with children, supported by social and community infrastructure that contribute to reducing inequalities in health and wellbeing and support all ages to lead independent lives and live healthy lifestyles
4. To encourage the establishment and expansion of businesses in Southend Central Area by identifying, promoting or actively bringing forward suitable sites for development to meet modern user and investor requirements.
5. To promote and enhance the tourism, cultural and leisure offer within the Central Area, including visitor accommodation, having regard to the assets offered by the area, in order to attract greater visitor numbers and promote more overnight and longer stays.
6. To support the viability and vitality of the town centre, so that it remains the first preference for all forms of retail development and for other town centre uses attracting large numbers of people and creates an environment that encourages investment in the Central Area.
7. To promote the Central Area as a thriving learning quarter that provides state of the art facilities and well-designed student accommodation.
8. To improve accessibility to the area, ensuring streets, public and green spaces are well-

connected, well-designed and safe, utilising a coordinated palette of materials and furniture that enhance the quality of the streetscape and improve opportunities for walking and cycling, and access to more sustainable modes of transport, such as rail and bus.

9. To promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and central seafront area, managing the balance of parking provision to address peak demand and capacity, and provide good access to the seafront by encouraging improvements to the quality of access to and from parking areas that are convenient, well-signposted, safe and secure.
10. To address climate change matters and appropriately manage and mitigate flood risk and to encourage the provision of Sustainable Drainage Systems and urban greening measures in order to reduce surface water run-off.
11. To enhance the quality of, and access to, Southend Central Area's natural environment and open spaces, connecting to the green grid, and to improve connectivity between the Town Centre and Central Seafront Area in order to relieve pressure on the Site of Special Scientific Interest (SSSI), Ramsar site, Special Protection Areas (SPA) and other environmental designations, to protect and enhance local biodiversity and nature conservation, and to encourage opportunity for linked trips.
12. To celebrate and enhance the setting of Southend's unique heritage assets, such as the Grade II listed Pier, to ensure these assets are appropriately conserved and enhanced and continue to form an integral part of how Southend Central Area is experienced by those who live, work and visit the area.

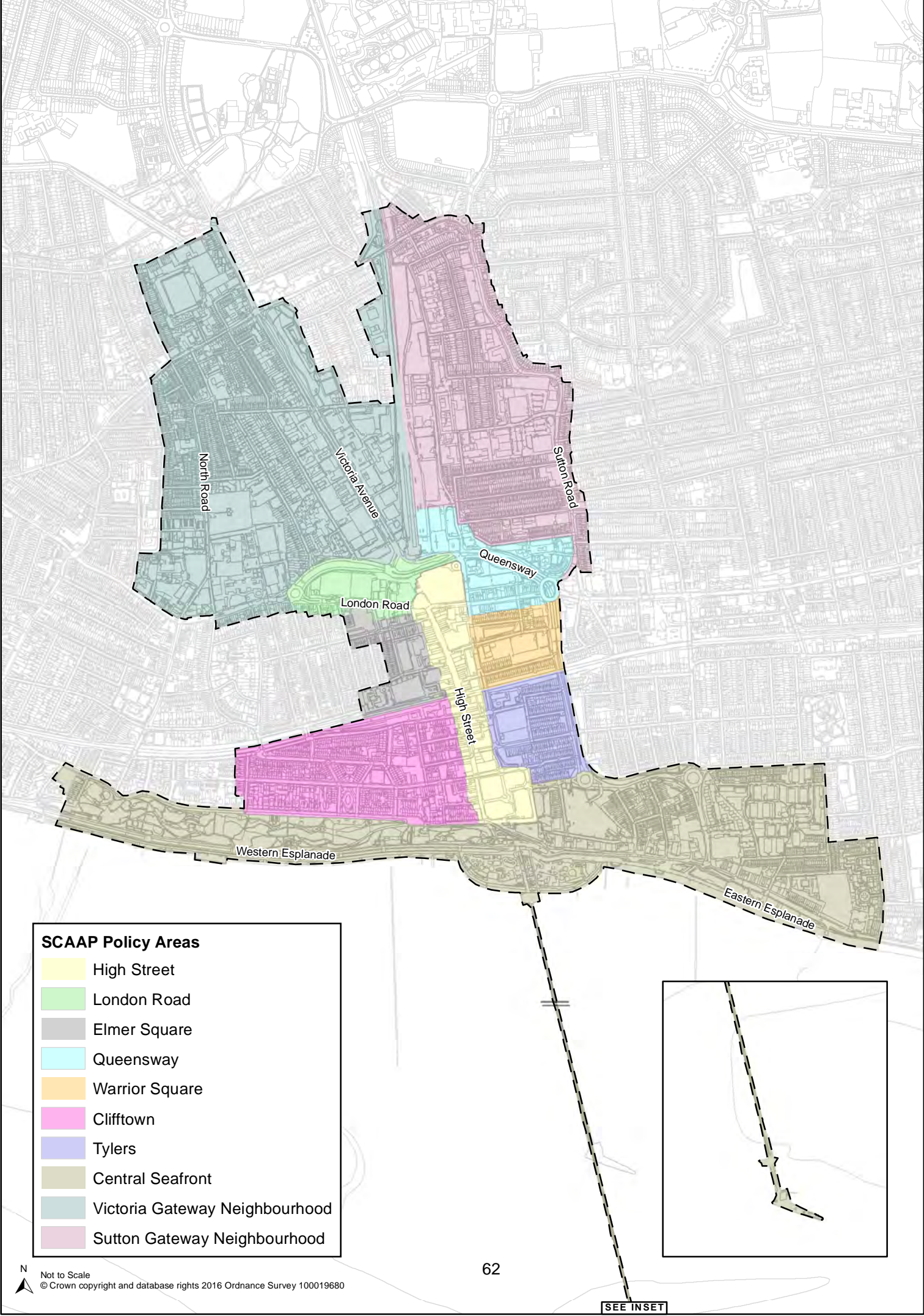
Part B: Development Strategy

3. Central Area Strategy and Criteria Based Policies

3.1 Central Area Strategy

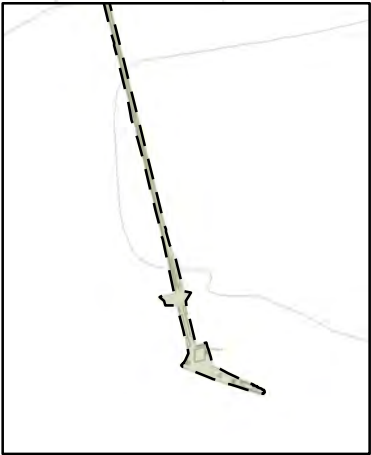
- 30 The Central Area Strategy seeks to develop a **‘City by the Sea’** – a change in the function and transformation in the quality of the Town Centre and Seafront and renewal of Southend Central Area with additional residential development creating a new critical mass to support growth and inward investment.
- 31 Spatially, this concept embraces the vision of Southend as a prosperous regional centre defined by sustainable growth of its urban functions and the identification of Southend as a location of choice for businesses, residents and visitors. This will be achieved through the creation of Policy Areas and Opportunity Sites (see **Map 2: SCAAP Boundary and Policy Areas**), which will guide new development.
- 32 The SCAAP establishes Policy Areas which, to varying extents, take on a new mixed- use sustainable character. Development within these Policy Areas will be appropriate to their context, either seeking to strengthen the existing competitive advantage of current uses, encourage a greater mix of uses or defining new roles, whilst protecting and enhancing its heritage assets, contributing to the regeneration of the identified opportunity sites as well as Southend Central Area as a whole.
- 33 The introduction of new residential uses as part of a broader mix is a key element in achieving a vibrant, thriving Town Centre.
- 34 The Policy Areas have been identified as follows:
- **High Street**
 - **London Road**
 - **Elmer Square**
 - **Queensway**
 - **Warrior Square**
 - **Clifftown**
 - **Tylers**
 - **Central Seafront**
 - **Victoria Gateway Neighbourhood**
 - **Sutton Gateway Neighbourhood**
- 35 Within the Policy Areas there are also a number of ‘Opportunity Sites’. The approach for managing these sites, and wider policy areas, is set out in **Part C: Policy Areas and Site Allocations**.

Map 2 - SCAAP Boundary & Policy Areas



SCAAP Policy Areas

- High Street
- London Road
- Elmer Square
- Queensway
- Warrior Square
- Cliff town
- Tylers
- Central Seafront
- Victoria Gateway Neighbourhood
- Sutton Gateway Neighbourhood



4. Criteria Based Policies

4.1 Introduction

36 This section sets out the policy context for key uses and development within Southend Central Area. It includes a strategy and, where relevant, policies⁵ for the delivery and management of:

- Retail
- Employment
- Housing
- Tourism, Culture, Leisure, and Recreational facilities
- The Historic Environment
- Open and Green Spaces
- Key Views
- Landmarks and Landmark Buildings
- Flood Risk Management and Sustainable Drainage
- Transport, Access and Public Realm
- Infrastructure Provision (including education, health and social and community facilities)

4.2 Retail

Southend Town Centre's Primary Shopping Area

- 37 The Primary Shopping Area of Southend's town centre (see **Map 3** and **Policies Map**) is focused around a long, well established linear High Street, and anchored by The Victoria shopping centre to the north and The Royals shopping centre to the south.
- 38 New retail development should complement and strengthen the offer of the town centre, in accordance with **Core Strategy Policy CP2: Town Centre and Retail Development** and the provisions of the National Planning Policy Framework (NPPF), reinforcing pedestrian circuits around the two main shopping centres.
- 39 Opportunities for additional retail floorspace will be expected to arise from some incremental increases in existing floorspace through extending shop units or creating larger trading areas through internal unit reconfiguration⁶. Additionally, consideration and use of vacant floorspace, particularly in The Victoria shopping centre should be made.
- 40 The following Policy Areas and Opportunity Sites are located/partly located within the Town Centre Primary Shopping Area and have the potential to deliver additional retail floorspace where opportunities arise:
- PA1 High Street;
 - PA2 London Road;
 - PA4 Queensway and Opportunity Site PA4.1 along Southchurch Road;
 - PA6 Clifftown (for small scale niche retail);
 - PA7 Tylers, including Opportunity Site PA7.1.

⁵ Where there is not a policy sited in this section of the Plan there is a 'Policy Linkages' box which highlights another Plan where relevant policies may be found

⁶ Southend Retail and Town Centre Study (2011)

- 41 Public realm enhancements throughout the town centre, particularly within areas that have existing poor quality environments, would be expected to increase footfall and assist with letting vacant units. A schedule of access and public realm improvements is set out within the development principles of each Policy Area.
- 42 Outside the Town Centre Primary Shopping Area, the Council may permit additional small-scale convenience retail provision to meet the needs of residents. Details are contained in each of the relevant Policy Areas.

Town Centre Primary and Secondary Shopping Frontages

- 43 The retail sector is crucial to the health of the local economy in terms of its attraction to visitors, business and investment. The changing nature of the 'High Street', facing competition from internet shopping, out-of-town retail parks and neighbouring centres, has impacted the level of trading in the Town Centre, and the quality of provision. There is consequently a need to upgrade, enhance and broaden its offer and function to possibly further include other complimentary uses. The effective promotion and marketing of the town centre to potential new investors will be crucial to this process.
- 44 However, an over-concentration of non-retail uses within the primary frontage can detract from its shopping function and may prejudice its vitality and viability, create extensive lengths of 'dead' frontage and a lack of proper or conventional shop window displays. Maintaining a high concentration of retail uses ensures the attractiveness of the centre as an accessible, diverse shopping area; which is paramount to the vitality and viability of the local economy.
- 45 Town Centre Primary and Secondary Shopping Frontages, as defined on the **Policies Map** (and outlined on **Map 3** below), perform a vital role by managing the shopping function of the town centre to ensure its long term vitality and viability is not significantly harmed as a sub-regional destination.
- 46 To ensure that a healthy balance of uses is maintained, the Council will actively manage the concentration of different Use Classes (under the Use Class Order) within the Primary Shopping Frontages, as depicted on the **Policies Map**. By designating and protecting key frontages it is possible to manage the proportion of retail and non-retail uses which will help to ensure that the town centre remains an attractive place to shop.
- 47 The Council recognises that shopping should be just one part of a rich mix activities within the Town Centre. Therefore, **Policy DS1** seeks to manage the designated primary frontages so that the proportion of retail use does not decrease below 60%. This approach not only seeks to secure the primacy of retail within these frontages by setting a percentage target, but also allows for an increase in supporting non-retail town centre uses when compared to the existing policy approach (80%)⁷. It also recognises that these primary frontages are crucially supported by adjacent secondary frontages, which do not include a retail percentage target, and therefore allows for further diversification of the town centre and its offer to further sustain its role of a retail, leisure and lifestyle destination.

⁷ Southend-on-Sea Borough Local Plan (1994)

- 48 It is also important to understand that Southend's town centre is perpendicular and well connected to the central seafront area. The central seafront area represents an important visitor destination in its own right, comprising a range of tourism and leisure uses, which together with the town centre supports a wider multifunctional Central Area within Southend that offers a unique and diverse visitor/ shopper experience.
- 49 The entire High Street length measures approximately 0.5 miles, a considerable distance for a high street. It is considered that the primary shopping frontage of the town centre comprises three inter-related distinct zones, the High Street, The Victoria Shopping Centre and The Royals Shopping Centre. Each of these zones should maintain a core retail function, but also be able to provide for a range of supporting town centre uses, particularly Class A3 restaurants and café uses, in order to enhance the experience for visitors and help towards achieving a low vacancy rate within the area.
- 50 The SCAAP substitutes all primary frontage not located on the main high street or the ground floor levels of the two respective shopping centres (The Victoria and The Royals) with secondary frontage. This reduces the length of primary frontage in the town centre by approximately 40% as compared to that designated by the Southend Borough Local Plan (1994).
- 51 Secondary shopping frontages located within the town centre, as defined on the policies map, are often located adjacent to a 'high street', and allow for a greater number and diversity of uses.
- 52 Where an empty unit has little prospect of being occupied within a primary or secondary shopping frontage in the short term, the Council will encourage the landowner/landlord to display local art within the windows to create visual interest from the public realm.

Permitted Development Rights and Temporary Uses

- 53 Under permitted development rights⁸ buildings in specific Use Classes, including A1 Retail, are able to change to a number of alternative Use Classes, either for a temporary period or indefinitely. However, there will remain instances where prior approval applies as part of the permitted development or the change of use of a building does not constitute permitted development and would require the granting of planning permission.
- 54 Where permitted development is sought and prior approval is applicable Policy DS1 will apply as follows:
- Within Primary Shopping Frontages the following will apply:
 - The 60% retail threshold will equate to an "adequate provision of services"
 - The marketing criteria in Appendix 8 will apply in determining whether "there is a reasonable prospect of the building being used to provide such services".
 - A "key shopping area" is the same as the Primary Shopping Frontages and Secondary Shopping Frontages as defined on the Policies Map.

⁸ Town and Country Planning (General Permitted Development) (England) Order 2016

- 55 In respect to Policy DS1.4(a) vacant units could include units occupied for temporary or 'flexible' uses, permitted through a temporary planning permission or under permitted development rights.
- 56 For the purposes of calculating the proportion of retail in any given frontage (in respect to policy DS1 point 4a, any building operating under a permitted 'flexible use' at the time of assessment will be considered on the basis of the use class it had prior to the temporary use change. For example, a retail shop (A1) which has temporarily changed its use to a café or restaurant (A3) under the permitted development rights would still be considered as an A1 unit for the purposes of determining the overall percentage of retailing (A1) or whether there are more than two consecutive non-A1 uses.

Development Management Policy

- 57 Development Management Policy DM13 (Shopping Frontage Management outside the Town Centre) identifies 3 discreet areas of Secondary Shopping Frontage **within the central area**, which act as local centres and are located outside the Town Centre Primary Shopping Area. The boundaries of these are defined on the Policies Map

Policy DS1: A Prosperous Retail Centre

1. Proposals for retail development inside or outside the Primary Shopping Area will be determined in accordance with **Policy CP2: Town Centre and Retail Development of the Southend-on-Sea Core Strategy** and the provisions of the National Planning Policy Framework (NPPF), so that the town centre remains the first preference for all forms of retail development and for other town centre uses attracting large numbers of people to support the centre's viability and vitality and encourage investment.
2. New retail development should be well integrated and closely linked with the Town Centre Primary Shopping Area, as defined on the Policies Map, in terms of proximity, continuity of function and ease of access. The Council will promote the town centre in seeking to upgrade and diversify its offer.
3. New retail or any other development must not be detrimental to those living or working nearby, for example by causing undue noise or disturbance.
4. The Council will seek to maintain a high level of retail use with at least 60% Class A1 retail use within town centre primary shopping frontage. Alternative appropriate non-retail uses, particularly Class A3 restaurants and café uses, will also be supported provided that they contribute to the vitality of the Town Centre and would result in:
 - a. no more than 40% of the town centre primary shopping frontage, measured in terms of length of frontage*, being used for non-retail purposes. Where non-retail uses would exceed 40% of the primary shopping frontage length, no further loss of Class A1 will be allowed**;
 - b. an active frontage is retained or provided with a display function for goods and services rendered and the proposed use will provide a direct service to visiting members of the general public;
 - c. no detrimental impact to those living or working nearby, for example by causing undue noise, odour and disturbance.

** The measurement will be applied separately to each distinct Town Centre Primary Shopping Frontage zone, these being the High Street (944m), Victoria Shopping Centre (367m) and Royals Shopping Centre (405m)*

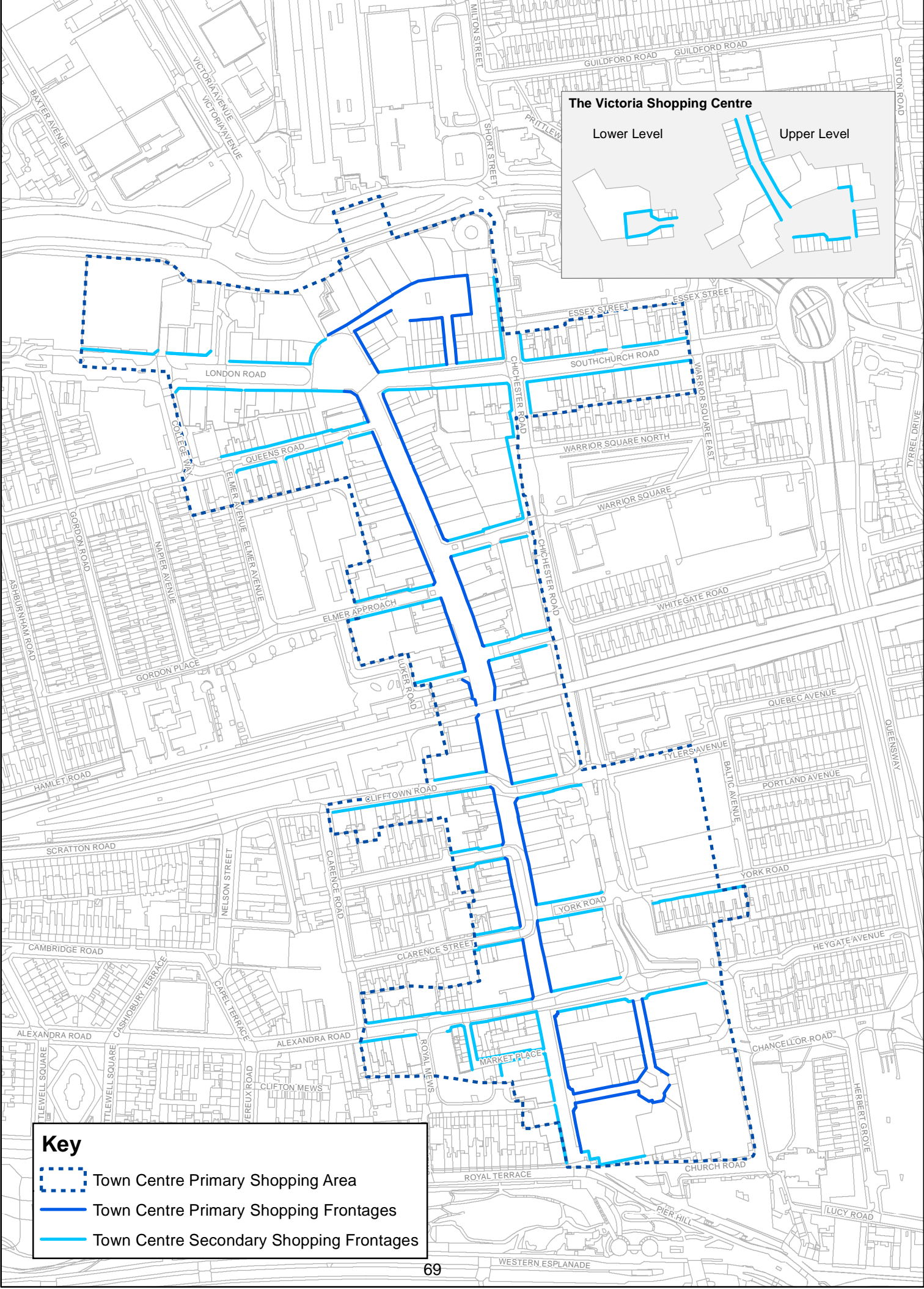
*** exceptions to this will be considered if it can be demonstrated to the satisfaction of the Council that the A1 use is no longer viable through an effective 2 year marketing exercise where the vacant property has been offered for sale or letting on the open market at a realistic price and no reasonable offers have been refused. Appendix 8 sets out further information to be provided in relation to marketing of vacant floorspace.*
5. All proposals in the town centre secondary shopping frontage, as defined on the Policies Map, must ensure that:
 - i. an active frontage is retained or provided with a display function for goods and services rendered and the proposed use will provide a direct service to visiting members of the general public; and
 - ii. it would not be detrimental to those living or working nearby, for example by causing undue noise, odour and disturbance.
6. All new shop frontages will be of a high standard of design that is compatible with the architectural style, roofscape and character of the building and surrounding area. The design of new shop fronts should have regard to the Design and Townscape Guide SPD and address the following design principles:
 - iii. The loss of traditional features and shop fronts, which make a positive contribution to the character and appearance of the building or surrounding area, will be resisted unless it can be demonstrated that the benefits of a proposal significantly outweigh their loss;

iv. Blank frontages will be resisted on principal elevations and opportunities for exposing upper floor windows maximised.
7. Proposals for the use of upper floors in shopping frontages for retail, residential, leisure, office or other complementary uses which help to maintain or enhance the character and vitality of the centre will be supported. Where upper floors are currently in retail use, developers should seek to retain retail uses where viable and appropriate.
8. The Council will seek to maintain and enhance 'street market' provision within the Town Centre Primary Shopping Area, and will work with the private sector to promote the establishment of a new well designed street market within the pedestrianised London Road Policy Area. Proposals for street market development elsewhere within the Town Centre Primary Shopping Area will be considered on their merits.

POLICY LINKAGES - RETAIL	
CORE STRATEGY DPD Strategic Objectives: 3, 5, 6, 8	Policies: KP1, KP2, CP2
SOUTHEND CENTRAL AAP Objectives: 1, 2, 8, 12	Policies: PA1, PA2, PA4, PA6, PA7

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

Map 3 - SCAAP Town Centre Primary Shopping Area & Shopping Frontages



4.3 Employment

- 58 Southend, unlike many other traditional seaside locations, was quick to supplement its major industry as a tourist destination with other sectors following the increased accessibility of overseas travel and a decline in the tourism industry in the 1960s and 1970s. The employment base of Southend as a whole has become increasingly diverse. While tourism remains a central pillar of Southend's employment base and has potential for growth, the creative and cultural sectors, aviation and medical technologies are all growing and also offer further potential for growth in the future. The Town Centre is a sustainable location for significant employment growth. This growth is concentrated in service sectors that require flexible and good quality offices, such as those for finance and business services as well as knowledge based creative industries.
- 59 It is recognised that delivery of the Core Strategy employment target (7,250 additional jobs to be delivered in the Town Centre and Central Area between 2001 – 2021⁹) is challenging, particularly following the impacts of the global economic downturn. In fact, monitoring of employment data across the Borough suggests that job numbers have declined over the plan period. However, more recently, since 2010, job numbers have begun to increase and efforts to boost job creation are underway. Clearly, the Borough-wide employment targets as set out in the Core Strategy will be reviewed as part of preparing a new Southend Local Plan. Nevertheless, the SCAAP will seek to maximise employment opportunities and the SCAAP is seen as an important catalyst in helping to deliver a sustainable balance of new jobs alongside housing within the Central Area.
- 60 The **South East Local Enterprise Partnership** (SE LEP), a business-led partnership, has enabled the Council to secure a range of measures to support regeneration and growth. One such initiative, **The Southend City Deal** provides support for small and medium-sized businesses, seeks to create new jobs, and attracts inward investment. An incubator system of one-on-one support ('The Hive'), based in the former Central Library on Victoria Avenue (in the **Victoria Gateway Neighbourhood Policy Area**), will help to improve business performance, safeguard jobs, and form part of the regeneration of Victoria Avenue.

Offices

- 61 The market for office space within the Central Area is oversupplied with outdated office stock, particularly within **Victoria Avenue Office Area (Opportunity Site PA8.1)**. Much of this stock is too large, underused/vacant, and unlikely to meet the changing requirements of small to medium sized occupiers - the focus of demand for office space in Southend. Providing a range of flexible, good quality, offices as part of mixed use developments will help to create viable proposals and a better balance of space than currently on offer.
- 62 Flexible, good quality office development is principally promoted in the following policy areas **High Street, London Road, Warrior Square, Clifftown, Tylers, and Victoria Gateway Neighbourhood Policy Area**. The policies for these areas, and opportunity sites are set out within **Part C: Policy Areas and Site Allocations** of this plan.

⁹ Core Strategy CP1: Town Centre (6,500), plus Seafront (750) = 7,250

Southend as a Knowledge-Based Employment Centre

- 63 With the assistance of the university campus, Southend has significant potential to become a knowledge-based employment centre, utilising links with the A127 strategic corridor, the growth of London Southend Airport and the associated business parks, provision for which is made within the London Southend Airport and Environs Joint Area Action Plan (JAAP).
- 64 Southend has a high level of business start-ups. To date, business survival and therefore growth has struggled. Providing the support and infrastructure required to sustain and grow local businesses will be a crucial component in addressing this, and such activity will be supported by the **Southend City Deal** incubator hub (the Hive) at Victoria Avenue.

Southend's Cultural and Creative Industries

- 65 The Southend Cultural Strategy 2012-2020 sets out the vision for Southend: '*To be recognised as the cultural and leisure capital of the East of England*'. The town has a significant concentration of creative and cultural businesses located across the Borough, particularly in the Town Centre.
- 66 The Local Economic Assessment (2013) outlines that whilst the creative and cultural industries have significant employment and wealth generating capacity, they also have the ability to create a step change in the economy, attracting new, ambitious people to Southend.

POLICY LINKAGES - EMPLOYMENT	
CORE STRATEGY DPD Strategic Objectives: 1, 2, 3, 4, 5	Policies: KP1, CP1
DEVELOPMENT MANAGEMENT DPD	Policies: DM10, DM11
SOUTHEND CENTRAL AAP Objectives: 1, 4	Policies: PA2, PA5, PA6, PA7, PA8, PA9

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

4.4 Housing

- 67 There are a number of existing residential areas in the Central Area. However, when compared to the rest of the Borough, the core town centre has relatively few residential properties.
- 68 Delivering new homes within Southend Central Area, including residential above ground floor commercial, will contribute to creating sustainable communities that will add critical mass to support the vitality and vibrancy of the town centre, throughout the day and evening economy.
- 69 New housing development within the Central Area will be encouraged to provide a mix of housing types and sizes, including affordable housing, in accordance with Core Strategy CP8 (Dwelling Provision) and Development Management Policies DM7 (Dwelling Mix, Size and Type), DM8 (Residential Standards), DM9 (Specialist Residential Accommodation); although care will need to be taken to ensure there is a balanced housing offer, taking into account the existing tenure mix of a particular area.

Scale of Residential Development

- 70 The SCAAP is considered to be an important catalyst and driver for inward investment and for the delivery of the remaining proportion of planned regeneration and growth in the Southend Central Area to meet, or exceed, Core Strategy targets up to 2021.
- 71 Further work has been jointly undertaken to establish an objectively assessed need, in terms of jobs and housing, for Southend and its surrounding housing market area. Following publication of this evidence, preparation of a Southend Local Plan will commence alongside delivery of the SCAAP. The Local Plan will set out new growth target replacing those of the adopted Core Strategy and will review unimplemented development sites within the SCAAP.
- 72 The Core Strategy requires at least 2,474¹⁰ net additional new dwellings to be provided within Southend Central Area during the period from 2001 to 2021. According to the Southend Annual Monitoring Report (AMR), between 2001 and 2016, 1,087 dwellings have been built within the Southend Central Area. An additional 1,732 net dwellings have been identified through Opportunity Sites and 1,040 of these have planning permission as of 1 April 2016. A further 425 dwellings have been identified by outstanding planning permissions located outside of the opportunity sites and are predicted to be delivered by 2021, see table 1 below.

Table 1: The Scale of new Residential Development to be delivered by 2021

SCAAP Policy Area	Net additional dwellings identified in Opportunity Sites (of which committed)	Other committed at 1 April 2016 (net)	Total
PA1: High Street	n/a	171	171
PA2: London Road	n/a	1	1
PA3: Elmer Square	0	73	73
PA4: Queensway	380 (8)	0	380
PA5: Warrior Square	n/a	16	16
PA6: Clifftown	n/a	48	48
PA7: Tylers	150	4	154
CS1: Central Seafront	278 (278)	4	282
PA8: Victoria Gateway Neighbourhood	782 (662)	39	821
PA9: Sutton Gateway Neighbourhood	142 (92)	69	211
TOTAL	1,732 (1,040)	425	2,157

- 73 **Appendix 6** shows the amount of dwellings identified to be delivered by 2021 within the SCAAP area and relationship with the Core Strategy targets, further details are also included within each Policy Area, Part C: Policy Areas and Opportunity Sites.

¹⁰ Core Strategy CP8: Town Centre (2,000), plus Seafront (550), minus SHLAA sites identified in the rest of the seafront outside the SCAAP area (76) = 2,474 *Committed = with planning permission or prior approval*

- 74 The University of Essex and South Essex College have a strong presence within the Central Area, reinforced in recent years by the delivery of phase 1 of Elmer Square with The Forum opening in 2013. The Core Strategy makes provision for the regeneration of the town centre and Central Area led by the development of the university campus, and it is anticipated that the higher and further education sector will continue to expand, with increases in student numbers.
- 75 There will be a need to provide student accommodation, much of which could be within the Central Area. The provision of student accommodation can often be met through purpose built development, such as the existing University Square development within the town centre, or through the private rented sector. The Council will support the provision of well-designed student accommodation in Southend Central Area, as it provides a sustainable location for students, with easy access to the university and college buildings. It will also help to contribute to the aim of increasing the residential population and potential spend in the Central Area.
- 76 The University of Essex has an accreditation scheme that all approved private landlords must meet, and this provides a measure to ensure student accommodation is of high quality and meets the needs of students. **Development Management Policy DM8: Residential Standards** sets out the internal space standards that all non-self-contained accommodation, such as student accommodation, will be required to meet.

POLICY LINKAGES – HOUSING

CORE STRATEGY DPD Strategic Objectives: 6, 7, 14	Policies: KP1, KP2, KP3, CP8
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM7, DM8, DM9
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3	Policies: PA1, PA2, PA4, PA5, PA6, PA7, CS1, PA8, PA9

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

4.5 Tourism, Culture, Leisure and Recreational Facilities

'To be recognised as the cultural and leisure capital of the East of England.'

Southend-on-Sea Cultural Strategy 2012-2020

- 77 Southend Central Area will continue to be the primary focus for further enhancement of tourism, cultural, leisure and recreational attractions and facilities. This will build on the town's role as a major destination resort and contribute to a stronger, more vibrant centre.
- 78 There have been a number of recent developments within Southend Central Area that have helped to progress Southend's tourism and cultural offer, including investment in attractions in the central seafront area, such as at Adventure Island and the new lagoon at three shells beach, the Royal Pavilion cultural centre at the end of the Pier, the relocation of the Beecroft Gallery to the former central library building on Victoria Avenue, the relocation of the Focal Point Gallery to The Forum at Elmer Square, the regeneration of the former Palace Hotel as

the Park Inn, and the new Premier Inn development on Eastern Esplanade, which has increased the quality as well as capacity of hotel offer.

- 79 Despite recent successes, the range of commercial leisure and recreational uses on offer in the town centre is moderate, and enhancing this could serve to diversify the centres offer overall as well as draw in additional visitors and investment. The strategy for the **Central Seafront Policy Area** within this Plan (see **Part C**) seeks to create a seamless connection between the Seafront and the Town Centre. Clearly the Seafront offers a considerable commercial leisure offer, and providing better connectivity between these areas may well be a positive way of maximising the attraction of the Southend Central Area.
- 80 Tourism is an important economic driver for the Town Centre. However, the tourism industry still tends to operate on low levels of overnight stays, and the relatively short supply of high quality hotels, bar those mentioned above, and current restaurant offer in the Central Area may not attract those visitors with more spending power. The refresh of the **Southend Local Economic Assessment (2013)** concludes that potential remains to improve and diversify the tourism offer to increase overnight and longer stays and add value, whilst at the same time, harness the spending power of visitors and out commuting residents alike.
- 81 The tourism and hotel sector is expected to grow in Southend over the next 20 years. The **Development Management DPD (Policy DM12: Visitor Accommodation)** seeks to manage this growth by focusing new visitor accommodation to the Central Area, London Southend Airport and at locations with good access and a clear and strong relationship with the seafront. The Central Seafront Policy Area, in particular, offers a good location for the development of visitor accommodation, given close proximity to both the Town Centre and Seafront.
- 82 Enhanced evening attractions, including provision of restaurants, have the potential to address concerns about the vitality of the evening and night-time economy through improved management and maintenance of the Town Centre, and by providing more pedestrian activity after shopping hours to help tackle the perception of safety after dark.
- 83 This could be complemented by increased public art provision and streetscape improvements to enrich the streetscape and enhance the quality of the public realm – purveying the Central Area’s cultural qualities and promoting legibility and way finding. The Council will seek to establish an increase in public art provision, where possible with local artists, within the Central Area, in line with its Public Art Strategy, to create a ‘Central Area Art Trail’.

POLICY LINKAGES – CULTURE, LEISURE, TOURISM AND RECREATION

CORE STRATEGY DPD Strategic Objectives: 1, 2 13, 14, 15, 18	Policies: KP1, KP2, KP3, CP1, CP4, CP6, CP7
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM6, DM10, DM12
SOUTHEND CENTRAL AAP Objectives: 1, 3, 5, 6, 7, 8, 10	Policies: PA1, PA2, PA3, PA4, PA5, PA6, PA7, CS1, CS4, PA8, PA9

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

4.6 The Historic Environment

- 84 This Plan seeks to promote heritage and to conserve and enhance Southend Central Area's heritage assets in a manner appropriate to their significance, with the emphasis on high quality design in all development proposals. Heritage assets contribute to the character of the town and are an important reminder of the town's history and identity. They are also an important component of the tourist economy and play a crucial role in the identity of the town. Development Management Document **Policy DM5: Southend-on-Sea's Historic Environment** sets out the local approach to the management of the historic environment within the Borough.
- 85 Development proposals within the Central Area, including enhancements to the public realm, will be responsive to the setting of heritage assets and should seek to improve the quality of their environmental context. Heritage assets will be promoted and enhanced as part of the future development of the town.
- 86 Policy criteria regarding the historic environment are provided within the relevant **Policy Areas and Opportunity Sites** set out in **Part C** of this Plan, details of which are provided within the Policy Linkage box below. It should be noted that listed buildings, buildings in Conservation Areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Part L Building Regulations where compliance would unacceptably alter their character and appearance.

Conservation Areas

- 87 There are a number of Conservation Areas within the Central Area, as depicted on the Policies Map, which contribute to its character and identity. These include: Prittlewell, Eastern Esplanade, The Kursaal, Clifftown, and Warrior Square. Each has its own unique character which must be conserved and enhanced, and consideration given to the contribution made by its setting.

Listed and Locally Listed Buildings

- 88 Southend Central Area contains a large number of listed and locally listed buildings, which help define the town's unique heritage. A list can be found on the Council's website www.southend.gov.uk

Frontages of Townscape Merit

- 89 Frontages of Townscape Merit are non-designated heritage assets and apply specifically to historic facades, many of which are shopping parades. This designation, as depicted on the Policies Map, will be a material consideration for planning applications affecting these frontages.

Archaeology

- 90 Within this relatively small area there have been archaeological discoveries dating from the earliest evidence of humans in the area, to the medieval and later periods. The highest concentration of finds is in the Prittlewell area. Some of this area has been excavated for

brickearth and other minerals but this remains the historic heart of the town and the potential for new finds is still significant.

- 91 Two Scheduled Ancient Monuments are located close to the Southend Central Area boundary. Prittlewell Priory just north of the area and Southchurch Hall to the south east. Immediately to the east of Prittlewell Priory are Roman and early Saxon cemeteries, which included the chambered tomb of the 'Prince of Prittlewell', a discovery of international significance.

Areas of Archaeological Potential in Southend Central Area

- 92 Although most of Southend Central Area has been previously developed there are still areas of archaeological interest where there is potential for new finds. In particular, these sites include:

1. Seaways Car Park area (Opportunity Site CS1.2)
2. Roots Hall area
3. Nazareth House
4. Southend Cliffs (which includes Opportunity Site CS1.4)

- 93 Any additional areas that are subsequently considered to exhibit significant archaeological potential, should be assessed in line with national guidance and **Policy DM5** of the Development Management Document.

POLICY LINKAGES – THE HISTORIC ENVIRONMENT	
CORE STRATEGY DPD Strategic Objective: 14	Policies: KP2, CP4
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM4, DM5, DM6
SOUTHEND CENTRAL AAP Objective: 7	Policies: Transport and Access Strategy, DS2, DS3, DS5, PA1, PA5, PA6, CS1, PA8

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

4.7 Open and Green Spaces

- 94 Southend Central Area includes the Benfleet and Southend Marshes European Marine Site, encompassing both the SPA and Ramsar, which comprises the intertidal part of the Thames Estuary and also constitutes a Site of Special Scientific Interest (SSSI).
- 95 The Appropriate Assessment (AA) of the Core Strategy highlights that Core Strategy Policy KP1, which promotes development in the seafront area, is likely to result in increased recreational and development pressures on designated international and European sites. It is therefore imperative that Southend Central Area provides and enhances functional open and green space, such as pocket parks and play areas, linked to other attractive destinations in and around the Borough, in order to assist with relieving pressure on the Borough's designated sites. This builds on, and is embedded within, the South Essex Green Grid Strategy and Thames Gateway Parklands Initiative which seek to help promote South Essex as a green place, improving the local environment and access to it, linking all green spaces where possible.

- 96 The existing green spaces within Southend Central Area are depicted on the Policies Map. The Central Seafront Policy Area provides access to an abundance of green and open space. However, the Town Centre, in comparison, has relatively few areas of such space. This deficit will be addressed within the relevant Policy Areas and Opportunity Sites.
- 97 Particular attention will be paid to the improvement of existing public spaces and to the creation of new public and civic spaces. Existing and new green and open spaces will be linked together in a legible network. New green and open spaces should be linked through the green grid, and should seek to contribute to local biodiversity and, together with other urban greening measures such as green walls, improved landscaping, and tree planting, help mitigate the effects of climate change.
- 98 In order to ensure these open and green spaces are accessible they should be connected by an attractive network of accessible streets, and the quality of the public realm will be a key component in defining Southend Central Area as an urban environment where people want to live, work, visit and move around. The **Transport, Access and Public Realm Strategy** of this plan, the Council's **Design and Townscape Guide SPD** and **Streetscape Manual SPD** should be referenced for all street works within the Central Area.

POLICY LINKAGES – OPEN AND GREEN SPACES	
CORE STRATEGY DPD Strategic Objectives: 14, 18	Policies: KP2, KP3, CP4, CP7
SOUTHEND CENTRAL AAP Objectives: 3, 6	Policies: DS5, PA1, PA3, PA4, PA5, PA6, CS1, PA8, PA9

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

4.8 Key Views

- 99 There are a number of 'Key Views' from within, and of, Southend Central Area that further help to define its character, including links with the Thames Estuary. The Council will seek to ensure that Key Views, as identified below, are not adversely impacted by development:
- **The Seafront** – views to and from the seafront, with particular recognition given to views from: Westcliff Parade; Clifftown Parade; Clifton Terrace; Royal Terrace; Pier Hill; Pier Head; Queensway; Western Esplanade; Marine Parade; and Eastern Esplanade.
 - **Southend Pier** – with particular recognition given to views from: the High Street and Pier Hill in order to enhance the link between the town centre and seafront; Eastern Esplanade; Western Esplanade; Marine Parade; Royal Terrace; Clifton Terrace and Clifftown Parade.
 - **The Kursaal** – with particular recognition given to views from: Marine Parade; Eastern Esplanade; Lucy Road; Queensway and Southchurch Avenue.
 - **Royal Terrace and Clifftown Parade** – with particular recognition given to views from Western Esplanade and the Pier.
 - **All Saints Church** (outside of the SCAAP boundary) – with particular recognition given to enhancing the setting of this heritage asset, improving the quality of the public realm at Queensway dual carriageway;
 - **Porters** (outside of the SCAAP boundary) – with particular recognition given to enhancing the setting of this heritage asset, improving the quality of the public

- realm and highway at Queensway dual carriageway;
- **St Mary's Church** (outside of the SCAAP boundary) – with particular recognition given to improving the setting of this heritage asset, improving the quality of the public realm and highway junction at Victoria Avenue/East Street.

Policy DS2: Key Views

New development within Southend Central Area will be expected to demonstrate that it is compatible with and/or enhances Key Views of:

- The Seafront
- Southend Pier
- The Kursaal
- Royal Terrace and Clifftown Parade
- All Saints Church (outside of the SCAAP boundary)
- Porters (outside of the SCAAP boundary)
- St Mary's Church (outside of the SCAAP boundary)

POLICY LINKAGES – KEY VIEWS

CORE STRATEGY DPD Strategic Objective: 14	Policies: KP2, CP4
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM4, DM5, DM6
SOUTHEND CENTRAL AAP Objectives: 2, 7	Policies: PA1, PA4, PA6, CS1, PA8

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

4.9 Landmarks and Landmark Buildings

A Landmark Building is defined as one that has become, or may become, a point of reference because of its positive contribution to place making. This may include reference to its height, siting, distinctive design or use that sets it apart from surrounding buildings. Examples may include: churches, theatres and town halls.

- 100 Landmarks or Landmark buildings provide orientation and aid way-finding. They are relatively limited in number and generally occupy strategic locations such as road junctions, terminations of vistas, and corners.
- 101 A building or feature will not be considered a landmark simply owing to its height or massing, indeed many of the existing landmarks within Southend Central Area are of a modest scale; essentially they must be of high quality, recognisable and distinctive. A landmark could also be represented by a significant piece of public art, a distinct architectural feature, or use of innovative and distinctive materials.
- 102 For the purposes of the SCAAP, the following have been identified as existing landmarks and landmark buildings (Table 2, and Appendix 3):

Table 2: Existing Landmarks and Landmark Buildings

Adventure Island, Western Esplanade (<i>Central Seafront Policy Area</i>)	Royal Hotel and Royal Terrace (<i>High Street and Clifftown Policy Areas</i>)
All Saints Church, Sutton Road (<i>outside of the SCAAP boundary</i>)	Seafront / Estuary (<i>Central Seafront Policy Area</i>)
Central Library (former), Victoria Avenue (<i>Victoria Gateway Neighbourhood Policy Area</i>)	South Essex College, Luker Road (<i>Elmer Square Policy Area</i>)
Central Museum, Victoria Avenue (<i>Victoria Gateway Neighbourhood Policy Area</i>)	St John's Church, Herbert Grove (<i>Central Seafront Policy Area</i>)
Civic Centre, Victoria Avenue (<i>Victoria Gateway Neighbourhood Policy Area</i>)	St Mary's Church, Victoria Avenue (<i>outside of the SCAAP boundary</i>)
Cliff Lift, Western Esplanade (<i>Central Seafront Policy Area</i>)	Swan Hall, Victoria Avenue (<i>Victoria Gateway Neighbourhood Policy Area</i>)
Cliffs Pavilion, Station Road (<i>Central Seafront Policy Area</i>)	The Forum, Elmer Square (<i>Elmer Square Policy Area</i>)
Clifftown Church/Studios, Nelson Street (<i>Clifftown Policy Area</i>)	The Kursaal, Eastern Esplanade (<i>Central Seafront Policy Area</i>)
Park Inn Palace Hotel, Pier Hill (<i>Central Seafront Policy Area</i>)	The Pier (<i>Central Seafront Policy Area</i>)
Pier Hill Observation Tower and Lift, Pier Hill (<i>Central Seafront Policy Area</i>)	University of Essex, Elmer Approach (<i>Elmer Square Policy Area</i>)
Porters, Southchurch Road (<i>outside of the SCAAP boundary</i>)	University of Essex Student Accommodation, London Road (<i>Elmer Square Policy Area</i>)
Prittlewell Chapel, North Road (<i>Victoria Gateway Neighbourhood Policy Area</i>)	

- 103 New development should not compete with existing landmarks in terms of bulk or height, and views of these buildings should not be compromised by new development.
- 104 The following (Table 3) have been identified as potential locations for new landmark buildings and features within Southend Central Area, as detailed in the relevant Policy Areas and Opportunity Sites. These are also depicted on the Policies Map.

Table 3: Potential Locations for New Landmarks

Opportunity Site (PA4.1): Better Queensway (Queensway Policy Area)
Opportunity Site (PA7.1): Tylers Avenue (Tylers Policy Area)
Opportunity Site (PA8.1): Victoria Avenue (Victoria Gateway Neighbourhood Policy Area)
Central House, Clifftown Road (Clifftown Policy Area)
Central Seafront Policy Area, including in particular Opportunity Site (CS1.2): Seaways, Opportunity Site (CS1.3) Marine Plaza, and Opportunity Site (CS1.4): New Southend Museum.

- 105 Where considered appropriate in principle, development proposals for new landmark buildings and landmark features within Southend Central Area should demonstrate a coherent design approach, based on an understanding of the character, form and function of the surrounding townscape. Opportunities to enhance the setting of landmark buildings with improvements to the public realm, provision of open space, will be encouraged in order to retain views, enhance way-finding and to reinforce a sense of place.
- 106 Table 4 set out below and the Policies Map depicts the location of existing and potential Landmarks and Landmark Buildings by Policy Area.

Policy DS3: Landmarks and Landmark Buildings

1. The Council, through its role in determining planning applications, masterplanning, and other initiatives, will seek to conserve landmarks and landmark buildings as identified in Table 2 and Appendix 3 from adverse impact by:
 - a. encouraging the provision of open spaces and public realm improvements which provide views to landmarks or landmark buildings or enhance their setting;
 - b. resisting adverse impacts of new development by virtue of excessive height, massing or bulk;
 - c. ensuring development proposals respect views, setting and character.
2. The Council will support and encourage the creation of new landmarks in the areas identified within Table 3, where development proposals must demonstrate that:
 - a. design, detailing and use of materials are of exceptional quality and interest and will help to reinforce local character and distinctiveness;
 - b. the location would provide a focal point for an existing vista/sight line or generate a new one;
 - c. the proposals do not adversely affect the amenity of local residents; and
 - d. the proposals do not harm the setting of nearby heritage assets.

POLICY LINKAGES - LANDMARKS

CORE STRATEGY DPD Strategic Objective: 14	Policies: KP2, CP4
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM4, DM5, DM6
SOUTHEND CENTRAL AAP Objectives: 2, 3, 7	Policies: DS5, DS2, PA1, PA3, PA4, PA6, PA7, CS1, PA8

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

Table 4: Existing and Potential Landmarks and Landmark Buildings by Policy Area

	Existing Landmarks within	Existing Landmarks near	Potential Landmarks Within	Potential Landmarks near
PA1 High Street	<ul style="list-style-type: none"> Royal Hotel 	<ul style="list-style-type: none"> Royal Terrace Seafront/ Estuary 	N/A	<ul style="list-style-type: none"> Central House OS (PA7.1): Tylers Avenue OS (CS1.2): Seaways
PA2 London Road	N/A	<ul style="list-style-type: none"> UoE Student Accommodation Central Museum 	N/A	<ul style="list-style-type: none"> OS (PA8.1): Victoria Avenue
Policy PA3 Elmer Square	<ul style="list-style-type: none"> The Forum SE College UoE Building UoE Student Accommodation 	N/A	N/A	N/A
PA4 Queensway	N/A	<ul style="list-style-type: none"> All Saints Church Porters 	<ul style="list-style-type: none"> OS (PA4.1): Better Queensway 	N/A
PA5 Warrior Square	N/A	<ul style="list-style-type: none"> All Saints Church Porters 	N/A	<ul style="list-style-type: none"> OS (PA7.1): Tylers Avenue
PA6 Clifftown	<ul style="list-style-type: none"> Clifftown Church/ Studios Royal Terrace 	<ul style="list-style-type: none"> Royal Hotel Seafront/ Estuary 	<ul style="list-style-type: none"> Central House 	<ul style="list-style-type: none"> OS (CS1.3): New Southend Museum
PA7 Tylers	N/A	N/A	<ul style="list-style-type: none"> OS (PA7.1): Tylers Avenue 	<ul style="list-style-type: none"> OS (CS1.2): Seaways
CS1 Central Seafront	<ul style="list-style-type: none"> Adventure Island Cliff Lift Cliffs Pavilion Park Inn Palace Hotel St John's Church The Kursaal The Pier 	<ul style="list-style-type: none"> Royal Hotel Royal Terrace 	<ul style="list-style-type: none"> OS (CS1.2): Seaways OS (CS1.3): Marine Plaza OS (CS1.4): New Southend Museum 	<ul style="list-style-type: none"> OS (PA7.1): Tylers Avenue
PA8 Victoria Gateway	<ul style="list-style-type: none"> Central Library (former) Central Museum Civic Centre Prittlewell Chapel Swan Hall 	<ul style="list-style-type: none"> St Mary's Church 	<ul style="list-style-type: none"> OS (PA8.1): Victoria Avenue Office Area 	<ul style="list-style-type: none"> London Road
PA9 Sutton Gateway	N/A	<ul style="list-style-type: none"> All Saints Church Porters 	N/A	N/A

4.10 Flood Risk Management and Sustainable Drainage

- 107 Southend-on-Sea Borough Council, with the Environment Agency and Anglian Water Services Ltd. (Anglian Water) has formed a Local Flood Risk Management Partnership. The aim of this partnership is to work together to manage local sources of flooding.
- 108 The Core Strategy establishes a need to focus development within Southend Central Area, including the central seafront. The Southend Surface Water Management Plan (SWMP) and Strategic Flood Risk Assessment (SFRA) indicate that areas within the SCAAP are at risk from tidal and surface water flooding. A Level 1 SFRA was completed for Southend in September 2010 and a Level 2 SFRA in November 2010.
- 109 The Council has prepared a Local Flood Risk Management Strategy (LFRMS). The LFRMS outlines the priorities for local flood risk management across the Borough and provides a delivery plan to manage the risk over the next six years. The LFRMS complements and supports the National Flood and Coastal Erosion Risk Management Strategy published by the Environment Agency which outlines a National framework for flood and coastal risk. The SWMP, SFRA and LFRMS are available on the Councils website.
- 110 The extent of tidal flooding is limited to the Central Seafront Policy Area, Environment Agency Flood Zones 3a (higher risk) and Flood Zone 2 (lower risk). The SFRA indicates that sea levels are projected to rise so that more areas within the Central Seafront Policy Area will become increasingly affected by flooding over time.
- 111 To address this, the Essex and South Suffolk Shoreline Management Plan (2010) and Thames Estuary 2100 Plan establish an approach to hold the existing line of flood defence within the Central Area, which includes taking account of the effects of climate change. The Council will promote and help to deliver this strategic flood defence for the Central Area. It will do this by seeking Community Infrastructure Levy contributions from developers as well as seeking other sources of private sector and Government funding.
- 112 Given the long term timescales for implementing a strategic flood defence, the planning of individual new development sites also need to take into account the flood risk hierarchy as follows:
- Assess - a site specific flood risk assessment (FRA) may be required.
 - Avoid (higher) flood risk areas – the Core Strategy establishes the need for new development within the SCAAP area. The sequential test will be applied within two separate areas: the Central Seafront Policy Area; and the remainder of the SCAAP area. The sequential test will also apply within individual Opportunity Sites.
 - Substitute - more vulnerable uses should be located within parts of the development site at less risk of flooding. This will be balanced where necessary alongside other planning, design and deliverability objectives.
 - Control and Mitigate – this will be a proportionate response taking account of the delivery of a strategic flood defence in the longer term, and the residual risk

(that the defence is breached or overtopped). This will ensure that individual developments achieve an appropriate degree of safety over their lifetime.

- 113 The Policies Map does not depict the areas at risk of flooding. This is contained in the Strategic Flood Risk Assessment and any future advice and/or new information that will be provided by the Environment Agency. This approach is necessary to enable the flood risk data to be updated when required. Users should contact both Southend Borough Council and the Environment Agency to confirm the most up to date information.

Site-specific Flood Risk Assessment

- 114 A site-specific Flood Risk Assessment (FRA) will enable a developer to identify measures (if any) that are necessary to make a development safer and ensure it will not increase the risk elsewhere, to satisfy the Exception Test¹¹.
- 115 In accordance with national planning policy a FRA will be required for development proposals:
- 1 hectare or greater in Flood Zone 1;
 - for new development (including minor development or change of use) in Flood Zones 2/3, or in areas within Flood Zone 1 which have critical drainage problems; and
 - where proposed development or change of use to a more vulnerable use class may be subject to other sources of flooding.
- 116 It is the responsibility of a developer to undertake the site-specific FRA, and they are strongly advised to agree the content with the Environment Agency prior to submission of it with the application. The FRA should be commensurate with the degree of flood risk posed to and by the proposed development, and take account of national planning practice guidance. Information from the SFRA should be used when developing the FRA.

Sustainable Drainage

- 117 Sustainable urban drainage systems (SuDs) are designed to reduce the potential impact of new and existing developments with respect to surface water drainage discharges. SuDS try to replicate natural systems and use cost effective solutions with low environmental impact to drain away dirty and surface water run-off through collection, storage, and cleaning.
- 118 SuDS should be designed in accordance with the Non-statutory technical standards for sustainable drainage systems (2015) and guidance in the SuDS Manual (2015) published by Construction Industry Research and Information Association (CIRIA).

¹¹ The Exception Test, as set out in paragraph 102 of the NPPF, is a method to demonstrate and help ensure that flood risk to people and property will be managed satisfactorily, while allowing necessary development to go ahead in situations where suitable sites at lower risk of flooding are not available.

- 119 The 'core town centre' and central seafront policy area is characterised by a geology that exhibits low infiltration potential, although there are also surrounding areas where the geology offers greater permeability and potential for SuDs. The SCAAP area more widely is susceptible to localised surface water flooding, as indicated in the SFRA and Environment Agency online mapping. As such, all new development shall be drained via SuDS. It should be noted that SuDS must receive planning approval before construction is commenced and:
- For extensions and other single property developments the owner or developer will remain responsible for maintaining the system in good working order;
 - For developments above single property scale, once the Council, as the Lead Local Flood Authority, is satisfied it has been constructed to an appropriate standard, the Council will adopt the SuDS for maintenance.
- 120 The design target will be to limit the discharge of the site run-off to green-field levels wherever possible. It may be found that this standard is not achievable, but any derogation will have to be approved by the organisation managing the receiving water system. For main rivers and ordinary watercourses this will be the Council, and for public surface water sewers Anglian Water.
- 121 **Developers are encouraged to consider the layout of their SuDS proposals prior to undertaking any other site masterplanning, and to discuss them with the Council, as SuDs have specific requirements for location and construction.**

Other Considerations

- 122 In developing infrastructure schemes the Council will consider how these projects/improvements, such as highway, rail and public realm works, could be used to deliver flood risk/surface water management benefits. Similarly measures that would provide benefits to the environment, including the protection/enhancement of biodiversity, habitats, water quality and watercourses, will be considered.

Policy DS4: Flood Risk Management and Sustainable Drainage

1. Development proposals which are or will be within a flood risk zone:
 - a. Will be accompanied by a flood risk assessment that considers all sources of flooding;
 - b. Will:
 - i. Locate more vulnerable uses in the area of the proposal least at risk; and
 - ii. Provide a safe access and egress route away from the flood risk (i.e. to flood zone 1) during a design flood event;
 - iii. Or provide a clear justification as to why these requirements are not practical, viable or appropriate in planning and design terms.
 - c. Will achieve an appropriate degree of safety over the lifetime of the development.

The minimum safety standards are as follows:

- i. For more vulnerable uses, the floor levels of habitable rooms will be above the design flood level, with an allowance for climate change*. Within Flood Zone 3 the floor level must be situated above the design flood level with allowance for climate change*, incorporating an allowance of at least 300mm for freeboard**.
- ii. For all uses the development will:
 01. Remain structurally sound in an extreme flood event;
 02. Provide appropriate flood resistance / resilience measures to the extreme flood level;
 03. Not generate an increase in flood risk elsewhere;
 04. Provide a flood plan, which covers methods of warning and evacuation;
 05. Provide an appropriate safe refuge above the extreme flood level if criterion 1bii is not met.

** This is to ensure that floors must be set above the 1 in 200 annual probability event level plus climate change*

*** Freeboard is an allowance to take account of: (i) physical processes that affect the defence level, that have not been allowed for in the design water level and (ii) adverse uncertainty in the prediction of physical processes that affect the defence level*
Further technical information and definitions for this policy are included in Appendix 4

2. For all new development, the Council will require new impermeable areas to be drained via SuDS. This will ensure the risk of surface water flooding is not increased onsite or elsewhere. Under no circumstances will surface water be permitted to discharge into a separate foul sewer or sewerage system. Surface runoff that cannot be discharged into the ground, a surface water body or a surface water sewer or local highway drain, must be discharged to a public, combined sewer system.

POLICY LINKAGES – FLOOD RISK & SUSTAINABLE DRAINAGE

CORE STRATEGY DPD Strategic Objective: 15	Policies: KP1, KP2, KP3, CP4
DEVELOPMENT MANAGEMENT DPD	Policies: DM6
SOUTHEND CENTRAL AAP Objective: 5	Policies: PA1, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

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4.11 Transport, Access and Public Realm

- 123 The level of regeneration and growth proposed for Southend Central Area will have an effect on the strategic transport network. The Transport, Access and Public Realm Strategy (Appendix 5), together with this Policy (DS5), seek to improve transport, access and connectivity, building on the approach set out within the Core Strategy and the Local Transport Plan (LTP).
- 124 This will be supported by a coordinated, sustainable public realm that addresses the principles of the Streetscape Manual SPD to create an attractive, inclusive environment for walking and cycling, improving the setting of, and links to, the Policy Areas and Opportunity Sites, and well-defined access points and gateways to the town centre and central seafront area, supported by accessible and well signed car parking servicing the entire SCAAP area. **Map 5: SCAAP Car Parking, Access and Public Realm** depicts the existing parking network, traffic information signs and information hubs, and as well as future public realm and access improvements to enhance connectivity within and through the Southend Central Area.
- 125 In respect of the public realm, there are instances in the Central Area where backs of buildings face onto the public areas, but have blank facades and are visually inactive thus creating a negative environment, particularly for pedestrians. Within the Central Area therefore, the Council will seek to encourage visually active frontages, particularly in specific locations identified on the Policies Map, in order to promote an enhanced urban environment.
- 126 The SCAAP has been used as a key evidence document to support the Council's priorities in the **South East Local Economic Partnership's (SELEP) Strategic Economic Plan and Growth Deal**, identifying funding priorities within Southend and the wider Thames Gateway South Essex (TGSE) sub-region.
- 127 There have already been positive outcomes from this, including funding for road and public realm improvements¹² within Southend Central Area to support the delivery of housing and economic growth, and as the SCAAP progresses it will be utilised to identify further opportunities for funding and partnership working. Specific schemes and projects are identified in the Implementation Section of this Plan.
- 128 With a low rate of car ownership in Southend Central Area there is a need and opportunities along access routes to allow other measures to be implemented that facilitate the use of sustainable transport modes, such as cycle lanes and bus priority measures, which will be implemented through the Local Transport Plan and associated strategies, together with linked improvements to the quality of the public realm.

¹² South East Growth Deal

- 129 Improving signage will aid way-finding, promote ease of movement through Southend Central Area and should encourage more linked trips, highlighting linkages between the town centre and central seafront area, as well as between Southend Central Railway Station, Southend Victoria Railway Station and bus interchange, and the travel centre. They will also aid drivers in finding the most appropriate car park for their journey purpose and inform them of the availability of spaces. This will be particularly important for visitors to the town unfamiliar with the local road system. **Map 6: SCAAP Public Transport and Access** shows the public transport network within Southend Central Area.

Approach to Car Parking Management

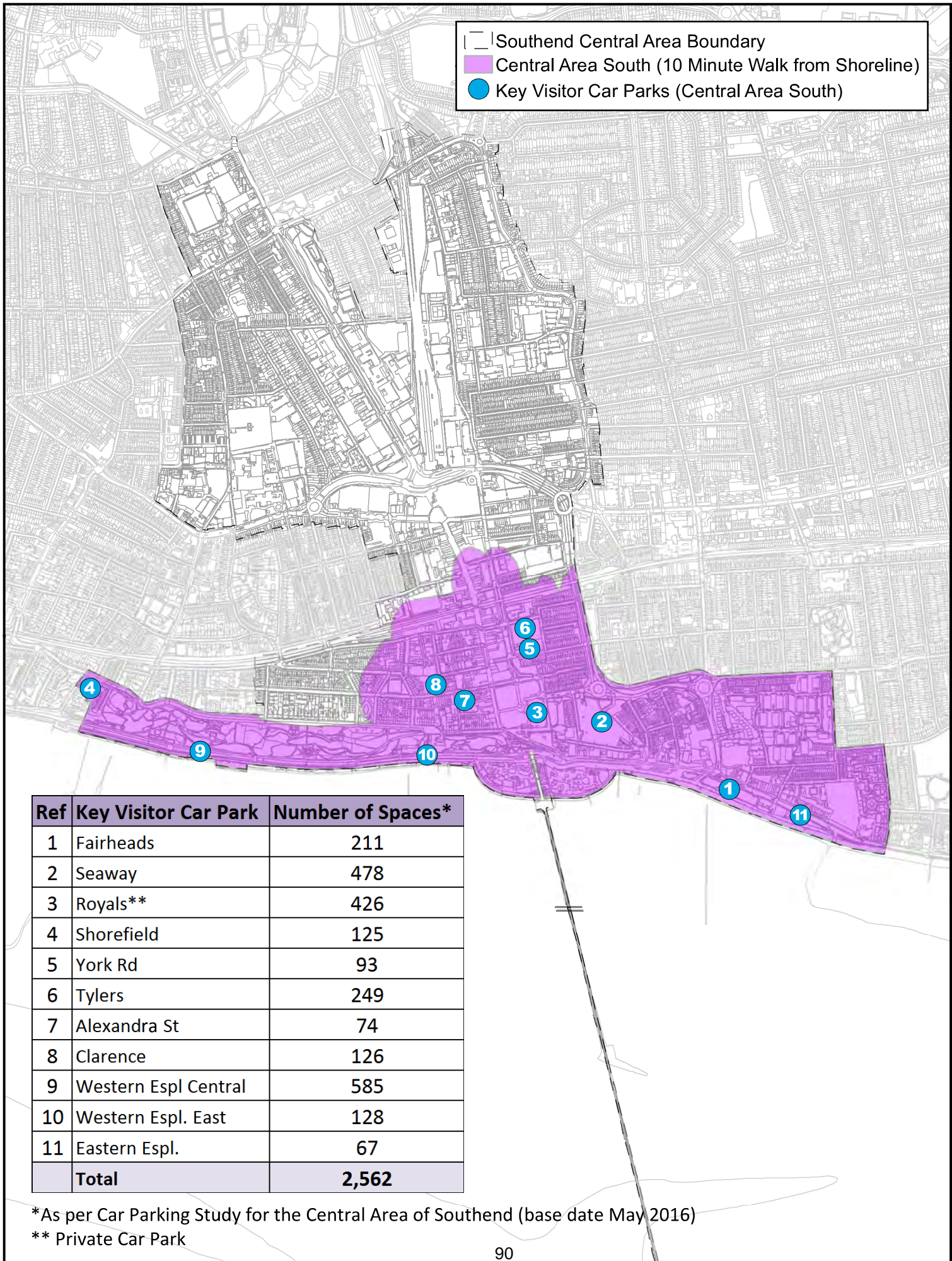
- 130 Well informed and effective parking management techniques are likely to contribute towards an efficient transport network in and around the SCAAP area, ensuring that visitors are directed to convenient and accessible parking areas to access the many facilities and services that the town centre and central seafront area have to offer and helping to mitigate the negative impacts of congestion. To assist with development of this approach, Southend Borough Council commissioned a Car Parking Study (the 'Study') for Southend Central Area.
- 131 The Study reviews current and future car parking provision in Southend Central Area. It sets out the performance of the existing parking network, and the potential impact of development proposals on the network. It also assesses the economic importance of parking in Southend Central Area based on a recent survey of shoppers. As a result it provides a good indication of modes of travel and associated spend within Southend Central Area. It reveals that all visitors, including those who travelled by car, bus, train, cycle or walk, contribute to the local economy by spending in Southend Central Area. It also shows that generally car users spend more but visit less often than other mode users.
- 132 The Study found that the Southend Central Area parking network rarely exceeds 85% occupancy. On the busiest day of 2015 (a Saturday in August) the peak network demand in Southend Central Area was 87% occupancy from 15:00 to 16:00. At all other times, demand was below 85%. It did identify however that there is a clear imbalance in the Southend Central Area parking network at periods of peak demand, with car parking to the south of the central area experiencing overcapacity issues, while car parking to the north has available spare capacity. Overall, the Study shows that parking areas to the south of Southend Central Area were busiest, and exceeded 85% occupancy on one in every ten days between May 2015 and April 2016.
- 133 The Study also considered the impact of the proposed indicative development outlined in the SCAAP Opportunity Sites, as well as approved planning applications (as of 1 April 2016), on car parking. It revealed that the additional parking expected to be provided by development in Southend Central Area, supported by existing network provision, is likely to accommodate future demand for car parking generated in the plan period up to 2021. However, this is indicative only and further work will be needed, in the light of

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the Study, to ensure that parking supply is carefully balanced between the car parks and development sites north and south of the Central Area.

- 134 It is considered, therefore, that collectively the car parks located in Southend Central Area have the potential to serve both the Town Centre and Central Seafront, facilitating linked trips and increasing the potential for associated shared spend. Nevertheless it is also recognised that those car parks which are approximately 10 minutes' walk from the shoreline (south Central Area, i.e. those generally located south of the central railway line) are better positioned to provide more direct and convenient access to the Central Seafront area, which is the focus of the tourism and leisure resort.
- 135 There are 3,142 publicly available paid for car parking spaces to the south of the central area, within approximately 10 minutes' walk from the shoreline (see Appendix 9), serving both the seafront and southern parts of the Southend Central Area. 2,562 of these spaces are located in publicly available key visitor car parks (Table 5). As a result of the peak capacity issues, as identified by the Study, and to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of key visitor car parking to the south of the Central Area. Given the constraints and limited land availability of the Central Area, opportunities to increase car parking to the south will be limited, however where viable and feasible, the Council will seek further provision in association with development. One example of this is the New Southend Museum (Opportunity Site CS1.4), which has planning permission for approximately 220 public car parking spaces.
- 136 Furthermore the SCAAP will also seek to ensure that the existing traffic management network is as efficient and effective as possible to manage these periods of peak usage of the road network and car parks. Car parking demand within the SCAAP network will be managed through a combination of the following measures:
- ensure there is no net loss in key visitor car parking to the south of the Central Area (for the purposes of policy DS5.2.b, these are the key visitor car parks (Table 5) located within 10 minutes' walk of the shoreline (see Map 4)), and to maintain overall capacity at a level that supports the vitality and viability of the SCAAP area, and enables the delivery of relevant Opportunity Sites;
 - Seek to rebalance the discrepancies of parking supply and demand to the north and south of the Southend Central Area by acting on the outcomes of the Study;
 - application of Policy DM15 of the Development Management Document, particularly in respect to the requirements for transport assessments, travel plans and parking standards;
 - the use of Smart technology providing up to date customer information and enhancing Variable Messaging Signs (VMS), detailed below, to direct visitors to the car parks with appropriate capacity within the overall car parking network for the SCAAP area;
 - significant improvements to the public realm and car parks, to create a safe and pleasant environment in which to park a vehicle, in combination with well-signed routes, enhanced pedestrian links with good legibility to and from different parts of the SCAAP area, particularly between the Town Centre and Central Seafront;

- flexible, responsible and differential competitive pricing arrangements for car parking within the overall SCAAP network to provide consumer choice and options, taking account of demand, as well as convenient ways to pay for and top up parking;
- keep car parking capacity and demand under review to ensure that this capacity remains at a level to assist economic growth and regeneration;
- deliver strategic junction and transport improvements to improve vehicle circulation and the promotion and implementation of sustainable transport measures.



- 137 Development proposals that come forward on key visitor car parking areas to the south of the Central Area (as defined by Map 4) will need to ensure that there is no net loss within the key visitor car parks as identified in the SCAAP (policy DS5.2.b) and Table 5. Any planning application would need to be accompanied by a detailed transport assessment that would include an analysis of the impact of the additional parking demand generated by the proposed development on the identified key visitor car parks, having regard to adopted parking standards, linked/combined existing trips, availability of parking in other convenient locations, and opportunities for further mode shift through the travel plan process. Any change in parking provision as a result of major redevelopment must not undermine the resort's ability to accommodate visitor trips, recognising the peaks and troughs of demand for car parking.

Table 5: Key Visitor Car Parks to the south of the Central Area within the area identified by Map 4*

Key Visitor Car Park	Number of Spaces*
Fairheads	211
Seaway	478
Royals**	426
Shorefield	125
York Road	93
Tylers	249
Alexandra Street	74
Clarence	126
Western Esplanade Central	585
Western Esplanade East	128
Eastern Esplanade	67
Total	2,562

*As per Car Parking Study for the Central Area of Southend (base date May 2016)

** Private Car Park

Variable Messaging Signs and Managing Car Parking and the Network

- 138 An extension of the existing car park Variable Messaging Signs (VMS), or updated technology, is encouraged to direct drivers to the most convenient car park and avoid unnecessary circulating traffic. This may be particularly beneficial, together with the promotion of other sustainable travel modes, during seasonal visitor peaks where parking is at greater demand, such as the summer months and during December. Improving access to a number of the SCAAP car parks by managing the road network will provide enhanced access to and between SCAAP car parks and help reduce traffic circulating through the town centre and Central Seafront.

Policy DS5 – Transport, Access and Public Realm

1. In order to improve access to, from and within Southend Central Area through the implementation of the Opportunity Sites and Policies within this Plan, the determination of planning applications and other initiatives, and partnership working, the Council will:
 - a. Provide strategic junction improvements to improve vehicle circulation and to accommodate inward investment and growth;
 - b. Seek to better manage demand on the road network leading to, from and within the SCAAP area safely, and balance this with the needs of other modes, particularly where this would give greater reliability to road users and priority to pedestrians, cyclists, public transport users and other vulnerable road users;
 - c. Implement sustainable transport measures in line with the Transport, Access, and Public Realm Strategy as set out in Appendix 5;
 - d. Have regard to Policy DM15 of the Development Management Document, particularly in relation to sustainable transport measures, travel plans, transport assessments, parking standards and the provision of facilities for charging electric vehicles and other ultra-low emission vehicles;
 - e. Work with bus operators to encourage more users through a programme of bus priority measures, encouraging non-car trips to the SCAAP area, and enhance services later into the evening to serve the night time economy;
 - f. Ensure bus priority measures enhance the A13 passenger transport corridor and the connections with London Southend Airport and the seafront, focusing on the Queensway dual-carriage way junctions at London Road, Southchurch Road and Seaways;
 - g. Improve the quality of existing and promote the creation of new pedestrian and cycle priority routes to improve access to the SCAAP area, considering the potential for mixed-mode or segregated priority routes where appropriate;
 - h. Improve gateway crossings for pedestrians at key locations on Queensway dual carriageway and routes into the SCAAP area from surrounding neighbourhoods;
 - i. Encourage businesses to provide appropriate service and delivery arrangements and minimise their environmental impact; working with the freight industry and logistics to implement more efficient use of vehicles in terms of guidance, zoning and delivery timetables and this can be set out in a freight management plan;
 - j. Review signage and implement an integrated signage strategy for vehicles, buses, freight, pedestrians and cyclists, including its integration with public art where possible, ensuring signage is kept to a minimum and appropriately scaled and sited to avoid cluttering the streetscape. Make full use of technology to facilitate the shift to sustainable transport modes;
 - k. Ensure street lights are maintained, CCTV is prominently sited, and public transport and taxis operate after dark to help improve the perception of safety within Southend Central Area;
 - l. In order to promote and reinforce local distinctiveness, ensure all public realm improvement works, including those outlined in the relevant Policy Areas, seek to provide a coordinated palette of materials, facilitate a reduction in street clutter, consider the needs of all users, including vulnerable and disabled users, the provision of additional seating where appropriate to provide resting places, and have regard to

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- guidance within the Design and Townscape Guide and Streetscape Manual;
- m. Encourage visually active frontages through the installation of public art, green walls, well detailed signage, and appropriately placed windows and entranceways to enliven blank frontages, as defined on the Policies Map;
 - n. Improve road safety and the quality of the environment by introducing traffic calming and related measures within predominantly residential areas as appropriate.
-
2. In order to support the vitality and viability of the SCAAP area the Council will:
- a. Maintain parking capacity* within Southend Central Area at a level that supports vitality and viability and does not undermine the Central Area's ability to accommodate visitor trips, whilst enabling the delivery of relevant opportunity sites;
 - b. Require any development proposals that come forward on key visitor car parking areas in the south of the Southend Central Area (as identified in Table 5 and Map 4) to ensure that there is no loss of key visitor car parking; any planning application in these areas would need to be accompanied by a detailed transport assessment that would include an analysis of the impact of the additional parking demand generated by the proposed development on the identified key visitor car parks, having regard to:
 - Adopted parking standards;
 - Consideration of the extent to which linked/combined trips and opportunities for further mode shift through the travel plan process will reduce the need for additional publicly available car parking spaces;
 - Availability of parking to the south of the Central Area within the area shown in Map 4; and
 - The need for any replacement parking to be provided within the area shown in Map 4, where it should be secured through a planning condition or obligation as part of the overall development scheme or through another means acceptable to the Council.
 - c. Seek to rebalance the discrepancies of parking supply within Southend Central Area by acting on the outcome of the Parking Study and work with private car park owners and operators to ensure maximum usage of car park capacity;
 - d. Assess the costs and benefits of an extension to the existing VMS scheme, or updated technology to enable real-time direction of drivers to the most appropriate car park for their destination based on proximity and available capacity, avoiding unnecessary circulating traffic, and by giving consideration to the management of the road network and access points to car parks;
 - e. Improve the information available about the range of parking and sustainable travel options for visitors to Southend, including improvements to the Council website and through working with local businesses;
 - f. Seek to relieve the pressure on the more well-used car parks at peak times and encourage use of less occupied car parks through a combination of dynamic signage, competitive pricing and pre-journey information;
 - g. Ensure pedestrian routes to and from public car parks, railway stations and other public transport interchanges are direct, well-lit and signposted, benefiting from a high quality public realm that links well with main areas of interest;
 - h. Ensure new and existing car parks add to the overall aesthetic quality of an area through such measures as landscaping, green walls, public art, pedestrian walkways

and pedestrian permeability, as well incorporating innovative layouts to reduce visual impact and effect on key views within and to Southend Central Area.

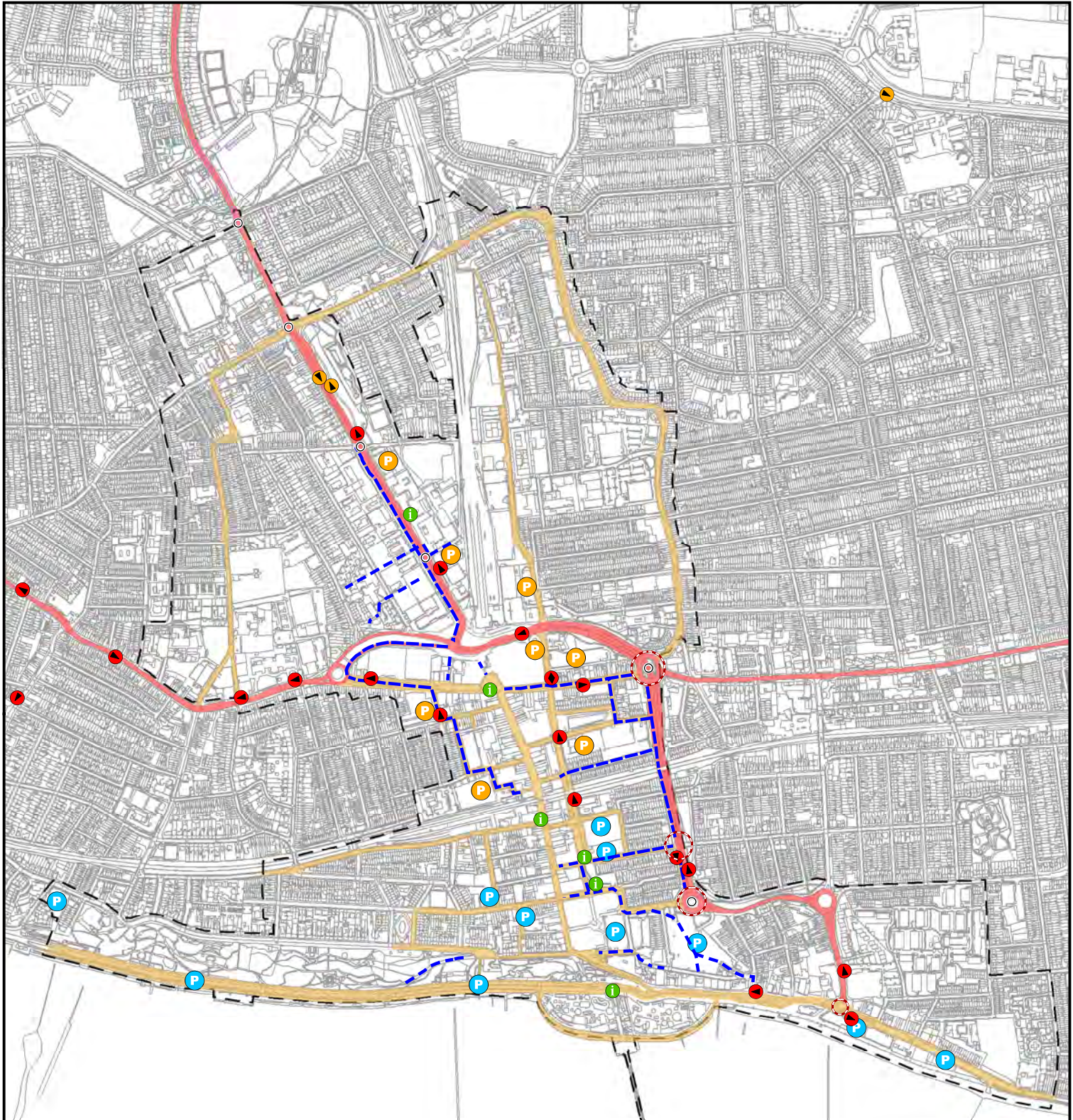
**Parking capacity includes provision for cars, motorcycles, taxis, bicycle and Blue Badge holder provision*

3. The Council will work in partnership with key stakeholders to improve transport infrastructure and access in Southend Central Area, and to secure funding for transport and public realm improvements.

POLICY LINKAGES – TRANSPORT, PUBLIC REALM

CORE STRATEGY DPD Strategic Objectives: 9, 10, 14	Policies: KP2, KP3, CP3, CP4
DEVELOPMENT MANAGEMENT DPD	Policies: DM15
SOUTHEND CENTRAL AAP Objectives: 3, 4	Policies: PA1, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9
Local Transport Plan 3 (refresh)	Policies: LTP Policy 2, LTP Policy 4, LTP Policy 21

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*



Southend Central Area Boundary

— Southend Central Area Boundary

Parking

- Key Visitor car parking (South)
- main off street car parking (North)

Variable Message Signs

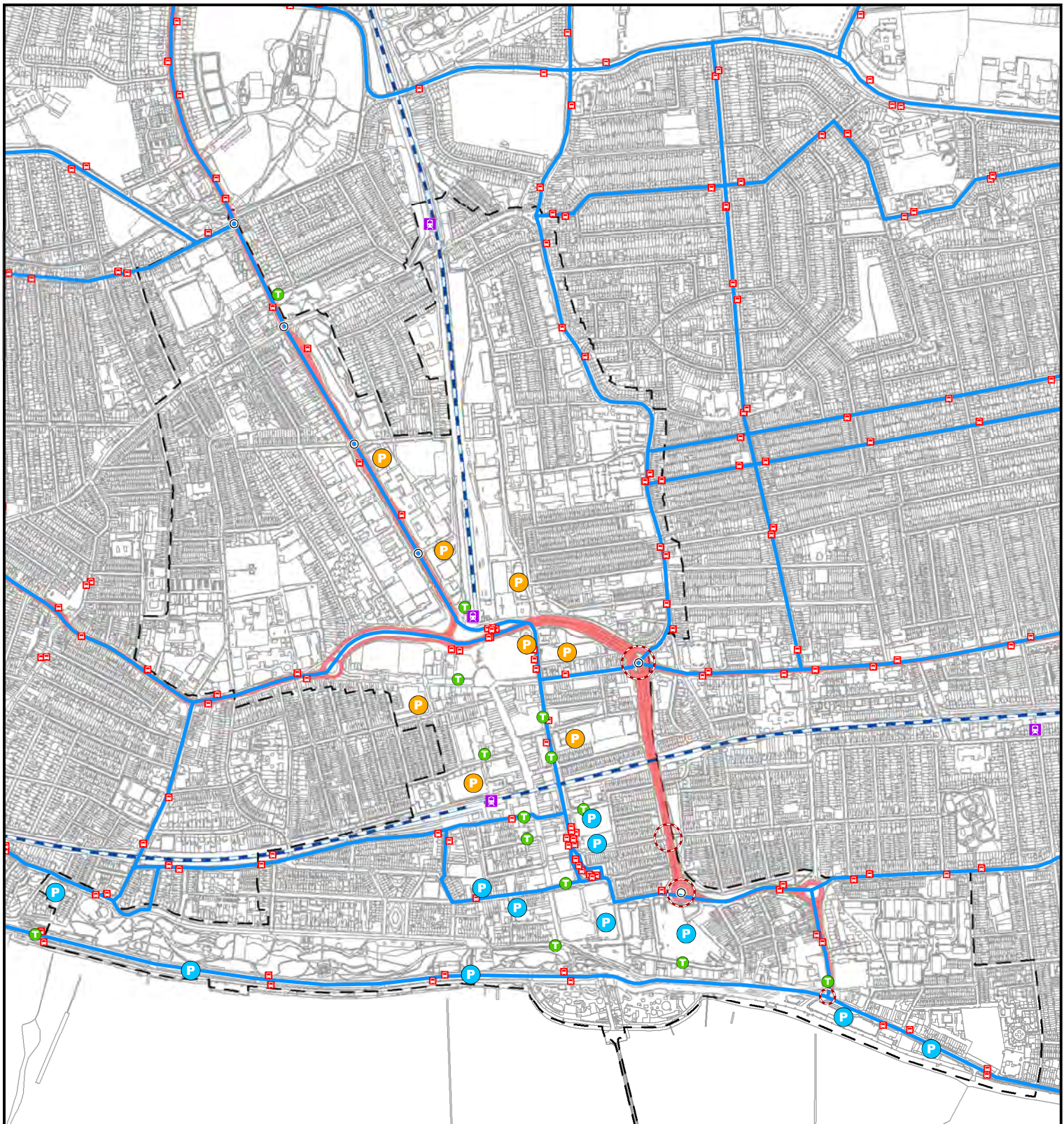
- Parking Information
- Parking Information - 2 Sided
- Traffic Information

Information

- Information Hubs For Pedestrians

Movement and Activity

- Key Public Realm Improvement
- Improved Pedestrian Routes
- Improved Gateway Access for Pedestrians
- Main Route Network - Crossing and Environmental Improvements
- Proposed Strategic Junction Improvement



Southend Central Area Boundary

Southend Central Area Boundary

Parking

- P Key Visitor car parking (South)
- P main off street car parking (North)

Taxi Ranks

- T Taxi Rank

Public Transport and Access

- Railway Station
- Railway Line
- Bus Stop
- Bus Route - Road served at least 5 days a week
- Improved Gateway Access for Pedestrians
- Main Route Network - Crossing and Environmental Improvements
- Proposed Strategic Junction Improvement

4.12 Infrastructure Provision

Central Area Infrastructure

- 139 Infrastructure will be required to support and, in some cases, enable the scale and location of growth set out in the Core Strategy. This includes the delivery of a significant number of new dwellings and jobs in the Central Area, which is expected to result in a notable increase in population. It is important that these residents have access to facilities and services and that these are in convenient locations to minimise the need to travel, creating sustainable communities.
- 140 The infrastructure types and projects vary, but include: education, health, transport, social and community facilities (such as museums, libraries and community buildings), flood risk management (see Policy DS4), utilities (such as water, gas and electricity), green infrastructure and open space/public realm (see section 4.7 and Policy DS5). All have been taken into account within the Southend Infrastructure Delivery Plan (IDP). Recent examples of new provision include a new Care Commissioning Group (CCG) facility at North Road, a new library at the Forum, the Royal Pavilion on the pier, the Beecroft art gallery and Prittlewell Chapel.
- 141 The IDP is produced to identify the range of infrastructure types and projects required to support growth. Importantly it identifies likely funding sources, delivery agents, timescales and priorities, and forms an important supporting document in relation to the Council's Community Infrastructure Levy (CIL) Charging Schedule. The document was produced through collaboration with key partners and infrastructure providers, and will be updated, where necessary, to reflect project delivery and change.
- 142 The mechanisms for requiring and encouraging infrastructure delivery include adopted planning policy, planning conditions, S106 agreements and planning contributions (via Southend Planning Obligation – A Guide to the Section 106 and Developer Contributions SPD); and the CIL. These mechanisms are broadly set out in the Core Strategy and CIL documents, and for this reason are not repeated.
- 143 Education: it is considered that the planned population growth in the Central Area will be accommodated via the expansion of existing schools, however, it is recognised that there may be a need for additional schools, and this will be kept under review. Consideration will be given to the provision of additional education facilities based on an assessment of expansion needs when and where appropriate development opportunities arise, particularly in the Sutton and Victoria Gateway Neighbourhoods.
- 144 Higher and further education is a key driver in providing economic and social benefits. The Council will support the expansion of higher education facilities in the Central Area through the continued development of South Essex College and The University of Essex's Southend campus to consolidate the role of Southend as an educational centre of excellence.

- 145 Health: the IDP identifies a need for new and enhanced GP floorspace provision in the Central Area, including extension, reconfiguration, refurbishment and re-equipping of surgeries.
- 146 Transport: opportunities identified in the IDP for local public transport measures (such as bus interchanges and stops, real time systems), local walking and cycling measures (such as cycle network upgrades and cycle parking), local traffic management and highway network measures (including minor junction modifications and local bus priority schemes), and local traffic control systems (upgrades to control systems and junctions).
- 147 Social and Community Facilities: all Policy Areas may provide opportunities for new and improved social and community facilities, particularly Victoria and Sutton Gateway Neighbourhoods. Regeneration in the Queensway and Warrior Square Policy Areas will also provide opportunity for further provision of social and community infrastructure, where feasible. The IDP identifies provision for a new museum on Western Esplanade (see Policy CS1 and Opportunity Site CS1.4).
- 148 Public Realm: future phases of the City Beach and Victoria Gateway public realm schemes are identified by the IDP as an infrastructure need within the Central Area (see Policy CS1). It also recognises the limited provision of children's play equipment in the Central Area, identifying opportunity for future provision in Warrior Square Gardens.
- 149 Utilities: Water companies are subject to a statutory duty to 'effectually drain' their area. This requires them to invest in infrastructure suitable to meet the demands of projected population growth. It has been demonstrated to the satisfaction of the Environment Agency and Natural England, that Southend Waste Water Treatment Works has adequate capacity to accommodate the Core Strategy growth targets to 2021 and beyond. However, developers will need to consider the effect of their development on the capacity of the local waste water network. Proposals will need to demonstrate that they will not overload this.
- 150 There is statutory provision for developers to fund additional sewerage infrastructure required to accommodate flows from a proposed development. Adequate sewerage infrastructure should be in place to serve the area before development progresses. Developers should seek pre-planning advice from Anglian Water at the earliest opportunity to ensure appropriate provision is made. Further details and useful guidance can be found on Anglian Water's website.
- 151 New development will require separate foul and surface water drainage/sewerage, as drainage of surface water to foul sewers is a major contributor to sewer flooding. Provision should be made for surface water to drain to SuDS systems (refer to Policy DS4).
- 152 In terms of water supply and sewerage, developers will be required to pay the infrastructure provider for any mains diversions resulting from development proposals.

POLICY LINKAGES – INFRASTRUCTURE	
CORE STRATEGY DPD Strategic Objectives: 2, 4, 9, 13	Policies: KP1, KP2, KP3, CP3, CP4, CP6, CP7
DEVELOPMENT MANAGEMENT DPD	Policies: DM2, DM14
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 6, 8, 10	Policies: DS5, PA1, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9
COMMUNITY INFRASTRUCTURE LEVY	Charging Schedule A guide to S106 and developer contributions Infrastructure delivery plan

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

Part C: Policy Areas and Opportunity Sites

5 Policy Areas and Site Allocations

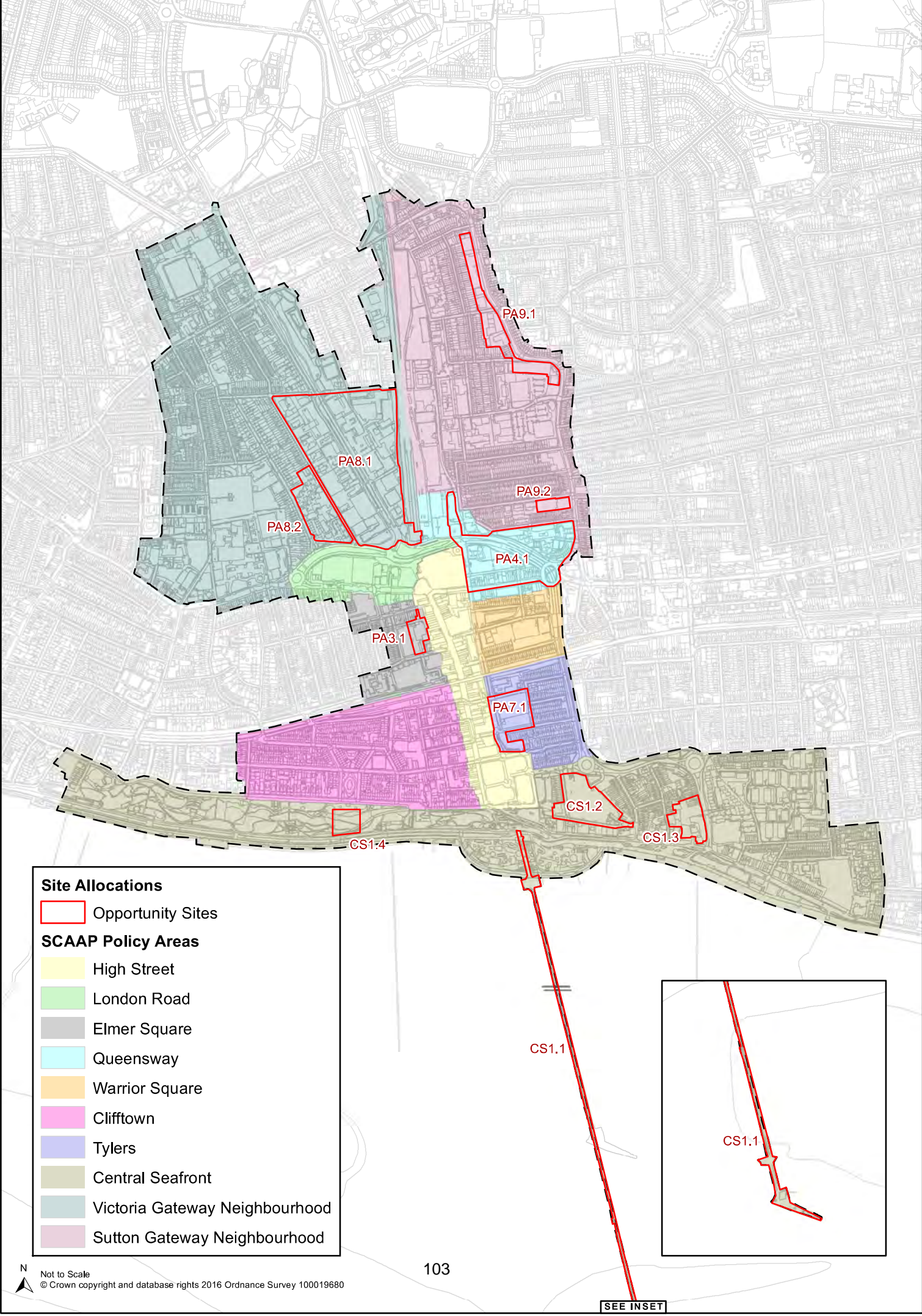
5.1 Introduction

- 153 This section introduces the Policy Areas and their key Development Principles. Some of these Policy Areas contain allocated sites, comprising of Opportunity sites that establish parameters for development in specific locations. These sites are considered to be deliverable, at least in part, by 2021, the end of the SCAAP's plan period.
- 154 The boundary of each Policy Area and Site Allocation can be viewed on the **Policies Map** and **Map 7**.
- 155 Any planning application proposed in the SCAAP area on any site would be determined on its merits taking, into account adopted and emerging planning policies and any other material considerations.
- 156 The policies are not explicit on the precise quantum of development, which leaves flexibility as development proposals come forward. Nevertheless, the scope for development, suitable uses and the deliverability of proposals is explored and presented in this section.
- 157 Applicants should demonstrate that they have considered and responded to the range of uses and site specific guidance identified in the policies in preparing their planning applications.
- 158 Informal planning guidance in the form of Master Plans or Development Briefs may be prepared for individual Policy Areas and Opportunity Sites, as necessary and appropriate, to provide greater clarity and further guide delivery and implementation.

Table 6: Opportunity Sites

Opportunity Site		Proposed Land Use (summary)	Indicative Residential Capacity		Indicative Phasing
			Gross	Net	
PA3.1	Elmer Square Phase 2	Cultural and learning & supporting uses, including cafes, commercial workspace and studios.	-	-	Delivered by 2021
PA4.1	'Better Queensway' Project	Residential, social & community uses, secondary town centre uses, including small retail, cafes.	1200	760	Half of site delivered by 2021
PA7.1	Tylers	Retail, residential, public parking, transport interchange.	150	150	Delivered by 2021
CS1.1	Southend Pier	Leisure & cultural uses, including cafes, restaurants, small shops	-	-	Delivered by 2021
CS1.2	Seaways	Leisure, tourism, restaurants, cinema, hotel, public parking	-	-	Delivered by 2021
CS1.3	Marine Plaza	Residential, leisure, restaurants, local shops	282	278	Delivered by 2021
CS1.4	New Southend Museum	Cultural, leisure, public parking, supporting café, restaurant and shops	-	-	Delivered by 2021
PA8.1	Victoria Avenue	Residential, office, convenience retail, leisure, cafes, community facilities, public parking	1000	1000	Planning permissions delivered by 2021 (662 gross/net)
PA8.2	Baxter Avenue	Residential	500	240	Half of site delivered by 2021
PA9.1	Sutton Road	Residential, community uses	214	214	Planning permissions delivered by 2021 (92 gross/net)
PA9.2	Guildford Road	Residential, convenience retail	50	50	Delivered by 2021

Map 7 - SCAAP Policy Areas and Opportunity Sites



5.2 High Street Policy Area

Aims

The High Street, along with The Victoria and The Royals shopping centres, will form part of a vibrant and successful Town Centre Shopping Area, being the destination of choice within the sub-region.

A vibrant and viable Town Centre will be complemented by a variety of town centre uses, such as cafes and restaurants (particularly around new and improved public spaces), which enhance the experience for visitors, residents and workers and extend the economy throughout the day and into the evening.

The High Street will act as a spine for the Central Area, providing safe, quality pedestrian links to the adjoining policy areas, in particular the seafront.

Overview

- 159 The High Street is almost 800 metres in length and contains multiple retail outlets interspersed with cafes, restaurants, coffee bars, banks and building societies. It is anchored in the north by The Victoria Shopping Centre and in the south by The Royals Shopping Centre where, via Pier Hill, there is a continuous link to the **Central Seafront Policy Area**. It is also linked to the London Road Policy Area and the opportunities identified within Policy PA2 for street market provision and public realm enhancements will connect to the High Street.
- 160 The High Street, along with The Victoria and The Royals shopping centres, falls within the Town Centre Primary Shopping Area, which is a sub-regional comparison shopping destination and the first preference for all forms of retail and town centre uses within Southend.

Policy PA1: High Street Policy Area Development Principles

1. The High Street forms part of the Primary Shopping Area. The Council will support retail and Town Centre uses that contribute to the vitality and viability of the centre in accordance with Policy DS1.
2. Development proposals that would assist delivery of the following will be supported in principle:
 - a. a net increase in dwellings, including live-work units, above existing or new commercial development, where appropriate;
 - b. the conservation and restoration of historic shopfronts (including frontages of townscape merit) in line with Policy DM5 of the Development Management Document;
 - c. mixed-use development with active ground floor frontages;
 - d. the provision of active frontage on the southern façade of The Royals Shopping Centre;
 - e. the introduction of additional A3 cafes and restaurants, subject to the provisions of **Policy DS1: A Prosperous Retail Centre**
 - f. energy efficiency, as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
3. The Council will seek to conserve existing landmarks and landmark buildings and ensure new development respects their views, setting and character, in line with **Policy DS2: Key Views and Policy DS3: Landmarks and Landmark Buildings**.
4. In order to enhance the High Street experience, the following public realm improvements will be promoted as development opportunities arise, addressing the principles of the Streetscape Manual where applicable:
 - a. transforming and enhancing the existing public space at Victoria Circus, enabling flexibility in its design and layout for public events;
 - b. encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way;
 - c. enhancing the public space to the High Street either side of the railway bridge, including a creative lighting scheme;
 - d. further connect the Town Centre to the Central Seafront Policy Area:
 - i. by a series of multi-level public spaces, including an upper level public piazza (as referred to in Policy Area CS1.3.b);
 - ii. through improved signage and public art provision;
 - e. maintain and improve the High Street as public space for pedestrians by providing quality landscapes and streetscapes, pursuing urban greening projects, including improved landscaping, green walls and roofs, tree planting, improved lighting and integrated signage, in order to create an attractive, coordinated public realm with opportunities for outside seating areas to cafes/restaurants to enliven the streetscene;
 - f. pedestrianisation and enhancement of a number of the High Street's inter- linking access ('stub') roads, supporting access to car parks, green space, retail and surrounding neighbourhoods;
 - g. at key junction points, create a strong public realm to emphasise the intersection of east-west routes.

POLICY LINKAGES – HIGH STREET	
CORE STRATEGY DPD Strategic Objectives: 1, 4, 5, 8, 14, 15, 18	Policies: KP1, KP2, KP3, CP1, CP2, CP4
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM5, DM7, DM8, DM15
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12	Policies: DS1, DS2, DS3, DS4, DS5, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

5.3 London Road Policy Area

Aims

The London Road Policy Area will be a vibrant gateway to the Town Centre, providing high quality office space, shops, cafes/restaurants, and homes above street level. This will be complemented by public realm enhancements, public art installations, creative lighting, and landscaping to create a pedestrian-priority public space with opportunities for outside seating to cafes/restaurants and a street market.

Permeability for pedestrians and cyclists will be enhanced at this key gateway and interchange to the town centre, including improved links to/from the Victoria Gateway Policy Area as part of the 'Victoria Gateway' public realm improvement scheme.

Overview

- 161 The Policy Area, as defined on the Policies Map, is one of the main entry points to the Town Centre and High Street and is characterised by a varied architecture dominated by the Odeon Cinema and Sainsbury's food store, both of which present blank, 'inactive' frontages onto the Queensway dual carriage way. There is opportunity for this to be addressed within any development proposals to ensure that active frontages are created, including opportunities for public art and landscaping as well as enhancement to the facades of existing buildings.
- 162 London Road has transformed in recent years into a vibrant area of cafés and restaurants that, together with the cinema and shops, provides day time and evening attractions. Consequently there is significant pedestrian activity in the area including movements to and from the High Street. Forming part of a future phase of the Victoria Gateway scheme, there is opportunity to improve pedestrian and cycle links to and from London Road and Queensway dual carriageway and the Queensway Policy Area, public transport interchanges, and links with Elmer Square Policy Area.
- 163 There is a principal taxi rank in London Road which serves the Town Centre. The width of the road also encourages the circulation of private cars; there is potential for this to be established as a pedestrian-priority space, retaining provision for the taxi rank within the Policy Area in consultation with taxi providers.

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Policy PA2: London Road Policy Area Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
 - a. promote Town Centre uses that deliver the aims for the Policy Area and support the vitality and viability of the town centre, including leisure, retail floorspace, cafes/restaurants, office and residential (to upper floors);
 - b. encourage visually active frontages, through public art, green walls, and architectural fenestration to buildings on Queensway dual carriage way;
 - c. support development proposals that promote the provision of a street market on a new pedestrianised length of London Road, which connects well with the High Street;
 - d. support the provision of additional Higher and Further Education facilities based on an assessment of the expansion needs of the University of Essex and South Essex College;
 - e. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
 - f. seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with **Policy DS3: Landmarks and Landmark Buildings**.
2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
 - a. pedestrianisation of the eastern end of the London Road, linking with the pedestrianised High Street, to provide an attractive, coordinated public realm with opportunities for outside seating areas to cafes/restaurants to enliven the streetscene, with priority also given to cyclists;
 - b. relocation of taxi facilities to west of College Way on London Road, its location and facilities to be determined in consultation with taxi providers;
 - c. short and direct access maintained to the University Car Park, College Way, via London Road;
 - d. junction improvements at Queensway dual carriageway / London Road to improve pedestrian and cycle crossing;
 - e. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map;
 - f. pursue urban greening projects including improved landscaping, green walls and roofs, and tree planting, with new/ improved open space at Queensway dual carriageway;
 - g. seek provision of public art and integrated signage that combine with more traditional signage to signal entry to the Town Centre from Victoria Gateway and facilitate clear way-finding to improve legibility and pedestrian access, together with further improvements to the public realm and accessibility as part of the Victoria Gateway public realm improvement scheme.

POLICY LINKAGES – LONDON ROAD	
CORE STRATEGY Strategic Objectives: 1, 4, 5, 8, 14, 15	Policies: KP1, KP2, KP3, CP1, CP2, CP4
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM7, DM8, DM15
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	Policies: DS4, DS5, PA1, PA3, PA4, PA8

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

5.4 Elmer Square Policy Area

Aims

Elmer Square will be the heart of the educational hub in Southend, providing state of the art library and learning facilities set within a quality public realm with integrated pedestrian links with the High Street and London Road policy areas.

Ground floors of all buildings will be visually active, encouraging stronger engagement with the public space, the Forum and academic buildings and reinforcing Queens Road as a secondary shopping area.

Future development in this area will be well-designed, innovative and complementary to the Forum and phased to meet the expansion and growth needs of the University of Essex and South Essex College.

Overview

- 164 Elmer Square is on the edge of the Town Centre in an area of transition between the High Street to the east and the residential areas to the west. The area contains a state of the art library 'The Forum' and learning facilities, and is complemented by the adjacent higher and further education campuses. Queens Road to the north of the Policy Area contains a range of popular cafes and small scale retail units and provides an important and vibrant link with the High Street.
- 165 The University Square student accommodation is situated at the northern extent of the Policy Area, providing a distinctive landmark, as well as high quality public car parking that will be maintained. The Forum, South Essex College and University of Essex Buildings are also identified as landmark buildings in Policy DS3.
- 166 Significant improvements have been made to the public realm; nevertheless, the backs of buildings on the High Street that front onto the public open space and associated service area have a detrimental visual impact.
- 167 **Opportunity Site (PA3.1): Elmer Square Phase 2** provides the opportunity to develop additional educational facilities, of a high quality design that complements the Forum and reinforces key links through the site.

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Policy PA3: Elmer Square Policy Area Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:

- a. promote educational and supporting uses that deliver the aims of the Policy Area;
- b. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
- c. seek to conserve existing landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS3: Landmarks and Landmark Buildings**.

2. Planning applications for new student accommodation should be accompanied by a long term management and maintenance plan, to ensure the development has a positive impact on local amenity and the local environment for the lifetime of its use.

3. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:

- a. creation of new shared space along Queens Road between Elmer Avenue and the High Street;
- b. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map;
- c. provision of public art and integrated signage and artwork to building elevations that combine with more traditional signage to signal entry to the Town Centre, the High Street and Southend Central Railway Station, where appropriate, and enable clear way-finding;
- d. pursue urban greening projects including improved landscaping, green walls and roofs, and tree planting.

4. The following Opportunity Site, as identified on the Policies Map, is allocated primarily for educational use (Use Class D1):

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA3.1	Elmer Square Phase 2	NA	N/A	D1, A3, B1

**Planning Status as of April 2016. NA = New Allocation*

i. Within **Opportunity Site (PA3.1): Elmer Square Phase 2**, planning permission will be granted for educational and supporting uses, such as commercial studios and workspace and cafes/ restaurants to complement Phase 1 and to further reinforce Elmer Square as the heart of the learning hub.

ii. Opportunities to improve the visual appearance of the rear of buildings on the High Street that front onto the public space, and associated public realm enhancements including surfacing, lighting, landscaping and the continued provision of high quality outside public space to complement Phase 1 will also be promoted within Opportunity Site PA3.1. Efforts to further connect this area and create new vistas with the high street area will be encouraged.

POLICY LINKAGES – ELMER SQUARE	
CORE STRATEGY DPD Strategic Objectives: 2, 4, 13, 15, 18	Policies: KP1, KP2, KP3, CP4, CP6
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM8, DM10, DM15
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 6, 10	Policies: DS3, DS4, DS5, PA1, PA2

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

5.5 Queensway Policy Area

Aims

The development of the Queensway Policy Area will be based on a long term strategy that secures the regeneration of the area to create a balanced community, supported by social and community infrastructure, and complemented by active ground floor uses to Chichester Road and the secondary shopping frontage along Southchurch Road, an enhanced public realm and landscaping as well as well-defined public and private green open spaces.

It will be residential-led and create a vibrant, sustainable neighbourhood with a distinctive character and innovative housing typologies, providing opportunities for a range of building heights and densities suitable to the location. The development will be an exemplar of successful design-led estate regeneration, based on a partnership approach.

Queensway dual carriageway will be transformed, ensuring that vulnerable road users are prioritised and that the area is safely accessible by foot and bicycle. The environment will be more user friendly with appropriately sited pedestrian and cycle crossings.

Development will reinforce Southchurch Road as a secondary shopping area and provide new employment opportunities.

Overview

- 168 The Queensway Policy Area is dominated by a swathe of 1960s residential tower blocks. These provide redevelopment potential (including the re-provision of social housing) and associated opportunities to enhance the setting of All Saints Church (locally listed) and Porters (Grade 1 listed) heritage assets (situated just outside the SCAAP boundary). Locations such as Coleman Street will provide opportunity to re-establish urban grain (i.e. the physical form of street patterns and blocks) by providing residential development that complements existing dwellings in the streetscene.
- 169 To the north-west of the Policy Area is a retail outlet occupied by The Range on a long term lease, and the cleared site of the former Focus Youth Centre now utilised as a public car park. Given the prominence of this site if a redevelopment opportunity was to come forward there may be potential for it to be integrated within a comprehensive scheme for the redevelopment of the adjacent residential tower blocks (see Opportunity Site PA4.1 'Better Queensway' project below).

- 170 To the south of the Policy Area is Southchurch Road (secondary shopping frontage) containing a mix of older, low rise, buildings that have a poor visual appearance. Even so, Southchurch Road plays an important role as a secondary retail and commercial frontage, and is currently a principal route for traffic entering the Town Centre from the east in order to use the car parks in and around the Chichester Road area.
- 171 Queensway dual carriageway bisects the Policy Area and acts as both a major highway approach to the Town Centre and a ring road around it. Its scale and design acts as a barrier between the Town Centre and its outlying neighbourhoods, despite this its verges are amongst some of the most significant green wedges in the Town Centre, but as green spaces they are not useable given their nature and there is opportunity to enhance these spaces.
- 172 Chichester Road currently provides access through the Queensway Policy Area to the **Warrior Square** and **Tylers Policy Areas** and a number of Town Centre car parks, as well as being the major bus access to the Travel Centre in the Tylers Policy Area. The environmental quality of Chichester Road is very poor. Chichester Road is widely used by vehicles accessing the town centre car parks. Opportunity exists to enhance pedestrian links to the High Street Policy Area via Queensway and Chichester Road.
- 173 **Opportunity Site (PA4.1): 'Better Queensway' Project**
The Council has initiated the 'Better Queensway' project, which aims to regenerate the area that includes the large residential tower blocks and the site of the former Queensway House, now in temporary use as a public car park, to provide for modern purpose built social housing set within an enhanced local environment.
- 174 The project will improve this part of the Queensway Policy Area to form an integrated part of central Southend. It is envisaged that it will be an attractive area with a community focus that people want to visit, spend time in and live due to its improved and welcoming surroundings.
- 175 Regeneration and development of the 'Better Queensway' project will be the catalyst for wider regeneration in the Central Area, broadening the demographic and increasing the number of residents living in the Central Area, generating more activity and demand for local services. Given the scale and nature of the redevelopment project it is envisaged that approximately half of the site will be delivered during the SCAAP plan period (by 2021). The site, including any outstanding phases of development, will be reviewed during the Local Plan preparation process.
- 176 The initiative provides significant opportunity for redevelopment and regeneration to re-establish the historic urban grain and uplift the image of the area, complemented by enhancements to the carriageway and public realm and re-provision of social housing.
- 177 The project also provides the opportunity to provide for improved landscaping, and the provision of a new park, the 'Queensway Urban Park.'

Policy PA4 : Queensway Policy Area Development Principles

1. The Council, through its role in determining planning applications, masterplanning, and other initiatives, will:
 - a. promote residential and supporting uses that deliver the aims for the Policy Area;
 - b. support well-designed, sustainable buildings appropriate to the location in terms of use, scale, massing and detailed design and contribute positively to successful place making;
 - c. ensure that development will not result in a net loss of affordable housing provision, which includes the re-provision of social housing, as part of the regeneration of the area;
 - d. support proposals for well-designed refurbishment or redevelopment of retail and commercial frontages to Southchurch Road, that are compatible with the Secondary Shopping Frontage designations;
 - e. promote the provision of new social and community infrastructure, which may include facilities such as community centres and clubs, doctor and dental surgeries, and nurseries and childcare provision;
 - f. support new commercial development and community uses that provide activity to ground floor including offices to upper floors, along Essex Street and Chichester Road where they contribute to the aims for the policy area;
 - g. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
 - h. ensure that new development respects the views, setting and character of all designated and non-designated heritage assets, including listed and locally listed buildings in line with Policy DM5 of the Development Management Document, and landmark buildings located near to the Policy Area, in line with **Policy DS2: Key Views and Policy DS3: Landmarks and Landmark Buildings**.
2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
 - a. improvements to the streetscape at Chichester Road opposite Victoria Shopping Centre to enhance the setting of new and existing buildings and improve the pedestrian experience, including improved pedestrian crossing points;
 - b. improve connectivity and legibility to aid way finding and create a high quality pedestrian and cycling environment, enhancing links with the High Street, Elmer Square, Warrior Square, Victoria Station, Victoria and Sutton Gateway Neighbourhood Policy Areas;
 - c. provision of public art to enhance the urban environment, particularly to the Queensway carriageway frontage and at the junction with Sutton Road;
 - d. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map, together with improved crossings and gateway improvements at the Queensway/Sutton Road Junction, Queensway/Short Street/Chichester Road junction in association with capacity requirements for development on the Better Queensway Opportunity Site (PA4.1);
 - e. Urban Greening, including improved landscaping, green walls and roofs, and tree planting and establish the Queensway Urban Park, which sensitively addresses and

enhances the setting of Porters and All Saints Church, and links well with Warrior Square Policy Area;				
3. The following Opportunity Site, as identified on the Policies Map, is considered suitable primarily for residential development, supported by social and community uses and retail provision:				
Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA4.1	'Better Queensway' Project	NA	1200**	D1, A1, A3
<i>*Planning Status as of April 2016. NA = New Allocation</i> <i>**Half of site assumed to be delivered during SCAAP plan period (i.e. by 2021)</i>				
i. Within Opportunity Site (PA4.1): 'Better Queensway' Project, planning permission will be granted for comprehensive redevelopment of this site to transform it into a modern social housing-led development with supporting community and secondary town centre uses set within an enhanced local environment. The development will: <ol style="list-style-type: none"> re-establish the historic urban grain of the area; fully integrate with the surrounding area through the provision of pedestrian and cycle routes to improve access and linkages; incorporate climate change mitigation and sustainability measures; provide for comprehensive landscaping through the creation of linked public green space and the Queensway Urban Park; provide for new/improved open space fronting Chichester Road and at Coleman Street; provide for a comprehensive drainage system. 				

POLICY LINKAGES - QUEENSWAY	
CORE STRATEGY DPD Strategic Objectives: 3, 4, 6, 7, 10, 13, 14, 15, 18	Policies: KP1, KP2, KP3, CP1, CP4, CP6, CP8
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM3, DM7, DM8, DM15
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 6, 8	Policies: DS1, DS2, DS3, DS4, DS5, PA1, PA2, PA5, PA8, PA9

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken*

5.6 Warrior Square Policy Area

Aims

Warrior Square will provide a tranquil contrast to the vibrant High Street area, focused on the predominantly small-scale residential character of the Conservation Area and the green quality of Warrior Square Gardens.

All buildings will be well designed to sensitively respect the setting of the Warrior Square Conservation Area in terms of detailing, scale and massing. Landscaping, tree planting and other urban greening techniques will be employed within new development to complement the existing green character of the area.

Access to Warrior Square from neighbouring policy areas and residential neighbourhoods will be enhanced and a legible network of new / improved pedestrian/ cycle priority links will be formed.

Overview

- 178 Development within the Policy Area will need to sensitively address the setting of the Conservation Area in terms of scale, massing and detailed design. Additional residential-led development with car parking and the potential for appropriate supporting uses such as office development, particularly fronting Chichester Road, and community uses would be appropriate for the area. New development also provides the opportunity to bring activity and natural surveillance to Warrior Square Gardens.
- 179 Chichester Road presents a main thoroughfare within the Policy Area yet the quality of the streetscape is poorly defined in part, and there is scope for enhancement to be made to the public realm, such as upgrading of the footway surfaces, tree planting and public art provision, as well as pedestrian and cycle links to and from the town centre and surrounding area, particularly the Queensway Policy Area via Chichester Road and Warrior Square East.

Policy PA5 : Warrior Square Policy Area Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
 - a. promote residential-led mixed-use development that re-establishes the urban grain and delivers the aims for the Policy Area, with active ground floor uses, including new community infrastructure such as doctor and dental surgeries, on Chichester Road with residential and offices above;
 - b. conserve and enhance Warrior Square Conservation Area and its setting;
 - c. reinforce the residential nature of Warrior Square East and Whitegate Road (east);
 - d. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
 - e. seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with **Policy DS3: Landmarks and Landmark Buildings**.
2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
 - a. maintain the environmental and design quality of Warrior Square Gardens and promote future public realm improvements and open space that respect and engage with the Gardens;
 - b. provision for new/ improved pedestrian/ cycle priority link, as identified on the Policies Map, improving the access and linkages between Warrior Square Policy Area and Queensway, and appropriate crossing and footway improvements on Chichester Road as well as tree planting and other enhancements to the urban environment;
 - c. environmental improvements to Queensway dual carriageway including planting to establish links to Queensway Urban Park and useable green spaces where appropriate;
 - d. restriction in the provision of hard landscaping, encouraging opportunities for soft landscaping to complement the character of the Gardens and assist drainage;
 - e. public Art provision to buildings, public and private spaces.
 - f. pursue urban greening projects, including improved landscaping, green walls and roofs, and tree planting.

POLICY LINKAGES – WARRIOR SQUARE

Core Strategy DPD Strategic Objectives: 1, 3, 4, 5, 6, 7, 9, 10, 13, 14, 15, 18	Policies: KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP 8.
Development Management DPD	Policies: DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM10, DM15.
Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9	Policies: DS4, DS5, PA1, PA4, PA7

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

5.7 Clifftown Policy Area

Aims

Clifftown will be a vibrant area, creating a lively setting for food, drink and small niche retail offer that is active throughout the day and into the evening, particularly in parts close to the high street.

The distinctive character and appearance of the Clifftown Conservation Area will be conserved and enhanced, and the setting of designated and non-designated heritage assets within the area will be respected. There will be much better access to information regarding the area's heritage.

The area will also have a strong cultural identity, capitalising on the fine grain of its historic streets, attractive character properties and links to the leisure and recreational resource of the Central Seafront.

Public realm improvements will enhance the setting of buildings and the experience for pedestrians and cyclists.

Overview

- 180 The Policy Area is home to a variety of uses including small scale retail, food and drink premises, commercial, education and residential. There are opportunities to improve the promenade circuits, including linkages to the Cliffs and access to the Central Seafront Policy Area, and to improve the retail and food and drink offer to reinforce the vibrancy of this area throughout the day and into the evening.
- 181 A significant proportion of the area is designated as Clifftown Conservation Area with associated concentrations of listed and locally listed buildings, and frontages of townscape merit closer to the High Street. The quality of these buildings and the historic fine grain of the area is one of its defining characteristics.
- 182 Noteworthy heritage assets within the Policy Area include: 1-15 Royal Terrace (Grade II listed), built in the 1870s as the first phase of the 'New Town', and Southend's only surviving Georgian Terrace. These act as landmark buildings (see Section 4.9 of this Plan) within the Policy Area, aiding way-finding, occupying a visible location on top of the cliffs.
- 183 Southend Central Station, locally listed, is at present hidden away from the High street, with a very low quality forecourt and entrance which is dominated by cars. While public realm enhancements to the street in recent years have lifted the appearance of the area, there is potential to enliven this space and further improve the setting of the station and access to/from it. This could be complemented by the redevelopment of Central House on Clifftown Road for a new landmark building, which should also address the public space shared with the station (Refer to Table 4 and Policy DS3).

Policy PA6: Clifftown Policy Area Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
 - a. promote independent small-scale retail, boutiques, cafés, restaurants, bars and small studio style workshops to create an area with a strong cultural identity together with residential uses above ground floor level to reinforce the fine grain historic street pattern and character;
 - b. ensure that all development proposals affecting all designated and non- designated heritage assets, including Conservation Areas, listed and locally listed buildings conserve and enhance these buildings and their settings in line with Development Management Policy DM5 (Historic Environment);
 - c. require all development proposals, including replacement shopfronts, that impact upon 'Frontages of Townscape Merit' to have regard to the preservation and restoration of features which contribute to the special character of their frontage, in line with Development Management Policy DM5 (Historic Environment);
 - d. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
 - e. seek to conserve existing landmarks and landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS2: Key Views and Policy DS3: Landmarks and Landmark Buildings**.
2. The Council will pursue the upgrading and enhancement of this area with private sector land and property owners and developers by supporting applications that:
 - a. regenerate the forecourt and entrance to Southend Central Railway Station as a signature public space designed in a way that respects the setting of the locally listed station building;
 - b. redevelop Central House for new larger retail units with frontage on the High Street and Clifftown Road and office/residential development above. There is potential for a landmark building in this location and new public realm opportunities at the shared space/forecourt with Southend Central Railway Station;
 - c. regenerate the site of the Empire Theatre with uses that contribute to the Policy Area's aim, including cultural uses such as galleries and performance space, particularly at ground floor to create an active frontage.
3. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
 - a. seek a reduction in general vehicle circulation in residential streets by securing the most direct route to and out of the car parks at Alexandra Street and Clarence Road, and improving the quality of the public realm and cycle routes;
 - b. streetscape and landscape design improvements, including urban greening and tree planting and improved way-finding signage, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central Railway Station/ Central House, to Cliff Gardens and Pier Hill, facilitating better pedestrian access to the High Street;
 - c. seek an improvement of soft landscaping and open space provision within the area;
 - d. public art provision to buildings, public and private space.

POLICY LINKAGES _ CLIFFTOWN	
CORE STRATEGY DPD Strategic Objectives: 1, 2, 4, 8, 14, 15, 18	Policies: KP1, KP2, KP3, CP2, CP4, CP7
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM4, DM5, DM6, DM8, DM14
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 6, 7	Policies: DS1, DS2, DS3, DS4, DS5, PA1, CS1

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

5.8 Tylers Policy Area

Aims

The policy area will benefit from a high quality public realm, complemented by landscaping, tree planting and public art, where pedestrians and cyclists are prioritised and bus travel is accessible, creating opportunities for shared public spaces, linked with opportunities for the future relocation and re-provision of the Travel Centre within the policy area.

A new public transport bus interchange would form part of an integrated development that allows for an area of public spaces to be created to the south western edge of the policy area, adjacent to its boundary with the High Street, improving links south to the Central Seafront. It will be complemented by retail units at ground floor, with residential on the floors above, and may provide opportunity for houses to the rear of the site where these may re-establish the historic urban grain.

Car parking will be addressed within this integrated approach to development, which combines with other objectives for the policy area, and contributes to the vitality and viability of the town centre.

Overview

- 184 The Tylers Policy Area has strong connections with the High Street, which lies to its west, and forms part of the link between the town centre and established residential communities to the east, as well as providing access to the Central Seafront Policy Area, and key opportunity sites at Seaways and Marine Parade. It contains a fragmented area of office blocks, Southend Travel Centre (the Town Centre public transport interchange), and residential streets. It also contains an important surface level car park for shoppers and visitors to this part of the town.
- 185 It is severed from the High Street by Chichester Road, which at present functions as a main access route for cars and service vehicles accessing the Town Centre and car parks, and for buses serving the Travel Centre. While it provides access to the Central Seafront Area, the quality of the public realm is poor and connections are weak. Queensway dual carriageway forms another barrier, severing links with and into the residential areas to the east.

- 186 Within this Policy Area there is one **Opportunity Site (PA7.1): Tylers Avenue**. Redevelopment of the site could include the re-provision of the travel centre as a new public transport bus interchange, as part of a mixed-use scheme that includes retail uses at ground floor, and residential uses at upper floors, together with the provision of enhanced public space and parking.
- 187 Adjoining this fragmented area is an established residential area (comprised of Quebec Avenue, Portland Avenue, Baltic Avenue and Heygate Avenue) based on a traditional street pattern containing houses of different sizes and tenures. This residential area is somewhat isolated from the Town Centre because of the poor connectivity, given the barrier created by Chichester Road to the High Street. Measures to create a more cohesive and seamless transition through new development and public realm improvements will be welcomed.

Policy PA7: Tylers Policy Area Development Principles

1. The Council, through its role in determining planning applications, masterplanning and other initiatives, will:
 - a. promote mixed-use development that delivers the aims for the Policy Area, which may include a new public transport interchange as part of the Tylers opportunity site;
 - b. seek active frontages at ground floor on Chichester Road and York Road;
 - c. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
 - a. creation of a new public space in the location of the existing travel centre subject to this use relocating to the Tylers Opportunity Site, to provide enhanced connectivity to the Central Seafront and High Street Policy Areas;
 - b. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map, including appropriate crossings on Queensway dual carriageway and Chichester Road and improved linkages and access to the seafront;
 - c. consider a 'Home Zone' style approach for the residential streets of Quebec Avenue, Portland Avenue, Baltic Avenue and Heygate Avenue including landscaping, tree planting, cycle parking and surface improvements.
 - d. facilitate better pedestrian access to the High Street and Southend Central railway station;
 - e. promote environmental improvements to Queensway dual carriageway including: crossing points to neighbouring residential areas; the removal of guardrails as appropriate; enhancing areas of landscaping and tree planting; and appropriately sited street furniture;
 - f. junction improvements at Queensway dual carriageway/Seaway/Chancellor Road to enhance access to the Central Seafront Area;
 - g. public art provision to buildings and public spaces.

3. The following Opportunity Site, as identified on the Policies Map, is allocated for mixed-use development primarily comprising of residential and retail:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA7.1	Tylers Avenue	NA	150	A1, B1

Planning Status as of April 2016. NA = New Allocation

- i. Within **Opportunity Site (PA7.1): Tylers Avenue**, planning permission will be granted for well-designed, sustainable buildings that provide a mix of uses compatible with the area, including active ground floor retail uses that connect well with the High Street and front Chichester Road, with residential uses and the potential for offices to upper floors;
- ii. Any development of the Opportunity Site should address a need for replacement car parking provision in line with **Policy DS5: Transport, Access and Public Realm**, identifying how any displaced parking needs are to be met on the site or in the south of the Central Area and

explore the potential for relocating the travel centre on the northern extent of the site where applicable to provide for enhanced passenger transport facilities and improved pedestrian connectivity to the town centre and central railway station;

iii. Any development should incorporate a building design, form and massing that provides for a permeable environment that is pedestrian and cycle friendly, takes into account its setting and the proximity of neighbouring properties, with improved linkages to the High Street, Central Seafront Policy Area via St John's Church and Opportunity Site CS1.2: Seaways, with all servicing and deliveries from Chichester Road.

iv. The Council will encourage the application of masterplanning to guide development on this Opportunity Site.

POLICY LINKAGES - TYLERS

CORE STRATEGY DPD Strategic Objective: 1, 3, 4, 5, 6, 7, 8, 9, 10, 14, 15	Policies: KP1, KP2, KP3, CP2, CP3, CP4, CP8
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM3, DM4, DM7, DM8, DM10, DM15
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 8, 9	Policies: DS1, DS4, DS5, PA1, CS1

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

5.9 Central Seafront Policy Area

Aims

The Central Seafront will be a thriving and vibrant tourism, leisure, recreational and cultural destination centred on the iconic Grade II listed Pier, which will be rejuvenated to reinforce its status as a key local landmark and attraction.

High quality mixed use schemes will be developed, including provision of hotel and visitor accommodation to encourage more overnight and longer stays, and heritage and natural assets conserved and enhanced. Innovative schemes such as 'Spanish steps,' providing pedestrian links to the seafront, beach, a seafront lido and new lagoon and a new world class museum will be promoted.

There will be seamless transition between the Central Seafront and the town centre. New and enhanced access points will create a network of routes that lead seamlessly to the estuary and foreshore from surrounding areas. This will increase permeability and encourage better functional links between the different policy areas, increasing footfall and opportunities to contribute towards the local economy. Car parking will be addressed within this integrated approach to development, which combines with other objectives for the policy area, and contributes to the vitality and viability of the central seafront area.

Public realm improvements will be complemented by the placement of well-designed functional and creative lighting schemes and public art, which will visually enrich the area at night. The City Beach public realm scheme will be seamlessly extended facilitating improvements to Eastern Esplanade.

Overview

"The central area of the seafront is associated with a vibrant architectural style and sea- from leisure and pleasure. It provides a stark contrast to the orderly and mannered Victorian and Edwardian suburbs in the surrounding areas." Southend Borough Wide Character Study (January 2011)

- 188 The Central Seafront Policy Area, as defined on the Policies Map, is a thriving leisure and tourism area and with over 6 million day visitors a year, it is a significant economic asset to the town. The area's resort function will be maintained and enhanced through a co-ordinated programme of quality development and transport and environmental enhancement schemes.
- 189 Although the Pier Lift, a landmark building (Policy DS3) has helped to improve access between the Central Seafront Policy Area and Town Centre, if access was more straightforward and more pronounced in other locations such as Opportunity Site CS1.2 Seaways, there may be a better exchange of visitors between the Central Seafront and Town Centre and their functions. Its regeneration and successful integration with the town centre through improved and enhanced pedestrian links amongst other things, will therefore be key to increasing footfall and improving the areas vitality and viability.

- 190 The area encompasses a number of environmental designations, SSSI, SPA and Ramsar site. These designations highlight the estuary's importance as a wildlife habitat. The policy approach to Nature Conservation and Biodiversity is set out within **Policy CS2** of this Plan.
- 191 While the estuary provides an important habitat for birds and wildlife, it has also attracted many tourists and other visitors. As such the area is under pressure from a number of competing influences. There is a need to strike a balance between the protection and conservation of natural and built assets, including Conservation Areas and listed buildings, with the needs of residents and visitors utilising these resources, and the regeneration ambitions for the wider Southend Central Area. In order to retain important views across the foreshore, development south of the sea wall will be restricted, and any acceptable proposed use will also have to be water compatible¹³, such as a lido or lagoon.
- 192 The seafront benefits from some notable buildings and structures. The Grade II listed Pier, the longest pleasure Pier in the world, for example, has recently benefitted from considerable investment, including the development of the Royal Pavilion and the Council will seek further opportunities for its enhancement.
- 193 In respect to leisure and tourism the Central Seafront draws in residents and visitors for a range of activities including use of the beach, water sports and other seafront attractions. Adventure Island is a major tourism asset to Southend. If redevelopment and expansion does occur options should be explored with the owners how changes within the site could simultaneously benefit the public realm around it by creating a more permeable boundary and incorporating active frontages to increase footfall around the site edges.
- 194 The Cliffs Pavilion on the western edge of the Central Seafront Policy Area is another major visitor destination and is an important cultural asset which should be enhanced where possible to develop further the visitor offer.

Managing Flood Risk and Sustainable Drainage in the Central Seafront Policy Area

- 195 The Central Seafront Policy Area is at risk of flooding from tidal and surface water flooding, including areas within the Environment Agency Flood Zones 3a (higher risk) and Flood Zone 2 (lower risk). Therefore, all development within the Central Seafront Policy Area, including within its Opportunity Sites, should have particular regard to **Policy DS4 Flood Risk Management and Sustainable Drainage**.

¹³ Planning Practice Guidance, paragraph 066, reference id: 7-066-20140306

Opportunity Site (CS1.1): Southend Pier

- 196 Southend Pier has the potential to be further rejuvenated as a landmark and destination, building on the success of recent developments such as The Royal Pavilion.

Opportunity Site (CS1.2): Seaways

- 197 Seaways, currently a surface level car park, presents a major opportunity for mixed-use development, contributing to the leisure, cultural and tourism offer of Southend Central Area through the provision of uses such as restaurants and cinema, car parking, public open and green spaces, improved access and connectivity through the creation of 'Spanish Steps' linking this opportunity site to the promenade of Marine Parade, as well as possibly a hotel or residential.

Opportunity Site (CS1.3): Marine Plaza

- 198 The site offers potential for residential development, with supporting commercial uses and quality public open spaces, to reinforce the offer of the eastern end of Marine Parade. The site has potential for taller and larger buildings, creating a quality landmark to secure the regeneration of this part of the seafront. The site should have regard to the setting of the historic Kursaal building and the Conservation Area.

Opportunity Site (CS1.4): New Southend Museum

- 199 A new museum within the cliff face will feature a range of displays from the collections of the Central Museum and Beecroft Gallery, including the internationally significant Saxon King find, in a new high quality iconic building for Southend. Other facilities will include: a planetarium, collections store with associated curatorial facilities, a museum shop, café and restaurant, and public car and cycle parking, complemented by and the creation of high quality green space, including amphitheatre within the cliffs, seating and good signage, linked to the High Street and Central Seafront via Cliff Gardens, Prittlewell Square and the wider Clifftown Policy Area.
- 200 The siting of the new building within the cliff face will minimise the potential impact on the Clifftown Conservation Area whilst improving accessibility between the Clifftown and Central Seafront Policy Areas, enabling good views of the estuary from the building and spaces around it.

Policy CS1: Central Seafront Policy Area Development Principles

1. The Council through its role in determining planning decisions and other initiatives will:
 - a. consider favourably proposals which enhance or diversify the range of arts, culture, entertainment, tourism, leisure and recreational facilities, subject to an assessment of the scale, character, location and impact of the proposal on existing facilities and environmental designations, including protected green space;
 - b. promote the provision of hotels and visitor accommodation, subject to satisfactory access and parking provision;
 - c. secure high quality and sustainable redevelopment of poor quality, vacant or underused sites and buildings to improve the local townscape, including provision of active ground floor frontages to add to the vibrancy and vitality of the streetscene;
 - d. ensure that all development proposals affecting all designated and non-designated heritage assets, including Conservation Areas, listed and locally listed buildings, conserve and enhance these buildings and their settings in line with Policy DM5 of the Development Management Document;
 - e. ensure that all future sea defences and flood mitigation measures integrate seamlessly with the public realm;
 - f. not normally permit development south of the sea wall where a proposal has the potential to adversely affect a European site or cause significant harm to a Site of Special Scientific Interest (SSSI) or adversely impact on foreshore views. Any proposed use will also have to be water compatible as defined in the Planning Practice Guidance;
 - g. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
 - h. seek to conserve existing landmarks and landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS2: Key Views and Policy DS3: Landmarks and Landmark Buildings**.
 - i. require all development within the Central Seafront Policy Area to:
 - i. have regard to **Policy DS4** in order to manage and mitigate against flood risk;
 - ii. safeguard, and where appropriate, enhance the biodiversity of the foreshore and respect the European designations in line with **Policy CS2: Nature Conservation and Biodiversity**
2. There is potential for archaeological deposits within the area of Southend Cliffs and Seaway Car Park and as such developers should have regard to Policy DM5 – Southend-on-Sea's Historic Environment of the Development Management Document.
3. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
 - a. emphasise landmarks and landmark buildings (Policy DS3), orientation points, views and vistas, and improve accessibility between the seafront and town centre;
 - b. create a well-defined piazza area at the southern end of the High Street between The Royals, The Palace Hotel and Pier Hill and encourage new and existing uses to provide active frontages to face onto this space;
 - c. preservation and integration of the open spaces of the seafront and foreshore with the 'green grid' to create a series of linked, functional green spaces to relieve pressure on the seafront;
 - d. use creative lighting and public art to strengthen identity and connectivity. New

lighting should be arranged so as to avoid direct illumination of the foreshore or excessive glare when viewed from the foreshore;

- e. remove unnecessary street furniture and improve and rationalise signage, with particular focus on public realm adjacent to listed and locally listed buildings and Conservation Areas, in particular around The Kursaal;
- f. implement a rolling programme of improvements to the promenade and public spaces (further developing the City Beach scheme at Eastern Esplanade) and incorporating flood mitigation measures, such as SuDS;
- g. junction improvements at Queensway/Seaways/Chancellor Road;
- h. provision for new/ improved pedestrian/ cycle priority link as identified on the Policies Map;
- i. pursue urban greening and provide additional seating, tree planting and landscaping, as well as enhanced links between neighbouring Policy Areas;
- j. upgrade the Cliffs Pavilion outdoor space and improve its connection to the Cliffs;
- k. improve traffic management with the aid of VMS and improved signage, parking, including taxi rank and coach drop off provision, and walking and cycling, including Sustrans route;
- l. improvements to the Sealife Centre through redesign or redevelopment;
- m. regeneration of redundant lavatories and the crazy golf site for kiosks or other small-scale seaside businesses;
- n. explore development of a Seafront lido or new lagoon to compliment the seafront leisure offer.

4. The following Opportunity Sites, as identified on the Policies Map, are considered suitable for development for mixed-use purposes within the Central Seafront Policy Area:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
CS1.1	Southend Pier	NA	N/A	D2, D1, A3, A1
CS1.2	Seaways	NA	N/A	D2, A3, C1
CS1.3	Marine Plaza	NS	282	A1, A3, D2
CS1.4	New Southend Museum	NS	N/A	D1, A3, A1

**Planning Status as of April 2016. NA = New Allocation. NS = Not started with full planning permission*

i. **Opportunity Site (CS1.1): Southend Pier**, the Council will pursue with private sector partners and through other initiatives, sensitive redevelopment at both ends of the pier to provide a mix of cultural and leisure uses during the day and in the evening, including uses such as: cafes, restaurants, shops, events, and small scale moorings; deckchairs, telescopes, seating, cycle parking and improved pedestrian signage; facilities for traditional activities such as angling; creative lighting; and sensitively sited renewable technologies, where appropriate.

ii. **Opportunity Site (CS1.2): Seaways**, the Council will pursue with private sector partners, landowners and developers a high quality, mixed use development including the provision of leisure, cultural and tourism attractions, which may include: restaurants, cinema, gallery, hotel, public and private open spaces, and vehicle and

cycle parking. The potential for residential development may also be explored. Design and layout solutions should allow for:

- a. remodelling of the urban form to create a north-south axis on the Seaway site, providing a clear sight-line from Queensway dual carriageway to the sea;
- b. a stronger relationship with the Town Centre through the provision of safe and legible pedestrian and cycle routes;
- c. opportunities for a new link to Marine Parade from the Seaway site designed around 'Spanish Steps' and in doing so ensure that development does not prejudice its future delivery as a new link between the seafront and town centre;
- d. addressing the need for replacement car parking provision in line with **Policy DS5: Transport, Access and Public Realm**;
- e. active frontages to all new and existing streets and spaces;
- f. a palette of good quality materials to reflect the vibrancy and colour of the seaside;
- g. relocation of a coach-drop off point within the site. The relocation of coach parking bays may be provided either on or off-site or a combination of both, provided off-site provision is well connected to the Seaway site and would not significantly adversely impact the local transport network;
- h. urban greening projects, including the creation of new public and private green space within new development;
- i. innovative design which allows the site to take advantage of the elevation and creates a legible environment with views of the estuary, respecting the amenity of neighbouring residential uses;
- j. the provision of appropriate seating, signage and way-finding aids to improve connectivity to the Town Centre, Seafront and Opportunity Site CS1.3: Marine Plaza.

iii. **Opportunity Site (CS1.3): Marine Plaza**, the Council will support the comprehensive redevelopment of the site for high quality/ iconic residential development with complimentary leisure and supporting uses that create activity at ground floor fronting Marine Parade, incorporating areas of public open space into the site which take advantage of views of the seafront and estuary. The provision of appropriate seating, signage and way-finding aids to improve connectivity to the seafront and town centre, including links to Opportunity Site CS1.2: Seaways, will also be promoted.

Opportunity Site (CS1.4): New Southend Museum, the Council will promote the development of an exemplary, sustainable building that includes the new Southend Museum, gallery space, planetarium, conference/events spaces, and associated café/restaurant, together with public car and cycle parking and the creation of high quality green space, including amphitheatre within the cliffs, seating and good signage, linked to the High Street and Central Seafront via Cliff Gardens, Prittlewell Square and the wider Clifftown Policy Area. The design of new development will need to retain the open feel of this area and ensure that new planting includes native species and increases biodiversity in the area. Vehicular access should ensure that the primary road network, i.e. via Western Esplanade, is used to access the development and any new parking facilities.

POLICY LINKAGES – CENTRAL SEAFRONT	
CORE STRATEGY DPD Strategic Objective: 4, 6, 7, 9, 10, 12, 14, 15, 17, 18	Policies: KP1, KP2, KP3, CP3, CP4, CP7, CP8
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM3, DM4, DM5, DM6, DM7, DM8, DM9, DM10, DM12, DM14, DM15
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 10	Policies: DS2, DS3, DS4, DS5, PA1, PA6, PA7, CS2, CS3

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

Nature Conservation and Biodiversity in the Central Seafront Policy Area

- 201 The foreshore is designated for International, European, National and Local sites for nature conservation. Particularly relevant to the Central Seafront Policy Area are Benfleet and Southend Marshes (SPA, SSSI, Ramsar site and Local Nature Reserve), which comprises the intertidal part of the Thames Estuary from Benfleet to Shoeburyness and cover the same land area within the SCAAP and wider Southend-on-Sea Borough.
- 202 The marshes also provide an attractive environment for both marine activities and more passive enjoyment of natural habitats. There may be opportunities to design high quality visitor facilities, giving visitors a better understanding of the ecosystems. All future activity and development will need to ensure that they do not adversely affect the interests of the nature conservation designations on the foreshore, giving appropriate weight to their importance as an international, European, national or locally designated sites.
- 203 Developments which may affect a site of International or European nature conservation importance (SPA, Ramsar) will be subject to rigorous examination in consultation with Natural England and other relevant authorities.
- 204 Even if a development is located some distance from an International or European site it may still have a detrimental impact on the site and will need to be subject to a Habitats Regulations Assessment. Natural England should be consulted at an early stage of a planning application.
- 205 The applicant must submit appropriate biodiversity surveys, impact assessment and mitigation proposals to enable the Council to determine a planning application in addition to a Habitat Regulation Assessment, where required.
- 206 If it cannot be demonstrated that the application will not adversely affect an International or European site, then the application will be refused, unless there are no alternative solutions and the development has to be carried out for imperative reasons of over-riding public interest as set out in the Habitats Regulations.

- 207 In such cases compensatory habitat will be required. In addition, the Council will consider applying planning conditions or legal obligations to secure the integrity of the International or European site from any adverse impacts arising from the development.
- 208 Development which adversely affects a site of national importance (SSSI) will not normally be permitted. In cases where an adverse effect on the special interest of the SSSI is considered to be likely, but the benefits of the development are shown to clearly outweigh both the impacts on the special features of the site and any broader impact on the wider network of SSSIs, an exception may be made. Consultation may be required with Natural England to ensure reasonable steps are taken to further the conservation and enhancement of the special interest features of the SSSI.
- 209 Locally designated sites (local nature reserves and local wildlife sites) are non-statutory but have an important role to play in meeting overall biodiversity targets and contributing to the public enjoyment of nature conservation.

Policy CS2: Nature Conservation and Biodiversity

1. The Council will:
 - a. Ensure that all development proposals within the Central Seafront Area are accompanied by a Habitats Regulations Assessment and associated documentation to ensure there will be no adverse effect on the European and International foreshore designations (SPA and Ramsar) either alone or in combination with other plans or projects;
 - b. Not permit development proposals that will result in significant harm to the foreshore designations that cannot be avoided, adequately mitigated, or as a last resort, compensated for;
 - c. Not normally permit development proposals that adversely affect a site of national importance (SSSI). In cases where an adverse effect on the special interest of SSSI is considered likely, but the benefits of the development are shown to clearly outweigh both the impacts on the special features of the site and any broader impact on the wider framework of SSSIs, an exception may be made. In cases where development proposals will result in significant harm to a SSSI, in exceptional circumstances the Council may make exceptions for development proposals on a SSSI, only if it can be demonstrated that:
 - i. there are no alternative solutions; and
 - ii. the reasons for the development clearly outweigh the nature conservation value of the site and is in the public interest;
 - d. Apply planning conditions or legal obligations to secure the protection, conservation and enhancement of a Site of Special Scientific Interest (SSSI) from any harmful impacts arising from the development;
 - e. Integrate the seafront and foreshore open space within a broader Southend 'green grid' of linked and functional green space to relieve visitor pressure on the seafront, and protect the sensitivities of the biodiversity interest. Areas of new/ improved public open space will be particularly promoted at Pier Hill, Seaways, Marine Parade and along Eastern Esplanade;
 - f. Consider favourably the development of a high quality visitor facility close to the foreshore which will assist with interpretation of the natural habitat in the area, providing visitors a better understanding of the ecosystems and local biodiversity.

POLICY LINKAGES – CENTRAL SEAFRONT NATURE CONSERVATION

CORE STRATEGY DPD Strategic Objectives: 12, 18	Policies: KP1, KP2, KP3, CP4, CP7
DEVELOPMENT MANAGEMENT DPD	Policies: DM6
SOUTHEND CENTRAL AAP Objectives: 3, 5, 6	Policies: DS4, DS5, CS1, CS3

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

The Waterfront

- 210 The Council will promote the waterfront for a wide range of sport, recreation and leisure activities, whilst also respecting the natural environment in line with Policy CS2.

- 211 Improving marine activity facilities will encourage more water based activities, users and visitors, and cater for leisure demand and tourism. Jetties, moorings and support facilities are vital components of an active and attractive waterfront. The Council will promote the beaches, foreshore and estuary for boat users, including through the maintenance and enhancement of existing facilities. There is opportunity to build on the success of water based sports and recreation in other seafront locations in the Borough and beyond to further broaden its offer within the Central Seafront Policy Area.
- 212 The provision of information and interpretation boards and other information- based facilities about the waterfront and wildlife, will be encouraged.

Policy CS3: The Waterfront

1. The Council, with private sector partners and through the exercise of its planning powers and other initiatives will:
 - a. promote the beach, foreshore and Estuary for appropriate cultural, leisure and tourism activities, including the maintenance and enhancement of facilities for:
 - i. seafront, beach and water-based recreation activities and attractions including tidal paddling pools;
 - ii. marine and boat users, including moorings, support facilities (wharfs, jetties, landing stages and slipways), club facilities and information.
 - b. continue to maintain the quality and cleanliness of the beach and foreshore experience, including:
 - i. pursuing a rolling programme of co-ordinated public realm improvements to the promenade;
 - ii. integrating the protection and interpretation of biodiversity interests, heritage assets and landscape features, including views across the Estuary, into the overall visitor experience through:
 01. provision of information boards/facilities including making increasing use of mobile phone and digital technology;
 02. themed walking and cycling signed routes, and links to a broader borough-wide network.
2. Proposals for waterfront development within the Central Seafront Area and improved facilities will need to demonstrate that there will be no unacceptable impact upon navigation, the conservation objectives or features of Benfleet and Southend Marshes Special Protection Area, Ramsar and SSSI, flood risk or the special character and designations of the area.

POLICY LINKAGES – CENTRAL SEAFRONT WATERFRONT	
CORE STRATEGY DPD Strategic Objectives: 12, 18	Policies: KP1, KP2, KP3, CP4, CP7
DEVELOPMENT MANAGEMENT DPD	Policies: DM6
SOUTHEND CENTRAL AAP Objectives: 3, 5, 6	Policies: DS4, DS5, CS1, CS2

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

5.10 The Victoria Gateway Neighbourhood Policy Area

Aims

A regenerated Victoria Avenue will create an attractive and vibrant gateway to the town centre, further enhanced by future phases of the Victoria Gateway scheme, which will see improved connections and accessibility. New development will be of a high standard of design, with urban greening techniques employed such as pocket parks, community gardens, tree planting and landscaping, together with a consistent palette of surface materials and street furniture.

Victoria Avenue will be an attractive area in which to live, where residents will benefit from the sustainability of the location, particularly with fast and convenient access to London and the City. Enhancements to the public realm will be undertaken throughout the neighbourhood, to encourage walking and cycling and improve access to the town centre, employment area and public transport interchanges.

The heritage of Prittlewell Conservation Area will be celebrated and enhanced, and the character of the area will be reinforced by sensitively restored buildings that positively contribute to a distinctive sense of place. Buildings will be set within a quality public realm, with improved access to information about the area's history.

The neighbourhood will benefit from a thriving local shopping parade on West Street.

Overview

- 213 The Policy Area is home to Southend's traditional office zone at Victoria Avenue (**Opportunity Site PA8.1**), which includes the civic quarter. The significant challenge for this neighbourhood is to address the large amount of underused, vacant and outmoded office buildings. Some have gained prior approval to residential through recently changed permitted development rights introduced by central government, but others still provide opportunity for more comprehensive and holistic development. As the Opportunity Site is large and in multiple land ownership, requiring redevelopment of existing buildings, an assumption has been made that only development proposals with planning permission will be delivered during the SCAAP plan period (i.e. by 2021).
- 214 There is also the opportunity to regenerate an existing area of social housing at the junction of Queensway and Baxter Avenue close to the Victoria Avenue opportunity site for new high quality, mixed tenure residential accommodation, including additional sheltered and affordable housing (**Opportunity Site (PA8.2): Baxter Avenue**). Given the scale of the redevelopment it is envisaged that approximately half of the site will be delivered during the SCAAP plan period (i.e. by 2021). Both opportunity sites (PA8.1 and PA8.2) will be reviewed, including progress made with implementation, during the Local Plan preparation process.

- 215 Prittlewell Conservation Area to the north and the buildings, structures and spaces within it are important heritage assets, forming a key gateway on the main route into the Town Centre along Victoria Avenue. This Conservation Area contains some of the town's oldest and most important buildings, including St Mary's Church a landmark building located adjacent to the SCAAP boundary.
- 216 The neighbourhood also contains a local shopping parade at West Street, designated as secondary shopping frontage, which provides an important and convenient resource for local residents and businesses, and as the neighbourhood regenerates it is anticipated that this centre will continue to support the needs of the local population.
- 217 Some areas within this Policy Area are susceptible to surface water flooding. Therefore, development will need to have regard to local flood risk management policies, particularly regarding SuDS as set out in Policy DS4.

Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
 - a. look favourably on high quality developments and schemes which can demonstrate that they will contribute to the transformation of this area into a vibrant community, which is integrated with the surrounding neighbourhood and set within a remodelled built form of a quality that befits this key gateway to the Town Centre;
 - b. ensure all development within and adjacent to Prittlewell Conservation Area, seeks to conserve and enhance the heritage assets and repair gaps in the frontage along Victoria Avenue, realising the potential of the backland area to the rear of Victoria Avenue (west side 255-289) as a 'Lanes' style development, promoting specialist and independent industries, associated small scale businesses and ancillary residential units;
 - c. consider the provision of additional education facilities based on an assessment of expansion needs when and where appropriate development opportunities arise;
 - d. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
 - e. use its enforcement and other powers to reduce the damage to amenities and the environment resulting from long term vacant and derelict land and buildings;
 - f. promote the provision of easily accessible new social and community infrastructure, such as doctor and dental surgeries, nurseries and community hubs;
 - g. promote enhanced cultural facilities to complement the Beecroft Centre, the Central Museum Building and the former Water Board site on North Road;
 - h. ensure that housing development including mix and tenure is delivered in line with Development Management Policy DM7 – Dwelling Mix, Size and Type;
 - i. seek to conserve existing landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS3: Landmarks and Landmark Buildings**.
2. There is potential for archaeological deposits within the area of Nazareth House and Roots Hall and as such developers should have regard to Policy DM5 – Southend-on-Sea's Historic Environment of the Development Management Document.
3. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual SPD and any future masterplan for the area where applicable:
 - a. a priority public transport route linking Southend Central Area with London Southend Airport and adjacent development areas;
 - b. appropriate enhancements to North Road, including new civic space at the junction with Chelmsford Avenue, to improve the residential environment, provide for walking and cycling, and improve linkages to West Street local shopping centre, and cultural and community facilities on North Road, including Prittlewell Chapel;
 - c. public realm improvements to the Victoria Avenue service road in association with development proposals within Opportunity Site PA8.1;
 - d. public art provision to buildings, public and private spaces;
 - e. full integration with the surrounding area through the provision of pedestrian and

cycling routes, to improve access and linkages. Provision for mixed mode - pedestrian and cycle priority route along Victoria Avenue between Queensway dual carriageway and Harcourt Avenue

- f. urban greening projects linked to the green grid, including planting and the creation of new public and private green space within new development;
- g. enhancement of the existing Civic Space (including the Holocaust Memorial) on the east side of Victoria Avenue between the Civic Centre and Law Courts, and its integration with the broader area;
- h. Junction improvements at along Victoria Avenue at Fairfax Drive, East Street/ West Street, Carnarvon Road and Great Eastern Avenue and provide an enhanced public realm complemented by soft landscaping and planting

4 The following Opportunity Sites, as identified on the Policies Map, are considered suitable for mixed-use residential development:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA8.1	Victoria Avenue	NA	1000**	D1, B1, A1, A3
PA8.2	Baxter Avenue	NA	500***	

*Planning Status as of April 2016. NA = New Allocation.

**Just sites with planning permission or prior approval (662 dwellings) assumed to be delivered during the SCAAP plan period (i.e. by 2021)

*** Half of site assumed to be delivered during SCAAP plan period (i.e. by 2021)

i. Within **Opportunity Site (PA8.1): Victoria Avenue Office Area**, planning permission will be granted for comprehensive redevelopment of this site, or incremental development within the area, to transform it into a sustainable mixed use community with high quality developments, this will include:

- a. an acceptable mix of uses focused on residential uses to upper floors and small scale flexible office accommodation complemented by local convenience retail uses, leisure (cafes and bars) and community facilities to ground floors;
- b. full integration with the surrounding area through the provision of pedestrian and cycling routes, to improve access and linkages;
- c. limited strategic locations for taller buildings;
- d. urban greening projects, including:
 - 01. the use of green walls and roof gardens;
 - 02. comprehensive landscaping;
 - 03. the creation of a series of linked public green space within the area linked to a wider network of parks and gardens;
 - 04. a comprehensive sustainable drainage system;
- e. pursue, as appropriate, a full range of measures to enable delivery of the site, including Compulsory Purchase powers, application of masterplanning techniques to guide comprehensive redevelopment, partnership working with private sector landowners and developers;
- f. in the event of incremental redevelopment of individual sites, the Council

- will require each development site to demonstrate how it meets the policy criteria and development principles set out above and accords with any future masterplan related to the opportunity site;
- g. the grade II listed old museum building will be conserved and its setting enhanced as part of the proposals for the policy area.

ii. Within **Opportunity Site (PA8.2): Baxter Avenue** the Council will promote the regeneration of the site for high quality mixed tenure residential development, including sheltered and additional affordable housing. The tenure split and affordability of the proposed new accommodation will not preclude existing residents displaced by the redevelopment from being permanent occupiers in the new scheme. Any scheme should incorporate amenity open space, urban greening and sustainability measures as well as providing pedestrian access and linkages between Victoria, Baxter and Boston Avenues.

POLICY LINKAGES – VICTORIA AVENUE

CORE STRATEGY DPD Strategic Objectives: 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 14, 15, 18	Policies: KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM9, DM10, DM13, DM15
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	Policies: DS2, DS3, DS4, DS5, PA1, PA9

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

5.11 Sutton Gateway Neighbourhood Policy Area

Aims

The Sutton Gateway will be regenerated, with high quality, sustainable buildings helping to restore the urban grain, creating a distinctive sense of place where people are proud to live and work. It will be supported by a thriving local shopping parade on Sutton Road.

This will be achieved by repairing, unifying and knitting together the townscape to create a cohesive neighbourhood that retains a variety of uses, which relate well to each other and support the neighbourhood.

The policy area will provide employment opportunities, protecting, maintaining and promoting Grainger Road and Short Street Employment Growth Areas as locations for increased employment floorspace.

The area will be easily accessible by foot and by bike, with improved links between residential areas, the town centre, public transport nodes, retail and employments areas.

Overview

- 218 The Sutton Gateway Neighbourhood Policy Area is defined on the Policies Map. It contains a diverse mix of uses including: residential, employment areas and a retail park. The southern section of Sutton Road comprises a local shopping parade with a mix of retail uses and services for the local community.
- 219 The SCAAP aims to maintain and reinforce the existing local shopping parade and in design terms, repair, unify and knit together the townscape to create a neighbourhood that retains a variety of uses but where these uses relate better to each other in an enhanced urban environment.
- 220 There is also scope to maintain and promote Grainger Road and Short Street Employment Growth Areas as locations for increased modern employment floorspace through a managed approach, using masterplanning as appropriate, which will set out the quantum of development and appropriate uses. Refer to Development Management Document Policy DM11 – Employment Areas.
- 221 Clearly access to and within this neighbourhood and to the Town Centre and public transport facilities are important, and there are opportunities to improve the environment of Short Street along its length, including continuing the footway north. Sutton Road is also a major multimodal route and environmental improvements here would support the local shopping parade.
- 222 **Opportunity Site (PA9.1): Sutton Road** is considered suitable for redevelopment for additional housing alongside an appropriate level of supporting uses, such as community facilities. Currently it contains a number of buildings, primarily in employment use, which front Sutton Road. In recent years change has slowly begun to take place, transforming the area to a residential-led community.

- 223 As Opportunity Site (PA9.1) is large and in multiple land ownership and will require redevelopment of existing buildings, an assumption has been made that only development proposals with planning permission will be delivered during the SCAAP plan period (i.e. by 2021). The site, including any outstanding phases of development, will be reviewed during the Local Plan preparation process.
- 224 **Opportunity Site (PA9.2): Guildford Road**, at the junction of Sutton Road and Guildford Road, is currently occupied by a three-storey convenience store, the upper two levels of which are vacant. The site offers opportunity for redevelopment to achieve a new enhanced convenience store and new residential accommodation. The façade of the current building fronting onto Sutton Road must be retained and incorporated into any proposals.

Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

1. The Council, with private sector partners, through the determination of planning applications and other initiatives will:
 - a. maintain and promote Grainger Road and Short Street Employment Growth Areas as locations for increased employment floorspace in line with Development Management Policy DM11 – Employment Areas;
 - b. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
 - c. consider the provision of additional education facilities based on an assessment of expansion needs when and where appropriate development opportunities arise;
 - d. seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with **Policy DS3: Landmarks and Landmark Buildings**.

2. The Council will promote the following access and public realm improvements, addressing the principles of the Streetscape Manual where applicable:
 - a. appropriate enhancements to Sutton Road to uplift the residential environment and enhance provisions for walking and cycling;
 - b. facilitate better pedestrian and cycle access along the length of Short Street, enhancing connections between East Street and Queensway dual carriage-way;
 - c. streetscape and landscape design improvements, including urban greening and tree planting;
 - d. public art provision to buildings, public and private spaces.

3. The following Opportunity Sites, as identified on the Policies Map, are considered suitable for redevelopment:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA9.1	Sutton Road	NA	214**	A1, D1
PA9.2	Guildford Road	NA	50	A1

**Planning Status as of April 2016. NA = New Allocation*

***Just sites with planning permission or prior approval (92 dwellings) assumed to be delivered during the SCAAP plan period (i.e. by 2021)*

- i. Within **Opportunity Site (PA9.1): Sutton Road**, the Council will support the redevelopment of this area for high quality housing and community facilities. The Council will require the building design, form and massing to:
 - a. have regard to residential buildings bordering the Opportunity Site and contribute positively to repairing the street scene and urban grain in this area;
 - b. include enhancements to the public realm to create a coordinated, sustainable palette of materials and furniture in accordance with the Streetscape Manual.
- i. Within **Opportunity Site (PA9.2): Guildford Road** the Council will support the redevelopment of this site to achieve a replacement or larger convenience store

fronting Sutton Road that enhances the Secondary Shopping offer of this locality together with new residential accommodation. The façade of the current building fronting onto Sutton road must be retained and linked architecturally into any proposal. The scheme should also incorporate amenity open space, urban greening and sustainability measures. Site access will be via Guildford Road.

POLICY LINKAGES - SUTTON

CORE STRATEGY DPD Strategic Objectives: 2, 3, 4, 5, 6, 7, 9, 13, 14, 15, 17, 18	Policies: KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8
DEVELOPMENT MANAGEMENT DPD	Policies: DM1, DM2, DM3, DM4, DM7, DM8, DM9, DM10, DM11, DM13, DM14, DM15
SOUTHEND CENTRAL AAP Objectives: 1, 2, 3, 5, 6, 8, 9, 10	Policies: DS3, DS4, DS5, PA2, PA4, PA8

**This Policy Linkage Box provides a summary of key inter-related local policies. Other planning policy and guidance not listed here may also be applicable and, therefore, a full assessment should be undertaken.*

Part D Implementation and Monitoring Framework

6. Delivery of the SCAAP

6.1 Introduction

- 225 By setting out an approach to implementation, this section will assist with co-ordinating the delivery of SCAAP policies and proposals by identifying key partners as well as describing necessary infrastructure for creating sustainable developments in this location.

6.2 Delivery

- 226 The SCAAP proposes 11 Opportunity Sites shown in Table 7. These have been allocated in terms of their perceived deliverability, based primarily upon viability, land ownership and alignment with key objectives in Council plans and strategies. These sites:
- have a positive impact on viability within the SCAAP area and will impact favourably on later or additional development within Southend Central Area;
 - may require development of publicly owned land where the greatest control over outcomes may be applied;
 - will be able to be delivered through private sector involvement or using Council budgets.
- 227 The SCAAP proposals are expected to come forward within 5 years, the plan period to 2021. Preparation of the Local Plan will act as an early review of the SCAAP and will consider all development sites over a longer time period.
- 228 In order for development to come forward as indicated, the Council will need to maximise its own town centre land assets, consider using, where necessary, statutory powers for land assembly and work with the private and other public sector land owners, where required, and explore all funding sources available.
- 229 It is acknowledged within the SCAAP boundary that other development will come forward in the Policy Areas which will contribute to the delivery of jobs and housing.
- 230 A key objective is to ensure that any change of use to residential and other value-generating uses must also provide wider benefits for the local area, such as helping to deliver access, public realm, employment, educational, health and other community related improvements either indirectly or directly.

Table 7: Development Sites within SCAAP Policy Areas

Policy Reference	Opportunity Site name	Ownership
2016 to 2021		
Policy PA3: Elmer Square	Elmer Square Phase 2 (PA3.1)	Southend Borough Council, University of Essex, South Essex College
Policy PA4: Queensway	Opportunity Site (PA4.1): Better Queensway Project	Southend Borough Council
Policy PA7: Tylers	Tylers Avenue (PA7.1)	Southend Borough Council
Policy CS1: Central Seafront	Southend Pier (CS1.1) Seaways (CS1.2) Marine Parade (CS1.3) New Southend Museum (CS1.4)	Southend Borough Council, Multiple Private Ownership
Policy PA8: Victoria Avenue Gateway Neighbourhood	Victoria Avenue (PA8.1) Baxter Avenue (PA8.2)	Southend Borough Council and Multiple Private Ownership
Policy PA9: Sutton Gateway Neighbourhood	Sutton Road (PA9.1) Guildford Road (PA9.2)	Multiple Private Ownership

Indicative Figures for SCAAP Potential New Developments

- 231 Table 8 sets out an indicative total number/ floorspace of new development to be delivered within the Opportunity Sites by 2021. The figures provided will be subject to variation when each Opportunity Site comes forward and do not account for other development proposals that may come forward within the SCAAP area but outside the identified Opportunity Sites.

Table 8: Indicative Scale of Development (Gross) within Opportunity Sites (2016 – 2021)

Residential	Commercial, including eating and leisure	Retail	Community
1,732	17,500 m ²	5,500 m ²	18,500 m ²

6.3 Implementation

- 232 This section outlines how the SCAAP and its policies will be implemented and monitored. It seeks to show how each policy will be delivered and by whom. Implementation of the SCAAP will be dependent on the provision of necessary infrastructure as described in the preceding chapters.
- 233 The Council has experience in working with private sector partners and securing funding, particularly recently with money secured in conjunction with the Local Enterprise Partnership. It is committed to working with agencies across the public, private and voluntary sectors to successfully realise a shared vision for the town centre and surrounding area.
- 234 The Implementation Plan sets out a 'rolling programme' of projects and tasks that is not exhaustive and will be kept under review. Potential delivery mechanisms identified are as follows:
- Planning Conditions or Obligations – site specific elements such as affordable housing or new open space provided by private or public developers and secured using planning conditions or planning obligations. Priorities for S106 agreements may be found in the adopted Planning Obligations SPD, however in particular regard will be given to:
 - Affordable Housing;
 - Sustainable Design and Development;
 - Open Space (and enhancement and management of the public realm); and
 - Transport Infrastructure
 - Community Infrastructure Levy (CIL) – wider area improvement projects delivered by the Council. CIL is a charge on new development to spend on local and sub-regional infrastructure to support the development of the SCAAP.
 - The SCAAP will also be used as an Investment Tool – to secure resources from funding bodies in support of the projects identified such as regional, national and European funding.
 - Creation of a Limited Liability Partnership.
- 235 A Limited Liability Partnership (LLP) between the Council and a Private Sector Partner has been established that offers a mechanism to assist with delivery of SCAAP sites where appropriate. Under this arrangement the Council and a Private Sector Partner will each own 50% of the shares of the LLP whose main purpose will be to:
- Invest private sector funds in projects of mutual benefit.
 - Facilitate comprehensive regeneration projects throughout the Borough.
 - Provide potential capital receipts and/or revenue income streams to the Council from the on-going development of surplus land and buildings.
 - Provide opportunities for any Council in-house surplus capacity to be deployed on development projects with a further fee income stream opportunity.
 - Support the Council in the development of its strategic review of the property portfolio.

- 236 Access and public realm improvements will be delivered through a range of initiatives including the implementation of Opportunity Sites, partnership working, S106 planning obligations, CIL and through the Council's capital programme. The Implementation Plan for the Local Transport Plan 3 available on the Council's website sets out funding sources and a package of measures.

Monitoring

- 237 To ensure that the vision and strategic objectives of the Southend Central Area Action Plan (SCAAP) are being met, the Council will monitor the implementation of the Plan's policies and proposals to gauge its overall performance.
- 238 To achieve this, a series of indicators and, where appropriate, targets, for the Plan's policies and proposals are set out below. Progress in implementing the Plan's provisions will be monitored against these indicators and targets. This will be carried out each year after the adoption of the SCAAP as part of the Council's Annual Monitoring Report. Where it is clear that any of the objectives of the Plan are not being met, appropriate action will be taken as part of the monitoring process or a review of the plan may be implemented.
- 239 In order to avoid duplication of policy provisions contained in other adopted plans and to keep the SCAAP plan concise and effective, the SCAAP does not contain specific policies relating to: employment, housing, culture, leisure, tourism and recreational facilities, and open and green spaces. These are contained within the Southend Core Strategy and Development Management Document and their provisions will be monitored as part of the annual monitoring process. They will be reported in the Southend Annual Monitoring Report (AMR) and will contribute to the process of gauging the effectiveness of the SCAAP.
- 240 Similarly, the Southend Local Transport Plan (LTP) contains a number of indicators for measuring the effectiveness of the LTP. The SCAAP does not repeat these but regard will be had to them in assessing the overall impact of the SCAAP on transport provision within the Central Area. Progress Reports on the Southend Local Transport Plan will be produced every two years starting with the period April 2015/16 to March 2016/17.

Implementation and Monitoring

Criteria Based Policies

Monitoring

Where feasible, the monitoring indicators as outlined in the Core Strategy will also be presented for the SCAAP area. This includes the indicators presented for the following Core Strategy Policies:

- Policy CP1: Employment Generating Development;
- Policy CP2: Town Centre and Retail Development;
- Policy CP3: Transport and Accessibility;
- Policy CP4: The Environment and Urban Renaissance;
- Policy CP6: Community Infrastructure;
- Policy CP7: Sport, Recreation and Green Space;
- Policy CP8: Dwelling Provision.

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Specific reference to monitoring indicators is also provided below in reference to the SCAAP policies.

Policy DS1: A Prosperous Retail Centre			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Annual monitoring of retail floor space and refreshes of the retail study.	<p>DS1.1 Proportion of frontage within Town Centre Primary Shopping Frontage that are in A1 Retail use – ensure compliance with policy target.</p> <p>DS1.2 Proportion of units within Town Centre Primary and Secondary Frontage that are vacant - reduce As Core Strategy Policy CP2 As Indicator DM13.2</p>	<p>Reliance on private sector funding and developer interest. Lack of Developer interest in retail sites.</p> <p>Out of centre developments reducing the capacity to support town centre retail.</p> <p>Growth of neighbouring and sub-regional town centre retail offer.</p> <p>Changes to Central Government policy on Town Centre First.</p> <p>Further changes to Prior Approval or permitted development rights in town centres</p>
Other Relevant Policies	Core Strategy DPD: KP2, CP2 Development Management DPD: DM1, DM5, DM13		

Policy DS2: Key Views			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Implementation of public realm improvements as set out by Policy Area Development Principles.	DS2.1 number of schemes that enhance visually important views – sight lines, access, open space and views improved to identified areas.	
Other Relevant Policies	Core Strategy DPD: KP2, CP4 Development Management DPD: DM1, DM4, DM5, DM6		

Policy DS3: Landmarks and Landmark Buildings			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Implementation of public realm improvements as set out by Policy Area Development Principles.	DS3.1 number of appropriately located new landmark buildings – delivery of land mark buildings.	The new landmark building is not of a high quality design, and is poorly located in the townscape to the detriment of the local environment.
Other Relevant Policies	Core Strategy DPD: KP2, CP4 Development Management DPD: DM1, DM4, DM5, DM6		

Policy DS4: Flood Risk Management and Sustainable Drainage			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Environment Agency Anglian Water Public and private developers	Through the continual submission and determination of planning application. Site based flood risk assessments.	DS4.1 Number of developments incorporating sustainable drainage systems (SuDS) - For all new development, new impermeable areas will be drained by SuDS. As Core Strategy Policy CP4.	A risk of low quality flood risk assessments. Poorly designed SuDS.
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP4 Development Management DPD: DM6		

Policy DS5 – Transport, Access and Public Realm			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council. Local Transport Operators. Public and private developers and owners.	Through the continual submission and determination of planning applications. Joint working with local transport operators. Joint working with private operators of car parks. Local Transport Plan and other funding mechanisms – £7m secured from first round of Local Growth Fund (LGF) to deliver transport and public realm improvements in the SCAAP area.	<p>DS5.1 Providing the level of publically available car parking provision to support the vitality and viability of the central area:</p> <ul style="list-style-type: none"> Keep car parking capacity, demand and traffic management provisions under review to ensure that this capacity remains at a level to support the vitality and viability of Southend Central Area. Monitor the success in achieving no net loss of key visitor car parking (Table 5, 2,562 spaces) to the south of the Central Area (Map 4). Monitor any net change in overall paid-for public parking within Central Area South (3,142) spaces as outlined in Appendix 9. <p>As Core Strategy Policy CP3. As Development Management Policy DM15.</p>	Lack of funding for transport projects. Changes to rail or bus network, quality of service, number of services provided. Level of co-operation between operators and the local authority.
Other Relevant Policies	Core Strategy DPD: KP2, KP3, CP3, CP4 Development Management DPD: DM15		

Policy Areas

Policy PA1: High Street Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Landowners Business Improvement District English Heritage	Through the continual submission and determination of planning applications. Implementation of public realm improvements. LGF Funding. Stub end roads pedestrianisation. Event space. Public realm improvements (greening). Town centre/ seafront connection (multi-level).	As Core Strategy Policies CP1, CP2, CP4, CP8 PA1.1 Total number of dwellings built, by size and tenure within Policy Area – 2,474 net additional dwellings by 2021 within SCAAP area.	Lack of interest in retail in the Town Centre. Growth of neighbouring and sub-regional town centre retail offer. Changes to Central Government policy on Town Centre First Further changes to Prior Approval or permitted development rights in town centres. Lack of inward investment opportunities. Effect of any out of town retail development.
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP1, CP2, CP4 Development Management DPD: DM1, DM2, DM5, DM15		

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Policy PA2: London Road Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Street Market Operators University of Essex South Essex College	'Victoria Gateway initiative' Phase 2. Local Transport Plan 3. LGF Funding Through the continual submission and determination of planning applications Mixed-mode pedestrian and cycle priority route (LGF funding application). Tree planting landscaping/public art/ integrated signage. Pedestrianisation/relocation of taxi rank.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities Higher and further education Lack of inward investment establishments to not want to develop further in the town centre
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP1, CP2, CP4 Development Management DPD: DM1, DM2, DM15		

Policy PA3: Elmer Square Policy Area Development Principles Opportunity Site Elmer Square Phase 2 (PA3.1)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council University of Essex South Essex College Public and private developers	Elmer Square Phase 2 project to complement the recently completed Forum public and academic library - Exploration of use of £6m notional allocation of LGF funding. Through the continual submission and determination of planning applications. Local Transport Plan 3. Mixed mode pedestrian and cycle priority route.	As Core Strategy Policies CP1, CP4, CP6	Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Higher and further education establishments to not want to develop further in the town centre. Lack of funding for large scale projects .
Other Relevant Policies	Core Strategy DPD: Development Management DPD:		

Policy PA4: Queensway Policy Area Development Principles Opportunity Site 'Better Queensway' Project (PA4.1)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Registered Housing Providers	<p>Better Queensway Project.</p> <p>Through the continual submission and determination of planning applications.</p> <p>Local Transport Plan 3.</p> <p>New community infrastructure.</p> <p>New public open space - Queensway Urban Park. Public realm improvements.</p> <p>Pedestrian and cycle crossing.</p> <p>Create mixed mode pedestrian and cycle priority route and shared priority route.</p> <p>Chichester Road improvements.</p> <p>Improvement to Southchurch Road retail area.</p> <p>Application made for Local Growth Funding specific to Better Queensway Project.</p>	As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP7, CP8	<p>Lack of funding for transport and public realm improvements.</p> <p>Lack of inward investment opportunities.</p> <p>Additional cost of transport realignment, particularly in relation to the Queensway Dual Carriageway.</p> <p>Lack of interest from developers.</p> <p>Change to political focus and priority for a large scale project of this size.</p> <p>Lack of support from local residents and wider community.</p>
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP1, CP4, CP6, CP8 Development Management DPD: DM1, DM2, DM3, DM7, DM8, DM15		

Policy PA5: Warrior Square Policy Area Development Principles

Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Linked to Better Queensway Project. Public realm improvements. New pedestrian and cycle priority route and shared priority route. LGF Funding. Environmental improvements to Queensway and Chichester Road. Children's play facility at Warrior Square Gardens - £150,000 cost identified by IDP.	As Core Strategy Policies CP1, CP4, CP6, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Lack of interest in office development. Lack of funding for children's play facility.
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP 8 Development Management DPD: DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM10, DM15		

Policy PA6: Clifftown Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Landowners Transport Operators English Heritage	Through the continual submission and determination of planning applications. Tree Planting Programme. LGF Funding. Local Transport Plan 3. Public realm improvements. Regenerate the forecourt at Southend Central Station. Redevelop Central House for retail, residential, offices. Regenerate site of Empire Theatre for cultural uses. Provision of information boards/digital technology to interpret historic assets.	As Core Strategy Policies CP1, CP2, CP4, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Lack of support from local community in relation to proximity to conservation area and noise. Level of co-operation between rail operators and local authority to initiate public realm improvements
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP2, CP4, CP7 Development Management DPD: DM1, DM2, DM4, DM5, DM6, DM14		

Policy PA7: Tylers Policy Area Development Principles Opportunity Site Tylers Avenue (PA7.1)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Travel Operators	Through the continual submission and determination of planning applications. Need for a masterplan LGF funding Local Transport 3 Creation of a new public open space Mixed mode pedestrian and cycle priority route Home Zone Improved walking and cycling linkages. Junction improvements at Queensway.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP8	Lack of interest in retail or commercial space. Cost of parking re-provision and new travel interchange. Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Lack of support from local community for home zone.
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP2, CP3, CP4, CP8 Development Management DPD: DM1, DM2, DM3, DM4, DM7, DM8, DM10, DM15		

Policy CS1: Central Seafront Policy Area Development Principles Opportunity Sites: Southend Pier (CS1.1); Seaways (CS1.2); Marine Plaza (CS1.3); New Southend Museum (CS1.4)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Environment Agency	Through the continual submission and determination of planning applications. Completion of committed sites at Marine Plaza and New Museum. Application made for LGF specific to museum. Continual maintenance and investment in the Pier, including the installation of new digital technologies. Expansion of City Beach. Completion of committed new lagoon. Flood risk and mitigation measures. Improving connectivity from Town Centre and Central Seafront. Rationalise signage, street furniture, green grid. Upgrade the Cliffs Pavilion outdoor space. Improve traffic management, parking, walking and cycling. New frontage on the southern side of the Royals Shopping Centre. LGF funding.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP7, CP8. As Development Management Policy DM12.	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Outcome of screening under Habitats Regulations. Lack of developer interest. Development of out of town retail and leisure attractions.
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP3, CP4, CP7, CP8 Development Management DPD: DM1, DM2, DM3, DM4, DM5, DM6, DM7, DM8, DM9, DM10, DM12, DM14, DM15		

Policy CS2: Nature Conservation and Biodiversity			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Natural England	Through the determination of planning applications. Project-level Habitats Regulation Assessment where necessary. Development of visitor facility close to foreshore. Provision of public open space at Pier Hill, Seaways, Eastern Esplanade.	As Core Strategy Policies CP4, CP7	Outcome of screening under Habitats Regulations.
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP4, CP7 Development Management DPD: DM6		

Policy CS3: The Waterfront			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council	Through the determination of planning applications. Completion of committed new lagoon (Coastal Communities Fund). Public realm improvement. Provision of information boards/digital technology to interpret biodiversity of area.	As Core Strategy Policies CP4, CP7	Lack of funding
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP4, CP7 Development Management DPD: DM6		

Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles Opportunity Sites: Victoria Avenue (PA8.1); Baxter Avenue (PA8.2)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Land owners Registered Housing Provider	Through the continual submission and determination of planning applications. Completion of committed sites at Victoria Avenue and Carnarvon Road. Local Transport Plan 3. Recent completion of the Hive Southend Business Hub (Southend City Deal and £0.7m LGF match funding). Additional education facilities. Junction improvements at Victoria Avenue/Fairfax Drive. Junction improvements at Victoria Avenue/ East Street/West Street (LGF funding). Junction improvements at Victoria Avenue/Carnarvon Road (LGF funding). Junction improvements at Victoria Avenue/Great Eastern Avenue (LGF funding). Enhancements to North Road including civic space at junction with Chelmsford Avenue. Enhancement of the Civic space on east side of Victoria Avenue/urban greening. Create mixed mode pedestrian and cycle priority route (LGF funding).	As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP7, CP8.	Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Lack of inward investment Further changes to Prior Approval or permitted development rights. Lack of interest for new office accommodation. Fragmented approach. Multiple site ownership.
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8 Development Management DPD: DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM9, DM10, DM13, DM15		

Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles Opportunity Sites: Sutton Road (PA9.1); Guildford Road (PA9.2)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Completion of committed sites at Sutton Road. Enhancements to Sutton Road – streetscape and landscape. LGF funding	As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP8.	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Multiple site ownership.
Other Relevant Policies	Core Strategy DPD: KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8 Development Management DPD: DM1, DM2, DM3, DM4, DM7, DM8, DM9, DM10, DM11, DM13, DM14, DM15		

Appendix 1: Southend Core Strategy Policies

Core Strategy Policy KP1: Spatial Strategy	Sets out the spatial strategy for the Borough; the primary focus of regeneration and growth will be the Town Centre and Central Area, including the seafront.
Core Strategy Policy KP2: Development Principles	Sets out the ways in which new development in the Borough, including transport infrastructure, should contribute to economic, social, physical and environmental regeneration in a sustainable way, and to the regeneration of Southend's primary role within the Thames Gateway as a cultural and intellectual hub and higher education centre of excellence.
Core Strategy Policy KP3: Implementation and Resources	Makes provision for the preparation of Area Action Plans and Supplementary Planning Documents to help deliver the provisions of the Core Strategy, ensuring that development of an appropriate scale, mix and quality is brought forward in key areas of opportunity and change including the town centre and seafront.
Core Strategy Policy CP1: Employment Generating Development	Makes provision for an additional 6,500 jobs within the Town Centre and Central Area during the plan period 2001-2021.
Core Strategy Policy CP2: Town Centre and Retail Development	Promotes the development of the Town Centre, which will remain the first preference for all forms of retail development and other Town Centre uses. The Town Centre is afforded sequential preference for additional comparison and convenience floorspace.
Core Strategy Policy CP3: Transport and Accessibility	Seeks improvements to transport infrastructure and services by widening travel choice, and providing for high quality transport interchanges at Southend Victoria, Southend Central and Southend Travel Centre.
Core Strategy Policy CP4: The Environment and Urban Renaissance	Promotes sustainable development of the highest quality and innovation and excellence in design, recognising good quality urban design as a catalyst for regeneration and urban renaissance.
Core Strategy Policy CP5: Minerals and Soils Resources	Sets out the standards the Borough Council will require regarding the sustainable use of soil and mineral resources.
Core Strategy Policy CP6: Community Infrastructure	Supports improvements to existing, and the provision of new, facilities to support the needs of education, skills and lifelong learning strategies, including the Town Centre's higher education/university campus. Seeks to safeguard existing and provide for new leisure, cultural, recreation and community facilities.
Core Strategy Policy CP7: Sport, Recreation and Green Space	Promotes proposals that contribute to sports, recreation and green space facilities within the Borough for the benefit of local residents and visitors.

Core Strategy Policy CP8: Dwelling Provision	Makes provision for 2,000 net additional dwelling within the Town Centre and Central Area.
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Appendix 2 Glossary of Abbreviations

AA	Appropriate Assessment
AAP	Area Action Plan
AMR	Annual Monitoring Report
AVL	Advanced Vehicle Location
BBA	Better Bus Area
BID	Business Improvement District
c2c	Rail Operator of the London Fenchurch Street to Shoeburyness line
CAM	Central Area Masterplan
CCG	Care Commissioning Group
CCTV	Closed Circuit Television
CIRIA	Construction Industry Research and Information Association
DCLG	Department of Communities & Local Government
DFT	Department for Transport
DPD	Development Plan Document
EA	Environment Agency
ELR	Employment Land Review
FRA	Flood Risk Assessment
FWMA	Floods and Water Management Act 2010
HRA	Habitats Regulation Assessment
LDD	Local Development Document
LDS	Local Development Scheme
LEA	Local Economic Assessment
LLFA	Lead Local Flood Authority
LPA	Local Planning Authority
LSTF	Local Sustainable Transport Fund
LTP	Local Transport Plan
MSCP	Multi Storey Car Park
NHS	National Health Service
NPPF	National Planning Policy Framework
OAN	Objectively Assessed Need
PIP	Punctuality Improvement Partnership
PFRA	Preliminary Flood Risk Assessment
SAB	SUDS Approval Body
SE LEP	South East Local Enterprise Partnership
SFRA	Strategic Flood Risk Assessment
SHMA	Strategic Housing Market Assessment
SPA	Special Protection Area
SSSI	Site of Special Scientific Interest
SWMP	Surface Water Management Plan
TGSE	Thames Gateway South Essex

Appendix 3 – Schedule of Existing Landmark Buildings



Adventure Island, Western Esplanade
(*Central Seafront Policy Area*)



All Saints Church, Sutton Road
(*outside of the SCAAP boundary*)



Central Library (former), Victoria Avenue

(*Victoria Gateway Neighbourhood Policy Area*)



Central Museum, Victoria Avenue

(*Victoria Gateway Neighbourhood Policy Area*)



Civic Centre, Victoria Avenue

(Victoria Gateway Neighbourhood Policy Area)



Cliff Lift, Western Esplanade

(Central Seafront Policy Area)



Cliffs Pavilion, Station Road

(Central Seafront Policy Area)



Clifftown Church/Studios, Nelson Street

(Clifftown Policy Area)



Park Inn Palace Hotel, Pier Hill
(*Central Seafront Policy Area*)



Pier Hill Observation Tower and Lift,
Pier Hill
(*Central Seafront Policy Area*)



Porters, Southchurch Road
(*outside of the SCAAP boundary*)



Prittlewell Chapel, North Road
(*Victoria Gateway Neighbourhood
Policy Area*)



Royal Hotel and Royal Terrace
(*High Street and Clifftown Policy Areas*)



Seafront / Estuary
(*Central Seafront Policy Area*)



South Essex College, Luker Road
(*Elmer Square Policy Area*)



St John's Church, Herbert Grove
(*Central Seafront Policy Area*)



St Mary's Church, Victoria Avenue
(*outside of the SCAAP boundary*)



Swan Hall, Victoria Avenue
(*Victoria Gateway Neighbourhood Policy Area*)



The Forum, Elmer Square
(*Elmer Square Policy Area*)



The Kursaal, Eastern Esplanade
(*Central Seafront Policy Area*)



The Pier
(*Central Seafront Policy Area*)



University of Essex, Elmer Approach
(*Elmer Square Policy Area*)



University of Essex, Elmer Approach
(*Elmer Square Policy Area*)

Appendix 4: Flood Risk Management Technical information and Definitions

Flood Risk Definitions:

Flood risk zone 2 – medium risk, 1 in 1,000 to 1 in 200 annual probability

Flood risk zone 3 - high risk, 1 in 200 annual probability or more

Design flood event and flood level – based on 1 in 200 annual probability event at the end of the development's lifetime.

Extreme flood event and flood level – based on 1 in 1,000 annual probability event at the end of the development's life.

As an example, the SFRA2 predicts that within the Central Seafront Area, outside of Adventure Island, by 2110, the design and extreme maximum flood depth are approximately 1 metre and 4 metres. Adventure Island is characterised by 5m maximum flood depths under both scenarios.

Lifetime of development – assumed to be 100 years for residential, 60 years for commercial (unless circumstances indicate otherwise)

Flood Risk Vulnerability Classification

Highly Vulnerable

- Emergency services
- Emergency dispersal points
- Basement dwellings

More Vulnerable

- Hospitals
- Residential institutions such as care homes, children's homes, and hostels
- Buildings used for: dwelling houses; student halls of residence; drinking establishments; nightclubs; and hotels
- Health services, nurseries and educational establishments

Appendix 5: Transport, Access and Public Realm Strategy

Transport, Access and Public Realm Strategy

In order to secure a 'step change' in Southend Central Area to achieve a modern integrated and accessible transport system that unlocks potential in opportunity sites and secures sustainable regeneration and growth, complemented by a quality, inclusive public realm, the Council will:

- Work in partnership with the **South East Local Enterprise Partnership (SELEP)** to deliver investment and improvements to the strategic road network and public realm, highlighting the importance of the A127 strategic corridor to delivering economic growth and housing, as set out in the Southend and Essex **A127 Corridor for Growth – An Economic Plan** (March 2014) .
- Continue the programme of public realm and access improvements, including a continuation of the Victoria's public realm improvement scheme at London Road, Queensway (west) and Victoria Circus, Queensway (east) (**Policy PA4**), Victoria Avenue (**Policy PA9**), and the Central Seafront Policy Area (including City Beach) (**Policy CS1**), addressing the principles established by the **Southend Streetscape Manual SPD3**.
- Continue to develop and support the cycle route network, provision of secure cycle parking and work with **Cycle Southend** in terms of promotion, marketing, Bikeability and other travel training, and the creation of cycle hubs.
- Seek to pedestrianise a number of the High Street's inter-linking access/'stub' roads and reduce the dominance of on-street parking and general vehicle circulation, creating one-way streets and 20mph zones.
- Improve the environmental quality of existing residential streets within the Central Area, particularly those to the east of the High Street, to create 'home zones' or pedestrian-priority areas that improve access and encourage walking and cycling.
- Continue to implement a quality signage and way-finding scheme for pedestrians and ensure that travel information better relay details to road users.
- Encourage the use of sustainable travel modes, ensuring that all forms of transport are equally accessible to all, through smarter choices techniques (including the promotion of a Borough-wide Smart Card ticketing system, and through the use of mobile phone technology) and mobility management measures, promoting opportunity for car sharing and the setting up of car and van clubs.
- Maintain and build upon existing bus stop improvements, real time information and bus prioritisation at signals, as well as targeted junction enhancements and highways improvement works.
- Improve public perceptions of safety within Southend Central Area particularly at night, by ensuring that street lights are maintained, CCTV is obviously sited, and public transport and taxis operate after dark to help secure a vibrant, safe evening economy.
- Work with local bus operators to further improve bus services to the town centre including evening and night time services, providing a more reliable and punctual bus service through the implementation of a Punctuality Improvement Partnership (PiP), and improvements to the Advanced Vehicle Local (AVL) system
- Work with train operators to achieve high levels of reliability and performance on all services, maintain and promote contra-flow inter-peak services for journeys to Southend, explore park and ride opportunities that provide quick and convenient access to the Town Centre and Central Seafront, continue active participation in the development and marketing of Station

Travel Plans, and encourage pedestrian and cycle links between Southend Central and Southend Victoria Railway Stations and the Travel Centre

- Work with taxi operators to improve the provision for taxi's at key locations to support access.
- Work with stakeholders to develop the work of the ***Ideas in Motion*** brand to encourage businesses, schools and colleges to implement managed travel plans and introduce a personalised travel planning service, and to support applications for funding.
- Seek to develop a priority route towards ***London Southend Airport***, together with corresponding junction improvements at A127 Victoria Avenue/Fairfax Drive/East Street/Harcourt Avenue/ Great Eastern Avenue.
- Manage car parking demand within the Southend Central Area network through a combination of measures to support the vitality and viability of the town centre and central seafront area; balance parking supply between the car parks and development sites north and south of the railway line; ensure there is no net loss of public car parking south of the central railway line.
- Improve access to car parks for vehicles and pedestrians.
- Encourage an extension to the existing VMS scheme, or updated technology, to improve information about car parking capacity within town centre car parks, direct drivers to the most convenient and accessible car park, and avoid unnecessary circulating traffic by improving access to town centre car parks from Queensway dual carriageway.
- Ensure that servicing and delivery arrangements meet the reasonable needs of businesses, and minimise their environmental impact; working with the freight industry and logistic to implement more efficient use of vehicles in terms of guidance, zoning and delivery timetables

Appendix 6: Dwelling Figures for the Central Area – relationship with Core Strategy Requirements

	Core Strategy 2001 to 2021	Completed April 2001 to March 2016 (net)	Core Strategy (as adjusted 2016 to 2021)	Site Allocations (net) to be delivered by 2021*	Other commitments to be delivered by 2021	Total New Dwellings	Difference from Core Strategy (adjusted 2014 to 2021)
SCAAP	2,474	1,087	1,387	1,732	425	2,157	+770
Local Authority Area excluding SCAAP	4,026	3,694	332	To be determined	780	780	+448
All Borough (Total)	6,500	4,781	1,719	1,732	1,205	2,937	+1,218

**In relation to the amount of dwellings to be delivered via Opportunity sites within the SCAAP area by 2021 the following assumptions have been made:*

- Queensway (PA4. 1): half of the site is assumed to be delivered by 2021
- Victoria avenue (PA8. 1): sites with planning permission assumed to be delivered by 2021
- Baxter Avenue (PA8.2): half of the site is assumed to be delivered by 2021
- Sutton Road (PA9. 1): sites with planning permission assumed to be delivered by 2021

Appendix 7: Replaced Saved Planning Policies¹⁴

Saved Planning Policies replaced by Southend Central Area Action Plan upon adoption

Policy/ Proposal Ref.	Policy Subject
L2	Central Seafront Area
L3	Southend Pier
C7	Shop and Commercial Frontages and Fascias
S5	Non-Retail Uses
S8	Improvements to Primary Shopping Frontages
S9	Retention of Secondary Shopping Frontages
P3a	Proposal Site: Former Gas Works Site, Eastern Esplanade
P3b	Proposal Site: Land at Burnaby Road
P3d	Proposal Site: Land West of Baltic Avenue
P3g	Proposal Site: Scrap Metal Yard, 215a North Road
P3j	Proposal Site: Industrial Uses, Roots Hall Avenue
P3k	Proposal Site: Industrial Uses between Roots Hall Avenue and Victoria Avenue
P4a	Proposal Site: Baxter Avenue
P4c	Proposal Site: Whitegate Road
P4d	Proposal Site: Pitmans Close
P4k	Proposal Site: Central Station, Clifftown Road
P5b	Proposal Site: Warrior Square (South side) and Whitegate Road (North side)
P5c	Proposal Site: Tylers Avenue and York Road
P6c	Proposal Site: Southchurch Avenue/ Marine Parade
P9b	Proposal Site: London Road
P9c	Proposal Site: Warrior Square
P9k	Proposal Site: Seaway Car Park, Queensway

¹⁴ Saved planning policies were effective from 27th September 2007 - Direction under paragraph 1(3) of Schedule 9 to the Planning and Compulsory Purchase Act 2004.

Appendix 8: Marketing Evidence

This appendix sets out requirements for applicants to produce evidence to demonstrate that A1 retail premises are no longer in demand, viable or suitable for their continued permanent authorised use.

The Council may seek independent advice, funded by the applicant at a reasonable cost, to test the veracity of any marketing exercise. This verification will assess the accuracy and robustness of the matters listed below.

In respect to Policy DS1.4(a) vacant units could include units occupied for temporary or 'flexible' uses, permitted through a temporary planning permission or under permitted development rights.

PART A - Marketing

In relation to Policy DS1.4 the following details will be used to assess the acceptability, or otherwise, of the information submitted and any marketing undertaken.

Marketing evidence requires demonstration of an active marketing campaign for a continuous 2 year period, whilst the premises were vacant*, which has shown to be unsuccessful.

Marketing must be through a commercial agent at a price that genuinely reflects the market value of the lawful use. It must be shown to the council's satisfaction that marketing has been unsuccessful for all relevant floorspace proposed to be lost through redevelopment or Change of Use.

Active marketing should include all of the following:

1. A visible advertisement board posted in a prominent location on site, including relevant contact information (subject to advertising consent, if required);
2. Registration of property with at least one commercial property agent and continuously advertised on the agent's website;
3. Property details and information available to enquirers on request;
4. Property marketed at a reasonable price reflecting market conditions, including in relation to use, condition, quality and location of the premises/ site;
5. Property marketed for the appropriate use or uses as defined by the relevant planning policy.

Sufficient detailed information is required to be submitted alongside any planning application to demonstrate compliance with the above criteria.

Additionally, information should be submitted regarding:

- i. the number and details of enquiries received;
- ii. the number of viewings;

- iii. the number, type, proposed uses and value of offers received;
- iv. reasons for refusal of any offer received, and/or reasons why any offers fell through;
- v. the asking price and/or rent that the site or property has been offered at, including a professional valuation from at least three agents to confirm that this is reasonable;
- vi. the length of marketing period, including dates, and
- vii. the length of the vacancy period.

** - vacant units could include units occupied for 'meanwhile uses' or temporary uses, permitted through a temporary planning permission or under permitted development right*

Appendix 9: Publicly available paid for parking in Central Area South (area as defined in Map 4)*

Publicly available paid for Parking	Number of Spaces*	Within a 'Key Visitor Car Park
Fairheads	211	Yes
Seaway	478	Yes
Royals**	426	Yes
Shorefield	125	Yes
York Road	93	Yes
Tylers	249	Yes
Alexandra St	74	Yes
Clarence	126	Yes
Western Espl. Central	585	Yes
Western Espl. East On St	128	Yes
Eastern Espl. On St	67	Yes
Southend Central Station NCP**	138	No
Beach Rd**	40	No
Marine Plaza**	67	No
York Road. On St	22	No
Cliff town Rd. On St	11	No
Baltic Av. On St	6	No
Clarence Rd. On St	16	No
Clarence St. On St	12	No
Weston Rd. On St	19	No
Nelson St. On St	18	No
Capel Terrace. On St	6	No
Alexandra St. On St	16	No
Cambridge Rd. On St	24	No
Alexandra Rd. On St	39	No
Cashiobury Terrace. On St	14	No
Runwell Terrace. On St	6	No
Prittlewell Sq. On St	43	No
Royal Terrace. On St	19	No
Clifton Ter/Cliff town Pde. On St	45	No
Devereux Rd. On St	19	No
Total	3,142	N/A

* Base date May 2016

** Private Car Park

Southend Central Area Action Plan (SCAAP)

Schedule of Modifications

The below proposed modifications relate to changes to the Revised Proposed Submission SCAAP (November 2016)

August 2017

1. Schedule of Modifications

- 1.1 In March 2017 the Southend Central Area Action Plan (SCAAP) was submitted to the Secretary of State who appointed a Planning Inspector to undertake independent examination of the plan. The Inspector conducted public hearing sessions in May 2017.
- 1.2 Following the public hearing sessions, the Council made a request to the Inspector to make modifications (changes) to the Plan, which were deemed necessary to make the plan sound/legally compliant and appropriate for adoption by the Council. These are set out as 'Main Modifications' and are the modifications that the Inspector has advised must be subject to public consultation. For completeness, the Council is also consulting on a number of minor modifications, although these do not relate to the soundness of the Plan.
- 1.3 The modifications are separated into two categories:
- Main modifications: those changes required by the Inspector to ensure the Plan is sound and legally compliant;
 - Minor modifications: those changes identified by the Planning Authority which improve the readability and consistency of the Plan as a whole.
- 1.4 The modifications below are expressed either in the conventional form of ~~red strikethrough~~ for deletions and blue underlining for additions of text, or by specifying the modification in words in italics.

Public Consultation

- 1.5 This document sets out the modifications to the SCAAP for public consultation, with comments invited during a six-week period from 11th August to 22nd September 2017. **All comments must be received by 17:00 on Friday 22nd September 2017.**
- 1.6 This is a focused consultation, and representations should be made on the modifications and the supporting addendum report to the Sustainability Appraisal (SA) only. Any response which refers to other aspects of the SCAAP or the evidence base will not be considered.

- 1.7 The outcome of the consultation will be considered by the Inspector before he finalises his report, and by the Council when making its final adoption decision on the plan.

How to Respond

- 1.8 In line with e-government policy, we encourage you to respond to the consultation online via:
<http://www.southend.gov.uk/planningpolicyconsultations>.
- 1.9 Alternatively, response forms can be downloaded from the website <http://www.southend.gov.uk/scaapexamination> or paper response forms can be sent out on request or collected from Southend Council Offices. Completed response forms should be sent to:
- a. (FAO Business Intelligence Officer) Deputy Chief Executive (Place), PO Box 5557, Civic Centre, Victoria Avenue, Southend-on-Sea, SS2 6ZF;
 - b. Or via email: ldf@southend.gov.uk
- 1.10 If you have any queries relating to the consultation or want advice on how to respond, please contact Business Support on 01702 215408 during office hours Monday-Friday, or email ldf@southend.gov.uk
- 1.11 Responses will only be regarded as duly made if submitted directly via the online consultation system or alternatively on the response form.
- 1.12 All responses will be publically available and cannot be treated as confidential, although address, telephone and email details will not be published.
- 1.13 The Schedule of Modifications and accompanying documents are available for inspection from 11th August 2017 to 22nd September 2017 at the following locations:
- Southend Council's website: www.southend.gov.uk/scaap

- Southend Borough Council Contact Centre, Civic Centre, Victoria Avenue, Southend on Sea between 8.45am and 5.15pm (Monday to Friday); and
- All Southend Libraries during normal opening hours.

1.14 Hard copies can be made available and may require a small fee. Please contact the Performance Team by telephone on 01702 215004 ext. 5408 or email ldf@southend.gov.uk

2. Main Modifications

2.1 These main modifications have been proposed by the Inspector in order to ensure that the SCAAP is sound and legally compliant.

Table 1: Schedule of Main Modifications to the SCAAP

Ref	Page	Policy/ Paragraph	Main Modification
Main 1	12	29	<i>New Strategic Objective (6): <u>To support the viability and vitality of the town centre, so that it remains the first preference for all forms of retail development and for other town centre uses attracting large numbers of people and creates an environment that encourages investment in the Central Area.</u></i>
Main 2	20	DS1.1	<i>Add after National Planning Policy Framework (NPPF) the following: <u>so that the town centre remains the first preference for all forms of retail development and for other town centre uses attracting large numbers of people to support the centre's viability and vitality and encourage investment.</u></i>
↗ Main 3	20	DS1.2	<i>Insert new section (3) and renumber subsequent sections: <u>New retail or any other development must not be detrimental to those living or working nearby, for example by causing undue noise or disturbance.</u></i>
Main 4	42	Para 135	<i>Change text as follows: The Study identifies around 2,550 <u>There are 3,142</u> publicly available paid for car parking spaces to the south of the Central Area, <u>within</u> approximately 10 minutes' walk from the shoreline <u>(see Appendix 9)</u>, serving both the seafront and southern parts of the Southend Central Area. <u>2,562 of these spaces are located in publicly available key visitor car parks (Table 5).</u> As a result of the peak capacity issues, as identified by the Study, and to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of public <u>key visitor</u> car parking to the south of the Central Area. Given.....</i>
Main 5	42	136	<i>Amend first bullet point as follows: ensure there is no net loss in <u>key visitor</u> car parking to the south of the Central Area <u>(for the purposes of policy DS5.2.b, these are the key visitor car parks (Table 5) located within 10 minutes' walk of the shoreline (see Map 4)</u> and generally located south of the central railway line.....</i>
Main 6	43	After para 136	<i>Insert new paragraph and renumber subsequent paragraphs: <u>Development proposals that come forward on key visitor car parking areas to the south of the Central Area (as defined by Map 4) will need to ensure that there is no</u></i>

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			net loss within the key visitor car parks as identified in the SCAAP (policy DS5.2.b) and Table 5. Any planning application would need to be accompanied by a detailed transport assessment that would include an analysis of the impact of the additional parking demand generated by the proposed development on the identified key visitor car parks, having regard to adopted parking standards, linked/combined existing trips, availability of parking in other convenient locations, and opportunities for further mode shift through the travel plan process. Any change in parking provision as a result of major redevelopment must not undermine the resort’s ability to accommodate visitor trips, recognising the peaks and troughs of demand for car parking.																										
Main 7	43	After Main 6	<p>Insert new Table 5, which identifies all the key visitor car parks within the area defined by Map 4, to include both the parking spaces within the individual car parks and the cumulative total. As per Table 5 set out in Examination Document EXSCAAP039.</p> <p>Table 5: Key Visitor Car Parks to the south of the Central Area within the area identified by Map 4*</p> <table><tr><th>Key Visitor Car Park</th><th>Number of Spaces*</th></tr><tr><td>FAIRHEADS</td><td>211</td></tr><tr><td>SEAWAY</td><td>478</td></tr><tr><td>ROYALS**</td><td>426</td></tr><tr><td>SHOREFIELD</td><td>125</td></tr><tr><td>YORK ROAD</td><td>93</td></tr><tr><td>TYLERS</td><td>249</td></tr><tr><td>ALEXANDRA ST</td><td>74</td></tr><tr><td>CLARENCE</td><td>126</td></tr><tr><td>WESTERN ESPL. CENTRAL</td><td>585</td></tr><tr><td>WESTERN ESPL. EAST</td><td>128</td></tr><tr><td>EASTERN ESPL.</td><td>67</td></tr><tr><td>TOTAL</td><td>2,562</td></tr></table> <p>* As per Car Parking Study for the Central Area of Southend (base date May 2016) ** Private Car Park</p>	Key Visitor Car Park	Number of Spaces*	FAIRHEADS	211	SEAWAY	478	ROYALS**	426	SHOREFIELD	125	YORK ROAD	93	TYLERS	249	ALEXANDRA ST	74	CLARENCE	126	WESTERN ESPL. CENTRAL	585	WESTERN ESPL. EAST	128	EASTERN ESPL.	67	TOTAL	2,562
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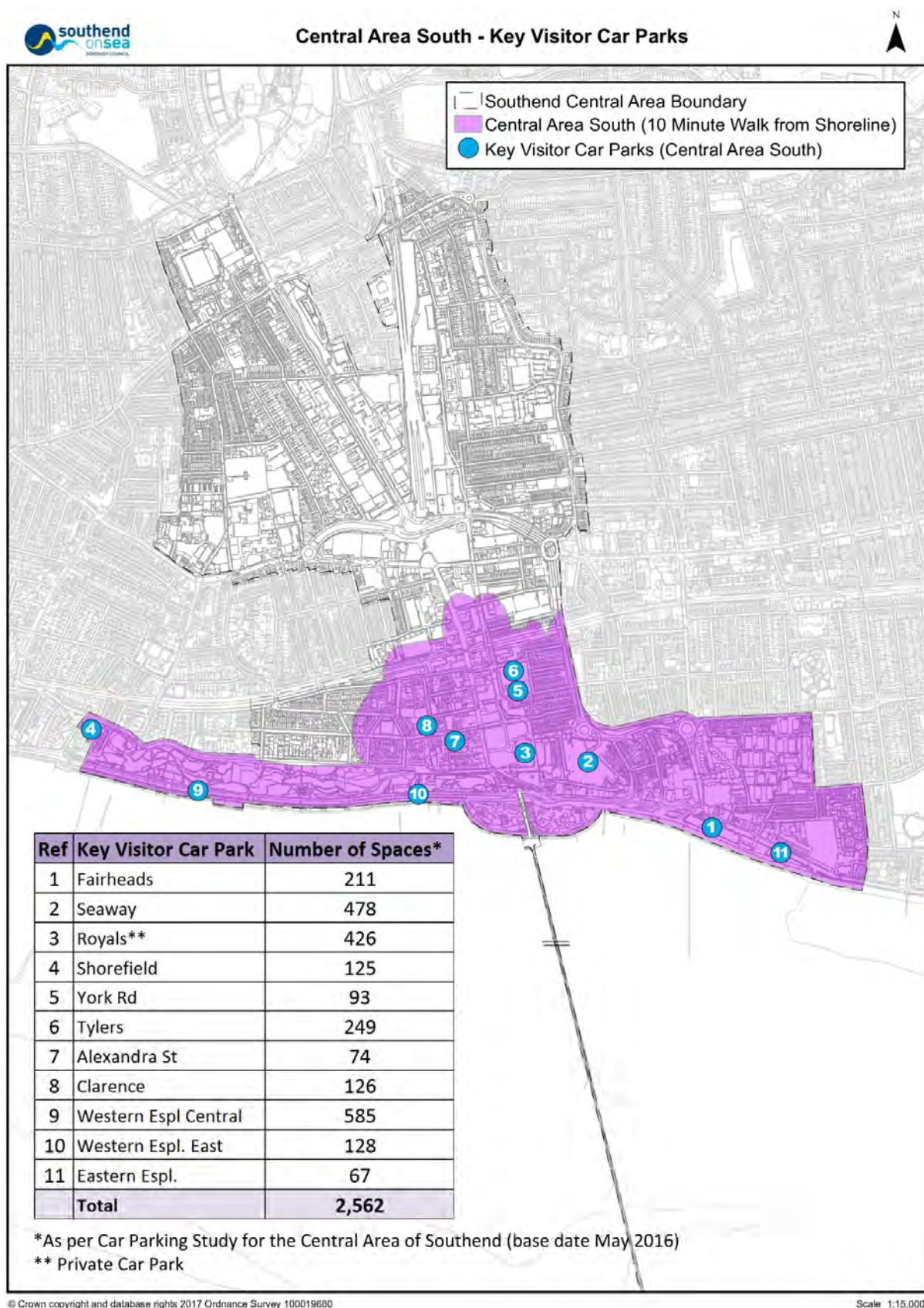
Main 8	43	After Main 7	Insert new Map 4, as set out on page 5 of Examination Document EXSCAAP039, which identifies the 10 minute walking distance isochrones from the foreshore, within which policy DS5.2.b is operational. Update numbering of all subsequent maps. See Appendix A.
190 Main 9	45	DS5.2.b	<i>Delete existing text and replace with the following:</i> Ensure that there is no net loss in car parking to the south of the Southend Central Area <u>Require any development proposals that come forward on key visitor car parking areas in the south of the Southend Central Area (as identified in Table 5 and Map 4) to ensure that there is no loss of key visitor car parking; any planning application in these areas would need to be accompanied by a detailed transport assessment that would include an analysis of the impact of the additional parking demand generated by the proposed development on the identified key visitor car parks, having regard to:</u> <ul style="list-style-type: none"> (i) <u>Adopted parking standards;</u> (ii) <u>Consideration of the extent to which linked/combined trips and opportunities for further mode shift through the travel plan process will reduce the need for additional publicly available car parking spaces;</u> (iii) <u>Availability of parking to the south of the Central Area within the area shown in Map 4; and</u> (iv) <u>The need for any replacement parking to be provided within the area shown in Map 4, where it should be secured through a planning condition or obligation as part of the overall development scheme or through another means acceptable to the Council.</u>
Main 10	71	PA7.3.ii	<i>Amend policy PA7.3.ii as follows:</i> Any development of the Opportunity Site should address a need for replacement car parking provision in line with policy DS5: Transport, Access and Public Realm, identifying how any displaced parking needs are to be met on the site or in <u>the south of the Central Area</u> this part of the town centre and explore the potential for relocating the travel centre on the northern extent of the site where applicable to provide for enhanced passenger transport facilities and improved pedestrian connectivity to the town centre and Central Railway Station.
Main 11	72	Section 5.9 Aims, para 3	<i>Insert at end of para 3:</i> <u>Car parking will be addressed within this integrated approach to development, which combines with other objectives for the policy area, and contributes to the vitality and viability of the central seafront area.</u>
Main 12	74	CS1.1.f	<i>Amend policy CS1.1.f as follows:</i> f. seek to maintain foreshore views by restricting <u>not normally permit</u> development south of the sea wall <u>where a proposal has the potential to adversely affect a European site or cause significant</u>

			harm to a Site of Special Scientific Interest (SSSI) or adversely impact on foreshore views . Any proposed use will also have to be water-compatible as defined in the Planning Practice Guidance;
Main 13	75	CS1.3.d	<i>Amend Policy CS1.3.d as follows:</i> use creative lighting and public art to strengthen identity and connectivity. New lighting should be arranged so as to avoid direct illumination of the foreshore or excessive glare when viewed from the foreshore;
Main 14	77	200	<i>Amend third sentence of paragraph as follows:</i> All future activity and development will need to ensure that they do not adversely affect the interests of the nature conservation designations on the foreshore, giving appropriate weight to their importance as an international, European, national or locally designated sites .
Main 15 191	78	205	<i>Insert new paragraph after paragraph 205, and renumber subsequent paragraphs, as follows:</i> Development which adversely affects a site of national importance (SSSI) will not normally be permitted. In cases where an adverse effect on the special interest of the SSSI is considered to be likely, but the benefits of the development are shown to clearly outweigh both the impacts on the special features of the site and any broader impact on the wider network of SSSIs, an exception may be made. Consultation may be required with Natural England. Locally designated sites (local nature reserves and local wildlife sites) are non-statutory but have an important role to play in meeting overall biodiversity targets and contributing to the public enjoyment of nature conservation.
Main 16	78	CS2.1.b	<i>Amend policy CS2.1.b as follows:</i> Not permit development proposals that will result in significant harm to have an adverse impact, either directly or indirectly, on the foreshore designations that cannot be avoided (through locating on an alternative site with less harmful impacts), adequately mitigated, or, as a last resort, compensated for. Development proposals must not undermine the special features, integrity or conservation objectives of the foreshore designations;
Main 17	78	CS2.1.c	<i>Amend policy CS2.1.c as follows:</i> Not permit development proposals that adversely affect a site of national importance (SSSI). In cases where an adverse effect on the special interest of a SSSI is considered likely, but the benefits of the development are shown to clearly outweigh both the impacts on the special features of the site and any broader impact on the wider network of SSSIs, an exception may be made. In cases where development proposals will result in significant harm to a SSSI, in exceptional circumstances the Council may make exceptions for development proposals on a Site of Special Scientific Interest (SSSI) , only if it can be demonstrated that:

			<p>i. there are no alternative solutions; and</p> <p>ii. the reasons for the development clearly outweigh the nature conservation value of the site and is in the public interest;</p>
Main 18	80	CS3.2	<i>Amend policy CS3.2 as follows:</i> 2. Proposals for waterfront development within the Central Seafront Area and improved facilities will need to demonstrate that there will be no unacceptable impact upon navigation, biodiversity <u>the conservation objectives or features of Benfleet and Southend Marshes Special Protection Area, Ramsar and SSSI</u> , flood risk or the special character and designations of the area.
Main 19	84	PA8.4.ii (Opportunity Site PA8.2)	<i>Add new second sentence, as follows:</i> <u>The tenure split and affordability of the proposed new accommodation will not preclude existing residents displaced by the redevelopment from being permanent occupiers in the new scheme.</u>
Main 20	86	PA9.2, second line	<i>Amend as follows:</i> redevelopment of this site to achieve a replacement <u>or larger</u> convenience store fronting Sutton Road that enhances the Secondary Shopping offer of this locality together with new residential accommodation. The façade of the current building fronting onto Sutton road must be retained and linked architecturally into any proposal. The scheme should also incorporate amenity open space, urban greening and sustainability measures. Site access will be via Guildford Road.
Main 21	94	Implementation and Monitoring Table: Policy DS5	<p><i>Amend third column (Monitoring Indicators and Targets) as follows:</i> DS5.1 Providing the level of publicly available car parking provision to support the vitality and viability of the eCentral aArea:-</p> <ul style="list-style-type: none"> - <u>Keep car parking capacity, demand and traffic management provisions under review to ensure that this capacity remains at a level to support the vitality and viability of Southend Central Area.</u> - <u>Monitor the success in achieving</u> no net loss of permanent publicly available <u>key visitor</u> car parking <u>(Table 5, 2,562 spaces) to the south of the eCentral Area (Map 4) railway line.</u> - <u>Monitor any net change in overall paid for public parking within Central Area South (3,142 spaces) as outlined in Appendix 9.</u> <p>As Core Strategy policy CP3. As Development Management policy DM15.</p>
Main 22	113	Following Appendix 8	Insert new Appendix, as set out in page 7 of Examination Document EXSCAAP039, and label as follows: <u>Appendix 9: Publically available paid for Parking to the South of the Central Area (area defined by Map 4)*</u>

			See Appendix B.
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Appendix A – As Main 8, insert new Map, label as Map 4, and renumber subsequent maps:



Appendix B – As Main 22, add new Appendix, to follow Appendix 8, label as follows:

Appendix 9: Publically available paid for Parking to the South of the Central Area (area defined by Map 4)*

<u>Publically available paid for Parking</u>	<u>Number of Spaces*</u>	<u>Within a 'Key Visitor Car Park</u>
<u>Fairheads</u>	<u>211</u>	<u>Yes</u>
<u>Seaway</u>	<u>478</u>	<u>Yes</u>
<u>Royals**</u>	<u>426</u>	<u>Yes</u>
<u>Shorefield</u>	<u>125</u>	<u>Yes</u>
<u>York Road</u>	<u>93</u>	<u>Yes</u>
<u>Tylers</u>	<u>249</u>	<u>Yes</u>
<u>Alexandra St</u>	<u>74</u>	<u>Yes</u>
<u>Clarence</u>	<u>126</u>	<u>Yes</u>
<u>Western Espl. Central</u>	<u>585</u>	<u>Yes</u>
<u>Western Espl. East On St</u>	<u>128</u>	<u>Yes</u>
<u>Eastern Espl. On St</u>	<u>67</u>	<u>Yes</u>
<u>Southend Central Station NCP**</u>	<u>138</u>	<u>No</u>
<u>Beach Rd**</u>	<u>40</u>	<u>No</u>
<u>Marine Plaza**</u>	<u>67</u>	<u>No</u>
<u>York Road. On St</u>	<u>22</u>	<u>No</u>
<u>Clifftown Rd. On St</u>	<u>11</u>	<u>No</u>
<u>Baltic Av. On St</u>	<u>6</u>	<u>No</u>
<u>Clarence Rd. On St</u>	<u>16</u>	<u>No</u>
<u>Clarence St. On St</u>	<u>12</u>	<u>No</u>
<u>Weston Rd. On St</u>	<u>19</u>	<u>No</u>
<u>Nelson St. On St</u>	<u>18</u>	<u>No</u>
<u>Capel Terrace. On St</u>	<u>6</u>	<u>No</u>
<u>Alexandra St. On St</u>	<u>16</u>	<u>No</u>
<u>Cambridge Rd. On St</u>	<u>24</u>	<u>No</u>
<u>Alexandra Rd. On St</u>	<u>39</u>	<u>No</u>
<u>Cashiobury Terrace. On St</u>	<u>14</u>	<u>No</u>
<u>Runwell Terrace. On St</u>	<u>6</u>	<u>No</u>
<u>Prittlewell Sq. On St</u>	<u>43</u>	<u>No</u>
<u>Royal Terrace. On St</u>	<u>19</u>	<u>No</u>
<u>Clifton Ter/Clifftown Pde. On St</u>	<u>45</u>	<u>No</u>
<u>Devereux Rd. On St</u>	<u>19</u>	<u>No</u>
<u>Total</u>	<u>3,142</u>	<u>N/A</u>

* Base date May 2016

** Private Car Park

3. Minor Modifications

3.1 Minor modifications include factual updates, correction of spelling/grammatical errors, or to provide further clarity. These minor modifications are not required in order for the SCAAP to be made sound.

Table 2: Minor Modifications to the SCAAP

Ref.	Page	Policy/ Paragraph	Minor Modification
Minor 1	7	7	<p><i>Amend paragraph as follows, add footnote and update numbering of all subsequent footnotes:</i></p> <p>It is also acknowledged that further work has been jointly undertaken to establish an objectively assessed need^[4], in terms of jobs and housing, for Southend and surrounding housing market area. This will be a key evidence document in the preparation of the Southend Local Plan, which will set out new long term growth targets replacing those of the adopted Southend Core Strategy, including a review of unimplemented development sites within the SCAAP area.</p> <p>⁴ Strategic Housing Market Assessment covering Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock authorities.</p>
Minor 2	8	Context and Issues for the Southend Central Area (e)	<p><i>Amend (e) as follows:</i></p> <p>e. Tourism, Culture, Leisure and Recreation - Southend has a vibrant offer in terms of leisure, tourism and cultural facilities, enhanced in recent years by a number of successful new developments in the town centre and central seafront area. However, there is opportunity to further maximise Southend's potential as a visitor destination and resort, particularly in terms of the evening economy and through encouraging overnight and longer stays by building on the resort's success as a day visitor destination, and by creating a positive experience of the central area for visitors.</p>
Minor 3	11	24	<p><i>Amend paragraph as follows:</i></p> <p>The latest assessment of the sustainability and the potential significant effects of this plan can be found in the SA Report, which is available for comment.</p>
Minor 4	14	32	<p><i>Amend paragraph as follows:</i></p>

			The SCAAP establishes Policy Areas which, to varying extents, take on a new mixed-use sustainable character. Development within these Policy Areas will be appropriate to their context, either seeking to strengthen the existing competitive advantage of current uses, encourage a greater mix of uses or defining new roles, whilst protecting and enhancing its heritage assets , contributing to the regeneration of the identified opportunity sites as well as Southend Central Area as a whole.
Minor 5	17	43	<i>Amend paragraph as follows:</i> The retail sector is crucial to the health of the local economy in terms of its attraction to visitors, business and investment. The changing nature of the 'High Street, facing competition from internet shopping, out-of-town retail parks and neighbouring centres, has impacted the level of trading in the Town Centre, and the quality of provision . There is consequently there is a need to upgrade , enhance and broaden its offer and function to possibly further include other complimentary uses. The effective promotion and marketing of the town centre to potential new investors will be crucial to this process.
Minor 6	18	48	<i>Amend paragraph as follows:</i> It is also important to understand that Southend's town centre is perpendicular and well connected to the central seafront area. The central seafront area represents an important visitor destination in its own right, comprising a range of tourism and leisure uses, which together with the town centre supports a wider multifunctional Central Area within Southend that offers a unique and diverse visitor/ shopper experience.
Minor 7	19	55	<i>Amend paragraph as follows:</i> In respect to Policy DS1.34(a) vacant units could include units occupied for temporary or 'flexible' uses, permitted through a temporary planning permission or under permitted development rights.
Minor 8	19	56	<i>Amend paragraph as follows:</i> For the purposes of calculating the proportion of retail in any given frontage (in respect to policy DS1 point 4a 3a , any building operating under a permitted 'flexible use' at the time of assessment will be considered on the basis of the use class it had prior to the temporary use change
Minor 9	20	Policy DS1.2	<i>Amend Policy DS1.2 as follows:</i> New retail development should be well integrated and closely linked with the Town Centre Primary Shopping Area, as defined on the Policies Map, in terms of proximity, continuity of function and ease of access. The Council will promote the town centre in seeking to upgrade and diversify its offer.
Minor 10	21	Policy DS1.7	<i>Amend Policy DS1.7 as follows:</i> Proposals s for street market development elsewhere within the Town Centre Primary Shopping Area will be considered on their merits.

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Minor 11	22	Policy Linkages	<i>Amend Policy Linkages box as follows:</i> <table><tr><td colspan="4">POLICY LINKAGES - RETAIL</td></tr><tr><td colspan="2">CORE STRATEGY DPD Strategic Objectives: 3, 5, 6, 8</td><td colspan="2">Policies: KP1, KP2, CP2</td></tr><tr><td colspan="2">Southend Central AAP Objectives: 1, 2, 8, 12</td><td colspan="2">Policies: PA1, PA2, PA4, PA6, PA7</td></tr></table>				POLICY LINKAGES - RETAIL				CORE STRATEGY DPD Strategic Objectives: 3, 5, 6, 8		Policies: KP1 , KP2, CP2		Southend Central AAP Objectives: 1, 2, 8, 12		Policies: PA1, PA2, PA4, PA6, PA7	
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Southend Central AAP Objectives: 1, 2, 8, 12		Policies: PA1, PA2, PA4, PA6, PA7																
Minor 12	23	58	<i>Amend 3^d sentence of paragraph as follows:</i> While tourism remains a central pillar of Southend's employment base and has potential for growth , the creative and cultural sectors, aviation and medical technologies are all growing and also offer further potential for growth in the future.															
Minor 13	24	Policy Linkages	<i>Update Policy Linkages box for SCAAP policies as follows:</i> <table><tr><td colspan="4">POLICY LINKAGES - EMPLOYMENT</td></tr><tr><td colspan="2">Southend Central AAP Objectives: 1, 4 9</td><td colspan="2">Policies: PA2, PA5, PA6, PA7, PA8, PA9</td></tr></table>				POLICY LINKAGES - EMPLOYMENT				Southend Central AAP Objectives: 1, 4 9		Policies: PA2, PA5, PA6, PA7 , PA8, PA9					
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Southend Central AAP Objectives: 1, 4 9		Policies: PA2, PA5, PA6, PA7 , PA8, PA9																
Minor 14	25	72	<i>Amend paragraph as follows:</i> The Core Strategy requires at least 2,474 ^[9] net additional new dwellings to be provided within Southend Central Area during the period from 2001 to 2021. According to the Southend Annual Monitoring Report (AMR), between 2001 and 2016, 1,087 dwellings have been built within the Southend Central Area. An additional 1,732 net dwellings have been identified through Opportunity Sites and 1,040 of these have planning permission as of 1 April 2016. A further 434 425 dwellings have been identified by outstanding planning permissions located outside of the opportunity sites and are predicted to be delivered by 2021, see table 1 below.															
Minor 15	26	Table 1	<i>Amend Table 1 as follows:</i> Table 1: The Scale of new Residential Development to be delivered by 2021 <table><tr><th>SCAAP Policy Area</th><th>Net additional dwellings identified in Opportunity Sites (of which committed)</th><th>Other committed at 1 April 2016 (net)</th><th>Total</th></tr><tr><td>PA1: High Street</td><td>n/a</td><td>171</td><td>171</td></tr><tr><td>PA2: London Road</td><td>n/a</td><td>1</td><td>1</td></tr></table>				SCAAP Policy Area	Net additional dwellings identified in Opportunity Sites (of which committed)	Other committed at 1 April 2016 (net)	Total	PA1: High Street	n/a	171	171	PA2: London Road	n/a	1	1
SCAAP Policy Area	Net additional dwellings identified in Opportunity Sites (of which committed)	Other committed at 1 April 2016 (net)	Total															
PA1: High Street	n/a	171	171															
PA2: London Road	n/a	1	1															

			PA3: Elmer Square	0	73	73
			PA4: Queensway	380 (8)	0	380
			PA5: Warrior Square	n/a	16	16
			PA6: Clifftown	n/a	57 48	57 48
			PA7: Tylers	150	4	154
			CS1: Central Seafront	278 (278)	4	282
			PA8: Victoria Gateway Neighbourhood	782 (662)	39	821
			PA9: Sutton Gateway Neighbourhood	142 (92)	69	211
			TOTAL	1,732 (1,040)	434 425	2,166 2,157
			Committed = with planning permission or prior approval			
Minor 16	27	Policy Linkages	Amend Policy Linkages box for SCAAP policies as follows:			
			POLICY LINKAGES – HOUSING			
			Southend Central AAP	Policies:		
			Objectives: 1, 2, 3, 8, 10	PA1, PA2, PA4, PA5, PA6, PA7, CS1, PA8, PA9		
Minor 17	28	84	Amend paragraph as follows: This Plan seeks to celebrate <u>promote</u> heritage and to conserve and enhance Southend Central Area’s heritage assets in a manner appropriate to their significance, with the emphasis on high quality design in all development proposals. Heritage assets <u>contribute to the character of the town and are an important reminder of the town’s history and identity. They</u> are <u>also</u> an important component of the tourist economy and play a crucial role in the identity <u>of the town-making</u> . Development Management Document Policy DM5: Southend-on-Sea’s Historic Environment sets out the local approach to the management of the historic environment within the Borough.			
Minor 18	29	87	Amend paragraph as follows: There are a number of Conservation Areas within the Central Area, as depicted on the Policies Map, <u>which contribute to its character and identity</u> . These include: Prittlewell, Eastern Esplanade, The Kursaal, Clifftown, and Warrior Square. Each has its own unique character which must be conserved and enhanced, <u>and consideration given to the contribution made by its setting</u> .			

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Minor 19	30	Policy Linkages	<i>Amend policy linkages box for SCAAP policies as follows:</i> <table><tr><th colspan="5">POLICY LINKAGES – THE HISTORIC ENVIRONMENT</th></tr><tr><td colspan="2">Southend Central AAP Objective: 7</td><td colspan="3">Policies: Transport and Access Strategy, DS2, DS3, DS5, PA1, PA5, PA6, CS1, PA8</td></tr></table>					POLICY LINKAGES – THE HISTORIC ENVIRONMENT					Southend Central AAP Objective: 7		Policies: Transport and Access Strategy, DS2 , DS3, DS5, PA1, PA5, PA6, CS1, PA8																	
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Minor 20	31	99	<i>Amend bullet points 2 and 4 as follows:</i> <ul style="list-style-type: none">• Southend Pier – with particular recognition given to views from: the High Street and Pier Hill in order to enhance the link between the town centre and seafront; Eastern Esplanade; Western Esplanade; Marine Parade; Royal Terrace; Clifton Terrace and Clifftown Parade• Royal Terrace and Clifftown Parade – with particular recognition given to views from Western Esplanade and the Pier.																													
Minor 21	34	Table 3	<i>Amend Table 3 as follows:</i> Table 3: Potential Locations for New Landmarks <table><tr><td colspan="5">Opportunity Site (PA4.1): Better Queensway (Queensway Policy Area)</td></tr><tr><td colspan="5">Opportunity Site (PA7.1): Tylers Avenue (Tylers Policy Area)</td></tr><tr><td colspan="5">Opportunity Site (PA8.1): Victoria Avenue (Victoria Gateway Neighbourhood Policy Area)</td></tr><tr><td colspan="5">Central House, Clifftown Road (Clifftown Policy Area)</td></tr><tr><td colspan="5">Central Seafront Policy Area, including in particular Opportunity Site (CS1.2): Seaways, Opportunity Site (CS1.3) Marine Plaza, and Opportunity Site (CS1.4): New Southend Museum.</td></tr></table>					Opportunity Site (PA4.1): Better Queensway (Queensway Policy Area)					Opportunity Site (PA7.1): Tylers Avenue (Tylers Policy Area)					Opportunity Site (PA8.1): Victoria Avenue (Victoria Gateway Neighbourhood Policy Area)					Central House, Clifftown Road (Clifftown Policy Area)					Central Seafront Policy Area, including in particular Opportunity Site (CS1.2): Seaways, Opportunity Site (CS1.3) Marine Plaza, and Opportunity Site (CS1.4): New Southend Museum.				
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Minor 22	34	Policy Linkages	<i>Amend policy linkages box for SCAAP policies as follows:</i> <table><tr><th colspan="5">POLICY LINKAGES - LANDMARKS</th></tr><tr><td colspan="2">Southend Central AAP Objectives: 2, 3, 7</td><td colspan="3">Policies: DS5, DS2, PA1, PA3, PA4, PA6, PAZ, CS1, PA8</td></tr></table>					POLICY LINKAGES - LANDMARKS					Southend Central AAP Objectives: 2, 3, 7		Policies: DS5, DS2, PA1, PA3, PA4, PA6, PAZ , CS1, PA8																	
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Southend Central AAP Objectives: 2, 3, 7		Policies: DS5, DS2, PA1, PA3, PA4, PA6, PAZ , CS1, PA8																														
Minor 23	35	Table 4	<i>Amend Table 4 as follows:</i> <table><tr><td>PA4 Queensway</td><td>N/A</td><td>- All Saints Church - Porters</td><td>N/A – OS (PA4.1): Better Queensway</td><td>N/A</td></tr></table>					PA4 Queensway	N/A	- All Saints Church - Porters	N/A – OS (PA4.1): Better Queensway	N/A																				
PA4 Queensway	N/A	- All Saints Church - Porters	N/A – OS (PA4.1): Better Queensway	N/A																												
Minor 24	36	111	<i>Amend first sentence of paragraph as follows:</i>																													

			To address this, the Essex and South Suffolk Shoreline Management Plan (2010) and Thames Estuary 2100 Plan establishes an approach to hold the existing line of flood defence within the Central Area, which includes taking account of the effects of climate change.
Minor 25	37	113	<i>Amend first sentence of paragraph as follows:</i> The Policies Map does not does not depict the areas at risk of flooding.
Minor 26	38	118	<i>Amend paragraph as follows:</i> SuDS should be designed in accordance with the National Standards for Sustainable Drainage Systems (December 2011) Non-statutory technical standards for sustainable drainage systems (2015) and guidance in the SuDS Manual (2007) (2015) published by Construction Industry Research and Information Association (CIRIA).
Minor 27	38	121	<i>Amend paragraph as follows:</i> Developers are encouraged to consider the layout of their SuDS proposals prior to undertaking any other site masterplanning is undertaken, and to discuss them with the Council, as SuDS have specific requirements for location and construction.
Minor 28	40	124	<i>Amend 2nd sentence of paragraph 124 as follows:</i> Map 5-4 : SCAAP Car Parking, Access and Public Realm.
Minor 29	41	129	<i>Amend paragraph as follows:</i> Improving signage will aid way-finding, promote ease of movement through Southend Central Area and should encourage more linked trips, highlighting linkages between the town centre and central seafront area, as well as between Southend Central Railway Station, Southend Victoria Railway Station and bus interchange, and the travel centre. They will also aid drivers in finding the most appropriate car park for their journey purpose and inform them of the availability of spaces. This will be particularly important for visitors to the town unfamiliar with the local road system. Map 65 : SCAAP Public Transport shows the public transport network within Southend Central Area.
Minor 30	47 - 48	Map 4, Map 5	Update Maps to reflect key visitor car parks in Southend Central Area. Refer to Appendix C.
Minor 31	52	153	<i>Amend paragraph as follows:</i> The boundary of each Policy Area and Site Allocation can be viewed on the Policies Map and Map 67 .
Minor 32	52	154	<i>Amend paragraph as follows:</i>

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			Any planning application proposed in the SCAAP area on any site would be determined on its merits <u>s</u> , taking into account adopted and emerging planning policies and any other material considerations.						
Minor 33	54	Map 6	<i>Update numbering of Map as follows:</i> Map 6 <u>7</u> – SCAAP Policy Areas and Opportunity Sites						
Minor 34	56	PA1.4.d.i	<i>Amend policy PA1.4.d.i as follows:</i> i. by a series of multi-level public spaces, including an upper level public piazza (as referred to in Policy Area CS1. 3+0 .b);						
Minor 35	57	Policy Linkages	<i>Amend policy linkages box for SCAAP policies as follows:</i> <table><tr><th colspan="2">POLICY LINKAGES – HIGH STREET</th></tr><tr><td>Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10,<u>12</u></td><td>Policies: DS1, DS2, DS3, DS4, DS5, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9</td></tr></table>	POLICY LINKAGES – HIGH STREET		Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, <u>12</u>	Policies: DS1, DS2, DS3, DS4, DS5, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9		
POLICY LINKAGES – HIGH STREET									
Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, <u>12</u>	Policies: DS1, DS2, DS3, DS4, DS5, PA2, PA3, PA4, PA5, PA6, PA7, CS1, PA8, PA9								
Minor 36	57	London Road Policy Area: Aims	<i>Amend Aims as follows:</i> This will be complemented by public realm enhancements, public art installations, creative lighting, and landscaping to create a pedestrian-priority public space with opportunities for outside seating to cafes/restaurants <u>and a street market</u> .						
Minor 37	59	Policy Linkages	<i>Amend policy linkages box for SCAAP policies as follows:</i> <table><tr><th colspan="2">POLICY LINKAGES – LONDON ROAD</th></tr><tr><td>Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10</td><td>Policies: DS4, DS5, PA1, <u>PA3</u>, PA4, PA8,PA9,</td></tr></table>	POLICY LINKAGES – LONDON ROAD		Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	Policies: DS4, DS5, PA1, <u>PA3</u> , PA4, PA8, PA9 ,		
POLICY LINKAGES – LONDON ROAD									
Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	Policies: DS4, DS5, PA1, <u>PA3</u> , PA4, PA8, PA9 ,								
Minor 38	61	Policy Linkages	<i>Amend policy linkages box for DMD and SCAAP policies as follows:</i> <table><tr><th colspan="2">POLICY LINKAGES – ELMER SQUARE</th></tr><tr><td>Development Management DPD</td><td>Policies: DM1, DM2, <u>DM8, DM10</u>, DM15</td></tr><tr><td>Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 10</td><td>Policies: DS3, DS4, DS5,<u>PA1, PA2</u></td></tr></table>	POLICY LINKAGES – ELMER SQUARE		Development Management DPD	Policies: DM1, DM2, <u>DM8, DM10</u> , DM15	Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 10	Policies: DS3, DS4, DS5, <u>PA1, PA2</u>
POLICY LINKAGES – ELMER SQUARE									
Development Management DPD	Policies: DM1, DM2, <u>DM8, DM10</u> , DM15								
Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 10	Policies: DS3, DS4, DS5, <u>PA1, PA2</u>								
Minor 39	62	171	<i>Amend final sentence of paragraph 171 as follows:</i> Opportunity exists to enhance pedestrian links to the High Street Policy Area centre via Queensway and Chichester Road.						

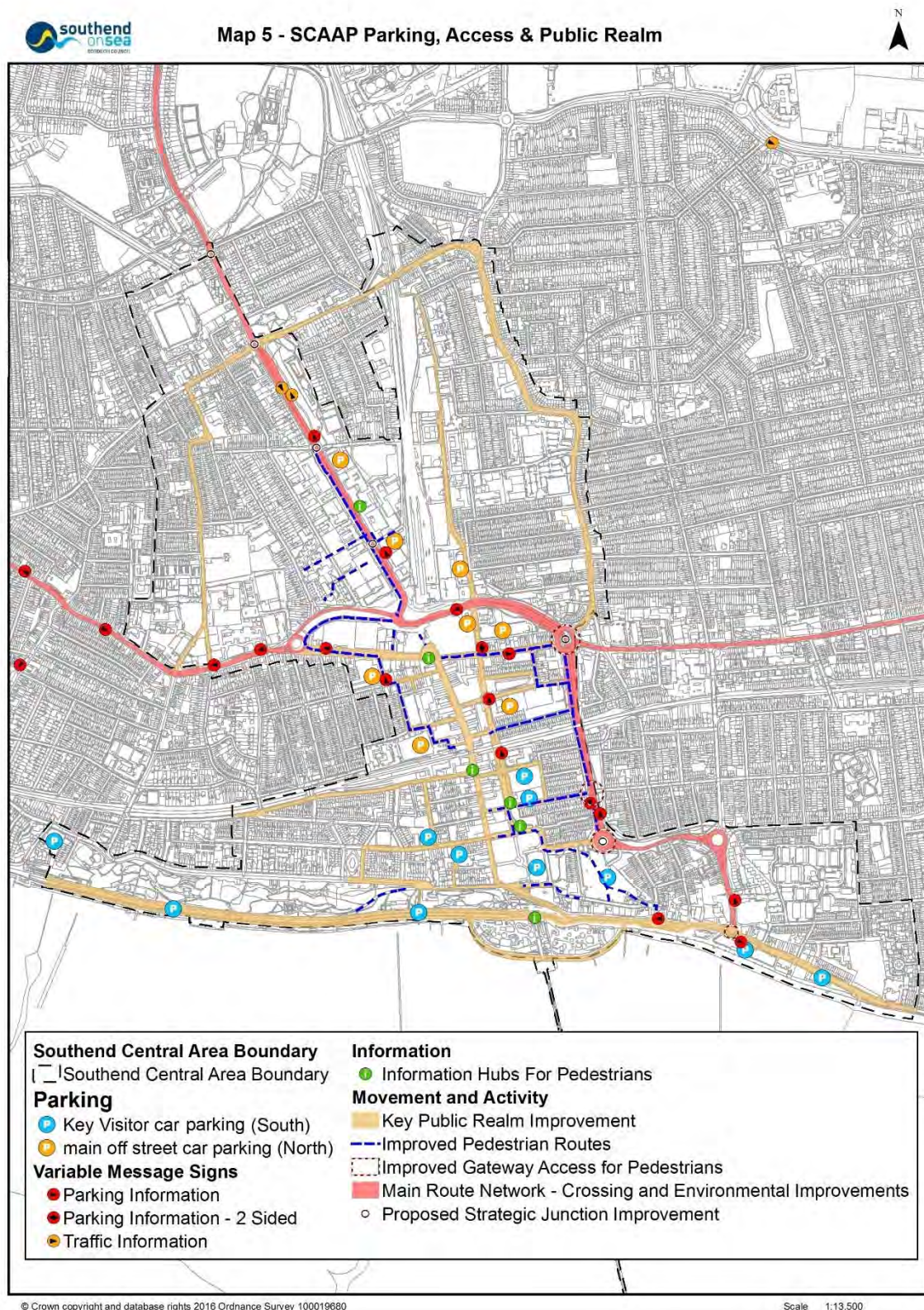
Minor 40	64	Policy PA4.3	<div>Amend table as follows:</div> <table><tr><th>Site Reference</th><th>Site Name</th><th>Planning Status*</th><th>Indicative number of dwellings</th><th>Timescale for delivery Other potential use classes</th></tr><tr><td>PA4.1</td><td>'Better Queensway' Project</td><td>NA</td><td>1200**</td><td>D1, A1, A3</td></tr></table> <div>*Planning Status as of April 2016. NA = New Allocation</div> <div>**Half of site assumed to be delivered during SCAAP plan period (i.e. by 2021)</div>	Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Timescale for delivery Other potential use classes	PA4.1	'Better Queensway' Project	NA	1200**	D1, A1, A3
Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Timescale for delivery Other potential use classes									
PA4.1	'Better Queensway' Project	NA	1200**	D1, A1, A3									
Minor 41	64	Policy Linkages	<div>Amend Policy Linkages box for SCAAP policies as follows:</div> <table><tr><th colspan="2">POLICY LINKAGES - QUEENSWAY</th></tr><tr><td>Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 8</td><td>Policies: DS1, DS2, DS3, DS4, DS5, PA1, PA23, PA5, PA8, PA9,</td></tr></table>	POLICY LINKAGES - QUEENSWAY		Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 8	Policies: DS1, DS2, DS3, DS4, DS5, PA1, PA23, PA5, PA8, PA9,						
POLICY LINKAGES - QUEENSWAY													
Southend Central AAP Objectives: 1, 2, 3, 4, 5, 6, 8	Policies: DS1, DS2, DS3, DS4, DS5, PA1, PA23, PA5, PA8, PA9,												
Minor 42	68	PA6.1.B	<div>Amend policy PA6.1.b as follows:</div> <div>ensure that all development proposals affecting all designated and non-designated heritage assets, including Conservation Areas, listed and locally listed buildings conserve and enhance these buildings and their settings in line with Policy DM5 of the Development Management Policy DM5 (Historic Environment) Document;</div>										
Minor 43	68	PA6.3	<div>Correct numbering of sub-criteria 'e' of Policy PA6.3 as follows:</div> <div>ed. public art provision to buildings, public and private spaces.</div>										
Minor 44	69	Policy Linkages	<div>Amend Policy Linkages box for DMD policies as follows:</div> <table><tr><th colspan="2">POLICY LINKAGES - CLIFFTOWN</th></tr><tr><td>Development Management DPD</td><td>Policies: DM1, DM2, DM4, DM5, DM6, DM8, DM14</td></tr></table>	POLICY LINKAGES - CLIFFTOWN		Development Management DPD	Policies: DM1, DM2, DM4, DM5, DM6, DM8 , DM14						
POLICY LINKAGES - CLIFFTOWN													
Development Management DPD	Policies: DM1, DM2, DM4, DM5, DM6, DM8 , DM14												
Minor 45	69	183	<div>Amend last sentence of paragraph 183 as follows:</div> <div>It contains a fragmented area of office blocks, Southend Travel Centre (the Town Centre public transport interchange), public surface level car parking at Tylers Avenue, and residential streets. It also contains an important surface level car park for shoppers and visitors to this part of the town.</div>										
Minor 46	71	Policy Linkages	<div>Amend Policy Linkages box for SCAAP policies as follows:</div> <table><tr><th colspan="2">POLICY LINKAGES - TYLERS</th></tr></table>	POLICY LINKAGES - TYLERS									
POLICY LINKAGES - TYLERS													

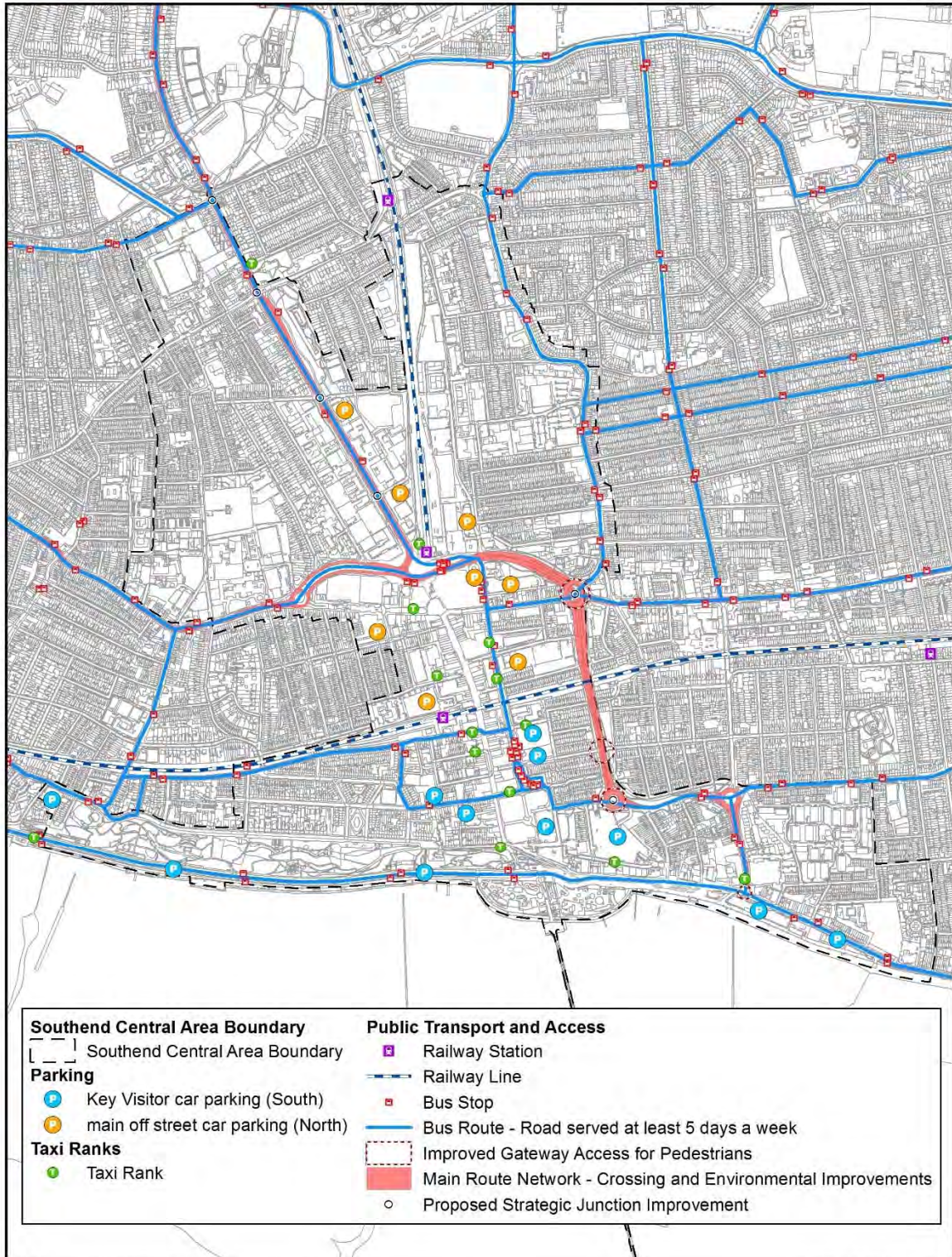
			Southend Central AAP Objectives: 1, 2, 3, 4, 5, 8, 9	Policies: DS1, DS4, DS5, PA1, CS1	
Minor 47	72	Central Seafront Policy Area: Aims	<i>Add to Aims at end of paragraph 3, as follows:</i> There will be seamless transition between the Central Seafront and the town centre. New and enhanced access points will create a network of routes that lead seamlessly to the estuary and foreshore from surrounding areas. This will increase permeability and encourage better functional links between the different policy areas, increasing footfall and opportunities to contribute towards the local economy. Car parking will be addressed within this integrated approach to development, which combines with other objectives for the policy area, and contributes to the vitality and viability of the central seafront area.		
Minor 48	72	187	<i>Amend paragraph as follows:</i> The Central Seafront Policy Area, as defined on the Policies Map, is a thriving leisure and tourism area and with over 6 million day visitors a year, it is a significant economic asset to the town. The area's resort function will be maintained and enhanced through a co-ordinated programme of quality development and transport and environmental enhancement schemes. <i>[create new paragraph and update numbering of subsequent paragraphs]:</i> Although the Pier Lift, a landmark building (Policy DS3) has helped to improve access between the Central Seafront Policy Area and Town Centre, if access was more straightforward and more pronounced in other locations such as Opportunity Site CS1.2 Seaways, there may be a better exchange of visitors between the Central Seafront and Town Centre and their functions. Its regeneration and successful integration with the town centre through improved and enhanced pedestrian links amongst other things, will therefore be key to increasing footfall and improving the areas vitality and viability.		
Minor 49	73	191	<i>Amend paragraph as follows:</i> In respect to leisure and tourism the Central Seafront draws in residents and visitors for a range of activities including use of the beach, water sports and other seafront attractions. Adventure Island is a major tourism asset to Southend, but its physical form tends to be inward looking and isolated from its urban context. It also obscures esplanade level views and routes to the sea. If redevelopment and expansion does occur options should be explored with the owners how changes within the site could simultaneously benefit the public realm around it by creating a more permeable boundary and incorporating active frontages to increase footfall around the site edges.		

Minor 50	73	195	<i>Amend paragraph as follows:</i> Seaways, <u>currently a surface level car park</u> , presents a major opportunity for mixed-use development, contributing to the leisure and cultural <u>and tourism</u> offer of Southend Central Area through the provision of uses such as restaurants and cinema, as well as possibly a hotel or residential , car parking, public open and green spaces, improved access and connectivity through the creation of 'Spanish Steps' linking this opportunity site to the promenade of Marine Parade, <u>as well as possibly a hotel or residential</u> .																													
Minor 51	75	Policy CS1.3.f	<i>Amend Policy CS1.3.f as follows, and renumber subsequent criteria:</i> f. provision of a more permeable boundary to Adventure Island to provide views in and through the site.																													
Minor 52	77	199	<i>Amend paragraph as follows:</i> The foreshore is designated for International, and European, <u>National and Local</u> sites for nature conservation. Particularly relevant to the Central Seafront Policy Area are Benfleet and Southend Marshes (SPA, SSSI, and Ramsar site <u>and Local Nature Reserve</u>), which comprises the intertidal part of the Thames Estuary from Benfleet to Shoeburyness and cover the same land area within the SCAAP and wider Southend-on-Sea Borough.																													
Minor 53	86	Policy PA9.3.i.a	<i>Amend policy as follows:</i> a. have regard to all residential buildings on the opposite side of Sutton Road <u>bordering the Opportunity Site</u> and contribute positively to repairing the street scene and urban grain in this area;																													
Minor 54	87	Policy Linkages	<i>Amend Policy Linkages box for SCAAP policies as follows:</i> <table><tr><th colspan="8">POLICY LINKAGES - SUTTON</th></tr><tr><td colspan="4">Southend Central AAP</td><td colspan="4">Policies:</td></tr><tr><td colspan="4">Objectives: 1, 2, 3, 5, 6, 8, 9, 10</td><td colspan="4"><u>DS3</u>, DS4, DS5, PA2, PA4, PA8</td></tr></table>						POLICY LINKAGES - SUTTON								Southend Central AAP				Policies:				Objectives: 1, 2, 3, 5, 6, 8, 9, 10				<u>DS3</u> , DS4, DS5, PA2, PA4, PA8			
POLICY LINKAGES - SUTTON																																
Southend Central AAP				Policies:																												
Objectives: 1, 2, 3, 5, 6, 8, 9, 10				<u>DS3</u> , DS4, DS5, PA2, PA4, PA8																												
Minor 55	109	Appendix 6	<i>Amend Appendix 6 as follows:</i> <table><tr><th></th><th>Core Strategy 2001 to 2021</th><th>Completed April 2001 to March 2016 (net)</th><th>Core Strategy (as adjusted 2016 to 2021)</th><th>Site Allocations (net) to be delivered by 2021*</th><th>Other commitments to be delivered by 2021</th><th>Total New Dwellings</th><th>Difference from Core Strategy (adjusted 2014 to 2021)</th></tr><tr><td>SCAAP</td><td>2,474</td><td>1,087</td><td>1,387</td><td>1,732</td><td>434 <u>425</u></td><td>2,166 <u>2,157</u></td><td>+779 <u>+770</u></td></tr></table>							Core Strategy 2001 to 2021	Completed April 2001 to March 2016 (net)	Core Strategy (as adjusted 2016 to 2021)	Site Allocations (net) to be delivered by 2021*	Other commitments to be delivered by 2021	Total New Dwellings	Difference from Core Strategy (adjusted 2014 to 2021)	SCAAP	2,474	1,087	1,387	1,732	434 <u>425</u>	2,166 <u>2,157</u>	+779 <u>+770</u>								
	Core Strategy 2001 to 2021	Completed April 2001 to March 2016 (net)	Core Strategy (as adjusted 2016 to 2021)	Site Allocations (net) to be delivered by 2021*	Other commitments to be delivered by 2021	Total New Dwellings	Difference from Core Strategy (adjusted 2014 to 2021)																									
SCAAP	2,474	1,087	1,387	1,732	434 <u>425</u>	2,166 <u>2,157</u>	+779 <u>+770</u>																									

			Local Authority Area excluding SCAAP	4,026	3,694	332	To be determined	786 <u>780</u>	786 <u>780</u>	+454 <u>+448</u>
			All Borough (Total)	6,500	4,781	1,719	1,732	1,220 <u>1,205</u>	2,952 <u>2,937</u>	+1233 <u>+1,218</u>
Minor 56	111	Appendix 8	<p><i>Amend paragraphs 3 and 4 as follows:</i></p> <p>In respect to Policy DS1 .34(a) vacant units could include units occupied for temporary or 'flexible' uses, permitted through a temporary planning permission or under permitted development rights</p> <p>In relation to Policy DS1 .34 the following details will be used to assess the acceptability, or otherwise, of the information submitted and any marketing undertaken.</p>							
Minor 57		Policies Map	<p>Amend boundary of protected green space to omit Pier West Café.</p> <p>See Appendix D.</p>							

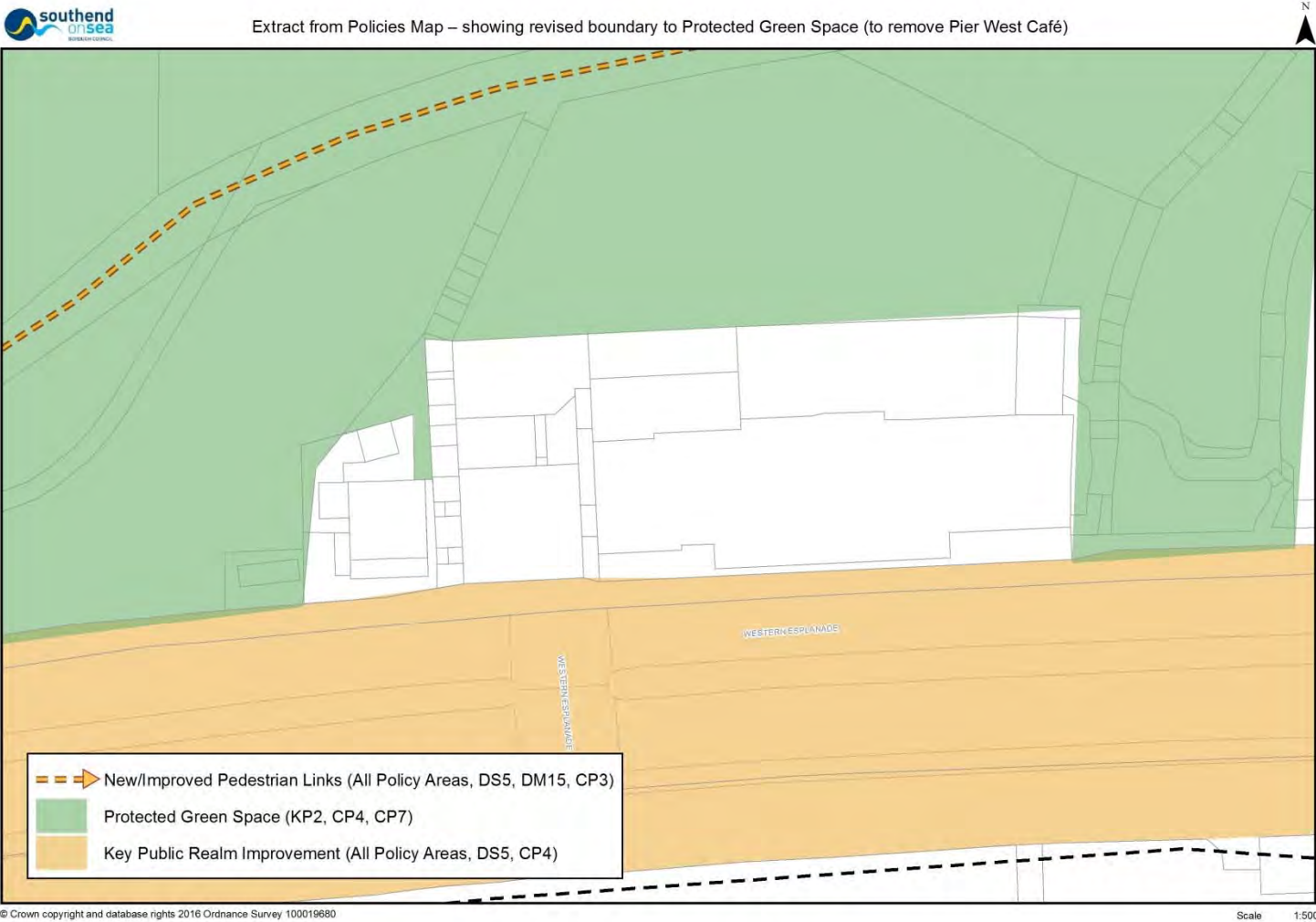
Appendix C: as Minor 30, updated Maps to reflect key visitor parking areas in central area south





Appendix D: as Minor 57, amend boundary of protected green space on policies map to omit Pier West Café from this designation.

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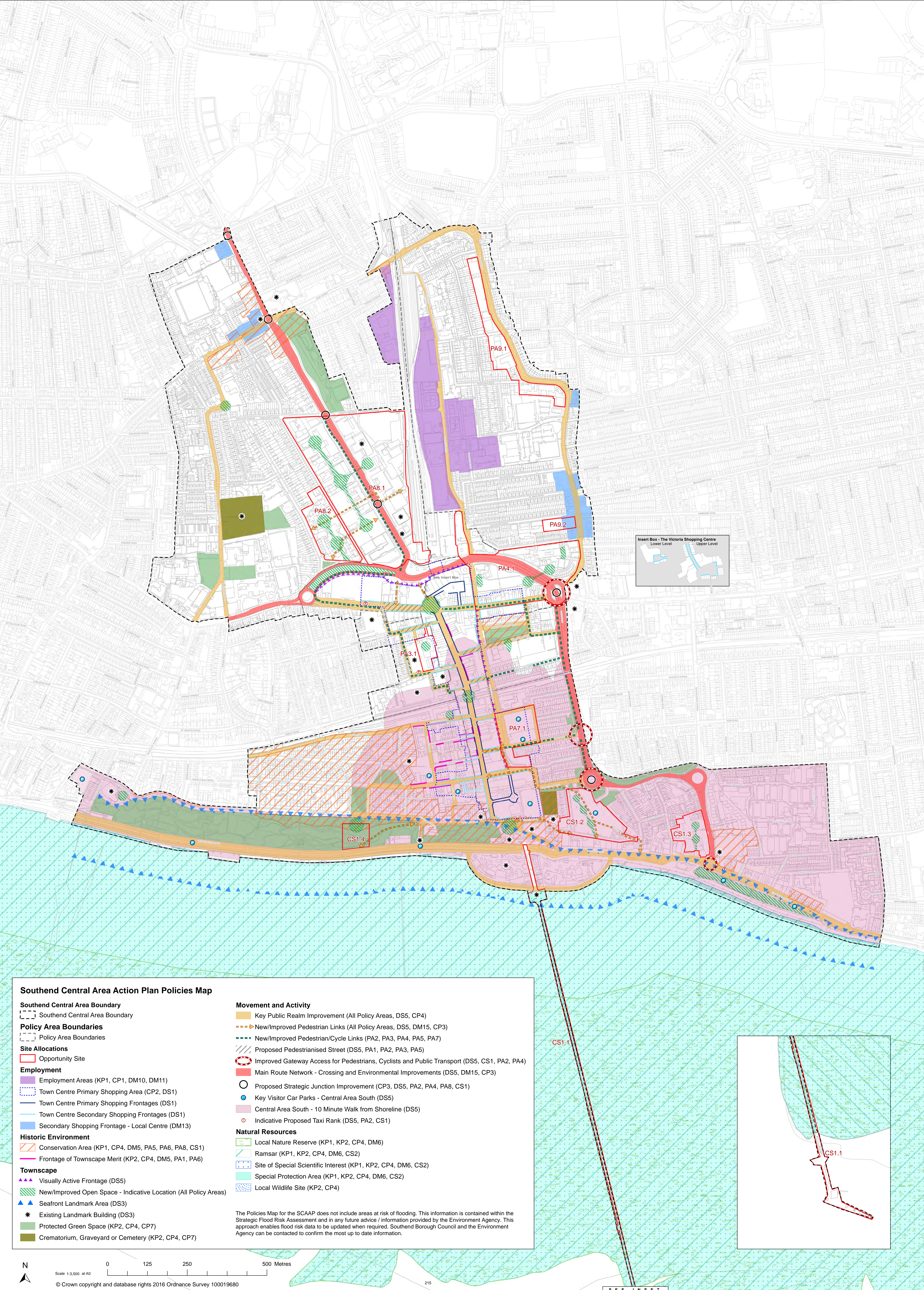
Southend Central Area Action Plan (SCAAP) – Schedule of further minor modifications post-Inspectors Report

Ref	Page	Policy / Paragraph	Further Minor Modification						
FM1	12	Strategic Objective 6	<i>To correct typing error in Inspectors Mods and reflect Proposed Main Modification1:</i> To support the viability and vitality of the town centre, so that it remains the first preference for all forms of retail development...						
FM2	16	40	<i>Update references to policy areas to accurately reflect terminology used in the plan:</i> <ul style="list-style-type: none">▪ PA1 High Street;▪ PA2 London Road;▪ PA4 Queensway and Opportunity Site PA4.1 along Southchurch Road;▪ PA6 Clifftown (for small scale niche retail);▪ PA7 Tylers, including Opportunity Site PA7.1.						
FM3	19	55	<i>Update minor modification 7 to reflect revised numbering of policy criteria:</i> In respect to Policy DS1.34(a) vacant units could include units occupied for temporary or 'flexible' uses, permitted through a temporary planning permission or under permitted development rights.						
FM4	19	56	<i>Update minor modification 8 to reflect revised numbering of policy criteria:</i> For the purposes of calculating the proportion of retail in any given frontage (in respect to policy DS1 point 4a3a, any building operating under a permitted 'flexible use' at the time of assessment will be considered on the basis of the use class it had prior to the temporary use change						
FM5	41	129	<i>Update reference to map title:</i> Map 6: SCAAP Public Transport and Access						
FM6	43	Map 4	<i>With reference to Inspector's Mod MM7:</i> <i>Amend label as follows</i> Alexandera						
FM7	44	Table 5	<i>With reference to Inspector's Mod MM8:</i> <i>Amend Table 5 column 1 as follows to correct spelling:</i> <table><tr><td>Tylers</td><td>249</td></tr><tr><td>Alexandera</td><td>74</td></tr><tr><td>Clarence</td><td>126</td></tr></table>	Tylers	249	Alexandera	74	Clarence	126
Tylers	249								
Alexandera	74								
Clarence	126								
FM8	45	Policy DS5.2.b.i	<i>Update as follows to include correct punctuation:</i> Adopted parking standards;						
FM9	74	197	<i>Amend paragraph as follows to correct typing error:</i> Seaways, currently a surface level car park, presents a major opportunity for mixed-use						

			development, contributing to the leisure, cultural and tourism offer of Southend Central Area through the provision of uses such as restaurants and cinema, car parking, public open and green spaces, improved access and connectivity through the creation of Spanish Steps linking this opportunity site to the promenade of Marine Parade, as well as possibly a hotel or residential.
FM10	78	CS2.1.c	<i>Amend text as follows to remove long reference to SSSI:</i> Not normally permit development proposals that adversely affect a site of national importance (SSSI). In cases where an adverse effect on the special interest of SSSI is considered likely, but the benefits of the development are shown to clearly outweigh both the impacts on the special features of the site and any broader impact on the wider framework of SSSIs, an exception may be made. In cases where development proposals will result in significant harm to a SSSI, in exceptional circumstances the Council may make exceptions for development proposals on a Site of special Scientific Interest (SSSI) , only if it can be demonstrated that:
FM11	85	223	<i>Update Opportunity Site reference:</i> As Opportunity Site (PA98.1) is large and in multiple....
FM12	88	226	<i>Update reference to table to reflect revised numbering:</i> The SCAAP proposes 11 Opportunity Sites shown in Table 67.
FM13	89	Table 7	<i>Update header of table to reflect revised numbering:</i> Table 67: Development Sites within SCAAP Policy Areas
FM14	89	231	<i>Update reference to table to reflect revised numbering:</i> Table 78 sets out an...
FM15	89	Table 8	<i>Update header of table to reflect revised numbering:</i> Table 78: Indicative Scale of Development (Gross) within Opportunity Sites (2016-2021)
FM16	93	Implementation and Monitoring – Policy DS4 (table)	<i>Amend Column 2, row 4 as follows to reflect punctuation used in tables:</i> Core Strategy DPD: KP1, KP2, KP3, CP4÷ Development Management DPD: DM6
FM17	94	Implementation and Monitoring – Policy DS5	<i>Amend Column 2, row 4 as follows to reflect punctuation used in tables:</i> Core Strategy DPD: KP2, KP3, CP3, CP4÷

		(table)	
FM18	95	Implementat ion and Monitoring – Policy PA1 (table)	<i>Amend Column 2 to correct spelling mistake: Stub end roads Ppedestraianisation</i>
FM19	104	Appendix 2	<i>Add additional reference to glossary, following alphabetical ordering, as follows: SPA Special Protection Area SSSI Site of Special Scientific Interest</i>
FM20	111	Appendix 8	<i>Amend policy references in paragraphs 3 and 4 to reflect update to Minor Modification 56: In respect to Policy DS1.34(a) vacant units could include units occupied for temporary or 'flexible' uses permitted through a temporary planning permission or under permitted development rights.</i> <i>PART A – Marketing In relation to Policy DS1.43 the following details will be used to assess...</i>
FM21	113	Appendix 9	<i>With reference to Inspector's Mod MM22: Amend Appendix 9 title as follows: Appendix 9: Publicly available paid for parking in Central Area South (area as defined in Map 4)*</i>
FM22	113	Appendix 9	<i>With reference to Inspector's Mod MM22: Amend Column 1, row 8 as follows to correct spelling: Alexandera St</i>

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Southend Central Area Action Plan (SCAAP) – Representations on Proposed Modifications

July – Sept 2017

Totals

Respondents - 12

Representations – 50

Of that

Support – 20

Object - 15

Comment - 15

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
Tony Nathan	2907	General	Comment	Apart from the need to significantly simplify the wordiness of the document into a much simpler summary, it does seem a lot of work for little significant benefit.
Robert Deanwood National Grid	2908	General	Comment	National Grid has no comments to make in response to this consultation.
Natural England	2909	General	Support	Natural England supports the minor modifications to the SCAPP. We have no further comments to make.
Katie Parsons Historic England	2914	General	Support	We very much welcome many of the Proposed Modifications put forward by the Council particularly Main modifications 13, and Minor modifications 4, 17, 18, 42. These address many of our earlier concerns.
Katie Parsons Historic England	2918	General	Comment	We should like to stress that the above comments are based on the information provided by the Council in its consultation. To avoid any doubt, this does not affect our obligation to provide further advice and, potentially, object to specific proposals, which may subsequently arise where we consider that these would have an adverse effect upon the historic environment.
Mary Power PowerHaus Consultancy on behalf of Southend United Football Club	2924	General	Object	In support of representations made on behalf of Stockvale Group and Turnstone, our letter of the 14 th July highlighted that policy CS1.2 was unsound as the delivery of a commercially viable cinema would not be able to achieve the policy requirement for no net loss in car parking provision. However, no modifications have been made regarding policy CS1.2. Therefore, I wish to re-emphasise that this policy should not be made as it is highly uncertain that a leisure focused development on the Seaways Car Park could be viably delivered during the SCAAP Plan period.

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
Alison Osbourne Indigo Planning on behalf of Valad	2919	Main 1	Support	Valad welcomes the inclusion of the New Strategic Objective (6) which provides important protection for the town centre. Valad agrees that Southend town centre must be the first preference in the Borough for all forms of retail and leisure development, and other town centre uses attracting large numbers of people. It is essential that the policy framework creates an environment that encourages investment in the Central Area.
Alison Osbourne Indigo Planning on behalf of Valad ds	2920	Main 2	Support	Valad support the inclusion of the proposed text to Policy DS1.1, and agrees that the town centre must remain the first preference for all forms of retail and leisure development, and for other town centre uses attracting large numbers of people. This modification is an important amendment which conveys greater support for taking steps to ensure the town centre's vitality and viability, and to encourage investment.
Mary Power PowerHaus Consultancy on behalf of Southend United Football Club	2923	Main 2 and 3	Object	The proposed wording of DS1.1 in the Schedule of Modifications replicates the proposed wording of SBP and IP in its entirety and therefore, on behalf of SUFC I wish to re-emphasise that the wording is unsound and re-submit our proposed wording.
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2925	Main 4	Object	<p>We object to the reference that: "There are 3,142 publicly available paid for car parking spaces to the south of the Central Area..." This does not reflect the current supply of paid for car parking spaces south of the railway line. The difference is based on an inaccurate survey of car parking spaces, the use of significantly out of date figures for the Seaway Car Park, coupled with the exclusion of a number of paid for on street parking areas. The correct number is set out in our amended version of Appendix 9 (see our separate representations on that).</p> <p>A meeting was held with the Council on 21st June. At this meeting, Stockvale explained the differences between the Stockvale and Southend Borough Council (SBC) figures. The Stockvale figures are based on a December 2016 survey. Stockvale stated that it was willing to meet with the Council on any of the sites where there was disagreement and agree figures, but the Council was not willing to agree to this. The Council has given no explanation for the discrepancies in its figures, so Stockvale cannot accept that the figures shown in the Schedule of Modifications are correct. We would suggest that the Stockvale figures are used in favour of the SBC figures. Alternatively, Stockvale remains willing to meet with the Council on site and agree these figures, which should be a relatively straightforward exercise as this is a statement of fact. We also see no reason for the reference to only paid-for spaces, when free spaces are also available and should be recognised. There are an additional 132 free on-street spaces available for visitors (based on the conservative assumption that 75% of the on-street spaces are used by residents).</p> <p>The Proposed Modification also states: "2,562 of these spaces are located in publicly available key visitor car parks (Table 5)". This is based on the car parks that have been designated as such in Table 5. Stockvale strongly</p>

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219				<p>objects to the exclusion of a number of key visitor car parks from this list, for which there is absolutely no explanation given. This artificially reduces the number of key car parking spaces significantly, and given the severe capacity issues in the seafront area, to be sound the discrepancy in our representations to Main 7. If our amended version of Table 5 is accepted, then the figure of 2,562 should be replaced with 3,207.</p> <p>We propose the following amended wording: “135 There are 3,142<u>3,536</u> publicly available paid for car parking spaces to the south of the central area within approximately 10 minutes’ walk from the shoreline (Appendix 9), serving both the seafront and southern parts of the Southend Central Area, and an additional 132 free on-street spaces available for visitors. 3,162<u>2,562</u> of these spaces are located in publicly available key visitor car parks (Table 5). As a result of the peak capacity issues, as identified by the <u>Car Parking</u> Study, and to support the vitality and viability of the central seafront area, it is expected that there will be no net loss of key visitor car parking to the south of the Central Area.”</p> <p>Linked to this, we also consider the following Modifications to Paragraph 135 are essential to ensure that the Council’s approach to the protection of key parking spaces is clear: “Given the constraints and limited land availability of the Central Area, opportunities to increase car parking to the south will be limited, however where viable and feasible, the Council will seek further provision in association with development <u>to allow for planned growth in seafront businesses, and a proportion of these spaces will be reserved for that purpose (i.e. not used to accommodate parking demand from a specific development)</u>. One example of this is the New Southend Museum (Opportunity Site CS1.4), which has planning permission for approximately 220 public car parking spaces. <u>In addition, the Council will require the provision of appropriate levels of car parking spaces associated with development of the key car park themselves. This will involve no net loss of the existing car parking spaces, and sufficient additional spaces to accommodate the development, in line with the requirements of Policy DS5 below.</u></p>
David Burch Essex Chambers of Commerce	2891	Main 4	Object	<p>We object to the statement that "There are 3,142 publically available paid for car parking spaces to the south of the Central Area" and support Stockvale as to the correct number of parking spaces available which they set out in amended version of Appendix 9. We also agree that in considering parking provision free spaces should be included alongside paid for spaces.</p> <p>We would also support the proposed amended wording submitted by Stockvale in respect of Para 135 and that there should be no net loss of key visitor car parking to the south of the Central Area.</p>

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Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2926	Main 5	Object	<p>We support the Modifications to the first bullet point, on the assumption that Table 5 is “corrected” to include all the key visitor car parks (see our objection to ‘Main 7’). However, these amendments do not go far enough as they do not also amend the second part of the bullet point, which currently states: “...and to maintain overall capacity at a level that supports the vitality and viability of the SCAAP area, and enables the delivery of relevant Opportunity Sites”. As currently worded, it states no net loss of key visitor car parks, but suggests that there is flexibility on “overall capacity” if it enables delivery of Opportunity Sites. This Modification does not, therefore, resolve our objection.</p> <p>To resolve our objection, the first bullet point should make reference to the overall level of parking and making it clear that development of Opportunity Sites retains existing levels as well as meeting its own needs. This issue was a key point made at the Examination, and as referred to in the RPS Response to Additional Document 13 (dated 14th July 2017), it is clear that the developer of the Seaway Site (Opportunity Site CS1.2) will potentially provide fewer spaces than are currently available without the development. This is extremely concerning and shows that the SCAAP as currently worded will not be effective. Our proposed modification for Paragraph 136 was simply aimed at clarifying the Council’s expectation that if there is to be a redevelopment of an Opportunity Site then the existing spaces should be protected, and the development’s own net needs should be additional to this, taking into account peak days for the seafront. The following amendment would resolve this objection:</p> <p>“136 (first bullet point) ensure there is no net loss in key visitor car parking to the south of the Central Area (for the purposes of Policy DS5.2.b, these are the key visitor car parks (Table 5) located within 10 minutes’ walk of the shoreline (see Map 4), and to maintain overall capacity at a level that supports the vitality and viability of the SCAAP area, <u>generally aiming to retain the level of 3,668spaces as of June 2017, and enabling the delivery of relevant Opportunity Sites, whilst ensuring that these sites provide sufficient spaces to accommodate their own needs, in addition to protecting existing parking levels;</u></p>
David Burch Essex Chambers of Commerce	2892	Main 5	Comment	<p>We support the modifications to the first bullet point but are not convinced that it goes far enough in protecting parking provision. We are aware of the plans being developed for the Seaway site which suggest there may be fewer spaces after development than currently exist. We would like to see a commitment that any opportunity sites that are developed provide adequate parking for their own needs in addition to protecting existing levels of parking provision.</p>

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221				<p>Table 5: Key Visitor Car Parks to the south of the Central Area within the area identified by Figure X*</p> <table><tr><th>Key Visitor Car Park</th><th>Number of Spaces*</th><th>Key Visitor Car Park</th><th>Number of Spaces*</th></tr><tr><td>FAIRHEADS</td><td>211</td><td>FAIRHEADS</td><td>211</td></tr><tr><td>SEAWAY***</td><td>478 661</td><td>SEAWAY***</td><td>810</td></tr><tr><td>ROYALS**</td><td>426</td><td>ROYALS**</td><td>426</td></tr><tr><td>SHOREFIELD</td><td>125</td><td>SHOREFIELD</td><td>125</td></tr><tr><td>YORK ROAD</td><td>93</td><td>YORK</td><td>93</td></tr><tr><td>TYLERS</td><td>249</td><td>TYLERS</td><td>249</td></tr><tr><td>ALEXANDER ST</td><td>74</td><td>ALEXANDER ST</td><td>74</td></tr><tr><td>CLARENCE</td><td>126</td><td>CLARENCE</td><td>126</td></tr><tr><td>WESTERN ESPL. CENTRAL</td><td>585</td><td>WESTERN ESPL. CENTRAL</td><td>585</td></tr><tr><td>WESTERN ESPL. EAST</td><td>128</td><td>WESTERN ESPL. EAST</td><td>128</td></tr><tr><td>EASTERN ESPL.</td><td>67</td><td>EASTERN ESPL.</td><td>67</td></tr><tr><td>NCP**</td><td>138</td><td></td><td></td></tr><tr><td>MARINE PLAZA****</td><td>67</td><td></td><td></td></tr><tr><td>BEACH ROAD**</td><td>40</td><td></td><td></td></tr><tr><td>PREMIER INN</td><td>68</td><td></td><td></td></tr><tr><td>KURSAAL</td><td>104</td><td></td><td></td></tr><tr><td>TOTAL</td><td>3,162</td><td></td><td></td></tr></table> <p>* As per Car Parking Study for the Central Area of Southend (base date May 2016) Base date June 2017 ** Private Car Park *** capacity for 810 spaces, but 661 marked bays **** Capacity for 200, but 67 spaces covered by lawful development certificate</p>	Key Visitor Car Park	Number of Spaces*	Key Visitor Car Park	Number of Spaces*	FAIRHEADS	211	FAIRHEADS	211	SEAWAY***	478 661	SEAWAY***	810	ROYALS**	426	ROYALS**	426	SHOREFIELD	125	SHOREFIELD	125	YORK ROAD	93	YORK	93	TYLERS	249	TYLERS	249	ALEXANDER ST	74	ALEXANDER ST	74	CLARENCE	126	CLARENCE	126	WESTERN ESPL. CENTRAL	585	WESTERN ESPL. CENTRAL	585	WESTERN ESPL. EAST	128	WESTERN ESPL. EAST	128	EASTERN ESPL.	67	EASTERN ESPL.	67	NCP**	138			MARINE PLAZA****	67			BEACH ROAD**	40			PREMIER INN	68			KURSAAL	104			TOTAL	3,162		
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TOTAL	3,162																																																																											
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2927	Main 6	Object	<p>We object to the wording of Main 6. This will not be effective as it does not make it clear that at significant times of the year there is no capacity at all in the key visitor car parks. This lack of clarity has undoubtedly emerged because the Council has not undertaken car park surveys on any peak days (see RPS Response to Addendum to Additional Document 14, 11 August 2017), so it has not identified the extent of the problem. This issue was discussed at length at the Examination. This shortcoming with the evidence base is having a direct effect on the wording of policy and supporting text. It is essentially offering the developer a number of options for not providing the parking spaces that would be needed to support the proposed development. This would have the effect of eroding the availability of car parking spaces in the key visitor car parks, which could have a catastrophic effect on parking availability at peak times, causing significant queuing on key routes, illegal parking, poor visitor experience and ultimately a contraction in the visitor economy. This was all discussed at length at the Examination, and we are disappointed that the Council has not made this position clear in the SCAAP.</p> <p>(The attached newspaper report from 30th August 2017 (see Enclosure 2) shows the extent of the problem at peak periods, which would be exacerbated by the loss of capacity – refer to full submission).</p> <p>The reference to “availability of parking in other convenient locations” is imprecise and would potentially</p>																																																																								

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
222				<p>allow developers to rely on car parks that are not well located in relation to the seafront, again eroding the capacity of key visitor car parks.</p> <p>In addition, the reference to “opportunities for further mode shift through the travel plan process” is another potential route for developers to avoid providing car parking spaces which, if this does not result in the provision of sufficient additional car parking spaces, will again erode available spaces with very harmful results. Whilst of course travel plans are to be welcomed, this should not be worded as it is currently drafted, which uses travel plans as a reason for reducing supply. We support the final sentence as it requires a recognition of the need to accommodate peaks and troughs. However, the Council does not currently have data on the extent of peaks as it has undertaken no car park surveys on peak days. Whilst this is partly a development control issue, we would be reassured if the Council would state clearly that it will require Transport Assessments to consider the car parking requirements on peak days for the seafront area (as opposed to standard weekday network peaks) and ensure that there is no erosion of the resort’s ability to accommodate visitor trips at these times. Otherwise there is a strong likelihood that developers will (as is normally the case) say that they will only propose to assess traffic and car parking usage on standard network peaks (Monday to Friday AM and PM peaks). This Paragraph must be clear that, because of the importance of these car parks to the seafront businesses at peak times, transport assessments must also consider these peak days and that either the developer or the Council must undertake surveys on peak days to quantify the usage of these spaces.</p> <p>We would suggest that the Paragraph is reworded as follows to make it sound. Without this amendment the paragraph will not be effective in making it clear that developers must be able to understand how the development will protect the usage of these spaces by visitors to the seafront on peak days: “Development proposals that come forward on key visitor car parking areas to the south of the Central Area (as defined by Map 4) will need to ensure that there is no net loss within the key visitor car parks as identified in the SCAAP (policy DS5.2.b) and Table 5. Any planning application would need to be accompanied by a detailed transport assessment that would include an analysis of the impact of the additional parking demand generated by the proposed development on the identified key visitor car parks <u>during peak days for the seafront areas</u>, having regard to adopted parking standards, linked/combined existing trips, availability of parking in other convenient locations, and opportunities for further mode shift through the travel plan process. Any change in parking provision as a result of major redevelopment must not undermine the resort’s ability to accommodate visitor trips, recognising the peaks and troughs of demand for car parking. <u>The transport assessment must include an analysis of parking availability on resort peak days, using up-to-date survey data of the usage of key visitor car parks in peak holiday periods.</u>”</p>

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David Burch Essex Chambers of Commerce	2893	Main 6	Object	<p>We object to the wording of Main 6 as it does not address the issues of parking capacity in key visitor car parks despite acknowledging that there is a need to accommodate peaks and troughs in parking demand. We don't believe that the use of the phrase "availability of parking in other convenient locations" is precise enough. What is convenient to one person might be completely inconvenient to another so this needs to be spelt out better. We also remain unconvinced that the Council will be able to effect the modal shift it desires so would discount this option.</p>
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association 223	2928	Main 7	Object	<p>Table 5 includes one error and a number of exclusions. The error is with the Seaway car park, and this is a significant and material error. At the meeting on 21st June the Council acknowledged that there were now 661 marked bays at Seaway car park. To use the figure of 478 spaces, which is out of date, will seriously underestimate the capacity of the car park by not protecting all spaces, which means the policy will not be justified by the evidence base, nor will it be effective as it will allow for a net loss of a very large number of spaces (up to 183)1.</p> <p>1 The lease that the Council has entered into with Turnstone Southend Ltd only requires the provision of 480 spaces on this site. This perhaps explains why the Council is not acknowledging the current number of marked bays on this site, and emphasises the need for the SCAAP to get it right.</p> <p>In our response to the Statement of Common Ground, Stockvale suggested that the number of 478 should be amended to 810 spaces, which is our understanding of its capacity, based on work undertaken by SK Architects. However, we consider that, at the very least, there should be a recognition of the car park's current capacity of 661 in the Table and this would be sufficient to resolve Stockvale's objection.</p> <p>For the benefit of the Inspector, at the meeting on 21st June 2017, at which Stockvale and the Seafront Traders Association were attempting to agree the factual basis for the existing car parking capacity on Seaway and other sites, RPS asked the Council why it was only proposing to recognise 478 of the 661 spaces that are currently marked out on the site. The reason given was because the spaces had been created by moving the coach parking to another location, and the Council needed the flexibility to reinstate the coach spaces on the Seaway site if these spaces were no longer available to the Council. RPS asked the Council how protecting only 478 of the spaces would allow the coach spaces to be reinstated after the redevelopment of the site has proceeded. It seemed to us that if the area previously used by the coach spaces was to be protected now and in the future, this could only be achieved by recognising the full 661 spaces. The Council chose to not respond to this question. It seemed to RPS that the reason given by the Council for only identifying 478 spaces in Table 5 was not sound, because if there was a risk that the coach spaces may need to be reinstated on the Seaway site in future, this risk would equally apply before and after the redevelopment. This is not a suitable or sound basis on which to build a policy. Quite the contrary, the policy appears to be achieving the exact opposite of the outcome that the Council and Stockvale are both seeking. The Council wants to ensure flexibility for the</p>

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224				<p>reinstatement of coach parking spaces and Stockvale (and the Seafront Traders Association) want to protect existing car parking supply. Neither of those objectives would be served by reducing the number of spaces on the Seaway car park from 661 to 478.</p> <p>This complete lack of logic (and accuracy) resulted in RPS investigating this further on behalf of Stockvale, as our clients are extremely concerned about the damage this policy will inflict on the resort. We needed to understand the basis for this approach of protecting the figure of 478 spaces at all costs, regardless of justification. A redacted copy of the Heads of Terms on which the agreement between Southend Borough Council and Turnstone Southend Limited was made available to RPS – this is attached in the full submission (see Enclosure 3). Under ‘Proposed Development’ on Page 2, it states:</p> <p>“No less than 480 car parking spaces to serve the leisure element of the development”.</p> <p>So it appears to RPS that the Council’s position is not based on the number of spaces that exist on the site (661), nor does it appear to be based on the need to allow flexibility for the reinstatement of coach parking spaces (as suggested at the meeting on 21st June 2017), as this would also require 661 spaces. It appears to be based on setting a level of parking that corresponds approximately to an Agreement for Lease with a developer. In short, this is not a sound planning basis for arriving at the number of spaces on the Seaway site; it is simply an attempt to ensure that a private agreement between the Council and a developer is honoured. This is quite simply not sound, not backed up by any of the reasons given by the Council, and certainly not backed up by any of the evidence provided by Stockvale or the Seafront Traders Association at the Examination. It is essential that this figure is corrected in the SCAAP to ensure that this table, and the policies and paragraphs that refer to this table, are sound.</p> <p>(As an aside, RPS understands that, at more recent meetings, the Council has now amended its reasons for only identifying 478 of the 661 spaces on the site. It now states that the removal of coaches was permanent, but the additional spaces on Seaway that were created by the removal of coaches was “temporary”. This latest position, as with the original position, is backed up by no evidence.)</p> <p>A number of car parks have been excluded from this table: Marine Plaza: Although there is a lawful development certificate for the car park confirming the lawful use of 67 spaces, this does not represent the actual capacity of the car park, which is 200. However, given that any appeal of the LDC will not be resolved in time for the Inspector’s Report, Stockvale has accepted the figure of 67 spaces. It should, however, be identified as a Key Visitor Car Park, as it is arguably the most prominent car park on the seafront, being located at the junction between Southchurch Avenue and Marine Parade, and</p>

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225				<p>noted in a footnote that there is capacity for 200 across the whole site. The fact that it has an extant planning permission (which expires in July 2018) is not relevant. It is appropriate for the SCAAP to include policies against which any future applications can be considered as the SCAAP needs to respond to the possibility that this permission will expire and a new planning application will be submitted. This is entirely appropriate as Marine Plaza is an Opportunity Site, so the SCAAP should be providing consistent policies against which to consider planning applications.</p> <p>Beach Road: We understand from the SOCG that the Council's reason for not including this car park is because it is not signed. In Stockvale's view, the designation of a key car park is not a function of whether it is signed, it is a function of the extent to which the car parks serve tourists visiting the town. As this site plays a key role, it should be included in the list of key car parks.</p> <p>NCP Southend Central: We understand from the SOCG that SBC has not included this car park because it is attached to the station and primarily for users of this facility. This car park operates exactly the same way as The Royals Car Park. On weekends and school holidays it serves a joint shoppers and tourist role. It falls within Map 4 walking distance of the seafront, so should be included.</p> <p>Premier Inn: In the SOCG it is made clear that the Council has excluded this car park because it is primarily used by customers of Premier Inn, albeit the car park is open to all. Stockvale is more flexible on this car park given its clear dual role, however in the daytime it operates as a visitor car park that serves day visitors. Although we can understand why it was excluded from the CPS, it would seem appropriate to at least identify it as a key visitor car park in the SCAAP.</p> <p>Kursaal: The 104 car parking spaces at The Kursaal were previously private spaces for use of Kursaal customers only. This has now switched to a pay and display system where the spaces are publicly available.</p> <p>Table 5 should be amended as follows to correct the error in relation to Seaway and to include the car parks that have been inexplicably excluded.</p> <p>Table 5: Key Visitor Car Parks to the south of the Central Area within the area identified by Figure X*</p>
Paul Thompson Seafront Traders Association	2940	Main 7	Object	<p>The Seafront Traders Association agrees with the baseline figure of 3162 car parking spaces as Key Visitor parking spaces South of the railway line, as submitted by RPS on behalf of Stockvale Ltd. We agree that the Beach Rd car park, the NCP car park, the Kursaal car park and the Premier Inn car parks should be included as Key Visitor Car Parks due to their location and the fact they are</p>

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226				<p>'publically available'. Also we disagree with the council's figure of 478 spaces in the Seaway Car Park. There is a significant difference between the number of parking spaces that SBC are claiming are in Seaway car park (478 spaces) and the number of spaces the seafront traders/ RPS have counted to be in the car park (661 spaces). The STA believe the correct figure is 661 and strongly object to the council's use of an out of date figure of 478 spaces. There has been 661 spaces in Seaway for well over a year as outlined below. To use the figure of 478 spaces, which is out of date, will seriously underestimate the capacity of the car park by not protecting all spaces, which means the policy will not be justified by the evidence base, nor will it be effective as it will allow for a net loss of a very large number of spaces (183). The Plan will effectively be planning for protecting significantly fewer spaces than are available now. This will be very damaging to the resort's tourism economy and not in line with the objectives of the Plan.</p> <p>If the 478 figure is allowed to stand the loss of the 183 spaces will be devastating for seafront businesses. The area south of the railway line has a need for an increase in capacity to cope with excess demand on peak days. Congestion will increase and the importance of this strategically located car park will be negated, with increased congestion resulting.</p> <p>History</p> <p>In 2014 & 2015 the makeup of Seaway car park consisted of 489 car spaces and 36 coach bays. Due to the decline of coach trips to Southend the coach bays were rarely occupied and rarely full. From 2014 on busy days after 1pm SBC began to allow cars to park in vacant coach bays to meet the shortfall in supply of parking spaces. This worked well and in 2015 on busy days SBC employed car park attendants to manage this process. In 2016, SBC in cooperation with seafront businesses agreed to remove the coach bays from the car park and reline these as permanent car parking spaces. This created an additional 172 marked car bays, taking the total number of marked car parking bays to 661. In Spring 2017 SBC remodelled part of Southchurch Avenue to fit in 5 coach drop off bays to access the seafront. It also changed a loading bay to a permanent coach drop off bay on Marine Parade. Coaches now park at the Arriva bus garage where they have coach washing facilities etc.</p> <p>The seafront traders association worked in conjunction with SBC director of Tourism Scott Dolling, the highways portfolio holder from 2015, Cllr Martin Terry, and the current highways portfolio holder, Cllr Tony Cox to implement these changes.</p> <p>The annual revenue from coaches for 5 years prior to this in Seaway only averaged out at £14k. As there was a major shortage of car spaces on busy days and minimal coach revenue the business case to permanently remove the coaches and replace them with car spaces was justified. Further to this the 2016 gross revenue for Seaway car park with the additional car spaces reached £578k, up £129k from 2 years before.</p>

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227				<p>At this point it is crucial to note that under the terms of the pre contract agreement SBC signed with Turnstone Estates in 2014, SBC is under a contractual obligation to permanently remove the coach bays out of Seaway car park so that vacant possession can be given.</p> <p>SBC is now stating that there are only 478 spaces in Seaway car park as 172 of the 661 spaces are temporary. This statement is incorrect, dishonest and I believe fairly embarrassing.</p> <p>For the benefit of the Inspector, at the meeting on 21st June 2017, at which Stockvale and the Seafront Traders Association were attempting to agree the factual basis for the existing car parking capacity on Seaway and other sites, RPS asked the Council why it was only proposing to recognise 478 of the 661 spaces that are currently marked out on the site. The reason given was because the spaces had been created by moving the coach parking to another location, and the Council needed the flexibility to reinstate the coach spaces on the Seaway site if these spaces were no longer available to the Council. RPS asked the Council how protecting only 478 of the spaces would allow the coach spaces to be reinstated after the redevelopment of the site has proceeded. It seemed to us that if the area previously used by the coach spaces was to be protected now and in the future, this could only be achieved by recognising the full 661 spaces. The Council chose to not respond to this question. It seemed to RPS that the reason given by the Council for only identifying 478 spaces in Table 5 was not sound, because if there was a risk that the coach spaces may need to be reinstated on the Seaway site in future, this risk would equally apply before and after the redevelopment. This is not a suitable or sound basis on which to build a policy. Quite the contrary, the policy appears to be achieving the exact opposite of the outcome that the Council and Stockvale are both seeking. The Council wants to ensure flexibility for the reinstatement of coach parking spaces and Stockvale (and the Seafront Traders Association) want to protect existing car parking supply. Neither of those objectives would be served by reducing the number of spaces on the Seaway car park from 661 to 478 In my opinion the reason SBC are stating the number of spaces as 478 is that they signed a precontract agreement with Turnstone estates in 2014, one of the terms in this contract was that the minimum number of spaces turnstone estates were required to provided in their development on Seaway car park is 480. (The heads of terms are being submitted by RPS on behalf of the Stockvale group). The council are not seeking to ensure the SCAAP is sound or based on reliable evidence. They are not ad hearing to the NPPF or any planning policy, they are simply tailoring the SCAAP document to tie in with the commercial agreement they signed 3 years ago with a developer.</p> <p>Both Highways portfolio holders have confirmed the removal of the coach bays and change to car bays was permanent. (See full submission documents for evidence that the removal of coach spaces from Seaway was permanent with permanent car parking spaces replacing them.)</p>

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
David Burch Essex Chambers of Commerce	2894	Main 7	Object	We would concur with the representations made by Stockvale in respect of this section and in particular the suggested amendment to the number of spaces available in the Seaway car park.
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2929	Main 8	Object	We support the inclusion of Map 4, and the use of isochrones. However, we object to the list of car parks identified as key visitor car parks and their capacities for the reasons set out in our Objection to Main 7. This should be amended to reflect the numbers set out in Main 7.

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)		
229				Publicly available Parking	Number of Spaces*	Within a 'Key Visitor Car Park
				FAIRHEADS	211	Yes
				SEAWAY***	478 661	Yes
				ROYALS**	426	Yes
				SHOREFIELD	125	Yes
				YORK	93	Yes
				TYLERS	249	Yes
				ALEXANDER ST	74	Yes
				CLARENCE	126	Yes
				WESTERN ESPL CENTRAL	585	Yes
				WESTERN ESPL. EAST ON ST	128	Yes
				EASTERN ESPL. ON ST	67	Yes
				SOUTHEND CENTRAL STATION NCP**	138	No Yes
				BEACH RD**	40	No Yes
				MARINE PLAZA****	67	No Yes
				PREMIER INN	68	Yes
				KURSAAL	104	Yes
				YORK ROAD. ON ST	22	No
				CLIFFTOWN RD. ON ST	11	No
				BALTIC AV. ON ST	6	No
				CLARENCE RD. ON ST	16 17	No
				CLARENCE ST. ON ST	11 17	No
				WESTON RD. ON ST	19 26	No
				NELSON ST. ON ST	18 21	No
				CAPEL TERRACE. ON ST	6 9	No
				ALEXANDRA ST. ON ST	16 23	No
				CAMBRIDGE RD. ON ST	24 26	No
				ALEXANDRA RD. ON ST	39 40	No
				CASHIOBURY TERRACE. ON ST	14 13	No
				RUNWELL TERRACE. ON ST	6 9	No
				PRITTEWELL SQ. ON ST	43	No
				ROYAL TERRACE. ON ST	19	No
				CLIFTON TER/ CLIFFTOWN PDE. ON ST	45 53	No
				DEVEREUX RD. ON ST	19	No

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)																																													
				<table><tr><td><u>CLIFFTOWN PARADE</u></td><td><u>47</u></td><td><u>No</u></td></tr><tr><td><u>ALEXANDRA ST</u></td><td><u>15</u></td><td><u>No</u></td></tr><tr><td><u>CAMBRIDGE RD</u></td><td><u>8</u></td><td><u>No</u></td></tr><tr><td><u>WILSON RD</u></td><td><u>8</u></td><td><u>No</u></td></tr><tr><td><u>SCRATTON RD</u></td><td><u>5</u></td><td><u>No</u></td></tr><tr><td><u>HEYGATE AV.</u></td><td><u>6</u></td><td><u>No</u></td></tr><tr><td><u>HERBERT GROVE</u></td><td><u>4</u></td><td><u>No</u></td></tr><tr><td><u>HARTINGTON RD</u></td><td><u>6</u></td><td><u>No</u></td></tr><tr><td><u>ASH WALK</u></td><td><u>1</u></td><td><u>No</u></td></tr><tr><td><u>PLEASANT RD</u></td><td><u>7</u></td><td><u>No</u></td></tr><tr><td><u>HARTINGTON PLACE</u></td><td><u>3</u></td><td><u>No</u></td></tr><tr><td><u>VICTORIA RD</u></td><td><u>9</u></td><td><u>No</u></td></tr><tr><td><u>NORTHUMBERLAND AV</u></td><td><u>5</u></td><td><u>No</u></td></tr><tr><td><u>ARNOLD AV</u></td><td><u>8</u></td><td><u>No</u></td></tr><tr><td>TOTAL</td><td>3,668</td><td>N/A</td></tr></table> <p>* Base date May 2016 Base date June 2017 ** Private Car Park *** Although Seaway Car Park currently has 661 marked bays, the car park has capacity for 810 spaces **** Capacity for 200, but 67 spaces covered by lawful development certificate.</p>	<u>CLIFFTOWN PARADE</u>	<u>47</u>	<u>No</u>	<u>ALEXANDRA ST</u>	<u>15</u>	<u>No</u>	<u>CAMBRIDGE RD</u>	<u>8</u>	<u>No</u>	<u>WILSON RD</u>	<u>8</u>	<u>No</u>	<u>SCRATTON RD</u>	<u>5</u>	<u>No</u>	<u>HEYGATE AV.</u>	<u>6</u>	<u>No</u>	<u>HERBERT GROVE</u>	<u>4</u>	<u>No</u>	<u>HARTINGTON RD</u>	<u>6</u>	<u>No</u>	<u>ASH WALK</u>	<u>1</u>	<u>No</u>	<u>PLEASANT RD</u>	<u>7</u>	<u>No</u>	<u>HARTINGTON PLACE</u>	<u>3</u>	<u>No</u>	<u>VICTORIA RD</u>	<u>9</u>	<u>No</u>	<u>NORTHUMBERLAND AV</u>	<u>5</u>	<u>No</u>	<u>ARNOLD AV</u>	<u>8</u>	<u>No</u>	TOTAL	3,668	N/A
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David Burch Essex Chambers of Commerce	2895	Main 8	Support	We support the inclusion of Map 4 provided that it reflects the comments made with respect to Main 7																																													
Cllr Brian Ayling	2910	Main 9	Comment	<i>It is hoped that plans can be developed to increase numbers of car parking spaces on the Seaway car park in excess of those required by the development consequently creating opportunities for development on other car parks where replacement car parking has not yet been identified.</i>																																													

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
Ron Woodley Burges Estates Residents Association	2913	Main 9	Comment	<p>Policy DS5 discriminates between the public parking sites calling those car parks south of the railway line “key visitor spaces” and other car park spaces “public”. There is no clear explanation for this distinction indeed it is unclear whether we are talking about key visitors or key spaces. All car parks cater for visitors and there is no definition of what a key visitor is.</p> <p>As to the intention of ensuring no net loss of key visitor spaces consequent upon any development proposals coming forward, this strait-jacketed policy is a recipe for preventing or inhibiting potential growth/redevelopment. Moreover the inherent inflexibility would seem to preclude the potential for other car parks to be key. Say the park and ride experiment had been successful, would that car park not qualify for key status? Other opportunities might be also be available and succeed making nonsense of designating and distinguishing between car parks in policy terms.</p> <p>It is difficult to escape the conclusion that the sea front leisure and tourist industry is directing car park policy to the detriment of the town centre as a whole. There are good reasons to be supportive of that industry as an essential part of Southend’s economy and employment but the fact that it is a low skill, low pay, seasonal business should not be lost sight of.</p>
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2930	Main 9	Object	<p>Stockvale considers that this policy is now closer to being sound and acceptable. However, we do not consider that it makes it clear that the reference to analysis of the impact of additional parking demand on the key visitor car parks should be an analysis that is based on <u>peak days for the seafront area</u>. As set out at length in the Examination, these are the days that matter for the tourism economy. As currently drafted it would not prevent a transport assessment from only assessing standard network peaks (weekday AM and PM peak) and not the resort peak. With a few minor modifications this can be resolved.</p> <p>We suggest the policy is reworded as follows: “Require any development proposals that come forward on key visitor car parking areas in the south of the Southend Central Area (as identified in Table 5 and Map 4) to ensure that there is no loss of key visitor car parking; any planning application in these areas would need to be accompanied by a detailed transport assessment that would include an analysis of the impact of the additional parking demand generated by the proposed development on the identified key visitor car parks <u>on peak days for the seafront area</u>, having regard to:</p> <ul style="list-style-type: none"> (i) Adopted parking standards; (ii) Consideration of the extent to which linked/combined trips and opportunities for further mode shift through the travel plan process will reduce the need for additional publicly available car parking spaces; (iii) Availability of parking to the south of the Central Area within the area shown in Map 4; and (iv) The need for any replacement parking to be provided within the area shown in Map 4, where it should be

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
232				<p>secured through a planning condition or obligation as part of the overall development scheme or through another means acceptable to the Council. <u>The replacement spaces must be brought into use prior to commencement of development of the key car park.</u></p> <p>There also needs to be a paragraph that deals with the issue of temporary loss of spaces for development, noting the particular concern that emerged at the Examinations regarding developments that commence but do not complete, due to factors such as viability or developer going out of business. Given the importance of these spaces to the local economy, there needs to be a provision that ensures that protects as much as possible against this, as we suggested in the SOCG. This paragraph could be added to Policy DS5 2b: <u>“Where a development will result in a temporary net loss in publicly available car parking spaces on any of the key visitor car parks identified in Table 5, the developer will need to either provide temporary replacement provision for the duration of the construction project, or secure a bond in favour of the Council to ensure that in the event that the development is not completed the car parking can be reinstated.”</u></p> <p>There should also be a clause that recognises the potential for new car parks to be developed, where such an opportunity may arise (for example, the gasworks site which has recently been reported in the press). This should ensure that at least some of these spaces are protected in the Plan in future to support growth in the tourism economy:</p> <p><u>“Where an opportunity arises for the Council to develop a new car park in the area shown in Figure Map 4, the Council should identify a proportion of spaces (no less than 25%) that will be protected to allow for the predicted growth in visitor numbers to the seafront area.”</u></p>
David Burch Essex Chambers of Commerce	2896	Main 9	Comment	<p>We support the principle behind this policy but have concerns about when any analysis of the impact of additional parking demand on the key visitor car parks would take place. This could for example be undertaken in an off peak time and therefore not consider the impact of peak demand at other times of the year. Any such analysis must reflect demand throughout the year.</p> <p>We also have concerns about the potential loss of parking during any development period and what alternatives might be provided.</p>
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2931	Main 10	Support	<p>This Modification is supported as it clarifies that any replacement parking should be provided in the south of the Central Area, not the town centre as a whole because these car parking spaces play an important role in supporting the tourism economy.</p>
David Burch Essex Chambers of Commerce	2897	Main 10	Support	<p>We support this amendment</p>

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2932	Main 11	Support	This Modification is supported and the consideration of parking is welcomed.
David Burch Essex Chambers of Commerce	2898	Main 11	Support	We support this amendment
Katie Parsons Historic England	2917	Main 13	Comment	We note the SA supporting addendum identifies proposed modification Main 13 would provide strengthened protection to visual amenity and setting of heritage assets within policy CS1. The SA supporting addendum outlines no other significantly different effects as a result of the proposed modifications.
Mrs Sylvia Myers 233	2911	Main 19	Comment	<p>With regard to main modification 19 (PA8.4.ii(Opportunity Site PA8.2)) the Schedule of Modifications states that the following new second sentence will be added: 'The tenure split and affordability of the proposed new accommodation will not preclude existing residents displaced by the redevelopment from being permanent occupiers in the new scheme'.</p> <p>I would be grateful if you could confirm that the sheltered housing accommodation that will replace Catherine Lodge in Baxter Avenue will house at least the same number of older residents that are currently housed in Catherine Lodge and that residents of Catherine Lodge will be offered flats in the new sheltered housing unit at least equal to the size of their existing flats and the same rental. Also please confirm that the security of tenure remains the same for older residents housed in Catherine Lodge that they currently enjoy.</p>
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2933	Main 21	Comment	<p>We suggest the following amendments to ensure that the monitoring criteria reflects the correct number of spaces: "Providing the level of publicly available car parking provision to support the vitality and viability of the Central Area:-</p> <ul style="list-style-type: none"> - Keep car parking capacity, demand and traffic management provisions under review to ensure that this capacity remains at a level to support the vitality and viability of Southend Central Area. - Monitor the success in achieving no net loss of key visitor car parking (Table 5, 2,562 <u>3,162</u> spaces) to the south of the Central Area (Map 4). - Monitor any net change in overall paid for public parking within Central Area South (3,142 <u>3,668</u> spaces) as outlined in Appendix 9. <p>As Core Strategy policy CP3. As Development Management policy DM15."</p>

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2934	Main 22	Object	We support the addition of a new Appendix, as proposed in this Modification. However, the content of the Appendix needs to be amended to reflect the correct capacities, as it contains a number of errors. It will also need to be amended to reflect our proposed changes in Main 7. We have also added in a number of streets that have been excluded from the Table, as set out in our response to the Statement of Common Ground. Appendix 9 – Publically available Parking to the South of the Central Area (area defined by Figure X)*
David Burch Essex Chambers of Commerce	2899	Main 22	Comment	We support the addition of a new Appendix but believe that it needs to be amended to reflect the changes suggested by Stockvale in Main 7.
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2935	Minor 2	Support	We support this Minor Modification as it recognises that the resort's success as a day visitor destination should be built on, not replaced.
David Burch Essex Chambers of Commerce	2900	Minor 2	Support	We support this and the recognition it contains of Southend's importance as a destination for day visitors
Katie Parsons Historic England	2915	Minor 4	Comment	Minor 4: we would recommend the term <i>"historic environment"</i> is used rather than <i>"heritage assets"</i> in the modification <i>"whilst protecting and enhancing its heritage assets"</i> . As this is a more all-encompassing term which demonstrates consideration of non-designated heritage assets and intangible cultural heritage.
David Burch Essex Chambers of Commerce	2901	Minor 4	Support	We support this amendment and the recognition of the potential importance of Southend's heritage
Alison Osbourne Indigo Planning on behalf of Valad	2921	Minor 5	Comment	This paragraph would benefit from strengthening as follows: "There is consequently a need to upgrade, enhance and broaden its offer and function to possible further include other complimentary uses. The effective promotion and marketing of the town centre to potential new investors will be crucial to this process, <u>AS WILL THE EFFECTIVE APPLICATION OF STRATEGIC OBJECTIVE 6 AND POLICY DS1.1 IN THE CONSIDERATION OF PROPOSALS FOR RETAIL DEVELOPMENT</u> ".
David Burch Essex Chambers of Commerce	2902	Minor 5	Support	We support this amendment and welcome its commitment to promoting the town centre's potential for future investment

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
Alison Osbourne Indigo Planning on behalf of Valad	2922	Minor 9	Comment	This paragraph would benefit from strengthening as follows: “New retail development should be well integrated and closely linked with the Town Centre Primary Shopping Area, as defined on the Policies Map, in terms of proximity, continuity of function and ease of access. The council will promote the town centre in seeking to upgrade and diversify its offer, <u>AND PROTECT IT AGAINST IMPACTS FROM NON-TOWN CENTRE RETAIL PROPOSALS</u> ”.
David Burch Essex Chambers of Commerce	2903	Minor 9	Support	We support this amendment.
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2936	Minor 12	Support	We support this Minor Modification as it recognises the potential for growth in tourism.
David Burch Essex Chambers of Commerce	2904	Minor 12	Support	We support the recognition of these sectors as being important to Southend's future growth along with the seafront leisure sector.
Andy Atkinson Milton Conservation Society	2888	Minor 17	Comment	We are very pleased to see the expansion of the text with further details and relevance and this is in line with our earlier representations. We note in particular the change to exclude 'celebrate' heritage and include 'promote' heritage. We believe that this is more than a minor textual change for easy reading and replaces a nebulous term with a very distinct term that invites further action by the Council. This is very good and importantly connotes a sense that heritage has a valuable role to play in the future of the town - exactly how it should be.
Andy Atkinson Milton Conservation Society	2890	Minor 17	Comment	Heritage has to play a fundamental role in future town planning and this has not been the case in the past where it is viewed as a self contained aspect (often simply a quaint aspect) that merely requires protection. Use of 'promote' helps to overcome this although we would like to see terms like 'aggregate' and 'confer' also apply to heritage in the context of new development.
Andy Atkinson Milton Conservation Society	2889	Minor 18	Comment	As with page 28, para 84, the addition text is very welcome and adds meaning and relevance beyond the simple listing of the earlier draft. This helps to demonstrate the importance and values of conservation areas.
Katie Parsons Historic England	2916	Minor 21	Comment	Minor 21: this modification would provide policy support for an additional landmark building we would recommend that a bullet point d) is added to paragraph two of Policy DS3 stating: <u>“d. the proposals do not harm the setting of nearby heritage assets.”</u>

Respondent	Rep No:	Modification Ref	Support/ Object/ Comment	Representation (Summary of Original Submission)
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2939	Minor 30 Map 5	Object	We object to the exclusion of a number of car parks that should be defined as Key Visitor Car Parks (see our objections to Main 7).
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2937	Minor 48	Support	We support this Minor Modification as it recognises the importance of day visits to the economy and also recognises the need to enhance the resort function.
David Burch Essex Chambers of Commerce	2905	Minor 48	Support	We support this modification and welcome the need to enhance the resort function of Southend
Ron Woodley Burges Estates & Residents Association	2912	Minor 49	Object	Object to the deletion of the observations about the inward looking and isolated nature of Adventure Island. The wooden palisade of the perimeter to the west of the pier reinforces the fortress like nature of the area. No doubt security requirements are factor here but the observations are relevant and justified. It is very surprising that those initial views have been totally expunged.
Nick Laister RPS Planning on behalf of The Stockvale Group and Seafront Traders Association	2938	Minor 49	Support	We support this deletion as it recognises the work that Stockvale has carried out to create stronger links between the park and Esplanade/Marine Parade and create a more active frontage.
David Burch Essex Chambers of Commerce	2906	Minor 49	Support	We support this modification and welcome the recognition of the importance of Adventure Island as a major tourist asset

Southend Central Area Action Plan (SCAAP)

Equality Analysis

2017

Southend Central Area Action Plan (SCAAP): Equality Analysis

What is an Equality Analysis (EA)?

- An EA provides an assessment of the impact of decisions relating to a policy, service function or restructure on particular customers, residents and staff.

Why do I need to do an EA?

- It helps to improve the quality of decision making by enabling equality considerations to be taken into account.
- It shows that 'due regard' is being given to the Public Sector Equality duty in decision making – a requirement of the Equality Act 2010.
- It reduces the potential of decisions being challenged, leading to delayed implementation and risk of costly processes like Judicial Review.

Background Information

1. **Name of policy, service function or restructure requiring an Equality Analysis:**

Southend Central Area Action Plan (SCAAP)

2. **Department:**

Place

3. **Service Area:**

Transport and Planning

4. **Date Equality Analysis undertaken:**

2017

5. **Names and roles of staff carrying out the Equality Analysis:**

Name	Role	Service Area
Mark Sheppard	Team Leader	Planning & Building Control
Michael Sargood	Senior Policy Planner	Policy, Engagement and Communication
Ashley Dalton	Senior Media Relations Advisor	Major Projects & Strategic Transport Policy
Krithika Ramesh	Project Manager Project Officer	Major Projects & Strategic Transport Policy

6. What are the aims or purpose of the policy, service function or restructure that is subject to the EA?

The Southend Central Area Action Plan (SCAAP), when adopted, will form part of the Southend-on-Sea (hereafter referred to as 'Southend') Local Planning Framework.

Building on more recent resurgence and growth, the SCAAP is considered to be an important catalyst and driver for investment and for the delivery of the remaining proportion of regeneration and growth in the Southend Central Area to meet or exceed Core Strategy targets up to 2021.

The vision for Southend Central Area, which includes the Town Centre and Central Seafront Area, is for it to be a City by the Sea. As a prosperous and thriving regional centre and resort with a rich heritage, it will be an area that is vibrant, safe and hospitable, rich in commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips and overnight stays.

The aim is to transform the image of Southend through sustainable economic growth, development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.

The purpose of this Plan is to give more detailed consideration to how and where regeneration and growth can sustainably be accommodated in the Southend Central Area, including the Town Centre, Central Seafront Area and gateway neighbourhoods.

It contains proposals for Policy Areas and Opportunity Sites aimed at strengthening and transforming Southend Town Centre's sub-regional role as a successful retail and commercial destination, cultural hub and educational centre of excellence, leisure and tourist attraction, and a place to live.

The intention is also to seek to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources in the area and on the foreshore, as well as to bring about public realm and access improvements.

7. What are the main activities relating to the policy, service function or restructure?

To improve and transform the economic vitality, viability and diversity of Southend Central Area by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for learning, recreation and leisure.

To promote design excellence and good-quality development proposals and public realm improvements to reinforce a distinctive sense of place, complement new and existing development, and contribute towards the Council's aspirations to establish Southend as a Low Carbon City.

To improve accessibility to the area, ensuring streets, public and green spaces are connected, well-designed and safe, utilising a coordinated palette of materials and furniture that enhance the quality of the streetscape and improve opportunities for walking and cycling, and access to more sustainable modes of transport, such as rail and bus.

To promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre and access to the seafront by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure.

To appropriately manage and mitigate flood risk and to encourage the provision of Sustainable Drainage Systems and urban greening measures in order to reduce surface water run-off.

To enhance the quality of, and access to, Southend Central Area's green and open spaces, and to improve connectivity between the Town Centre and Central Seafront Area in order to relieve pressure on the Site of Special Scientific Interest (SSSI), Ramsar site, Special Protection Areas (SPA) and other environmental designations, to protect and enhance local biodiversity and nature conservation, and to encourage opportunity for linked trips.

To celebrate and have full regard of Southend's unique heritage assets, such as the Grade II listed Pier, to ensure these assets are appropriately conserved and enhanced and continue to form an integral part of how Southend Central Area is experienced by those who live, work and visit it.

To increase the number and diversity of people living within Southend Central Area and its Gateway Neighbourhoods by building more homes and ensure that living in the area becomes appealing to more families with children, supported by social and community infrastructure that contribute to reducing inequalities in health and wellbeing and support all ages to lead independent lives and live healthy lifestyles.

To encourage the establishment and expansion of businesses in Southend Central Area by identifying, promoting or actively bringing forward suitable sites for development to meet modern user and investor requirements.

To encourage new development, including visitor accommodation, that enhances Southend's leisure and tourism, having particular regard for the assets offered by the Central Seafront Area, in order to attract greater visitor numbers, promote more overnight stays and support growth, complemented by a thriving learning quarter that provides state of the art facilities and well-designed student accommodation.

8. Evidence Base

The SCAAP has been prepared in accordance with the Southend Local Development Scheme (LDS), is consistent with the overriding approach as set out by the Core Strategy (2007), and has been prepared in accordance with the Council's Statement of Community Involvement (SCI). It has also been informed by an extensive and robust evidence base.

Statement of Community Involvement (SCI)

The Statement of Community Involvement (SCI) sets out how the community and other stakeholders will be consulted on planning policy documents and planning applications. It exceeds the minimum legal requirements for consultation set out in the Planning Acts and regulations. Southend Borough Council has applied some general principles to its planning consultations. These being that (i) involvement will be open to all regardless of gender, faith, race, disability, sexuality, age and social deprivation and (ii) we will seek views of interested parties as early as possible. It states that an extensive database has been built up of individuals and organisations wishing to be involved in Southend Borough Council planning consultations. Any individual or organisation wishing to be included may be added to the database at any time. We will contact appropriate organisations and individuals directly by post or electronic means. http://www.southend.gov.uk/downloads/file/1533/statement_of_community_involvement_2013pdf

When we consult:

- If appropriate and helpful, we may publish a brief consultation statement outlining our intentions before we commence consultation.
- We will contact appropriate organisations and individuals directly by post or electronic means.
- We will include with this initial notification either an internet link to the consultation documents on the SBC website or a CD containing relevant material.
- We will leave consultation documents on display at locations open to the public such as council offices and libraries.

- We may publicise consultations by methods such as leaflets, newsletters, press release, public notice, social media, existing forums, community events, public exhibitions, workshops and joining with other consultations where feasible and appropriate.
- All consultation documents will be published on our website, and this will include all supporting documents. We will provide a hard copy of a document as soon as reasonably practicable after it has been requested. Documents will be sold at a price reflecting publication costs. We will make available comments received or a summary as soon as it is feasible after the close of the consultation.
- We will explain how consultation comments have been taken into account when decisions are taken. Arrangements will be made, on request to make all documents available in alternative formats, including Braille, should this be required. All documents will be made available in other languages on request.

Sustainability Appraisal (SA)

The SCAAP has been fully informed by a Sustainability Appraisal (including Strategic Environmental Assessment), The Sustainability Appraisal is published alongside the SCAAP at each stage for public comment. A Sustainability Appraisal (SA) is an assessment of the potential significant social, environmental and economic impacts of development and forms an integral part of the plan making process. It ensures that all policies and proposals are prepared with a view to contributing to the achievement of sustainable development. The SA forms an iterative process with all stages of the SCAAP being assessed. These appraisals have been used to assess alternative policy options, assist decision-making and identification of the most sustainable policies to take forward. The latest assessment of the sustainability and the potential significant effects of this plan can be found in the SA Report which is available on the Council's website at www.southend.gov.uk/scaap

Consultation

This Revised Proposed Submission builds on the Preferred Approach version of the SCAAP (2015) and the first Proposed Submission version of the SCAAP (referred to hereafter as the Superseded Proposed Submission version), published in September 2011, and the Issues and Options version, published in June 2010. It has also been informed by representations made to the Issues and Options versions of the Seafront Area Action Plan and Town Centre Action Plan, which preceded the SCAAP, consulted on in 2007, and the Central Area Masterplan (CAM), adopted by the Council in 2008 as corporate policy.

Main consultation stages of the SCAAP:

- Issues and Options version (June 2010)

- (Superseded) Proposed Submission version (September 2011)
- Preferred Approach version (November 2015)
- Revised Proposed Submission (December 2016)

The purpose of the Issues and Options stage (Consultation – 21st June 2010 to 9th August 2010) was to explore the spatial options for Southend Central Area and how detailed policies and proposals could guide regeneration in a sustainable manner. The Council wanted to gather the public and stakeholder's views about the general direction of proposed policy to meet Southend's specific issues.

The Borough Council put forward a suggested approach where development areas were referred to as 'Quarters', 'Gateway Neighbourhoods', and 'Proposal Sites' (referred to within the Revised Proposed Submission version of the SCAAP as 'Policy Areas' and 'Opportunity Sites'), as part of the consultation alongside alternative options. The process has provided local people with the opportunity to shape the look and feel of Southend Central Area and its communities, including consideration of environmental and social interests. The responses received at this stage informed the production of the SCAAP policies.

Consultation on the Superseded Proposed Submission version took place between 5th September 2011 and 17th October 2011. The purpose of this consultation was to allow representations to be made in relation to soundness and legal compliance.

This Preferred Approach version of the SCAAP (2015) took account of:

- Issues raised during the publication of the (Superseded) Proposed Submission version of the SCAAP in 2011, which itself built upon the Issues and Options version of the SCAAP;
- Changes in national policy and guidance, and removal of regional policy;
- Updates to the technical evidence base;
- Relevant progress on sites within the Plan area.

As well as the statutory public consultation described herein, Southend Borough Council also ran a number of public workshops with businesses and the community. These were held at the Park Inn which is located within the Southend central area. The workshops were well attended and provided interested parties with the opportunity to discuss issues with planning officers and feed in their comments. These comments have then been taken into account as the SCAAP has been progressed to the next stage (the Publication Version).

During all stages of public consultation all sections of the community within Southend were given equal opportunity to inform the draft Plan. Representations received in response to these consultations have been taken into account in this assessment. Comments were invited at Revised Proposed Submission stage (2016) on the soundness and legal compliance of the plan from 3rd November – 16th December 2016.

The Council collates a range of data to inform Equality Analyses; and on the Council's website there is a section that provides access to key information, data and intelligence about the residents of Southend and the communities they live in, including details of the 2011 Census such as Ward Profiles:- www.southend.gov.uk/info/200441/southend_insights. By understanding local needs in this way, the Council and our partners can ensure that planning policies are prepared that deliver sustainable communities for all.

9. Analysis

This section considers the potential impact (positive, negative or neutral) of proposals on key 'protected characteristics' (also known as 'Protected Groups') as outlined in the Equality Act 2010 and any mitigating actions to be taken. In addition, the Council has identified the need to assess the impact of policies or service functions on carers, looked after children (as part of the age characteristic) and socio economic impact on different groups such as employment classifications.

The policies have been tested against the following equality 'protected characteristics' as well as the additional two identified by Southend Borough Council:

- Age – refers to a person belonging to a particular age (e.g. 42 years old) or a range of ages (e.g. 21 – 24 year olds)
- Disability – a person has a disability if he/she has a physical or mental impairment which has a substantial or long-term effect on that person's ability to carry out normal day-to-day activities
- Gender – a man or a woman
- Gender Reassignment – the process of transitioning from one gender to another
- Marriage and Civil Partnership – a marriage is no longer restricted to the union of a man and a woman but now includes same-sex couples. Same-sex couples can have their relationship legally recognised as a 'civil partnership'; they must not be treated less favourably than married couples.
- Pregnancy and Maternity – pregnancy refers to the condition of being pregnant or expecting a baby whilst maternity refers to the period after birth and is linked to maternity leave in the employment context. In the non-work context, protection against maternity discrimination is for 26 weeks after giving birth.
- Race – refers to a group of people defined by their race, colour and nationality (including citizenship) ethnic and national origins.

- Religion and Belief – religion has the meaning usually given to it but belief includes religious and philosophical beliefs including lack of belief (e.g. Atheism). A belief should affect your life choices or the way you live for it to be included in the definition.
- Sexual Orientation – whether a person’s sexual attraction is towards their own sex, the opposite sex or both sexes.
- Carers - a carer is anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without their support.
- Socio-economic status - an individual’s socio-economic status as a person’s social and economic position in relation to others, based on income, education and occupation.

Protected Group	Positive	Negative	Neutral	Comments	Specific mitigating actions to be taken
Age (including looked after children)	Yes	No	No	<p>The policies also seeks to provide land for employment, education, healthcare, community facilities, public space, transport, leisure and recreation, among other things, which is intended to have a positive effect on people living in the SCAAP area as well as those in the wider Borough. It is considered that these policies, in combination with other policies in the suite of Local Plan documents, will have a positive effect on individuals of all age groups.</p> <p>A major element of the SCAAP is to make land available for new mixed use sustainable development in the town centre, central seafront and gateway neighbourhoods. The delivery of new residential development will help to meet housing targets in the Southend Core Strategy and assist with Government objectives to increase the supply of housing.</p> <p>There is a national issue with housing affordability, which is particularly an issue for first time buyers, under the age of 35. The SCAAP will not be able to solve the issue but it may be seen as a positive step towards contributing towards the provision of new dwellings to meet this need.</p> <p>There is expected to be an increasing demand for housing with a care or support element to it. It is not for the SCAAP to determine this type of development but the policies do not prevent a scheme coming forward if it meets the requirements of wider policies at the Council. There is also provision for new student housing as part of the educational development.</p>	<p>None at this time as there are no specific impacts have been identified that would negatively affect people differently according to their age.</p> <p>Moreover the policies in the SCAAP seek to promote good design, a mix of housing including affordable housing, employment land for retail and office development among other things, an improved public realm, health and education facilities, community facilities and an improved transport infrastructure.</p>

			<p>The SCAAP also aims to improve public safety through promoting good urban design and active frontages to create a vibrant public realm which benefits from natural surveillance. Public realm improvements will also ease pedestrian movement around the central area and seafront.</p> <p>New attractive and high quality public realm and public spaces, which are accessible to all, will increase the enjoyment of the Southend Central Area for users. Well-designed places with natural surveillance in the day and good lighting in the evenings will reduce the fear of crime for the elderly. Specific improvements to identified pieces of green infrastructure are likely to be of benefit to the young in particular through the provision of new play areas as well as spaces that may be used by older children.</p> <p>Improvements to existing pedestrian links and creating new ones will improve the mobility of the elderly and young around the Central Area. An increase in cycle paths and cycle networks within the central area linking with other parts of the Borough will improve accessibility and safe movement for those who may not own a car or want to use their car and promote sustainable transport.</p> <p>The removal of subways and underpasses as part of improved pedestrian links will reduce crime levels and the fear of crime. Improved public transport links will improve mobility for the young and the elderly who may be more reliant on public transport owing to a lower incidence of car ownership.</p> <p>The employment opportunities associated with retail, office and commercial development will provide jobs and training for young people in the Central Area and further afield. Concentration of retailing and other uses within a small area reduces the need to</p>	
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				<p>travel long distances for convenience and comparison retail shopping.</p> <p>Bringing retail units back into use and promoting the town centre as a leisure and tourism destination in the daytime and evening will reduce crime and the fear of crime.</p>	
Disability	Yes	No	No	<p>Policy will improve accessibility and legibility for all to development and promote inclusive urban design options in relation to the layout and function of development and the public realm. The need of all user groups will be taken into account in the design and implementation stages of development proposals and schemes.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for users.</p> <p>Adhering to the results of Flood Risk Assessment will ensure that development will either be not at risk of flooding, or where the risk exists, there will be suitable mitigation measures in place to ensure that vulnerable groups will not be put at risk.</p> <p>Improvements to existing pedestrian links and creating links will improve the mobility of disabled people around the Southend Central Area.</p> <p>New, modern, well designed transport facilities and infrastructure will be developed to improve usability for the disabled.</p> <p>Concentration of retailing and other uses within a small area reduces the need to travel further than should be necessary for convenience.</p>	<p>It is considered that the SCAAP will have a positive impact on the quality of life of people with physical disability or with visual impairment. The SCAAP aims to deliver a series of improvements to the public realm that make provision for safe pedestrian movement and crossings including provision for people with restricted mobility, and improvements to public transport that will improve the overall accessibility to various services and facilities. This infrastructure will have an overall positive impact on people with physical disability or visual impairment.</p>

				New housing should be built to the standards set out in the Development Management Document which takes into account the new building standards and access for all.	
Gender Reassignment	Yes	No	No	<p>Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for users. This will increase the health and wellbeing of those who have undergone gender reassignment. Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime.</p> <p>The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.</p>	None at this time as no specific impacts have been identified in relation to those people who have undergone gender reassignment.
Marriage and Civil Partnerships	No	No	Yes	<p>Housing policy aims to benefit all in society regardless of marital status by provide high quality affordable homes located in desirable environments.</p> <p>The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.</p>	None at this time as no specific impacts have been identified in relation to those people who are married or those in a civil partnership.
Maternity/ Pregnancy	Yes	No	No	<p>Policy will improve accessibility to development and promote inclusive design in relation to the layout and function of development and the public realm.</p> <p>The SCAAP should benefit all groups by contributing to the delivery of strategic and local infrastructure and helping to achieve more sustainable development.</p>	None at this time as no specific impacts have been identified in relation to women who are pregnant or on maternity/paternity leave.
Race	Yes	No	No	Reduce the opportunity for racial harassment and violence by increasing natural surveillance of the street and public spaces.	The overall impact of the SCAAP will help to deliver the much needed

				<p>SCAAP policies will promote the creation of high quality public spaces and community facilities, which will have a positive impact for community interaction and cohesion.</p> <p>The improvement of public transport including, walking and cycling facilities in particular, may be of benefit to ethnic groups who may in some cases and circumstances rely on public transport more than some other members of the population, owing to a lower incidence of car ownership.</p> <p>The policies which promote employment land (retail, commercial office etc.) in the SCAAP will increase opportunities and access to jobs and training for all through job creation. Development of the leisure and tourism industries will also assist with this.</p> <p>The SCAAP, along with other Local Plan policy documents, will help improve access to affordable housing within the Southend Central Area. This could be through the provision of specific forms of housing.</p>	<p>regeneration, retail and employment opportunities along with improved infrastructure. It is considered that the SCAAP will have no adverse impacts on race. Indeed by providing opportunities for new community facilities the SCAAP will contribute to promoting good race relations and assist with eliminating unlawful discrimination.</p>
Religion and Belief	No	No	Yes	<p>Policy will promote the creation of quality public spaces, which will have a positive impact for community interaction and cohesion. New community and leisure facilities may also have a positive effect as well as new educational facilities.</p>	<p>None at this time as no specific impacts have been identified that would affect people differently as a result of their religion.</p>
Gender	Yes	No	No	<p>Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.</p> <p>Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime for users both male and female.</p> <p>Removal of subways and improvements to lighting as part of improved pedestrian links will reduce crime levels and the fear of crime.</p>	<p>None at this time as no specific impacts have been identified that would affect people differently as a result of their gender.</p>

				There are more employment and training opportunities for females in areas with high accessibility to public transport.	
Sexual Orientation	Yes	No	No	<p>Reduce the opportunity for sexual harassment and attacks on females by increasing natural surveillance of the street and public spaces.</p> <p>New attractive and high quality public realm and public spaces which are accessible to all will increase the enjoyment of the Central Area for all users. This will increase the health and wellbeing. Well-designed spaces with natural surveillance in the day and evening will reduce the fear of crime for all regardless of their sexual orientation.</p> <p>The removal of subways as part of improved pedestrian links will reduce crime levels and the fear of crime.</p>	None at this time as no specific impacts have been identified that would affect people differently as a result of their sexual orientation.
Carers	Yes	No	No	<p>The policies will provide carers with the opportunity to access well-designed, high quality housing and public realm which is well planned and well lit at night, well designed pedestrian routes for access to new areas of retail and leisure which should enhance their experience of the central area.</p> <p>New infrastructure, such as health centres, should also assist carers with their duties and allow those in their care to live more independent lives with added mobility around the central area.</p>	None at this time as there are no specific impacts have been identified that would affect carers.
Socio-economic				<p>The policies also seeks to provide land for employment, education, healthcare, community facilities, public space, transport, leisure and recreation, among other things, which is intended to have a positive effect on people living in the SCAAP area as well as those in the wider Borough.</p> <p>A major element of the SCAAP is to make land available for new mixed use sustainable development in the town centre, central seafront and gateway neighbourhoods. The delivery of new residential development will help to meet housing targets in the</p>	None at this time as no specific impacts have been identified that would affect an individual's socio-economic status in relation to others, based on income, education and occupation as well as other socio-economic matters.

			<p>Southend Core Strategy and assist with Government objectives to increase the supply of housing.</p> <p>The SCAAP also aims to improve public safety through promoting good urban design and active frontages to create a vibrant public realm which benefits from natural surveillance. Public realm improvements will also ease pedestrian movement around the central area and seafront.</p> <p>The employment opportunities associated with retail, office and commercial development will provide jobs and training for people in the Central Area and further afield. Concentration of retailing and other uses within a small area reduces the need to travel long distances for convenience and comparison retail shopping.</p> <p>SCAAP policies will promote the creation of high quality public spaces and community facilities, which will have a positive impact for community interaction and cohesion.</p> <p>The SCAAP, along with other Local Plan policy documents, will help improve access to affordable housing within the Southend Central Area. This could be through the provision of specific forms of housing.</p>	
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Descriptions of the protected characteristics are available in the guidance or from: [EHRC - protected characteristics](#)

10. Community Impact

Is there equality between those who will and will not benefit from this policy/practice/function? Generally, yes.

The purpose of the SCAAP is to facilitate the regeneration and development of the Southend Central Area which includes the town centre, central seafront area and gateway neighbourhoods of Sutton and Victoria in a sustainable manner ensuring that community impacts are taken into account.

The Council recognises that there is a need to ensure that the methods used to consult and engage people in the preparation of the SCAAP are open accessible to all members of the community. To help address this issue the Council has a Statement of Community Involvement (SCI) which sets out the principles of how it will consult and the importance of reducing barriers to consultation. This may be supplemented by a communications or consultation strategy, where necessary. The Council recognises that there is a need to ensure that access and translation need to be considered as well as the broad appeal of consultation and make it attractive to a diverse range of people and groups. The Council used a variety of means to publicise and consult on the SCAAP. It also has a key list of stakeholders which will include groups that would be positioned under the umbrella term of 'protected characteristics'.

Consultation has been carried out on the SCAAP in accordance with statutory regulations and the Statement of Community Involvement. Details of which are contained within the Consultation Statement submitted with the SCAAP. The SCAAP has been prepared in consultation with a wide range of community organisations (as set out in the Consultation Statement of the SCAAP, 2017) as part of the stakeholder list. Consultation and engagement opportunities took place throughout the process, including workshops with businesses and the local community, and representations made were taken into account in the iterative stages of plan preparation.

Will the policy/practice/function bring groups/communities into increased contact with each other? Yes, it will allow the interaction of groups and individuals through the provision of a new improved public realm, in the tourism and leisure facilities, new educational establishments, community facilities, and new housing schemes that will include private sector as well as affordable housing.

11. Equality Analysis Action Plan

No specific impacts have been identified in the key areas above that require more detailed analysis or mitigating actions at this time, and no negative effects have been identified on the protected group as a result of the preparation and adoption of the SCAAP. Moreover, the implementation of the SCAAP and delivery of much needed regeneration and infrastructure provision will have generally positive impacts

on the protected groups, but the application of the policies in the SCAAP will be monitored as part of the Council's Annual Monitoring Report (AMR).

Planned action	Objective	Who	When	How will this be monitored (e.g. via team/service plan)
<ul style="list-style-type: none"> Promoting economic growth and local employment opportunities creating a prosperous economy and improving employment opportunities for benefit of Borough 	<ul style="list-style-type: none"> To reduce unemployment and increase the range of opportunities for rewarding local employment To build a robust and diverse economy and sustain economic development 	Planning Policy Team	2016-2021	Annual Monitoring Report (AMR), Service Plan, Office for National Statistics release, planning policy review, updated evidence base (economic development needs assessment)
<ul style="list-style-type: none"> Extending the range and quality of facilities and services creating a vibrant, thriving town centre 	<ul style="list-style-type: none"> To improve the health of the whole population and reduce health inequalities To improve the education and skills of the population To strengthen community identity, social responsibility and engagement To improve access for all to essential local services and facilities 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (retail study)
<ul style="list-style-type: none"> Improving the range and quality of the shopping opportunity providing for the needs of all residents and creating a more competitive town centre 	<ul style="list-style-type: none"> To build a robust and diverse economy and sustain economic development To raise the profile of the Borough as an attractive location for a range of businesses To improve the social and environmental performance of businesses and local economy 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (retail study)

	<ul style="list-style-type: none"> ▪ To reduce unemployment and increase the range of opportunities for rewarding local employment 			
<ul style="list-style-type: none"> ▪ Increasing the residential capacity within the town centre whilst accommodating future growth of town centre functions ensuring housing meets local needs including ensuring a supply of affordable housing 	<ul style="list-style-type: none"> ▪ To strengthen community identity, social responsibility and engagement ▪ To provide everybody with the opportunity to live in a decent home ▪ To reduce crime and antisocial activity ▪ To improve the health of the whole population and reduce health inequalities 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, 5 year supply)
<ul style="list-style-type: none"> ▪ Protection and enhancement of the historic environment – protecting the character and distinctiveness of the town centre 	<ul style="list-style-type: none"> ▪ To maintain and enhance the quality of landscapes and townscapes ▪ To conserve and enhance valued historic environments 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings)
<ul style="list-style-type: none"> ▪ Promoting high quality design and townscape improvements enhancing the quality and character of the town centre 	<ul style="list-style-type: none"> ▪ To reduce crime and antisocial activity ▪ To maintain and enhance the quality of landscapes and townscapes 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings)
<ul style="list-style-type: none"> ▪ Promoting sustainable development and minimising impacts on the environment ensuring Southend Central Area is an attractive place to live, work, visit and invest 	<ul style="list-style-type: none"> ▪ To improve access for all to essential local services and facilities ▪ To reduce crime and antisocial activity 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (conservation area appraisals, review of local list and national listed buildings, Southend State of

	<ul style="list-style-type: none"> ▪ To maintain and enhance biodiversity including habitats, flora and fauna ▪ To maintain and enhance the quality of landscapes and townscapes ▪ To reduce the effect of traffic and travel on the environment To improve air quality and reduce noise and light pollution ▪ To maintain and enhance biodiversity including habitats, flora and fauna ▪ To maintain and enhance the quality of landscapes and townscapes ▪ To conserve and enhance valued historic environments ▪ To reduce contributions to climate change (and make appropriate adaptations) ▪ To improve the quality of the water environment, retain good drinking water quality in the long term and reduce flood risk ▪ To increase the efficient use of natural resources and make the most appropriate use of land ▪ To reduce the environmental impact of waste in accordance with the waste hierarchy 			<p>Nature Report, Southend Economic Development Needs Assessment, Retail Study, other Council Strategies and plans related to crime and environmental monitoring e.g. noise and water quality)</p>
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	<ul style="list-style-type: none"> ▪ To build a robust and diverse economy and sustain economic development ▪ To enable the Borough and all areas to achieve their economic potential ▪ To increase the amount of both indigenous and inward investment ▪ To reduce unnecessary movement of labour and goods in support of improved economic performance ▪ To raise the profile of the Borough as an attractive location for a range of businesses 			
<ul style="list-style-type: none"> ▪ Improving transport and accessibility and encouraging use of more sustainable means of transport – ensuring use of public transport is promoted and provision is accessible, safe and reliable 	<ul style="list-style-type: none"> ▪ To improve access for all to essential local services and facilities ▪ To reduce the effect of traffic and travel on the environment ▪ To improve air quality and reduce noise and light pollution ▪ To reduce contributions to climate change (and make appropriate adaptations) ▪ To reduce unnecessary movement of labour and goods in support of improved economic performance 	Planning Policy Team	2016-2021	Service Plan, AMR, planning policy review, updated evidence base (Car Parking Study, Local Transport Plan and associated documents, air quality monitoring by Council, Gross Value Added of Southend per head of population)

The SCAAP will include a number of key policy targets to monitor throughout the plan period. The SCAAP will also be subject to examination in public by an independent planning inspector to test the 'soundness' of the plan to ensure that it is delivering sustainable development. It will only be found sound if it delivers social, economic and environmental benefits to the local and wider population, is in the public interest, and has taken into account the representations made by the local community, businesses and interest groups as well as being informed by a robust evidence base.

12. Conclusion

This EIA has undertaken a proportionate, timely approach which has iteratively taken into account quality assessment of the policy making process and has ensured that “due regard” has been had to the policy making. A systematic approach will ensure that there is no discrimination in the policy making. The planning department will ensure that continual monitoring and iterative policy checking continues to ensure policy responds to the spirit of EIA requirements. The Revised Proposed Submission version of the SCAAP does not fundamentally alter the policy approach as set out in the Preferred Approach version of the SCAAP, and has been subject to further, iterative, Sustainability Appraisal, which concluded that the SCAAP has the potential to deliver sustainability benefits, including from supporting additional housing in the Central Area and identifying opportunities for new community infrastructure.

Signed:



Director of Planning & Transport

Southend on Sea Central Area Action Plan Proposed Approach

Sustainability Appraisal Non Technical Summary

On behalf of **Southend on Sea Borough Council**



Project Ref: 28511/3002 | Rev: A | Date: September 2016



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1 Introduction

1.1 Background

- 1.1.1 This report is the non-technical summary of the combined sustainability appraisal (SA) and strategic environmental assessment, of the Revised Proposed Submission version of the Southend Central Area, Area Action Plan (SCAAP). The report and non-technical summary have been prepared by Peter Brett Associates, on behalf of Southend on Sea Borough Council.
- 1.1.2 This non-technical summary intended to provide an overview of the findings of the appraisal, with more detail of the process and outputs included in main report.

1.2 The Southend Central Area Action Plan

- 1.2.1 The purpose of the SCAAP is to set out a detailed and comprehensive planning policy framework for Southend's Central Area to guide the delivery of development to 2021. The SCAAP sits in the context of the other planning documents that make up the Local Development Framework (LDF) for the Borough, with each of these documents undergoing their own SA process, where necessary.
- 1.2.2 Any development in the SCAAP area will need to comply with the policy of these other LDF documents, in addition to the policies and proposals of the SCAAP. The most relevant other documents of the LDF are:
- The **Core Strategy**: this sets the strategy for how development should occur in the Borough, including the role of Southend's Town Centre and Seafront;
 - The **Development Management Development Plan Document (DMD)**: sets out the detailed policies that will be used to help determine planning application throughout the Borough including in the Central Area.
- 1.2.3 In undertaking the SA it is essential that it remains focused on those issues that the SCAAP could influence and therefore it needs to be in the context of these other plans. The SA also needs to recognise that some strategic matters, such as the growth role of the Central Area, is already set through policy and has already been subject to SA and therefore not reconsidered here.
- 1.2.4 The delivery of development will also be guided by Supplementary Planning Documents (SPD) adopted by Council to support the LDF. These include the 'Design and Townscape SPD' and 'Streetscape Manual'.
- 1.2.5 The SCAAP, with its current boundary, has been through several preparation stages to reach the current 'Revised Proposed Submission' version. These stages have entailed:
- SCAAP Issues and Options (March 2010): this was the first version of the AAP that covered Southend Central including parts of the seafront (prior to this stage separate town centre and seafront AAPs were proposed and SA begun separately on both).
 - SCAAP Proposed Submission (September 2011): this took forward the discussion of Issues and Options in the earlier version to present a complete set of policies to for the Central area; and

- SCAAP Preferred Approach (December 2015): this set out the preferred strategy and policies for the SCAAP for consultation;
- SCAAP Revised Proposed Submission: this is the current version of the SCAAP and provide an update from the December 2015 version to take into account consultation responses. The version now only includes sites for allocation that have been promoted through the plan making process and therefore reasonable evidence that they could be delivered by 2021, the end of the plan period .

1.2.6 The SA of the SCAAP has been an ongoing process through each consultation stage of the SCAAP, with an SA Report prepared at every stage. SA Reports on earlier stages are available on the Council's LDF website.

1.3 The Sustainability Appraisal Process

1.3.1 The purpose of the SA is to identify likely effects of any plan on achieving sustainable development, including environmental effects. The SA also makes recommendations on how the policies of the SCAAP could be used to help mitigate potential adverse effects of development, as well as identifying ways that beneficial effects could be delivered.

1.3.2 As well as helping make a better plan there is a legislative requirement for SA. The statutory requirement for SA is from the Planning and Compulsory Purchase Act 2004 as well as required through the government National Planning Policy document, 2012. There is also the parallel requirement from European law to complete a 'Strategic Environmental Assessment' (SEA) and in keeping with national planning guidance, these two processes are carried out together in a combined assessment, commonly referred to as simply SA.

1.3.3 The SA should consider the following questions:

- What are the likely significant effects of the SCAAP?
- Are there ways of reducing or mitigating adverse effects?
- Can any beneficial effects be further enhanced by positive planning?

2 Baseline and Context

2.1 Introduction

- 2.1.1 In completing the SA it is necessary get an understanding of the current character of the plan area to be able to assess the impact that the SCAAP might have. To achieve this baseline information is collected as well as a review of other plans and strategies covering the area, more information on the baseline data is part of the main SA Report.

2.2 Summary of sustainability issues

- 2.2.1 From the baseline information and review of plans and strategies key issues have been identified that the SCAAP may have a role in helping to address and that the SA will need to take into account in defining sustainable development for the Central Area. These are:

The environment

- development should help in the continued enhancement of the built environment of Southend's Central Area, with new buildings of high quality and developed to sound urban design principles and reduce inequalities in the quality of the built environment;
- there is a lack of public open greenspace in the town centre, wherever possible opportunities need to be taken to improve urban greening and introduce new public open space;
- the area is under quite high risk of flooding, although direct tidal inundation is largely mitigated for through sea flood defences. There is the potential for surface water flooding in time of high rainfall in the Central Area, and effects of climate change will increase this and therefore new development will need to take this into account, including through the provision of sustainable drainage;
- the foreshore at the seafront is internationally designated for its nature conservation value and must be protected for direct and indirect disturbance that would threaten its integrity. However, nature conservation and biodiversity assets within the Central Area itself is limited, and every attempt should be made to conserve and enhance existing assets, and create new ones, as well as the protection and enhancement of wildlife corridors;
- there are increasing traffic levels in the Borough and Central Area, with consequences for air quality, and new development must help to limit any increase in this, by endeavouring to suggest a change to travel patterns (number, length and mode), through the spatial strategy. The number of people who walk to work or use public transport is higher than the national average, although over a fifth drive (Census 2011);
- the Central Area is well connected in terms of public transport with three railway stations within the area and the bus station. However, there is a need to improve the pedestrian and cycling environment, especially where dual carriageways and the railway lines bisect the area; and
- the quality of the built environment is important, not only with the effect of new building in 'mending the fabric', but also in affecting existing areas of identifiable character. Parts of central Southend are characterised by a current low quality in the built environment, although the underlying quality of the natural and built environment is high in many areas with many listed and landmark buildings and several Conservation Areas.

Communities

- the Central Area has a role to play in creating a high quality residential environment that encourages people to take healthy lifestyle choices, such as more Active Travel. To achieve this there is a need to improve the public realm to encourage more people to walk and make cycling safer. This includes reducing severance caused by main roads running through the area and links over the railway;
- approximately 22,000 people live in the Central Area, 13% of the Borough's population; there is an identified need for affordable housing in the Borough and in Central Southend. Most of the housing in the Central Area is flats or maisonettes and one-bedroom properties are more prevalent. There may therefore be a need for larger units including family homes. There is a demand for affordable housing, including to replace Queensway House recently demolished;
- the Central Area is well served by public transport and in particular railway services, there is a need to improve some bus services including reducing journey times on the A127 to encourage more people to travel by bus and link the new major employment hub at the airport;
- there are longstanding inequalities in the Central Area with pockets within the Kursaal, Victoria and Milton wards all experiencing high levels of deprivation, which are some of the highest in England compared to other areas of the same or neighbouring wards with low levels of deprivation (e.g. Chalkwell ward contains some of the least deprived areas in England);
- there is the potential to improve the cultural offer in Southend, including through providing more services for the community such as a new public square for events;
- the Central Area can accommodate more residential development, helping reduce pressure on other parts of the Borough, including potential threats to open space and agricultural land on the periphery; and
- there is a growing student population, both resident and visiting, in the Central Area.

The economy

- The Seafront is a principal asset in the Central Area, attracting visitors to the town and also being well used by the local community. Routes along the seafront also provide a sustainable transport route for walking and cycling;
- the Central Area is a focus of employment for the Borough (33% of total employment), while this role needs to be maintained it is important to ensure high quality jobs in a range of employment sectors to avoid the need for residents to commute to London for work;
- There are a mix of employment types in the Central Area, with the financial sector, real estate more prevalent than for the Borough as a whole, there is also a growing sector of cultural and creative industries;
- car parking needs to continue to be managed in the Central Area to support the retail and visitor economy but help encourage more people to travel to work by sustainable modes and ensure land is used efficiently;
- there are 6 million visitors to the Borough a year, focused in the Central Area, the majority are day visitors who spend around £330 million / year. Tourists and visitors to the Central Area need to be encouraged to stay longer and spend more through the creation of new visitor attractions and support for hotels;
- the Central Area is the focus for tourism and creative industries in the Borough, as well as the location of much of the office stock, some of which is dilapidated and in need of

renewal. The public transport connectivity of the Central Area make it ideally suited to high employee density development, such as office space;

- the Gross Value Added of Southend is lower than the regional average and there is a need to encourage more jobs that retain the skilled and professional workforce in the town;
- the town centre is the main retail area of the Borough, although retail vacancy is above national levels in some areas. Much of the Central Area retail is dominated by national retailers rather than independents with the main retail core along the High Street between the Royals and Victoria Shopping Centres;
- there is a great disparity in the types of jobs held by residents of the Central Area, the greatest proportion of are in 'professional' occupations and the second highest proportion are in 'elementary' occupations; and
- the Central Area has become the focus for higher and further education with development by Southend Essex College and University of Essex bringing landmark buildings into the area and an increasing student population.

2.3 Sustainability Framework

- 2.3.1 In order to be able to test the emerging policies of the SCAAP a set of sustainability objectives as part of a 'sustainability framework'. These objectives provide a consistent basis for the assessment of the objectives, policies and sites of the SCAAP.
- 2.3.2 This framework is made up of a number of sustainability objectives that have been derived from the characterisation and context of the Borough. These reflect the principal elements of sustainable development over which the SCAAP could have some influence. The framework in Table 1 shows the main sustainability objectives from the framework.

Table 1: Sustainability Framework

Concern	Objective
Social progress which recognises the needs of everyone	
Accessibility	■ enable all to have similar and sufficient levels of access to services, facilities and opportunities
Housing	■ to provide the opportunity for people to meet their housing need
Education & Skills	■ to assist people in gaining the skills to fulfil their potential and increase their contribution to the community
Health, safety and security	■ to improve overall levels of health, reduce the disparities between different groups and different areas, and reduce crime and the fear of crime
Community	■ to value and nurture a sense of belonging in a cohesive community, whilst respecting diversity
Effective protection of the environment	
Biodiversity	■ to maintain and enhance the diversity and abundance of species, and safeguard these areas of significant nature conservation value
Landscape character	■ to maintain and enhance the quality and character and cultural significance of the landscape, including the setting and character of the settlement
Built environment	■ to maintain and enhance the quality, safety and distinctiveness of the built environment and the cultural heritage
Prudent use of natural resources	
Air	■ to reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere
Water	■ to maintain and improve the quantity and quality of ground, sea and river waters, and minimise the risk of flooding
Land	■ to use land efficiently, retaining undeveloped land and bringing contaminated land back into use
Soil	■ to maintain the resource of productive soil
Minerals and other raw materials	■ to maintain the stock of minerals and other raw materials
Energy sources	■ to increase the opportunities for energy generation from renewable energy sources, maintain the stock of non-renewable energy sources and make the best use of the materials, energy and effort embodied in the product of previous activity
Maintenance of high and stable levels of economic growth and employment	
Local economy	■ to achieve a clear connection between effort and benefit, by making the most of local strengths, seeking community regeneration, and fostering economic activity
Employment	■ to maintain and enhance employment opportunities matched to the size of the local labour force and its various skills, and to reduce the disparities arising from unequal access to jobs
Wealth creation	■ to retain and enhance the factors which are conducive to wealth creation, including personal creativity, infrastructure, accessibility and the local strengths and qualities that are attractive to visitors and investors

3 SA of the Plan to Date

3.1 Introduction

- 3.1.1 This section of the SA Report sets out the process of SCAAP preparation, and SA that has led to the current consultation version of the plan, in the Revised Proposed Submission. This has included successive stages of preparation of the SCAAP and accompanying sustainability appraisal. The SA stages to date have included the appraisal of the preferred options and their alternatives, as well as iteration of the preferred approach from broad options, as set out in **Section 1**.

3.2 Sustainability Appraisal of Options and Alternatives

- 3.2.1 Considering alternatives is an obligation of the Sustainability Appraisal (SA), and particularly the Strategic Environmental Assessment (SEA) process. That requires, '*reasonable alternatives taking into account the objectives and the geographical scope of the plan or programme*' (paragraph 12(2)), are appraised and documented in the SA report'.
- 3.2.2 At the Issues and Options (2011) version of the SCAAP three spatial options were identified by the Southend plan-making team as being the only reasonable alternatives. All three options were appraised as part of the SA. The preferred option of the three, 'City by the Sea' was found by the SA as being the most likely to deliver the greatest benefits for sustainable development, although this would depend on funding being available. The Council also identified this as the preferred approach as being most likely to deliver the regeneration and economic growth needed in the area, as well as supporting an increased residential role of the area.
- 3.2.3 The only other options explicitly expressed were on the proportion of primary retail frontage that should be protected as use class A1 'Retail'. The eventual option chosen was 60% retention, lower than the highest level appraised at that stage (70%) but above the next highest assessed (50%) between the highest level tested and the next lowest (at 60%). The SA was supportive of a 70% protection although the Council made a determination to reduce this. The aim of 60% protection, justified by the Council, is to allow a higher quality town centre offer, whether retail, restaurant/café or uses such as hairdresser; rather than stick resolutely to maximising A1 that could lead to lower quality shops due to lack of alternatives. The SA appraised this 60% retention in the current version of the SCAAP, finding it compatible with sustainability objectives.
- 3.2.4 In selection sites for allocation the plan making team initial identified all large sites in the Central Area where there was good potential for development or regeneration. Through successive stages of the SA these sites were assessed to identify likely sustainability effects and mitigation measures. In the current version of the SCAAP the plan making team determined only to include sites where they had been recently promoted as part of plan preparation, meaning that there was reasonable evidence and certainty that they would be delivered (at least in part) by the end of the plan period in 2021, only 5 years away. However, this does not mean that other sites that come forward in the plan period will not be considered

by for permission, each site will be considered on its merits against the policies of the SCAAP, Core Strategy and DMD.

- 3.2.5 Other consideration of alternatives was not overtly carried out, although the iteration of policies means alternative ways of managing development were considered as part of the SA and plan preparation.
- 3.2.6 The SCAAP recognises it is not to identify all of the sites in the Central Area that could be the location for new development during the plan period. Instead it identifies key areas where there is a recognised need of regeneration and renewal and identifies these as 'Opportunity Sites'. The Preferred Approach SCAAP 2015 identified all sites with potential, even if these would be deliverable only after 2021. However, the preparation of the SCAAP did not identify any specific alternative sites. The Revised Proposed SCAAP only includes sites where there is good evidence that they are deliverable in the plan period (by 2021), not including the wider range of sites considered in earlier versions of the SCAAP. However, there is nothing to prevent other sites that those identified in the SCAAP coming forward for development during the plan period, subject to the policies of the SCAAP and wider Local Development Framework.

4 The SA of the Revised Submission Version SCAAP

4.1 Introduction

- 4.1.1 The Sustainability Appraisal (SA) has recognised that the Central Southend AAP (SCAAP) has an important role to play in the sustainable development of this area and the wider Borough.
- 4.1.2 The proposed SCAAP vision and objectives provide the foundation for the development of policies and proposals for the central area. However, these objectives are stronger for some areas, such as the importance of the conserving and enhancing the natural environment, the others such as resource use are covered in more detail by other parts of the LDF including the Core Strategy and DMD.

4.2 SA of the Revised Submission SCAAP 2016

- 4.2.1 The SA has identified that the objectives, policies and proposals of the SCAAP have the potential to have beneficial sustainability development effects in the Central Area, as well as wider Southend and beyond. The SCAAP contains much that is very compatible with achieving sustainable development. There are many positive aspects of the plan in relation to delivering sustainable development that include:
- securing more sustainable transport access to town centre, with emphasis on walking and cycling as well as public transport, which could result of fewer car trips in the Central Area and more equitable access for all;
 - delivering improvements to the built environment though designing places and buildings that fit the context of the area and provide for a vibrant town centre;
 - supporting the economy of the town through providing new spaces for a diverse range of businesses, including offices, retail and strong emphasis on the growing the tourism economy;
 - protecting the assets of the Central Area, including historic and cultural heritage of the built environment and protecting the high quality natural environment and seafront;
 - supporting new mixed communities in the Central Area through the provision of new homes and community services, including schools, health centres and open space;
 - clear policies on the anticipated residential development in the SCAAP area, showing the status of individual sites and the timeframe for their delivery;
 - encouraging urban greening with policy criteria in place to help deliver new areas of planting throughout the Central Area, with the potential to have multiple sustainability benefits for the area; and
 - continuing to expand the university and college facilities in the town centre to support a thriving education sector, this will help create a vibrant town, skilled workforce and opportunities for business growth.
- 4.2.2 The SA of the submission SCAAP reveals some other sustainability issues. The SA makes recommendations on how some aspects of the SCAAP could improve the sustainability performance of the plan.

- 4.2.3 **Transport and movement:** To successfully achieve a modal shift away from car use, there is a need to ensure the transport, movement and public realm improvement strategies present a proactive and joined up approach to managing traffic in the town centre. Without this the regeneration of central Southend could be adversely affected by increasing congestion, with negative health and environmental impacts.
- 4.2.4 The SCAAP has the potential to deliver significant benefits from achieving a modal shift to more sustainable travel, including walking and cycling that can also have benefits for the community and economy of Southend.
- 4.2.5 The policies of the SCAAP show a clear intention to make the town centre a better place with improvement to the pedestrian environment to encourage more people to walk. Improved links to the Central Area will also help reduce car use in the town centre, with benefits for the natural and residential environment. In the long-term, to promote sustainable development and the efficient use of land, a strategy of reducing car parking could be pursued to release land for alternative uses, should strategies be successful in reducing car use in the Central Area be successful. However, a level of parking needs to be maintained to support the visitor economy and compete with out-of-town retail where car parking is usually free and plentiful.
- 4.2.6 **Residential development and communities:** Central Southend has a significant role to play in delivering new residential development for the Borough. The requirement is set through the Core Strategy for Southend.
- 4.2.7 The policies of the SCAAP are essential in helping ensure development in the Central Area makes a suitable contribution to meeting Southend's housing needs. Therefore, the SCAAP has the potential to deliver sustainability benefits from supporting additional housing in the Central Area, supporting its viability and vitality and contributing to reducing the dependency on car travel.
- 4.2.8 As the SCAAP evolves some further information could be included to secure delivery of community facilities to meet the needs of a growing Central Area population – although the SCAAP does identify the areas where new facilities should be provided. For instance, there is a particular demand as a result of the loss of community spaces and services at Queensway House, and educational facilities in Victoria Gateway and Sutton Gateway neighbourhoods. Providing community infrastructure is an essential part of ensuring thriving local communities in the Central Area.
- 4.2.9 As identified through policy delivering new housing and community facilities at Queensway will need to take into account the emerging strategy of the 'Better Queensway' initiative. The Queensway policy recognises the need for no net loss of affordable housing and as this allocation has the greatest quantity of development capacity (in the plan period) yet to get permission it presents a good opportunity to delivery affordable homes to meet needs. Development at Baxter Avenue (PA8.2) also identifies the site's suitability for social housing. In all other locations achieving new affordable housing will be managed through Core Strategy and DMD policy requirements, which should be rigorously applied to ensure that new housing helps contribute to meeting the need for affordable homes.
- 4.2.10 The SCAAP includes policies for the development of new student accommodation in the Central Area, and in particular Elmer Square. Due to the short tenancy of these type of properties they can occasionally have an adverse impact on local environment character, for

example through poor storage of refuse. Therefore, policy criteria could be included that requires planning applications for this type of development to be accompanied by a management plan for their operation.

- 4.2.11 The SCAAP clearly sets out the anticipated housing yield in each Policy Area. The table also shows that out of all allocated sites, based on anticipated yield, there is only a residual of just under 700 homes that have yet to receive planning permission. This inclusion provides useful clarity on the role of each area and appreciation of the likely growth planned for and that already ready for delivery. However, also included in SCAAP is the long-term potential on some areas beyond the plan period. This consideration of future growth is important as the plan period is only to 2021 and to achieve sustainable growth it is necessary to consider the long-term potential in the area.
- 4.2.12 **The built and heritage environment:** The principle focus of the SCAAP is how improvements can be made to the built environment of the Central Area, through new development and enhancement. This will have positive sustainability impacts related to improving the image of the centre. A better 'sense of place' can help support the community's pride where they live, which can have positive impacts on social sustainability. The town centre is also the showcase for the rest of the town, and therefore if this area has a high quality image it can encourage local and national investment in the whole town.
- 4.2.13 The SCAAP has the potential to deliver significant environmental benefits from supporting development that improve the built environment; this can include benefits for the economy and the communities of the town. There are many instances where proposals and policies of the SCAAP are likely to help deliver a higher quality built environment. This includes specific regeneration and renewal schemes, measures such as new planting and public art and policies to help ensure new and existing car parks are designed reduce their impact on the built environment, for instance through use of green walls on multi-storey car parks.
- 4.2.14 There may be an opportunity for the SCAAP or other mechanisms (such as Article 4 directions) to help control change of use from office to residential development through permitted development rights. The current approvals for this change of use may be undermining a policy led approach to sustainable development in some part of the Central Area.
- 4.2.15 **Education and culture:** Support for education in the town centre will have positive sustainability impacts, not only from improving availability of learning sites but also from the vibrancy a student population can bring to the Central Area.
- 4.2.16 The SCAAP has the potential to deliver benefits relating to education, supporting local communities and the economy.
- 4.2.17 The SA identifies that infrastructure studies show there is may be a need for new school space in Central Area. Victoria and Sutton Gateway Neighbourhoods are identified in the SCAAP as possible locations for new schools, although no specific locations are identified. Without necessary provision to meet demand there may be a detrimental impact on local communities, particularly affecting the more deprived communities of the Central Area. Therefore, it will be important to ensure demand and supply of school places is monitored and new facilities provided as necessary.

- 4.2.18 Consideration needs to be given to new student accommodation proposals to ensure they do not hinder other types of development. For example, some locations may be preferable for new homes rather than student accommodation. Concentration of student accommodation can also have detrimental impacts on neighbourhoods from a high transient population, although there can be benefits of creating vibrancy, management considerations are noted above in relations to 'residential development and communities'.
- 4.2.19 **Employment and retail:** The SCAAP identifies that of central Southend is the preferred area for new retail and office development. The SA finds that the SCAAP should have a beneficial impact on supporting a sustainable economy in the Central Area as well maintaining its retail role.
- 4.2.20 The Central Area is the most sustainable place for high trip generating office uses. There is a need to make sure that the availability of office and business space is not compromised in favour of other uses, such as residential or education use. Policies in the Core Strategy and DMD policy set out measures to manage supply and protection of existing uses. There is currently an over-supply of floorspace and loss of some of this use will remain compatible with sustainability objectives for the economy. However, new or renovated provision to meet the specific needs of modern business is likely to be necessary, including more flexible and higher quality space. Monitoring the demand and supply of Central Area office floorspace will be necessary to ensure that they are matched and to ensure economic growth in the town centre is not constrained to the benefit of out-of-centre locations that may be less accessible and therefore less environmental sustainable.
- 4.2.21 Protection of the retail use in the primary and shopping areas is important to maintain the retail role of the town centre and High Street. Too high a proportion of non- A1 retail uses can change the character of a retail area, which could lead to its further decline as a place to shop. However, there can also be benefits from reducing the number of vacant units through temporary retail of other uses. The protection of A1 uses from unsuitable change of use, where there is actually a demand for this use, is enhanced through the inclusion details in the SCAAP appendix of the marketing evidence that will have to be provided as part of any application.
- 4.2.22 **Leisure, recreation and open space:** The SCAPP policies relating to leisure and recreation should have beneficial impacts on sustainable development from supporting the provision of improved space for leisure and recreation in the Central Area.
- 4.2.23 The SA does note that new seafront and waterfront leisure and recreation development will need to take into account the potential conflict of uses. There will be different demands on the area from areas of quiet enjoyment of the natural environment to places for active water-sports and seaside attractions. For everyone's enjoyment of different uses will need to be managed to ensure high quality leisure opportunities for all.
- 4.2.24 There is also the possibility that new development for waterfront tourism and leisure will conflict with the nature conservation interest of the site. This will need to be managed on a site-by-site basis to ensure no harm comes to internationally designated sites, in keeping with the Habitats Regulations.

- 4.2.25 **Sustainable construction and flooding:** The SCAAP has the potential to have some beneficial effects on sustainable development. In relation to sustainable construction and the more efficient use of resources.
- 4.2.26 The SA notes the potential for large mixed use and landmark sites proposed have real potential to deliver buildings to exemplar sustainability standards, both in construction and use of resources. Building to high standards can have benefits for the resource use of the individual buildings as well as providing an example of standards that can be achieved. This can help guide the delivery of other development in the Borough, helping guide the way for sustainable construction. Sustainable construction policy is primarily covered by higher tiers of policy including the DMD.
- 4.2.27 **Natural environment:** Policies of the SCAAP are likely to be beneficial in protecting the natural environment, particularly areas of high designated quality with likely beneficial effects on sustainable development.
- 4.2.28 The SCAAP aims for the delivery of new urban greenspace, with some areas needing coordination to help deliver benefits in a unified way. For instance, the proposed Urban Park at Queensway has the potential to bring the natural environment into the heart of the town. Securing delivery of these aims could be improved through the preparation of a masterplan for the site. This could be used to secure funding for the scheme from developers, CIL etc. Similarly, any masterplan prepared for Victoria Avenue could include details of the linked green spaces at Victoria Avenue where an overarching strategy may be needed to coordinate piecemeal development to help create high quality, cohesive area of open space.
- 4.2.29 New open space is expected to help provide an alternative for recreation to the foreshore, to help reduce visitor pressure in the designated area, as part of the 'green grid' details are included in the SCAAP. This may help reduce pressure on the seafront area. The Policies Map will need to be clear on how these routes are linked and work with partners to deliver signage and information to encourage people to use these linked areas.
- 4.2.30 There are several references to lighting strategies in the SCAAP. These can help create a more attractive night-time environment and lighting of 'green grid' links could help improve safety. However, for nocturnal wildlife lighting can create barriers to movement. Therefore, lighting schemes need to take potential impacts into account, using suitable wattage, timings and low level lighting to avoid adverse impacts. Impacts will need to be considered on a site-by-site basis.
- 4.2.31 **Implementation:** It is evident that no sustainability benefits can be realised if development cannot be implemented. The implementation plan will have to show how the policies and proposals might be secured, and includes details of targets and delivery partners.
- 4.2.32 The SA identifies that the SCAAP is a succinct plan and clearly sets out the priorities for development in in Policy Area, with a limited number of development strategy policies specific to the Central Area.

5 Future stages of Sustainability Appraisal

5.1 Next stages of the SA

- 5.1.1 The SA of the SCAAP will continue to adoption. Each SCAAP consultation stage will be accompanied by an updated SA Report that documents the appraisal process and the decisions that have been made.

5.2 Monitoring

- 5.2.1 There is a requirement for monitoring the sustainability appraisal arising from the SEA Regulations. The intention is to monitor the impact on the SCAAP for significant environmental effects. Monitoring will need to consider positive and negative impacts, triggering a review if necessary.

- 5.2.2 The specific requirements of the SEA Regulations on monitoring are to:

“Monitor the significant environmental effects of the implementation...with the purpose of identifying unforeseen adverse effects at an early stage” (Regulation 17(1))

- 5.2.3 The sustainability framework, Table 1, provides a good starting point for developing targets and indicators for monitoring. As set out in the SEA Regulations there is no need for the SA monitoring to be in isolation from other monitoring measures put in place for the plan. Therefore, it is recommended that monitoring is integrated into LDF and SCAAP specific monitoring.

- 5.2.4 Monitoring need only begin once the SCAAP has been adopted.

- 5.2.5 In setting a monitoring framework for the SCAAP the chosen indicators and targets need to be:

- **specific** – in that it relates to policy objectives, indicators reflect what is set out in policy and strategy, and do not appear to be defining requirements that go beyond, or differ from, policy;
- **attributable** – monitoring the indicator must give results that can be directly related to the LDP policies, and should not be issues that are influenced or are more likely to be influenced by matters outside the control of the LDF;
- **measurable** – it must be the case that data or information can realistically be gathered on the indicators, including whether this is possible given time and resources. Indicators could be linked to data already been gathered by other bodies, besides the planning authority;
- **timescale** – the indicator must be capable of being monitored on a regular basis, usually annually, to be an effective part of a monitoring programme.

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Southend on Sea Central Area Action Plan

Sustainability Appraisal Addendum of Proposed Post Examination Modifications

On behalf of **Southend on Sea Borough Council**



Project Ref: 28511/2017 | Rev: B | Date: August 2017



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1 Introduction

1.1 Background

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned by Southend-on-Sea Borough Council (SBC) to undertake the Sustainability Appraisal (SA) of the Southend Central Area Action Plan (SCAAP). This report provides an Addendum to the Revised Proposed Submission SCAAP SA Report (September 2016), to consider whether post examination modifications now proposed to the SCAAP would affect previous SA conclusions and in particular would result in any new or different likely significant effects.
- 1.1.2 In line with statutory requirements, SA incorporating Strategic Environmental Assessment (SEA) has previously been undertaken and reported at all stages in the preparation of the SCAAP, namely:
- SA of Issues and Options – Town Centre and Seafront Area Action Plans (2007);
 - SA of SCAAP Issues and Options (2010);
 - SA of Proposed Submission SCAAP (2011);
 - SA of SCAAP Preferred Approach (2015); and,
 - SA of Revised Proposed Submission SCAAP (2016).
- 1.1.3 In each case, a full SA report and associated Non-Technical Summary were prepared by PBA to accompany the relevant iteration of the SCAAP. Both the SA report and the SCAAP were consulted on in tandem, with representations on both documents influencing the evolution of the SCAAP. Whilst this Addendum does not represent a full SA report (as it is only concerned with updating the Revised Proposed Submission SCAAP SA report where required), it has similarly been prepared to accompany public consultation on post-examination modifications to the SCAAP.
- 1.1.4 A draft of this Addendum was first provided to SBC on 3rd August 2017, following which revisions were made to the proposed modifications to address identified significant adverse effects on biodiversity interests. These revisions, which have been agreed for consultation with the Planning Inspector appointed by the Secretary of State to undertake the Examination of the SCAAP, result in no significant adverse effects now being predicted to result from the proposed modifications. The SA Addendum has been updated to respond to the revisions to the proposed modifications.

1.2 The SCAAP Sustainability Appraisal Framework

- 1.2.1 The SA of the emerging SCAAP has been underpinned by a Sustainability Framework, which comprises a suite of sustainability objectives and sub-objectives derived from analysis of relevant sustainability issues and the context of Southend. This SA Framework, provided in Appendix A (see Table A.1), has been used at each stage of the SA to identify and assess the significance of potential sustainability and environmental effects from the emerging SCAAP. The SA Framework has similarly been applied in the preparation of the Addendum to identify and assess the significance of any new or different effects from the proposed modifications (PMs) to the SCAAP.

2 Screening and Appraisal of Proposed Modifications

2.1 Introduction

2.1.1 This section presents a screening and appraisal of all proposed modifications (main and minor) against the SA Framework, detailed in Table 2.1 below. The purpose of this exercise is to determine whether each proposed modification (PM) would result in any new or different likely significant sustainability or environmental effects from those previously assessed within the SA of the Revised Proposed Submission SCAAP (September 2016).

2.1.2 The screening detailed in Table 2.1 includes the following information for each PM:

- PM (main or minor) and Revised Proposed Submission SCAAP reference numbers - to identify each modification and the affected component(s) of the SCAAP;
- Summary of PM - to describe what each modification would change within the Revised Proposed Submission SCAAP;
- Predicted Effects - consideration of what effects (in sustainability, environmental and wider terms) the PM would be likely to generate, taking account of the effects previously assessed within the SA of the Revised Proposed Submission SCAAP;
- Significance of Predicted Effects – consideration of whether the identified effect(s) of the PM would result in any new or different likely significant effect compared with those reported previously, in particular within the SA of the Revised Proposed Submission SCAAP.

2.1.3 The PMs are generally addressed in numerical order within Table 2.1, although where multiple PMs relate to the same substantive issue these are considered together for brevity. Where the screening reported in Table 2.1 identifies new or different likely significant effects, as well as any new uncertainties or policy interactions, any potential need for clarification and mitigation is considered further in section 3.

Table 2.1 SA Screening of SCAAP Post Examination Proposed Modifications

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
Main Modifications				
Main 1	Page 12, Paragraph 29	Addition of a new strategic objective for Southend Central Area, <i>“supporting the viability and vitality of the town centre, so that it remains the first preference for all forms of retail development and for other town centre users attracting large numbers of people and create an environment that encourages investment from Central Area”</i> .	These PMs would have beneficial effects on objectives regarding accessibility, community, employment and wealth creation through directing retail development to, supporting the vitality of, and encouraging investment within, Southend Town Centre.	<p>These PMs introduce a new component to the SCAAP (a new strategic objective) which has not previously been subject to SA, as well as amending existing policy criteria. New or different significant effects are therefore possible.</p> <p>These PMs would have beneficial effects on sustainability objectives EG1, EG2 and EG3. Given that the PM introduces a new component to the SCAAP (rather than building upon existing components) and directly contributes to the achievement of sustainability objectives, the PM is considered likely to result in significant beneficial effects on these objectives.</p>
Main 2	Page 20, Policy DS1.1	Paragraph amended to include text linking National Planning Policy Framework (NPPF) to support for the town centre as the first preference for all forms of retail development.		
Main 3	Page 20, DS1.2	Additional text is added to the policy section to specify that new development, including retail, must not be detrimental to those living and working nearby (e.g. through excessive noise or disturbance).	This PM would have beneficial effects on objectives regarding health, safety, security and community through requiring development proposals to safeguard residential and general amenity from unacceptable impacts	<p>This PM introduces additional criteria to Policy DS1.2, with the potential to result in new or different significant effects.</p> <p>The SA of the Revised Proposed Submission SCAAP (September 2016) concluded that Policy DS1 as</p>

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
		Sections are renumbered accordingly.		drafted was likely to contribute to the achievement of objectives including SP5, but no clear relationship was identified with objective SP4. The PM would directly safeguard health, safety and security, resulting in a potential new beneficial significant effect on objective SP4.
Main 4	Page 42, Paragraph 135	Amendments to the text to report an increased number of publicly available car parking spaces (2550 to 3142) to the south of the Central Area and to identify 2,562 of these spaces as being within key visitor car parks.	PMs Main 4 - 6 and 9 are intrinsically linked and must be appraised together. PMs Main 4 – 6 would themselves not have clear effects as they only amend supporting text rather than policy wording, although when considered with PM Main 9 there is the potential for effects to occur. The substantive effect of these PMs would be to identify and safeguard against the net loss of key visitor parking, whilst clarifying that this specific level of protection does not apply to other existing parking. This would directly protect car access to amenities and shops for visitors. It would also potentially allow future reductions in the availability of public parking for non-visitor purposes (e.g. commuting), which could support economic growth, redevelopment, encourage more sustainable transport and the intensification of built form.	The Revised Proposed Submission SCAAP SA Report acknowledged that the SCAAP has the potential to deliver significant benefits from achieving a modal shift to more sustainable travel, including walking and cycling. Of relevance to these PMs, the Revised Proposed Submission SCAAP contained proposals to meet identified car parking needs whilst advocating a strategy of managing car parking to release land for development. These PMs would implement this strategy, resulting in potential socio-economic benefits through inward investment and new economic activities on suitable sites.
Main 5	Page 42, Paragraph 136	Amended paragraph to clarify there will be no net loss in key visitor car parking.		
Main 6	Page 43, Paragraph 136	New paragraph inserted to stipulate any development proposals on key visitor car parking areas to the south of the Central Area must not result in a net loss within key visitor car parks. Any planning applications are to be accompanied by a detailed transport assessment that include an analysis of the impact of additional parking demand generated by the	Any adverse effect on local car access to amenities and economic opportunities for non-visitors is countered by policy DS5, which includes safeguards to maintain parking at a level that supports the vitality and viability of the centre and does not undermine the ability to	The Revised Proposed Submission SCAAP SA Report concluded that Policy DS5 as drafted would have beneficial effects on sustainability objectives SP1, SP4, EP3, EP4, NR1

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
		proposed development on key visitor car parks. Paragraphs renumbered as appropriate.	accommodate visitor trips, and also includes a requirement for proposals to have regard to Policy DM15 of the adopted Southend DMD. This sets out car parking standards and requirements for sustainable transport measures, Transport Assessments and Travel Plans.	and EG1, with uncertain or no effects predicted on other objectives. The safeguarding of key visitor car parks through these PMs would directly protect the accessibility of the Southend Central Area for visitors, with consequential socio-economic benefits. This would enhance previously predicted beneficial effects on objectives SP1 and EG1 but would not generate new or different significant effects. Assuming that Policy DS5 in conjunction with Policy 15 of the adopted DMD ensures appropriate provision of car parking (for all purposes), travel plans and sustainable transport measures, no adverse effects are predicted as a result of these PMs. In summary, no new or different significant effects are predicted as a result of these PMs.
Main 9	Page 45, DS5.2.b	This PM would implement PMs 4 – 6 in policy terms by setting out revised policy criteria to safeguard key visitor car parking. The PM would have the effect of only safeguarding key visitor, not all, public parking.		
Main 7	Page 43, After Main 6	Table added to list all key visitor car parks within the area defined by Map 4, includes both the parking spaces within the individual car parks and cumulative total	This PM would itself have no clear effects.	None predicted.
Main 8	Page 42, After Main 7	Inclusion of a new map (Map 4) that identifies 10 minute walking distance isochromes from the	This PM would itself have no clear effects.	None predicted.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
		foreshore within which policy DS5.2.b is operational. Updated numbering of sequent maps as appropriate.		
Main 10	Page 71, PA7.3.ii	Clarification on the area referred to as the Opportunity Site.	This PM would itself have no clear effects.	None predicted.
Main 11	Page 72, Section 5.9 Aims, Paragraph 3	Aim is amended to highlight the inclusion of car parking management in the approach to development.	This would emphasise the need to manage parking when developing the Central Seafront Policy Area, to contribute to the vitality and viability of the seafront. This aligns with efforts to support economic growth, inward investment and intensification of built form, whilst protecting access for visitors.	This PM introduces an additional aim for the Central Seafront Policy Area. The PM merely adds a cross-reference to policy requirements introduced through PMs 4 - 6 and 9, which themselves are not considered likely to generate new or different significant effects on any sustainability objectives. In consequence no significant effects are therefore predicted from this PM.
Main 12	Page 74, Section CS1.1.f	Amended policy criteria to: <ul style="list-style-type: none"> - insert a requirement to protect designated sites from adverse effects; and, - amend the requirement to maintain foreshore views, to instead require foreshore views not to be adversely impacted by development. 	The introduction of a requirement within Policy CS1 to protect European and nationally designated sites against adverse effects would directly contribute to the protection and enhancement of biodiversity and geological interests. However, this mirrors existing requirements detailed within Policy CS2 - Nature Conservation and Biodiversity and would therefore have no additional effect. The PM would also retain protection against adverse impacts on foreshore reviews, resulting in no	The Revised Proposed Submission SCAAP SA Report concluded that the SCAAP as drafted was likely to be beneficial in protecting the national environment. Given that the proposed new criteria in Policy CS1 mirrors existing criteria in policy CS2 and would retain protection of foreshore views, this PM is not considered likely to result in any new or significant effects.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
			change in predicted effects on landscape character and visual amenity.	
Main 13	Page 75, CS1.3.d	Paragraph amended to highlight the need to ensure new lighting does not cause direct illumination of the foreshore or excessive glare when viewed from the foreshore.	This PM would help to protect visual amenity and the setting of heritage assets from light pollution.	This PM would strengthen the protection given to visual amenity and the setting of heritage assets within Policy CS1, but would not itself result in new or different significant effects.
Main 14	Page 77, Paragraph 200	Paragraph amended to list the conservation designations and ensure appropriate weighting to them as recognised sites.	This PM would itself have no clear effects.	None predicted.
Main 15	Page 78, Paragraph 205	Paragraph added to provide guidance to interpret the provisions of Policy CS2 regarding the protection afforded to Sites of Special Scientific Interest (SSSI). Text also added to set out the roles of non-statutory local nature reserves and local wildlife sites.	PMs Main 15 - 17 are intrinsically linked and must be appraised together. These PMs align Policy CS2 and supporting text with the NPPF (2012) at paragraph 118. In doing so the PMs introduce clear policy tests where development proposals are likely to result in adverse impacts and/or significant harm to biodiversity interests including the foreshore designations. The PMs would therefore strengthen the protection of biodiversity interests whilst not unnecessarily restricting development.	These PMs were amended following the draft SA Addendum to ensure the avoidance of significant adverse effects on biodiversity interests and to align Policy CS2 with paragraph 118 of the NPPF (2012). The clear policy tests introduced by these PMs would ensure that Policy CS2 and supporting text provides appropriate protection for biodiversity interests. This would enhance the effectiveness of the SCAAP but would not result in new or different significant effects from those previously assessed.
Main 16	Page 78, CS2.1.b	Criteria amended to set out revised policy tests for development proposals that would result in significant harm to the foreshore designations. In particular, the PM makes clear that development proposals must not undermine the special features, integrity or		

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
		conservation objectives of the foreshore designations.		
Main 17	Page 78, CS2.1.c	Policy criteria amended to set out revised policy tests for development proposals that would result in adverse impacts on or significant harm to SSSIs. The amended criterion starts from a presumption that development adversely affecting a SSSI will not be permitted, unless certain criteria are met. The revised criterion builds upon criterion CS2 1.b (regarding the protection of all foreshore designations, including SSSIs) and aligns with paragraph 118 of the NPPF (2012).		
Main 18	Page 80, CS3.2	Paragraph amended to narrow the scope of Policy CS3 to only apply to unacceptable impacts on named SSSIs, rather than to all biodiversity interests.	This PM would remove the consideration of unacceptable biodiversity impacts other than on SSSIs from Policy CS3. In isolation this may have an adverse effect on the protection of wider biodiversity interests outwith SSSIs, although Policy CS2 sets out criteria to protect all " <i>foreshore designations</i> ", including the non-statutory Southend Foreshore Local Nature Reserve and part of the Leigh National Nature Reserve, from significant harm. As Policy CS3 relates solely to development proposals in the Waterfront Area, the change introduced by this PM would, when read and applied together with	None predicted.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
			Policy CS2, have no clear effect on biodiversity interests.	
Main 19	Page 84, PA8.4.ii (Opportunity Site PA8.2)	Paragraph amended to require the proposed tenure and affordability of proposed new accommodation on Opportunity Site PA8.2 not to " <i>preclude existing residents displaced by the redevelopment from being permanent occupiers in the new scheme</i> ".	This PM would provide a partial safeguard against potential displacement of existing residents by redevelopment proposals, resulting in a beneficial effect on housing provision to meet identified needs.	The SA Report for the Revised Proposed SCAAP previously assessed Opportunity Site PA8.2 as having a beneficial effect on sustainability objectives including SP2, but not SP5. By seeking to accommodate existing residents, the PM would continue to meet housing needs whilst enhancing community cohesion. The PM therefore has the potential to generate a new beneficial significant effect on SP5.
Main 20	Page 86, PA9.2 Second line	Paragraph amended to remove sentence stipulating that the redevelopment of Opportunity Site (PA9.2): Guildford Road should incorporate amenity open space, urban greening and sustainability measures.	This PM would remove the specific policy requirement to incorporate amenity open space, urban greening and sustainability measures within the redevelopment of Opportunity Site (PA9.2): Guildford Road, although policy PA9 (criterion 2c) still promotes streetscape and landscape design improvements, including urban greening and tree planting, and sustainability related policies within the Southend DMD would also continue to apply.	<p>This PM is intended to reduce duplication and amounts only to a change in emphasis rather than altering any policy tests. No new or different significant effects are therefore predicted.</p> <p>Whilst the PM would remove the onus to provide amenity open space, urban greening and sustainability measures, it is in relation to one opportunity site only and other policy requirements (including within SCAAP policy PA9 and in the adopted DMD) to protect biodiversity interests and provide greenspace would continue to apply. In this</p>

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
				context the PM is not itself considered likely to generate new or different significant effects from those previously assessed.
Main 21	Page 94, Implementing and Monitoring Table: Policy DS5	Paragraph amended to introduce monitoring of car parking provision.	This PM would support the successful implementation of PMs 4 – 6 and 9 in order to deliver a managed approach to car parking in the Central Area. However, as this PM is restricted to setting out monitoring arrangements it would not itself result in any sustainability or environmental effects.	None predicted as this PM only relates to monitoring arrangements.
Main 22	Page 11, Following Appendix 8	New appendix showing publically available paid for Parking to the South of the Central Area.	This PM would itself have no clear effects.	None predicted.
Minor Modifications				
Minor 1	Page 7, Paragraph 7	Footnote added to provide the title of work referenced in the paragraph.	This PM would itself have no clear effects.	None predicted.
Minor 2	Page 8, Context and Issues for the Southend Central Area	Paragraph amended to clarify how the SCAAP could maximise Southend's potential as a visitor destination and resort.	This PM would itself have no clear effects.	None predicted.
Minor 3	Page 11, Paragraph 24	Paragraph amended to remove text that the SA Report is available for comment.	This PM would itself have no clear effects.	None predicted.
Minor 4	Page 14, Paragraph 32	Paragraph amended to include text that identifying the need for	This PM would itself have no clear effects.	None predicted.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
		policy areas to protect and enhance heritage assets.		
Minor 5	Page 17, Paragraph 43	Paragraph amended to improve readability. Sentence added to highlight the importance of effective promotion and marketing of the town centre to potential new investors.	This PM would itself have no clear effects. The existing text already identified the importance of the retail sector to Southend Town Centre and the need to enhance vitality.	None predicted.
Minor 6	Page 18, Paragraph 48	Paragraph amended to include tourism and well as leisure uses of the central seafront area.	This PM would itself have no clear effects.	None predicted.
Minor 7	Page 19, Paragraph 55	Correction of reference to Policy DS1.3(a)	This PM would itself have no clear effects.	None predicted.
Minor 8	Page 19, Paragraph 56	Correction of reference to Policy DS1.3(a)	This PM would itself have no clear effects.	None predicted.
Minor 9	Page 20, Paragraph DS1.2	Sentence added to include the Council's intention to promote the town centre.	This PM would itself have no clear effects.	None predicted.
Minor 10	Page 21, Policy DS1.7	Grammar correction.	This PM would itself have no clear effects.	None predicted.
Minor 11	Page 21, Policy Linkages	KP1 added as a policy relevant to Core Strategy DPD. Southend Central AAP is amended to include objective 12.	This PM would itself have no clear effects.	None predicted.
Minor 12	Page 23, Paragraph 58	Text added to note the potential for growth of the tourism sector.	This PM would itself have no clear effects. The Revised Proposed Submission SCAAP already emphasised the importance of the tourism	None predicted.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
			sector to the local economy, employment and future economic growth.	
Minor 13	Page 24, Policy Linkages	Updates cross-references between objectives and policies.	This PM would itself have no clear effects.	None predicted.
Minor 14	Page 25, Paragraph 72	Correction to number of dwellings identified.	This PM would itself have no clear effects.	None predicted.
Minor 15	Page 26, Table 1	Correction to figures of new Residential Development in Clifftown and total figures for the table.	This PM would itself have no clear effects.	None predicted.
Minor 16	Page 27, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.
Minor 17	Page 28, Paragraph 84	Text amended with minor word changes to improve readability. Sentence added to clarify the contribution of heritage assets to the south.	This PM would itself have no clear effects. The Revised Proposed Submission SCAAP already identified the importance of heritage assets.	None predicted.
Minor 18	Page 29, Paragraph 87	Paragraph amended to strengthen the importance of and insert a new criteria protecting the setting of Conservation Areas.	This PM makes clear a need to consider effects from development proposals on the setting of Conservation Areas, resulting in a potential beneficial effect on the preservation and protection of heritage assets. However, this PM to supporting text would not alter policies within the SCAAP or add to the protections provided by policy DM5.	As this PM would only clarify supporting text rather than alter policy criteria, no new or different significant effects are predicted.
Minor 19	Page 30, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
Minor 20	Page 31, Policy 99	Place names added to give recognitions to viewpoints.	This PM would itself have no clear effects.	None predicted.
Minor 21	Page 34, Table 3	Table amended to include "Better Queensway (Queensway Policy Area)" as a potential location for new landmark buildings.	This PM would provide policy support for an additional landmark building, which would improve urban design quality.	The Revised Proposed Submission SCAAP SA Report already identified beneficial effects from the SCAAP on urban design quality and sustainability objective EP3. The PM would strengthen this effect but would not result in any new or different significant effects.
Minor 22	Page 34, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.
Minor 23	Page 35, Table 4	"OS (PA4.1): Better Queensway" added to table in column titled "Potential Landmarks within".	This PM would provide policy support for an additional landmark building, which would improve urban design quality.	The Revised Proposed Submission SCAAP SA Report already identified beneficial effects from the SCAAP on urban design quality and sustainability objective EP3. The PM would strengthen this effect but would not result in any new or different significant effects.
Minor 24	Page 36, Paragraph 111	Text amended to include the Thames Estuary 2100 Plan to the approach to hold the existing line of flood defence.	This PM would itself have no clear effects.	None predicted.
Minor 25	Page 37, Paragraph 113	Delete repeated text.	This PM would itself have no clear effects.	None predicted.
Minor 26	Page 38, Paragraph 38	Paragraph amended to reference up to date guidance on Sustainable Drainage Systems.	This PM would itself have no clear effects.	None predicted.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
Minor 27	Paragraph 38, Page 121	Minor grammar correction.	This PM would itself have no clear effects.	None predicted.
Minor 28	Page 40, Paragraph 124	Correction to map referencing number.	This PM would itself have no clear effects.	None predicted.
Minor 29	Page 41, Paragraph 129	Paragraph amended to include further benefits of improved signage – directing drivers to find the most appropriate car parking space. Updated map reference.	This PM would itself have no clear effects.	None predicted.
Minor 30	Page 47-48, Map 4 & Map 5	Maps updated to reflect key visitor car parks in Southend Central Area.	This PM would itself have no clear effects.	None predicted.
Minor 31	Page 52, Paragraph 153	Updated map reference.	This PM would itself have no clear effects.	None predicted.
Minor 32	Page 52 Paragraph 154	Minor grammar correction.	This PM would itself have no clear effects.	None predicted.
Minor 33	Page 54, Map 6	Updated map reference.	This PM would itself have no clear effects.	None predicted.
Minor 34	Page 56, PA1.4.d.i	Updates cross-references	This PM would itself have no clear effects.	None predicted.
Minor 35	Page 57, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.
Minor 36	Page 57, London Road Policy Area: Aims	Paragraph amended to add “a street market” to list of opportunities for a pedestrian priority public space.	This PM would itself have no clear effects. The Revised Proposed Submission SCAAP already identified a range of suitable uses for the London Road Policy Area to protect accessibility and enhance vitality and the	None predicted.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
			provision of amenities. The PM would further contribute to this.	
Minor 37	Page 59, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.
Minor 38	Page 61, Policy Linkages	DM8 and DM10 added as relevant policies to Development Management DPD. PA1 and PA2 added to relevant policies for Southend Central AAP.	This PM would itself have no clear effects.	None predicted.
Minor 39	Page 62, Paragraph 161	Removal of misplaced word "centre".	This PM would itself have no clear effects.	None predicted.
Minor 40	Page 64, Policy PA4.3	Change of table column heading "timescale for delivery" to "other potential use classes". Addition of A3 to this column.	This PM would itself have no clear effects.	None predicted.
Minor 41	Page 64, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.
Minor 42	Page 68, PA6.1.B	Amended text to improve readability and phrasing of a reference to a policy document.	This PM would itself have no clear effects.	None predicted.
Minor 43	Page 68, PA6.3	Correction of numbering to sub-criteria.	This PM would itself have no clear effects.	None predicted.
Minor 44	Page 69, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
Minor 45	Page 69, paragraph 183.	Paragraph amended to add further information about a surface level car park.	This PM would itself have no clear effects.	None predicted.
Minor 46	Page 72, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.
Minor 47	Page 72, Central Seafront Policy Area: Aims	Identical to PM Main 11	As with PM Main 11, this PM would emphasise the need to manage parking when developing the Southend Central Area, in order to contribute to the vitality and viability of the seafront. This aligns with efforts to support economic growth, inward investment and intensification of built form, whilst protecting access for visitors.	The PM merely adds a cross-reference to policy requirements introduced through PMs 4 – 6, 9 and 11, which themselves are not considered likely to generate new or different significant effects on any sustainability objectives. In consequence no significant effects are therefore predicted from this PM.
Minor 48	Page 72, Paragraph 187	Text added to provide more information on the contribution of tourism to Central Seafront area and plans for the area's resort function. New paragraph created with updated numbering to improve readability	This PM would itself have no clear effects.	None predicted.
Minor 49	Page 73, Paragraph 191	Text regarding the impact of Adventure Island on esplanade views removed	Whilst these PMs would remove the previously proposed requirement for boundary treatment changes at the Adventure Island site in order to enhance exterior views, they would not alter the current policy position and would have no clear effects.	None predicted.
Minor 51	Page 75, Paragraph CS1.3.f	Removal of policy criterion requiring the provision of a more permeable boundary to Adventure Island		

PM Reference	SCAAP Reference	Summary of PM	Predicted Effects	New or Different Likely Significant Effects?
Minor 50	Page 73, Paragraph 195	Paragraph amended with grammar corrections.	This PM would itself have no clear effects.	None predicted.
Minor 52	Page 77, Paragraph 199	Paragraph is amended to reflect correct terminology for conservation sites.	This PM would itself have no clear effects.	None predicted.
Minor 53	Page 86, Policy PA9.3.1.a	Text is amended to clarify location of residential buildings.	This PM would itself have no clear effects.	None predicted.
Minor 54	Page 87, Policy Linkages	Updates cross-references	This PM would itself have no clear effects.	None predicted.
Minor 55	Page 109, Appendix 6	Figures are updated in three columns; Other commitments to be delivered by 2021, Total New Dwellings, and Difference from Core Strategy (adjusted 2014 to 2021).	This PM would itself have no clear effects.	None predicted.
Minor 56	Page 111, Appendix 8	Updated numbering in reference to Policies.	This PM would itself have no clear effects.	None predicted.
Minor 57	Policies Map	Boundary of protected green space is amended to omit Pier West Café.	This PM would itself have no clear effects.	None predicted.

3 Predicted Significant Effects

3.1 Introduction

- 3.1.1 This section considers the substantive sustainability effects of the PMs identified in Section 2, summarises the predicted significant effects and considers the potential need for clarification or mitigation.

3.2 Predicted Significant Effects

- 3.2.1 As detailed in section 2, several of the PMs would work together to introduce substantive changes to the SCAAP with potential sustainability effects, namely:
- i. Clarification of key visitor car parks where no net loss of spaces will apply, whilst identifying all paid for publicly available car parking and setting out monitoring of all parking provision;
 - ii. Identification of additional potential locations for new landmark buildings; and,
 - iii. Enhancing the protection of environmental quality, heritage assets, biodiversity interests and environmental quality.
- 3.2.2 The screening and appraisal presented in Section 2 identifies that **new or different significant beneficial** effects¹ could arise from:
- PM Main 1 and 2 – on sustainability objectives EG1, EG2 and EG3;
 - PM Main 4 – on sustainability objective SP4; and,
 - PM Main 18 – on sustainability objective SP5.
- 3.2.3 The screening and appraisal presented in Section 2 indicates that no **new or different likely significant adverse effects** are predicted as a result of the PMs. No mitigation measures are therefore required under the terms of the SEA Regulations² to avoid significant adverse effects that would otherwise occur from the Revised Proposed Submission SCAAP as modified by the PMs.

3.3 Conclusion

- 3.3.1 In summary, the PMs are predicted to generate a small number of new or different likely significant beneficial effects compared to those assessed within the Revised Proposed Submission SCAAP SA Report (September 2016). A draft of this Addendum was first provided to SBC on 3rd August 2017, following which revisions were made to the proposed modifications to address identified significant adverse effects on biodiversity interests. These revisions, which have been agreed for consultation with the Planning Inspector appointed by the Secretary of State to undertake the Examination of the SCAAP, result in no significant adverse effects now being predicted to result from the proposed modifications.

¹ Compared with the beneficial significant effects identified within the Revised Proposed Submission SCAAP SA Report.

² The Environmental Assessment of Plans and Programmes Regulations 2004 as amended.

Appendix A Southend SCAAP SA Framework

A.1.1 Table A.1 below sets out the Sustainability Appraisal (SA) Framework which has been used at all stages of the SA for the emerging SCAAP.

Table A.1 SCAAP SA Framework

Reference Number	Sustainability Objective	Explanation and desirable direction of change	Sub-Objectives
	Social progress which recognises the needs of everyone		
SP1	Accessibility	<ul style="list-style-type: none"> enable all to have similar and sufficient levels of access to services, facilities and opportunities 	<ul style="list-style-type: none"> maintain Southend Central Area as the centre for all services, as the most accessible location improve accessibility to the town centre improvement in public transport accessibility along the entire length of the seafront
SP2	Housing	<ul style="list-style-type: none"> to provide the opportunity for people to meet their housing need 	<ul style="list-style-type: none"> ensure a sufficient number of dwellings encourage a suitable mix of dwellings, including tenure and size
SP3	Education & Skills	<ul style="list-style-type: none"> to assist people in gaining the skills to fulfil their potential and increase their contribution to the community 	<ul style="list-style-type: none"> improve accessibility to employment and education facilities support continued development of the University campus in the town centre
SP4	Health, safety and security	<ul style="list-style-type: none"> to improve overall levels of health, reduce the disparities between different groups and different areas, and reduce crime and the fear of crime 	<ul style="list-style-type: none"> improvements to reduce fear of crime in the town centre, especially at night improve pedestrian routes through the town centre and seafront to help design out crime

Reference Number	Sustainability Objective	Explanation and desirable direction of change	Sub-Objectives
SP5	Community	<ul style="list-style-type: none"> to value and nurture a sense of belonging in a cohesive community, whilst respecting diversity 	<ul style="list-style-type: none"> improve the viability and distinctive character of Southend town centre provide public art and improvements to the design of seafront tourist buildings, such as beach huts and kiosks to provide a recognisable unified approach for Southend provide new community open spaces in the town centre and seafront
Effective protection of the environment			
EP1	Biodiversity	<ul style="list-style-type: none"> to maintain and enhance the diversity and abundance of species, and safeguard these areas of significant nature conservation value 	<ul style="list-style-type: none"> protect undeveloped parts of the coastline protect key habitats directly or indirectly from developments which may harm them ensure new development brings enhancements to the built environment where appropriate ensure 'appropriate assessment' of all development is carried out where appropriate
EP2	Landscape character	<ul style="list-style-type: none"> to maintain and enhance the quality and character and cultural significance of the landscape, including the setting and character of the settlement 	<ul style="list-style-type: none"> protect undeveloped parts of the coastline retain notable features and areas of open space along the coast line protect views of the estuary

Reference Number	Sustainability Objective	Explanation and desirable direction of change	Sub-Objectives
EP3	Built environment	<ul style="list-style-type: none"> to maintain and enhance the quality, safety and distinctiveness of the built environment and the cultural heritage 	<ul style="list-style-type: none"> enhance and protect land mark and listed buildings on the sea front enhance and protect listed buildings and those of interest in the town centre improve urban design quality through policy protect existing and create new open and green space
Prudent use of natural resources			
NR1	Air	<ul style="list-style-type: none"> to reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere 	<ul style="list-style-type: none"> reduce traffic congestion in the town centre encourage freight modal shift and encourage a reduction in emissions of new buildings
NR2	Water	<ul style="list-style-type: none"> to maintain and improve the quantity and quality of ground, sea and river waters, and minimise the risk of flooding 	<ul style="list-style-type: none"> ensure no increased risk of coastal flooding acknowledge the risk to water quality from on-shore developments
NR3	Land	<ul style="list-style-type: none"> to use land efficiently, retaining undeveloped land and bringing contaminated land back into use 	<ul style="list-style-type: none"> protect undeveloped coastline in the Borough encourage development on previously developed land encourage high density residential development and mixed use development in the town centre
NR4	Soil	<ul style="list-style-type: none"> to maintain the resource of productive soil 	<ul style="list-style-type: none"> protect productive soil where applicable (little overall impact likely)
NR5	Minerals and other raw materials	<ul style="list-style-type: none"> to maintain the stock of minerals and other raw materials 	<ul style="list-style-type: none"> minimise use of aggregates for new development (relevance to sea defences)

Reference Number	Sustainability Objective	Explanation and desirable direction of change	Sub-Objectives
NR6	Energy sources	<ul style="list-style-type: none"> to increase the opportunities for energy generation from renewable energy sources, maintain the stock of non-renewable energy sources and make the best use of the materials, energy and effort embodied in the product of previous activity 	<ul style="list-style-type: none"> encourage efficient use of energy use of more energy from low carbon sources encourage decentralised energy supply, including through renewable energy or CHP.
Maintenance of high and stable levels of economic growth and employment			
EG1	Local economy	<ul style="list-style-type: none"> to achieve a clear connection between effort and benefit, by making the most of local strengths, seeking community regeneration, and fostering economic activity 	<ul style="list-style-type: none"> improve the viability and vitality of the town centre as economic hub for the Borough improve the viability and vitality of the seafront as a major and flexible tourist destination identify sites for local business start-ups in accessible locations
EG2	Employment	<ul style="list-style-type: none"> to maintain and enhance employment opportunities matched to the size of the local labour force and its various skills, and to reduce the disparities arising from unequal access to jobs 	<ul style="list-style-type: none"> work to create new jobs in a range of sectors within the Borough work to make the coast a major destination for conferences support a diverse range of businesses premises to meet different needs, as well as supporting existing business clusters
EG3	Wealth creation	<ul style="list-style-type: none"> to retain and enhance the factors which are conducive to wealth creation, including personal creativity, infrastructure, accessibility and the local strengths and qualities that are attractive to visitors and investors 	<ul style="list-style-type: none"> contribute to creating attractive environment for business to flourish improve access for all residents to a range of jobs

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