

Southend-on-Sea Borough Council

**Report of Corporate Director for Place
to**

LDF Working Party

on

15th September 2015

Report prepared by: Matthew Thomas, Strategic Planning
Team

**Southend Central Area Action Plan Preferred Approach Public Consultation
Place Scrutiny Committee
Executive Councillor: Councillor Norman**

1 Purpose of Report

- 1.1 For the LDF Working Party to consider a draft report to Cabinet setting out the Preferred Approach Public Consultation version of the Southend Central Area Action Plan (SCAAP) which is scheduled for statutory consultation in November for a minimum of 6 weeks.

2 Recommendation

- 2.1 The views of the LDF Working Party are sought on the draft Cabinet Report and the SCAAP which is attached as Appendix A to this Report.

3 Background

- 3.1 In accordance with Southend Borough Council's Local Development Scheme timetable and the 'Strategic Objectives' and policies within the adopted Southend Core Strategy, the Borough Council has prepared an Area Action Plan for the Central Area of the town and associated policies map, known as the Southend Central Area Action Plan.
- 3.2 It is proposed to consult on a 'Preferred Approach' version of the SCAAP, commencing in November 2015, under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. This will provide an opportunity for stakeholders, members of the public and interested parties to respond to the preferred approach as set out in the Plan, including specific site boundaries and policies within the SCAAP area
- 3.3 This consultation will then be followed by 'publication' of the Pre-submission version of the SCAAP (under Regulation 19) before the document is then submitted to the Planning Inspectorate for independent Examination in Public.
- 3.4 The Preferred Approach Version of SCAAP contains policies and proposals that in combination address: the development strategy for the Plan (matters such as retail, transport, 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'.

- 3.5 There are no fundamental changes to the overall policies compared to the previous version of the SCAAP (September 2011), however a different policy approach for positively managing retail uses has been presented and some of the proposal sites (now referred to as 'Opportunity Sites') and site specific policies as originally proposed, have been updated to reflect the Council's aims and objectives for the central area (including its own assets), planning permissions, current land use and previous consultation responses.
- 3.6 The Pre-submission version of the SCAAP (2011) set out a preferred approach to car parking in the town centre. It is proposed to set out the following approach to car parking management within the Preferred Approach version of the SCAAP (2015):
- Encourage extension of the existing car park variable messaging signs (VMS) to direct drivers to the most convenient car park and avoid unnecessary circulating traffic.
 - Improve access to town centre car parks from Queensway dual carriageway to avoid traffic circulating through the town centre;
 - Keep car parking capacity and demand under review, recognising that there has been a temporary increase in public car parking in the town centre, seeking to maintain capacity at a level that supports the vitality and viability of the town centre whilst enabling the delivery of relevant opportunity sites.
- 3.7 As the SCAAP progresses through to the next statutory stage of preparation and consultation, it is considered that further work to update the evidence base relating to car parking provision and management within the town centre will be beneficial to support the delivery of the Plan, particularly as a number of the SCAAP Opportunity Sites are located on existing Council owned car parks and there is therefore a need to determine future car parking solutions if and when these sites are developed.

4 Background Papers

None

5. Appendix

Draft report to Cabinet on 22nd September 2015