

southend central area action plan dpd

consultation draft
preferred approach version 2015



local development framework
delivering regeneration and growth



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Part A: The Plan and its Context

1. Introduction

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 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.
3. The boundary of the Southend Central Area is set out by **Map 1: Southend Central Area Action Plan Boundary**.

Position Statement

Notwithstanding adopted housing and employment targets, the role of the Southend Central Area Action Plan (SCAAP) is to maximise sustainable development within Southend Central Area, including central seafront, ensuring it is place where people want to live, work and visit.

It is acknowledged that further work is being jointly undertaken to establish an objectively assessed need, in terms of jobs and housing, for Southend and surrounding housing market area. Following this a review of the Core Strategy will commence.

Even so, the SCAAP firstly seeks to deliver the minimum dwelling and job targets as set out by the Southend Core Strategy by 2021. In addition the SCAAP includes further opportunity sites that will deliver regeneration and growth in the medium to long term. The SCAAP and these sites will be reviewed once new targets are established by a strategic level plan.

4. The Borough Council has recently adopted its Development Management Document (July 2015). The Development Management Document sets out policies for positively managing development in Southend and will be used to assess and determine planning applications.
5. The Council's Community Infrastructure Levy (CIL) charging schedule (July 2015) sets out where the levy may be payable, where exemptions apply, together with the

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CIL rates for development types and charging areas, including Southend Central Area.

6. 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)

7. 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 the 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.
8. 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.

Southend Business Improvement District (BID)

9. 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

10. The Council's Low Carbon Energy and Sustainability Strategy 2015-2020 focuses on delivering low carbon growth, improving energy efficiency and providing a

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more sustainable future for residents, communities and businesses, with the aim of establishing Southend as Low Carbon City.

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Context and Issues for the Southend Central Area

- a. **Housing** – the town centre has relatively few residential dwellings 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 in the evening once shops and businesses have closed.
- b. **Offices** – Southend Central Area is characterised by concentrations of large, out-dated office development, which is identified for mixed-use redevelopment in this Plan. Modern, fit-for-purpose, smaller-scale, flexible high quality office accommodation 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 diversity its offer, whilst maintaining its retail function, to ensure it remains attractive and competitive.
- d. **Education** – the educational offer of Southend has significantly improved in recent years, including a number of successful developments within Southend Central Area. There is a need to ensure any increase in the local population is accommodated in terms of school places.
- e. **Leisure, Tourism, Recreation and Culture** – Southend has a vibrant offer in terms of leisure, tourism and cultural facilities, enhanced in recent years by a number of successful developments. However, there is opportunity to further maximise Southend’s potential as a visitor destination, particularly in terms of the evening economy and overnight stays.
- f. **Central Seafront Area** – the seafront is a valuable asset to the town, 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 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 elements of Southend Central Area and the highway severs links between gateway neighbourhoods and the town centre. There is a need to build on the success of recent public realm and access improvement schemes to secure a more pleasant

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and accessible environment, encouraging more sustainable modes of transport including walking and cycling.

In terms of car parking provision, even during peak periods, there is additional capacity within the town centre. However, during these peak times, a small number of car parks have been over capacity. As a number of the SCAAP Opportunity Sites are located on existing Council owned car parks there is a need to manage car parking effectively, 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.

- 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 is conserved and enhanced to ensure they continue to make a full contribution to the character of Southend Central Area.
- i. 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 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.

- 11. 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.

The Purpose of this Document

- 12. 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.
- 13. 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.

14. The intention is to also 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.

Relationship between Policies

15. ***All policies within this Area Action Plan should be read in conjunction relevant national and local planning policies and guidance.***

Please note that this Area Action Plan should be read as a whole, as the policies are cross-cutting and inter-relate.

How this document differs from the Proposed Submission draft Southend Central Area Action Plan consulted on in September 2011.

This is the Preferred Approach version of the Southend Central Area Action Plan (SCAAP). It is being published for consultation so that everyone can comment on the enclosed policies and proposals.

To reach this stage, the Council has assembled a comprehensive evidence base (available on the Council's website). There has also been extensive discussion and consultation, over several years, on the issues and principles underlying the policies and proposals within the SCAAP.

The SCAAP has been prepared in accordance with the Southend Local Development Scheme (LDS), is consistent with the over-riding approach as set out by the Core Strategy (2007), and has been prepared in accordance with the Council's Statement of Community Involvement (SCI).

The SCAAP has been fully informed by a Sustainability Appraisal (including Strategic Environmental Assessment), a Habitat Regulations Screening Report, and an Equality Impact Assessment. The Sustainability Appraisal is published alongside this document for public comment.

This Preferred Approach builds on the 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)

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- Preferred Approach version (November 2015) [Presenting this Document]

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 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 this Preferred Approach 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.

The last key stage in the preparation of the SCAAP was the (Superseded) Proposed Submission Version, consultation 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. Preparation of the SCAAP has been delayed due to significant changes to national planning policy and guidance, the need to produce further supporting evidence in addition to dedication of resources to deliver the London Southend Airport and Environs Joint Area Action Plan (JAAP) and Development Management Document, which have both been successfully examined and now adopted.

Due to changes since the (Superseded) Proposed Submission version was published in 2011, the Council will carry out a further round of preparatory consultation as necessary before publishing a final draft of the SCAAP.

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The SCAAP includes revised policies and proposals. Representations should be made on this version of the plan, even if comments have been submitted on earlier versions of the Plan. This will ensure that your issues can be considered during the preparation of the next stage of the Plan.

This Preferred Approach version of the SCAAP takes 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.

Once adopted the SCAAP will replace a number of the remaining saved policies of the Borough Local Plan, as set out in Appendix 9.

Each preferred approach is presented in a consistent format, setting out the detail of the preferred approach and how it has been selected with regard to the following background information:

- **Fit with the vision and objectives:** all preferred approaches are intended to deliver the vision for the plan, and how the preferred approach is linked to that vision is set out within the document.
- **Evidence Base:** the preferred approach is founded on a robust evidence base and reference is made to key evidence.

Each of the preferred approaches has an associated question box, which provides the opportunity to comment on that particular matter.

Summary of main Changes

While no changes are proposed to the boundary of the plan area as a whole, some amendments are proposed to the boundaries of the Policy Areas and Opportunity Sites (previously referred to as Quarters/Gateway Neighbourhoods/Proposal Sites), the new boundaries are shown on **Map 2** and a summary of amendments is available in accompanying consultation statement.

The Plan is available on the Council's website. Representations should be made using the Council's online interactive consultation system:

www.southend.gov.uk/planningpolicyconsultations. Alternatively, representations can be made using the Council's response form, available on request, and submitted using the following means:

By email to: ldf@southend.gov.uk

By post to: Department for Place, PO Box 5557, Civic Centre, Southend-on-Sea, SS2 6ZF.

Please be aware that representations made on this document cannot be treated as confidential, i.e. they will be in the public domain.

The SCAAP is accompanied by a **Policies Map**, which illustrates Policy Areas, Opportunity Sites and other designations, and a Sustainability Appraisal, both are available on the Council's website. Representations related to the Policies Map and Sustainability Appraisal are also invited.



Map 1 - Boundary of Southend Central AAP

Sustainability Appraisal

16. 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 www.southend.gov.uk.

Please note that the Sustainability Appraisal is available for comment as part of this consultation.

Question 1: Do you have any comments regarding the Sustainability Appraisal?

Habitats Regulations Screening Report

17. 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 European Sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas, and international Ramsar sites.
18. 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. The Habitats Regulations Screening Report is available on the Council's website www.southend.gov.uk.

Policies Map

19. The SCAAP is accompanied by a Policies Map, available on the Council's website www.southend.gov.uk, which illustrates the boundary of the SCAAP area, its Policy Areas and Opportunity Sites, and land use designation related to policy, including the extent of the Town Centre Primary Shopping Area, and Primary and Secondary Shopping Frontages within Southend Central Area (this is also shown on **Map 3**).

Question 2: Do you have any comments on the Policies Map?

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2. Vision and Objectives for Southend Central Area

20. 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 for it to be a City by the Sea. As a prosperous and thriving regional centre, 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.
- Our **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.

Rationale

By allocating a range of suitable development sites and identifying opportunities for regeneration and growth to ensure the vitality of the Town Centre and Central Area, the Plan builds on the spatial strategy of the Southend Core Strategy DPD (2007) which promotes Southend Town Centre and Central Area as the primary focus for growth within the Borough, to regenerate the town centre as a fully competitive regional centre, led by the development of the University Campus, and securing a full range of quality sub-regional services to provide for housing and employment growth, in conjunction with the upgrade of the strategic transport network. This approach aims to deliver sustainable development within the Southend Central Area in line with National Planning Policy and Guidance.

Key Evidence Base

- National Planning Policy Framework and Guidance
- Southend Core Strategy DPD (2007)
- Central Area Masterplan (2008)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA.

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 3: Do you agree with the proposed 'Vision' set out above? Please explain your answer.

21. 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 and leisure.
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 ensure 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.
4. To promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre by encouraging improvements to the quality of access to parking so that it is convenient, well-signposted, safe and secure.
5. 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.
6. To enhance 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 SSSI, Ramsar site, SPA and other environmental designations, to protect and enhance local biodiversity, and to encourage opportunity for linked trips.
7. 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 that live, work and visit it.
8. 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.
9. To encourage the establishment and expansion of businesses in Southend Central

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Area by identifying, promoting or actively bringing forward suitable sites for development to meet modern user and investor requirements.

10. To encourage new development 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 and support growth, complemented by a thriving learning quarter that provides state of the art facilities and well-designed student accommodation.

Rationale

The proposed strategic objectives will help to deliver the vision for the SCAAP.

The SCAAP provides the strategic planning framework for delivering and managing regeneration and growth within the area. These objectives will facilitate this, by focusing this regeneration and growth on key themes. Objective 1 highlights the range of interlinking policy areas that will secure regeneration within Southend Central Area. Objective 2 promotes the obtainment of good design, recognising the role good design plays in sustainable development and the creation of successful place making. Objectives 3 and 4 are linked to the promotion of sustainable modes of transport, access and public realm improvements to encourage the uptake of more sustainable travel modes and to ensure public car parking provision supports the vitality of the town centre. Objective 5 recognises the need to appropriately manage flood risk, given the Council's role as Lead Local Flood Authority and areas at risk of flooding within the plan area. Objectives 6 and 7 promote the conservation and enhancement of natural and heritage assets. Objectives 8 and 9 are linked to the delivery of housing and jobs, while objective 10 is associated with enhancing Southend Central Area's offer in terms of providing facilities for education, leisure and tourism.

Evidence Base

- National Planning Policy Framework and Guidance
- Southend Core Strategy DPD (2007)
- Central Area Masterplan (2008)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA.

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 4: Do you agree with the 'Strategic Objectives' set out above? Please explain your answer.

3. Spatial Strategy

Spatial Strategy – Rationale

22. The preferred option for the spatial strategy is the creation of 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.
23. 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 Policy Areas and Opportunity Sites**).
24. The SCAAP seeks to establish Policy Areas which, to a varying extent, take on a new mixed sustainable character. Development within these Policy Areas will be appropriate to their context, either seeking to strengthen the competitive advantage of current uses, encourage a greater mix of uses or defining new roles contributing to the regeneration of opportunity sites and Southend Central Area as a whole.
25. The introduction of new residential uses as part of a broader mix is a key element in achieving a vibrant, thriving Town Centre.
26. The Policy Areas have been identified as follows:
 - **High Street Policy Area**
 - **London Road Policy Area**
 - **Elmer Square Policy Area**
 - **Queensway Policy Area**
 - **Warrior Square Policy Area**
 - **Cliffdown Policy Area**
 - **Tylers Policy Area**
 - **Central Seafront Policy Area**
 - **Victoria Gateway Neighbourhood Policy Area**
 - **Sutton Gateway Neighbourhood Policy Area**
27. Within these Policy Areas are a number of Opportunity Sites (OS):
 - **OS 1: Whitegate Road**
 - **OS 2: Pitman’s Close**
 - **OS 3: Elmer Square Phase 2**
 - **OS 4: Queensway**
 - **OS 5: Warrior Square**
 - **OS 6: Tylers Avenue**
 - **OS 7: Southend Pier**
 - **OS 8: Seaway Car Park and Marine Parade**

- OS 9: New Southend Museum
- OS 10: Woodgrange Drive (Kursaal) Estate
- OS 11: Victoria Avenue Office Area
- OS 12: Former Essex and Suffolk Water Board Site
- OS 13: Roots Hall Football ground and environs
- OS 14: Sutton Road

28. The Policy approach for the Policy Areas and Opportunity Sites is set out in **Part C: Policy Areas and Opportunity Site Policies** of this Plan.

Rationale

The City by the Sea concept was proposed by the Central Area Masterplan (2008), and has been taken forward by the SCAAP. It is underpinned by the delivery of a step change in the function and quality of the Town Centre and seafront, embracing the vision of Southend as a prosperous regional centre defined by sustainable growth of its urban functions, including commerce, learning and culture, and the identification of Southend as a location of choice for businesses, residents and visitors. The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are now referred to as 'Policy Areas', and Proposal Sites as 'Opportunity Sites'.

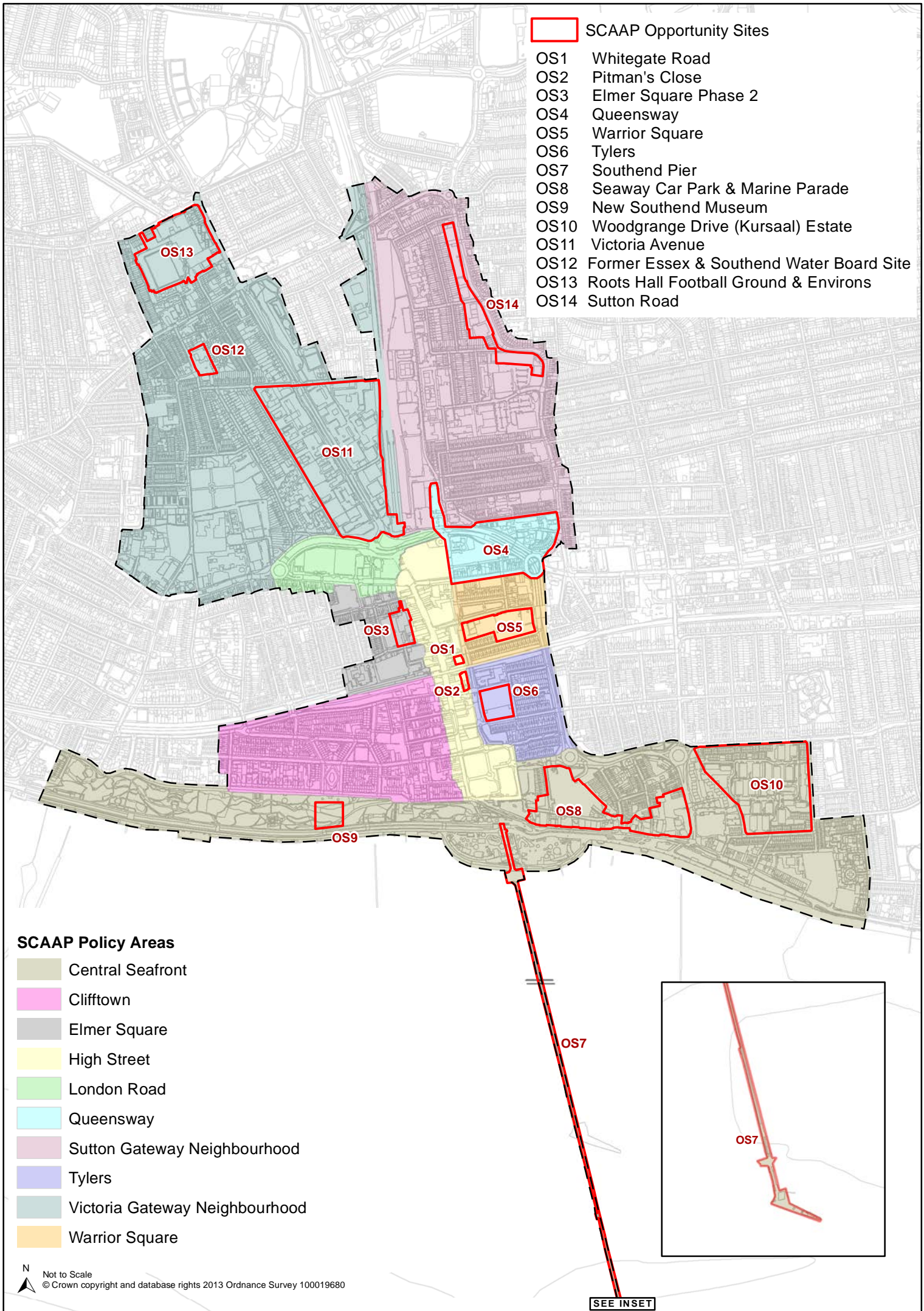
Evidence Base

- National Planning Policy Framework and Guidance
- Southend Core Strategy DPD (2007)
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA.

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 5: Do you agree with the proposed Spatial Strategy set out above? Please explain your answer.

Map 2 - SCAAP Policy Areas and Opportunity Sites



Part B: Development Strategy

4. Development Strategy and Policies

4.1 Introduction

Overview

- The SCAAP seeks to boost significantly the provision of dwellings and new jobs in the Southend Central Area.
- The purpose of the SCAAP is to provide a more detailed plan of how and where regeneration and growth can sustainably be accommodated in the Central Area.
- Between 2001 and 2014, 695 dwellings have been built within the Southend Central Area, and as of the end of March 2014 there were 1,447 dwellings identified by outstanding planning permissions.
- 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 increased and efforts to boost job creation is underway.
- The SCAAP seeks to maximise sustainable growth within the Central Area.

29. This section sets out the policy context for key uses and development within Southend Central Area. It includes a strategy and, where relevant, policies for the delivery and management of:
- Retail
 - Employment
 - Housing
 - Culture, Leisure, Tourism 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
30. 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.

4.2 Retail

31. 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 High Streets, which are facing competition from internet shopping, out-of-town retail parks and neighbouring centres, has impacted the level of trade to the Town Centre and consequently there is a need to enhance and broaden its offer.

Southend Town Centre's Primary Shopping Area

32. The Primary Shopping Area of Southend's town centre (see **Map 3** and **Policies Map**) is focused around a long linear High Street anchored by The Victoria shopping centre to the north and The Royals shopping centre to the south.
33. 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**, reinforcing northern and southern pedestrian circuits around the two main shopping centres.
34. Opportunities for additional retail floorspace will be expected to arise from some incremental increase in existing floorspace through extending shop units or creating larger trading areas through internal unit reconfiguration. Additionally, consideration of vacant floorspace, particularly in the Victoria's shopping centre which suffers from high vacancy rates, should be made.
35. 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.
36. 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, including Opportunity Sites 1 and 2;
 - PA2 London Road;
 - PA4 Queensway and Opportunity Site 4, along Southchurch Road;
 - PA6 Clifftown for small scale niche retail;
 - PA7 Tylers, including Opportunity Site 6, focusing on convenience retail.
37. Outside the Town Centre Primary Shopping Area, the council may be prepared to permit additional small-scale convenience retail provision to meet the needs of residents. Details are contained in each of the relevant Policy Areas.
38. Development Management Policy DM13 (Shopping Frontage Management outside the Town Centre) identifies 3 discreet areas of Secondary Shopping Frontage within

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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.

Street Markets

39. Southend Town Centre has the right characteristics to sustain a market. It has an adequate sized population, limited geographical competition as well as demand from market operators. These factors alone however will not guarantee a successful and viable market. Very careful consideration will need to be given to where the market is located, how it will be managed and what type of market might be appropriate. Street stalls can also add diversity, though they need to be well designed and well sited, so that there is no adverse impact on retail frontages, pedestrian movement or the streetscene. A weekly market is currently operating within the High Street Policy Area, along the main thoroughfare.

Policy DS1: Maintaining a Prosperous Retail Centre

1. The extent of the Primary Shopping Area is defined on the SCAAP Policies Map.
2. Proposals for retail development inside or outside the Primary Shopping Area will be determined in accordance with Policy CP2 of the Southend-on-Sea Core Strategy DPD.
3. New retail development should be well integrated and closely linked with the Town Centre Primary Shopping Frontage, as defined on the Policies Map, in terms of proximity, continuity of function and ease of access.
4. ***Policy Options for managing Town Centre Primary Shopping Frontages are presented in Policy Option DS1a, DS1b and DS1c, as set out below. A final approach will be inserted herein in the next version of the SCAAP.***
5. All proposals in the town centre secondary shopping frontage, as defined on the Policies Map, must ensure:
 - a. an active frontage appropriate to a shopping area is included; and
 - b. 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 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:
 - a. 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;
 - b. 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 Primary and Secondary 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 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. Proposal for street markets development elsewhere within the Town Centre Primary Shopping Area will be considered on their merits.

Question 6: Do you agree with the proposed approach to maintaining a prosperous retail centre? Please explain your answer.

Town Centre Primary and Secondary Shopping Frontages

40. 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 vitality and viability is not significantly harmed.
41. 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 control the proportion of retail and non-retail uses to ensure that the town centre remains an attractive place to shop.
42. Table 1 below presents a number of Use Classes. The current Borough Local Plan Policy S4 (Non-Retail Uses) includes a criteria that controls the length of Primary Shopping Frontage, so that at least 80% of it, measure in terms of length, remains in retail use (Class A1).

Table 1: Town and Country Planning (Use Classes) Order 1987 (as amended)

Use Class	Use/ Description of Development
A1: Shops	The retail sale of goods to the public: Shops, Retail warehouses, Hairdressers, Undertakers, Travel and ticket agencies, Pet shops, Sandwich bars, Showrooms, Domestic hire shops, Dry cleaners.
A2: Financial & Professional Services	Financial services: Banks, Building societies, Bureau de change Professional services: Estate agents, Employment agencies.
A3: Restaurants & Cafés	Places where the primary purpose is the sale and consumption of food and light refreshment on the premises
A4: Drinking Establishments	Premises where the primary purpose is the sale and consumption of alcoholic drinks on the premises: Public house, Wine bar or other Drinking establishment.
A5: Hot Food Take-away	Premises where the primary purpose is the sale of hot food for consumption off the premises

** It should be noted that betting shops and pay day loan premises are now covered by the Sui Generis Use Class*

43. Table 2 below outlines the findings of a recent town centre survey undertaken in July 2015. Although the proportion of frontage in retail use was 77%,

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approximately 18%¹ of the units within the primary shopping frontage were vacant, (15% in terms of length of frontage), significantly higher than the average national town centre vacancy rate of 10.4% (Jan 2015).

Table 2: Town Centre Primary Shopping Frontage Survey Results

Percentage of frontage classified as A1 Retail	Percentage of frontage classified as A3	Percentage of frontage outside of A1 and A3	Proportion of units vacant
77%	9%	14%	17.8% ²

44. The vacancy level in the Town Centre primary frontages is higher than the national average. As such there may be a need for the town centre to diversity its offer, whilst maintaining its retail function, to ensure it remains attractive and competitive, and enables vacant units to be re-let effectively.
45. Secondary shopping frontages located within the town centre, as defined on the policies map, are often located just off the high street, and allow for a greater number and diversity of uses and provide a supporting function to primary frontages.
46. This version of the SCAAP presents three options for managing Town Centre Primary Shopping Frontages as set out by Policy Option DS1a, DS1b, DS1c, in order to gain further opinion from stakeholders and residents on how best to manage the uses within the core town centre.

¹ A high proportion of vacancies in the Town Centre are located in the Victoria Shopping Centre, which was extensively refurbished in 2008.

² 15% vacancy rate when measured in terms of length of frontage

47. **Policy Option DS1a** is most similar to the approach presented in the previous version of the SCAAP (2011). It seeks to ensure that within the town centre 70% or more of primary shopping frontage is occupied by retail use (Class A1), whilst allowing flexibility where units are vacant. It also seeks to ensure that A1 units are not isolated, but does not explicitly define this.

Policy Option DS1a Maintaining a Prosperous Retail Centre (Managing Town Centre Primary Shopping Frontages)

OPTION A

Town Centre Primary Shopping Frontages

1. Within the Town Centre Primary Shopping Frontage proposals for Class A1 retail use will be supported and its loss will be resisted. The change of use of ground floor Class A1 units to other Class A uses will only be considered if the proposed use:
 - a. will not result in the proportion of primary shopping frontage (measured in terms of length of frontage) remaining in retail use (class A1) falling below 70% within the town centre as a whole. Where retail use (class A1) already falls below 70% of the primary shopping frontage length, no further loss of Class A1 will be allowed, exceptions to this will be considered if the proposal uses vacant units (having regard to their number within the primary shopping frontage and the length of time they have been vacant and actively marketed); and
 - b. will likely maintain or increase pedestrian footfall along the frontage and would not lead to the isolation of A1 retail uses; and
 - c. an active frontage appropriate to a shopping area is included
 - d. is not detrimental to those living or working nearby, for example by causing undue noise, odour and disturbance.

48. **Policy Option DS1b** provides a more flexible approach, ensuring that within the town centre the majority of primary shopping frontage is occupied by retail use (Class A1), whilst allowing flexibility where units are vacant. It also seeks to ensure that A1 units are not isolated by explicitly outlining that no more than 2 consecutive units can be non-retail (Class A1).

Policy Option DS1b Maintaining a Prosperous Retail Centre (Managing Town Centre Primary Shopping Frontages)

OPTION B

Town Centre Primary Shopping Frontages

1. Within the Town Centre Primary Shopping Frontage proposals for Class A1 retail use will be supported and its loss will be resisted.
2. Proposals for non-A1 use at ground floor will be considered if:
 - a. the use falls within Class A2, A3, A4 or A5; and
 - b. it would not result in more than two consecutive units in non-A1 use; and
 - c. the town centre primary shopping frontage taken as a whole, measured in terms of length of frontage, still remains predominately in retail use (Class A1). Where Class A1 already falls below 50% of the primary shopping frontage length, no further loss of Class A1 will be allowed, exceptions to this will be considered if the proposal uses vacant units (having regard to their number within the primary shopping frontage and the length of time they have been vacant and actively marketed); and
 - d. an active frontage appropriate to a shopping area is included; and
 - e. it would not be detrimental to those living or working nearby, for example by causing undue noise, odour and disturbance.

49. **Policy Option DS1c** provides the most flexibility in that there is no stated minimum target for retail frontage. The option does however, seek to support and maintain retail use in the first instance, ensure that the use is not outside of the “A” class, and that A1 units are not isolated by explicitly outlining that no more than 2 consecutive units can be non-retail (Class A1).

Policy Option DS1c Maintaining a Prosperous Retail Centre (Managing Town Centre Primary Shopping Frontages)

(OPTION C)

Town Centre Primary Shopping Frontages (OPTION A)

1. Within the Town Centre Primary Shopping Frontage proposals for Class A1 retail use will be supported and its loss will be resisted.
2. Proposals for non-A1 use at ground floor will be considered if:
 - a. the use falls within Class A2, A3, A4 or A5; and
 - b. it would not result in more than two consecutive units in non-A1 use; and
 - c. an active frontage appropriate to a shopping area is included; and
 - d. it would not be detrimental to those living or working nearby, for example by causing undue noise, odour and disturbance.

Question 7: Which of the three Policy Options do you prefer? Please specify why you consider that this approach is best suited for managing primary shopping frontages within the town centre. Or do you consider there is an alternative approach that best delivers vitality and viability of the town centre.

POLICY LINKAGES -RETAIL

<p>Core Strategy Linkages Objectives Strategic Objective 3 Strategic Objective 5 Strategic Objective 6 Strategic Objective 8</p>	<p>Policies KP2: Development Principles CP2: Town Centre and Retail Development</p>
<p>Southend Central AAP Objectives Objective 1 Objective 2 Objective 8</p>	<p>Policies PA1: High Street Policy Area Development Principles PA2: London Road Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA6: Clifftown Policy Area Development Principles DP7: Tylers Policy Area Development Principles</p>

**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.*

Rationale

The approach to retail development within Southend Central Area has been reviewed in light of additional evidence, taking into account changes to national planning policy and guidance, and changes to permitted development rights. Policy DS1: Maintaining a Prosperous Retail Centre supersedes Policy DS1: New and Enhanced Shopping Facilities, Policy DS2: Shopping Frontages and Use of Floors Above Shops, and Policy DS3: Retail Markets from the (Superseded) Proposed Submission version of the SCAAP (2011).

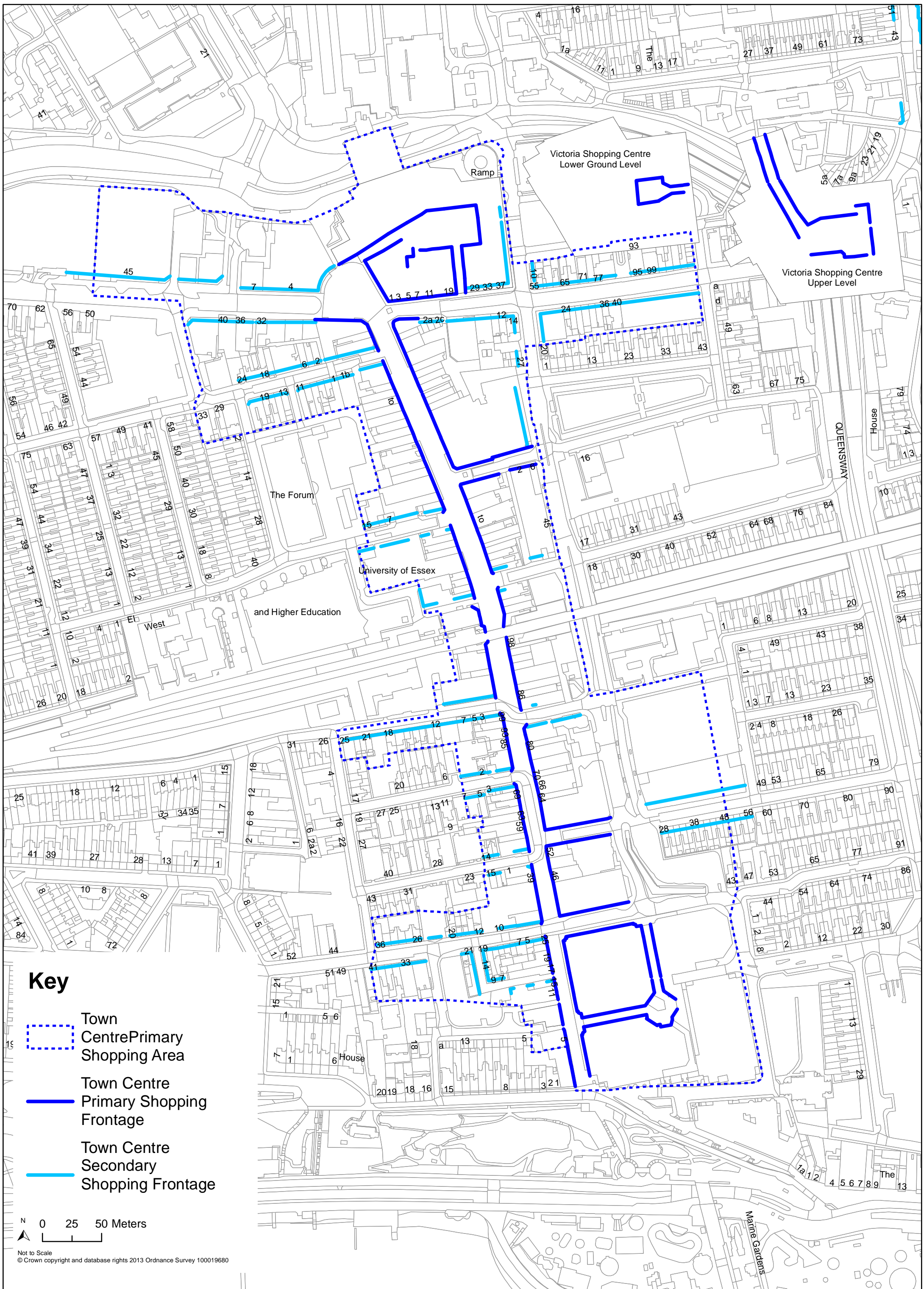
It is considered that the preferred approach set out in Policy DS1 provides a positive framework that promotes a competitive Town Centre, supporting its vitality and viability by encouraging economic activity and providing the flexibility to accommodate complementary town centre uses where these contribute to this vitality and viability, provide active uses, and do not lead to an over concentration of non-A1 retail uses.

Evidence Base

- National Planning Policy Framework
- Southend Core Strategy DPD (2007)
- Central Area Masterplan (2008)
- Southend Retail and Town Centre Study (2011)
- The Management of Designated Shopping Frontages in Southend-on-Sea -Technical Report (2013, 2015)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- The conclusions of the Sustainability Appraisal and HRA.

This list is not exhaustive. Full evidence base is available on the Council's website.

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



- Key**
- Town Centre Primary Shopping Area
 - Town Centre Primary Shopping Frontage
 - Town Centre Secondary Shopping Frontage

N
0 25 50 Meters

Not to Scale
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2.3 Employment

50. The employment base of Southend as a whole has become increasingly diverse. The creative and cultural sectors, aviation and medical technologies are all growing and offer further potential for 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 and knowledge based creative industries.
51. It is recognised that delivery of the Core Strategy employment target 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 increased and efforts to boost job creation is underway
52. Local Enterprise Partnerships (LEPs) have been set up to promote economic development through a strategic approach to planning, transport and infrastructure delivery. LEPs are business-led partnerships responsible for growing the economy and creation of new jobs, whilst also seeking to remove barriers to growth. Southend-on-Sea is covered by the South East LEP.
53. **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

54. The market for office space within the Central Area is oversupplied with outdated office stock, particularly within **Victoria Avenue Office Area (Opportunity Site 11)**. 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.
55. It is anticipated that flexible, good quality office development will, in the main, take place through redevelopment within **Warrior Square Policy Area, Victoria Gateway Neighbourhood Policy Area** and future potential at **London Road Policy Area**. The policies for these areas, and relevant Opportunity Sites, which identify suitable locations for office development are set out within [Part C: Policy Area and Opportunity Site Policies](#) of this plan.

Southend as a Knowledge-Based Employment Centre

56. 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, 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).
57. 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

58. 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.
59. 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 Objectives Strategic Objective 1 Strategic Objective 2 Strategic Objective 3 Strategic Objective 4 Strategic Objective 5	Policies KP1: Spatial Strategy CP1: Employment Generating Development
Development Management DPD	Policies DM10: Employment Sectors DM11: Employment Areas
Southend Central AAP Objectives Objective 1 Objective 9	Policies PA2: London Road Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

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**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.*

Rationale

It is considered that policy related to employment generating development is addressed by the Core Strategy, Development Management Document and within the Policy Areas and Opportunity Sites within this Plan. The employment section of the SCAAP has therefore been rationalised, including removal of the policy itself (former Policy DS4: Employment development within the central area), in order to avoid duplication and to keep the plan concise and effective.

Evidence Base

- National Planning Policy Framework and Guidance
- Southend Core Strategy DPD (2007)
- JAAP (2014)
- Employment Land Review (2010)
- The Southend Retail and Town Centre Study (2011)
- Local Economic Assessment (2013)
- Southend Cultural Strategy 2012-2020
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA.
- Annual Monitoring Reports

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 8: Do you agree with the proposed approach to employment development as set out within the plan? Please explain your answer.

2.4 Housing

60. There are a number of existing residential areas in the Central Area. However, when compared to the rest of the Borough, the Central Area has relatively few residential properties, particularly in the Town Centre.
61. Delivering new homes within Southend Central Area 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.
62. 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 be taken to ensure a balanced housing offer, taking into account the existing tenure mix of a particular area.

Quantum of Residential Development

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63. The Core Strategy requires at least 2,000 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 2014, 695 dwellings have been built within the Southend Central Area, and as of the end of March 2014 there were 1,447 dwellings identified by outstanding planning permissions. If all of these permissions were to be built out by 2021, then this would meet the Core Strategy requirement.
64. The SCAAP seeks to deliver these minimum dwelling targets and includes further opportunity sites that will deliver regeneration and growth in the medium and long term.
65. All Policy Areas may offer potential for residential development where appropriate. Appendix 6 shows the indicative housing capacity within the SCAAP area, further details are also included within each Policy Area, [Part C: Policy Areas and Opportunity Site Policies](#).
66. Within the Central Area there are also a number of existing planning permissions for housing (Appendix 6). As they have planning permission these may be considered as deliverable and suitable sites in line with NPPF. There is potential for these sites to be included as allocations within the SCAAP.
67. Appendix 7 (Planning Permissions with Potential Housing Allocation) and Appendix 8 (Map of Planning Permissions with Potential Housing Allocation) illustrate planning permissions over 10 residential units (major application).

Question 9 – Do you think it would be relevant and effective to allocate major residential planning permissions (10 units or more) within the SCAAP as illustrated in Appendix 7 and 8 as proposed sites? And additionally should smaller sites be considered?

Student Accommodation

68. 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.
69. There will be a need to provide student accommodation, much of which could be within Southend 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

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Council will support the provision of well-designed student accommodation in Southend Central Area as these will often provide sustainable locations for students, with easy access to university and college buildings. It will also help to contribute to the aim of increasing the residential population in Southend Central Area.

70. 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 Objectives Strategic Objective 6 Strategic Objective 7 Strategic Objective 14	Policies KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP8: Dwelling Provision
Development Management DPD	Policies DM7: Dwelling Mix, Size and Type DM8: Residential Standards DM9: Specialist Residential Accommodation
Southend Central AAP Objectives Objective 1 Objective 2 Objective 3 Objective 8 Objective 10	Policies PA1: High Street Policy Area Development Principles PA2: London Road Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles PA7: Tylers Avenue Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

**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.*

Rationale

It is considered that housing development is addressed by the Core Strategy, Development Management Document and within the Policy Areas and Opportunity Sites within this Plan. The housing section of the SCAAP has therefore been rationalised, including removal of the policy (Policy DS8: Housing), in order to avoid duplication and to keep the plan concise and effective.

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Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- Southend Strategic Housing Land Availability Assessment (2010, 2012 and 2013 update)
- TGSE Strategic Housing Market Assessment (2013)
- Southend Annual Monitoring Reports
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA.

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 10: Do you agree with the proposed approach to residential development within Southend Central Area? Please explain your answer.

4.5 Culture, Leisure, Tourism and Recreational Facilities

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

Southend-on-Sea Cultural Strategy 2012-2020

71. Southend Central Area will continue to be the primary focus for further enhancement of cultural, leisure, tourism and recreational attractions and facilities. This will contribute to a stronger, more vibrant centre.
72. There have been a number of recent developments within Southend Central Area that have helped to progress Southend's cultural and tourism offer including 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, and the new Premier Inn development on Eastern Esplanade.
73. 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. The strategy for the **Central Seafront Policy Area** within this plan (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 benefits available within Southend Central Area.
74. Tourism is an important driver for the Town Centre. The tourism industry survives on low levels of overnight stays, and the relatively short supply of high quality hotels and restaurants in Southend Central Area may not attract those with money to spend. The refresh of the **Southend Local Economic Assessment (2013)** concludes that potential remains to improve and diversify the tourism offer to

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increase overnight stays and add value, whilst at the same time, harness the spending power of visitors and out commuting residents alike.

75. 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 offers a good location for the development of visitor accommodation given close proximity to both the Town Centre and Seafront.
76. Enhanced evening attractions 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 and crime after dark.
77. Furthermore, public art can enrich the streetscene in order to enhance the environmental quality of the public realm and purvey its cultural qualities, and promote legibility and way finding, the Council will seek to establish an increase in public art provision, where possible with local artists, within Southend 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 Objectives Strategic Objective 1 Strategic Objective 2 Strategic Objective 13 Strategic Objective 14 Strategic Objective 15 Strategic Objective 18	Policies KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP1: Employment Generating Development CP4: The Environment and Urban Renaissance CP6: Community Infrastructure CP7: Sport, Recreation and Green Space
Development Management DPD	Policies DM1: Design Quality DM6: The Seafront DM10: Employment Sectors DM12: Visitor Accommodation
Southend Central AAP Objectives Objective 1 Objective 3 Objective 5 Objective 6 Objective 7 Objective 8 Objective 10	Policies PA1: High Street Policy Area Development Principles PA2: London Road Policy Area Development Principles PA3: Elmer Square Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles PA7: Tylers Policy Area Development Principles

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	CS1: Central Seafront Policy Area Development Principles CS4: The Waterfront PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles
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**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.*

Rationale

It is considered that the approach to culture, leisure, tourism and recreation development is addressed by the Core Strategy, Development Management Document and within the Policy Areas and Opportunity Sites within this Plan. This section of the SCAAP has therefore been rationalised, including removal of the policy itself (DS6: Provision of facilities for Culture, Leisure, Tourism and Entertainment), in order to avoid duplication and to keep the plan concise and effective. Reference is now also made to public art within this section and public art policy criteria is included within the Policy Areas themselves.

Evidence Base

- National Planning Policy Framework and Guidance
- Southend Hotel Futures Report (2010)
- Economic Development and Tourism Strategy (2010)
- Southend-on-Sea Cultural Strategy 2012-2020
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA.
- Southend Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)
- Southend Public Art Strategy (2006)

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 11: Do you agree with the proposed approach to culture, leisure, tourism and recreation? Please explain your answer.

4.6 The Historic Environment

78. This Plan seeks to celebrate 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. 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.

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79. Development proposals, 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.
80. 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.

Conservation Areas

81. There are a number of conservation areas within Southend Central Area, as depicted on the Policies Map. These include, Prittlewell, Eastern Esplanade, The Kursaal, Clifftown, and Warrior Square. Each has its own unique character which must be conserved and enhanced.

Listed and Locally Listed Buildings

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

Frontages of Townscape Merit

83. 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 properties.

Archaeology

84. Within this relatively small area there have been archaeological discoveries dating from the earliest evidence for 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.
85. Two Scheduled Ancient Monuments are located close to Southend Central Area boundary - Prittlewell Priory just north of the boundary 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.

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Areas of Archaeological Potential in Southend Central Area

86. Although most of Southend Central Area has been previously developed and much of the archaeology in these locations is likely therefore to have been destroyed, there are still areas of archaeological interest within Southend Central Area where there is potential for new finds. In particular, these sites include:
1. Seaways Car Park area (Opportunity Site 8)
 2. Roots Hall area (Opportunity Site 13),
 3. Nazareth House
 4. Southend Cliffs (which includes Opportunity Site 9)
87. 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 Objectives Strategic Objective 14	Policies KP2: Development Principles CP4: The Environment and Urban Renaissance
Development Management DPD	Policies DM5: Southend-on-Sea’s Historic Environment
Southend Central AAP Objectives Objective 7	Policies DS5: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles

**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.*

Rationale

It is considered that the approach to the historic environment is addressed by the Core Strategy, Development Management Document and within the Policy Areas and Opportunity Sites within this Plan. This section of the SCAAP has therefore been rationalised, including removal of the policies themselves (former policies HE1 – HE7), in order to avoid duplication and to keep the plan concise and effective.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)

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- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA.
- Warrior Square Conservation Area Character Appraisal Draft (2002)
- Prittlewell Conservation Area Character Appraisal Draft (2006)
- Clifftown Conservation Area Character Appraisal (2006)
- Southend Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)
- Southend Borough Wide Character Study (2011)

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 12: Do you agree with the proposed approach to management of the historic environment in Southend Central Area? Please explain your answer.

4.7 Open and Green Spaces

88. 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).
89. The Appropriate Assessment (AA) of the Core Strategy highlights that Core Strategy Policy KP1, which promotes the development in the seafront area, is likely to result in increased recreational and development pressures on the designated international and European sites. It is therefore imperative that Southend Central Area provides functional open and green space linked to other attractive destinations in and around the Borough, in order to relieve 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.
90. 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.
91. 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 seek to contribute to local biodiversity and help mitigate the effects of climate change.
92. In order to ensure these open and green spaces are accessible they should be linked together 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 a quality 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

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Design and Townscape Guide SPD and **Streetscape Manual SPD** should be referenced for all street works within Southend Central Area.

POLICY LINKAGES – OPEN AND GREEN SPACES	
Core Strategy DPD Objectives Strategic Objective 14 Strategic Objective 18	Policies KP2: Development Principles KP3: Implementation and Resources CP4: The Environment and Urban Renaissance CP7: Sport, Recreation and Green Space
Southend Central AAP Objectives Objective 3 Objective 6	Policies DS5: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles PA3: Elmer Square Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

**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.*

Rationale

The proposed approach to open and green space provision within Southend Central Area has been reviewed and updated in light of representations made on the previous iteration of the plan, and this section of the SCAAP has been rationalised, including removal of the policy itself (former Policy PR1: Open Space Provision and the environment), in order to avoid duplication and in order to keep the plan concise and effective. Objectives for green and open space provision will be included within policies for Policy Areas and Opportunity Sites as appropriate.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Thames Gateway South Essex Green Grid Strategy (2005)
- Thames Gateway Parklands Vision (2008)
- Thames Gateway Parklands Delivering Environmental Transformation (2010)
- Southend Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)
- Southend Borough Wide Character Study (2011)

This list is not exhaustive. Full evidence base is available on the Council's website.

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Question 13: Do you agree with the proposed approach to open and green space provision in Southend Central Area? Please explain your answer.

4.8 Key Views

93. 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 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; Queensway; Western Esplanade; Marine Parade; and Eastern Esplanade.
 - **Southend Pier** – with particular recognition given to views from: the High Street in order to enhance the link between the town centre and seafront; Eastern Esplanade; Western Esplanade; Marine Parade; Royal 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.
 - **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 Objectives Strategic Objective 14	Policies KP2: Development Principles CP4: The Environment and Urban Renaissance
Development Management DPD	Policies DM1: Design Quality DM4: Tall and Large Buildings DM5: Southend-on-Sea's Historic Environment DM6: The Seafront
Southend Central AAP Objectives Objective 2 Objective 7	Policies PA1: High Street Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA6: Clifftown Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles

**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.*

Rationale

The proposed approach to the management of identified 'Key Views' within Southend Central Area has been reviewed as part of the plan preparation process and it is considered that it will continue to have a positive impact on sustainable development within Southend Central Area. This policy now incorporates former policy R4: Protection of Visually Important View (SCAAP 2011). For clarity, reference to those Key Views identified for protection has been included within the supporting text and policy and reference is made in the relevant Policy Areas.

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Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Southend Borough Wide Character Study (2011)
- Clifftown Conservation Area Character Appraisal (2006)
- Southend Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 14: Do you agree with the proposed approach to the management of Key Views in Southend Central Area? Please explain your answer.

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.

94. 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.
95. A building or feature will not be considered a landmark simply given its height or massing, indeed many of the existing landmarks within Southend Central Area are of a modest scale, but it must be high quality, recognisable and distinctive. A landmark could be represented by a significant piece of public art, architectural feature, or use of innovative and distinctive materials.
96. For the purposes of the SCAAP, the following have been identified as existing landmarks and landmark buildings (Table 3, and Appendix 3):

Table 3: Existing 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>

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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>	

97. 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.

98. The following (Table 4) 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:

Table 4: Potential Locations for New Landmark Buildings

Opportunity Site 6: Tylers Avenue (Tylers Policy Area)
Opportunity Site 11: Victoria Avenue Office Area (Victoria Gateway Neighbourhood Policy Area)
Central House, Clifftown Road (Clifftown Policy Area)
London Road (should Sainsbury's relocate or re-provide their store) (London Road Policy Area)
Central Seafront Policy Area, including in particular Opportunity Site 8: Seaway Car Park and Marine Parade, and Opportunity Site 9: New Southend Museum.

99. Where considered appropriate in principle, development proposals for new landmark buildings and landmark features within Southend Central Area should

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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 these 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.

Policy DS3: Landmarks and Landmark Buildings

1. The Council, through its role in determining planning applications, preparation of development briefs and other initiatives, will seek to conserve landmarks and landmark buildings within Southend Central Area from adverse effect 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, mass 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 in the areas identified within Table 4, where development proposals can demonstrate:
 - 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; and
 - c. the proposals do not adversely affect the amenity of local residents.

POLICY LINKAGES - LANDMARKS

Core Strategy DPD Objectives Strategic Objective 14	Policies KP2: Development Principles CP4: The Environment and Urban Renaissance
Development Management DPD	Policies DM1: Design Quality DM4: Tall and Large Buildings DM5: Southend-on-Sea's Historic Environment DM6: The Seafront
Southend Central AAP Objectives Objective 2 Objective 3 Objective 7	Policies DS5: Transport, Access and Public Realm DS2: Key Views PA1: High Street Policy Area Development Principles PA3: Elmer Square Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA6: Clifftown Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles

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**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.*

Rationale

The proposed approach to landmarks and landmark buildings within Southend Central Area has been reviewed and this section of the SCAAP has been rationalised in order to avoid duplication and in order to keep the plan concise and effective. Objectives for the management of new and existing landmarks and landmark building will be included within policies for Policy Areas and Opportunity Sites as appropriate.

This policy now includes previous policies PR5 – Landmark Buildings and CS1 – Landmark Buildings and Key Spaces within the Central Seafront Area.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Southend Borough Wide Character Study (2011)
- Prittlewell Conservation Area Character Appraisal Draft (2006)
- Clifftown Conservation Area Character Appraisal (2006)
- Southend Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 15: Do you agree with the proposed approach to landmarks / landmark buildings in Southend Central Area? Please explain your answer.

4.10 Flood Risk Management and Sustainable Drainage

100. The Core Strategy establishes a need to focus development within the Southend central area, including central seafront. The emerging Southend Surface Water Management Plan (SWMP) and Strategic Flood Risk Assessment (SFRA) reveal that areas within the SCAAP are at risk from tidal and surface water flooding.
101. The Council is also preparing a Local Flood Risk Management Strategy (LFRMS), which outlines a plan for managing local sources of flood risk across the Borough. The Consultation version of the LFRMS and SWMP (July 2015) are available on the Council's website.
102. 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).

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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.

103. To address this, the Essex and South Suffolk Shoreline Management Plan (2010) establishes an approach to hold the existing line of flood defence within the SCAAP Area. The Council will promote and help to deliver this strategic flood defence for the central area. It will do this by receiving Community Infrastructure Levy contributions from developers; and seeking other sources of private sector and Government funding.
104. 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.

Site-specific Flood Risk Assessment

105. A site-specific Flood Risk Assessment (FRA) will enable the developer to identify the measures (if any) that are necessary to make the development safer and ensure it will not increase the risk elsewhere, to satisfy the Exception Test.
106. 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.

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107. It is the responsibility of the developer to undertake the site-specific FRA, and they are strongly advised to agree the content with the Environment Agency prior to submission 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

108. 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.
109. SuDS should be designed in accordance with the National Standards for Sustainable Drainage Systems (December 2011) guidance contained within the SuDS Manual (2007) published by CIRIA .
110. The SCAAP area is susceptible to localised surface water flooding, as indicated in the SFRA and Environment Agency mapping. The 'core town centre' and central seafront policy area is also characterised by a geology that exhibits low infiltration potential. As such, for all new development, new impermeable areas shall be drained via SuDS unless it is demonstrated to be inappropriate. 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 it for maintenance.
111. 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 this will be the Environment Agency; for ordinary watercourses, the Council and for public surface water sewers, Anglian Water.
112. Developers are encouraged to consider the layout of their SuDS proposals before any other site masterplanning is undertaken, and to discuss them with the Council, as SUDs have specific requirements for location and construction.

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;
 - 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. Within Flood Zone 3 the floor level must be situated above the design flood level, 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 2aⁱⁱ is not met.
2. For all new development, new impermeable areas shall be drained via SuDS unless it is demonstrated to be inappropriate.

Further technical information and definitions for this policy are included in Appendix 4

POLICY LINKAGES – FLOOD RISK & SUSTAINABLE DRAINAGE

Core Strategy Objectives Strategic Objective 15	Policies KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP4: The Environment and Urban Renaissance
Development Management DPD	Policies DM6: The Seafront
Southend Central AAP Objectives Objective 5	Policies PA1: High Street Policy Area Development Principles PA2: London Road Policy Area Development Principles

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	PA3: Elmer Square Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles PA7: Tylers Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles
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**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.*

Rationale

The policy approach to flood risk management and sustainable drainage has been reviewed in the context of current guidance and evidence. It is considered that the policy approach to the management of flood risk and sustainable drainage within Southend Central Area is appropriate and effective. This should be read in conjunction with the policies and supporting text for the Policy Areas and Opportunity Sites within this Plan, together with relevant policies within the Core Strategy DPD and Development Management Document. Regard will also be had to the Southend Strategic Flood Risk Assessment and Surface Water Management Plan. Policy CS2 - Flood Risk Management in the Central Seafront Policy Area and Policy IF3: Flood Risk Management, as set out in the previous version of the SCAAP, has now been incorporated in to this Policy. Reference to this policy is made within the Central Seafront Policy Area.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Thames Gateway South Essex Strategic Flood Risk Assessment (2006)
- Southend Strategic Flood Risk Assessment Level 1 (2010)
- Southend Strategic Flood Risk Assessment Level 2 (2010)
- South Essex Catchment Flood Management Plan (2008)
- Thames Estuary 2100 (2010)
- Essex and South Suffolk Shoreline Management Plan (2010)
- National Standards for Sustainable Drainage Systems (December 2011)
- SuDS Manual (2007)

This list is not exhaustive. Full evidence base is available on the Council's website.

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Question 16: Do you agree with the proposed approach to flood risk management and sustainable drainage in Southend Central Area? Please explain your answer.

4.11 Transport, Access and Public Realm

113. The level of regeneration and growth proposed for Southend Central Area will have an impact 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).
114. This will be supported by a coordinated, sustainable public realm that creates 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.
115. The previous iteration of the SCAAP was 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.
116. There have already been positive outcomes from this, including funding for public realm improvements 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.

Car Parking Management

117. Within the town centre there are around 4,000 public off-street spaces comprising 2,100 Council owned and 1,900 privately owned parking spaces, with several sites being large surface car parks. In recent years, a number of temporary surface level car parks have increased car parking provision.
118. While a small number of car parks, including the Council-owned Alexandra Street, York Road and Eastern Esplanade, have been shown to be over-capacity for short periods during the day, recent evidence indicates that even during peak hours there is spare capacity (26%) within the town centre. While the average modal duration of stay for vehicles within car parks is 2 hours, the average duration of stay on street is only 5 minutes.
119. Car parking capacity and demand within Southend Central Area will be kept under review for the purposes of this Plan. Recognising that there has been a temporary

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increase in public car parking in the town centre, the preferred approach is to maintain capacity at a level that supports the vitality and viability of the town centre and enables the delivery of relevant opportunity sites.

120. An extension of the existing car park Variable Messaging Signs (VMS) is encouraged to direct drivers to the most convenient car park and avoid unnecessary circulating traffic. This may be particularly beneficial during seasonal peaks where parking is at greater demand, such as the summer months and during December. Improving access to a number of the town centre car parks, such as Warrior Square and Tylers, by managing the road network will provide for enhanced access to and between town centre car parks and help to reduce traffic circulating through the town centre.
121. This would also allow the Council to make the best use of off-street parking in Southend Central Area, while rationalising on-street parking, aligned with public transport improvements, the promotion of smarter choice measures, and the use of VMS.
122. Freeing up road space should allow other measures to be implemented that facilitate the use of sustainable transport modes, such as cycle lanes and bus priority measures, together with improvements to the quality of the public realm.
123. There are a number of instances in the Central Area where backs of buildings face onto the public realm, yet are blank and visually inactive, thus creating a negative environment particularly for pedestrians walking through the area. Within the Central Area therefore, the Council will seek to encourage visually active frontages, particularly in the locations identified on the Policies Map in order to promote a more pedestrian friendly environment.

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. Seek to better manage demand on the road network leading to, from and within the Town Centre 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.
 - b. Work with bus operators to encourage behavioural change in users, through a programme of bus priority measures, encouraging non-car trips to the Town Centre, and enhance services later into the evening to serve the night time economy.
 - c. Ensure bus priority measures are focused on the A13 passenger transport corridor (London Road and Southchurch Road) and the Queensway junctions at London Road, Southchurch Road and Seaways Car Park.
 - d. Improve the quality of existing and promote the creation of new pedestrian and cycle priority routes to improve access to the Town Centre, considering the potential for mixed-mode priority routes where appropriate.
 - e. Improve gateway crossings at key locations on Queensway dual carriageway and routes into the Town Centre from surrounding neighbourhoods.
 - f. Ensure that servicing and delivery arrangements meet the reasonable needs of businesses, and minimise their environmental impact; working with the freight industry and logistics to implement more efficiency use of vehicles in terms of guidance, zoning and delivery timetables.
 - g. 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 to avoid cluttering the streetscape. Make full use of technology to facilitate the shift to sustainable transport modes.
 - h. Ensure street lights are maintained, CCTV is obviously sited, and public transport and taxis operate after dark to help improve the perception of safety within the Central Area.
 - i. In order to promote and reinforce local distinctiveness all public realm improvement works, including those outlined in the relevant Poly Areas, should seek to provide a coordinated palette of material, facilitate a reduction in street clutter, and have regard to guidance within the Design and Townscape Guide SPD1 and Streetscape Manual SPD3.
 - j. 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.
2. In order to support the vitality and viability of the Town Centre the Council will:
 - a. Seek to maintain car parking capacity at a level that supports the vitality and viability of the town centre, whilst enabling the delivery of relevant opportunity sites.
 - b. Encourage an extension to the existing VMS scheme to direct drivers to the most convenient car park and avoid unnecessary circulating traffic, and by giving consideration to the management of the road network and access points to car parks;

- c. Ensure routes to and from public car parks are short, direct, well-lit and signposted, benefitting from a high quality public realm that links well with main areas of interest.

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

POLICY LINKAGES – TRANSPORT, PUBLIC REALM	
Core Strategy DPD Objectives Strategic Objective 9 Strategic Objective 10 Strategic Objective 14	Policies KP2: Development Principles KP3: Implementation and Resources CP3: Transport and Accessibility CP4: The Environment and Urban Renaissance
Development Management DPD	Policies DM15: Sustainable Transport Management
Southend Central AAP Objectives Objective 3 Objective 4	Policies PA1: High Street Policy Area Development Principles PA2: London Road Policy Area Development Principles PA3: Elmer Square Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles PA7: Tylers Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles
Local Transport Plan 3 (refresh)	Policies LTP 2 LTP 4 LTP 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.*

Rationale

This section of the SCAAP has been rationalised in order to avoid duplication of policies, to keep the plan concise and effective, and to ensure the achievement of sustainable development. It is considered that an overarching policy and strategy that addresses the management of transport, access and the public realm within Southend Central Area is appropriate and effective, and this should be read in conjunction with the policies and supporting text for the Policy Areas and Opportunity Sites within this Plan, together with relevant policies within the Core Strategy DPD and Development Management Document.

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Policy DS5 has been rationalised and now incorporates elements, along with amendments to the Policy Area Development Principles and Opportunity Sites, of policies PR2, PR3, TA1, TA1a, TA1b, TA2, TA3, TA4, TA5 of the previous version of the SCAAP (2011).

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- LTP3 2012-2026 (2015)
- LTP3 Implementation Plan (2015)
- LTP3 Evidence Base (2010)
- LTP2 (2006)
- LTP1 (2000)
- Marine Plaza Parking Surveys (2015)
- South East LEP Growth Deal and Strategic Economic Plan (2014)

This list is not exhaustive. Full evidence base is available on the Councils website.

Question 17: Do you agree with the proposed approach to the management of transport, access in the public realm in Southend Central Area? Please explain your answer.

4.12 Infrastructure Provision

Central Area Infrastructure

124. It is recognised that 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 Southend Central Area. The infrastructure types and projects vary, and are inclusive of transport, flood defence, education, health, social and community facilities, and utilities, such as electricity, water, waste.
125. All have been taken into account within the Southend Infrastructure Delivery Plan (IDP). The IDP is a live document 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.

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126. 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.
127. The Town Centre and Central Seafront Area is the location of a number of key existing infrastructure networks and future projects, which relate to the area's wider growth, as well as the growth specifically earmarked for the Central Area. Such infrastructure includes roads, parking, public realm, sewerage, railway stations, library etc., many of which will need to be enhanced or upgraded to support the increase in the Central Area's population.
128. Future housing development in the Central Area is expected to result in a notable increase in population. It is important that these residents have access to health, education and other community facilities in convenient locations to minimise the need to travel.
129. In terms of provision for education, it is considered that the planned population growth in the Central Area will be accommodated via the expansion of existing schools, however, in the long term it is recognised that there may be a need for additional schools, and this will be kept under review.
130. Higher education is a key driver in providing economic and social benefits to society. 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.
131. An increase in the population will create further demand for social and community infrastructure, such as doctors' surgeries, dentists and health centres, as well as other community facilities such as meeting places, sports venues, cultural buildings, public houses and place of worship. Recent examples of new provision include a new Primary Care Trust (PCT) facility at North Road, a new library at the Forum, and Prittlewell Chapel.
132. All Policy Areas may provide opportunities for new and improved social care and community facilities, particularly Victoria and Sutton Gateway Neighbourhood. Regeneration in the Queensway Policy Area will also provide opportunity for further provision of social and community infrastructure where feasible.
133. 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.

134. 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.
135. 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).
136. In terms of water supply, developers will be required to pay the infrastructure provider for any mains diversions and new off-site infrastructure resulting from development proposals.

POLICY LINKAGES – INFRASTRUCTURE	
Core Strategy DPD Objectives Strategic Objective 2 Strategic Objective 4 Strategic Objective 9 Strategic Objective 13	Policies KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP3: Transport and Accessibility CP4: The Environment and Urban Renaissance CP6: Community Infrastructure CP7: Sports recreation and green space
Development Management DPD	Policies DM2: Low Carbon Development and Efficient Use of Resources DM14: Environmental Management
Southend Central AAP Objectives Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 8 Objective 10	Policies DS5: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles PA2: London Road Policy Area Development Principles PA3: Elmer Square Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles PA7: Tylers Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

**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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Rationale

This section now incorporates the following policies from the previous version of the SCAAP (2011):

- DS5: Education, Higher and Further Education
- DS7: Social and Community Infrastructure
- IF1: Central Area Infrastructure
- IF2: Section 106 and Developer Contributions
- IF3: Flood Risk Management

These policies have been combined to provide a more concise approach for the provision of infrastructure in the Southend Central Area. Specific references to infrastructure requirements are provided in the individual Policy Areas and Opportunity Sites, where required, to support development. Furthermore, detailed policy requirements are provided by the Core Strategy, CIL and Infrastructure Delivery Plan.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Thames Gateway South Essex Strategic Flood Risk Assessment (2006)
- Southend Strategic Flood Risk Assessment Level 1 (2010)
- Southend Strategic Flood Risk Assessment Level 2 (2010)
- South Essex Catchment Flood Management Plan (2008)
- Thames Estuary 2100 (2010)
- Essex and South Suffolk Shoreline Management Plan (2010)
- National Standards for Sustainable Drainage Systems (December 2011)
- SuDS Manual (2007)

This list is not exhaustive. Full evidence base is available on the Councils website.

Question 18: Do you agree with the proposed approach to flood risk management and sustainable drainage in Southend Central Area? Please explain your answer.

Part C: Policy Areas and Opportunity Site Policies

5. Policy Areas and Opportunity Site Policies

5.1 Introduction

137. This section introduces the Policy Areas and their key Development Principles. Some of these Policy Areas contain Opportunity Sites, which establish parameters for development in specific locations. The policies are not explicit on the precise quantum of development, which leaves flexibility as development proposals come forward. The boundary of each Policy Area and Opportunity Site can be viewed via the Policies Map and Map 2.
138. The scope for development, suitable uses and the deliverability of proposals is explored and presented in this Plan. 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. Informal planning guidance in the form of Development Briefs may be prepared for individual Policy Areas and Opportunity Sites, as necessary and appropriate, to provide greater clarity and guide delivery and implementation.

5.2 High Street Policy Area

Vision for the High Street Policy Area

The High Street, along with The Victorias 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 centres uses, such as cafes and restaurants (particularly around 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 physically linking the Policy Areas, and successfully connecting between the High Street Policy Area and surrounding neighbourhoods.

New and improved public spaces will enhance the High Street experience, including:

- Transforming the open space at Victoria Circus into a public events space;
- Creating a new informal public space to the High Street either side of the railway bridge for example, including creative lighting to the abutments to bring the bridge to life, particularly during the evening;
- Connecting the town to the Central Seafront Policy Area by a series of multi-level

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spaces. In the shorter term it may be possible to create an upper level public piazza which would work independently as well as forming the first phase of the longer term project.

The High Street 'stub roads' will be enhanced to improve the quality of the urban environment and promote permeability and accessibility, particularly from areas to the east of the High Street.

Development of **Opportunity Site 1: Whitegate Road** for commercial use will enhance connectivity between the High Street and the Warrior Square Policy Area, and complement surrounding development and uses, while development of **Opportunity Site 2: Pitman's Close** for commercial use will enhance connectivity between the High Street and Tylers Policy Areas.

Overview

139. The High Street is almost 800 metres in length. 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**.
140. The High Street, along with The Victorias and The Royals shopping centres, falls within the Town Centre Primary Shopping Area that is a sub-regional comparison shopping destination and the first preference for all forms of retail and town centre uses within Southend.
141. There are two Opportunity Sites within the High Street Policy Area:
Opportunity Site 1: Whitegate Road, approximately 0.08ha, is a vacant site where development would contribute to enhancing the townscape. In the past permission has been granted (now expired) for a four storey office building with restaurant on the ground floor. Such a development would not be in line with the objectives for the High Street Policy Area.
Opportunity Site 2: Pitman's Close, approximately 0.09ha, is currently occupied to the south by modern public toilets, however in the longer term a well-designed development that provides active frontages could help to raise the profile of the area.

Policy PA1: High Street Policy Area Development Principles

1. The High Street forms part of the Primary Shopping Area. The Council will promote enhanced retail floorspace and support Town Centre uses that contribute to the vitality and viability of the centre in accordance with Policy DS1.
2. Development proposals that would help to deliver the following, will be supported in principle:
 - a. A net increase in dwellings above existing or new commercial development, where appropriate;
 - b. The conservation and restoration of historic shopfronts (including frontages of townscape merit);
 - c. Mixed-use development with active ground floor frontages;
 - d. Energy efficiency, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
3. In order to enhance the High Street experience, the following improvements will be promoted as development opportunities arise:
 - a. Transforming and enhancing the existing public space at Victoria Circus, enabling use for public events;
 - b. Creating a new public space to the High Street either side of the railway bridge, including a creative lighting scheme;
 - c. Further Connect the Town Centre to the Central Seafront Policy Area by a series of multi-level spaces.
 - d. maintain and improve the High Street as public space for pedestrians, addressing the principles of the Southend Streetscape Manual;
 - e. Pedestrianisation and enhancement of a number of the High Street's inter-linking access ('stub') roads supporting access to car parks, greenspace, retail and surrounding neighbourhoods;
 - f. At key junction points, create a strong public realm to emphasise the intersection of east-west routes;
4. The following Opportunity Sites, as identified on the Policies Map, are allocated for mixed use development, incorporating office floorspace (Use Class B1):

Site Reference	Site Name	Planning Status*
1	Whitegate Road	EA
2	Pitman's Close	NA

*Planning Status as of 01 June 2015. EA = Expire Application, NA = New Allocation

- i. Within **Opportunity Site 1: Whitegate Road**, planning permission will be granted for mixed-use development including high quality office space and residential to upper floors and active commercial use, such as retail and restaurants, at ground floor. The design, access and layout of any development should include attractive and active frontages onto Whitegate and Chichester Road, complementing the character of and enhancing links between the High Street and the Warrior Square Policy Area.

ii. Within **Opportunity Site 2: Pitman's Close**, planning permission will be granted for mixed-use redevelopment of this site for high quality office space and residential, with opportunity for commercial use, such as retail, at ground floor. The design, access and layout of any development should include attractive and active frontages, complementing the character of and enhancing links between the High Street and the Tylers Policy Area.

POLICY LINKAGES – HIGH STREET	
<p>Core Strategy Objectives</p> <p>Strategic Objective 1 Strategic Objective 4 Strategic Objective 5 Strategic Objective 8 Strategic Objective 14 Strategic Objective 15 Strategic Objective 18</p>	<p>Policies</p> <p>KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP1: Employment Generating Development CP2: Town Centre and Retail Development CP4: The Environment and Urban Renaissance</p>
<p>Development Management DPD</p>	<p>Policies</p> <p>DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM5: Southend-on-Sea's Historic Environment DM15: Sustainable Transport Management</p>
<p>Southend Central AAP Objectives</p> <p>Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 7 Objective 8 Objective 9 Objective 10</p>	<p>Policies</p> <p>DS1: Maintaining a Prosperous Retail Centre DS2: Key Views DS3: Landmarks and landmark Buildings DS4: Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm PA2: London Road Policy Area Development Principles PA3: Elmer Square Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA6: Clifftown Policy Area Development Principles PA7: Tylers Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles DP9: Sutton Gateway Neighbourhood Policy Area Development Principles</p>

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**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.*

Rationale

The policy approach to the management of development within the High Street Policy Area has been reviewed in the context of current guidance and evidence. Subsequently, it has been determined that the boundary of the Policy Area should be revised to include both The Royals and The Victoria's shopping centres, in recognition of their role as 'anchors' to the northern and southern end of the High Street. The Whitegate Road and Pitman's Close Opportunity Sites have also been brought into the policy and supporting text for the High Street Policy Area, previously having been incorrectly included within the supporting text / policy for the Warrior Square and Tylers Policy Areas respectively. Previous plan references: Proposal Site Policy PS5b: Whitegate Road and Proposal Site Policy PS7b: Pitman's Close.

It is considered that the policy approach is appropriate and effective. This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are referred to within the Preferred Approach version of the SCAAP as 'Policy Areas', and Proposal Sites as 'Opportunity Sites'. Policy criterion relating to Opportunity Sites has now been incorporated into the development principles of the Policy Area.

Within the previous version of the SCAAP (2011), this policy was referred to as Policy DP1: The High Street Development Principles.

Evidence Base

- National Planning Policy Framework
- Southend Core Strategy DPD (2007)
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Southend Retail and Town Centre Study (2011)
- The Management of Designated Shopping Frontages in Southend-on-Sea -Technical Report (2013, 2015)
- Southend Employment Land Review (2010)
- Annual Monitoring Reports

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 19: Do you agree with the proposed approach to managing development within the High Street Policy Area and Opportunity Sites 1 and 2? Please explain your answer.

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5.3 London Road Policy Area

Vision for the London Road Policy Area

The London Road Policy Area will be a vibrant gateway to the town centre, and include high quality office space, quality food shops, cafes/restaurants, and good quality sustainable homes above street level.

Permeability for pedestrians and cyclists will be enhanced at this key gateway to the Town Centre, including improved links to/from the Victoria Gateway Neighbourhood Policy Area, ensuring that future Phases of the Victoria Gateway public realm improvement scheme at Queensway dual carriage way and London Road link together successfully to improve access.

London Road will be reinforced as vibrant destination complemented by public realm enhancements, public art installations, creative lighting, and landscaping to create a pedestrian-priority public space and opportunities for outside seating to cafes/restaurants.

New buildings will have active frontages and active uses at ground floor, ensuring good footfall on a vibrant and welcoming route along both London Road and Queensway dual carriage way.

Visitors to the area will benefit from excellence public transport, including improved facilities for taxis, ensuring the town centre is served throughout the day and night will improve perceptions of safety.

Overview

142. 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 landscape design to existing buildings.
143. 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 Elmer Square Policy Area.

144. There is a principle 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 discussion with taxi providers.
145. The Policy Area includes a large convenience retail food store (Sainsbury's) that attracts a high footfall and contributes to the convenience retail offer of the Town Centre. In the event of the redevelopment of the Sainsbury's site there is potential to accommodate a mixed-use development with town centre uses, that could include convenience retail, offices and residential (to upper floors). If this site was to be developed it is important that the town centre is anchored by a large scale convenience retail offer to contribute towards its continued vitality and viability.

Policy PA2: London Road Policy Area Development Principles

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

1. Promote Town Centre uses that deliver the vision for the Policy Area and support the vitality and viability of the town centre, including high quality office space, retail floorspace, cafes/restaurants, and residential (to upper floors).
2. Encourage active ground floor frontages to new and existing buildings on London Road and Queensway dual carriage way;
3. Support development proposals that promote the provision of a Street Market on a new pedestrianised length of London Road;
4. 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;
5. Promote energy efficiency, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
6. In the event of redevelopment of the Sainsbury's site a development brief will be produced to guide a landmark, mixed-use development on the site.
7. Promote the following access and public realm improvements:
 - a. pedestrianisation of London Road 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 mixed mode - pedestrian and cycle priority route from Queensway dual carriage way to the Elmer Square Policy Area via London Road, College Way, Queens Road, Elmer Avenue and Luker Road;
 - f. tree planting and landscaping and good quality permeable surface materials where appropriate
 - g. seek provision of public art and integrated signage and artwork that combine with more traditional signage to signal entry to the Town Centre from Queensway dual carriage way/ Southend Victoria Railway Station and clear way-finding.

POLICY LINKAGES – LONDON ROAD

Core Strategy

Objectives

Strategic Objective 1
 Strategic Objective 4
 Strategic Objective 5
 Strategic Objective 8
 Strategic Objective 14
 Strategic Objective 15

Policies

KP1: Spatial Strategy
 KP2: Development Principles
 KP3: Implementation and Resources
 CP1: Employment Generating Development
 CP2: Town Centre and Retail Development
 CP4: The Environment and Urban Renaissance

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Development Management DPD	Policies DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM15: Sustainable Transport Management
Southend Central AAP Objectives Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 7 Objective 8 Objective 9 Objective 10	Policies DS4: Flood Risk Management and Sustainable Drainage DS5: Transport and Accessibility PA1: High Street Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

**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.*

Rationale

The policy approach to the management of development within the London Road Policy Area has been reviewed in the context of current guidance and evidence. Subsequently, it has been determined that the site allocation from the 2011 Proposed Submission version of the SCAAP (formerly referred to as Proposal Site Policy PS2a: Sainsbury's and adjacent buildings, London Road) should be removed from the plan. In the event of the redevelopment of the Sainsbury's site there is potential to accommodate a mixed-use development with town centre uses and this is set out in the Development Principles for the Policy Area.

Within the 2011 Proposed Submission version of the Plan, Policy PA2 was referred to as Policy DP2: Queensway and London Road/Broadway Development Principles.

It is considered that the policy approach is appropriate and effective. This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Southend Retail and Town Centre Study (2011)
- The Management of Designated Shopping Frontages in Southend-on-Sea -Technical Report (2013, 2015)

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- Southend Employment Land Review (2010)
- Annual Monitoring Reports

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 20: Do you agree with the proposed approach to managing development within the London Road Policy Area? Please explain your answer.

5.4 Elmer Square Policy Area

Vision for the Elmer Square Policy Area

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

Ground floors of all buildings will be visually active, encouraging stronger engagement with the public space, the Forum and academic buildings.

Buildings will be complemented by a well-designed public realm and landscaping scheme, informed by the Southend Streetscape Manual, with improved connectivity with the High Street and London Road Policy Areas.

Overview.

146. Elmer Square is the heart of the learning hub in Southend Central Area. The Forum provides state-of-the-art library and learning facilities and is complemented by the adjacent Higher and Further Education Campuses. The site is on the edge of the Town Centre in an area of transition with the residential areas to the west.
147. The University Square student accommodation, and associated public car park which will be maintained, is situated to the northern extent of the Policy Area, providing a distinctive, local landmark as well as public car parking.
148. 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 have a detrimental visual impact.
149. Opportunity Site, **OS3 Elmer Square Phase 2** provides the opportunity to develop additional educational facilities, of a high quality design that complements the Forum development and reinforces key links through the site.
150. The former Prudential building also offers opportunity for re-use or redevelopment.

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Policy PA3: Elmer Square Policy Area Development Principles

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

1. Promote educational and supporting uses that deliver the vision for the Policy Area;
2. The Council will support the conversion/redevelopment of the former Prudential building for a complementary town centre use, such as hotel or student accommodation with an active ground floor use including active frontages that address the street and public open space.
3. Promote energy efficiency, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
4. Promote the following access and public realm improvements:
 - a. creation of new semi-pedestrianised and cycle space along Queens Road between Elmer Avenue and the High Street;
 - b. provision for 'mixed mode - pedestrian and cycle priority' route from Queensway to Luker Road via the London Road Policy Area, College Way, Queens Road and Elmer Avenue;
 - 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 where appropriate and clear way-finding;
 - d. pursue urban greening projects, including the use of green walls and roof gardens and the creation of green space within new development.
5. 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*
3	Elmer Square Phase 2	NA

*Planning Status as of 01 June 2015.

- i. Within **Opportunity Site 3: Elmer Square Phase 2**, planning permission will be granted for educational and supporting uses to complement Phase 1 and to further reinforce Elmer Square as the heart of the learning hub.
- ii. Opportunities to improve the visual appearance to the rear of buildings on the High Street that front onto the public space, and associated public realm enhancements including surfacing, lighting and landscaping to complement Phase 1 will also be promoted within Opportunity Site 3.

POLICY LINKAGES – ELMER SQUARE

Core Strategy

Objectives

Strategic Objective 2
 Strategic Objective 4
 Strategic Objective 13
 Strategic Objective 15

Policies

KP1: Spatial Strategy
 KP2: Development Principles
 KP3: Implementation and Resources
 CP4: The Environment and Urban Renaissance

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Strategic Objective 18	CP6: Community Infrastructure
Development Management DPD	Policies DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM15: Sustainable Transport Management
Southend Central AAP Objectives Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 10	Policies DS3: Landmark and Landmark Buildings DS4: Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm

**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.*

Rationale

The policy approach to the management of development within the Elmer Square Policy Area has been reviewed in the context of current guidance and evidence. Subsequently, it has been determined that the boundary of the site allocation from the 2011 Proposed Submission version of the SCAAP (formerly referred to as Proposal Site Policy PS3a: Elmer Square Proposal Site) should be reviewed and updated following the completion of Phase 1 of the Elmer Square redevelopment. The boundary of Opportunity Site 3: Elmer Square Phase 2 therefore reflects this. Within the 2011 Proposed Submission version of the Plan, Policy DP3 was referred to as Policy DP3: Elmer Square Development Principles.

It is considered that the policy approach is appropriate and effective. This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are referred to within the Preferred Approach version of the SCAAP as 'Policy Areas', and Proposal Sites as 'Opportunity Sites'. Policy criterion relating to Opportunity Sites has now been incorporated into the development principles of the Policy Area.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Elmer Square Development Brief (2009)

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This list is not exhaustive. Full evidence base is available on the Councils website.

Question 21: Do you agree with the proposed approach to managing development within the Elmer Square Policy Area and Opportunity Site 3: Elmer Square? Please explain your answer.

5.5 Queensway Policy Area

Vision for the Queensway Policy Area

The development of the **Queensway Opportunity Site (OS 4)** 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 Southchurch Road and Chichester Road, an enhanced public realm and landscaping as well as well-defined public and private green open spaces.

Regeneration and development in the Queensway Policy Area will be the catalyst for wider regeneration in Southend Central Area, broadening the demographic and increasing the number of residents living in the central area, generating more activity and demand for local services.

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.

Locations such as Coleman Street will provide opportunity to re-establish urban grain by providing residential development that complements existing dwellings in the streetscene.

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.

Queensway Urban Park will form the green lung of the Policy Area, providing an attractive space for residents and visitors, with good quality street furniture and public art enhancing the green, landscaped environment, providing focal points to aid way-finding, lighting and places for people to sit and relax.

Public realm improvements will have regard to, and seek to enhance the setting of Porters and All Saints Church. In addition tree planting and landscaping will provide shade, filtering air and water and softening the appearance of the townscape.

Queensway will benefit from close connections with the **Warrior Square Policy Area** (Policy

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PA5) and the **Elmer Square Policy Area** (Policy PA3).

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

Overview

151. **Queensway Opportunity Site (OS4)** is unique in that it comprises all of the Queensway Policy Area. The area is dominated by a swathe of 1960s residential blocks. Queensway dual carriageway 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.
152. The tower blocks 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.
153. To the north-west, at Short Street is the cleared site of the former Focus Youth Centre and a public car park, which provides development opportunity.
154. To the south, Southchurch Road (secondary shopping frontage) contains 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.
155. **Queensway Opportunity Site (OS4)** provide 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.
156. Chichester Road currently provides access through the 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 centre via Queensway and Chichester Road.

Policy PA4 : Queensway Policy Area Development Principles

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

1. Promote residential and supporting uses that deliver the vision for the Policy Area;
2. Promote energy efficiency, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
3. Promote the provision of new social and community infrastructure.
4. promote the following access and public realm improvements:
 - 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 and Sutton Gateway Neighbourhood Policy Areas;
 - c. provision of public art to enhance the urban environment, particularly to the Queensway carriage way frontage and at the junction with Sutton Road;
 - d. create 'mixed mode - shared priority' route from Southchurch Road to Warrior Square via Warrior Square East;
 - e. create 'mixed mode - pedestrian and cycle priority' route along Southchurch Road between Queensway and the High Street/Victoria Circus;
 - f. improved crossings for pedestrians and cyclists and gateway improvements at the Queensway/Sutton Road Junction;
 - g. improved crossing for pedestrians and cyclists at the Queensway/Short Street/Chichester Road junction in association with capacity requirements for development on the Queensway Opportunity Site (OS 4);
 - h. Urban Greening to establish the Queensway Urban Park which sensitively addresses and enhances the setting of Porters and All Saints Church.
 - i. Provide new public open space fronting Chichester Road, including appropriate crossing improvements on Chichester Road, to relieve the canyon effect of existing buildings and improve the environment for residents and visitors, encouraging walking and cycling.

4.The following Opportunity Site, as identified on the Policies Map, is allocated primarily for residential use (Use Class C3):

Site Reference	Site Name	Planning Status*	Indicative number of dwellings
4	Queensway	New Allocation	

- i. Within **Opportunity Site 4: Queensway**, planning permission will be granted for well-designed, sustainable buildings that are appropriate to the location in terms of use, scale, massing and detailed design and contribute positively to successful place making;
- ii. Residential development, including the re-provision of social housing and provision of new market housing, will be promoted for the site to support neighbourhood regeneration and the creation of sustainable communities.

- iii. Proposals for well-designed refurbishments or redevelopment of retail and commercial frontages to Southchurch Road, that are compatible with the Secondary Shopping Frontage designations, will be supported within the Opportunity Site;
- iv. New commercial development and community uses that provide activity to ground floor, including offices to upper floors, will be promoted (particularly to Essex Street and Chichester Road frontages) where these contribute to the vision for the Policy Area.

*Planning Status as of 01 June 2015.

POLICY LINKAGES – QUEENSWAY	
<p>Core Strategy Objectives</p> <ul style="list-style-type: none"> Strategic Objective 3 Strategic Objective 4 Strategic Objective 6 Strategic Objective 7 Strategic Objective 10 Strategic Objective 13 Strategic Objective 14 Strategic Objective 15 Strategic Objective 18 	<p>Policies</p> <ul style="list-style-type: none"> KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP1: Employment Generating Development CP4: The Environment and Urban Renaissance CP6: Community Infrastructure CP8: Dwelling Provision
<p>Development Management DPD</p>	<p>Policies</p> <ul style="list-style-type: none"> DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM3: Efficient and Effective Use of Policy Land DM7: Dwelling Mix, Size and Type DM8: Residential Standards DM15: Sustainable Transport Management
<p>Southend Central AAP Objectives</p> <ul style="list-style-type: none"> Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 8 	<p>Policies</p> <ul style="list-style-type: none"> DS1: Maintaining a Prosperous Retail Centre DS2: Key Views DS3: Landmark and Landmark Buildings DS4: Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles PA3: Elmer Square Policy Area Development Principles PA5: Warrior Square Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

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**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.*

Rationale

The policy approach to the management of development within the Queensway Policy Area has been reviewed in the context of current guidance and evidence. Subsequently, it has been determined that the boundary of the site allocation from the 2011 Proposed Submission version of the SCAAP (formerly referred to as Proposal Site Policy PS4a: Queensway House and adjacent buildings) should be reviewed and updated following the demolition of Queensway House and the Council's regeneration priorities for the area, which include the Coleman Street and Short Street sites. The boundary of Opportunity Site 4: Queensway therefore reflects this. Within the 2011 Proposed Submission version of the Plan, Policy PA4 was referred to as Policy DP4: Queensway and Southchurch Avenue Development Principles.

It is considered that the policy approach is appropriate and effective. This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are referred to within the Preferred Approach version of the SCAAP as 'Policy Areas', and Proposal Sites as 'Opportunity Sites'. Policy criterion relating to Opportunity Sites has now been incorporated into the development principles of the Policy Area.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Southend Retail and Town Centre Study (2011)
- The Management of Designated Shopping Frontages in Southend-on-Sea -Technical Report (2013, 2015)
- Southend Employment Land Review (2010)
- Strategic Housing Land Availability Assessment, and updates (2010, 2013)
- Strategic Housing Market Assessment (2013)
- Annual Monitoring Reports

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 22: Do you agree with the proposed approach to managing development within the Queensway Policy Area and Opportunity Site 4: Queensway? Please explain your answer.

5.6 Warrior Square Policy Area

Vision for the Warrior Square Policy Area

All Buildings will be well designed and sustainable, and development will have regard to the setting of the Warrior Square Conservation Area in terms of detailed design, scale and massing.

Opportunity Site 5: Warrior Square, focussed on the current Warrior Square car park, will be redeveloped to provide a residential-led development that may provide opportunity for supporting uses onto Chichester Road, such as office and community use provision.

Landscaping, tree planting and other urban greening techniques will be employed, together with Sustainable Drainage Systems, within new development to complement the existing green character of the area, helping to mitigate the impacts of climate change and surface water run-off.

Access to Warrior Square from neighbouring Policy Areas and residential neighbourhoods will be enhanced and a legible network of pedestrian and cycle friendly routes will be formed.

Opportunities will be identified to improve connections across Queensway dual carriageway to residential neighbourhoods to the east, including potential for a Queensway Urban Park.

Overview

157. Development within the Policy Area will need to sensitively address the setting of the Conservation Area in terms of scale, massing and detailed design. **Warrior Square Opportunity Site (OS5)** presents the main development opportunity within the Policy Area and the provision of well-designed, sustainable building(s) that re-establishes the urban grain, being sensitive to the scale and massing of existing residential development on Whitegate Road, will be encouraged.
158. Residential-led development with car parking and the potential for appropriate supporting uses such as office development, particularly fronting Chichester Road, and community uses could be appropriate for the site and location. New development also provides the opportunity to bring activity and natural surveillance to Warrior Square Gardens.
159. Chichester Road presents a main thoroughfare within the Policy Area yet the quality of the streetscape is poorly defined in part, and provides scope for enhancements to be made to the public realm, such as upgraded footway surfaces, tree planting and public art and 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

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

1. promote residential-led mixed-use development that delivers the vision for the Policy Area, with active ground floor uses on Southchurch Road with residential and office above;
2. conserve and enhance the Warrior Square Conservation Area and its setting;
3. reinforce the residential nature of Warrior Square East and Whitegate Road (east);
4. Promote energy efficiency, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
5. promote the following access and public realm improvements:
 - a. maintain the quality of Warrior Square Gardens and promote future public realm improvements that respect and engage with the Gardens;
 - b. creation of a new pedestrian and cycle priority route along Warrior Square between Warrior Square East and the High Street including appropriate crossing and footway improvements on Chichester Road;
 - c. provision for 'mixed mode - shared priority' route from Southchurch Road via Warrior Square East;
 - d. environmental improvements to Queensway dual carriageway including planting to establish a Queensway Urban Park and useable green spaces where appropriate.
 - e. a restriction in the provision of hard landscaping, encouraging opportunities for soft landscaping to complement the character of the Gardens.
 - f. Public Art provision to buildings, public and private spaces

7. The following Opportunity Site, as identified on the Policies Map, is allocated for residential-led development primarily comprising of residential (Use Class C3) and potential for Office (Use Class B1) and supporting community uses (Use Class D1/D2):

Site Reference	Site Name	Planning Status*	Indicative number of dwellings
5	Warrior Square	New Allocation	

- i. Within Opportunity Site 5: Warrior Square, planning permission will be granted for well-designed, sustainable buildings that sensitively address the setting of the Warrior Square Conservation Area. Mixed-use, residential-led development will be promoted;
- ii. Proposals for high quality office accommodation (to upper floors) and community uses will be promoted;
- iii. To the northern extent of the Opportunity Site, ground floor uses should be provided that engage successfully with, and provide facilities for and natural surveillance to Warrior Square Gardens.
- iv. To Whitegate Road, residential development will be supported at a scale that reflects the existing massing and residential nature of this area, providing an opportunity to re-establish the urban grain;
- v. provision of an additional area of open space to mirror Warrior Square Gardens and provide additional green space for Southend Central Area will be promoted.

*Planning Status as of 01 June 2015.

POLICY LINKAGES – WARRIOR SQUARE	
<p>Core Strategy Objectives</p> <p>Strategic Objective 1 Strategic Objective 3 Strategic Objective 4 Strategic Objective 5 Strategic Objective 6 Strategic Objective 7 Strategic Objective 9 Strategic Objective 10 Strategic Objective 13 Strategic Objective 14 Strategic Objective 15 Strategic Objective 18</p>	<p>Policies</p> <p>KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP1: Employment Generating Development CP3: Transport and Accessibility CP4: The Environment and Urban Renaissance CP6: Community infrastructure CP7: Sport, Recreation and Green Space CP8: Dwelling Provision</p>
<p>Development Management DPD</p>	<p>Policies</p> <p>DM1: Design Quality DM2: Low Carbon and Development and Efficient Use of Resources DM3: Efficient and Effective Use of Land DM4: Tall and Large Buildings DM5: Southend-on-Sea’s Historic Environment DM7: Dwelling Mix, Size and Type DM8: Residential Standards DM10: Employment Sectors DM15: Sustainable Transport Management</p>
<p>Southend Central AAP Objectives</p> <p>Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 7 Objective 8 Objective 9</p>	<p>Policies</p> <p>DS4: Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA7: Tylers Policy Area Development Principles</p>

**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.*

Rationale

The policy approach to the management of development within the Warrior Square Policy Area has been reviewed in the context of current guidance and evidence. Subsequently, it has been determined that the boundary of the site allocation from the 2011 Proposed Submission version of the SCAAP (formerly referred to as Proposal Site Policy PS5A: Warrior Square Car Park Proposal Site) should be reviewed and updated to accurately reflect the area of land owned by Southend-on-Sea Borough Council, the previous site boundary inaccurately including a number of privately owned residential

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dwellings. The boundary of Opportunity Site 5: Warrior Square therefore reflects this. Within the 2011 Proposed Submission version of the Plan, Policy PA5 was referred to as Policy DP5: Warrior Square Development Principles.

The Whitegate Road (PS5b) has been moved into the High Street Policy Area, previously having been incorrectly included within the supporting text / policy for the Warrior Square.

It is considered that the policy approach is appropriate and effective. This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are referred to within the Preferred Approach version of the SCAAP as 'Policy Areas', and Proposal Sites as 'Opportunity Sites'. Policy criterion relating to Opportunity Sites has now been incorporated into the development principles of the Policy Area.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Southend Retail and Town Centre Study (2011)
- Southend Employment Land Review (2010)
- Southend Borough Wide Character Study (2011)
- Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)
- Strategic Housing Land Availability Assessment, and updates (2010, 2013)
- Strategic Housing Market Assessment (2013)
- Annual Monitoring Reports

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 23: Do you agree with the proposed approach to managing development within the Warrior Square Policy Area and Opportunity Site 5: Warrior Square? Please explain your answer.

5.7 Clifftown Policy Area

Vision for Clifftown Policy Area

Clifftown will be a vibrant area with a lively food, drink and small niche retail offer that is active throughout the day and into the evening.

The distinctive character and appearance of the Clifftown Conservation Area will be

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conserved and enhanced and the setting of designated and non-designated heritage assets within the area will be respected.

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.

There will be much better access to information regarding the Area's heritage.

The site of the Empire Theatre will be sensitively regenerated, with a cultural offer (at ground floor), and associated enhancements will be made to the public realm.

Public realm improvements will enhance the setting of buildings and the experience for pedestrians and cyclists, including connections to the Central Seafront and High Street.

The redevelopment of Central House on Clifftown Road for retail units with active frontages at ground floor, in association with improvements to Southend Central Railway Station, will play a key role in redefining this part of the Town Centre. A new public plaza may be created on the south side of Southend Central Railway Station.

Overview

160. 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.
161. Southend Central Station, locally listed, is at present hidden away from the High street, with a very low quality forecourt 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 (Refer to Table 4 and Policy DS3).
162. 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.
163. The Policy Area is home to a variety of uses including small scale retail, food and drink premises, commercial, education and residential. The site of the Empire Theatre on Alexandra Street has been empty for a number of years and the opportunity exists for its regeneration to once again provide the building with an

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active use and function, particularly at ground floor where a cultural use would support the objectives for the Policy Area.

164. In addition there are two surface-level public car parks, Clarence Road and Alexandra Street, both of which serve the town centre. In the event of redevelopment of these sites appropriate uses are likely to include a mix of small-scale ground floor retail, and food and drink units, together with small offices and workshops compatible with the vision for the Policy Area, and residential units above. Clarence Road car park benefits from public frontages onto both streets, which should be addressed within any future redevelopment. Alexandra Street car park may also provide future opportunity to create a small area of public space within a network of lanes and mews style buildings that again reflect the grain and form of the area.
165. There also remain 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.

Policy PA6: Clifftown Policy Area Development Principles

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

1. 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;
2. Require all development proposals within the conservation area to conserve and enhance its historic and architectural character, setting and townscape value;
3. 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 thier frontage, in line with Development Management Policy DM5 (Historic Environment)
4. promote the following access and public realm improvements:
 - a. protect key views both into and out of the area and views of existing and new landmark buildings;
 - b. seek a reduction in general vehicle circulation in residential streets by securing the most direct and shortest route to and out of the car parks at Alexandra Street and Clarence Road, and improving the quality of the public realm;
 - c. streetscape and landscape design improvements to designate walking circuits through Clifftown from a newly created public plaza at Southend Central Station, to Cliff Gardens and Pier Hill.
 - d. seek an improvement of soft landscaping and open space provision within the area.
5. 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 at 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;
 - c. regenerate the site of the Empire Theatre with uses that contribute to the Policy Area's vision, including cultural uses, particularly at ground floor.
6. In the event of redevelopment of Alexandra Street and Clarence Road car park sites a development brief will be produced to promote the sites for a mix of ground floor small-scale niche retail, food and drink units, offices and workshops, and residential units to upper floors that are compatible with the vision for the Policy Area, together with public realm improvements and car parking provision.

POLICY LINKAGES – CLIFFTOWN

Core Strategy DPD

Objectives

Strategic Objective 1
 Strategic Objective 2
 Strategic Objective 4
 Strategic Objective 8

Policies

KP1: Spatial Strategy
 KP2: Development Principles
 KP3: Implementation and Resources
 CP2: Town Centre and Retail Development

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Strategic Objective 14 Strategic Objective 15 Strategic Objective 18	CP4: The Environment and Urban Renaissance CP7: Sport, Recreation and Green Space
Development Management DPD	Policies DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM4: Tall and Large Buildings DM5: Southend-on-Sea's Historic Environment DM6: The Seafront DM14: Environmental Protection
Southend Central AAP Objectives Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 7	Policies DS1: Maintaining a Prosperous Retail Centre (Including Policy Options DS1a, b and c) DS2: Key Views DS3: Landmark and Landmark Buildings DS4: Flood Risk Management and Sustainable Drainage DS1: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles CS1: Central Seafront Policy Area Development Principles

**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.*

Rationale

The policy approach to the management of development within the Clifftown Policy Area has been reviewed in the context of current guidance and evidence. Subsequently, it has been determined that the site allocations from the 2011 Proposed Submission version of the SCAAP (formerly referred to as Proposal Site Policy PS6a: Clarence Road Car Park and Proposal Site Policy PS6b: Alexandra Street Car Park) should be removed.

In the event of the redevelopment these sites a development brief to be bought forward to guide redevelopment. Within the 2011 Proposed Submission version of the Plan, Policy PA6 was referred to as Policy DP6: Clifftown Development Principles.

It is considered that the policy approach is appropriate and effective. This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP

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- Sustainability Appraisal, HRA and EQIA
- Southend Retail and Town Centre Study (2011)
- The Management of Designated Shopping Frontages in Southend-on-Sea - Technical Report (2013, 2015)
- Strategic Housing Land Availability Assessment, and updates (2010, 2013)
- Southend Employment Land Review (2010)
- Annual Monitoring Reports
- Clifftown Conservation Area Character Appraisal (2006)
- Southend Borough Wide Character Study (2011)
- Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 24: Do you agree with the proposed approach to managing development within the Clifftown Policy Area? Please explain your answer.

5.8 Tylers Policy Area

Vision for the Tylers Policy Area

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, 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 Travel Centre would form part of an integrated development that allows for public spaces to be created to the south western edge of the Policy Area, adjacent to its boundary with the High Street and improving links south to the Central Seafront. It will be complemented by convenience 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 through an integrated approach which combines with other objectives for the Policy Area, and contributes to the vitality and viability of the town centre, with enhanced pedestrian links.

East-west connections will be strengthened to encourage walking and cycling, and the creation of 'homes zones' within the residential streets of Quebec Avenue, Portland Avenue, Baltic Avenue and Heygate Avenue, where feasible, improving links across Queensway dual carriageway.

The Policy Area will provide improved links to the Central Seafront Policy Area via Church Road and Chancellor Road.

Overview

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167. 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 a key opportunity site at Seaways Car Park and Marine Parade. 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.
168. 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.
169. Within this Policy Area there is one **Opportunity Site 7: Tylers Avenue**. Redevelopment of the site could include the re-provision of the travel centre, freeing up the space occupied by the existing travel centre to create an area of public space (improving links between the Policy Areas), as part of a mixed-use scheme that includes convenience retail uses at ground floor, and residential uses at upper floors, together with parking.
170. 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.

Policy PA7: Tylers Policy Area Development Principles

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

1. Promote mixed-use development that delivers the vision for the Policy Area;
2. Seek active frontages at ground floor on Chichester Road and York Road;
3. Promote the following access and public realm improvements:
 - a. creation of a new public space in the location of the existing travel centre subject to this use relocating to the Tylers Avenue Opportunity Site, to provide enhanced connectivity to the Central Seafront and High Street Policy Areas;
 - b. create a mixed mode – pedestrian and cycle priority route along York Road to the High Street including appropriate crossings on Queensway dual carriageway and Chichester Road;
 - c. consider a ‘Home Zone’ 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. ensure stronger integration with the Central Seafront Policy Area including improved walking and cycling linkages via St John’s Church and Seaway Car Park and Marine Parade Opportunity Site (OS 8) and via Pier Hill;
 - e. promote environmental improvements to Queensway dual carriageway including: crossing points to neighbouring residential areas; the removal of guardrails; enhancing areas of landscaping and tree planting; and appropriately sited street furniture in line with the Streetscape Manual SPD;
 - f. junction improvements at Queensway dual carriageway/Seaway Car Park/Chancellor Road to enhance access to the Central Seafront Area;
 - g. Public art provision to buildings and public spaces.
4. The following Opportunity Site, as identified on the Policies Map, is allocated for mixed-use development primarily comprising of residential (Use Class C3) and Retail (Use Class A1):

Site Reference	Site Name	Planning Status*	Indicative number of dwellings
6	Tylers Avenue	New Allocation	

- i. Within **Opportunity Site 6: 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, with residential uses and the potential for offices to upper floors;
- ii. Any development of the Opportunity Site should address replacement car parking provision, identifying how any displaced parking needs are to be met on the site or in this part of the town centre;
- iii. Any development should incorporate a building design, form and massing that provides for a permeable environment that is pedestrian and cycle friendly, with improved linkages to the Central Seafront Policy Area via St John’s Church and Opportunity Site 8: Seaway Car Park and Marine Parade, with all servicing and deliveries from Chichester Road.
- iv. Where necessary the Council will prepare a development brief to guide development on

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this Opportunity Site.

*Planning status as of 1st June 2015.

POLICY LINKAGES - TYLERS	
<p>Core Strategy DPD</p> <p>Objectives</p> <p>Strategic Objective 1 Strategic Objective 3 Strategic Objective 4 Strategic Objective 5 Strategic Objective 6 Strategic Objective 7 Strategic Objective 8 Strategic Objective 9 Strategic Objective 10 Strategic Objective 14 Strategic Objective 15</p>	<p>Policies</p> <p>KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP2: Town Centre and Retail Development CP3: Transport and Accessibility CP4: The Environment and Urban Renaissance CP8: Dwelling Provision</p>
<p>Development Management DPD</p>	<p>Policies</p> <p>DM1: Design Quality DM2: Low Carbon and Development and Efficient Use of Resources DM3: Efficient and Effective Use of Land DM4: Tall and Large Buildings DM7: Dwelling Mix, Size and Type DM8: Residential Standards DM10: Employment Sectors DM15: Sustainable Transport Management</p>
<p>Southend Central AAP</p> <p>Objectives</p> <p>Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 8 Objective 9</p>	<p>Policies</p> <p>DS1: Maintaining a Prosperous Retail Centre DS4: Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles</p>

**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.*

Rationale

The policy approach to the management of development within the Tylers Policy Area has been reviewed in the context of current guidance and evidence. Subsequently, it has been determined that the site allocation from the 2011 Proposed Submission version of the SCAAP, formerly referred to as Proposal Site Policy PS7:b Pitman's Close should be moved into the High Street Policy Area. Previously

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PS7b was incorrectly included in the Tylers Policy Area.

It is considered that the policy approach is appropriate and effective. This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

Within the 2011 Proposed Submission version of the Plan, PA7 was referred to as Policy DP7: Tylers Policy Area Development Principles. The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are referred to within the Preferred Approach version of the SCAAP as 'Policy Areas', and Proposal Sites as 'Opportunity Sites'. Policy criterion relating to Opportunity Sites has now been incorporated into the development principles of the Policy Area.

This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

Evidence Base

- National Planning Policy Framework
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Southend Retail and Town Centre Study (2011)
- Southend Employment Land Review (2010)
- Southend Borough Wide Character Study (2011)
- Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)
- Annual Monitoring Reports

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 25: Do you agree with the proposed approach to managing development within the Tylers Policy Area and Opportunity Site 6: Tylers Avenue? Please explain your answer.

5.9 Central Seafront Policy Area

Vision for the Central Seafront Policy Area

There will be seamless transition between the Central Seafront Policy Area 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.

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This will increase permeability and encourage better functional links between the different Policy Areas, increasing footfall and opportunities to contribute towards the local economy.

The iconic Grade II listed Pier will continue to be rejuvenated as a cultural, tourism and leisure landmark, and other heritage assets in the Central Seafront Policy Area will also be conserved and enhanced.

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 Central Seafront Area at night. The City Beach public realm scheme will be seamlessly extended in Phase 2, facilitating improvements to Eastern Esplanade.

A high quality mixed-use development with a focus on cultural, leisure and residential uses will be developed on the Seaway Car Park and Marine Parade Opportunity Site.

A series of “Spanish steps” will provide direct access from St. John’s Church via Seaway’s to Marine Parade and will create viewpoints and terraced public space for public amenity and recreation.

A new, world-class museum to be built at Cliff Gardens, providing a new home for the Saxon King find.

Well-designed buildings and spaces will contribute to the growth of arts, culture, entertainment, tourism, leisure and recreation within the Central Seafront Policy Area, and will be developed in appropriate locations where they integrate successfully with the existing townscape and existing uses in accordance with environmental designations (including SSSI, Ramsar and SPA).

New development, supported by appropriate infrastructure and services, will minimise and mitigate against flood risk.

Overview

“The central area of the seafront is associated with a vibrant architectural style and sea-front 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)

171. The Central Seafront Policy Area, as defined on the Policies Map, 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**.
172. While the estuary provides an important habitat for birds and wildlife, it has attracted many visitors. As such the area is under pressure from a number of

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competing influences. There is a need to strike a balance between the protection and conservation of natural and built assets with the needs of residents and visitors utilising these resources, and the regeneration ambitions for the wider Southend Central Area.

173. The Grade II listed Pier, the longest pleasure Pier in the world, has recently benefitted from considerable investment, including the development of the Royal Pavilion and the Council will seek further opportunities for its enhancement.
174. The Central Seafront draws in residents and visitors for a range of activities. 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 owner about how changes within the site could simultaneously benefit the public realm by creating a more permeable boundary and incorporating active frontages to increase footfall around the site edges
175. There has always been a physical separation of the Central Seafront Policy Area and Town Centre. If access was more straightforward and more pronounced there may be a better exchange of visitors between the Central Seafront and Town Centre and their functions.

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

176. 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**.

Opportunity Site 7: Southend Pier

177. Southend Pier (Opportunity Site 7) 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 8: Seaways Car Park and Marine Parade

178. Seaway Car Park presents a major opportunity for mixed-use development, contributing to the leisure and cultural offer of Southend Central Area through the provision of uses such as restaurants and cinema as well as providing residential units, car parking, public open and green spaces, improved access and connectivity through the creation of 'Spanish Steps'.
179. The Marine Parade element of Opportunity Site 8 will include a large development area known as Marine Plaza. The site offers potential for residential development, with supporting commercial uses and quality public open spaces to reinforce the

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offer of the eastern end of Marine Parade. The site offers potential for taller and larger buildings, creating a quality landmark to secure the regeneration of this part of the seafront.

Opportunity Site 9: New Southend Museum

180. 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.
181. The siting of the new building within the cliff face will minimise 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.

Opportunity Site 10: Woodgrange Drive (Kursaal) Estate

182. The Woodgrange Drive Estate, known locally as the “Kursaal Estate” would benefit greatly from regeneration and enhancement to address some of the issues which have arisen since its construction. Proposals to reconnect the site with the surrounding streets and provide an enhanced environment for residents including green and open space, encouraging walking and cycling and improving links with the town centre, will be welcomed.

Policy CS1: Central Seafront Policy Area Development Principles

The Council through its role in determining planning decisions and other initiatives will:

1. 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;
2. Promote the provision of high quality hotels, subject to satisfactory access and parking provision;
3. 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;
4. 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;
5. Ensure that all future sea defences and flood mitigation measures integrate seamlessly with the public realm;
6. Seek to maintain foreshore views by restricting development south of the sea wall;
7. Not normally permitted development south of the seawall;
8. Require all development within the Central Seafront Policy Area to
 - a. have regard to **Policy DS4** in order to manage and mitigate against flood risk;
 - b. safeguard and where appropriate enhance the biodiversity importance of the foreshore and respect the European designations in line with **Policy CS2: Nature Conservation and Biodiversity**
9. Promote the following access and public realm improvements:
 - a. Emphasise landmarks (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;
 - e. remove unnecessary street furniture and rationalise signage in accordance with the principles set out in the Council's Streetscape Manual SPD, with particular focus on public realm adjacent to listed and locally listed buildings and Conservation Areas, in particular around The Kursaal;
 - f. provision of a permeable boundary to Adventure Island to provide views in and through the site;
 - g. implement a rolling programme of improvements to the promenade and public spaces (further developing the City Beach scheme at Eastern Esplanade), using high quality co-ordinated materials which are durable and easy to maintain;
 - h. Junction improvements at Queensway/Seaway Car Park/Chancellor Road.
 - i. Provide additional seating, tree planting and landscaping, as well as enhanced links between neighbouring Policy Areas;

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- j. upgrade the Cliffs Pavilion outdoor space and improve its connection to the Cliffs;
- k. Improve traffic management, parking, 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 to increase the leisure offer.

10. There is potential for archaeological deposits within the area of the Southend Cliffs and Seaway Car Park. Developers should have regard to Policy DM5 – Southend-on-Sea’s Historic Environment of the Development Management Document.

11. The following Opportunity Sites, as identified on the Policies Map, are allocated within the Central Seafront Policy Area:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings
7	Southend Pier	New Allocation	N/A
8	Seaway Car Park and Marine Parade	New Allocation	
9	New Southend Museum	New Allocation	N/A
10	Woodgrange Drive (Kursaal) Estate	New Allocation	Re-provision of existing numbers

*Planning status as of 1st June 2015.

i. **Opportunity Site 7: 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, shops, events, heritage centre, and small scale moorings; deckchairs and telescopes; facilities for traditional activities such as angling; creative lighting; sensitively sited renewable technologies where appropriate.

ii. **Opportunity Site 8: Seaway Car Park and Marine Parade**, 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 including: restaurants, cinema, gallery, hotel, residential development, public and private open spaces, and car parking. Design and layout solutions should allow for:

- a. 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. a new link to Marine Parade from the Seaway site designed around ‘Spanish Steps’;

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active frontages to all new and existing streets and spaces; appropriately sited taller and larger buildings to take advantage of estuary views (particularly to the Marine Parade site), provided they do not cause undue overshadowing and are not detrimental to the amenity of existing uses;

- d. a palette of good quality materials to reflect the vibrancy and colour of the seaside;
- e. relocation of the coach-drop off point following the development of the Seaway site.

iii. **Opportunity Site 9: 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 parking and the creation of high quality green space (including amphitheatre) within the Cliffs, linked to the High Street and Central Seafront via Cliff Gardens, Prittlewell Square and the wider Clifftown Policy Area.

iv. **Opportunity Site 10: Woodgrange Drive (Kursaal) Estate**, the Council will support proposals by public sector partners to regenerate and enhance the site for housing, including social housing, by using solutions to re-integrate it with the existing surrounding residential area. Development should enhance the legibility and accessibility of the Estate through the use of way-finding signage, improved pedestrian and cycle links to the seafront and town centre.

POLICY LINKAGES – CENTRAL SEAFRONT	
<p>Core Strategy DPD</p> <p>Objectives</p> <p>Strategic Objective 4 Strategic Objective 6 Strategic Objective 7 Strategic Objective 9 Strategic Objective 10 Strategic Objective 12 Strategic Objective 14 Strategic Objective 15 Strategic Objective 17 Strategic Objective 18</p>	<p>Policies</p> <p>KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP3: Transport and Accessibility CP4: The Environment and Urban Renaissance CP7 - Sport, Recreation and Green Space CP 8: Dwelling Provision</p>
<p>Development Management DPD</p>	<p>Policies</p> <p>DM1: Design Quality DM2: Low Carbon and Development and Efficient Use of Resources DM3: Efficient and Effective Use of Land DM4: Tall and Large Buildings DM5: Southend-on-Sea’s Historic Environment DM6: The Seafront DM7: Dwelling Mix, Size and Type DM8: Residential Standards DM9: Specialist Residential Accommodation</p>

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	DM10: Employment Sectors DM12: Visitor Accommodation DM14: Environmental Protection DM15: Sustainable Transport Management
Southend Central AAP Objectives Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 7 Objective 8 Objective 10	Policies DS2: Key Views DS3: Landmark and Landmark Buildings DS4:Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles PA6: Clifftown Policy Area Development Principle PA7: Tylers Policy Area Development Principles CS2:Nature Conservation and Biodiversity CS3: The Waterfront

**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.*

Rationale

The policy approach to the management of development within the Central Seafront Policy Area has been reviewed in the context of current guidance and evidence. Subsequently, the proposed approach and previous policies have been rationalised and incorporated into this Policy to avoid duplication and in order to keep the plan concise and effective. These previous policies, as set out in the 2011 version of the SCAAP, include CS2 – Central Seafront Strategy Key Principles; CS6 – Central Seafront Development Principles; CS7 – Western Esplanade the Cliffs and Shrubbery; CS8 Eastern Esplanade and City Beach Gateway.

The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are referred to within the Preferred Approach version of the SCAAP as ‘Policy Areas’, and Proposal Sites as ‘Opportunity Sites’. Policy criterion relating to Opportunity Sites has now been incorporated into the development principles of the Policy Area.

This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Southend Borough Wide Character Study (2011)

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- Design and Townscape Guide SPD1 (2009)
- Southend Streetscape Manual SPD3 (2015)
- Strategic Housing Land Availability Assessment, and updates (2010, 2013)
- Strategic Housing Market Assessment (2013)
- Annual Monitoring Reports

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 26: Do you agree with the proposed approach to managing development within the Central Seafront Policy Area and Opportunity Sites 7, 8, 9 and 10? Please explain your answer.

Nature Conservation and Biodiversity in the Central Seafront Policy Area

183. The foreshore is designated for International and European sites for nature conservation. Particularly relevant to the Central Seafront Policy Area are Benfleet and Southend Marshes (SPA and Ramsar site), which comprises the intertidal part of the Thames Estuary from Benfleet to Shoeburyness.
184. 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.
185. 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.
186. Even if a development is located some distance from an international/european site they 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.
187. The applicant must submit appropriate biodiversity surveys, impact assessment and mitigation proposals to enable the Council to determine a planning application in addition to habitat regulation assessment, where required.
188. 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.

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189. 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.

Policy CS2: Nature Conservation and Biodiversity

The Council will:

1. ensure that all development proposals within the Central Seafront Area are accompanied by a Habitats Regulations Assessment and associated documentation to guarantee that the International and European foreshore designations (SSSI, Ramsar and SPA) are respected and that there is no negative impact on them;
2. not permit development proposals that will have an adverse impact, either directly or indirectly, on the foreshore designations;
3. make exceptions on an International or European Site, only if it can be demonstrated that:
 - a. there are no alternative solutions; and
 - b. the reasons for the development clearly outweigh the nature conservation value of the site and is in the public interest,
4. consider, in exceptional circumstances, applying planning conditions or legal obligations to secure the protection, conservation and enhancement of an International or European Site from any harmful impacts arising from the development;
5. 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;
6. consider favourably the development of a high quality visitor facility close to the foreshore which interprets the natural habitat in the area providing visitors a better understanding of the ecosystems and biodiversity.

POLICY LINKAGES – CENTRAL SEAFRONT NATURE CONSERVATION

<p>Core Strategy DPD Objectives Strategic Objective 12 Strategic Objective 18</p>	<p>Policies KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP4: The Environment and Urban Renaissance CP7 - Sport, Recreation and Green Space</p>
<p>Development Management DPD</p>	<p>Policies DM6: The Seafront</p>
<p>Southend Central AAP Objectives Objective 3 Objective 5 Objective 6</p>	<p>Policies DS4: Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm</p>

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	CS1: Central Seafront Policy Area Development Principles CS3: The Waterfront
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**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.*

Rationale

The policy approach to the management of development within the Central Seafront Policy Area has been reviewed in the context of current guidance and evidence. There is no material change to the previous policy CS4 - Nature Conservation and Biodiversity that was presented in the 2011 version of the SCAAP.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 27: Do you agree with the proposed approach to managing nature conservation and biodiversity within the Central Seafront Policy Area? Please explain your answer.

The Waterfront

190. The Council will promote the waterfront for a wide range of sport, recreation and leisure activities, whilst also respecting the natural environment as outlined in Policy CS2.
191. 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.
193. 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, biodiversity, flood risk or the special character and designations.

POLICY LINKAGES – CENTRAL SEAFRONT WATERFRONT

Core Strategy DPD Objectives Strategic Objective 12 Strategic Objective 18	Policies KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP4: The Environment and Urban Renaissance CP7 - Sport, Recreation and Green Space
Development Management DPD	Policies DM6: The Seafront
Southend Central AAP Objectives Objective 3 Objective 5 Objective 6	Policies DS4: Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm CS1: Central Seafront Policy Area Development Principles CS2: Nature Conservation and Biodiversity

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**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.*

Rationale

The policy approach to the management of development within the Central Seafront Policy Area has been reviewed in the context of current guidance and evidence. There have been some minor amendments to the previous policy CS5 – The Waterfront, to avoid duplication of matters that are addressed elsewhere in the document.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 28: Do you agree with the proposed approach to managing the waterfront? Please explain your answer.

5.10 The Victoria Gateway Neighbourhood Policy Area

Vision for the Victoria Gateway Neighbourhood Policy Area

A regenerated Victoria Avenue will form an attractive and vibrant gateway to the town centre, 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, buildings will be sustainable and energy efficient, with urban greening techniques, including green roofs and walls, 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 in terms of public transport links, access to shops and services within the town centre, and the supporting leisure, community and office uses in the ground and lower floors of the buildings.

Enhancements to the public realm will be undertaken throughout the Neighbourhood, to encourage walking and cycling and improve access to the town centre, employment areas and public transport interchanges.

The heritage of Prittlewell Conservation Area will be celebrated 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.

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The Former Water Board site (Opportunity Site: 12) will form the cultural hub of the area, having built on the success of the artists' studios, and may provide opportunity for complementary residential development and live-work spaces.

The Roots Hall Football Club site (Opportunity Site 13) will be regenerated should Southend United Football Club relocate to Fossett's Farm. It will be built to a high standard of design, promoting innovation and high levels of sustainability.

The Neighbourhood will benefit from a thriving niche local shopping centre on West Street.

Overview

194. There are three Opportunity Sites within the Victoria Gateway Neighbourhood Policy Area, as defined on the Policies Map.
195. The Policy Area is home to Southend's traditional office area at Victoria Avenue (Opportunity Site 11), 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 received prior approval to residential through recently changed permitted development rights, but others still provide opportunity for more comprehensive development.
196. 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.
197. Southend United Football Club have an ambition to relocate their stadium creating an opportunity to redevelop a large area for a mixed use development (Opportunity Site 13). Redevelopment of the existing stadium is not permitted at this site until a Fossetts Farm scheme is fully functioning as a replacement football stadium.
198. The Former Essex and Suffolk Water Board Site is currently occupied by artist's studios, exhibition space and screening rooms. Cultural uses on the site will continue to be supported. To complement this, the site has potential to develop live-work units and some residential.
199. The Neighbourhood contains a local shopping centre at West Street, designated as secondary shopping frontage, which provides an important 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.

200. 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

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

1. Look favourably on developments and schemes which can demonstrate that they will contribute to the transformation of this area to provide for a vibrant community, which is integrated with the surrounding neighbourhood and set within a remodelled built form of a quality that benefits this key gateway to the Town Centre,
2. Ensure all development within 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;
3. Give consideration to the provision of additional education facilities within the Neighbourhood based on an assessment of the expansion needs when and where appropriate development opportunities arise;
4. Promote energy efficiency, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy
5. use its enforcement powers to reduce the damage to amenities and the environment resulting from long term vacant and derelict land and buildings.
6. Promote the provision of new social and community infrastructure.
7. promote the following access and public realm improvements:
 - a. a priority route linking Southend Central Area with London Southend Airport and adjacent development areas, including improvements at the junctions between the A127 at Fairfax Drive and East Street;
 - b. appropriate enhancements to North Road, including civic space at junction with Chelmsford Avenue, to improve the residential environment, provide for walking and cycling, and improve linkages to East Street local shopping centre, cultural facilities at Opportunity Site 12 and Prittlewell Chapel;
 - c. public realm improvements to the Victoria Avenue service road in association with development proposals within Opportunity Site 11;
 - d. full integration with surrounding area through the provision of pedestrian and cycling routes, to improve access and linkages;
 - e. urban greening projects, including the creation of new public and private green space within new development;
 - f. 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.
 - g. contribute to improvements to the Victoria Avenue / East Street / West Street junction to reduce the visual impact of traffic (and associated street furniture) on the Prittlewell Conservation Area, reduce street clutter, and provide an enhanced public realm complemented by soft landscaping.
7. There is potential for archaeological deposits within the area of the Nazareth House and Roots Hall and as such developers should have regard to Policy DM5 – Southend-on-Sea's Historic Environment.

8. The following Opportunity Sites, as identified on the Policies Map, are allocated within the plan:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings
11	Victoria Avenue Office Area		
12	Former Essex and Suffolk Water Board Site		
13	Roots Hall Football Ground and Environs		

*Planning Status as of 1st June 2015

i. Within **Opportunity Site 11: 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, including:

(a) an acceptable mix of uses focussed on residential uses to upper floors and small scale flexible office accommodation complimented by local convenience retail uses, leisure (cafes and bars) and community facilities to ground floors

(b) full integration with 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:

-the use of green walls and roof gardens;

-comprehensive landscaping;

-the creation of a series of linked public green space within the area linked to a wider network of parks and gardens;

-a comprehensive sustainable drainage system.

(e) pursue, as appropriate, a full range of measures to enable delivery of the site, including Compulsory Purchase powers, preparation of a Development Brief, 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 set out above.

ii. Within **Opportunity Site 12: Former Essex and Suffolk Water Board Site**, the Council will seek to promote and enhance cultural facilities and creative industries, building on the current use and capitalising on the merits of the existing building. The Council will also support in principle the potential for live work units and some other residential.

iii. Within **Opportunity Site 13: Roots Hall Football Ground and Environs**, in the event of Southend United Football Club relocating their stadium, the Council will support a mixed use scheme with quality, usable amenity space, and good quality landscaping.

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POLICY LINKAGES – VICTORIA AVENUE	
<p>Core Strategy DPD</p> <p>Objectives</p> <p>Strategic Objective 1 Strategic Objective 2 Strategic Objective 3 Strategic Objective 4 Strategic Objective 5 Strategic Objective 6 Strategic Objective 7 Strategic Objective 9 Strategic Objective 10 Strategic Objective 11 Strategic Objective 13 Strategic Objective 14 Strategic Objective 15 Strategic Objective 18</p>	<p>Policies</p> <p>KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP1: Employment Generating Development CP3: Transport and Accessibility CP4: The Environment and Urban Renaissance CP6: Community infrastructure CP7 - Sport, Recreation and Green Space CP 8: Dwelling Provision</p>
<p>Development Management DPD</p>	<p>Policies</p> <p>DM1: Design Quality DM2: Low Carbon and Development and Efficient Use of Resources DM3: Efficient and Effective Use of Land DM4: Tall and Large Buildings DM5: Southend-on-Sea’s Historic Environment DM7: Dwelling Mix, Size and Type DM8: Residential Standards DM9: Specialist Residential Accommodation DM10: Employment Sectors DM13: Shopping Frontage Management outside the Town Centre DM15: Sustainable Transport Management</p>
<p>Southend Central AAP</p> <p>Objectives</p> <p>Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 7 Objective 8 Objective 9 Objective 10</p>	<p>Policies</p> <p>DS2: Key Views DS3: Landmark and Landmark Buildings DS4:Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm PA1: High Street Policy Area Development Principles PA2: London Road Policy Area Development Principles PA9: Sutton Gateway Neighbourhood Policy Area Development Principles</p>

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**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.*

Rationale

The policy approach to the management of development within the Victoria Gateway Neighbourhood Policy Area has been reviewed in the context of current guidance and evidence.

Within the 2011 Proposed Submission version of the Plan, Policy PA8 was referred to as Policy DP8: Victoria Gateway Neighbourhood Policy Area Development Principles. There have been some minor amendments to the previous Policy DP9, to avoid duplication of matters that are addressed elsewhere in the document.

The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are referred to within the Preferred Approach version of the SCAAP as 'Policy Areas', and Proposal Sites as 'Opportunity Sites'. Policy criterion relating to Opportunity Sites has now been incorporated into the development principles of the Policy Area.

This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA
- Strategic Housing Land Availability Assessment, and updates (2010, 2013)
- Strategic Housing Market Assessment (2013)
- Annual Monitoring Reports

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 29: Do you agree with the proposed approach to managing development within the Victoria Avenue Gateway Neighbourhood Policy Area? Please explain your answer.

5.11 Sutton Gateway Neighbourhood Policy Area

Vision for the Sutton Gateway Neighbourhood Policy Area

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

The Policy Area will provide employment opportunities, protecting, maintaining and promoting Grainger Road and Short Street Employment Growth Areas (as referred to in the Development Management Document) as locations for increased employment floorspace.

The overall vision for the Policy Area is therefore to repair, unify and knit together the townscape to create a cohesive neighbourhood that retains a variety of uses, which relate well to each other.

A new area of public space within the Sutton Road Opportunity Site (OS14), complemented by tree planting, landscaping and a quality and coordinated public realm, will lift the appearance of the area and the experience for those living and working there.

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

Overview

201. 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 centre with a mix of retail uses and services for the local community.
202. The SCAAP aims to maintain and reinforce the existing local shopping centre and in design terms repair, unify and knits together the townscape to create a better neighbourhood that retains a variety of uses but where these uses relate better to each other.
203. There is also scope to maintain and promote Grainger Road and Short Street Employment Growth Areas as locations for increased employment floorspace through a managed approach using development briefs as appropriate that will set out the quantum of development and appropriate uses. Refer to Development Management Document Policy DM11 – Employment Areas.
204. 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

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north. Sutton Road is also a major multimodal route and environmental improvements here would support the local shopping centre.

205. The **Opportunity Site: Sutton Road (OS14)** is considered suitable for redevelopment for additional housing alongside an appropriate level of supporting uses, such as community uses. Currently it contains a number of buildings, primarily in employment use, that front Sutton Road. In recent years change has slowly begun to take place, transforming the area to a residential-led community.
206. The former B&Q site is now occupied with a long term lease. However, given the prominence of the site if a redevelopment opportunity was to come forward a development brief should be prepared and agreed with the Council to guide proposals. There may be potential for this site to integrate with development in adjoining Policy Area's, particularly Queensway Policy Area if the opportunity arose.

Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

The Council, with private sector partners, through the determination of planning applications and other initiatives will:

1. consider the provision of additional Education facilities based on an assessment of the expansion needs when and where appropriate development opportunities arise;
2. Promote energy efficiency, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy
3. In the event of redevelopment of the former B&Q site a development brief will be produced to guide development.
4. promote the following access and public realm improvements:
 - a. appropriate enhancements to Sutton Road to uplift the residential environment and enhance provisions for walking and cycling;
 - b. an enhanced cycling and pedestrian route along the length of Short Street, enhancing connections between East Street and Queensway dual carriage way;
5. The following Opportunity Site, as identified on the Policies Map, are allocated within the plan for residential (Use Class C3) development:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings
14	Sutton Road		

- i. Within **Opportunity Site 14: 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 on the opposite side of Sutton Road and contribute positively to repairing the street scene and urban grain in this area;
 - b. Provide for a new area of public open space;
 - c. include enhancements to the public realm to create a coordinated, sustainable palette of materials and furniture in accordance with the Streetscape Manual SPD3.

POLICY LINKAGES - SUTTON

Core Strategy DPD

Objectives

Strategic Objective 2
 Strategic Objective 3
 Strategic Objective 4
 Strategic Objective 5
 Strategic Objective 6
 Strategic Objective 7
 Strategic Objective 9
 Strategic Objective 13
 Strategic Objective 14
 Strategic Objective 15

Policies

KP1: Spatial Strategy
 KP2: Development Principles
 KP3: Implementation and Resources
 CP1: Employment Generating Development
 CP3: Transport and Accessibility
 CP4: The Environment and Urban Renaissance
 CP6: Community infrastructure
 CP7 - Sport, Recreation and Green Space
 CP 8: Dwelling Provision

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Strategic Objective 17 Strategic Objective 18	
Development Management DPD	<p>Policies</p> <p>DM1: Design Quality DM2: Low Carbon and Development and Efficient Use of Resources DM3: Efficient and Effective Use of Land DM4: Tall and Large Buildings DM7: Dwelling Mix, Size and Type DM8: Residential Standards DM9: Specialist Residential Accommodation DM10: Employment Sectors DM11: Employment Areas DM13: Shopping Frontage Management outside the Town Centre DM14: Environmental Protection DM15: Sustainable Transport Management</p>
<p>Southend Central AAP</p> <p>Objectives</p> <p>Objective 1 Objective 2 Objective 3 Objective 5 Objective 6 Objective 8 Objective 9 Objective 10</p>	<p>Policies</p> <p>DS4: Flood Risk Management and Sustainable Drainage DS5: Transport, Access and Public Realm PA2: London Road Policy Area Development Principles PA4: Queensway Policy Area Development Principles PA8: Victoria Gateway Neighbourhood Policy Area Development Principles</p>

**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.*

Rationale

The policy approach to the management of development within the Sutton Road Neighbourhood Policy Area has been reviewed in the context of current guidance and evidence.

Within the 2011 Proposed Submission version of the Plan, Policy PA9 was referred to as Policy DP9: Sutton Gateway Neighbourhood Policy Area Development Principles. The previous iterations of the SCAAP referred to Quarters, Gateway Neighbourhoods and Proposal Sites. Following a review of the Plan, these terms have been revised and Quarters and Gateway Neighbourhoods are referred to within the Preferred Approach version of the SCAAP as 'Policy Areas', and Proposal Sites as 'Opportunity Sites'. Policy criterion relating to Opportunity Sites has now been incorporated into the development principles of the Policy Area.

It has been determined that the site allocation from the 2011 Proposed Submission version of the SCAAP (formerly referred to as Proposal Site Policy PS10a: Former B&Q site) should be removed. In the event of the redevelopment of this site a development brief to be bought forward to guide redevelopment.

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Additionally, previous Proposal Site PS10c: Coleman Street has been incorporated into PA4: Queensway Policy Area and Opportunity Site 4: Queensway.

It is considered that the policy approach is appropriate and effective. This should be read in conjunction with the criteria based policies in the development strategy section within this Plan, together with relevant Policy Areas and Opportunity Sites and relevant policies within the Core Strategy and Development Management Document.

The SHLAA and ELR identified that there was scope to reinforce local employment opportunities in the Neighbourhood whilst at the same time developing opportunities for additional housing.

Evidence Base

- National Planning Policy Framework and Guidance
- Central Area Masterplan (2008)
- SCAAP Issues and Options version (2010)
- SCAAP (superseded) Proposed Submission version (2011)
- Consultation Statements, responding to comments made on previous versions of the SCAAP
- Sustainability Appraisal, HRA and EQIA;
- Strategic Housing Land Availability Assessment, and updates (2010, 2013)
- Strategic Housing Market Assessment (2013)
- Annual Monitoring Reports;
- Employment Land Review (2010)

This list is not exhaustive. Full evidence base is available on the Council's website.

Question 30: Do you agree with the proposed approach to managing development within the Sutton Gateway Neighbourhood Policy Area? Please explain your answer.

Part D Implementation and Monitoring Framework

6. Delivery of the SCAAP

6.1 Introduction

207. The SCAAP will guide development and provide additional certainty for the private sector as well as assist public sector bodies, community and voluntary sectors, tasked with delivering necessary infrastructure to support this Plan.
208. 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. As part of this process, it will be beneficial to identify expected timelines and phasing of development.

6.2 Delivery

Development Phasing

209. The SCAAP proposes 14 Opportunity Sites shown in Table A. These have been phased in terms of deliverability, based primarily upon viability, land ownership and alignment with key objectives in Council Plans and Strategies.
210. This section sets out indicative time periods (short, medium and long term) for when improvements and development to the Opportunity Sites may come forward. It is acknowledged that much may change during the SCAAP plan period, particularly economic conditions, which may affect future timescales and feasibility of individual developments. 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. Nevertheless the following general principles have informed phasing assumptions for the opportunity sites:
211. Phase one development (short term):
- will have the highest positive impact on viability within the SCAAP area and will impact favourably on later phases;
 - 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 existing confirmed Council budgets;
 - will generally be sole land ownership sites;
 - where planning permission on all or part of a site exists
212. Phase two development (medium term):

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- may require some land assembly and or public funds that need to be planned for some years in advance;
- may be sites that are in multiple land ownership; and
- may be dependent on viability and land development costs and delivery of earlier phases by the public and private sector.

213. Phase three development (long term):

- may require a change in market conditions (i.e. improvements in viability dependent on the medium term market forces);
- may be dependent on the delivery of earlier phases;
- will generally be sites that are in multiple land ownership; and
- will require public funding that either needs to be bid for, or is not covered by existing mainstream budgets and cannot be relied upon to be delivered until additional information is available.

214. 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.

215. Appraisal of economic viability has been considered to inform the SCAAP Opportunity Sites. This has been at a strategic/preliminary level in order to identify key sites for potential redevelopment. Further detailed viability work may be required as sites are progressed.

216. A key objective is to ensure that any change of use to residential and other value-generating uses must provide a wider benefit 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 5: Indicative Phasing of Development within SCAAP Policy Areas

Policy Reference	Site name	Ownership
Short Term – 2016 to 2021		
Policy PA4	Opportunity Site 4: Queensway	Southend Borough Council
Policy CS1	Opportunity Site 8: Seaway Car Park and Marine Parade	Southend Borough Council
Policy PA8	Opportunity Site 13: Roots Hall Football Ground and Environs	Sainburys and Southend United Football Club, other private
Policy PA11	Opportunity Site 11: Victoria Avenue Office Area	Southend Borough Council and multiple private ownership
Policy PA9	Opportunity Site 14: Sutton	Multiple Private ownership

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	Road	
Medium Term – 2022 to 2027		
Policy PA3	Opportunity Site 3: Elmer Square Phase 2	Southend Borough Council, University of Essex, South Essex College
Policy PA5	Opportunity Site 5: Warrior Square	Southend Borough Council
Policy PA7	Opportunity Site 6: Tylers Avenue	Southend Borough Council
Policy CS1	Opportunity Site 7: Southend Pier	Southend Borough Council
Policy PA8	Opportunity Site 12: Former Essex and Suffolk Water Board Site	Essex and Suffolk Water
Long Term – 2028 to 2033		
Policy CS1	Opportunity Site 9: New Southend Museum	Southend Borough Council
Policy CS1	Opportunity Site 10: Woodgrange Drive ('Kursaal Estate')	Estuary Housing Association
Policy PA1	Opportunity Site 1: Whitegate Road	Southend Borough Council
Policy PA1	Opportunity Site 2: Pitman's Close	Southend Borough Council

Question 31 – Do you agree with the indicative phasing of development within the SCAAP area? If not, please explain your answer.

Indicative Figures for SCAAP Potential New Developments

217. The SCAAP will also provide indicative figures for potential new development which may be possible to deliver within the central area, if the proposal sites are developed in line with SCAAP development principles.
218. It is important to recognise, however, that delivery estimates will be approximates only. Any indicative figures provided will be subject to variation when each opportunity site comes forward.
219. Much will change over the SCAAP period and proposals will need to incorporate flexibility to cater for differing economic circumstances and market demand. The implementation of the SCAAP policies will occur not only through the delivery of the main opportunities sites and wider Policy Areas, and also through a variety of

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public realm improvements, town centre management and infrastructure projects, which may be expected to be implemented within the SCAAP period through other plans and strategies.

Question 32 – Do you think it will be useful to include indicative figures for potential new development within this section of the Plan? Please explain your answer ?

6.3 Implementation

220. An Implementation Plan will help co-ordinate delivery of the SCAAP through timely provision of infrastructure and other projects and tasks necessary for development to proceed.
221. 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.
222. With continued restriction on public finance over the short and medium term, there will be an increasing emphasis on the following principles to bring about delivery, and achieve the objectives of the Plan:
- Facilitate delivery by the private sector partners, particularly in relation to housing and the upgrading of commercial properties.
 - Deliver strategic infrastructure projects that will enable the release of key Opportunity sites and/or through enhancement to the public realm and strategic transport links that support the delivery.
 - Ensure an appropriate and deliverable planning framework is in place to support and encourage the development of key opportunity sites, and to meet both residential and commercial demand.
 - Continue proactive joint working with neighbouring authorities and other partners to drive forward the regeneration of the Borough and its wider economic sub-region, including bidding for regional, national and European funding opportunities.
223. A series of projects and tasks will be identified which need to be brought forward and delivered in the timeframes specified in the phasing section (Table A). The Implementation Plan will detail these associated projects.

Question 33 – Do you think that it will be useful to include a series of projects and tasks within the Plan to help identify funding levels and co-ordination for delivery.?

224. The Implementation Plan will also help identify the funding level needed to deliver projects. The Council will proactively seek funding, working with representatives from other public sector bodies and key stakeholders. It describes which proposal or policy a project relates to including the (i) action (project/task), (ii) phasing (iii) lead responsibility for delivery, (iv) funding sources and (v) likely cost.
225. Within the Implementation Plan there will be an indicative cost assessment which will use the following category:
- Low – e.g. feasibility studies, simple projects, additional research, establishing joint work arrangements;
 - Medium – e.g. local infrastructure improvements of medium complexity; and
 - High – e.g. major infrastructure improvements and site assembly of high complexity and cost.
226. In all cases phasing, responsibility/delivery and funding will be indicative and will need to be costed in detail at preparatory and design stage.
227. The Implementation Plan will be a ‘rolling programme’ of projects and tasks that is not exhaustive and will be kept under review.

Question 34 – do you agree with the overall approach outlined for the Implementation Plan? If you have any suggestions or amendments to the approach or another approach please specify and give your reasons.

6.4 Delivery Mechanisms

228. 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 be 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

229. A Limited Liability Partnership (LLP) between the Council and a Private Sector Partner has been established, which 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.

6.5 Transport and Access Funding

230. The Council is committed to continued partnership, engagement and sponsorship arrangements. Access 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 LTP sets out funding sources and a package of measures. It is intended to be a "rolling programme" looking up to four years ahead based primarily upon the Government's spending reviews. It provides a description of other funding sources, including the Local Sustainable Transport Fund.

6.6 Risk Assessment

231. The Council has a detailed Corporate Risk Management Plan, which is reviewed on a regular basis. In addition, Departmental Risk Registers are maintained and monitored, whilst each project is also subject to a detailed risk management strategy.

6.7 SCAAP Monitoring Framework

232. The Council will monitor policies and proposals and the implementation of the SCAAP; and performance against the Plan's objectives.
233. The SCAAP sets out a series of indicators, and where possible targets against which progress will be monitored through the Annual Monitoring Report. Relevant indicators will be grouped under the delivery priorities.

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Question 35 – Do you agree with the approach outlining how the SCAAP will monitor the delivery of policies and proposals?

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 area 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

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	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.

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
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
PCT	Primary Care Trust
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
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)



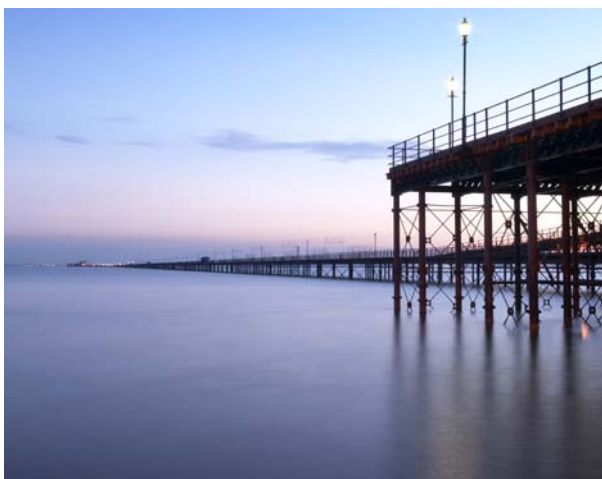
Swan Hall, Victoria Avenue
(Victoria Gateway Neighbourhood Policy Area)



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 transport system that unlocks potential in opportunity sites and secures sustainable regeneration and the growth of Southend, transport, access and public realm improvements in Southend Central Area 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 pedestrianize 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 variable messaging signs and electronic displays for car parks and travel information better relay details to road and public transport 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

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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, continue active participation in the development and marketing of Station Travel Plans.
- 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 linked to future redevelopment of the Roots Hall site.
- Keep car parking demand and capacity 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.
- Improve access to car parks for vehicles and pedestrians.
- Encourage an extension to the existing VMS scheme to improve information about car parking capacity within town centre car parks, direct drivers to the most convenient car park, and avoid unnecessary circulating traffic by improving access to town centre car parks from Queensway dual carriage way.
- 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.

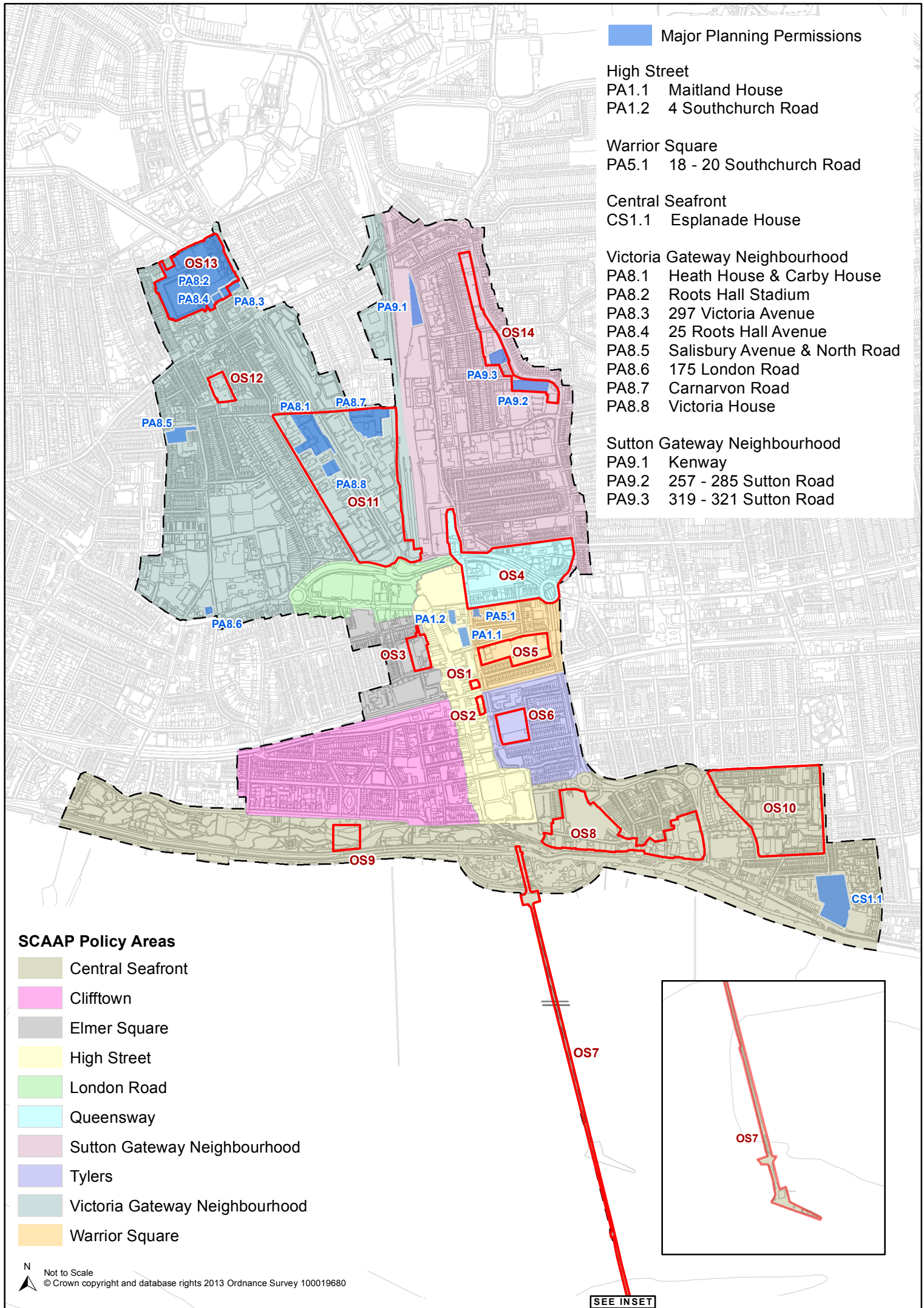
Appendix 6: Indicative Housing Capacity within the SCAAP

Policy Area	Major Planning Permissions with Potential Housing Allocation (net)	Other Planning Permissions (net)*
High Street	122	15
<i>OS1</i>		-
<i>OS2</i>		-
London Road	-	2
Elmer Square	-	0
<i>OS3</i>	-	-
Queensway	-	0
<i>OS4</i>	-	-
Warrior Square	16	8
<i>OS5</i>	-	-
Clifftown	-	21
Tylers	-	7
<i>OS6</i>	-	-
Central Seafront	266	-1
<i>OS7</i>	-	-
<i>OS8</i>	-	-
<i>OS9</i>	-	-
<i>OS10</i>	-	-
Victoria Neighbourhood	768	26
<i>OS11</i>	<i>451</i>	-
<i>OS12</i>	-	-
<i>OS13</i>	<i>217</i>	<i>-1</i>
Sutton Neighbourhood	174	23
<i>OS14</i>	<i>129</i>	<i>6</i>
Total	1346	101

Appendix 7: Major Planning Permissions with Potential Housing Allocation

Site Reference	Site Name	Indicative number of Dwellings (Gross)	Within Policy Area	Within Opportunity Site
PA1.1	Maitland House	98	High Street	-
PA1.2	4 Southchurch Rd	24	High Street	-
PA5.1	18 - 20 Southchurch Rd	16	Warrior Square	-
CS1.1	Esplanade House	266	Central Seafront	-
PA8.1	Heath House And Carby House	280	Victoria Gateway Neighbourhood	os11
PA8.2	Roots Hall Stadium	242	Victoria Gateway Neighbourhood	os13
PA8.3	297 Victoria Avenue	30	Victoria Gateway Neighbourhood	-
PA8.4	25 Roots Hall Avenue	18	Victoria Gateway Neighbourhood	os13
PA8.5	Salisbury Avenue and North Road	43	Victoria Gateway Neighbourhood	-
PA8.6	175 London Road	27	Victoria Gateway Neighbourhood	-
PA8.7	Carnarvon Road	131	Victoria Gateway Neighbourhood	os11
PA8.8	Victoria House	40	Victoria Gateway Neighbourhood	os11
PA9.1	Kenway	45	Sutton Gateway Neighbourhood	-
PA9.2	257 - 285 Sutton Road	97	Sutton Gateway Neighbourhood	os14
PA9.3	319 - 321 Sutton Road	32	Sutton Gateway Neighbourhood	os14

Appendix 8 Map of Major Planning Permissions with Potential Housing Allocation



Appendix 9: Replaced Saved Planning Policies ³

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

³ 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.

