



Southend Central Area Action Plan (SCAAP) DPD

Consultation Draft

Preferred approach version 2015

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Part A – The Plan and its Context

Detailed consideration to how and where **regeneration and growth** can **sustainably be accommodated**, including the town centre, central seafront area and gateway neighbourhoods.

Topics covered: housing; office; retail; education; leisure, tourism, recreation and culture; central seafront area; transport, access and public realm; heritage; and flood risk and sustainable drainage

Visions and Objectives

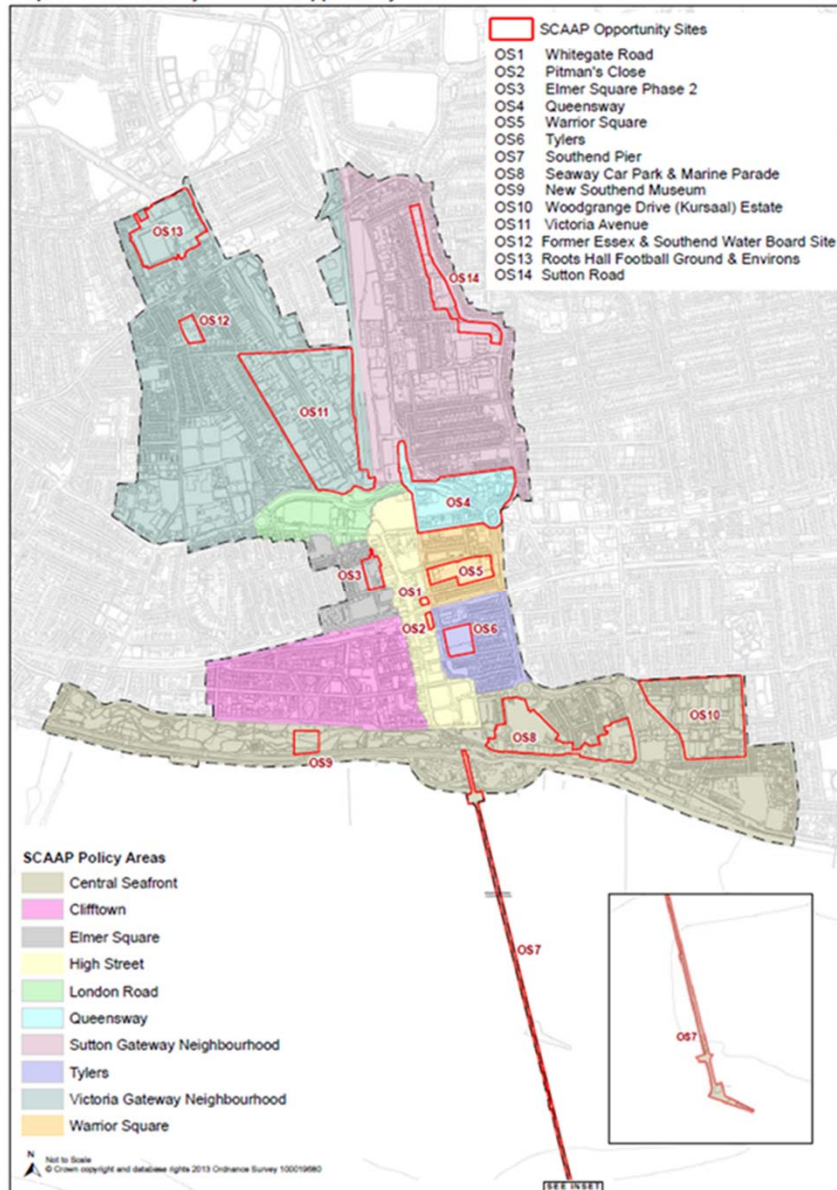
Vision:

- a 'city by the sea'
- a prosperous and thriving regional centre
- vibrant, safe and hospitable
- rich in commerce, learning and culture
- an attractive, diverse place

10 strategic objectives will facilitate this

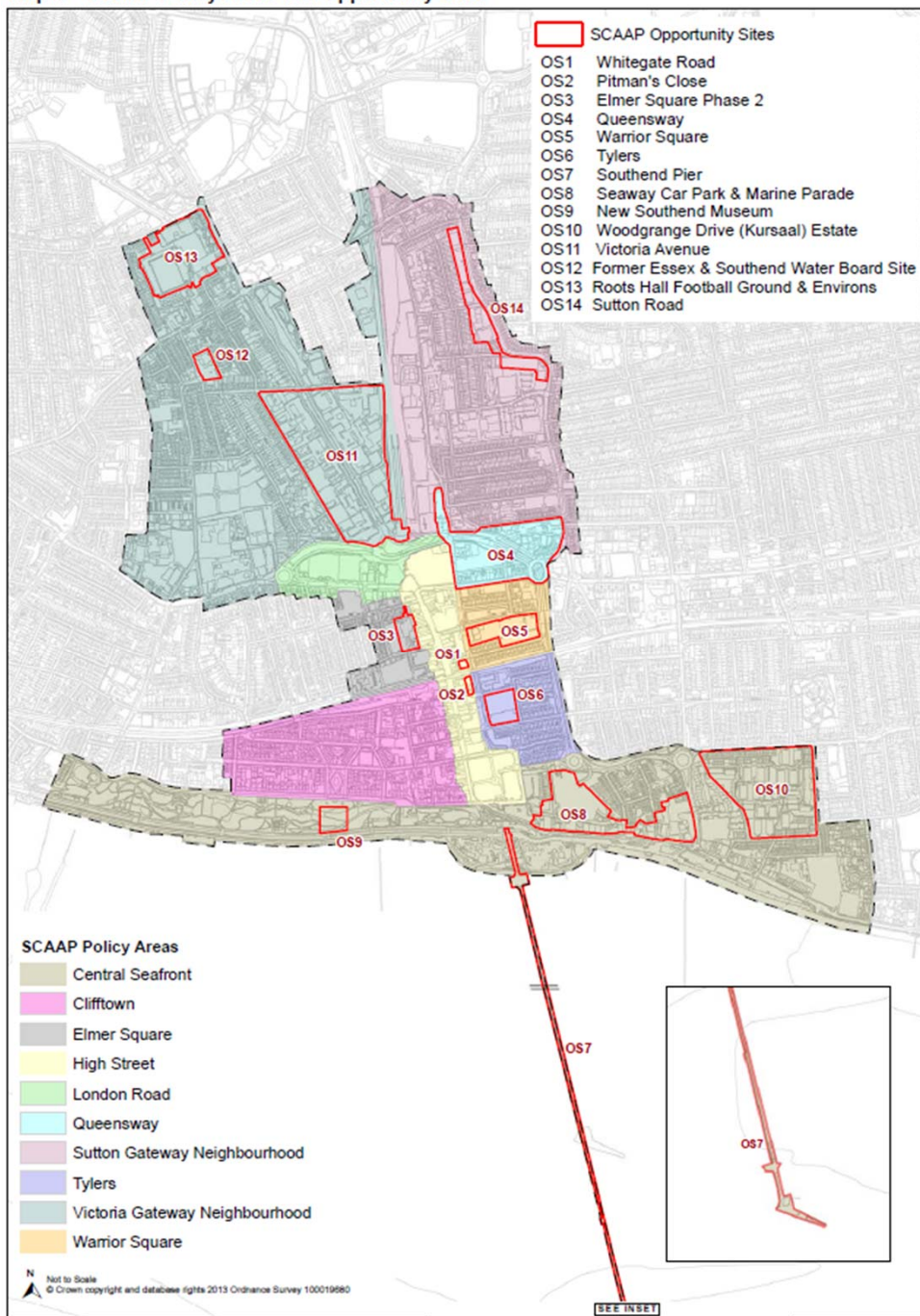
SCAAP – Spatial Strategy

Map 2 - SCAAP Policy Areas and Opportunity Sites



- Creation of 10 Policy Areas and 14 Opportunity Sites
- Sustainable regeneration and growth defined by 'development principles'

Map 2 - SCAAP Policy Areas and Opportunity Sites



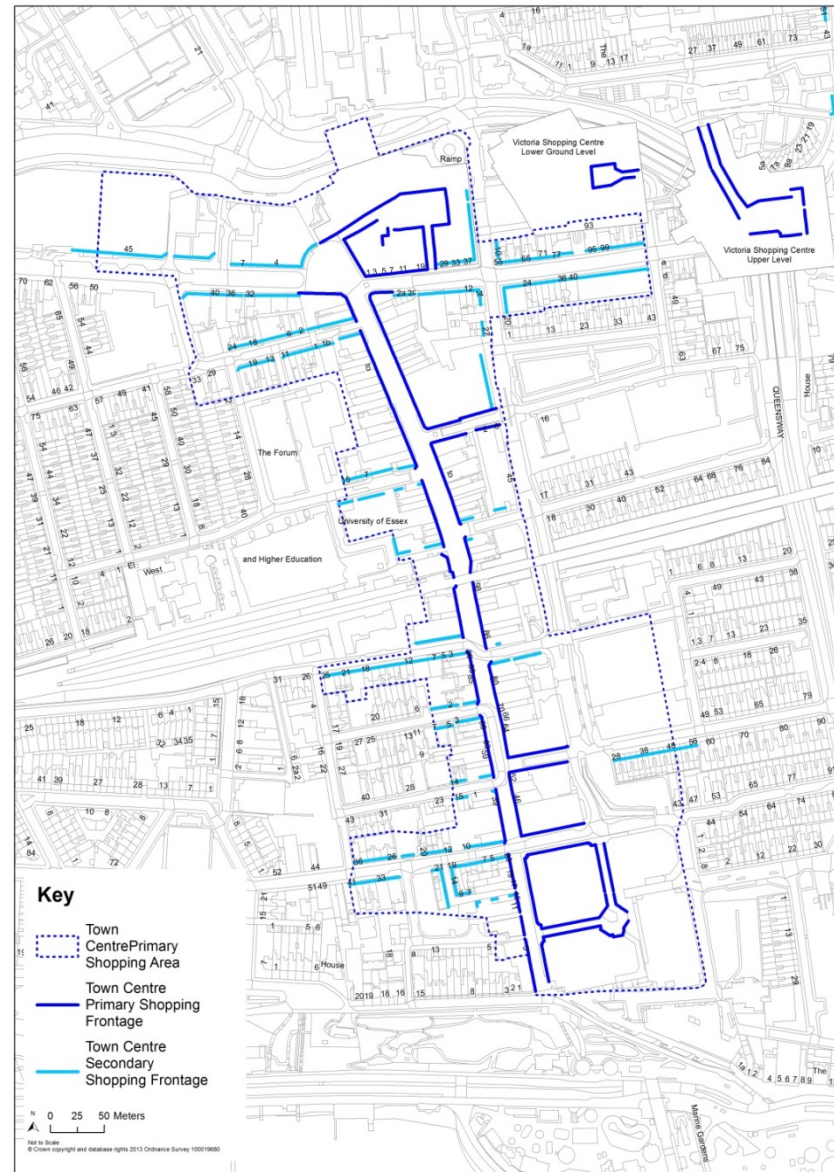
Part B Development Strategy

Sets out policy for key uses and development with the SCAAP area including:

- Retail (**Policy - 3 Options**); employment; housing; culture, leisure, Tourism and Recreational facilities; the Historic Environment; Open and Green Spaces; Key Views (**Policy**); Landmarks and Landmark Buildings (**Policy**); Flood Risk Management and Sustainable Drainage (**Policy**); Transport Public Realm (**Policy**); Infrastructure Provision;

Retail: 3 Policy Options (page 26-30)

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

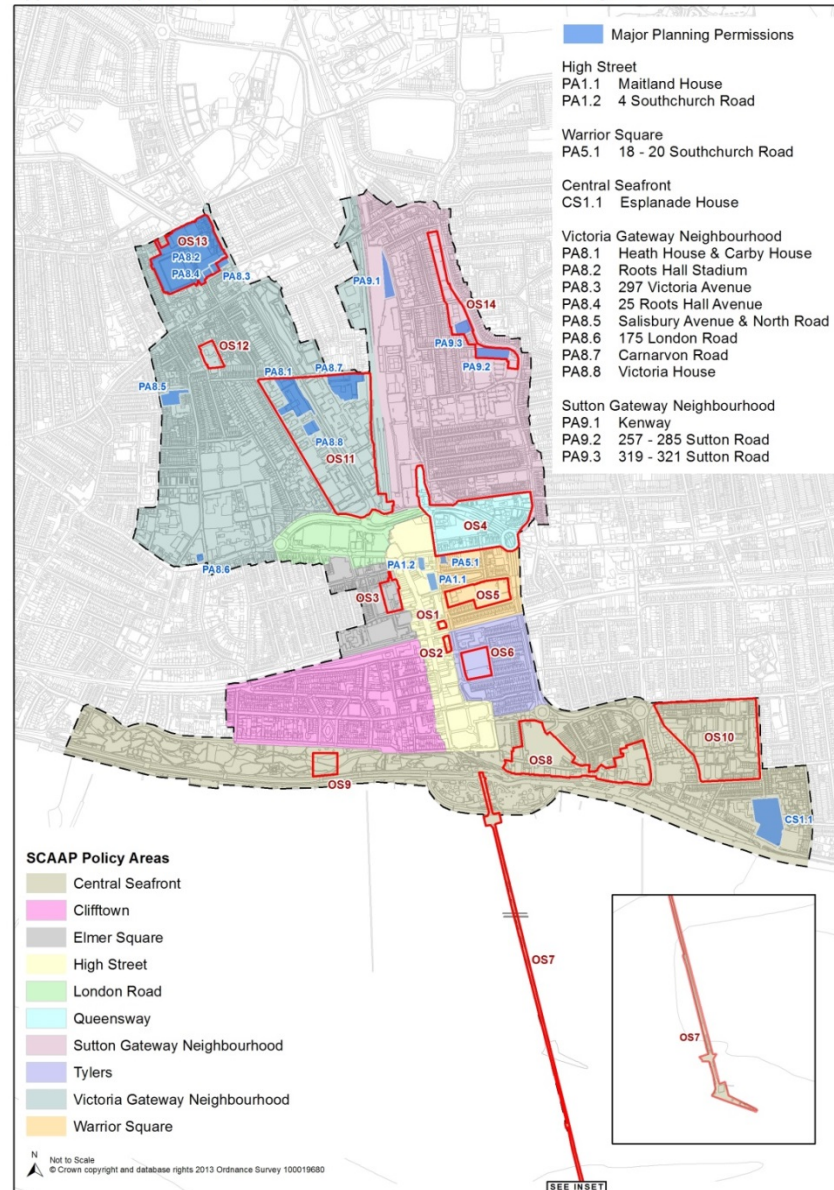


Part C – Policy Areas and Opportunity Sites

- Introduces ‘Policy Areas’ and their ‘Development Principles’ i.e. policies
- ‘Development Principles’ establish parameters for development in specific locations
- Each Policy Area also has a vision
- Most also have an opportunity site or sites (bar London Road and Clifftown Policy Areas)
- Policies are not explicit about quantum of development to allow for flexibility

Option for Housing Allocation

Appendix 8 Map of Major Planning Permissions with Potential Housing Allocation



Part D – Implementation and Monitoring Framework

- Assists with co-ordinating the delivery of the SCAAP policies and proposals
- Identifies key partners and necessary infrastructure
- Sets out development phasing
- Delivery mechanisms
- will also include series of indicators and targets to monitor progress in Annual Monitoring Report