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## Appendix 2 – Engagement



## Appendix 2 – drawing 1

### Illustrative Masterplan

JMM Architects  
Better Queensway | Masterplan Summary



# Masterplan Key Moves



### 1. A Transformed Queensway

Unquestionably, our vision to transform the Queensway is the greatest - and most ambitious - move on our masterplan. We are confident that raising the road to grade and reinstating a street character will be very successful and solve the issue of severance. This strategy removes the physical and psychological barriers that the Queensway road presents and delivers an inclusive place for everybody to enjoy.



### 2. Re-stitching the Urban Fabric

Inspired by the historic street pattern of the site, our vision is largely centred around re-stitching the severed urban fabric to create a more permeable environment, particularly for pedestrian movements. A part of this strategy is to re-order the hierarchy of transport modes to ensure that active transport routes are not only prioritised but celebrated.



### 3. Enhancing Connections between the High Street and its surrounding neighbourhoods

Surrounding neighbourhoods have been severed from the high street since the implementation of the Queensway Highway more than 60 years ago. Our vision and strategy enables us these neighbourhoods and provide better, safer, access to the city centre and beyond to the seafont. These enhanced connections provide opportunities for social interaction and potentially increase active footfall to the high street.



## Appendix 2 – drawing 3

### Masterplan Key Moves 2

BRMM Architects  
Better Queensway | Masterplan Summary



#### 4. A Network of Public Open Spaces

The central green space represents the heart of the site, acting as a bridge between the two sides of Queensway road. The park itself will provide opportunities for social interaction and physical activity for residents & visitors of all ages. Residents old and new are encouraged to embrace the space as a cherished community asset, a place to come together and enjoy.



#### 5. Groundfloor activation and natural surveillance

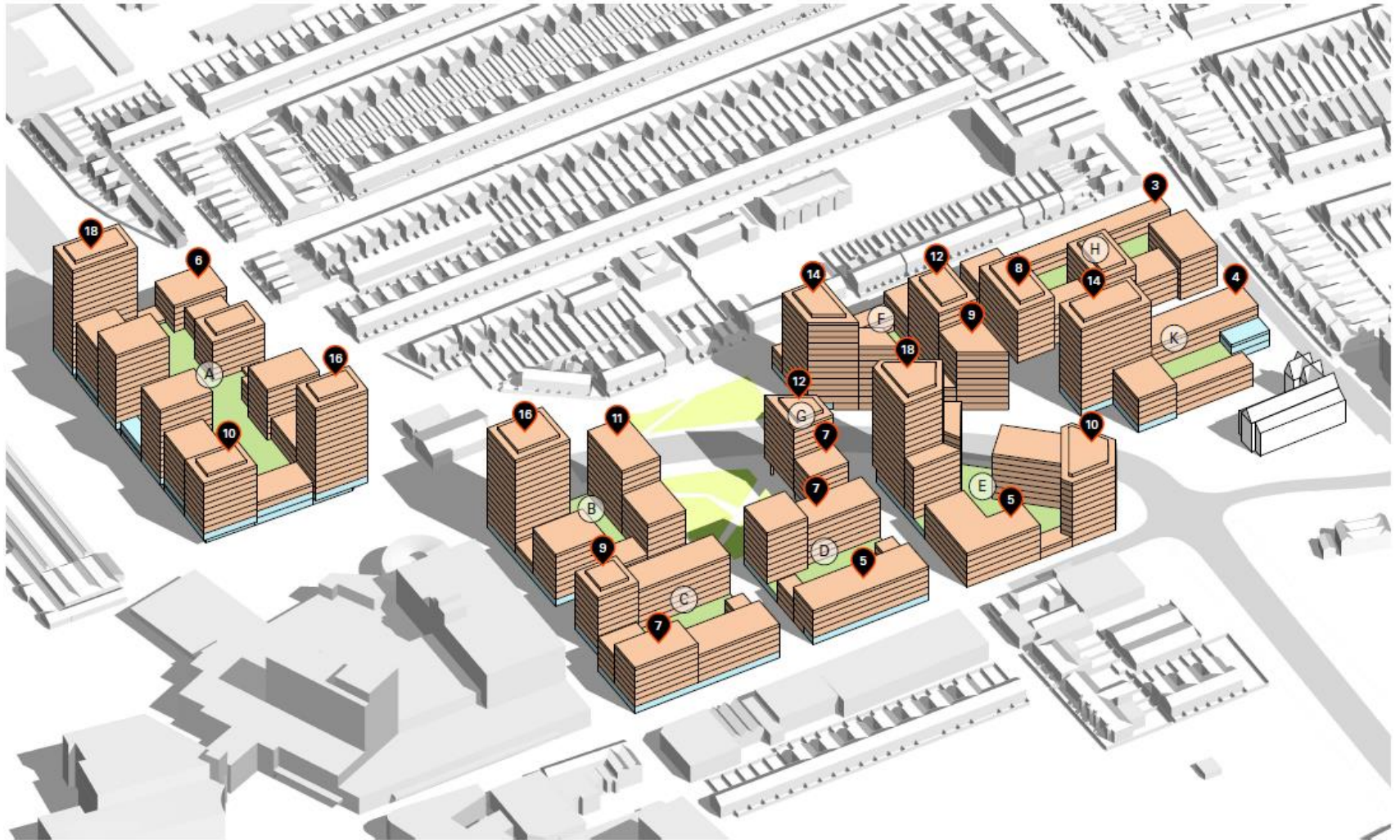
Queensway has the potential to create a new dynamic and animated mixed-use neighbourhood, for existing and new communities to enjoy as a place to live, work and visit. With activation at ground floor, and spaces designed with purpose and function in mind, we are able to create safe, well-used spaces that mitigate antisocial behaviour. The scale of the open spaces are an important factor and natural surveillance has been optimised across the scheme to ensure everybody feels safe walking through the neighbourhood.



#### 6. Scale that respects the context

The arrangement of the taller landmark buildings are generally arranged in a cluster around the public realm improvements of Porters Park and also at strategic locations as visual accents adjacent to Southend Victoria Station and on the Queensway approach axis.

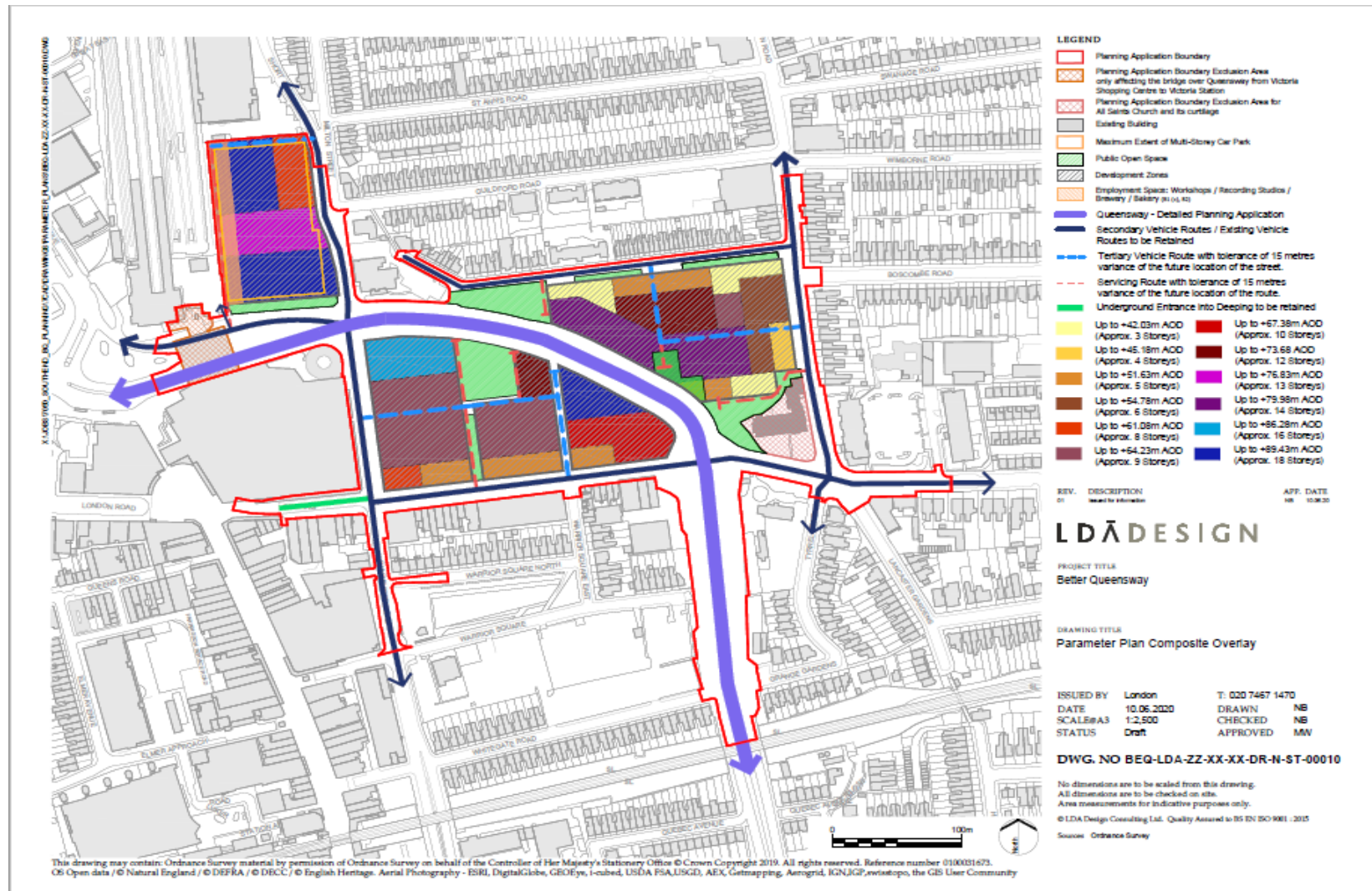
## Illustrative Masterplan Massing



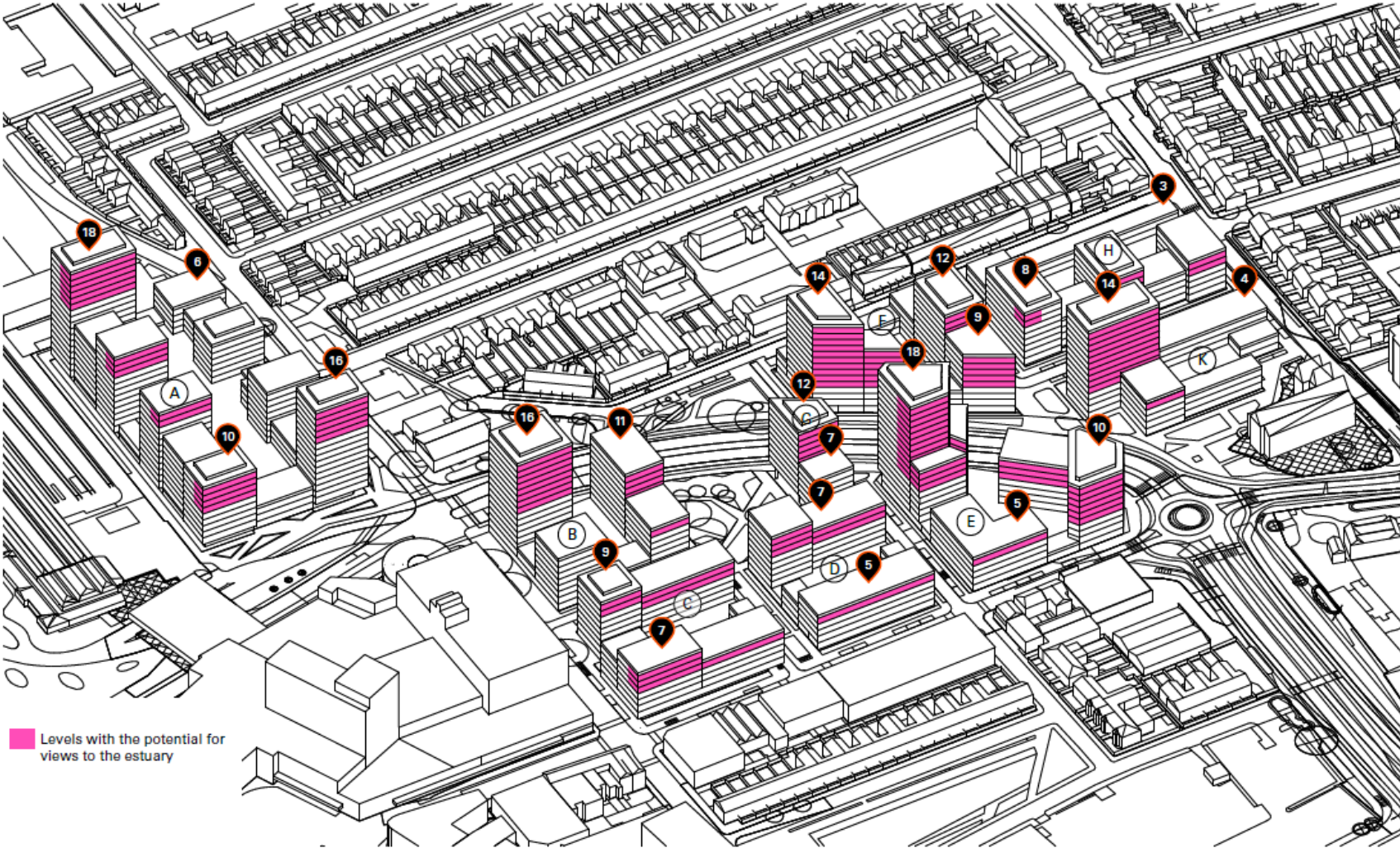


## Appendix 2 - Drawing 5

### Parameter Plan Composite Overlay



Potential Sea Views





## Appendix 2 – drawing 7

### Parking Scenario 0.7 Ratio



dRMM Architects  
Better Queensway | Masterplan Summary

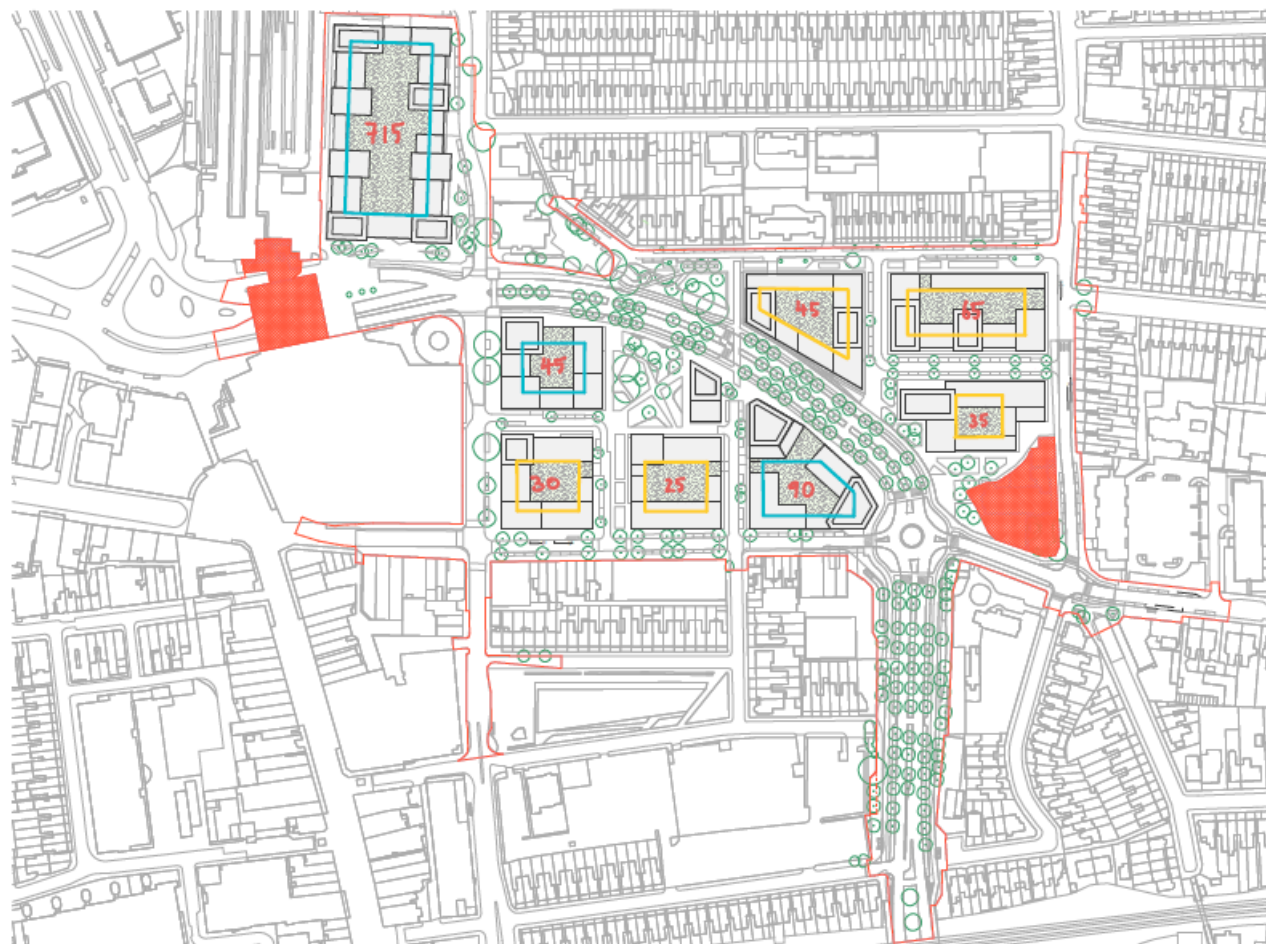
#### Notes:

- 1171 Spaces = 0.702
- Phasing - 1a, 1b, 3a, 3b, 2a, 2b, 2c, 4
- 4 level MSCP to Plot A
- Double stacked podium to Plots B and E
- 59 parking spaces on street within public realm, 17 on Queensway, 46 in adjacent streets

#### Commentary:

- Maintains a minimum of 0.7 through all phases aside from Phase 1b at 0.522
- Multi level above grade parking is restricted to Plots A, B and E only
- No basement required to achieve parking minimums

-  PODIUM PARKING
-  MULTI LEVEL PODIUM PARKING



## Accommodation and Areas - Phasing





## Appendix 2 – drawing 9

BETTER QUEENSWAY / LDA DESIGN & dRMM

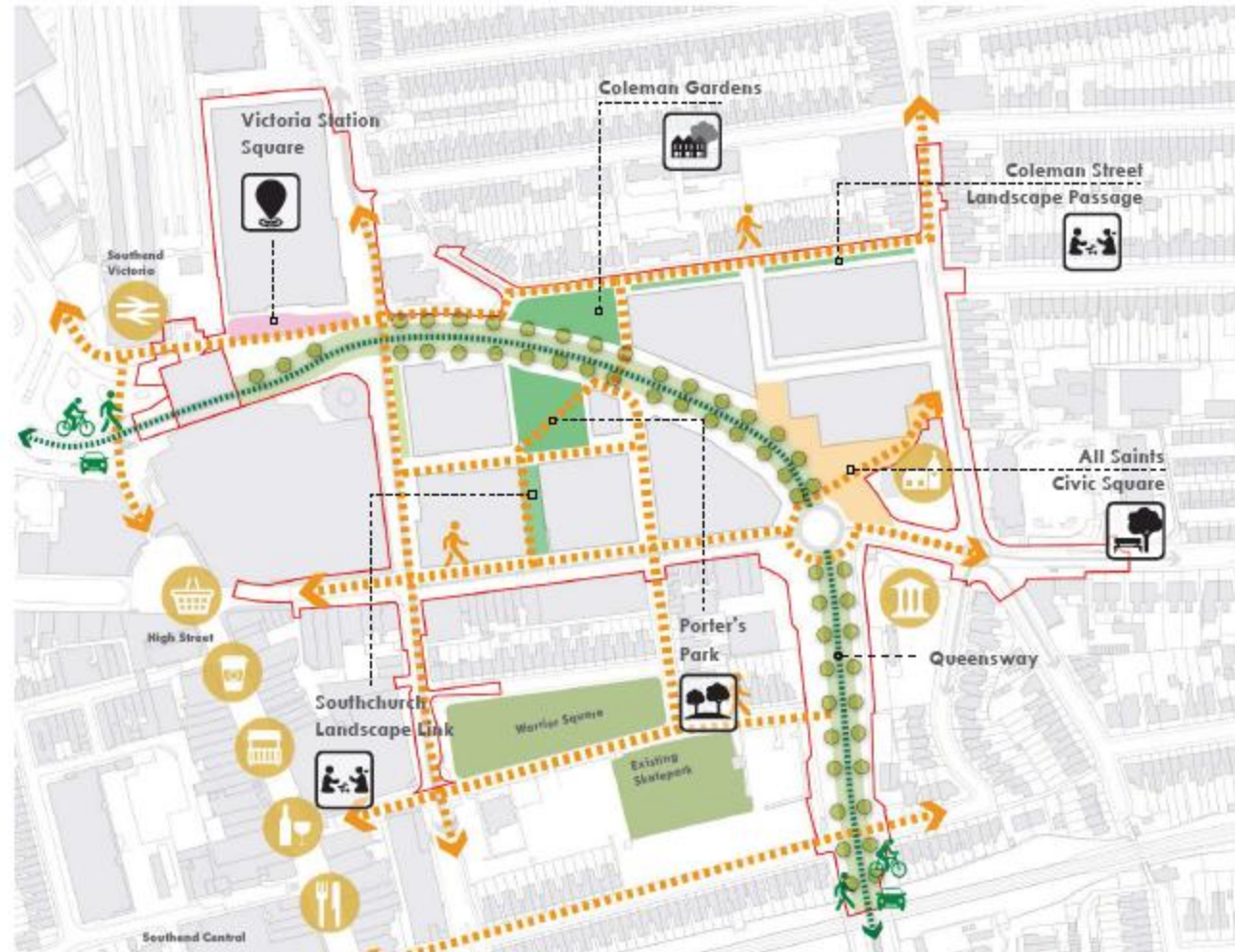
### Landscape & Public Realm Strategy

Our masterplan leads with landscape and public realm as a key driver, since it is the landscape which describes how people and place belong together, and how each has shaped the other. Understood this way, landscape is who we are and what we are - not some remote vista or a backdrop to our lives.

At Better Queensway, this approach has evolved into a highly purposeful social endeavour, meaning much more than good public realm. It has been about changing the order of our thinking, and putting life first.

The strategy prioritises a clear understanding of what people need and want from the public realm. The open space strategy includes a network of 6 unique public open spaces that not only support the schemes integration into the surrounding context and strengthen connections to the town centre BUT crucially, it creates a variety of opportunities for encounter and exchange amongst people of all ages. The spatial organisation of this network of spaces provides the chance for encounter through the way a path is designed, or the positioning of a low seating wall, and multi-functional spaces support active curation that the community both old and new can become involved in. This leads to convivial and inclusive places with strongly characterised spaces.

At the heart of the public realm strategy is improved connectivity, and the transformation of Queensway. Queensway is brought to grade and is designed to work together with the network of public open spaces to improve the pedestrian experience, cycle connectivity, and user safety within the neighbourhood. Collectively the network of public open spaces and new streetscape strengthen links to key transport nodes within the town centre, the high street, and the surrounding residential streets.



**DRAFT WIP**



## Appendix 2 – drawing 10

BETTER QUEENSWAY / LDA DESIGN & dRMM

### New Tree Planting

Southend-on-Sea guidance recommends a 2-for-1 replacement for existing trees that are removed.

Based on the loss of existing trees the illustrative masterplan provides 188 new trees as a part of the scheme.

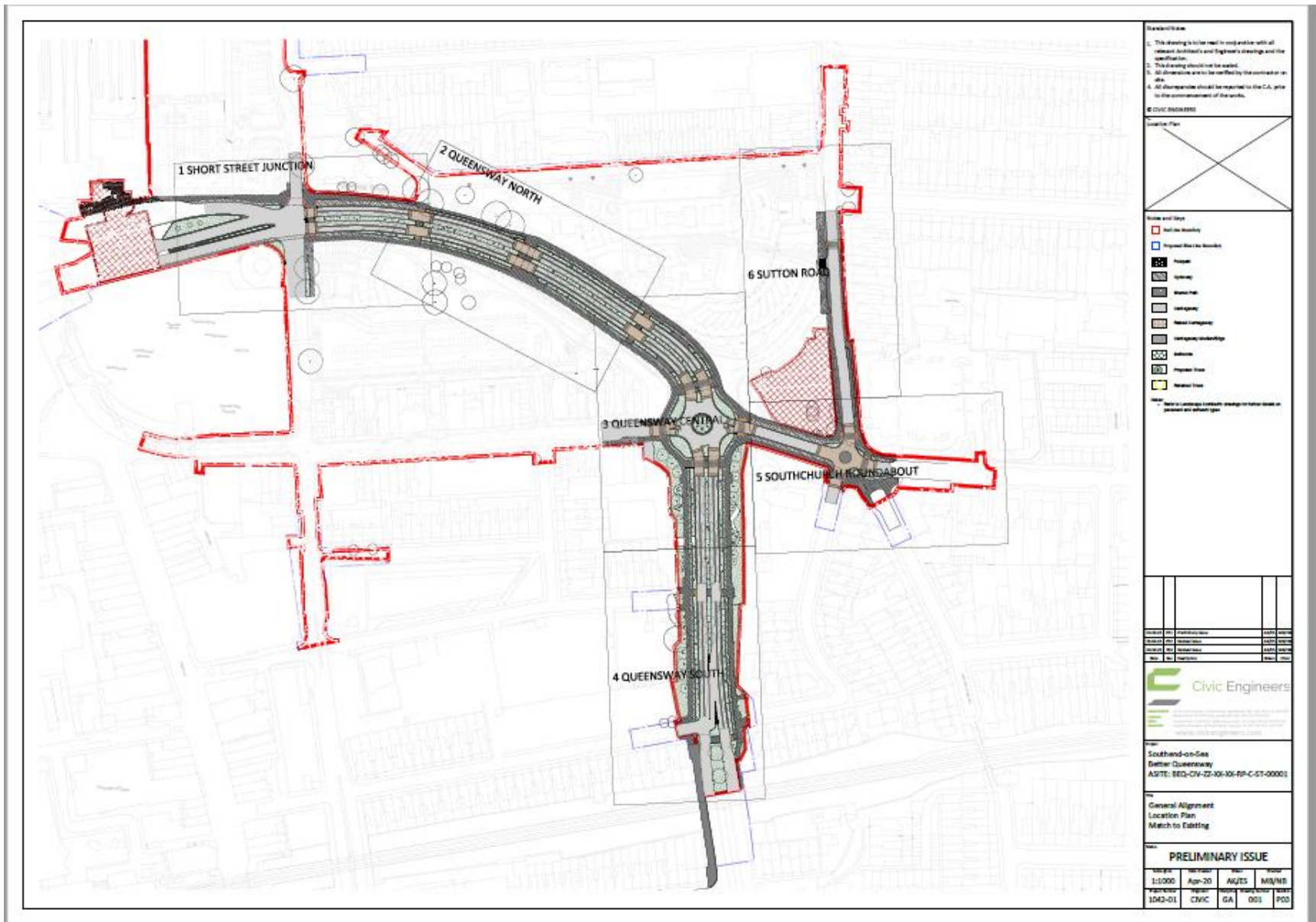
#### Legend

-  Development Envelope
-  Existing Trees to be Retained
-  Proposed Tree



**DRAFT WIP**

## Appendix 2 – drawing 11





## Appendix 2 – drawing 12

BETTER QUEENSWAY / LDA DESIGN & JRM

### Porter's Park and Coleman Gardens

Porter's Park and Coleman Gardens together form Porter's Place. These two spaces form the central focal point of the development. Porter's Park and Coleman Gardens are designed to share a common identity. This common identity is established through a shared design language, material palette, and site furnishings palette.

In terms of character, Porter's Park is designed as a local park space for the neighbourhood. The park includes a variety of types of seating, lawn spaces, planting, and an equipped play area.

Coleman Gardens is also designed as a local park space for the neighbourhood. The space is predominately dedicated to play and includes a LEAP play facility. The play facility has a green character and is supported by pockets of seating that ensure this a safe place for children to play, and for family gatherings to take place that build community spirit. Additionally, the park includes a number of retained trees, areas of planting, and pedestrian links to Coleman Street.



**DRAFT WIP**



## Appendix 2 – drawing 13

### The Queensway - Looking east from Victoria Station





## Appendix 2 – drawing 14

### The Queensway - Mid point Crossing looking South





Appendix 2 – drawing 15  
Porters Park looking North





Appendix 2 – drawing 16  
Porters Park looking South towards Southchurch Road





## Appendix 2 – drawing 17

### CGI05 – All Saints Church Public Space





# Appendix 2 – Drawing 18

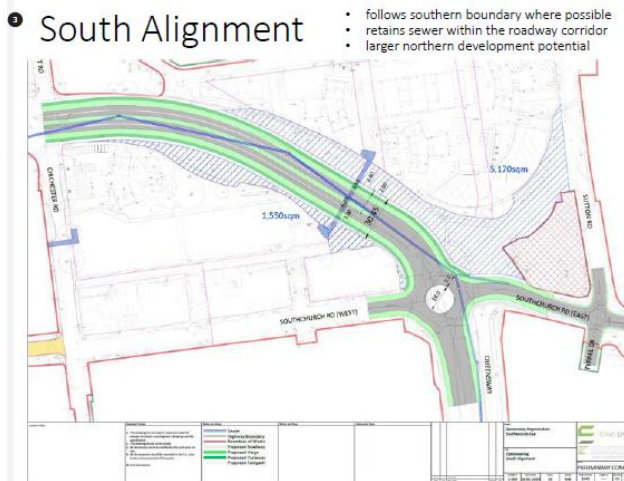
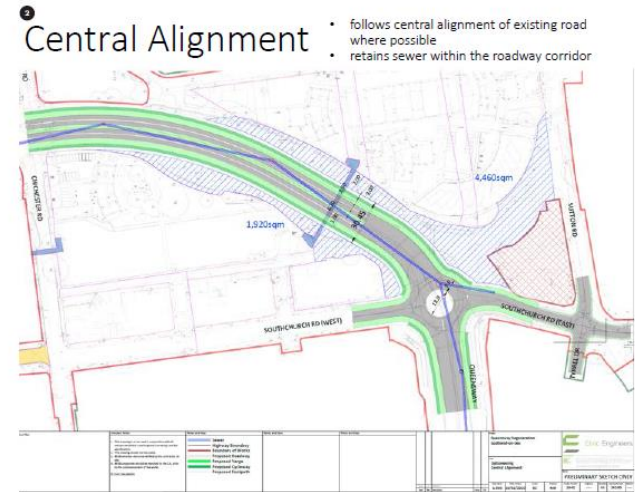
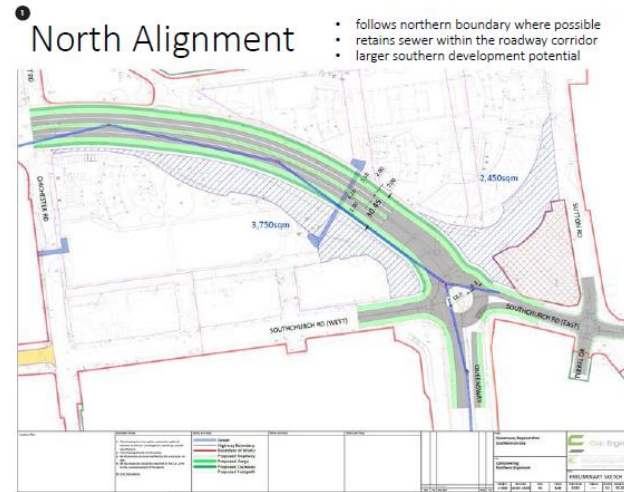
## Design Evolution 1

### 3.2 Design Evolution

The principal of the changes to Queensway centred around unlocking the site for redevelopment and creating a connective spine linking together the masterplan. This built on Swan's bid stage proposal.

The existing Queensway road corridor is approximately 32 metres wide - being as wide as an eight lane motorway. Whilst maintaining Queensway as a high vehicular capacity road of four lanes at-grade, this released nearly half of the road surface area back to other uses within the masterplan. To find the ideal alignment within the existing road corridor, three alternative alignments were studied with the wider design team as a part of the masterplanning process. A major constraint was the location of an existing 1.3 metre diameter surface water trunk sewer that pass under the Queensway. A summary of the findings are provided in the image captions to the right.

Collectively, it was concluded that Queensway should follow the northern alignment as this provided the best geometry for the highway in balance with the other wider masterplan objectives. The resulting alignment has given added space for walking, cycling, tree planting, and Sustainable Urban Drainage that support the wider masterplan objectives.



- <sup>1</sup> Northern Alignment – Selected. Provides the most favourable of road geometry for the roundabout with Southchurch Road. Releases land on southern side
- <sup>2</sup> Central Alignment – Roundabout geometry inefficient.
- <sup>3</sup> South Alignment – Roundabout geometry unworkable

# Appendix 2 – Drawing 19

## Design Evolution 2

### 3.2 Design Evolution

Additionally, during the process the highways design tested a number of alternatives that were identified through the first round of consultation. The alternatives identified included a 30mph speed limit (1), a 20mph speed limit (2), a left turn flare from roundabout to Southchurch Road (3), and the opening of Coleman Street to Queensway (4). These alternatives were tested through highways drawing and consulted on with a number of wider strategic highways improvement during a second round of public consultations for the masterplan.

The following conclusions were drawn from the second round public consultation feedback and further design and traffic modeling testing following the consultation.

At the first round of consultation the principal of raising Queensway to grade was presented, a number of ideas followed that were explored further and were presented at the second round of consultation. These included a 30mph speed limit and its effect on the roundabout geometry in comparison to (1) a 20mph speed limit (2), a left turn flare from roundabout to Southchurch Road (3), and the opening of Coleman Street to Queensway (4).

The 30mph geometry was chosen in consideration of the importance given to the movement of traffic on Queensway. The road has been designed with regular 'features' and the additional kerb side activity the development will create will promote a lower and consistent speed unlike the current Queensway. The opening of Coleman Street raised concerns on the opportunity for traffic to 'rat-run' on a narrow residential street. The left turn flare lane provided little additional traffic capacity and required the pedestrians to cross five lanes of traffic, which would require traffic to wait longer. However, passive provision has been secured to allow the construction of this flare lane in the future if it ever deemed necessary.

