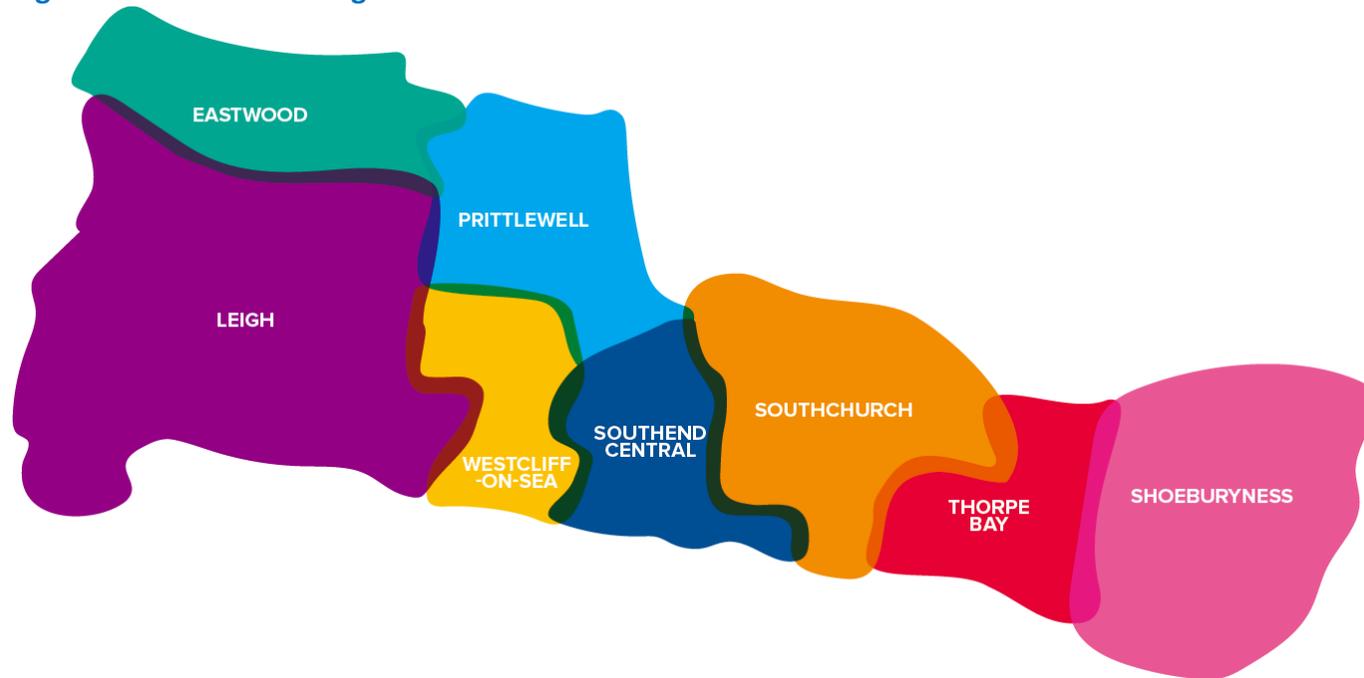


### 3. Neighbourhoods

As with any Borough, Southend is not a single homogenous place. Rather, it is a collection of separate and distinct places or neighbourhoods which have grown together over time to create a substantial conurbation. It will be important that the New Local Plan considers the issues facing the different communities of Southend.

As part of the Issues and Options document we identified eight neighbourhood areas at Eastwood, Leigh, Westcliff, Prittlewell, Southend Central, Southchurch, Thorpe Bay and Shoeburyness. We asked you what you thought were the key issues facing the neighbourhoods and possible options for resolving these.

**Figure 20: Southend's Neighbourhoods**



## What You Said

You identified the importance of the neighbourhoods to the local community and highlighted a number of issues, including the need for investment and regeneration, the importance of infrastructure and service provision and you told us about some of the impacts more development and housing has had on your local area.<sup>1</sup>

## Our Response

Having regard to your feedback we have developed a profile of each neighbourhood setting out:

- their key characteristics and some of the planning issues facing them;
- a draft vision/ priorities for the future planning of these areas;
- proposals for the neighbourhoods, including new housing and development schemes together with employment and green space designations.

It is not intended to present comprehensive information or definitive boundaries for these neighbourhoods, but rather to stimulate discussion about particular issues and options that you think they will face in the future. These will be refined and developed as part of the next stage of the New Local Plan preparation.

**We would now like your views on what you think of the proposed Profiles for each of the neighbourhoods.**

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<sup>1</sup> The Local Plan Issues and Option Consultation feedback is available here: <https://localplan.southend.gov.uk/issues-and-options/issues-and-options-reports>

## 3.4 Southend Central

### 3.4.1 General Character

You may also wish to refer to [Section 2.5: Town Centre and Central Seafront](#) of the Local Plan, which includes a draft vision and other potential provisions for the area.

Southend Central ([Map 30, Figure 21](#)) comprises the town centre and central seafront and is characterised by four distinct quarters, alongside surrounding residential areas, namely:

- Town Centre – a sub-regional retail centre, dominated by comparison shopping including two retail malls at the northern and southern ends of the pedestrianised High Street. The area also includes high rise residential tower blocks and parades of shops, some with residential accommodation above. The Forum accommodates the public library and art gallery that is next to part of the University of Essex and South Essex College campuses. The town centre is the principal public transport hub for the Borough and includes two railway stations (Central and Victoria) and the bus station/travel centre interchange. The Kenway/Short Street area to the north of the High Street includes elements of employment land, as well as a range of residential development including the Queensway flatted developments and some more suburban type terraced housing. The Warrior Square Conservation Area to the east of the High Street is a residential community set around tree-lined open space.
- Milton and Clifftown – these areas mark the early expansion of Southend’s residential neighbourhoods and form an historic core with some particularly attractive planned streets and spaces, including the Prittlewell Square and Westcliff/Clifftown Parade Gardens. Much of the area is designated as a Conservation Area (Clifftown and Milton Conservation Areas).
- Civic Quarter – a grouping of a number of bulky post-war civic buildings, including the Civic Centre, Police Station, Courts, Art Gallery and Museum on the eastern side of Victoria Avenue. The opposite side of Victoria Avenue has now seen the conversion of a number of obsolete large office blocks into residential use, some with active commercial uses at ground floor. This area also includes the sunken gardens of Churchill Gardens providing a tranquil green setting to the north of the Civic Quarter, and part of the Prittlewell Conservation Area.
- Central Seafront – includes an extensive range of leisure and tourism functions focussed along Western Esplanade and Marine Parade including the historic Pier, Kursaal and Adventure Island. The City Beach (Phase 1) scheme has revitalised a key part of the central seafront, with key enhancements made to the public realm. Economic impact assessments show that the tourism and leisure facilities attract over 7 million day visitors<sup>2</sup> and a quarter of a million staying visitors to the area each year. The cliffs along Western Esplanade provide a green backdrop to the seafront with the Cliffs Pavilion, a major regional theatre, situated at its western end. To the east of the neighbourhood is the post-war Kursaal estate comprising terraced housing

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<sup>2</sup> Covid-19 would have impacted this most recently

and flats, and the Grade II listed Kursaal building (part of the Kursaal Conservation Area) with Eastern Esplanade also providing a focus for leisure and tourism, as well as being home to the Eastern Esplanade Conservation Area.

There are a number of major issues and challenges facing the town centre and central seafront area over the coming years. These include the significant decline in the High Street's traditional comparison goods retail function in the face of increasing on-line shopping competition and the need to regenerate the area, building on its significant tourism, cultural and leisure potential. However, the Southend Retail Study<sup>3</sup> highlighted the potential demand for additional convenience retailing in the town centre and the growth potential of the food and drink sector. The Better Queensway project is seeking to regenerate the area to the north east of the High Street as a residential led community project which will be better integrated with the town centre.

With good accessibility by road, rail and bus combined with supporting services and facilities, there are a number of opportunities for new housing development at higher densities within the neighbourhood that will contribute to the regeneration and vitality of the neighbourhood and to meeting a range of local housing needs.

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<sup>3</sup> Southend Retail and Leisure Study 2018 – Peter Brett Associates

Map 30: Southend Central Characteristics

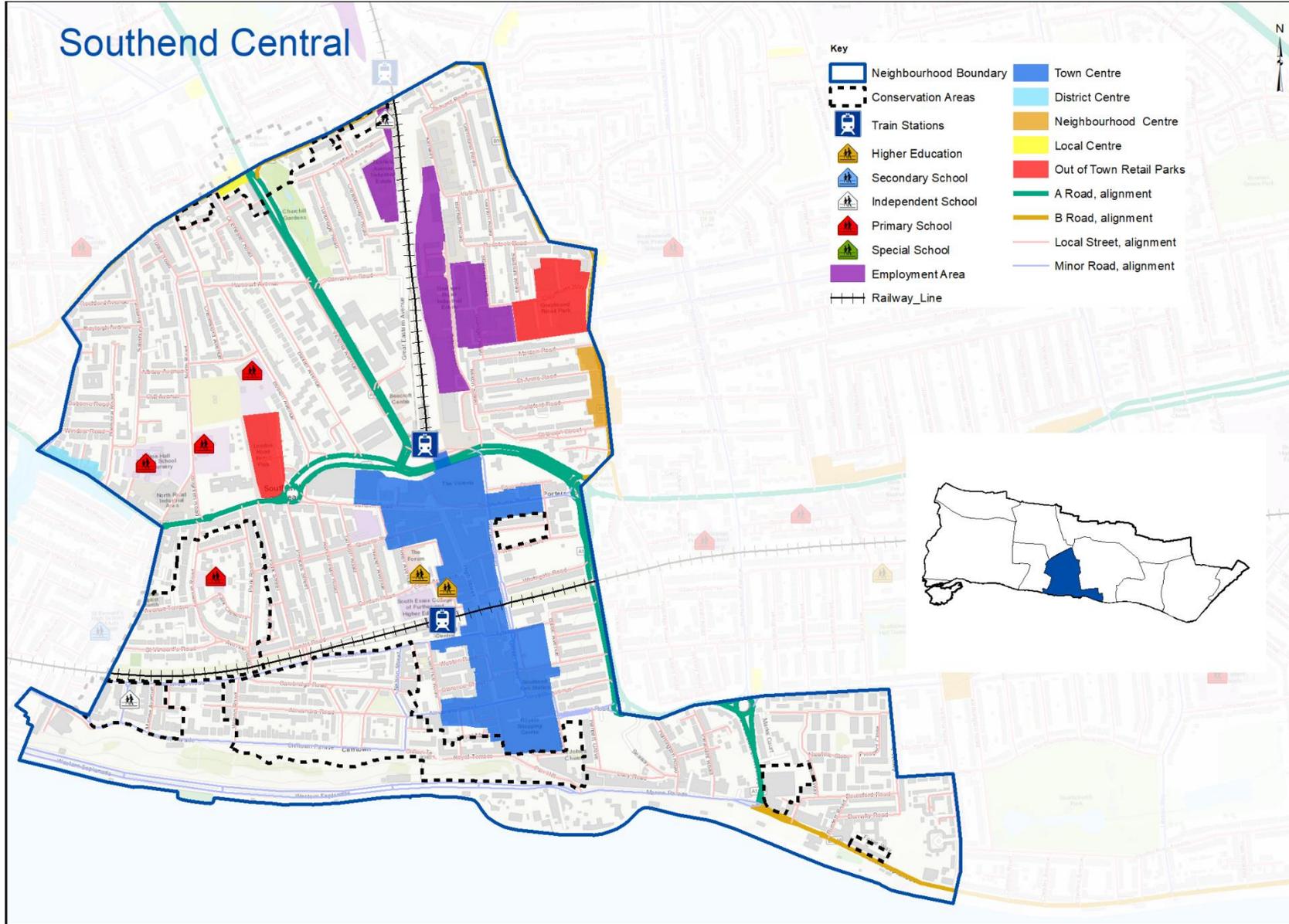


Figure 21: Southend Central Characteristics

No. Homes	9,787	Land Area (ha)	266.1
Density	36.8 dph	Car Ownership	0.69

# Southend Central

Area 266.1 hectares



9,787  
Existing  
homes

Density 36.8  
homes per  
hectare

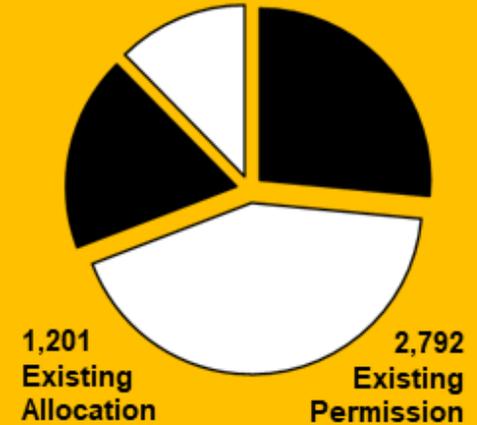


5 GP Surgeries  
9 Pharmacies  
1 Health Centre

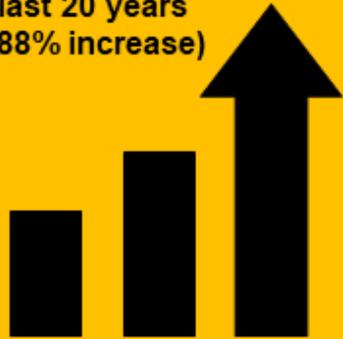


Potential number of  
new homes by 2040 **6,533**

810  
Windfall  
1,730  
Potential  
Allocation



1,757 new homes built over  
the last 20 years  
(21.88% increase)



4 Primary  
Schools  
2 Secondary  
Schools



2 Higher  
Education



16.1 hectares of protected  
greenspace

1.7 miles of coastline



3 Commercial Areas  
(24 hectares)



3 Business/ Industrial Estates  
(8.2 hectares)



Extensive  
Bus Routes



2 Train  
Stations



0.69 cars per household  
0.94 cars per house  
0.56 cars per flat



### 3.4.2 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Southend Central. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total)<sup>4</sup>. The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Southend Central, by infrastructure type, is summarised in the rainbow image below. For example 90% of the neighbourhood lies within easy walking distance to a health facility, 51% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 18% is within an easy walk of green space.

#### 3.4.2 Southend Central (Infrastructure)

**Have your say.....**

**Please explain your answer**

- a. What do you think are the main issues with infrastructure provision in Southend Central, and what should be the priorities over the next 20 years?

Please refer to [Section 2.5: Town Centre and Central Seafront](#) to view and comment on a draft vision, existing allocations set out in the Southend Central Area Action Plan (SCAAP), and other potential opportunity sites and interventions for Southend Central.

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<sup>4</sup> nurseries, primary schools, secondary schools, doctors, dentists, pharmacies, libraries, places of worship, public conveniences, community centres and halls, playing pitches, local equipped play space, amenity greenspace, allotments, natural and semi-natural greenspace, local and neighbourhood centres, town and district centres

# Infrastructure - Southend Central



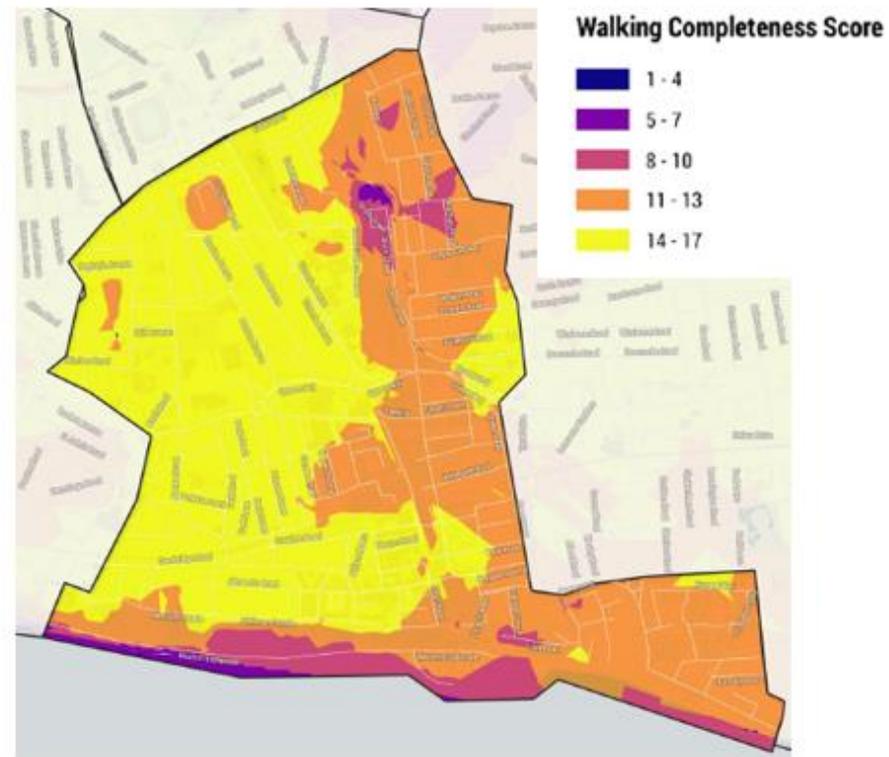
- Highly complete – in walking catchment for most services and facilities
- West of High Street most complete for schools, doctors, dentist and civic facilities
- Public transport hub with good connections to local area and sub-region
- Parts lack convenient access to green space, especially within High Street although some quality local spaces and access to seafront area
- Limited access to sports and leisure facilities

Central Southend		% of neighbourhood within walking distance	
Education: 86%	Civic: 78%	Green Space: 18%	
Health: 90%	Sports & Leisure: 51%	Town Centre uses: 82%	



## Southend Central 'Aggregated Completeness Score' = 68%

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.



### 3.4.3 Planned Changes: Land Use Proposals

In addition to the SCAAP Opportunity Sites, new land use proposals are identified for future housing, employment and green space within the Southend Central neighbourhood as set out below.

#### 3.4.31 New Homes

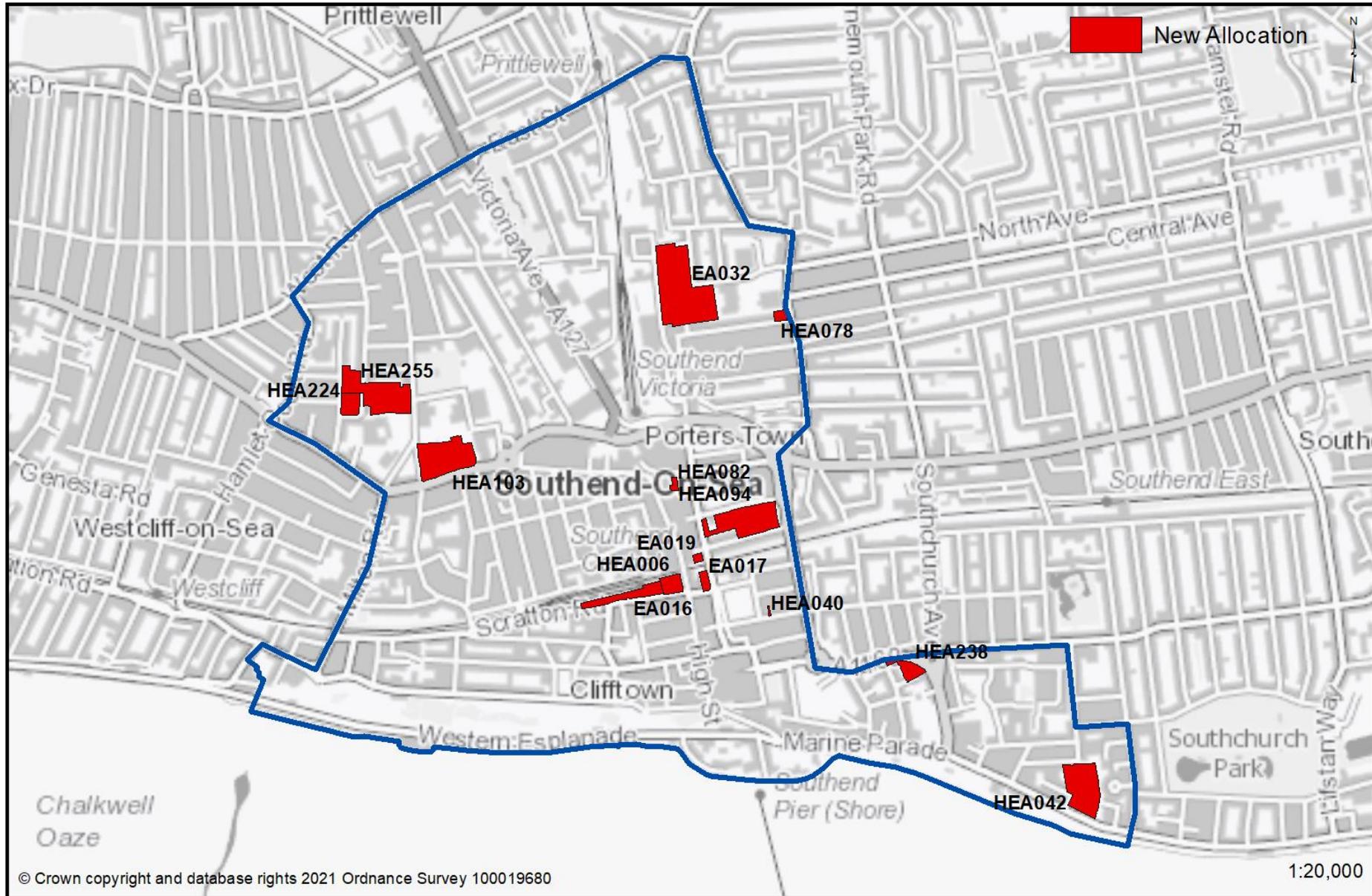
The type and quality of the housing offer can have a significant impact on the health and wealth of places. Their ability to attract and retain people and provide support for those who need it relies on good housing and attractive and inclusive neighbourhoods.

Potential site proposals for residential development are set out in **Map 31** and **Table 32**. These have been promoted to us by landowners/ agents and are included here for comment. The sites are in addition to sites that are already allocated within the SCAAP (as set out above) or have planning permission.

For more information on each site an assessment can be viewed by clicking on the site reference in the various tables below or via the Council's website: <https://localplan.southend.gov.uk/>

**Map 31: Potential Residential Sites – Southend Central (excluding those with planning permission)**

Please refer to [Section 2.5: Town Centre and Central Seafront](#) to view sites already allocated for development as part of the SCAAP



**Table 32: Residential Sites – Southend Central**

Southend (Central)								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA006	Central House, Clifftown Road	A 6 Storey building located on the northern side of Clifftown Road, adjacent to Southend Central Railway Station, where it intersects with the High Street. The building contains a retail unit and offices at ground floor and car parking. The surrounding area is commercial in character.	Part of this major site has planning permission for 28 dwellings	Residential led development	Urban Area General	170	170	
HEA040	57 York Road	A 3 storey building located on the northern side of York Road near the junction with Baltic Avenue. Surrounding properties are similar in terms of form and style. The site is located within a predominantly residential area.	This site has potential for 5 dwellings	Residential development	Urban Area General	5	4	
HEA042	Former Gas Works, Eastern Esplanade	The site is located on the north side of Eastern Esplanade, also fronting Burnaby Road to the north. The site has now been cleared and laid out for temporary public parking. The site falls within the SCAAP Central Seafront Policy Area. The surrounding uses are largely residential of between 2 to 5 storey (flats and houses), however there is also a 5 storey Premier Inn hotel to the east of the site.	The site is considered suitable for a major mixed-use scheme that could include public parking.	Residential led development	Urban Area General	216	216	
HEA048	215-215a North Road	The site is located on the western side of North Rd. It is boarded up and the previous buildings have been demolished. The streetscene in this part of North Road is predominantly made up of two storey residential properties.	Small site with potential for 9 dwellings.	Residential	Urban Area General	9	9	
HEA078	Styles Properties, 165 Sutton Rd	The site is located on the western side of Sutton Road, at the junction with Maldon Road. It was previously occupied by a single storey industrial building, and is stepped, taking into account of the changing levels on Maldon Road. Site is now vacant. There is a varied street scene in this location with a mixture of both residential and commercial uses.	Potential for a residential-led, mixed-use scheme with retention of some commercial use at ground floor on Sutton Road.	Residential led development	Urban Area General	7	7	

HEA082	Commercial Premises, 4 Southchurch Road	This site includes a 3-storey building located to the rear of Southchurch Road, overlooking a service deeping adjacent to the main High Street and Victoria Shopping Centre. The building includes commercial frontage, the middle floor and upper floor are in use as offices. There is an expired permission on the site for a part 4/part 5 storey building comprising 24 flats with a restaurant at ground floor.	Residential led scheme with commercial ground floor.	Residential led development	Urban Area General	24	24	
HEA094	Land at Warrior Square	The site currently includes surface parking areas, skate park and a central grassed area. The site was previously occupied by an indoor swimming pool. The proposed site does not include a 2-storey building in use as offices in the north west corner. A terrace of Victorian 2-storey dwellings sits directly adjacent the site to the south west of site. Warrior Square open space and more terraced housing is located to the north (designated Conservation Area) and further terraced dwellings to south. Part of the site is occupied by a skate park.	Likely to be suitable for a residential-led mixed-use scheme. Any redevelopment would need to consider the recently installed skate park.	Residential led development that may include re-provision of public parking, linked to additional parking provision at Tylers Avenue (see <a href="#">Table 30</a> )	Urban Area General	300	300	
HEA122	Warrior House, 42 - 82 Southchurch Road	Located to south side of Southchurch Road and to the west of Warrior Square East. Contains a three storey commercial building. Surrounded by predominantly 2/3 storey buildings, with commercial ground floor, some with residential above. Queensway dual carriageway is to the east, Warrior Square Conservation Area is to the south, the town centre is to the west, the Better Queensway site is to the north.	Conversion of upper floors to residential use.	Residential Led	Urban Area General	15	15	
HEA103	Nazareth House, 111 London Rd	Located on the north side of the London Road, the former care home and associated accommodation, surrounded by garden/amenity space, with a tall brick wall running around the edge of the site. The area to the south of London Road is predominantly two storeys, commercial ground floor, with Milton Conservation Area further to the south. To the north the area includes two schools and tower blocks/ residential streets beyond. A new flatted residential scheme lies to the west.	Residential development that maintains a good level of garden/ amenity space.	Residential Led	Housing Regeneration Sites	150	80	

HEA224	Buckingham House, Salisbury Avenue	Part 1 and 2 storey building currently occupied as sheltered housing. Located in a residential area adjacent to residential tower blocks and a community centre.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	68	40	
HEA238	Norman Harris House, 450 Queensway	Part 4 and 3 storey building currently in use as sheltered accommodation. In a prominent location fronting the A1160 onto a roundabout. Green space to the rear with car parking to the west.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	63	35	
HEA255	Blackdown, Brecon & Grampian	Residential estate comprising three 16 storey towers, a community centre, garages and landscaped area. Surrounded by generally low-rise residential area with site adjacent to a primary school.	Existing building in public ownership that may benefit from some renewal, redevelopment or expansion that could provide new and better quality homes that are designed to be adaptable so local people can reside independently through all stages of their lives. To gain a comprehensive understanding of development potential, all existing housing estates in public ownership have been included for comment. At the time of publication of this document no Council decision has been made on redeveloping this site.	Residential	Housing Regeneration Sites	309	78	
EA016	Central Station, Clifftown Road	The railway line is to the north of the site, college/university buildings beyond this. The High Street lies to the east, with commercial and residential uses to the south. The Site includes a range of uses including parking and a commercial garage. The Southend Central Station is locally listed and presently has a low quality forecourt. Was previously allocated in the Borough Local Plan (1994) but has not come forward.	Redevelopment could bring about associated public realm enhancements, improving setting of station and access to it. The site could be appropriate for office use or alternatively, comprehensive regeneration to include the station and residential uses could be considered.	Residential Led	Urban Area General	200	200	

EA032	Grainger Close Employment Area	The site is currently protected as an Industrial estate but has been identified for potential release. Surrounding uses are a mix of residential and other commercial buildings. Grainger Road cuts through the site.	Located within a suitable area for housing (if allocated) but has unknown availability. The site appears to be in multiple ownerships and may require assembly.	Residential Led	Employment Release Site	552	552		
<b>Accepted HELAA sites without Planning Permission Total</b>								<b>1,730</b>	
SCAAP existing allocations (without permission) see Table B and Map X	HEA061, HEA085, HEA095, HEA097, HEA098, HEA099, HEA101, HEA102, HEA107, HEA154, HEA252,						1,201		
Planning permission 5 units or more	HEA001, HEA005, HEA009, HEA020, HEA031, HEA037, HEA045, HEA047, HEA054, HEA060, HEA072, HEA074, HEA096, HEA125, HEA156, 18/00485/FUL, 18/01541/FUL, 18/01142/FUL, 18/02151/FULM, 19/01591/FUL, 18/01616/PA3COU						2,261		
Planning permission 4 units or less							41		
Being Implemented							490		
Windfall							810		
<b>Total</b>							<b>6,533</b>		

### 3.4.31 Southend Central (Housing)

Have your say.....

Please explain your answers

- a. Do you agree with the proposed housing sites for Southend Central?  
You may wish to outline the type and scale of development you would like to see come forward on particular sites in reference to **Figure 22: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Southend Central?

### **3.4.32 Urban Form and Broad Development Typologies**

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced. New development will need to be imaginative and dynamic in its design reflecting its central location.

**Map 32** shows the Urban Forms of Southend Central neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

**Figure 22** provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Southend Central and within the different Urbans Forms as shown in **Map 32**. For instance you may believe the 'Primary Centre' and 'Campus' areas within **Map 32** should accommodate the highest density development, such as flats typology F5 and F6, within **Figure 22**.

The Council's adopted Development Management Document (2015) includes a Tall and Large Buildings Policy (DM4)<sup>5</sup>, which identifies Southend Central Area as the main focus for tall/large buildings, and sets out a number of design criteria including a consideration of local character and context, promoting active ground floor uses, and a focus on achieving high quality, sustainable design. We would also like your views on whether a tall buildings policy should be integrated into the New Local Plan to ensure tall buildings are directed to specific areas of the neighbourhood, for example close to public transport interchanges and how such a policy could guide the design of development.

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<sup>5</sup> <https://planningpolicy.southend.gov.uk/adopted-plans>

**Figure 22 - Development Typologies**

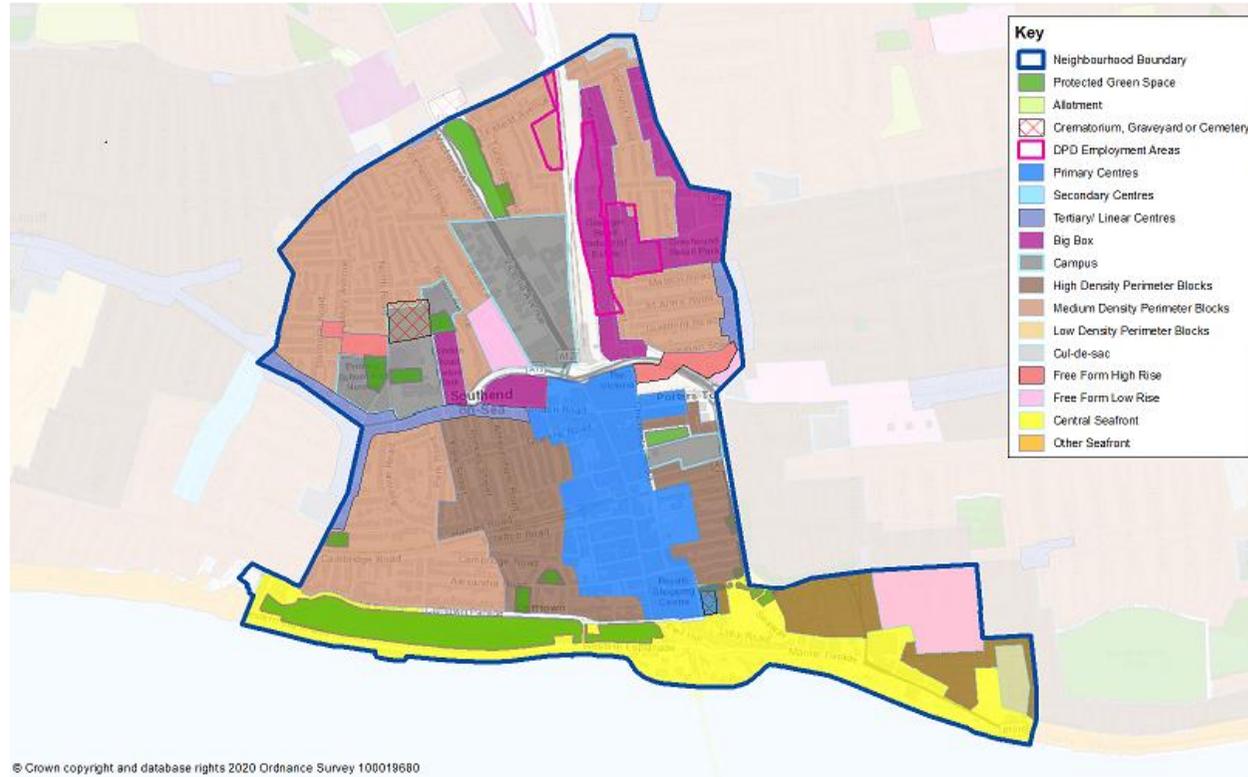
**Houses**



**Flats**



## Map 32: Urban Form of Southend Central



**Medium Density Perimeter Blocks:** Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



**High Density Perimeter Blocks:** Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



**Free-form low-rise:** Typically early post-war development, featuring low rise terraces and detached buildings with a fragmented layout.



**Free-form High Rise:** tall buildings set within areas of landscape and parking.



**Primary Centre:** Southend town centre, characterised by large scale buildings and a variety of comparison shops, services and leisure opportunities.



**Tertiary/Linear Centre:** typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



**Central Seafront:** Vibrant architecture associated with seafront leisure, providing a stark contrast to the orderly Victorian and Edwardian suburbs.



**Big Box:** Industrial, business and retail areas featuring large buildings, which are usually car based in terms of access and movement.



**Campus:** Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.

### 3.4.32 Southend Central (Urban Form)

Have your say.....

Please explain your answers

- a. What types of development typology (**Figure 22**) do you think should come in Southend Central? You may wish to refer to the different urban forms presented in **Map 32** in your answer.
- b. Should a tall buildings policy be introduced to direct such development to specific areas of the neighbourhood? If so, what areas should be identified?

### 3.4.33 Employment Land

The retention and provision of employment sites is essential to enable balanced job and housing growth. However, employment land has relatively lower land values compared to residential and therefore it is important to safeguard or allocate sites to facilitate present and future economic growth.

Town centres play an important role in not only providing opportunities in the digital, cultural and creative sector but also providing the opportunity more generally to encourage smaller and more diverse employment activity. A level of professional and business sector growth in particular could be expected to locate in the town centre environments considering their strong link with population clusters, and the level of service, amenities and facilities they provide in one location.

The town centre will remain a major focus for employment particularly in the retail, office, cultural and creative arts sectors, and alongside the central seafront for tourism, food and leisure facilities. It will also continue to thrive as a centre of excellence for education, housing the South Essex College and University of Essex campuses. It will also be a location for niche, flexible office space.

In Southend Central designated employment land is situated in the northern periphery of the area in the Short Street/Kenway area and at Tickfield Avenue. This provides for a range of medium to small valuable business uses providing local employment opportunities. It is proposed that these areas are retained and enhanced ([Table 33](#) and [Map 33](#)). However, the Grainger Road area performs poorly as an employment area and is unlikely to attract sufficient occupiers and it is therefore proposed to re-allocate for residential redevelopment ([Table 34](#)).

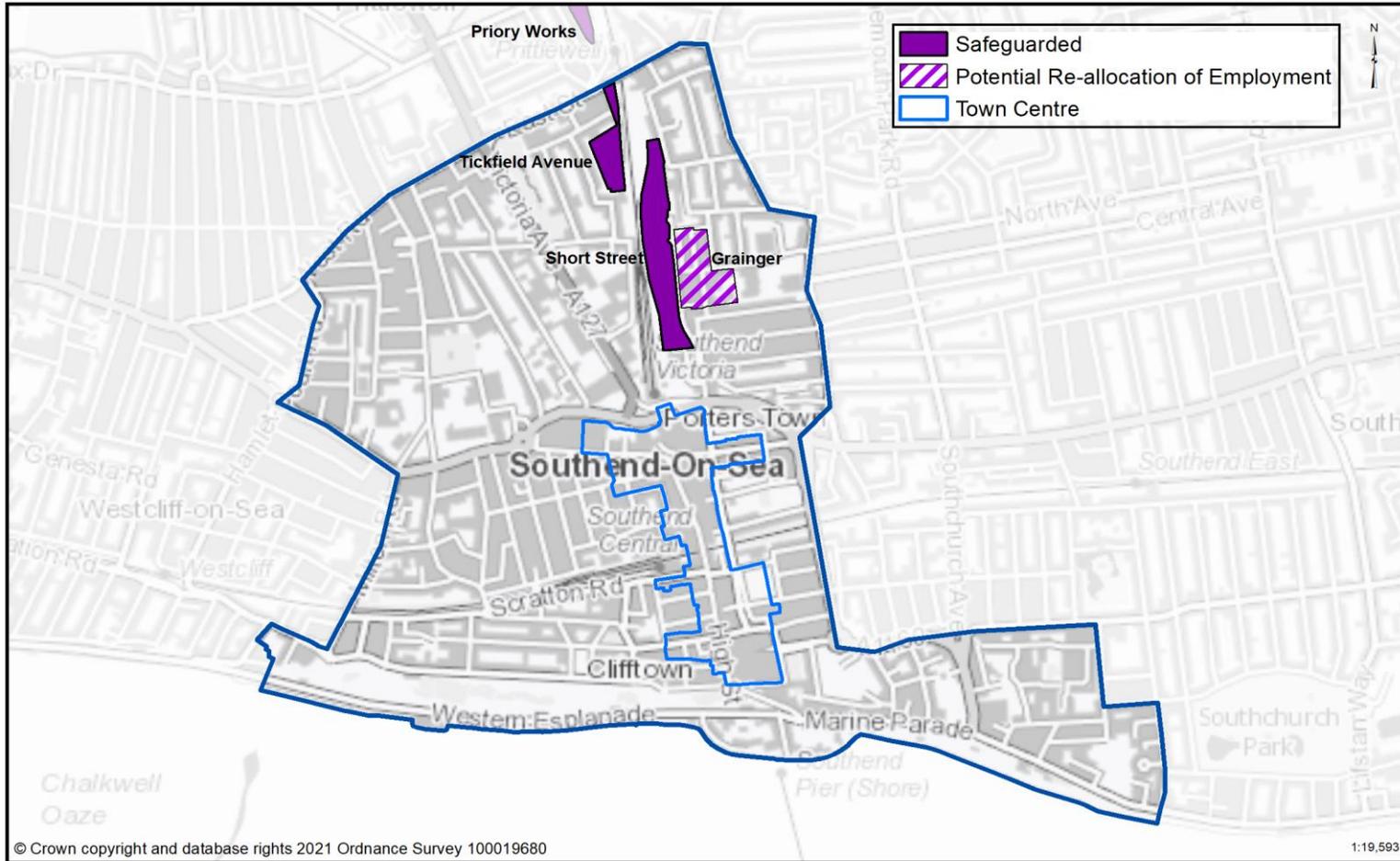
**Table 33: Land Use Proposals in Southend town centre and central seafront neighbourhood – Employment Designations**

Name of Site	Area (hects.)	Floorspace (m2)
Short Street/Kenway	4.03	
Land off Tickfield Road	1.42	
<b>Total</b>		

**Table 34: Proposed Re-allocation of Employment Land to Housing Led Use**

Name of Site	Area (hects.)	Floorspace (m2)
Grainger Road	-2.76	

### Map 33: Proposed Employment Designations



### 3.4.33 Southend Central (Employment)

Have your say.....  
Please explain your answers

- a. Do you agree with the proposed employment sites for Southend Central? Please name the employment site you are referring to.
- b. Do you have any other comments on employment land provision in Southend Central?

### 3.4.34 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E<sup>6</sup>) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. Southend Town Centre lies at the heart of the Borough providing a range of business, educational, retail and leisure facilities. It is focused on two indoor shopping malls connected by a long linear pedestrianised High Street.

There are other commercial centres within Southend Central that provide a vital commercial activity to local residents and these include the Sutton Road Neighbourhood Centre, the local centre at Victoria Avenue and West Street and the London Road and Greyhound retail parks. These are set out in [Table 35](#) and [Map 34](#).

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Table 35](#) and [Map 34](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

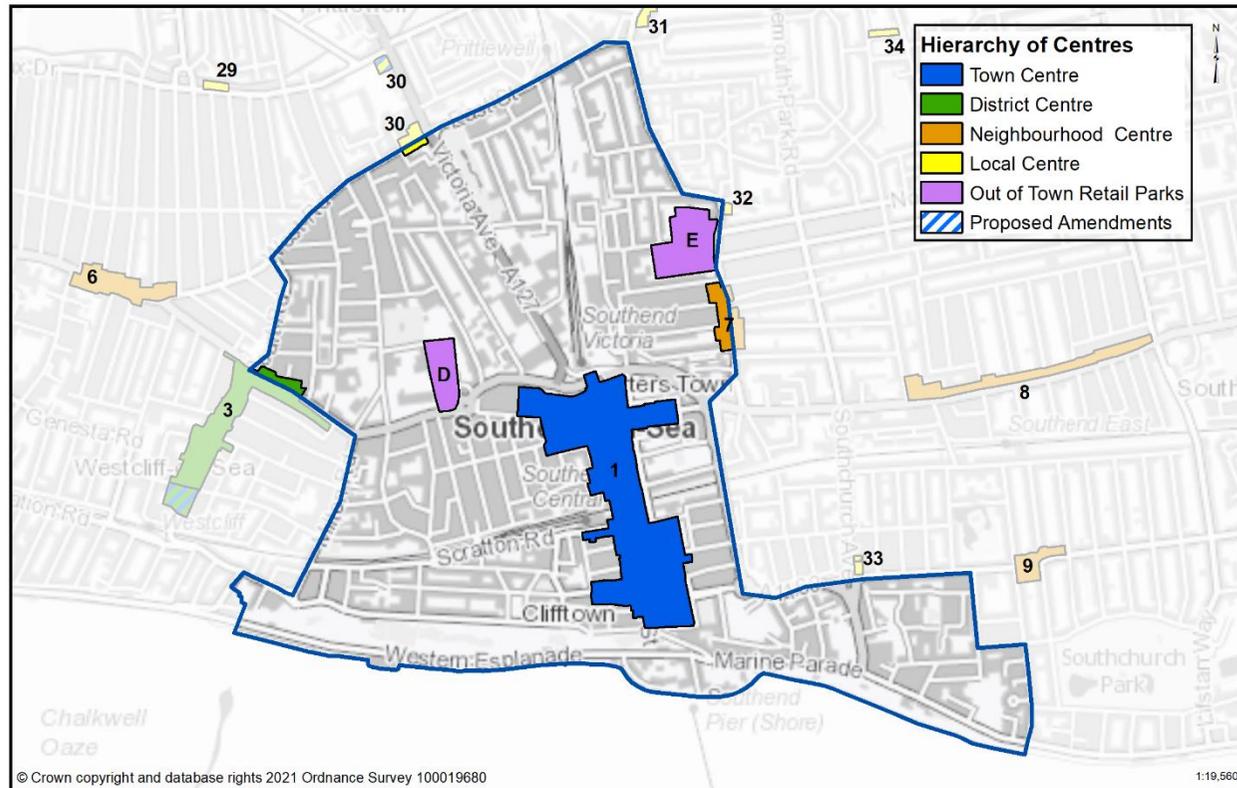
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<sup>6</sup> <https://www.legislation.gov.uk/uksi/2020/757/made>

**Table 35: Southend Central Commercial Centres**

Ref	Name	Centre Type
1	Southend Town Centre	Town Centre
7	Sutton Road South	Neighbourhood Centre
30	Victoria Avenue/ West Street	Local Centre
D	London Road Retail Park	Out of Town Retail Parks
E	Greyhound Retail Park	Out of Town Retail Parks

**Map 34: Southend Central Commercial Centres**



### 3.4.34 Southend Central (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in [Table 35](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Are there any other areas within the Southend Central Neighbourhood area that we haven't identified that should be protected for commercial activities?

### 3.4.35 Green Space – Southend Central

The existing green space and parkland facilities in Southend Central provide a valuable green and open contrast to the dense built urban form. Such areas are essential for healthy living and wellbeing and provide valuable nature habitats. Nevertheless, the Settlement Role and Hierarchy Study<sup>7</sup> has shown that despite a small number of parks of good quality and its proximity to the foreshore, Southend Central as a whole, and particularly in and around the High Street is poorly provided for in terms of green infrastructure. This is reflected in the relatively low tree canopy cover in the wards of Victoria, Milton and Kursaal of 9%, 9.7% and 10% respectively, which are some of the lowest in the Borough. The Council’s Tree Policy sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Whilst there are a number of constraints to tree planting within the area including underground services, additional planting will be included wherever opportunities arise. Other urban greening measures including green walls and roofs and rain gardens will also be promoted where appropriate.

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the existing green spaces as set out in [Table 36](#) and [Map 35](#).

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<sup>7</sup> <https://localplan.southend.gov.uk/new-evidence>



**Table 36: Southend Central – Existing Green Space**

Site Ref.	Name of Site	Size (Ha)
<b>Local Park</b>		
E71	Churchill Gardens	1.915
E72	Warrior Square Gardens	0.487
E73	Milton Road Gardens & Tennis Courts	0.261
<b>E74</b>	<b>Prittlewell Square</b>	<b>0.366</b>
<b>E75</b>	<b>The Shrubbery</b>	<b>1.198</b>
<b>Local Parks</b>		
<b>E76</b>	<b>Southend Cliff Gardens</b>	<b>9.115</b>
<b>Area Open Space</b>		
E77	Alexandra Bowling Green	0.247

Sites in **Bold** are proposed as ‘Local Green Space’

**Table 36a: Southend Central – Proposed new green space**

Site Ref.	Name of Site	Size (Ha)
<b>Playground</b>		
N19	Kursaal Playground	0.139
<b>Pocket Park</b>		
N20	Central Museum Wildlife Garden	0.048

### Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts.

Prittlewell Square is a formally laid out ornamental garden with historic significance as an integral part of the Clifftown estate and Conservation Area, and benefits from expansive sea views due to its cliff-top setting. Due to its importance as a heritage asset and role as both a visitor attraction and a much loved local park for residents it is proposed to be designated as a Local Green Space. The Shrubbery also forms part of the Clifftown Conservation Area and is an important part of its setting, so it is proposed to also designate this as a Local Green Space (Table 36). The outcome of this consultation will be particularly important in demonstrating that these spaces are special to the community.

Site Ref.	Name of Site	Size (Ha)
<b>Playground</b>		
E78	Milton Road Gardens Playground	0.028
<b>Sports Ground</b>		
E79	Southend Bowling Club	0.341
<b>School</b>		
S17	Milton Hall School Playing Field	0.637
S18	St Helen's School Playing Field	0.413
S19	St Mary's School Playing Field	0.409
<b>Crematorium, Graveyard or Cemetery</b>		
C5	Prittlewell	1.626
C6	St John's Church	0.327

Site Ref.	Name of Site	Size (Ha)
<b>Linear Green Space</b>		
N21	Queensway Linear Green Space	0.478
<b>Green Corridor</b>		
N8	Prittle Brook	4,225m

## Provision of new Green Infrastructure

If Southend Central is to accommodate a substantial increase in residential development and population it will be essential that the existing areas of open space are safeguarded and enhanced principally as places of leisure and relaxation and opportunities to increase provision in the central area actively explored as part of future development schemes ([Table 37](#) and [Map 35](#)).

There are two areas of green space not currently designated that are proposed for protection; these are the Central Museum Wildlife Garden (proposed for designation as a pocket park) and the Kursaal playground ([Table 36a](#)).

New and enhanced green space, such as pocket parks and play areas, linked to other attractive destinations in and around the Borough will also relieve recreational and development pressures on designated international and European habitat sites, and will form part of a wider South Essex Green and Blue Infrastructure network.

**Table 37: Southend Central – Indicative locations for Green Infrastructure provision**

Site Ref	Name/ Address	Type	Justification
	CS1.2 Seaways	Civic Space – linked to food and drink and entertainment uses	Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity and provide functional outdoor space to support business.
	CS1.3 Marine Plaza	Pocket Park	New open space to be provided as part of a mixed use development.
	Better Queensway	Pocket Parks as part of comprehensive redevelopment scheme	3 new pocket parks will include SUDS, play equipment and increase biodiversity within a dense urban area, replacing the existing playground at first floor level.
	Victoria Circus	Civic Space and Urban Greening – Improved public realm, landscaping and seating.	Short Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity. Links with completed public realm improvements to the London Road east of College Way.
	High Street, north-west side	Civic Space – Break through High Street to open up The Forum and facilitate the creation of public events space and new museum	Long Term Scheme. Potential to incorporate urban greening as part of the Elmer Square Phase 2 development
	Central Railway Station	Civic Space and Urban Greening – Redevelopment of adjacent land for residential and civic space, including landscaping around station.	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.

	High Street	Rationalisation of highway space to create extensive landscaping	Short/Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Chichester Road	Rationalisation of road space to create cycle lane and extensive landscaping with links to High Street	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Royals precinct (top of Pier Hill)	Civic space – outdoor seating/cafes/landscaping with public events space (linked to scheme 13)	Medium Term Scheme. There is a long-standing ambition to increase urban greening within the High Street and better connect it with the seafront.
	Eastern Esplanade	Civic Space – City Beach Phase 2 – Eastern Esplanade (from the Kursaal to Victoria Road)	Medium Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.
	Western Esplanade	Civic Space – City Beach Phase 3 – Western Esplanade (from The Pier to Cliffs Pavilion)	Long Term Scheme. Public realm improvements including soft landscaping elements to increase green infrastructure for climate change resilience and visual amenity.

### 3.4.35 Southend Central (Green Space)

Have your say.....

Please explain your answers

- Do you agree that we should continue to protect the green space as set out in [Table 36](#) and shown on [Map 35](#)? If not, can you explain why?
- Do you agree with the proposed new green spaces, as identified in [Table 36a](#)? If not, can you explain why?
- Do you agree with the indicative locations for additional green infrastructure ([Table 37](#) and [Map 35](#))?
- Do you agree with Prittlewell Square, Cliff Gardens and the Shrubbery being identified as Local Green Space? If not, can you explain why?
- Are there any other areas we haven't identified that should be protected or promoted for green infrastructure? Please provide an address.

- f. Do you propose any other sites within Southend Central should be designated as Local Green Space? Any proposals must be supported by evidence the space is special to the local community in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- g. Do you have any other comments on green space provision in Southend Central?

## 3.5 Westcliff

### 3.5.1 General Character

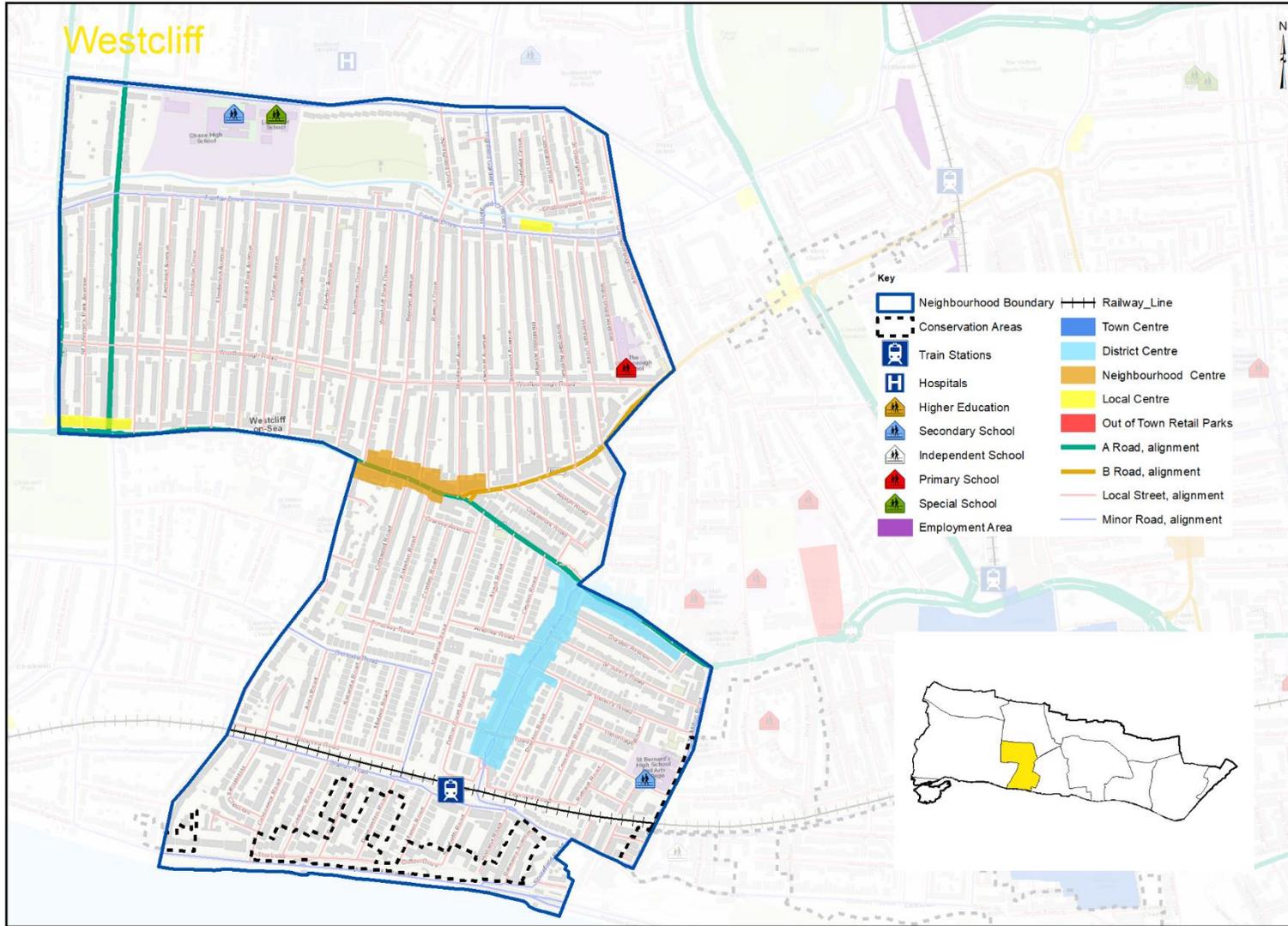
Westcliff neighbourhood lies between Leigh to the west and Southend Town Centre and Central Seafront to the east (**Map 36, Figure 23**). It stretches from the coast to the south to the Prittle Brook to the north and is bisected by the London Road (A13). The London Road marks a change in street pattern and defines the distinctive Westborough residential area in the northern part of the neighbourhood, a tightly knit grid pattern of terraced Victorian and Edwardian housing. The southern part of the neighbourhood contains a mixture of mainly Victorian and Edwardian residential streets with some larger properties particularly along the seafront route, including high rise flats.

Westcliff is the most densely developed neighbourhood in the Borough, having developed largely during the Victorian and Edwardian eras. Many properties have in the past been sub-divided into flats and average density in the area is around 46 homes per hectare. In places this has resulted in a lack of amenity space, including space for adequate and convenient waste storage.

The commercial and retail areas of the neighbourhood are centred along the A13 London Road and the adjacent district centre of Hamlet Court Road with its north-south axis. To the south of this commercial area is Westcliff Railway station, providing connections to Southend and London. Prittlewell Railway Station lies to the east of the neighbourhood and is in reasonable walking distance for many residents. The area benefits from regular bus services along the A13 London Road and Prittlewell Chase to the north, providing services to Southend Hospital, Southend, Eastwood, Leigh and Shoeburyness. However, bus services to some parts of the Borough are infrequent and often involve changes.

Key issues in the area include development pressure to convert family housing to flats, and associated impacts on residential amenity including on street parking pressure, and high-rise development along the seafront, the scale and massing of which can have an impact on the character of the area. Westcliff has the second lowest car ownership in the Borough, although there is still demand for on-street car parking spaces given the high number of conversions from houses to flats or houses in multiple occupation, and lack of off-street parking in many of the Victorian and Edwardian properties.

### Map 36: Westcliff Characteristics



**Figure 23: Westcliff Characteristics**

No. Homes	10,602	Land Area (ha)	232
Density	45.7 dph	Car Ownership	0.96

# Westcliff-on-Sea

Area 232 hectares



10,602  
Existing  
homes

Density 45.7  
homes per  
hectare



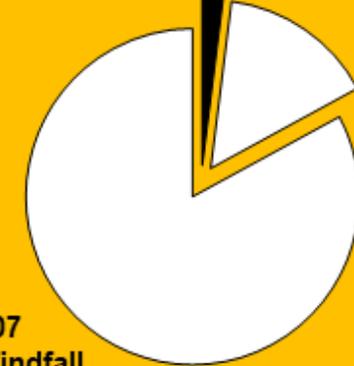
2 GP Surgeries  
6 Pharmacies  
1 Health Centre



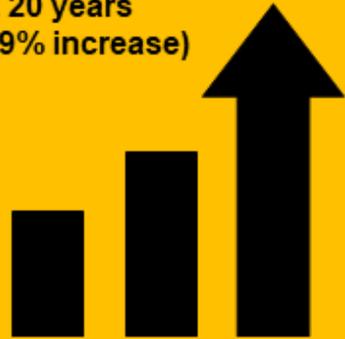
Potential number of  
new homes by 2040 **853**

17  
Potential  
Allocation

129  
Existing  
Permission



812 new homes built over the  
last 20 years  
(8.29% increase)



1 Primary  
Schools

2 Secondary  
Schools

1 Special  
School



4.1 hectares of protected  
greenspace

0.6 miles of coastline



707  
Windfall

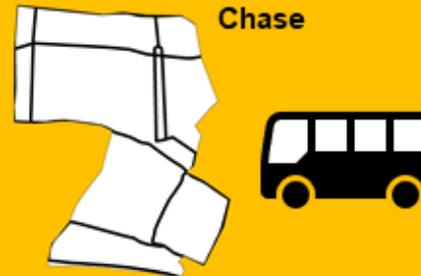
4 Commercial Areas  
(9 hectares)



Zero Industrial Estates



Good bus service along  
London Road and Prittlewell  
Chase



0.96 cars per household  
1.12 cars per house  
0.73 cars per flat



1 Train  
Station



### 3.5.2 Vision – Westcliff

#### Where we want to be

Westcliff will continue to be a vibrant and accessible neighbourhood, with every day goods and services within easy reach for residents. Hamlet Court Road District Centre remains the focus for everyday activity, complemented by businesses along the A13 London Road, and its community and cultural assets will be strengthened. A draft set of priorities for Westcliff are set out below to aid feedback:

- Focus day to day shops and services in Hamlet Court Road district centre including opportunities for co-working combined with commercial premises.
- Opportunities for new homes focussed along London Road public transport corridor and near train stations.
- Identify opportunities for new and improved green spaces and increased tree cover throughout the area, particularly around Hamlet Court Road/London Road.
- Conserve and enhance designated heritage assets.
- Strengthen local walking and cycling networks, including links to railway stations and centres, with improved wayfinding and public art, and seek opportunities to expand the Borough's Electric Vehicle charging infrastructure network.
- Carefully manage environmental assets and flood risk, including the foreshore and Prittle Brook.

### 3.5.2 Westcliff (Vision)

Have your say.....

Please explain your answers

- a. Do you agree with our draft vision and priorities for Westcliff – have we missed anything?

### 3.5.3 Complete Neighbourhoods (accessibility to services and facilities)

The following profile seeks to build up a picture of the 'completeness' of Westcliff neighbourhood. Completeness is based on mapping the walking catchments around different day to day facilities (17 different facilities in total). The catchment areas vary by facility and reflect comfortable walking distances for the average, able-bodied person. The catchments are based on actual walking routes rather than 'as the crow flies' distances.

A high completeness score means a place has lots of facilities the community needs within an easy walking distance. This approach recognises the important links to health and social well-being, community cohesion and inclusion.

The completeness score for Westcliff, by infrastructure type, is summarised in the rainbow image below. For example 84% of the neighbourhood lies within easy walking distance to a health facility, 69% of the neighbourhood is within easy walking distance of sports and leisure facilities, while 18% is within an easy walk of green space.

#### 3.5.3 Westcliff (Infrastructure)

**Have your say.....**

**Please explain your answer**

- a. What do you think are the main issues with infrastructure provision in Westcliff in reference to the below, and what should be the priorities over the next 20 years?

# Infrastructure - Westcliff

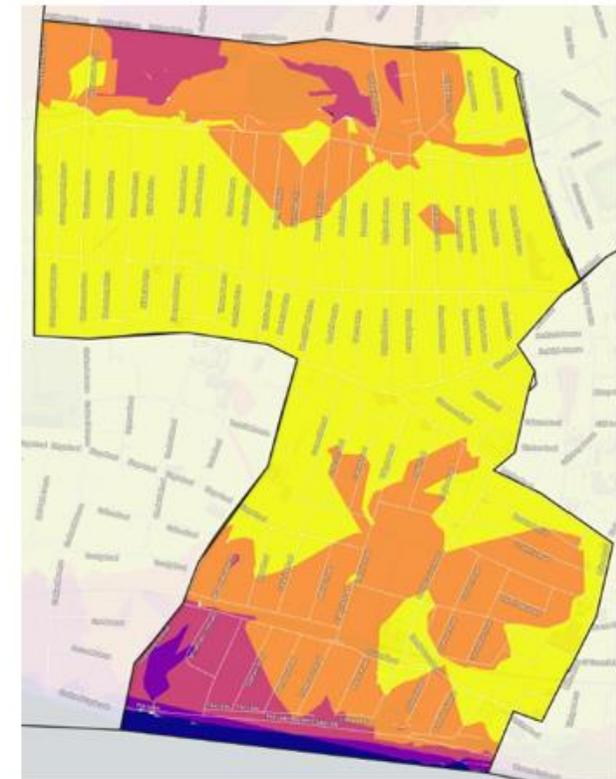


- High proportion of neighbourhood within walking access to key types of infrastructure
- Services and facilities spread throughout neighbourhood, providing good walking access and choice to residents
- South of railway line has lower completeness score which has an impact on access to some services
- Neighbourhood lacking in local green space although District Parks - Priory Park and Chalkwell Park - are in adjacent neighbourhoods

Westcliff	% of neighbourhood within walking distance	
Education: 88%	Civic: 82%	Green Space: 18%
Health: 84%	Sports & Leisure: 69%	Town Centre uses: 75%



## Walking Completeness Score



## Westcliff 'Aggregated Completeness Score' = 70

Map – as an example a high completeness score would be 14 –17 different facilities being within a reasonable walking distance from home. Conversely a low score would be less than 4 facilities within walking distance.

## Land Use Proposals – Westcliff

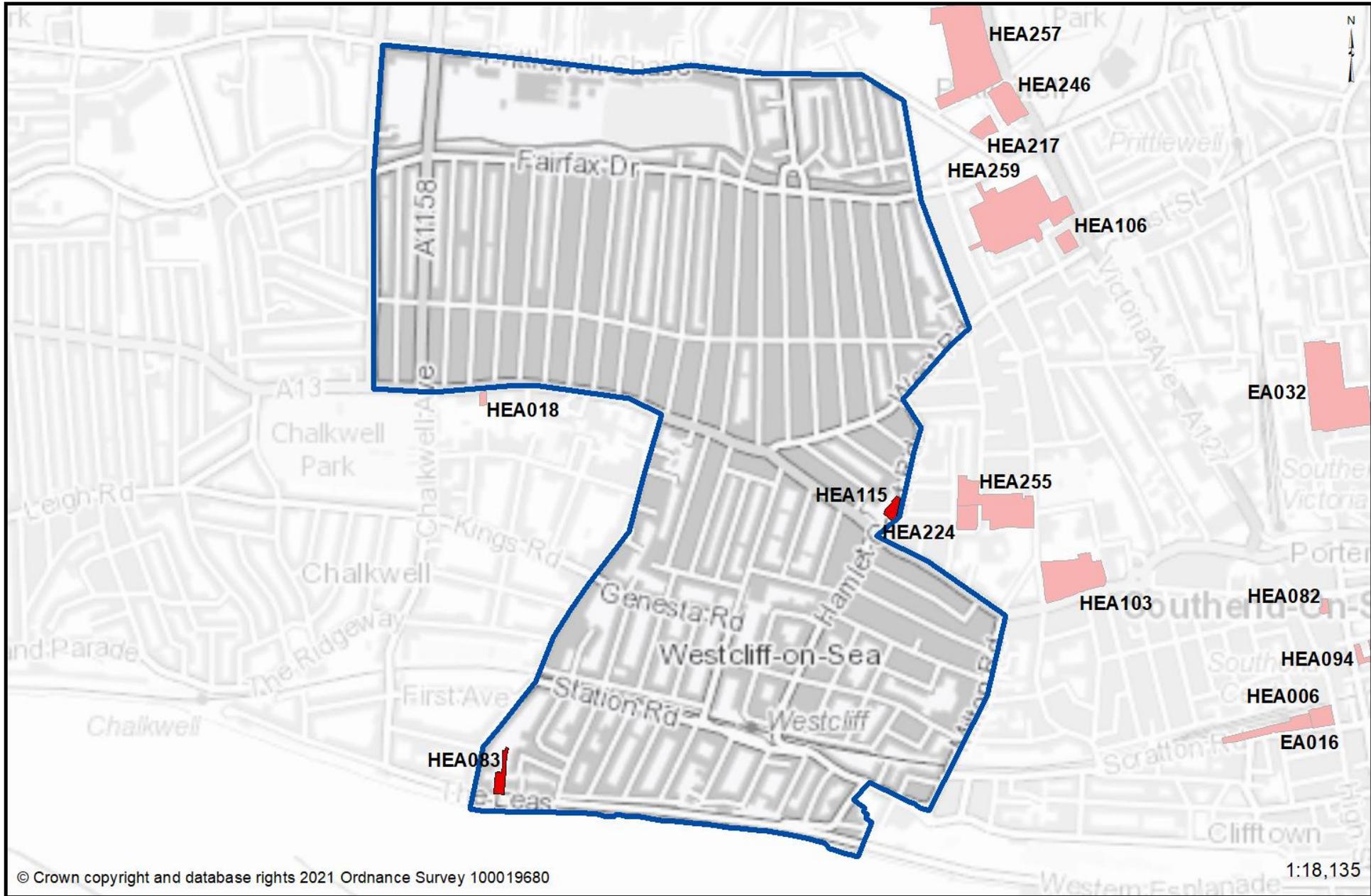
A number of potential land use proposals are identified for future housing, employment and open space. For each site, the location, proposed use and indicative amount of development (if applicable) is provided.

### 3.5.4 New Homes

Potential site proposals for residential development can be viewed in **Map 37. Table 38** sets out relevant information including, context and surrounding uses, proposed use, estimated number of new dwellings and what 'component of growth' the site contributes to in reference to **Section 2: Meeting Our Housing Needs (Table 2)**. The sites have been promoted to us by landowners/ agents and are included here for comment. **Table 38** also notes the amount of new homes that are likely to come forward over the lifetime of the plan through sites already with planning permission and windfall development.

For more information on each site an assessment can be viewed by clicking on the site reference in **Table 38** below, or via the Councils website:  
<https://localplan.southend.gov.uk/>

Map 37: Potential Residential Sites – Westcliff (excluding those with planning permission)



**Table 38: Potential Residential Sites – Westcliff**

Westcliff on Sea								Questions
Site ref	Name of Site	Context and Surrounding uses	Potential Land Use	Potential Land Use (summary)	Component of Change	Estimated number of homes (Gross)	Estimated number of homes (Net)	Comment & Preferred typology
HEA083	30-32 The Leas	The site previously contained 3 historic dwellings but following 2 fires in 2018 planning consent was granted to demolish the buildings due to health and safety concerns and this has been completed.	Subject to an assessment of the impact of any development on the character and appearance of the Crowstone Conservation Area, which the site lies within. Potential for residential conversion / development. Planning permission granted in 2020 for 9 residential units.	Residential development	Urban Area General	7	7	
HEA115	Part of Hamlet Court Road Car Park	Eastern half of the Hamlet Court Road car park (surface car park), residential properties to the north east, car park and public toilets to the south west. Surrounded by two storey residential buildings. District Centre of Hamlet Court Road to the south.	Subject to the consideration of loss of public parking the site is considered suitable in principle for housing development and would also benefit from some form of public green space.	Residential development	Urban Area General	10	10	
Planning permission 5 units or more	HEA024, HEA123, 17/01137/FUL, 18/01812/FUL						32	
Planning permission 4 units or less							46	
Being Implemented							51	
Windfall							707	
<b>Total</b>							<b>853</b>	

### 3.5.4 Westcliff (Residential)

**Have your say.....**

**Please explain your answer**

- a. Do you agree with the proposed housing sites for Westcliff? You may wish to outline the type and scale of development you would like to see come forward in reference to **Figure 24: Development Typologies** as set out below.
- b. Do you have any other comments on housing provision in Westcliff?

### 3.5.5 Urban Form and Development Typologies

Good quality urban design will be essential in new housing development if the character of the neighbourhood is to be enhanced.

**Map 38** shows the Urban Forms of Westcliff neighbourhood. This has been informed by the Southend Borough Wide Character Study and is intended to provide a broad overview of the types and densities of development across the neighbourhood; this can range from low density, areas of detached housing, to high rise flats.

To assist with the preparation of development management and design policies, which will impact the scale, type and density of new homes, we are interested in your views on broadly what types of development you think should come forward in the neighbourhood. It may be that there are different parts of the neighbourhood that you think could accommodate different types of development.

**Figure 24** provides a range of development typologies at different densities, for both houses and flats. We'd like to know whether there is a particular typology that you'd like to see come forward in Westcliff and within the different Urbans Forms as shown in **Map 38**. For instance you may believe the 'Linear Centre' of the London Road within **Map 38** should accommodate higher density development, such as flats typology F2 and F3, within **Figure 24**.

Figure 24 – Development Typologies

Houses



H1: 25dph      H2: 40dph      H3: 60dph

Flats

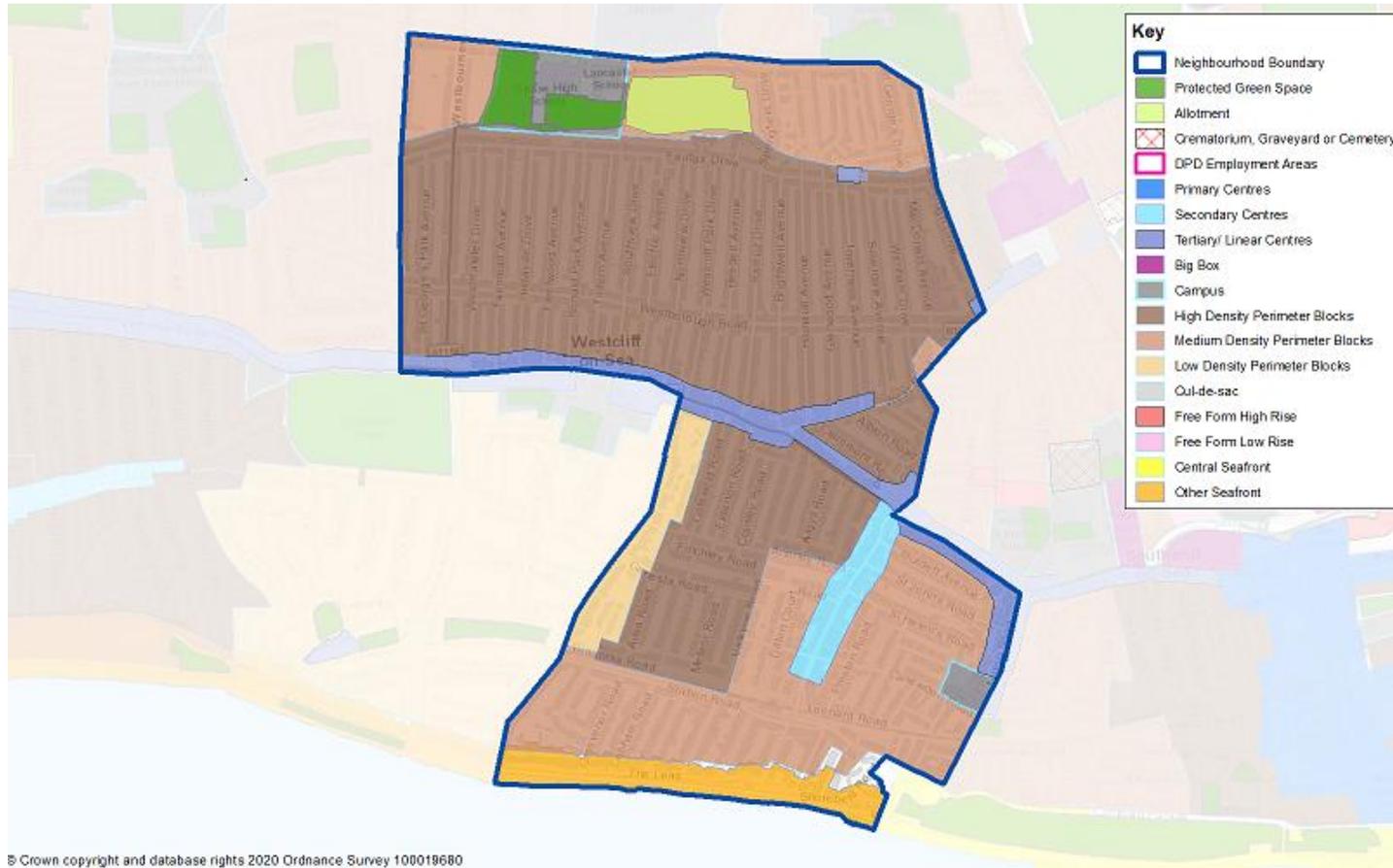


F1: 60dph      F2: 90dph      F3: 135dph



F4: 250dph      F5: 525dph

## Map 38: Urban Form of Westcliff



Key	
	Neighbourhood Boundary
	Protected Green Space
	Allotment
	Crematorium, Graveyard or Cemetery
	Primary Centres
	Secondary Centres
	Tertiary/Linear Centres
	Big Box
	Campus
	High Density Perimeter Blocks
	Medium Density Perimeter Blocks
	Low Density Perimeter Blocks
	Cul-de-sac
	Free Form High Rise
	Free Form Low Rise
	Central Seafront
	Other Seafront



**Low Density Perimeter Blocks:** large individual plots able to accommodate significant houses or bungalows, often built to individual designs.



**Medium Density Perimeter Blocks:** Includes classic inter-war suburban areas that can accommodate a wide variety of building scales and types.



**High Density Perimeter Blocks:** Urban Areas often comprised of tightly arranged, regular rows of Victorian/Edwardian terraces with on street parking



**Secondary Centre:** Provide a mix of comparison and convenience shopping, typically with a finer grain than primary centres, well integrated with their context.



**Campus:** Normally associated with institutional or business uses such as colleges, hospitals or civic buildings.



**Tertiary/Linear Centre:** typically found as shopping parades within residential areas but also include the near-continuous string of shops which line the most significant, historic routes in the Borough.



**Other Seafront:** Seafront areas east and west of the Central Seafront area with a varied scale and pattern of use. Includes guest houses, small hotels and retirement flats/apartment buildings.

### 3.5.4 Westcliff (Urban Form)

Have your say.....

Please explain your answer

- a. What types of development typology (**Figure 24**) do you think should come in Westcliff? You may wish to refer to the different urban forms presented in **Map 38** in your answer.

### 3.5.5 Employment

The retention and provision of employment sites is necessary to enable balanced job and housing growth. Westcliff neighbourhood has no designated employment areas. Key employers in the area are Southend Hospital, local schools and the two theatres, as well as the many small businesses within Hamlet Court Road and along London Road. Proximity to Westcliff and Prittlewell stations also provides opportunity for residents travel out of the Borough for work.

### 3.5.6 Commercial Centres

To ensure the vitality of town centres, the National Planning Policy Framework encourages local planning authorities to implement planning policies and decisions that support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management, and adaptation.

The Government recently introduced changes to the Use Classes Order which consolidates a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices, and light industry into a single use class (Use Class E) and any change of use of a building or land between those uses falling within this Use Class will not require planning permission. It is therefore proposed to define as “Commercial Areas”, centres where we will promote ground floor uses to be within Class E Use Class and encourage improvements to shopfronts and the street scene.

There are a range of commercial centres in the Borough that protect ground floor uses for business purposes (use class E<sup>8</sup>) and thereby perform a vital function by ensuring communities are served by a range of retail and commercial services. The Commercial Centres in Westcliff are set out in **Table 39**.

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<sup>8</sup> <https://www.legislation.gov.uk/uksi/2020/757/made>

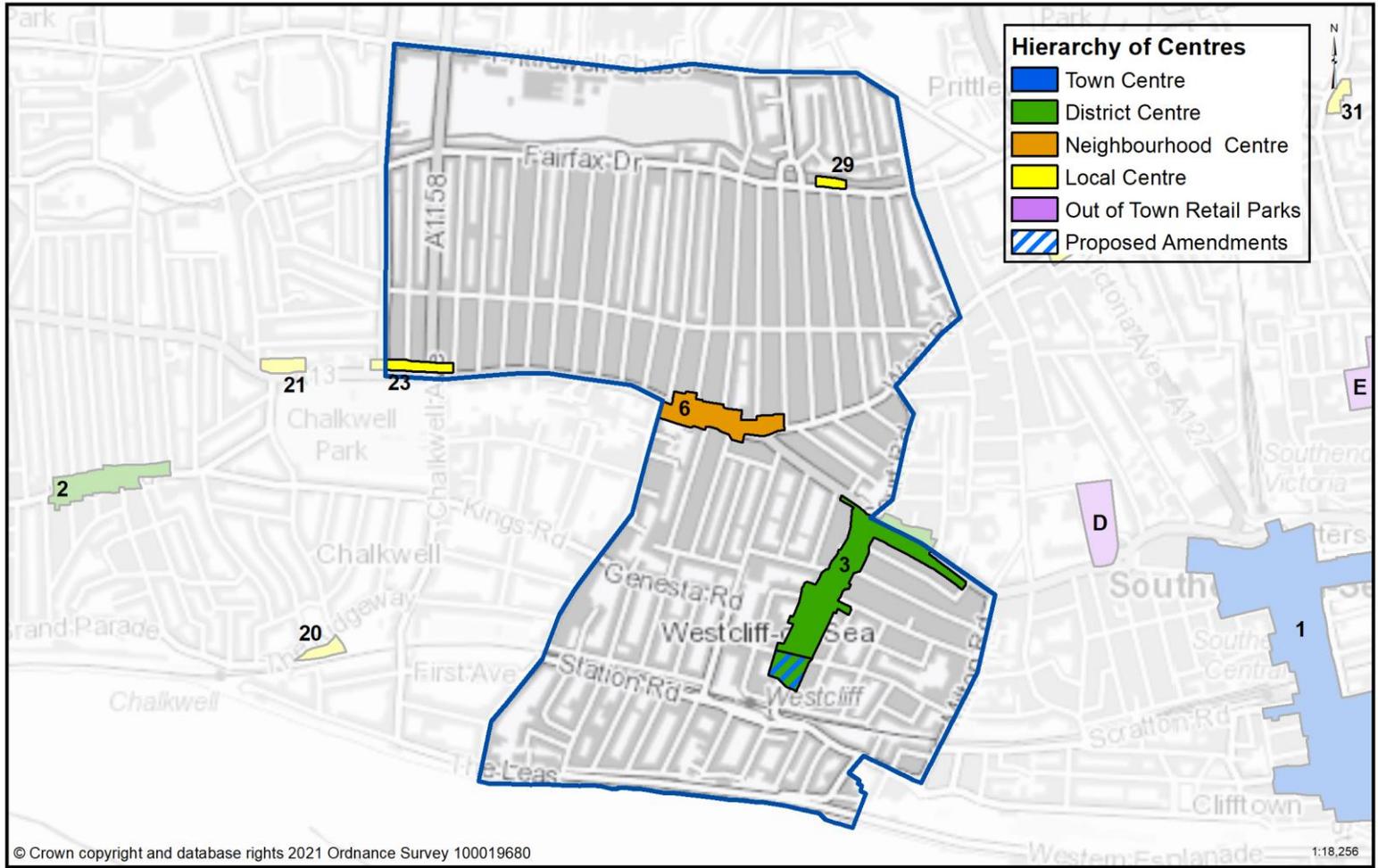
There are amendments proposed to the Westcliff (Hamlet Court Road/London Road) District Centre ([Map 39](#)) due to the reduction of active frontages in the south of the centre that reduce its ability to function as an effective commercial, business and service sector. The southern section has a high proportion of units in residential use, introducing a dispersed distribution of the retail provision. To ensure a healthy commercial centre which delivers the required improvements and which functions accordingly it might be necessary to consider the extent of the centre. Releasing this part of the centre by allowing for alternative uses, while the rest of the centre can be the focus for commercial uses, will consolidate and strengthen the whole centre.

As of August 2021, the Government is also introducing expanded permitted development rights to enable Commercial Uses to be converted to residential without planning permission. Due to this there are limitations on safeguarding ground floor commercial uses within key centres from changing to residential. However, under Article 4 of the General Permitted Development Order a local planning authority can apply to the Secretary of State to withdraw specified permitted development rights across a defined area. The use of Article 4 directions should not be expansive and therefore if we were to use them to restrict ground floor commercial uses from changing to residential, we must focus them to the most important frontages. In reference to [Table 39](#) and [Map 39](#) we are interested in your views on which centres we should investigate for using Article 4 Directions in order to restrict ground floor commercial frontages from being developed to residential under permitted development.

**Table 39: Westcliff Commercial Centres**

Ref	Name	Centre Type
3	Westcliff (Hamlet Court Road/London Road)	District Centre
6	London Road / West Road	Neighbourhood Centre
23	London Road, Chalkwell Park	Local Centre
29	Fairfax Drive	Local Centre

**Map 39: Westcliff Commercial Centres**



### 3.5.6 Westcliff (Commercial Centres)

Have your say.....

Please explain your answer

- a. Should we seek to define 'Commercial Areas' as set out in [Table 39](#) to promote a range of commercial uses to serve local community needs and provide local employment opportunities?
- b. Should we investigate using Article 4 direction to safeguard ground floor commercial uses within the town, district and neighbourhood centres by restricting permitted development to residential – if so what frontages?
- c. Do you agree with the proposed amendments as set out on [Map 39](#)?
- d. Are there any other areas within the Westcliff Neighbourhood area that we haven't identified that should be promoted for commercial activities?

### 3.5.7 Green Space

National planning policy allows for Local Plans to identify and protect existing green space so it is not built on unless an assessment demonstrates the open space, buildings or land are surplus to requirements; any open space lost would be replaced by equivalent or better provision in terms of quantity, quality and access; or the benefits of new sports and recreation facilities clearly outweigh the loss of the current or former use as open space. In this respect the New Local Plan seeks to protect the green spaces as set out in **Table 40** and **Map 40**.

#### Existing Green Space

The neighbourhood itself has very little public green space. There is a playground at Fairfax Drive and allotments at Springfield Drive. Just outside the neighbourhood, Milton Gardens and Gainsborough Park and playground, although relatively small, are also well used by residents. There are large public parks at Priory Park, Chalkwell Park and Esplanade Gardens, to the east, west and south of the neighbourhood area, which also offer access to green space for residents. However the high-density nature of the neighbourhood and more urbanised character of the streets mean that it is less leafy in character than most of the other neighbourhoods. This is illustrated by the lack of tree cover, which at 8.5% of the neighbourhood is one of the lowest in the Borough. The Council's Tree Policy sets a target to extend the overall tree canopy cover in the Borough from 12% to 15% by 2050. Tree cover should be increased whenever opportunities arise.

Residents in the western and eastern edges of Westcliff are within the walking catchment of Chalkwell Park and Priory Park, offering a range of facilities including cafes, cricket and bowling, football pitches and other sports facilities, and children's playgrounds. The south east corner of the neighbourhood is within walking distance of Milton Gardens and Esplanade Gardens. Nevertheless, there remains an area in the centre of Westcliff around West Road and the top of Hamlet Court Road that lies outside a comfortable walking distance of any open space facility. This area, which has one of the highest population densities in the Borough and is near to several primary schools is therefore a priority location for new local play space or pocket parks.

#### Local Green Space

National planning policy allows local authorities to designate land as Local Green Space through their local plans, so that communities can identify and protect green areas of particular importance to them, for example because of its historic significance, recreational value, tranquillity, beauty or richness of its wildlife. Policies for managing Local Green Space are consistent with those for Green Belts. No Local Green Space sites are proposed in Westcliff. The outcome of this consultation will be particularly important in demonstrating whether any green spaces should have this designation.

#### Proposed New Green Space Sites (Table 40a)

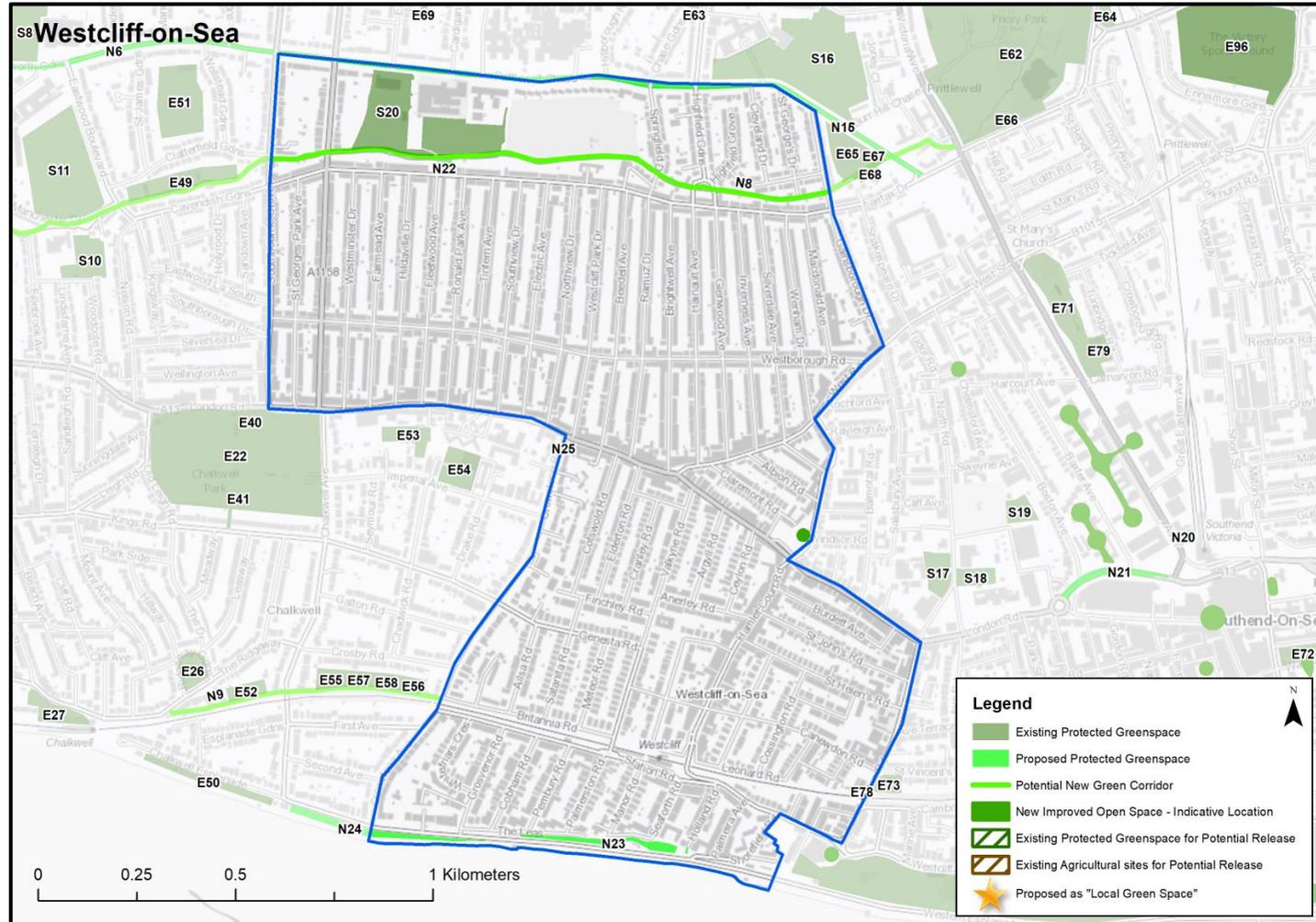
It is proposed to designate a site at the junction of London Road and Crowstone Avenue which is already landscaped and provided with seating and bins, as a Pocket Park.

Landscaped areas at The Leas are proposed to be protected as Linear Green Space as they are not currently protected. For the same reason Fairfax playground is also proposed to be protected.

The Victory Path from the Ridgeway to Crowstone Road and the Prittle Brook are proposed to be designated as Green Corridors, where biodiversity will be protected and enhanced and the route promoted for walking and cycling.

An area of search has also been identified at Hamlet Court Rd/London Road, where new provision for pocket parks or local play space should be prioritised as part of any redevelopment proposals.

**Map 40: Existing Green Space in Westcliff and Proposed New Green Space**



**Table 40: Westcliff – Protected Green Space**

Site Ref.	Name of Site	Size (Ha)
<b>School</b>		
S20	Chase High	4.052

Site Ref.	Name of Site	Size (Ha)
<b>Allotments</b>		
A7	Westcliff (Springfield Drive) Allotment	4.582

**Table 40a: Westcliff – Proposed New Green Space Designations**

Site Ref.	Name of Site	Size (Ha)
<b>Playground</b>		
N22	Fairfax Playground	0.106
<b>Linear Green Space</b>		
N23	The Leas (East)	0.513
N24	The Leas (West)	0.671

Site Ref.	Name of Site	Size (Ha)
<b>Pocket Park</b>		
N25	Crowstone Road	0.025
<b>Green Corridor</b>		
N8	Prittle Brook	4,225m

### 3.5.7 Westcliff (Green Space)

**Have your say.....**

**Please explain your answer**

- Should we seek to protect the green space sites that are not currently protected as set out in **Table 40a**?
- Do you agree that the area identified on **Map 40** as an area of search should be promoted for additional tree planting, soft landscaping or children’s play space where opportunities arise through new development?
- Are there any other areas we haven’t identified that should be protected or promoted for green infrastructure?  
Please provide an address.
- Do you propose that any sites within Westcliff should be designated as Local Green Space? Any proposals must be supported by evidence, for example the space is special in terms of beauty, historic significance, recreational value, tranquillity, wildlife or is special to the local community for other reasons.
- Do you have any other comments on green space provision in Westcliff?