

Southend Central Area Action Plan DPD

Revised Proposed Submission Version 2016

Local Planning Framework



# Contents

---

## Part A The Plan and its Context

1. Introduction
2. Vision and Objectives for the Southend Central Area
3. Spatial Strategy

## Part B Development Strategy

4. Development Strategy and Policies
  - 4.1 Introduction
  - 4.2 Retail  
*Policy DS1: A Prosperous Retail Centre*
  - 4.3 Employment
  - 4.4 Housing
  - 4.5 Culture, Leisure, Tourism and Recreation Facilities
  - 4.6 The Historic Environment
  - 4.7 Open and Green Spaces
  - 4.8 Key Views  
*Policy DS2: Key Views*
  - 4.9 Landmarks and Landmark Buildings  
*Policy DS3: Landmarks and Landmark Buildings*
  - 4.10 Flood Risk Management and Sustainable Drainage  
*Policy DS4: Flood Risk Management and Sustainable Drainage*
  - 4.11 Transport, Access and Public Realm  
*Policy DS5: Transport, Access and Public Realm*
  - 4.12 Infrastructure Provision

## Part C Policy Areas and Opportunity Sites

5. Policy Areas and Site Allocations
  - 5.1 Introduction
  - 5.2 High Street Policy Area  
*Policy PA1: High Street Policy Area Development Principles*
  - 5.3 London Road Policy Area  
*Policy PA2: London Road Policy Area Development Principles*
  - 5.4 Elmer Square Policy Area  
*Policy PA3: Elmer Square Policy Area Development Principles*  
*Opportunity Site (PA3.1): Elmer Square Phase 2*
  - 5.5 Queensway Policy Area  
*Policy PA4: Queensway Policy Area Development Principles*  
*Opportunity Site (PA4.1): 'Better Queensway' Project*
  - 5.6 Warrior Square Policy Area  
*Policy PA5: Warrior Square Policy Area Development Principles*
  - 5.7 Clifftown Policy Area

- 5.8 Tylers Policy Area
  - Policy PA6: Clifftown Policy Area Development Principles
  - Policy PA7: Tylers Policy Area Development Principles
  - Opportunity Site (PA7.1): Tylers Avenue
- 5.9 The Central Seafront Policy Area
  - Policy CS1: Central Seafront Policy Area Development Principles
  - Opportunity Site (CS1.1): Southend Pier
  - Opportunity Site (CS1.2): Seaways
  - Opportunity Site (CS1.3): Marine Plaza
  - Opportunity Site (CS1.4): New Southend Museum
  - Policy CS2: Nature Conservation and Biodiversity
  - Policy CS3: The Waterfront
- 5.10 Victoria Gateway Neighbourhood Policy Area
  - Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles
  - Opportunity Site (PA8.1): Victoria Avenue
  - Opportunity Site (PA8.2): Baxter Avenue
- 5.11 Sutton Gateway Neighbourhood Policy Area
  - Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles
  - Opportunity Site (PA9.1): Sutton Road
  - Opportunity Site (PA9.2): Guildford Road

## Part D Implementation and Monitoring Framework

### 6. Delivery of the SCAAP

- 6.1 Introduction
- 6.2 Delivery
- 6.3 Implementation
- 6.4 Monitoring

### Policies

- DS1: 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
- 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
- CS2: Nature Conservation and Biodiversity

CS3: The Waterfront  
PA8: Victoria Gateway Neighbourhood Policy Area Development Principles  
PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

## Maps

Map 1 SCAAP Boundary and Policy Areas  
Map 2 SCAAP Town Centre Primary Shopping Areas  
Map 3 SCAAP Policy Areas and Opportunity Sites

## Tables and Figures

Table 1 The Scale of New Residential Development to be delivered by 2021  
Table 2 Existing Landmarks and Landmark Buildings  
Table 3 Potential Locations for New Landmark Buildings  
Table 4 Existing and Potential Landmarks and Landmark Buildings by Policy Area  
Table 5 Opportunity Sites  
Table 6 Development Sites within the SCAAP Policy Areas  
Table 7 Indicative Scale of Development (Gross) within Opportunity Sites (2016-2021)

## Appendices

Appendix 1 Southend Core Strategy Policies  
Appendix 2 Glossary of Abbreviations  
Appendix 3 Existing Landmark and Landmark Buildings  
Appendix 4 Flood Risk Management Technical Information and Definitions  
Appendix 5 Transport, Access and Public Realm Strategy  
Appendix 6 Dwelling Figures for the Central Area - relationship with Core Strategy Requirements  
Appendix 7 Replaced Saved Planning Policies



## 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 boundary of the Southend Central Area is set out below by Map 1: SCAAP Boundary and Policy Areas and on the accompanying Policies Map.
3. 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.
4. The Core Strategy establishes housing and job growth targets for the SCAAP area, over a plan period of 2001- 2021, as follows:
  - 2,474 additional dwellings<sup>1</sup>
  - 7,250 additional jobs<sup>2</sup>
5. Between 2001 and 2016, 1084 dwellings have been built within the Southend Central Area. Employment data for the entire 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.
6. Building on this more recent resurgence and growth, the SCAAP is considered to be an important catalyst and driver for inward investment and for the delivery of the remaining proportion of planned regeneration and growth in the Southend Central Area to meet or exceed Core Strategy targets up to 2021.
7. Local Plan preparation and other planning policy and guidance for Southend
8. It is also acknowledged that further work has been jointly undertaken to establish an objectively assessed need, in terms of jobs and housing, for Southend and surrounding housing market area. Following publication of this evidence, preparation of a Southend Local Plan will commence. This will set out new long term growth targets replacing those of the adopted Southend Core Strategy, including a review of unimplemented development sites within the SCAAP.

---

<sup>1</sup> Core Strategy CP8: Town Centre (2,000), plus Seafront (550), minus SHLAA sites identified in the rest of the seafront outside the SCAAP area (76) = 2,474

<sup>2</sup> Core Strategy Cp1: Town Centre (6,500), plus Seafront (750) = 7,250

9. The Borough Council adopted the Development Management Document (DMD) in July 2015. The DMD sets out policies for positively managing development in Southend and will be used to assess and determine planning applications within the SCAAP area as well as throughout the Borough.
10. The Council's adopted Community Infrastructure Levy (CIL) charging schedule sets out where the levy may be payable, where exemptions apply, together with the CIL rates for development types and charging areas, including Southend Central Area. The proceeds can be spent on providing infrastructure to support the development within that authority's area.
11. The Borough Council has also adopted the following Supplementary Planning Documents (SPDs) which provide further guidance and advice:
12. 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)

- 13 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 a 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.
- 14 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.
- 15 South Essex Growth Partnership is driven by the private sector with support from the public sector and is part of the SELEP. The partnership seeks to draw upon the areas key assets to help unlock the growth potential of South Essex. The South



Essex authorities work collaboratively to ensure the area achieves regeneration, economic growth, new infrastructure and skills for the population.

### Southend Business Improvement District (BID)

- 16 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

- 17 The Council's Low Carbon Energy and Sustainability Strategy 2015-2020 focuses on delivering low carbon growth, improving energy efficiency and providing a more sustainable future for residents, communities and businesses, with the aim of establishing Southend as Low Carbon City.

### Southend Central Area Action Plan DPD

#### Context and Issues for the Southend Central Area

- a. **Housing** – the **core** town centre has relatively fewer residential dwellings when 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, particularly footfall in the evening, once shops and businesses have closed.
- b. **Offices** – Southend Central Area is characterised by concentrations of large, out-dated and often redundant office development, which has been identified for mixed-use redevelopment in this Plan. Modern, fit-for-purpose, smaller-scale, flexible high-quality office accommodation, which 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 diversify its offer, whilst maintaining its retail function, to ensure it remains attractive and competitive as high streets adapt to the market.
- d. **Education** – the higher and further educational offer of Southend has significantly improved in recent years, including a number of successful developments within Southend Central Area. There is also a need to ensure that 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 new developments. However, there is opportunity to further maximise Southend’s potential as a visitor destination, particularly in terms of the evening economy and overnight and longer stays.
- f. **Central Seafront Area** – the central 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 a 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 parts 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 and accessible environment, encouraging more sustainable modes of transport including walking and cycling around the central area, whilst acknowledging the role the car plays in this balance.

In terms of car parking provision, even during peak periods, evidence indicates that there is additional capacity within the town centre. However, during these peak times, a small number of car parks have been close to capacity. As a number of the SCAAP Opportunity Sites are located on existing Council owned car parks, there will be 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 are conserved and enhanced to ensure they continue to make a full contribution to the character of Southend Central Area.
- i. **Climate Change, 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 surface water 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.

- 18 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

- 19 The purpose of the SCAAP 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.
- 20 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 reside.
- 21 The intention is also to 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

- 22 *All policies within this Area Action Plan should be read in conjunction with relevant national and local planning policies and guidance.*
- 23 *Please note that this Area Action Plan should be read as a whole, as the policies are cross-cutting and interrelate.*
- 24 *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.*

## Supporting Documents

- 25 The following documents together with other evidence base documents that have helped to inform the preparation of the SCAAP are available to view on the Council's website at [www.southend.gov.uk](http://www.southend.gov.uk).

## Sustainability Appraisal

- 26 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 latest assessment of the sustainability and the potential significant effects of this plan can be found in the SA Report, which is available for comment.

## Habitats Regulations Screening Report

- 27 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 sites designated for their nature conservation importance. These include Special Areas of Conservation, Special Protection Areas, and international Ramsar sites.
- 28 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.

## Policies Map

- 29 The SCAAP is accompanied by a Policies Map, which illustrates the boundary of the SCAAP area, its Policy Areas and Opportunity Sites, proposals and the extent of land use designations related to policy.

## 2. Vision and Objectives for Southend Central Area

---

30 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 a destination 'City by the Sea'. As a prosperous and thriving regional centre and resort, it will be an area that is vibrant, safe and hospitable, rich in heritage, commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips, overnight and longer stays.

Our aim is to transform the perception and image of Southend through sustainable economic growth, high quality development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.

31 Our objectives for achieving this are:

### Strategic Objectives

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, leisure and tourism.

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.

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.

To encourage the establishment and expansion of businesses in Southend Central Area by identifying, promoting or actively bringing forward suitable sites for development to meet modern user and investor requirements.

To promote and enhance the tourism, cultural and leisure offer within the central area, including visitor accommodation, having regard to the assets offered by the area, in order to attract greater visitor numbers and promote more overnight stays.

To promote the central area as a thriving learning quarter that provides state of the art facilities and well-designed student accommodation.

To improve accessibility to the area, ensuring streets, public and green spaces are well-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, such as rail and bus.

To promote a positive approach to public car parking provision that provides public car parking levels that support the vitality of the town centre, and provide good access to the seafront by encouraging improvements to the quality of access to and from parking areas that are convenient, well-signposted, safe and secure.

To address climate change matters and 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.

To enhance the quality of, and 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 Site of Special Scientific Interest (SSSI), Ramsar site, Special Protection Areas (SPA) and other environmental designations, to protect and enhance local biodiversity and nature conservation, and to encourage opportunity for linked trips.

To celebrate and enhance the setting 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 who live, work and visit the area.

## Part B: Development Strategy

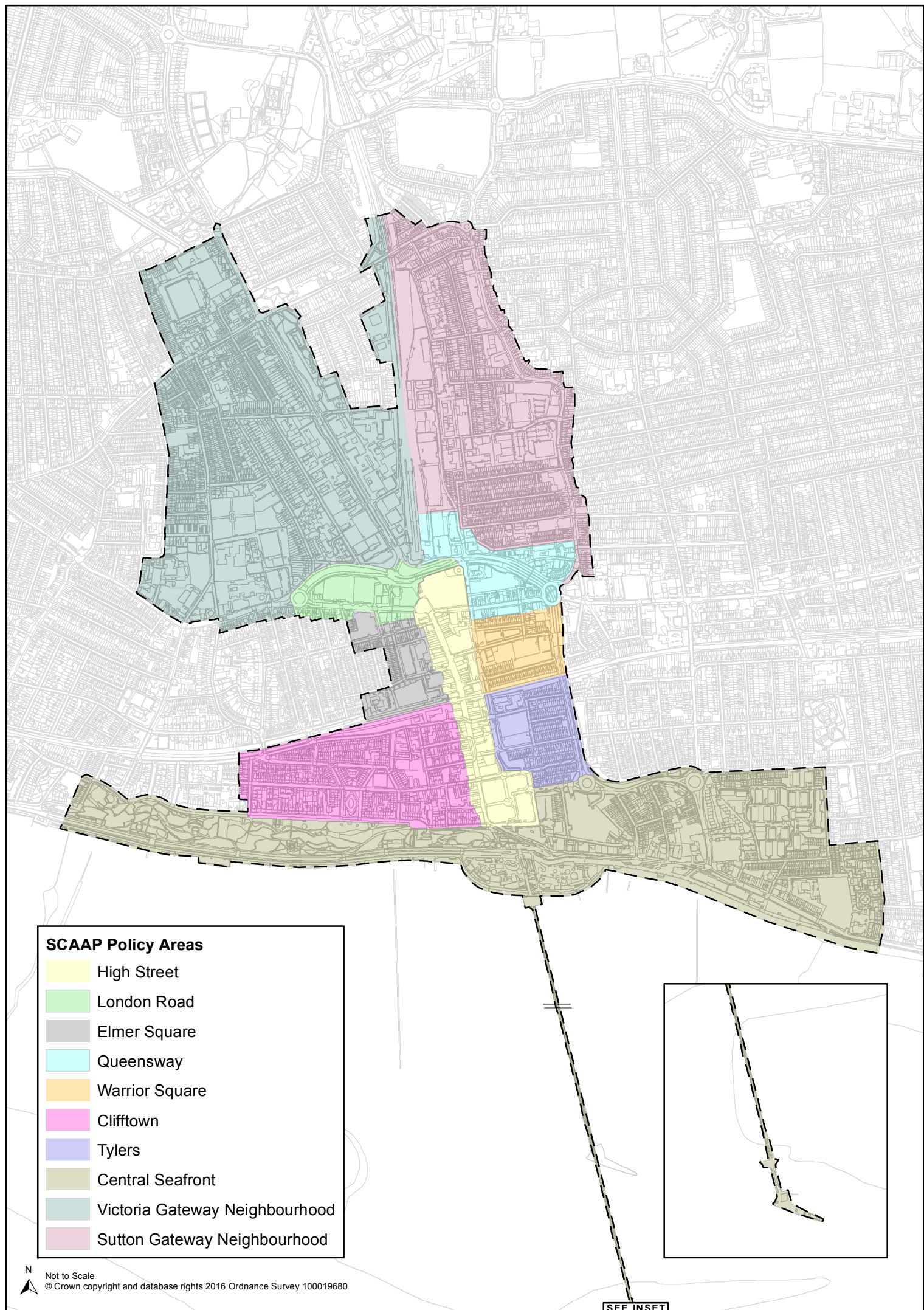
### 3. Central Area Strategy and Criteria Based Policies

---

#### Central Area Strategy

- 32 The Central Area Strategy seeks to develop 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 with additional residential development creating a new critical mass to support growth and inward investment.
- 33 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 1: SCAAP Boundary and Policy Areas), which will guide new development.
- 34 The SCAAP establishes Policy Areas which, to varying extents, take on a new mixed-use sustainable character. Development within these Policy Areas will be appropriate to their context, either seeking to strengthen the existing competitive advantage of current uses, encourage a greater mix of uses or defining new roles, contributing to the regeneration of the identified opportunity sites as well as Southend Central Area as a whole.
- 35 The introduction of new residential uses as part of a broader mix is a key element in achieving a vibrant, thriving Town Centre.
- 36 The Policy Areas have been identified as follows:
- High Street
  - London Road
  - Elmer Square
  - Queensway
  - Warrior Square
  - Clifftown
  - Tylers
  - Central Seafront
  - Victoria Gateway Neighbourhood
  - Sutton Gateway Neighbourhood
- 37 Within the Policy Area's there are also a number of 'Opportunity Sites'. The approach for managing these sites, and wider policy areas, is set out in Part C: Policy Areas and Site Allocations.

# Map 1 - SCAAP Policy Areas



## SCAAP Policy Areas

- High Street
- London Road
- Elmer Square
- Queensway
- Warrior Square
- Clifftown
- Tylers
- Central Seafront
- Victoria Gateway Neighbourhood
- Sutton Gateway Neighbourhood

N  
Not to Scale  
© Crown copyright and database rights 2016 Ordnance Survey 100019680

SEE INSET



## 4. Criteria Based Policies

---

### 4.1 Introduction

- 38 This section sets out the policy context for key uses and development within Southend Central Area. It includes a strategy and, where relevant, policies<sup>3</sup> 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 (including education, health and social and community facilities)

### 4.2 Retail

- 39 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 the 'High Street', which are facing competition from internet shopping, out-of-town retail parks and neighbouring centres, has impacted the level of trading in the Town Centre, and consequently there is a need to enhance and broaden its offer and function.

#### Southend Town Centre's Primary Shopping Area

- 40 The Primary Shopping Area of Southend's town centre (see **Map 2** and **Policies Map**) is focused around a long, well established linear High Street, and anchored by The Victoria shopping centre to the north and The Royals shopping centre to the south.
- 41 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.

---

<sup>3</sup> Where there is not a policy sited in this section of the Plan there is a 'Policy Linkages' box which highlights another Plan where relevant policies may be found.

- 42 Opportunities for additional retail floorspace will be expected to arise from some incremental increases in existing floorspace through extending shop units or creating larger trading areas through internal unit reconfiguration. Additionally, consideration and use of vacant floorspace, particularly in the Victoria's shopping centre should be made.
- 43 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.
- 44 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:
- P1 High Street;
  - P2 London Road;
  - P4 Queensway and Opportunity Site PA4.1 along Southchurch Road;
  - P6 Clifftown (for small scale niche retail);
  - P7 Tylers, including Opportunity Site PA7.1.
- 45 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.

### Town Centre Primary and Secondary Shopping Frontages

- 46 Town Centre Primary and Secondary Shopping Frontages, as defined on the Policies Map (and outlined on Map 2 below), perform a vital role by managing the shopping function of the town centre to ensure its long term vitality and viability is not significantly harmed as a sub-regional destination.
- 47 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 manage the proportion of retail and non-retail uses which will help to ensure that the town centre remains an attractive place to shop. The Town Centre Primary Shopping Frontage comprises three distinct zones, the High Street, the Victoria's Shopping Centre and the Royals Shopping Centre.
- 48 Secondary shopping frontages located within the town centre, as defined on the policies map, are often located adjacent to a 'high street', and allow for a greater number and diversity of uses. The Victoria and Royals Shopping Centre's are home to a number of key anchor retail stores, however, they are located to the periphery of the main high street and provide an important transition between retail shopping

and the residential neighbourhoods to the north (of the Victorias) and the leisure and recreational uses of the central seafront to the south (of the Royals). As a result both centres offer the potential to provide for a greater diversity of town centre uses, particularly A3 restaurants and cafes, and, therefore, a number of their frontages have been designated as secondary to allow for this flexibility.

### Development Management Policy

- 49 Development Management Policy DM13 (Shopping Frontage Management outside the Town Centre) identifies 3 discreet areas of Secondary Shopping Frontage **within 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.

## Policy DS1: 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: Town Centre and Retail Development of the Southend-on-Sea Core Strategy** and the provisions of the National Planning Policy Framework (NPPF).
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. The Council will seek to maintain a high level of retail use with at least 70% A1 retail use within town centre primary shopping frontage. Alternative appropriate non-retail uses, particularly A3 uses, will also be supported provided that they contribute to the vitality of the Town Centre and would result in:
  - a. no more than 30% of the town centre primary shopping frontage, measured in terms of length of frontage\*, being used for non-retail purposes. Where non-retail uses would exceed 30% of the primary shopping frontage length, no further loss of Class A1 will be allowed\*\*;
  - b. no more than two consecutive non-retail uses in a street frontage\*\*;
  - c. an active frontage is retained or provided with a display function for goods and services rendered and the proposed use will provide a direct service to visiting members of the general public;
  - d. no detrimental impact to those living or working nearby, for example by causing undue noise, odour and disturbance.

*\* The measurement will be applied separately to each distinct Town Centre Primary Shopping Frontage zone, these being the High Street (1313m), Victoria Shopping Centre (140m) and Royals Shopping Centre (233m)*

*\*\* 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)*

5. All proposals in the town centre secondary shopping frontage, as defined on the Policies Map, must ensure that:
  - i. an active frontage is retained or provided with a display function for goods and services rendered and the proposed use will provide a direct service to visiting members of the general public; and
  - ii. 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, roofscape and character of the building and surrounding area. The design of new shop fronts should have regard to the Design and Townscape Guide

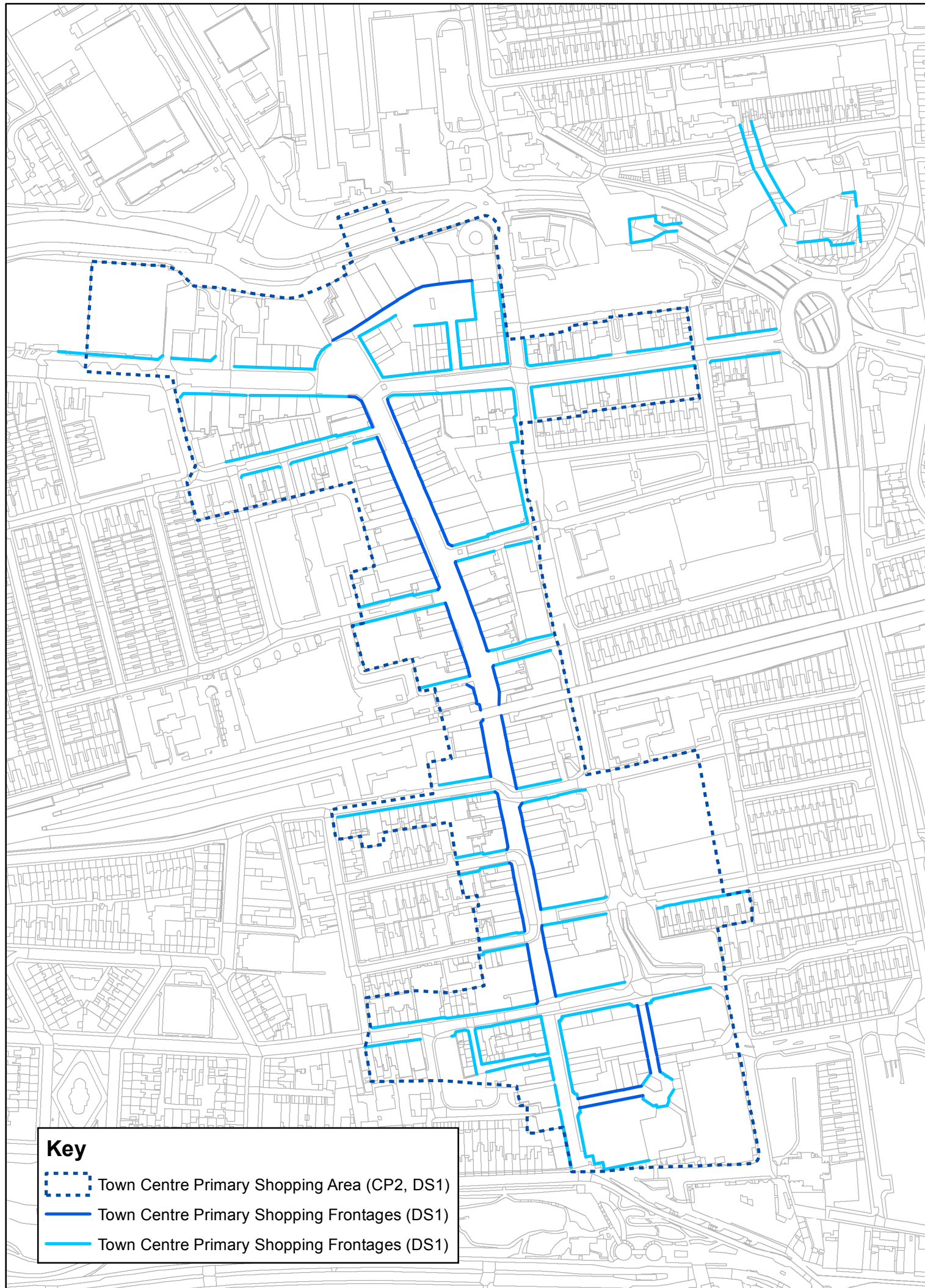
SPD and address the following design principles:

- i. 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;
  - ii. Blank frontages will be resisted on principal elevations and opportunities for exposing upper floor windows maximised.
7. Where an empty unit has little prospect of being occupied within a primary or secondary shopping frontage in the short term, the Council will encourage the landowner/landlord to display local art within the windows to create visual interest from the public realm.
  8. Proposals for the use of upper floors in 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.
  9. The Council will seek to maintain and enhance 'street 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.

POLICY LINKAGES - RETAIL	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 3, 5, 6, 8	<b>Policies:</b> KP2: Development Principles CP2: Town Centre and Retail Development
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 2, 8	<b>Policies:</b> 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 PA7: Tylers 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.*

# Map 2 - SCAAP Town Centre Primary Shopping Area and Shopping Frontages



## 4.3 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 in 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 as well as knowledge based creative industries.
- 51 It is recognised that delivery of the Core Strategy employment target (7,250 additional jobs to be delivered in the Town Centre and Central Area between 2001 – 2021<sup>4</sup>) 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 are underway. Clearly, the Borough-wide employment targets as set out in the Core Strategy will be reviewed as part of preparing a new Southend Local Plan. Nevertheless, the SCAAP will seek to maximise employment opportunities and the SCAAP is seen as an important catalyst in helping to deliver a sustainable balance of new jobs alongside housing within the central area.
- 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 PA8.1)**. 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.

---

<sup>4</sup> Core Strategy Cp1: Town Centre (6,500), plus Seafront (750) = 7,250

55 It is anticipated that flexible, good quality office development will, in the main, take place through redevelopment within **Warrior Square Policy Area and Victoria Gateway Neighbourhood Policy Area**. The policies for these areas, and opportunity sites are set out within **Part C: Policy Area and Site Allocations** 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, the growth of 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	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 1, 2, 3, 4, 5	<b>Policies:</b> Policy KP1: Spatial Strategy Policy CP1: Employment Generating Development
<b>Development Management DPD</b>	<b>Policies:</b> Policy DM10: Employment Sectors Policy DM11: Employment Areas
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 9	<b>Policies:</b> Policy PA2: London Road Policy Area Development Principles Policy PA5: Warrior Square Policy Area Development Principles Policy PA6: Clifftown Policy Area Development Principles Policy PA8: Victoria Gateway Neighbourhood Policy Area



	Development Principles Policy 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.*

## 4.4 Housing

- 60 There are a number of existing residential areas in the Central Area. However, when compared to the rest of the Borough, the core town centre has relatively few residential properties.
- 61 Delivering new homes within Southend Central Area, including residential above ground floor commercial, 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 need to be taken to ensure there is a balanced housing offer, taking into account the existing tenure mix of a particular area.

### Scale of Residential Development

- 63 The SCAAP is considered to be an important catalyst and driver for inward investment and for the delivery of the remaining proportion of planned regeneration and growth in the Southend Central Area to meet, or exceed, Core Strategy targets up to 2021.
- 64 It is acknowledged that further work has been jointly undertaken to establish an objectively assessed need, in terms of jobs and housing, for Southend and surrounding housing market area. Following publication of this evidence, preparation of a Southend Local Plan will commence alongside delivery of the SCAAP. The Local Plan will set out new growth target replacing those of the adopted Core Strategy and will review unimplemented development sites within the SCAAP.
- 65 The Core Strategy requires at least 2,474<sup>5</sup> net additional new dwellings to be provided within Southend Central Area, during the period from 2001 to 2021.

<sup>5</sup> Core Strategy CP8: Town Centre (2,000), plus Seafront (550), minus SHLAA sites identified in the rest of the seafront outside the SCAAP area (76) = 2,474

According to the Southend Annual Monitoring Report (AMR), between 2001 and 2016, 1084 dwellings have been built within the Southend Central Area. An additional 1,732 net dwellings have been identified through Opportunity Sites and 1,040 of these have planning permission as of 1 April 2016. A further 434 dwellings have been identified by outstanding planning permissions located outside of the opportunity sites and are predicted to be delivered by 2021, see table 1 below.

Table 1: The Scale of new Residential Development to be delivered by 2021

SCAAP Policy Area	Net dwellings in Opportunity Site (of which committed)	Other committed at 1 April 2016 (net)	Total
PA1: High Street	0	171	171
PA2: London Road	0	1	1
PA3: Elmer Square	0	73	73
PA4: Queensway	380 (8)	0	380
PA5: Warrior Square	0	16	16
PA6: Clifftown	0	57	57
PA7: Tylers	150	4	154
CS1: Central Seafront	278 (278)	4	282
PA8: Victoria Gateway Neighbourhood	782 (662)	39	821
PA9: Sutton Gateway Neighbourhood	142 (92)	69	211
<b>TOTAL</b>	<b>1,732 (1,040)</b>	<b>434</b>	<b>2,166</b>

Committed = with planning permission or prior approval

66 All Policy Areas may offer potential for residential development. Appendix 6 shows the amount of dwellings identified to be delivered by 2021 within the SCAAP area and relationship with the Core Strategy targets, further details are also included within each Policy Area, Part C: Policy Areas and Opportunity Sites.

### Student Accommodation

67 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.

68 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

Council will support the provision of well-designed student accommodation in Southend Central Area, as it provides a sustainable location for students, with easy access to the university and college buildings. It will also help to contribute to the aim of increasing the residential population and potential spend in Southend Central Area.

- 69 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	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 6, 7, 14	<b>Policies:</b> Policy KP1: Spatial Strategy Policy KP2: Development Principles Policy KP3: Implementation and Resources Policy CP8: Dwelling Provision
<b>Development Management DPD</b>	<b>Policies:</b> Policy DM7: Dwelling Mix, Size and Type Policy DM8: Residential Standards Policy DM9: Specialist Residential Accommodation
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 2, 3, 8, 10	<b>Policies:</b> Policy PA1: High Street Policy Area Development Principles Policy PA2: London Road Policy Area Development Principles Policy PA4: Queensway Policy Area Development Principles Policy PA5: Warrior Square Policy Area Development Principles Policy PA6: Clifftown Policy Area Development Principles Policy PA7: Tylers Policy Area Development Principles Policy CS1: Central Seafront Policy Area Development Principles Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles Policy 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.*

## 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

- 70 Southend Central Area will continue to be the primary focus for further enhancement of cultural, leisure, tourism and recreational attractions and facilities. This will build on the town's role as a major resort and contribute to a stronger, more vibrant centre.
- 71 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 regeneration of the former Palace Hotel as the Park Inn, and the new Premier Inn development on Eastern Esplanade, which has increased the quality as well as capacity of hotel offer.
- 72 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 as well as draw in additional visitors and investment. The strategy for the **Central Seafront Policy Area** within this plan (see 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.
- 73 Tourism is an important economic driver for the Town Centre. However, the tourism industry still tends to operate on low levels of overnight stays, and the relatively short supply of high quality hotels, bar those mentioned above, and current restaurant offers in Southend Central Area may not attract those visitors with more spending power. The refresh of the **Southend Local Economic Assessment (2013)** concludes that potential remains to improve and diversify the tourism offer to increase overnight and longer stays and add value, whilst at the same time, harness the spending power of visitors and out commuting residents alike.
- 74 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, in particular, offers a good location for the development of visitor accommodation, given close proximity to both the Town Centre and Seafront.

- 75 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.
- 76 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	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 1, 2 13, 14, 15, 18	<b>Policies:</b> Policy KP1: Spatial Strategy Policy KP2: Development Principles Policy KP3: Implementation and Resources Policy CP1: Employment Generating Development Policy CP4: The Environment and Urban Renaissance Policy CP6: Community Infrastructure Policy CP7: Sport, Recreation and Green Space
<b>Development Management DPD</b>	<b>Policies:</b> Policy DM1: Design Quality Policy DM6: The Seafront Policy DM10: Employment Sectors Policy DM12: Visitor Accommodation
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 3, 5, 6, 7, 8, 10	<b>Policies:</b> Policy PA1: High Street Policy Area Development Principles Policy PA2: London Road Policy Area Development Principles Policy PA3: Elmer Square Policy Area Development Principles Policy PA4: Queensway Policy Area Development Principles Policy PA5: Warrior Square Policy Area Development Principles Policy PA6: Clifftown Policy Area Development Principles Policy PA7: Tylers Policy Area Development Principles Policy CS1: Central Seafront Policy Area Development Principles Policy CS4: The Waterfront Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles Policy 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.*

## 4.6 The Historic Environment

- 77 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. Heritage assets are an important component of the tourist economy and play a crucial role in the identity-making and celebration of Southend. 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.
- 78 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. The town centre and seafront historical assets will be promoted and enhanced as part of the future development of the town and built environment.
- 79 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. It should be noted that listed buildings, buildings in conservation areas and scheduled monuments are exempted from the need to comply with energy efficiency requirements of the Regulations where compliance would unacceptably alter their character and appearance.

### Conservation Areas

- 80 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

- 81 Southend Central Area contains a large number of listed and locally listed buildings, which help define the town's unique heritage. A list may be found on the Council's website [www.southend.gov.uk](http://www.southend.gov.uk)

### Frontages of Townscape Merit

- 82 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

- 83 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.
- 84 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.

### Areas of Archaeological Potential in Southend Central Area

- 85 Although most of Southend Central Area has been previously developed 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)
- 86 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	
<b>Core Strategy DPD</b> <b>Strategic Objective: 14</b>	<b>Policies:</b> Policy KP2: Development Principles Policy CP4: The Environment and Urban Renaissance
<b>Development Management DPD</b>	<b>Policies:</b> Policy DM1: Design Quality Policy DM4: Tall and Large Buildings Policy DM5: Southend-on-Sea's Historic Environment Policy DM6: The Seafront
<b>Southend Central AAP</b> <b>Objective: 7</b>	<b>Policies:</b> Transport and Access Strategy Policy DS5: Transport, Access and Public Realm Policy PA1: High Street Policy Area Development Principles Policy PA5: Warrior Square Policy Area Development Principles Policy PA6: Clifftown Policy Area Development Principles Policy CS1: Central Seafront Policy Area Development Principles Policy 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.*

## 4.7 Open and Green Spaces

- 87 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).
- 88 The Appropriate Assessment (AA) of the Core Strategy highlights that Core Strategy Policy KP1, which promotes development in the seafront area, is likely to result in increased recreational and development pressures on designated international and European sites. It is therefore imperative that Southend Central Area provides and enhances functional open and green space linked to other attractive destinations in and around the Borough, in order to assist with relieving 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.
- 89 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.
- 90 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.
- 91 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 **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	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 14, 18	<b>Policies:</b> Policy KP2: Development Principles Policy KP3: Implementation and Resources Policy CP4: The Environment and Urban Renaissance Policy CP7: Sport, Recreation and Green Space



<p><b>Southend Central AAP Objectives:</b> 3, 6</p>	<p><b>Policies:</b>  Policy DS5: Transport, Access and Public Realm  Policy PA1 : High Street Policy Area Development Principles  Policy PA3: Elmer Square Policy Area Development Principles  Policy PA4: Queensway Policy Area Development Principles  Policy PA5: Warrior Square Policy Area Development Principles  Policy PA6: Clifftown Policy Area Development Principles  Policy CS1: Central Seafront Policy Area Development Principles  Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles  Policy PA9: Sutton 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.*

## 4.8 Key Views

92 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 Thames 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; Pier Head; 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

<b>Core Strategy DPD</b> <b>Strategic Objective: 14</b>	<b>Policies:</b> Policy KP2: Development Principles Policy CP4: The Environment and Urban Renaissance
<b>Development Management DPD</b>	<b>Policies:</b> Policy DM1: Design Quality Policy DM4: Tall and Large Buildings Policy DM5: Southend-on-Sea's Historic Environment Policy DM6: The Seafront
<b>Southend Central AAP</b> <b>Objectives: 2, 7</b>	<b>Policies:</b> Policy PA1: High Street Policy Area Development Principles Policy PA4: Queensway Policy Area Development Principles Policy PA6: Clifftown Policy Area Development Principles Policy CS1: Central Seafront Policy Area Development Principles Policy 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.*

## 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.**

- 93 Landmarks or 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.
- 94 A building or feature will not be considered a landmark simply owing to its height or massing, indeed many of the existing landmarks within Southend Central Area are of a modest scale; essentially they must be of high quality, recognisable and

distinctive. A landmark could also be represented by a significant piece of public art, a distinct architectural feature, or use of innovative and distinctive materials.

- 95 For the purposes of the SCAAP, the following have been identified as existing landmarks and landmark buildings (Table 2, and Appendix 3):

**Table 2: Existing Landmarks and 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>
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>	

- 96 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.

97 The following (Table 3) 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 3: Potential Locations for New Landmark Buildings**

Opportunity Site (PA7.1): Tylers Avenue (Tylers Policy Area)
Opportunity Site (PA8.1): Victoria Avenue (Victoria Gateway Neighbourhood Policy Area)
Central House, Clifftown Road (Clifftown Policy Area)
Central Seafront Policy Area, including in particular Opportunity Site (CS1.2): Seaways, Opportunity Site (CS1.3) Marine Plaza, and Opportunity Site (CS1.4): New Southend Museum.

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

99 Table 4 set out below and the Policies Map depicts the location of existing and potential Landmarks and Landmark Buildings by Policy Area.

**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 as identified in Table 3 and Appendix 3 from adverse impact 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, massing 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 areas identified within Table 4, where development proposals must demonstrate that:
  - 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.
  - d. the proposals do not harm the setting of nearby heritage assets.

POLICY LINKAGES - LANDMARKS	
<b>Core Strategy DPD</b> <b>Strategic Objective: 14</b>	<b>Policies:</b> Policy KP2: Development Principles Policy CP4: The Environment and Urban Renaissance
<b>Development Management DPD</b>	<b>Policies:</b> DM1: Design Quality DM4: Tall and Large Buildings DM5: Southend-on-Sea's Historic Environment DM6: The Seafront
<b>Southend Central AAP</b> <b>Objectives: 2, 3, 7</b>	<b>Policies:</b> PolicyDS5: Transport, Access and Public Realm Policy DS2: Key Views Policy PA1: High Street Policy Area Development Principles Policy PA3: Elmer Square Policy Area Development Principles Policy PA4: Queensway Policy Area Development Principles Policy PA6: Clifftown Policy Area Development Principles Policy CS1: Central Seafront Policy Area Development Principles Policy 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.*

Table 4: Existing and Potential Landmarks and Landmark Buildings by Policy Area

	Existing Landmarks within	Existing Landmarks near	Potential Landmarks Within	Potential Landmarks near
PA1 High Street	Royal Hotel	Royal Terrace Seafront/ Estuary	N/A	Central House OS (PA7.1): Tylers Avenue OS (CS1.2): Seaways
PA2 London Road	N/A	UoE Student Accommodation Central Museum	N/A	OS (PA8.1): Victoria Avenue
Policy PA3 Elmer Square	The Forum SE College UoE Building UoE Student Accommodation	N/A	N/A	N/A
PA4 Queensway	N/A	All Saints Church Porters	N/A	N/A
PA5 Warrior Square	N/A	All Saints Church Porters	N/A	OS (PA7.1): Tylers Avenue
PA6 Clifftown	Clifftown Church/ Studios Royal Terrace	Royal Hotel Seafront/ Estuary	Central House	OS (CS1.3): New Southend Museum
PA7 Tylers	N/A	N/A	OS (PA7.1): Tylers Avenue	OS (CS1.2): Seaways
CS1 Central Seafront	Adventure Island Cliff Lift Cliffs Pavilion Park Inn Palace Hotel St John's Church The Kursaal The Pier	Royal Hotel Royal Terrace	OS (CS1.2): Seaways OS (CS1.3): Marine Plaza OS (CS1.4): New Southend Museum	OS (PA7.1): Tylers Avenue

PA8 Victoria Gateway	Central Library (former) Central Museum Civic Centre Prittlewell Chapel Swan Hall	St Mary's Church	Opportunity Site 11: Victoria Avenue Office Area	London Road
PA9 Sutton Gateway	N/A	All Saints Church Porters	N/A	N/A

## 4.10 Flood Risk Management and Sustainable Drainage

- 100 The Core Strategy establishes a need to focus development within the Southend Central Area, including the central seafront. The 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. The Council has also prepared a Local Flood Risk Management Strategy (LFRMS), which outlines a plan for managing local sources of flood risk across the Borough. The SWMP, SFRA and LFRMS are available on the Councils website.
- 101 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). 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.
- 102 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 seeking Community Infrastructure Levy contributions from developers as well as seeking other sources of private sector and Government funding.
- 103 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

- 104 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.
- 105 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.
- 106 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

- 107 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.
- 108 SuDS should be designed in accordance with the National Standards for Sustainable Drainage Systems (December 2011) guidance in the SuDS Manual (2007) published by Construction Industry Research and Information Association (CIRIA).
- 109 The 'core town centre' and central seafront policy area is characterised by a geology that exhibits low infiltration potential, although there are also surrounding areas where the geology offers greater permeability and potential for SuDs. The SCAAP area is susceptible to localised surface water flooding, as indicated in the SFRA and Environment Agency mapping. As such, all new development shall be drained via SuDS. 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 the SuDs for maintenance.
- 110 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 and ordinary watercourses this will be the Council and for public surface water sewers Anglian Water.
- 111 **Developers are encouraged to consider the layout of their SuDS proposals prior to 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 that considers all sources of flooding;
  - 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, with an allowance for climate change\*. Within Flood Zone 3 the floor level must be situated above the design flood level with climate change\*, incorporating an allowance of at least 300mm for freeboard.
    - ii. For all uses the development will:
      - 1) Remain structurally sound in an extreme flood event;
      - 2) Provide appropriate flood resistance / resilience measures to the extreme flood level;
      - 3) Not generate an increase in flood risk elsewhere;
      - 4) Provide a flood plan, which covers methods of warning and evacuation;
      - 5) Provide an appropriate safe refuge above the extreme flood level if criterion 2bii is not met.

*\* This is to ensure that floors must be set above the 1 in 200 annual probability event level plus climate change*

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

2. For all new development, new impermeable areas shall be drained via SuDS. This will ensure the risk of flooding is not increased onsite or elsewhere. Under no circumstances will surface water be permitted to discharge into a separate foul sewer or sewerage system. Surface runoff that cannot be discharged into the ground, a surface water body or a surface water sewer or local highway drain, must be discharged to a public, combined sewer system.

### POLICY LINKAGES – FLOOD RISK & SUSTAINABLE DRAINAGE

<b>Core Strategy DPD</b> <b>Strategic Objective: 15</b>	<b>Policies:</b> Policy KP1: Spatial Strategy Policy KP2: Development Principles Policy KP3: Implementation and Resources Policy CP4: The Environment and Urban Renaissance
<b>Development Management</b>	<b>Policies:</b>

DPD	Policy DM6: The Seafront
Southend Central AAP Objective: 5	<p><b>Policies:</b></p> <p>Policy PA1: High Street Policy Area Development Principles</p> <p>Policy PA2: London Road Policy Area Development Principles</p> <p>Policy PA3: Elmer Square Policy Area Development Principles</p> <p>Policy PA4: Queensway Policy Area Development Principles</p> <p>Policy PA5: Warrior Square Policy Area Development Principles</p> <p>Policy PA6: Clifftown Policy Area Development Principles</p> <p>Policy PA7: Tylers Policy Area Development Principles</p> <p>Policy CS1: Central Seafront Policy Area Development Principles</p> <p>Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles</p> <p>Policy PA9: Sutton 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.*

#### 4.11 Transport, Access and Public Realm

- 112 The level of regeneration and growth proposed for Southend Central Area will have an effect 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).
- 113 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, supported by accessible and well signed car parking servicing the entire SCAAP area.
- 114 In respect of the public realm, there are instances in the Central Area where backs of buildings face onto the public areas, but have blank facades and are visually inactive thus creating a negative environment, particularly for pedestrians. Within the Central Area therefore, the Council will seek to encourage visually active frontages, particularly in specific locations, identified on the Policies Map, in order to promote an enhanced environment for the whole community.
- 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 road and 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. Specific schemes and projects are identified in the Implementation Section.
- 117 There are also opportunities along access routes to allow other measures to be implemented that facilitate the use of sustainable transport modes, such as cycle lanes and bus priority measures, which will be implemented through the Local Transport Plan and associated strategies, together with improvements to the quality of the public realm.

### Town Centre Car Parking Capacity and Management

(This section will be updated to reflect the findings of the Southend Town Centre Car Parking Study – expect to be finalised in early June )

#### Draft Southend Town Centre Car Parking Study (May 2016)

- 118 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 to more around 4,400 within the SCAAP area
- 119 Early reporting from the draft Southend Town Centre Car Parking Study provides a good indication of the modes of travel to Southend High Street and spend of those visiting the SCAAP area. It has revealed of those surveyed, 38% had walked, 22% had travelled by car, 19% by train, 16% by bus, 2% by bike, and 2% responded “other” (e.g. taxi, motorbike). The most common journey purpose of the respondents was leisure (39% including seafront, amusements and nightclubs), shopping (31%), work (16%), education (8%), and business (2%).
- 120 Respondents who drive into the town centre have the highest spend per trip at £37.48, which is 40% more than those that walk at £22.15; however, those that walk into the town centre spend £240.49 per month, almost double the spend of a car driver at £125.58, bus passengers are the second highest spenders at £160.88 a month. The majority of people who drive into the town centre are able to park on their first attempt (90%). These figures are broadly similar across the week, but drivers are less likely to find a space on your first attempt on Fridays (86%).
- 121 The appraisal of the car parking survey data (between May 2015 and 2016) also revealed that that on a typical weekday network occupancy across the SCAAP area peaked at 55% capacity between the hours of 13:00 and 14:00 with 2,441 spaced

occupied. During this peak hour there were still 1,990 spaces available in the SCAAP area, and in 14 of the 19 car parks surveyed had occupancy below 85% (i.e. had visible spare capacity).

- 122 On the peak Saturday in August (22<sup>nd</sup>) across the 12 month period network capacity peaked between the hours of 15:00 and 16:00 with 3,451 spaces occupied. During this peak hour there were still 980 spaces available in the SCAAP area, and 10 of the 19 car parks had occupancy below 85% (i.e. had visible spare capacity).
- 123 Overall, over the 12 month period (May 2015 to May 2016), the data revealed that there was only one day during which network capacity across the SCAAP area reached or exceeded 85% (i.e. the point beyond which parking demand may begin to become suppressed).
- 124 As such the early findings of the Study reveal that there is spare capacity in the network, and that the car parks are able to manage peak periods for visitors to the town centre and seafront.
- 125 Even so, throughout the SCAAP plan period it is recognised that car parking capacity and demand within Southend Central Area should be kept under review to ensure that this capacity remains to assist economic growth.
- 126 The early findings also revealed, when a forecast of future parking supply and demand was calculated, by applying approved planning applications and estimated level of development in the policy areas and opportunity sites, and generating trip rates from a TRICS database, for a peak Thursday in August 2015, that none of the approved applications resulted in a loss of public parking. There is a forecast peak of 54% between 12:00 and 13:00 at which point there is a forecast spare capacity of 1,786 spaces within the system. Survey data also revealed that, when the busiest Saturday in August 2015 was applied, that there was forecast peak occupancy of 73% between 14:00 and 15:00, at which point there is a forecast spare capacity of 868 spaces in the network. In summary, the additional demand generated by additional development is easily absorbed within the overall SCAAP parking network.
- 127 Overall the SCAAP 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. The early findings suggest that it will be possible for the key developments in the SCAAP area to come forward by 2021 without affecting the overall capacity of the car parking network (owing to spare capacity in the network) to provide the level of spaces required to support business and enterprise in the town centre and central seafront area.

## Variable Messaging Signs and Managing Car Parking and the Network

- 128 An extension of the existing car park Variable Messaging Signs (VMS), or updated technology, is encouraged to direct drivers to the most convenient car park and avoid unnecessary circulating traffic. This may be particularly beneficial, together with the promotion of other non-car travel modes, during seasonal visitor 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 by managing the road network will provide enhanced access to and between town centre car parks and help reduce traffic circulating through the town centre.
- 129 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.

## 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. Provide strategic junction improvements to improve vehicle circulation and to accommodate inward investment and growth;
  - b. Seek to better manage demand on the road network leading to, from and within the Town Centre safely, 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.
  - c. Implement sustainable transport measures, including travel plans and travel packs, in line with the Transport, Access, and Public Realm Strategy as set out in Appendix 5 and Development Management Policy DM15 – Sustainable Transport.
  - d. Work with bus operators to encourage more 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.
  - e. Ensure bus priority measures enhance the A13 passenger transport corridor and the connections with London Southend Airport and the seafront, focusing on the Queensway dual-carriage way junctions at London Road, Southchurch Road and Seaways.
  - f. 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 or segregated priority routes where appropriate.
  - g. Improve gateway crossings for pedestrians at key locations on Queensway dual carriageway and routes into the Town Centre from surrounding neighbourhoods.
  - h. Encourage businesses to provide appropriate service and delivery arrangements 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 and this can be set out in a freight management plan.
  - i. 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.
  - j. Ensure street lights are maintained, CCTV is prominently sited, and public transport and taxis operate after dark to help improve the perception of safety within the Central Area.
  - k. In order to promote and reinforce local distinctiveness all public realm improvement works, including those outlined in the relevant Policy Areas, should seek to provide a coordinated palette of materials, facilitate a reduction in street clutter, consider the needs of all users, including vulnerable and disabled users, the provision of additional seating and have regard to guidance within the Design and Townscape Guide SPD1 and Streetscape Manual SPD3.
  - l. Encourage visually active frontages through the installation of public art, green walls, well detailed signage, and appropriately placed windows and entrances to enliven blank frontages, as defined on the Policies Map.



- m. Improve road safety and the quality of the environment by introducing traffic calming and related measures within predominantly residential areas as appropriate.
2. In order to support the vitality and viability of the Town Centre the Council will:
- Maintain an overall level of parking capacity within the SCAAP area, including for cars, motorcycles, taxis, bicycle and Blue Badge Holder provision at a level that supports the vitality and viability of the town centre, whilst enabling the delivery of relevant opportunity sites.
  - Assess the costs and benefits of an extension to the existing VMS scheme, or updated technology, to enable real-time direction of drivers to the most appropriate car park for their destination based on proximity and available capacity, avoiding unnecessary circulating traffic, and by giving consideration to the management of the road network and access points to car parks;
  - Improve the information available about the range of parking and sustainable travel options for visitors to Southend, including improvements to the Council website and through working with local businesses.
  - Seek to relieve the pressure on the more popular car parks at peak times and encourage use of less occupied car parks through a combination of dynamic signage, pricing and pre-journey information.
  - Ensure pedestrian routes to and from public car parks, railways and other public transport interchanges are direct, well-lit and well-signposted, benefiting from a high quality public realm that links well with main areas of interest.
  - Ensure new and existing car parks add to the overall quality of an area through such measures as landscaping, planting, green walls, pedestrian walkways and pedestrian permeability as well incorporating suitable layouts to reduce visual effect.
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.
4. The provision of facilities for charging electric vehicles and other ultra-low emission vehicles will be encouraged wherever practical and feasible.

POLICY LINKAGES – TRANSPORT, PUBLIC REALM	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 9, 10, 14	<b>Policies:</b> Policy KP2: Development Principles Policy KP3: Implementation and Resources Policy CP3: Transport and Accessibility Policy CP4: The Environment and Urban Renaissance
<b>Development Management DPD</b>	<b>Policies:</b> Policy DM15: Sustainable Transport Management
<b>Southend Central AAP</b> <b>Objectives:</b> 3, 4	<b>Policies:</b> Policy PA1: High Street Policy Area Development Principles Policy PA2: London Road Policy Area Development Principles

	Policy PA3: Elmer Square Policy Area Development Principles Policy PA4: Queensway Policy Area Development Principles Policy PA5: Warrior Square Policy Area Development Principles Policy PA6: Clifftown Policy Area Development Principles Policy PA7: Tylers Policy Area Development Principles Policy CS1: Central Seafront Policy Area Development Principles Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles
<b>Local Transport Plan 3 (refresh)</b>	<b>Policies:</b> LTP Policy 2 LTP Policy 4 LTP Policy 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.*

## 4.12 Infrastructure Provision

### Central Area Infrastructure

- 130 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 include transport, flood defence, education, health, social and community facilities, and utilities, such as electricity, water and waste.
- 131 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.
- 132 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.
- 133 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.

- 134 Additional 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.
- 135 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.
- 136 Higher and further 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.
- 137 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 places of worship. Recent examples of new provision include a new Care Commissioning Group (CCG) facility at North Road, a new library at the Forum, and Prittlewell Chapel.
- 138 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.
- 139 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.
- 140 Water companies are subject to a statutory duty to 'effectually drain' their area. This requires them to invest in infrastructure suitable to meet the demands of projected population growth. 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.

- 141 There is statutory provision for developers to fund additional sewerage infrastructure required to accommodate flows from a proposed development. Adequate sewerage infrastructure should be in place to serve the area before development progresses. Developers should seek pre-planning advice from Anglian Water at the earliest opportunity to ensure appropriate provision is made. Further details and useful guidance can be found on Anglian Water’s website.
- 142 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).
- 143 In terms of water supply and sewerage, developers will be required to pay the infrastructure provider for any mains diversions resulting from development proposals.

<b>POLICY LINKAGES – INFRASTRUCTURE</b>	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 2, 4, 9, 13	<b>Policies:</b> Policy KP1: Spatial Strategy Policy KP2: Development Principles Policy KP3: Implementation and Resources Policy CP3: Transport and Accessibility Policy CP4: The Environment and Urban Renaissance Policy CP6: Community Infrastructure Policy CP7: Sports recreation and green space
<b>Development Management DPD</b>	<b>Policies:</b> Policy DM2: Low Carbon Development and Efficient Use of Resources Policy DM14: Environmental Management
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 2, 3, 4 ,5, 6, 8, 10	<b>Policies:</b> Policy DS5 – Transport, Access and Public Realm Policy PA1: High Street Policy Area Development Principles Policy PA2: London Road Policy Area Development Principles Policy PA3: Elmer Square Policy Area Development Principles Policy PA4: Queensway Policy Area Development Principles Policy PA5: Warrior Square Policy Area Development Principles Policy PA6: Clifftown Policy Area Development Principles Policy PA7: Tylers Policy Area Development Principles Policy CS1: Central Seafront Policy Area Development Principles Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles
<b>Community Infrastructure Levy</b>	<b>Charging Schedule</b> A guide to S106 and developer contributions Infrastructure delivery plan

*\*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.*



## Part C: Policy Areas and Site Allocations

### 5. Introduction

---

- 144 This section introduces the Policy Areas and their key Development Principles. Some of these Policy Areas contain allocated sites, comprising of Opportunity sites that establish parameters for development in specific locations. These sites are considered to be deliverable, at least in part, by 2021, the end of the SCAAP's plan period.
- 145 The boundary of each Policy Area and Site Allocation can be viewed on the Policies Map and Map 3.
- 146 Any planning application proposed in the SCAAP area on any site would be determined on its merit taking into account adopted and emerging planning policies and any other material considerations.
- 147 The policies are not explicit on the precise quantum of development, which leaves flexibility as development proposals come forward. Nevertheless, the scope for development, suitable uses and the deliverability of proposals is explored and presented in this section.
- 148 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.
- 149 Informal planning guidance in the form of Development Briefs or Master Plans may be prepared for individual Policy Areas and Opportunity Sites, as necessary and appropriate, to provide greater clarity and further guide delivery and implementation.

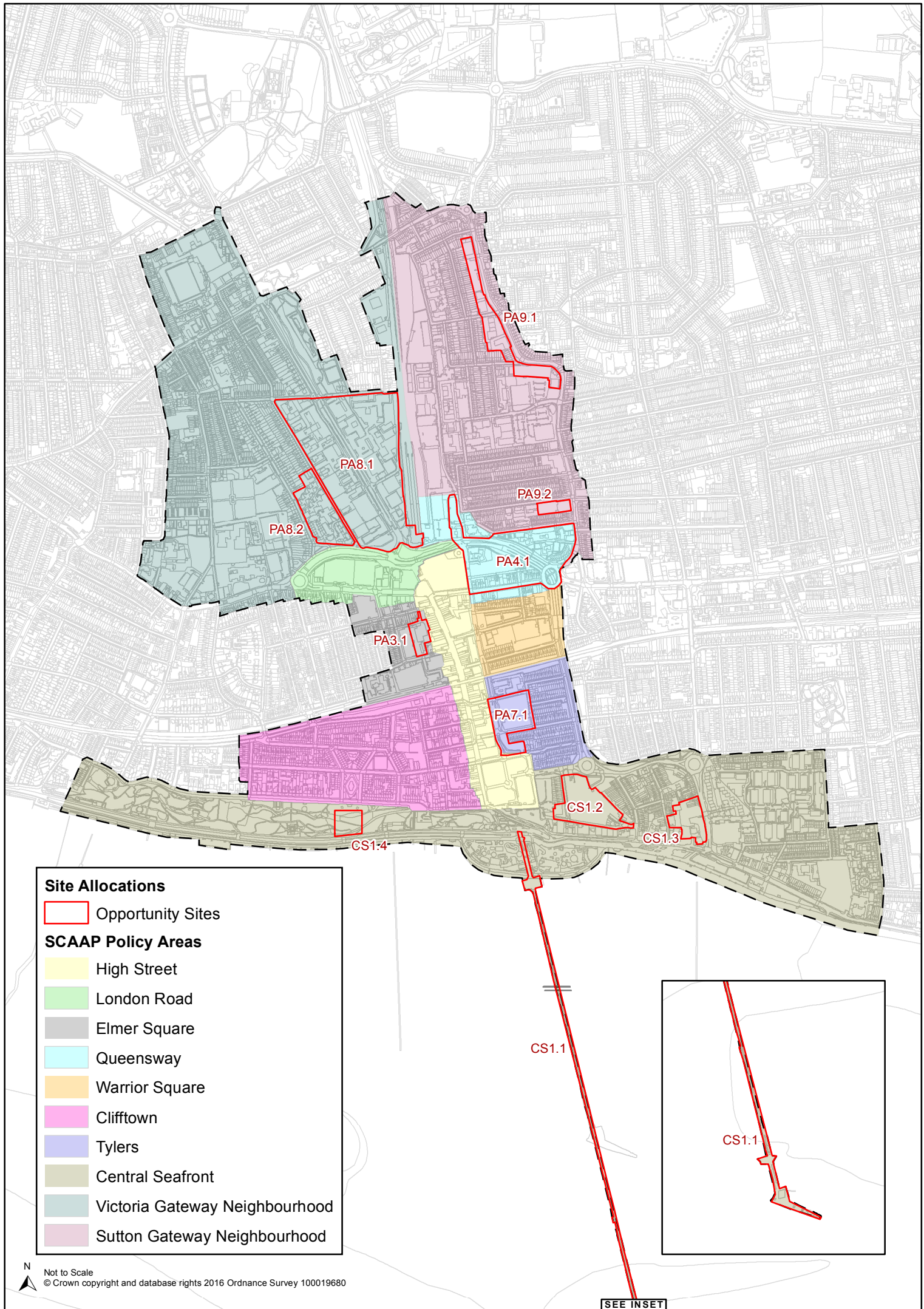
Table 5: Opportunity Sites

Opportunity Site		Proposed Land Use (summary)	Indicative Residential Capacity		Phasing
			Gross	Net	
PA3.1	Elmer Square Phase 2	Cultural and learning & supporting uses, including cafes, commercial workspace and studios.	-	-	Delivered by 2021
PA4.1	'Better Queensway' Project	Residential, social & community uses, secondary town centre uses, including small retail, cafes.	1200	760	Half of site delivered by 2021
PA7.1	Tylers	Retail, residential, public parking, transport interchange.	150	150	Delivered by 2021
CS1.1	Southend Pier	Leisure & cultural uses, including cafes, restaurants, small shops	-	-	Delivered by 2021
CS1.2	Seaways	Leisure, tourism, restaurants, cinema, hotel, public parking	-	-	Delivered by 2021
CS1.3	Marine Plaza	Residential, leisure, restaurants, local shops	282	278	Delivered by 2021
CS1.4	New Southend Museum	Cultural, leisure, public parking, supporting café, restaurant and shops	-	-	Delivered by 2021
PA8.1	Victoria Avenue	Residential, office, convenience retail, leisure, cafes, community facilities, public parking	1000	1000	Planning permissions delivered by 2021 (662 gross/net)
PA8.2	Baxter Avenue	Residential	500	240	Half of site delivered by 2021
PA9.1	Sutton Road	Residential, community uses	214	214	Planning permissions



					delivered by 2021 (92 gross/net)
PA9.2	Guildford Road	Residential, convenience retail	50	50	Delivered by 2021

# Map 3 - SCAAP Policy Areas and Opportunity Sites



## 5.2 High Street Policy Area

### Aims

The High Street, along with The Victoria 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 centre uses, such as cafes and restaurants (particularly around new and 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 for the SCAAP area, providing safe quality pedestrian links to the adjoining policy areas, in particular the seafront.

### Overview

- 150 The High Street is almost 800 metres in length and contains multiple retail outlets interspersed with cafes, restaurants, coffee bars, banks and building societies. 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**.
- 151 The High Street, along with The Victoria and The Royals shopping centres, falls within the Town Centre Primary Shopping Area, which is a sub-regional comparison shopping destination and the first preference for all forms of retail and town centre uses within Southend.

## Policy PA1: High Street Policy Area Development Principles

1. The High Street forms part of the Primary Shopping Area. The Council will support retail and Town Centre uses that contribute to the vitality and viability of the centre in accordance with Policy DS1.
2. Development proposals that would assist delivery of the following will be supported in principle:
  - a. A net increase in dwellings, including livework units, above existing or new commercial development, where appropriate;
  - b. The conservation and restoration of historic shopfronts (including frontages of townscape merit) in line with Policy DM5 of the Development Management Document;
  - c. Mixed-use development with active ground floor frontages;
  - d. The provision of active frontage on the southern façade of The Royals Shopping Centre;
  - e. The introduction of additional A3 cafes and restaurants, subject to the provisions of **Policy DS1: A Prosperous Retail Centre**
  - f. Energy efficiency, as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
3. The Council will seek to conserve existing landmarks and landmark buildings and ensure new development respects their views, setting and character, in line with **Policy DS2: Key Views and Policy DS3: Landmarks and Landmark Buildings.**
4. In order to enhance the High Street experience, the following public realm improvements will be promoted as development opportunities arise:
  - a. Transforming and enhancing the existing public space at Victoria Circus, enabling flexibility in its design and layout for public events;
  - b. Encourage visually active frontages, through public art, green walls, architectural fenestration to buildings on Queensway dual carriage way;
  - c. Creating a new public space to the High Street either side of the railway bridge, including a creative lighting scheme;
  - d. Further connect the Town Centre to the Central Seafront Policy Area
    - i. by a series of multi-level public spaces, including an upper level public piazza (as referred to in Policy Area CS1.10.b);
    - ii. through improved signage and public art
  - e. maintain and improve the High Street as public space for pedestrians, addressing the principles of the Southend Streetscape Manual and by providing quality landscapes including urban greening, tree planting, improved lighting and integrated signage;
  - f. Pedestrianisation and enhancement of a number of the High Street's inter-linking access ('stub') roads, supporting access to car parks, green space, retail and surrounding neighbourhoods;
  - g. At key junction points, create a strong public realm to emphasise the intersection of east-west routes

POLICY LINKAGES – HIGH STREET	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 1, 4, 5, 8, 14, 15, 18	<b>Policies</b> 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
<b>Development Management DPD</b>	<b>Policies:</b> DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM5: Southend-on-Sea’s Historic Environment DM15: Sustainable Transport Management
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	<b>Policies:</b> 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 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.*

### 5.3 London Road Policy Area

#### Aims

The London Road Policy Area will be a vibrant gateway to the Town Centre, providing high quality office space, shops, cafes/restaurants, and homes above street level. This will be complemented by public realm enhancements, public art installations, creative lighting, and landscaping to create a pedestrian-priority public space with opportunities for outside seating to cafes/restaurants.

Permeability for pedestrians and cyclists will be enhanced at this key gateway and interchange to the town centre, including improved links to/from the Victoria Gateway Policy Area as part of the ‘Victoria Gateway’ public realm improvement scheme.

## Overview

- 152 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 landscaping as well as enhancement to the facades of existing buildings.
- 153 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 links with Elmer Square Policy Area.
- 154 There is a principal 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 consultation with taxi providers.

## Policy PA2: London Road Policy Area Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
  - a. Promote Town Centre uses that deliver the aims for the Policy Area and support the vitality and viability of the town centre, including leisure, retail floorspace, cafes/restaurants, office and residential (to upper floors).
  - b. Encourage visually active frontages, through public art, green walls, architectural fenestration to buildings on Queensway dual carriage way;
  - c. Support development proposals that promote the provision of a street market on a new pedestrianised length of London Road, which connects well with the High Street;
  - d. 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;
  - e. Promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
  - f. seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with **Policy DS3: Landmarks and Landmark Buildings**.
  
2. The Council will promote the following access and public realm improvements:
  - a. pedestrianisation of the eastern end of the London Road, linking with the pedestrianised High Street, 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 that combine with more traditional signage to signal entry to the Town Centre from Victoria Gateway and clear way-finding to improve legibility and pedestrian access, together with further improvements to the public realm and accessibility.

### POLICY LINKAGES – LONDON ROAD

<b>Core Strategy</b> <b>Strategic Objectives:</b> 1, 4, 5, 8, 14, 15	<b>Policies:</b> 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
<b>Development Management DPD</b>	<b>Policies:</b> DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM15: Sustainable Transport Management
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7, 8, 9, 10	<b>Policies:</b> 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.*

## 5.4 Elmer Square Policy Area

### Aims

Elmer Square will be the heart of the educational hub in Southend, providing state of the art library and learning facilities set within a quality public realm with integrated pedestrian links with the High Street and London Road policy areas.

Ground floors of all buildings will be visually active, encouraging stronger engagement with the public space, the Forum and academic buildings and reinforcing Queens Road as a secondary shopping area.

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

### Overview.

155 Elmer Square is on the edge of the Town Centre in an area of transition between the High Street to the east and the residential areas to the west. The area contains a state of the art library 'The Forum' and learning facilities, and is complemented by the adjacent higher and further education campuses. Queens Road to the north of the Policy Area contains a range of popular cafes and small scale retail units and provides an important and vibrant link with the High Street.



- 156 The University Square student accommodation is situated at the northern extent of the Policy Area, providing a distinctive landmark, as well as high quality public car parking that will be maintained. The Forum, South Essex College and University of Essex Buildings are also identified as landmark buildings in Policy DS3.
- 157 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.
- 158 **Opportunity Site (PA3.1): Elmer Square Phase 2** provides the opportunity to develop additional educational facilities, of a high quality design that complements the Forum and reinforces key links through the site.

## Policy PA3: Elmer Square Policy Area Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
  - a. promote educational and supporting uses that deliver the aims of the Policy Area;
  - b. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
  - c. will seek to conserve existing landmark buildings and ensure new development respects their views, setting and character, in line with **Policy DS3: Landmarks and Landmark Buildings**.
2. Planning applications for new student accommodation should be accompanied by a long term management and maintenance plan, to ensure the development has a positive impact on local amenity and environment for the lifetime of its use.
3. The Council will promote the following access and public realm improvements:
  - a. creation of new shared 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 and the High Street where appropriate, and clear way-finding;
  - d. pursue urban greening projects and improved landscaping, including the use of green walls and roof gardens and the creation of green space within new development.
4. 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*	Indicative number of dwellings	Other potential use classes
PA3.1	Elmer Square Phase 2	NA	N/A	D1, A3, B1

*\*Planning Status as of April 2016. NA = New Allocation*

- i. Within **Opportunity Site (PA3.1): Elmer Square Phase 2**, planning permission will be granted for educational and supporting uses, such as commercial studios and workspace and eateries 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, landscaping and the continued provision of high quality outside public space to complement Phase 1 will also be promoted within Opportunity Site 3. Efforts to further connect this area and create new vistas with the high street area will be encouraged.

POLICY LINKAGES – ELMER SQUARE	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 2, 4, 13, 15, 18	<b>Policies:</b> Policy KP1: Spatial Strategy Policy KP2: Development Principles KP3: Implementation and Resources Policy CP4: The Environment and Urban Renaissance Policy CP6: Community Infrastructure
<b>Development Management DPD</b>	<b>Policies:</b> DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM15: Sustainable Transport Management
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 10	<b>Policies:</b> 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.*

## 5.5 Queensway Policy Area

### Aims

The development of the Queensway Policy Area 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 Chichester Road and the secondary shopping frontage along Southchurch Road, an enhanced public realm and landscaping as well as well-defined public and private green open spaces.

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.

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.

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

## Overview

- 159 The Queensway Policy Area is dominated by a swathe of 1960s residential tower blocks. These 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. Locations such as Coleman Street will provide opportunity to re-establish urban grain (i.e. the physical form of street patterns and blocks) by providing residential development that complements existing dwellings in the streetscene.
- 160 To the north-west of the Policy Area is a retail outlet occupied by The Range on a long term lease, and the cleared site of the former Focus Youth Centre now utilised as a public car park. Given the prominence of this site if a redevelopment opportunity was to come forward there may be potential for it to be integrated within a comprehensive scheme for the redevelopment of the adjacent residential tower blocks (see 'Better Queensway' project below).
- 161 To the south of the Policy Area is Southchurch Road (secondary shopping frontage) containing 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.
- 162 Queensway dual carriageway bisects the Policy Area and 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.
- 163 Chichester Road currently provides access through the Queensway 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.
- 164 **Opportunity Site (4.1): 'Better Queensway' Project**  
The Council has initiated the 'Better Queensway' project, which aims to regenerate the area covered by the large residential tower blocks to provide for modern purpose built social housing set within an enhanced local environment.

- 165 The project will improve this part of the Queensway Policy Area to form an integrated part of central Southend. It is envisaged that it will be an attractive area with a community focus that people want to visit, spend time in and live due to its improved and welcoming surroundings.
- 166 Regeneration and development of the 'Better Queensway' project 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. Given the scale and redevelopment nature of the project it is envisaged that approximately half of the site will be delivered during the SCAAP plan period (by 2021). The site, including any outstanding phases of development, will be reviewed during the Local Plan preparation process.
- 167 The initiative provides 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.
- 168 The project also provides the opportunity to provide for improved landscaping, and the provision of a new park, the 'Queensway Urban Park.'

## Policy PA4 : Queensway Policy Area Development Principles

1. The Council, through its role in determining planning applications, masterplanning, and other initiatives, will:
  - a. Promote residential and supporting uses that deliver the aims for the Policy Area;
  - b. support well-designed, sustainable buildings appropriate to the location in terms of use, scale, massing and detailed design and contribute positively to successful place making;
  - c. ensure that development will not result in a net loss of affordable housing provision, which includes the re-provision of social housing, as part of the regeneration of the area;
  - d. Support proposals for well-designed refurbishment or redevelopment of retail and commercial frontages to Southchurch Road, that are compatible with the Secondary Shopping Frontage designations;
  - e. Promote the provision of new social and community infrastructure, which may include facilities such as community centres and clubs, doctor and dental surgeries, and nurseries and childcare provision.
  - f. Support new commercial development and community uses that provide activity to ground floor including offices to upper floors, along Essex Street and Chichester Road where they contribute to the aims for the policy area
  - g. Promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
  - h. Seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with Policy DS2: Key Views and **Policy DS3: Landmarks and Landmark Buildings**.
  
2. 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 Station, Victoria and Sutton Gateway Neighbourhood Policy Areas;
  - c. provision of public art to enhance the urban environment, particularly to the Queensway carriageway 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 Better Queensway Opportunity Site (PA4.1);

- h. Urban Greening to promote biodiversity and establish the Queensway Urban Park, which sensitively addresses and enhances the setting of Porters and All Saints Church and links well with Warrior Square Policy Area.
- 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.

3. The following Opportunity Site, as identified on the Policies Map, is considered suitable primarily for residential development, supported by social and community uses and retail provision:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Timescale for delivery
PA4.1	'Better Queensway' Project	NA	1200**	D1, A1

\**Planning Status as of April 2016. NA = New Allocation*

\*\**Half of site assumed to be delivered during SCAAP plan period (i.e. by 2021)*

i. Within Opportunity Site (PA4.1): 'Better Queensway' Project, planning permission will be granted for comprehensive redevelopment of this site to transform it into a modern social housing-led development with supporting community and secondary town centre uses set within an enhanced local environment. The development will:

- a. re-establish the historic urban grain of the area;
- b. fully integrate with the surrounding area through the provision of pedestrian and cycle routes to improve access and linkages;
- c. incorporate climate change mitigation and sustainability measures;
- d. provide for comprehensive landscaping through the creation of linked public green space and the Queensway Urban Park;
- e. provide for a comprehensive drainage system.

POLICY LINKAGES - QUEENSWAY	
<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 3, 4, 6, 7, 10, 13, 14, 15, 18	<b>Policies:</b> KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP1: Employment Generating Development CP4: The Environment and Urban Renaissance CP6: Community Infrastructure CP 8: Dwelling Provision
<b>Development Management DPD</b>	<b>Policies:</b> DM1: Design Quality DM2: Low Carbon Development and Efficient Use of Resources DM3: Efficient and Effective Use of Land DM7: Dwelling Mix, Size and Type DM8: Residential Standards

	DM15: Sustainable Transport Management
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 8	<b>Policies:</b> 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 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

*\*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*

## 5.6 Warrior Square Policy Area

### Aims

Warrior Square will provide a tranquil contrast to the vibrant High Street area, focused on its predominant small-scale residential character of the conservation area and the Warrior Square public open space.

All buildings will be well designed to respect the setting of the Warrior Square Conservation Area in terms of detailing, scale and massing. Landscaping, tree planting and other urban greening techniques will be employed, within new development to complement the existing green character of the area.

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.

### Overview

169 Development within the Policy Area will need to sensitively address the setting of the Conservation Area in terms of scale, massing and detailed design. Additional Residential-led development with car parking and the potential for appropriate supporting uses such as office development, particularly fronting Chichester Road, and community uses would be appropriate for the area. New development also provides the opportunity to bring activity and natural surveillance to Warrior Square Gardens.



- 170 Chichester Road presents a main thoroughfare within the Policy Area yet the quality of the streetscape is poorly defined in part, and there is scope for enhancement to be made to the public realm, such as upgrading of the 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

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

- a. promote residential-led mixed-use development that delivers the aims for the Policy Area, with active ground floor uses on Southchurch Road with residential and offices above;
- b. conserve and enhance Warrior Square Conservation Area and its setting;
- c. reinforce the residential nature of Warrior Square East and Whitegate Road (east);
- d. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
- e. seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with **Policy DS3: Landmarks and Landmark Buildings**.

2. The Council will promote the following access and public realm improvements:

- a. maintain the environmental and design 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 as well as tree planting and other enhancements to the environment;
- c. provision for 'mixed mode - shared priority' route from Southchurch Road via Warrior Square East, improving the access and linkages between Warrior Square Policy Area and Queensway;
- d. environmental improvements to Queensway dual carriageway including planting to establish links to 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 and assist drainage.
- f. Public Art provision to buildings, public and private spaces

### POLICY LINKAGES – WARRIOR SQUARE

#### Core Strategy DPD

**Strategic Objectives:** 1, 3, 4, 5, 6, 7, 9, 10, 13, 14, 15, 18

#### Policies:

KP1: Spatial Strategy  
 KP2: Development Principles  
 KP3: Implementation and Resources  
 CP1: Employment Generating Development

	<p>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><b>Development Management  DPD</b></p>	<p><b>Policies:</b>  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><b>Southend Central AAP  Objectives: 1, 2, 3, 4, 5, 6, 7, 8,  9</b></p>	<p><b>Policies:</b>  Policy DS4: Flood Risk Management and Sustainable Drainage  Policy DS5: Transport, Access and Public Realm  Policy PA1: High Street Policy Area Development Principles  Policy PA4: Queensway Policy Area Development Principles  Policy 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.*

## 5.7 Clifftown Policy Area

### Aims

‘Clifftown will be a vibrant area, creating a lively setting for food, drink and small niche retail offer that is active throughout the day and into the evening, particularly in parts close to the high street.

The distinctive character and appearance of the Clifftown Conservation Area will be conserved and enhanced, and the setting of designated and non-designated heritage assets within the area will be respected. There will be much better access to information regarding the area’s heritage.

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.

Public realm improvements will enhance the setting of buildings and the experience for pedestrians and cyclists.’

## Overview

- 171 The Policy Area is home to a variety of uses including small scale retail, food and drink premises, commercial, education and residential. There are 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.
- 172 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.
- 173 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.
- 174 Southend Central Station, locally listed, is at present hidden away from the High street, with a very low quality forecourt and entrance which is 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, which should also address the public space shared with the station (Refer to Table 4 and Policy DS3).

## Policy PA6: Clifftown Policy Area Development Principles

1. The Council, through its role in determining planning applications and other initiatives, will:
  - a. 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;
  - b. 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 in line with Policy DM5 of the Development Management Document;
  - c. 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 their frontage, in line with Development Management Policy DM5 (Historic Environment);
  - d. Promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
  - e. seek to conserve existing landmarks and landmark buildings and ensure new development respects their views, setting and character, in line with **Policy DS2: Key Views and Policy DS3: Landmarks and Landmark Buildings**.
2. The Council will 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 and entrance to 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 at the share space/forecourt with Southend Central Railway Station;
  - c. regenerate the site of the Empire Theatre with uses that contribute to the Policy Area's aim, including cultural uses such as galleries and performance space, particularly at ground floor to create an active frontage.
3. The Council will promote the following access and public realm improvements:
  - a. seek a reduction in general vehicle circulation in residential streets by securing the most direct route to and out of the car parks at Alexandra Street and Clarence Road, and improving the quality of the public realm and cycle routes;
  - b. streetscape and landscape design improvements, including urban greening and tree planting, to create well lit walking circuits through Clifftown from a newly created public plaza at Southend Central Station/ Central House, to Cliff Gardens and Pier Hill.
  - c. seek an improvement of soft landscaping and open space provision within the area.
  - d. Public art provision to buildings, public and private spaces

## POLICY LINKAGES - CLIFFTOWN

<p><b>Core Strategy DPD</b>  <b>Strategic Objectives:</b> 1, 2, 4, 8, 14, 15, 18</p>	<p><b>Policies:</b>                  KP1: Spatial Strategy                  KP2: Development Principles                  KP3: Implementation and Resources                  CP2: Town Centre and Retail Development                  CP4: The Environment and Urban Renaissance                  CP7 - Sport, Recreation and Green Space</p>
<p><b>Development Management DPD</b></p>	<p><b>Policies:</b>                  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</p>
<p><b>Southend Central AAP</b>  <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7</p>	<p><b>Policies:</b>                  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                  DS5: Transport, Access and Public Realm                  PA1: High Street Policy Area Development Principles                  CS1: Central Seafront 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.*

## 5.8 Tylers Policy Area

### Aims

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 public transport interchange would form part of an integrated development that allows for an area of public spaces to be created to the south western edge of the policy area, adjacent to its boundary with the High Street, improving links south to the Central Seafront. It will be complemented by 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 within this integrated approach to development, which combines with other objectives for the policy area, and contributes to the vitality and viability of the town centre.

## Overview

- 175 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 key opportunity sites 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.
- 176 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.
- 177 Within this Policy Area there is one Opportunity Site (PA7.1): Tylers Avenue. Redevelopment of the site could include the re-provision of the travel centre as a new public transport interchange, as part of a mixed-use scheme that includes retail uses at ground floor, and residential uses at upper floors, together with the provision of enhanced public space and parking.
- 178 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. Measures to create a more cohesive and seamless transition through new development and public realm improvements will be welcomed.

## Policy PA7: Tylers Policy Area Development Principles

1. The Council, through its role in determining planning applications, masterplanning and other initiatives, will:
  - a. Promote mixed-use development that delivers the aims for the Policy Area, which may include a new public transport interchange as part of the Tylers opportunity site;
  - b. Seek active frontages at ground floor on Chichester Road and York Road;
  - c. Promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy.
  
2. The Council will 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 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’ style 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. improve pedestrian accessibility and public realm enhancement that facilitates better access to the High Street and Southend Central railway station
  - f. 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;
  - g. junction improvements at Queensway dual carriageway/Seaway Car Park/Chancellor Road to enhance access to the Central Seafront Area;
  - h. Public art provision to buildings and public spaces.
  
3. The following Opportunity Site, as identified on the Policies Map, is allocated for mixed-use development primarily comprising of residential and Retail:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA7.1	Tylers Avenue	NA	150	A1, B1

\*Planning Status as of April 2016. NA = New Allocation

- i. Within **Opportunity Site (PA7.1): 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 a need for 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 and explore the potential for relocating the travel centre on the site where applicable to provide for enhanced passenger transport facilities and improved pedestrian connectivity to 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, takes into account its setting and the proximity of neighbouring properties, with improved linkages to the High Street, Central Seafront Policy Area via St John’s Church and **Opportunity Site CS1.2: Seaway Car Park**, with all servicing and deliveries from Chichester Road.

iv. The Council will encourage the application of masterplanning to guide development on this Opportunity Site.

POLICY LINKAGES - TYLERS	
<p><b>Core Strategy DPD</b>  <b>Strategic Objective:</b> 1, 3, 4, 5, 6, 7, 8, 9, 10, 14, 15</p>	<p><b>Policies</b>            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><b>Development Management DPD</b></p>	<p><b>Policies:</b>            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><b>Southend Central AAP</b>  <b>Objectives:</b> 1, 2, 3, 4, 5, 8, 9</p>	<p><b>Policies:</b>            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.*



## 5.9 Central Seafront Policy Area

### Aims

The Central Seafront will be a thriving and vibrant leisure, cultural and tourism area centred on the iconic Grade II listed Pier, which will be rejuvenated, being a key landmark.

High quality mixed use schemes will be developed and heritage and natural assets conserved and enhanced. Innovative schemes such as 'Spanish steps,' providing enhanced pedestrian links, a seafront lido and new lagoon and a new world class museum will be promoted.

There will be seamless transition between the Central Seafront 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. This will increase permeability and encourage better functional links between the different policy areas, increasing footfall and opportunities to contribute towards the local economy.

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 area at night. The City Beach public realm scheme will be seamlessly extended facilitating improvements to Eastern Esplanade.

### 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)

- 179 The Central Seafront Policy Area, as defined on the Policies Map, is a thriving leisure and tourism area. Its regeneration and successful integration with the town centre through improved and enhanced pedestrian links amongst other things, will be key to increasing footfall and improving the areas vitality and viability. Although 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.
- 180 The area also 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** of this Plan.
- 181 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

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

- 182 The seafront benefits from some notable buildings and structures. The Grade II listed Pier, the longest pleasure Pier in the world, for example, has recently benefitted from considerable investment, including the development of the Royal Pavilion and the Council will seek further opportunities for its enhancement.
- 183 In respect to leisure and tourism 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 owners 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
- 184 The Cliffs Pavilion on the western edge of the Central Seafront Policy Area is another major visitor destination and is an important cultural asset which should be enhanced where possible to develop further the visitor offer.

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

- 185 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 (CS1.1): Southend Pier*

- 186 **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 (CS1.2): Seaways*

- 187 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 possibly a hotel or residential, car parking, public open and green spaces, improved access and connectivity through the creation of 'Spanish Steps', linking this opportunity site to the promenade of Marine Parade.

### **Opportunity Site (CS1.3): Marine Plaza**

188 The site offers potential for residential development, with supporting commercial uses and quality public open spaces to reinforce the offer of the eastern end of Marine Parade. The site has potential for taller and larger buildings, creating a quality landmark to secure the regeneration of this part of the seafront. The site should have regard to the setting of the historic Kursaal building and the conservation area.

### **Opportunity Site 9: New Southend Museum**

189 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.

190 The siting of the new building within the cliff face will minimise the potential 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.

## Policy CS1: Central Seafront Policy Area Development Principles

1. The Council through its role in determining planning decisions and other initiatives will:
  - a. 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;
  - b. Promote the provision of hotels, subject to satisfactory access and parking provision;
  - c. 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;
  - d. 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 in line with Policy DM5 of the Development Management Document;
  - e. Ensure that all future sea defences and flood mitigation measures integrate seamlessly with the public realm;
  - f. Seek to maintain foreshore views by restricting development south of the sea wall;
  - g. Not normally permit development south of the seawall. Any proposed use will also have to be water compatible as defined in the Planning Practice Guidance;
  - h. Promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
  - i. seek to conserve existing landmarks and landmark buildings and ensure new development respects views to and from them, their setting and character, in line with **Policy DS2: Key Views** and **Policy DS3: Landmarks and Landmark Buildings**.
  - j. Require all development within the Central Seafront Policy Area to
    - i. have regard to **Policy DS4** in order to manage and mitigate against flood risk;
    - ii. safeguard, and where appropriate, enhance the biodiversity of the foreshore and respect the European designations in line with **Policy CS2: Nature Conservation and Biodiversity**
2. It has been identified that 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.
3. The Council will promote the following access and public realm improvements:
  - a. emphasise landmarks and landmark buildings (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 improve 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 more 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) and incorporating flood mitigation measures, such as SuDS;
  - h. junction improvements at Queensway/Seaway Car Park/Chancellor Road.
  - i. pursue urban greening and provide additional seating, tree planting and landscaping, as well as enhanced links between neighbouring Policy Areas;
  - j. upgrade the Cliffs Pavilion outdoor space and improve its connection to the Cliffs;
  - k. Improve traffic management with the aid of VMS and improved signage, parking, including taxi rank and coach drop off provision, 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 or new lagoon to compliment the seafront leisure offer.
4. The following Opportunity Sites, as identified on the Policies Map, are considered suitable for development for mixed-use purposes within the Central Seafront Policy Area:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
CS1.1	Southend Pier	NA	N/A	D2, D1, A3, A1
CS1.2	Seaways	NA	N/A	D2, A3, C1
CS1.3	Marine Plaza	NS	282	A1, A3, D2
CS1.4	New Southend Museum	NS	N/A	D1, A3, A1

*\*Planning Status as of April 2016. NA = New Allocation. NS = Not started with full planning permission*

i. **Opportunity Site (CS1.1): 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, restaurants, shops, events, heritage centre, and small scale moorings; deckchairs, telescopes, seating, cycle parking and improved pedestrian signage; facilities for traditional activities such as angling; creative lighting; sensitively sited renewable technologies, where appropriate.

ii. **Opportunity Site (CS1.2): Seaway Car Park**, 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, public and private open spaces, and vehicle and cycle parking. The potential for residential development may also be explored. Design and layout solutions should allow for:

- 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. explore opportunities for a new link to Marine Parade from the Seaway site designed around 'Spanish Steps' and in doing so ensure that development does not prejudice its future delivery as a new link between the seafront and town centre;
- d. active frontages to all new and existing streets and spaces;
- e. appropriately sited taller and larger buildings to take advantage of estuary views (particularly to the Marine Parade part of the site), provided they do not cause undue overshadowing and are not detrimental to the amenity of existing neighbouring uses;
- f. a palette of good quality materials to reflect the vibrancy and colour of the seaside;
- g. relocation of a coach-drop off point within the site. The relocation of coach parking bays may be provided either on or off-site or a combination of both, provided offsite provision is well connected to the Seaways site and would not significantly adversely impact the local transport network;
- h. urban greening projects, including the creation of new public and private green space within new development;
- i. innovative design which allows the site to take advantage of the elevation and creates a legible environment with views of the estuary;
- j. the provision of appropriate seating, signage and way finding.

iii. **Opportunity Site (CS1.3): Marine Plaza**, the Council will support the comprehensive redevelopment of the site for high quality/ iconic residential development with complimentary leisure and supporting uses at ground floor fronting Marine Parade, incorporating areas of public open space into the site which take advantage of views of the seafront and estuary.

iv. **Opportunity Site (CS1.4): 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 and cycle parking and the creation of high quality green space, including amphitheatre within the cliffs, seating and good signage, linked to the High Street and Central Seafront via Cliff Gardens, Prittlewell Square and the wider Clifftown Policy Area. The design of new development will need to retain the open feel of this area and ensure that new planting includes native species and increase biodiversity in the area. Vehicular access should ensure that the primary road network, i.e. via Western Esplanade, is used to access the development and any new parking facilities.

POLICY LINKAGES – CENTRAL SEAFRONT	
<b>Core Strategy DPD</b> <b>Strategic Objective:</b> 4, 6, 7, 9, 10, 12, 14, 15, 17, 18	<b>Policies:</b> 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 CP8: Dwelling Provision
<b>Development Management DPD</b>	<b>Policies:</b> 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 DM10: Employment Sectors DM12: Visitor Accommodation DM14: Environmental Protection DM15: Sustainable Transport Management
<b>Southend Central AAP</b> <b>Objectives:</b> 1, 2, 3, 4, 5, 6, 7, 8, 10	<b>Policies:</b> 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.*

### Nature Conservation and Biodiversity in the Central Seafront Policy Area

- 191 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, SSSI and Ramsar site), which comprises the intertidal part of the Thames Estuary from Benfleet to Shoeburyness and cover the same land area within the SCAAP and wider Southend-on-Sea borough.
- 192 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.

- 193 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.
- 194 Even if a development is located some distance from an International or European site it 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.
- 195 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.
- 196 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.
- 197 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 ensure there will be no adverse effect on the European and International foreshore designations (SPA and Ramsar) either alone or in combination with other plans or projects;
2. Not permit development proposals that will have an adverse impact, either directly or indirectly, on the foreshore designations;
3. In exceptional circumstances make exceptions on a Site of Special Scientific Interest (SSSI), 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. Apply planning conditions or legal obligations to secure the protection, conservation and enhancement of a Site of Special Scientific Interest (SSSI) 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. Areas of new/ improved public open space will be particularly promoted at Pier Hill, Seaway Car Park and along Eastern Esplanade;
6. Consider favourably the development of a high quality visitor facility close to the foreshore which will assist with interpretation of the natural habitat in the area, providing visitors a better understanding of the ecosystems and biodiversity.

### POLICY LINKAGES – CENTRAL SEAFRONT NATURE CONSERVATION

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

### The Waterfront

- 198 The Council will promote the waterfront for a wide range of sport, recreation and leisure activities, whilst also respecting the natural environment in line with Policy CS2.
- 199 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.
- 200 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:
      - 1) provision of information boards/facilities including making increasing use of mobile phone and digital technology;
      - 2) 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

<b>Core Strategy DPD</b> <b>Strategic Objectives:</b> 12, 18	<b>Policies:</b> KP1: Spatial Strategy KP2: Development Principles KP3: Implementation and Resources CP4: The Environment and Urban Renaissance CP7 - Sport, Recreation and Green Space
<b>Development Management DPD</b>	<b>Policies:</b> DM6: The Seafront
<b>Southend Central AAP</b> <b>Objectives:</b> 3, 5, 6	<b>Policies:</b> 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

*\*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.*

## 5.10 The Victoria Gateway Neighbourhood Policy Area

### Aims

A regenerated Victoria Avenue will create an attractive and vibrant gateway to the town centre, further 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, with urban greening techniques, 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, particularly with fast and convenient access to London and the City. Enhancements to the public realm will be undertaken throughout the neighbourhood, to encourage walking and cycling and improve access to the town centre, employment area and public transport interchanges.

The heritage of Prittlewell Conservation Area will be celebrated and enhanced, 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.

The neighbourhood will benefit from a thriving niche local shopping parade on West Street.

### Overview

- 201 The Policy Area is home to Southend's traditional office zone at Victoria Avenue (**Opportunity Site PA8.1**), 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 gained prior approval to residential through recently changed permitted development rights introduced by central government, but others still provide opportunity for more comprehensive and holistic development. As the Opportunity Site is large and in multiple land ownership and will require redevelopment of existing buildings, an assumption has been made that only development proposals with planning permission will be delivered during the SCAAP plan period (i.e. by 2021).
- 202 There is also the opportunity to regenerate an existing area of social housing at the junction of Queensway and Baxter Avenue close to the Victoria Avenue opportunity site for new high quality, mixed tenure residential accommodation, including additional sheltered and affordable housing (**Opportunity Site (PA8.2): Baxter Avenue**). Given the scale of the redevelopment it is envisaged that approximately half of the site will be delivered during the SCAAP plan period (i.e. by 2021). Both

opportunity sites (PA8.1 and PA8.2) will be reviewed, including progress made with implementation, during the Local Plan preparation process.

- 203 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, including St Mary's Church
- 204 The neighbourhood also contains a local shopping parade at West Street, designated as secondary shopping frontage, which provides an important and convenient 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.
- 205 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

1. The Council, through its role in determining planning applications and other initiatives, will:
  - a. Look favourably on high quality developments and schemes which can demonstrate that they will contribute to the transformation of this area into a vibrant community, which is integrated with the surrounding neighbourhood and is set within a remodelled built form of a quality that benefits this key gateway to the Town Centre,
  - b. Ensure all development within Prittlewell Conservation Area and those adjacent, 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;
  - c. 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;
  - d. Promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy;
  - e. Use its enforcement and other powers to reduce the damage to amenities and the environment resulting from long term vacant and derelict land and buildings.
  - f. Promote the provision of easily accessible new social and community infrastructure, such as doctor and dental surgeries, nurseries and community hubs.
  - g. Promote enhanced cultural facilities to compliment the Beecroft Centre and Central Museum Building;
  - h. Ensure that housing development including, mix and tenure is delivered in line with Development Management Policy DM7 – Dwelling Mix, Size and Type.
  - i. seek to conserve existing landmark buildings and ensure new development respects their views, setting and character, in line with **Policy DS3: Landmarks and Landmark Buildings**.
2. There is potential for archaeological deposits within the area of Nazareth House and Roots Hall and as such developers should have regard to Policy DM5 – Southend-on-Sea's Historic Environment.
3. Promote the following access and public realm improvements:
  - a. a priority public transport 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 West 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. Public art provision to buildings, public and private spaces
- e. full integration with surrounding area through the provision of pedestrian and cycling routes, to improve access and linkages;
- f. urban greening projects linked to the green grid, including planting and the creation of new public and private green space within new development;
- g. 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.
- h. 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 and planting.

4. The following Opportunity Sites, as identified on the Policies Map, are considered suitable for mixed-use residential development:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA8.1	Victoria Avenue	NA	1000**	D1, B1, A1, A3
PA8.2	Baxter Avenue	NA	500***	

\**Planning Status as of April 2016. NA = New Allocation.*

\*\**Just sites with planning permission or prior approval (662 dwellings) assumed to be delivered during the SCAAP plan period (i.e. by 2021)*

\*\*\* *Half of site assumed to be delivered during SCAAP plan period (i.e. by 2021)*

i. Within **Opportunity Site (PA8.1): 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 with high quality developments, this will include:

- 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:
  - 1) the use of green walls and roof gardens;
  - 2) comprehensive landscaping;
  - 3) the creation of a series of linked public green space within the area linked to a wider network of parks and gardens;
  - 4) a comprehensive sustainable drainage system.
- e. pursue, as appropriate, a full range of measures to enable delivery of the site, including Compulsory Purchase powers, application of masterplanning techniques to guide comprehensive redevelopment, 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 and development principles set out above and accords with any future masterplan related to the opportunity site.
- g. The grade II listed old museum building will be conserved and its setting enhanced as part of the proposals for the policy area

ii. Within **Opportunity Site (PA8.2): Baxter Avenue** the Council will promote the regeneration of the site for high quality mixed tenure residential development, including sheltered and additional affordable housing. Any scheme should incorporate amenity open space, urban greening and sustainability measures as well as for providing pedestrian access and linkages between Victoria, Baxter and Boston Avenue.

POLICY LINKAGES – VICTORIA AVENUE	
<p><b>Core Strategy DPD</b> Strategic Objectives: 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 13, 14, 15, 18</p>	<p><b>Policies:</b> 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><b>Development Management DPD</b></p>	<p><b>Policies:</b> 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><b>Southend Central AAP</b> Objectives: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10</p>	<p><b>Policies:</b> 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>



*\*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.*

## 5.11 Sutton Gateway Neighbourhood Policy Area

### Aims

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

This will be achieved by repairing, unifying and knitting together the townscape to create a cohesive neighbourhood that retains a variety of uses, which relate well to each other and support the neighbourhood.

The policy area will provide employment opportunities, protecting, maintaining and promoting Grainger Road and Short Street Employment Growth Areas as locations for increased employment floorspace.

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

### Overview

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

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

- 210 The Opportunity Site (PA9.1): Sutton Road 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, which front Sutton Road. In recent years change has slowly begun to take place, transforming the area to a residential-led community.
- 211 As the Opportunity Site (PA8.1) is large and in multiple land ownership and will require redevelopment of existing buildings, an assumption has been made that only development proposals with planning permission will be delivered during the SCAAP plan period (i.e. by 2021). The site, including any outstanding phases of development, will be reviewed during the Local Plan preparation process.
- 212 Opportunity Site (PA9.2): Guildford Road, at the junction of Sutton Road and Guildford Road, is currently occupied by a three-storey convenience store the upper two levels of which are vacant. The site offers the opportunity for redevelopment to achieve a new enhanced convenience store and new residential accommodation. The façade of the current building fronting onto Sutton Road must be retained and incorporated into any proposals.

## Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles

1. The Council, with private sector partners, through the determination of planning applications and other initiatives will:
  - a. maintain and promote Grainger Road and Short Street Employment Growth Areas as locations for increased employment floorspace in line with Development Management Policy DM11 – Employment Areas;
  - b. promote energy efficiency as appropriate, including opportunity for decentralised energy supply, and the retrofit of existing development in line with local policy
  - c. consider the provision of additional education facilities based on an assessment of the expansion needs when and where appropriate development opportunities arise;
  - d. will seek to ensure that new development respects the views, setting and character of landmark buildings located near to the Policy Area, in line with **Policy DS3: Landmarks and Landmark Buildings**.
  
2. 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;
  - c. streetscape and landscape design improvements, including urban greening and tree planting
  - d. public art provision to buildings, public and private spaces
  
3. The following Opportunity Sites, as identified on the Policies Map, are considered suitable for redevelopment:

Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Other potential use classes
PA9.1	Sutton Road	NA	214**	A1, D1
PA9.2	Guildford Road	NA	50	A1

*\*Planning Status as of April 2016. NA = New Allocation*

*\*\*Just sites with planning permission or prior approval (92 dwellings) assumed to be delivered during the SCAAP plan period (i.e. by 2021)*

- i. Within **Opportunity Site (PA9.1): 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. include enhancements to the public realm to create a coordinated, sustainable palette of materials and furniture in accordance with the Streetscape Manual SPD3.
  
- ii. Within **Opportunity Site (PA9.2): Guildford Road** the Council will support the redevelopment of this site to achieve a replacement convenience store fronting Sutton Road that enhances the Secondary Shopping offer of this locality together with new

residential accommodation. The façade of the current building fronting onto Sutton road must be retained and incorporated into any proposal. The scheme should also incorporate amenity open space, urban greening and sustainability measures. Site access will be via Guildford Road.

POLICY LINKAGES - SUTTON	
<p><b>Core Strategy DPD</b>  <b>Strategic Objectives:</b> 2, 3, 4, 5, 6, 7, 9, 13, 14, 15, 17, 18</p>	<p><b>Policies:</b>            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><b>Development Management DPD</b></p>	<p><b>Policies:</b>            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><b>Southend Central AAP</b>  <b>Objectives:</b> 1, 2, 3, 5, 6, 8, 9, 10</p>	<p><b>Policies:</b>            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.*

## Part D Implementation and Monitoring Framework

### 6. Delivery of the SCAAP

---

#### 6.1 Introduction

- 213 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.
- 214 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.

#### 6.2 Delivery

- 215 The SCAAP proposes 11 Opportunity Sites shown in Table 6. These have been allocated in terms of their perceived deliverability, based primarily upon viability, land ownership and alignment with key objectives in Council plans and strategies. These sites:
- have a positive impact on viability within the SCAAP area and will impact favourably on later or additional development within the Southend Central Area;
  - 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 Council budgets;
- 216 It is acknowledged that circumstances may change during the SCAAP plan period, particularly economic conditions, which may affect future timescales and feasibility of individual developments. It is also 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.
- 217 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.
- 218 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.

219 A key objective is to ensure that any change of use to residential and other value-generating uses must also provide wider benefits 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 6: Development Sites within SCAAP Policy Areas

Policy Reference	Opportunity Site name	Ownership
<b>2016 to 2021</b>		
Policy PA3: Elmer Square	Elmer Square Phase 2 (PA3.1)	Southend Borough Council, University of Essex, South Essex College
Policy PA4: Queensway	Opportunity Site (PA4.1): Better Queensway Project	Southend Borough Council
Policy PA7: Tylers	Tylers Avenue (PA7.1)	Southend Borough Council
Policy CS1: Central Seafront	Southend Pier (CS1.1) Seaways (CS1.2) Marine Parade (CS1.3) New Southend Museum (CS1.4)	Southend Borough Council, Multiple Private Ownership
Policy PA8: Victoria Avenue Gateway Neighbourhood	Victoria Avenue (PA8.1) Baxter Avenue (PA8.2)	Southend Borough Council and Multiple Private Ownership
Policy PA9: Sutton Gateway Neighbourhood	Sutton Road (PA9.1) Guildford Road (PA9.2)	Multiple Private Ownership

### Indicative Figures for SCAAP Potential New Developments

220 Table 7 sets out an indicative total number/ floorspace of new development to be delivered within the Opportunity Sites by 2021. The figures provided will be subject to variation when each opportunity site comes forward and do not account for other development proposals that may come forward within the SCAAP area but outside the identified Opportunity Sites.

Table 7: Indicative Scale of Development (Gross) within Opportunity Sites (2016 – 2021)

Residential	Commercial, including eating and leisure	Retail	Community
1,732	17,500	5,500	18,500

## 6.3 Implementation

- 221 This section outlines how the SCAAP and its policies will be implemented and monitored. It seeks to show how each policy will be delivered and by whom. Implementation of the SCAAP will be dependent on the provision of necessary infrastructure as described in the preceding chapters.
- 222 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.
- 223 The Implementation Plan sets out a 'rolling programme' of projects and tasks that is not exhaustive and will be kept under review. 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 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
- 224 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.

225 Access and public realm 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 Local Transport Plan 3 available on the Council's website sets out funding sources and a package of measures.

### Monitoring

226 To ensure that the vision and strategic objectives of the Central Area Action Plan (SCAAP) are being met, the Council will monitor the implementation of the Plan's policies and proposals to gauge its overall performance.

227 To achieve this, a series of indicators and, where appropriate, targets, for the Plan's policies and proposals are set out below. Progress in implementing the Plan's provisions will be monitored against these indicators and targets. This will be carried out each year after the adoption of the SCAAP as part of the Council's Annual Monitoring Report. Where it is clear that any of the objectives of the Plan are not being met, appropriate action will be taken as part of the monitoring process or a review of the plan may be implemented.

228 In order to avoid duplication of policy provisions contained in other adopted plans and to keep the SCAAP plan concise and effective, the SCAAP does not contain specific policies relating to employment; housing; culture, leisure, tourism and recreational facilities; and open and green spaces. These are contained within the Southend Core Strategy and Development Management Document and their provisions will be monitored as part of the annual monitoring process. They will be reported in the Southend Annual Monitoring Report (AMR) and will contribute to the process of gauging the effectiveness of the SCAAP.

229 Similarly, the Southend Local Transport Plan (LTP) contains a number of indicators for measuring the effectiveness of the LTP. The SCAAP does not repeat these but regard will be had to them in assessing the overall impact of the SCAAP on transport provision within the central area. Progress Reports on the Southend Local Transport Plan will be produced every two years starting with the period April 2015/16 to March 2016/17.



## Implementation and Monitoring

### Criteria Based Policies

Policy DS1: A Prosperous Retail Centre			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Annual monitoring of retail floor space and refreshes of the retail study.	DS1.1 Proportion of frontage within Town Centre Primary Shopping Frontage that are in A1 Retail use – ensure compliance with policy target. DS1.2 Proportion of units within Town Centre Primary and Secondary Frontage that are vacant - reduce As Core Strategy Policy CP2 As Indicator DM13.2	Reliance on private sector funding and developer interest. Lack of Developer interest in retail sites. Out of centre developments reducing the capacity to support town centre retail. Growth of neighbouring and sub-regional town centre retail offer. Changes to Central Government policy on Town Centre First Further changes to Prior Approval or permitted development rights in town centres.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP2, CP2 Development Management DPD: DM1, DM5, DM13</b>		

Policy DS2: Key Views			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Implementation of public realm improvements as set out by Policy Area Development Principles.	DS2.1 number of schemes that enhance visually important views – sight lines, access, open space and views improved to identified areas.	
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP2, CP4 Development Management DPD: DM1, DM4, DM5, DM6</b>		

Policy DS3: Landmarks and Landmark Buildings			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Implementation of public realm improvements as set out by Policy Area Development Principles.	DS3.1 number of appropriately located new landmark buildings - Increase in the visually important landmark buildings that signal gateways and or improve legibility for visitors using the central area.	The new landmark building is not of a high quality design, and is poorly located in the townscape to the detriment of the local environment.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP2, CP4 Development Management DPD: DM1, DM4, DM5, DM6</b>		

Policy DS4: Flood Risk Management and Sustainable Drainage			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Environment Agency Anglian Water Public and private developers	Through the continual submission and determination of planning application. Site based flood risk assessments	DS4.1 Number of developments incorporating sustainable drainage systems (SuDS) - For all new development, new impermeable areas will be drained by SuDS. As Core Strategy Policy CP4.	A risk of low quality flood risk assessments. Poorly designed SuDS.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD KP1, KP2, KP3, CP4: Development Management DPD: DM6</b>		

Policy DS5 – Transport, Access and Public Realm			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council. Local Transport Operators. Public and private developers and owners.	Through the continual submission and determination of planning applications. Joint working with local transport operators. Joint working with private operators of car parks. Local Transport Plan and other funding mechanisms – LGF.	Providing a level of car parking provision to support the vitality and viability of the central area – no net loss of permanent car parking. As Core Strategy Policy CP3. As Development Management Policy DM15.	Lack of funding for transport projects. Changes to rail or bus network, quality of service, number of services provided. Level of co-operation between operators and the local authority.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD KP2, KP3, CP3, CP4: Development Management DPD: DM15</b>		

## Policy Areas

Policy PA1: High Street Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Landowners Business Improvement District English Heritage	Through the continual submission and determination of planning applications. Implementation of public realm improvements. LGF Funding. Stub end roads Pedestrianisation. Event space. Public realm improvements (greening). Town centre/ seafront connection (multi-level).	As Core Strategy Policies CP1, CP2, CP4, CP8	Lack of interest in retail in the Town Centre. Growth of neighbouring and sub-regional town centre retail offer. Changes to Central Government policy on Town Centre First Further changes to Prior Approval or permitted development rights in town centres. Lack of inward investment opportunities. Effect of any out of town retail development.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP1, KP2, KP3, CP1, CP2, CP4 Development Management DPD: DM1, DM2, DM5, DM15</b>		

Policy PA2: London Road Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Street Market Operators University of Essex South Essex College	'Victoria Gateway initiative' Phase 2. Local Transport Plan 3. Through the continual submission and determination of planning applications. Mixed-mode pedestrian and cycle priority route. Tree planting. landscaping/public art/integrated signage. Pedestrianisation/relocation of taxi rank.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Higher and further education establishments to not want to develop further in the town centre.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP1, KP2, KP3, CP1, CP2, CP4 Development Management DPD: DM1, DM2, DM15</b>		

Policy PA3: Elmer Square Policy Area Development Principles Opportunity Site Elmer Square Phase 2 (PA3.1)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council University of Essex South Essex College Public and private developers	Elmer Square Phase 2 project to compliment the recently completed Forum public and academic library - Exploration of use of £6m notional allocation of LGF funding. Through the continual submission and determination of planning applications. Local Transport Plan 3.	As Core Strategy Policies CP1, CP4, CP6	Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Higher and further education establishments to not want to develop further in the town centre. Lack of funding for large scale projects .
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: Development Management DPD:</b>		

Policy PA4: Queensway Policy Area Development Principles Opportunity Site 'Better Queensway' Project (PA4.1)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Registered Housing Providers	Better Queensway Project. Through the continual submission and determination of planning applications. Local Transport Plan 3. New community infrastructure. New public open space - Queensway Urban Park. Public realm improvements. Pedestrian and cycle crossing. Create mixed mode pedestrian and cycle priority route. Chichester Road improvements. Improvement to Southchurch Road retail area.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP7, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities Additional cost of transport realignment, particularly in relation to the Queensway Dual Carriageway. Lack of interest from developers. Change to political focus and priority for a large scale project of this size. Lack of support from local residents and wider community.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP1, CP4, CP6, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM7, DM8, DM15		

Policy PA5: Warrior Square Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications.	As Core Strategy Policies CP1, CP4, CP8	Lack of funding for transport and public realm improvements.

	Linked to Better Queensway Project. Public realm improvements. New pedestrian and cycle priority route. Environmental improvements to Queensway and Chichester Road.		Lack of inward investment opportunities. Lack of interest in office development .
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP 8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM10, DM15		

Policy PA6: Clifftown Policy Area Development Principles			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Landowners Transport Operators English Heritage	Through the continual submission and determination of planning applications Tree Planting Programme Local Transport Plan 3 Public realm improvements, Regenerate the forecourt at Southend Central Station Redevelop Central House for retail, residential, offices. Regenerate site of Empire Theatre for cultural uses Provision of information boards/digital technology to interpret historic assets.	As Core Strategy Policies CP1, CP2, CP4, CP8	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Lack of support from local community in relation to proximity to conservation area and noise. Level of co-operation between rail operators and local authority to initiate public realm improvements
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP2, CP4, CP7 <b>Development Management DPD:</b> DM1, DM2, DM4, DM5, DM6, DM14		

Policy PA7: Tylers Policy Area Development Principles Opportunity Site Tylers Avenue (PA7.1)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Travel Operators	Through the continual submission and determination of planning applications. Need for a masterplan. Local Transport Plan 3. Creation of a new public open space. Mixed mode pedestrian and cycle priority route. Home Zone. Improved walking and cycling linkages. Junction improvements at Queensway.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP8	Lack of interest in retail or commercial space. Cost of parking re-provision and new travel interchange. Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Lack of support from local community for home zone.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP2, CP3, CP4, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM7, DM8, DM10, DM15		



Policy CS1: Central Seafront Policy Area Development Principles Opportunity Sites: Southend Pier (CS1.1); Seaways (CS1.2); Marine Plaza (CS1.3); New Southend Museum (CS1.4)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Environment Agency	Through the continual submission and determination of planning applications. Completion of committed sites at Marine Plaza and New Museum. Continual maintenance and investment in the Pier, including the installation of new digital technologies. Expansion of City Beach Completion of committed new lagoon Flood risk and mitigation measures. Improving connectivity from Town Centre and Central Seafront. Rationalise signage, street furniture, green grid Upgrade the Cliffs Pavilion outdoor space Improve traffic management, parking, walking and cycling New frontage on the southern side of the Royals Shopping Centre.	As Core Strategy Policies CP1, CP2, CP3, CP4, CP7, CP8. As Development Management Policy DM12.	Lack of funding for transport and public realm improvements. Lack of inward investment opportunities. Outcome of screening under Habitats Regulations. Lack of developer interest. Development of out of town retail and leisure attractions.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP3, CP4, CP7, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM5, DM6, DM7, DM8, DM9, DM10, DM12, DM14, DM15		

Policy CS2: Nature Conservation and Biodiversity			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Natural England	Through the determination of planning applications. Project-level Habitats Regulation Assessment where necessary. Development of visitor facility close to foreshore. Provision of public open space at Pier Hill, Seaway Car Park Eastern Esplanade.	As Core Strategy Policies CP4, CP7	Outcome of screening under Habitats Regulations.
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP1, KP2, KP3, CP4, CP7 Development Management DPD: DM6</b>		

Policy CS3: The Waterfront			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council	Through the determination of planning applications. Completion of committed new lagoon public realm improvement Provision of information boards/digital technology to interpret biodiversity of area	As Core Strategy Policies CP4, CP7	Lack of funding
<b>Other Relevant Policies</b>	<b>Core Strategy DPD: KP1, KP2, KP3, CP4, CP7 Development Management DPD: DM6</b>		

Policy PA8: Victoria Gateway Neighbourhood Policy Area Development Principles Opportunity Sites: Victoria Avenue (PA8.1); Baxter Avenue (PA8.2)			
Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers Land owners Registered Housing Provider	Through the continual submission and determination of planning applications. Completion of committed sites at Victoria Avenue and Carnarvon Road. Local Transport Plan 3. Recent completion of the Hive Southend Business Hub. additional education facilities junctions at A127/Fairfax Drive junctions at A127/East Street/West Street Junction at Victoria Avenue and Carnarvon Road Enhancements to North Road including civic space at junction with Chelmsford Avenue Enhancement of the Civic space on east side of Victoria Avenue/urban greening	As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP7, CP8.	Lack of funding for transport and public realm improvements Lack of inward investment opportunities. Lack of inward investment Further changes to Prior Approval or permitted development rights Lack of interest for new office accommodation. Fragmented approach Multiple site ownership
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM5, DM7, DM8, DM9, DM10, DM13, DM15		

Policy PA9: Sutton Gateway Neighbourhood Policy Area Development Principles  
 Opportunity Sites: Sutton Road (PA9.1); Guildford Road (PA9.2)

Key Responsibilities	Implementation	Monitoring Indicators and Targets	Risks
Southend Borough Council Public and private developers	Through the continual submission and determination of planning applications. Completion of committed sites at Sutton Road. Enhancements to Sutton Road – streetscape and landscape Enhanced cycle and pedestrian route	As Core Strategy Policies CP1, CP2, CP3, CP4, CP6, CP8.	Lack of funding for transport and public realm improvements Lack of inward investment opportunities Multiple site ownership
<b>Other Relevant Policies</b>	<b>Core Strategy DPD:</b> KP1, KP2, KP3, CP1, CP3, CP4, CP6, CP7, CP8 <b>Development Management DPD:</b> DM1, DM2, DM3, DM4, DM7, DM8, DM9, DM10, DM11, DM13, DM14, DM15		

## 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 areas 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 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:	Promotes proposals that contribute to sports, recreation and

Sport, Recreation and Green Space	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
CCG	Care Commissioning Group
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
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 Landmarks and Landmark Buildings

---

### 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)*



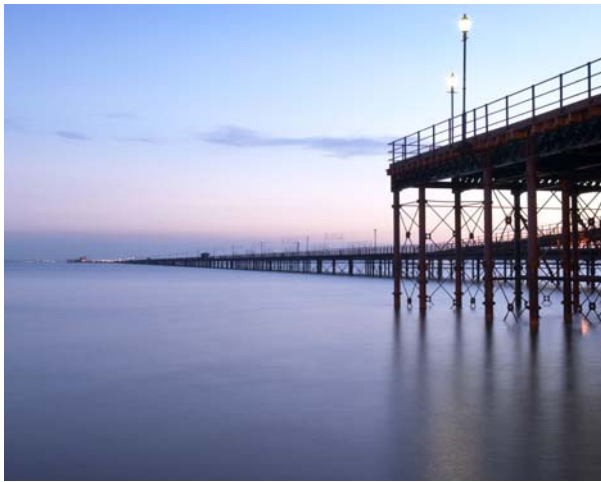
Swan Hall, Victoria Avenue  
*(Victoria Gateway Neighbourhood Policy Area)*



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 the Council 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 pedestrianise 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 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, or updated technology, to improve information about car parking capacity within town centre car parks, direct drivers to the most convenient and accessible car park, and avoid unnecessary circulating traffic by improving access to town centre car parks from Queensway dual carriageway.
- 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 – Dwelling Figures for the Central Area - relationship with Core Strategy Requirements

	Core Strategy 2001 to 2021	Completed April 2001 to March 2016 (net)	Core Strategy (as adjusted 2016 to 2021)	Site Allocations (net) to be delivered by 2021*	Other commitments to be delivered by 2021	Total New Dwellings	Difference from Core Strategy (adjusted 2014 to 2021)
SCAAP	2,474	1,084	1,390	1,732	434	2,166	+776
Local Authority Area excluding SCAAP	4,026	3,697	329	To be determined	786	786	+457
All Borough (Total)	6,500	4,781	1,719	1,732	1,220	2,952	+1233

\* In relation to the amount of dwellings to be delivered via Opportunity Sites within the SCAAP area by 2021 the following assumptions have been made:

- Queensway (PA4.1): half of the site is assumed to be delivered by 2021
- Victoria Avenue (PA8.1): sites with planning permission assumed to be delivered by 2021
- Baxter Avenue (PA8.2): half of the site is assumed to be delivered by 2021
- Sutton Road (PA9.1): sites with planning permission assumed to be delivered by 2021



## Appendix 7: Replaced Saved Planning Policies<sup>6</sup>

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

<sup>6</sup> 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.

