



Southend on Sea Borough Council September 2004



**Bryant Avenue Shelter
Eastern Esplanade
Southend on Sea**

Advisory Brief BRY/DB/Sept 04

Seafront Shelter at junction of Bryant Avenue and Eastern Esplanade, Southend on Sea.

DEVELOPMENT BRIEF

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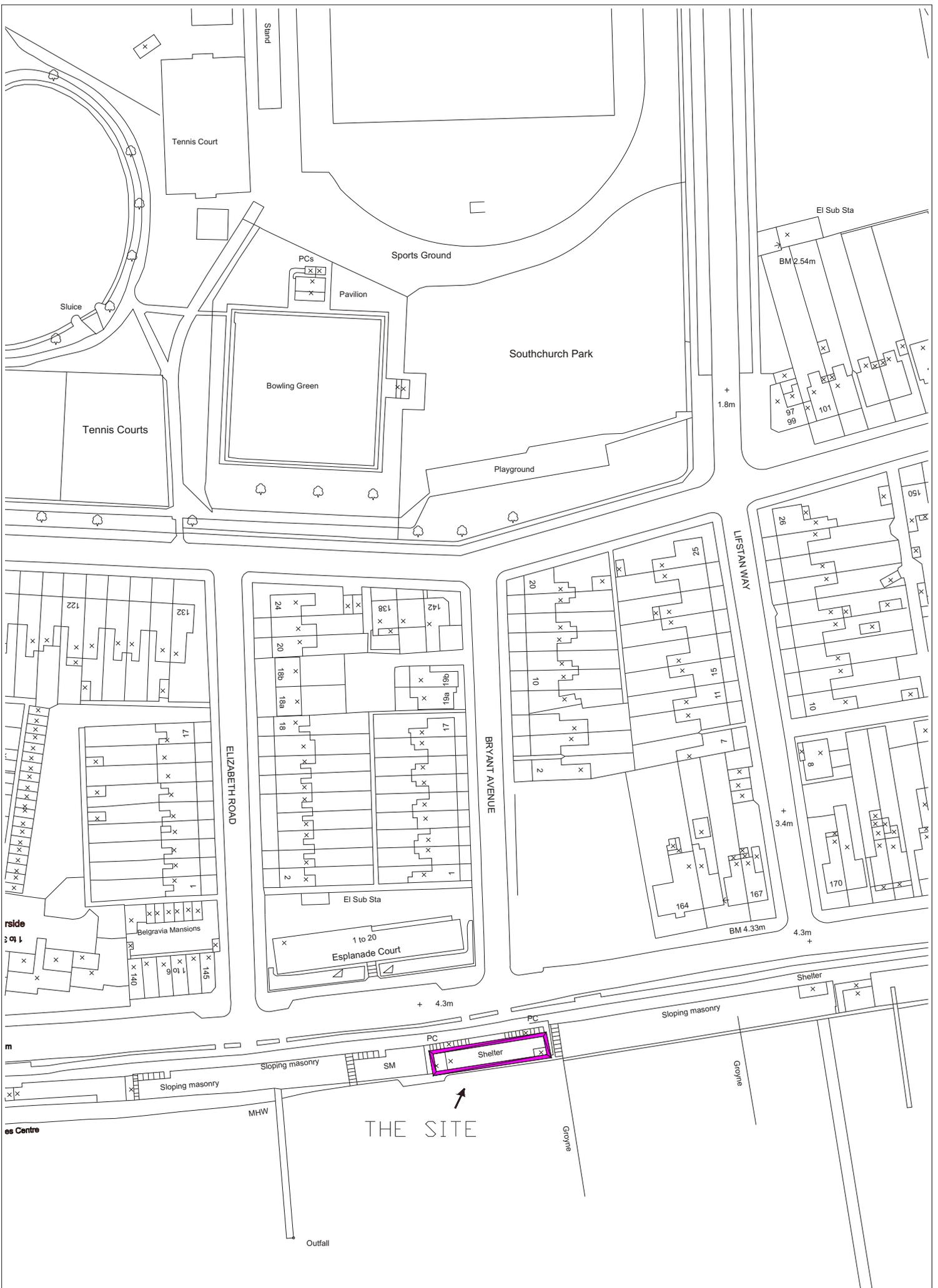
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NB. Please note that the purpose of this brief is one of guidance only and that any opinion therein is that of an officer of the Borough Council and does not necessarily reflect the view that might be taken by the Council itself. Consequently any opinion expressed will not bind the Council.



Bryant Avenue Shelter - Site Plan

Scale 1:1250

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Existing Seafront Shelter along Eastern Esplanade at the junction of Bryant Avenue.

The aim of this Planning Brief is to outline the development potential and planning objectives for the seafront shelter along Eastern Esplanade at the junction of Bryant Avenue. This is a key location along the seafront which is identified as providing a significant opportunity for a high quality leisure facility in the form of a small scale café/coffee shop/ice cream parlour in a landmark public space with unprecedented views across and up and down estuary.

The context of the adjacent residential flatted block, the new Pier Entrance, the Pier Hill Enhancement and the landscape of the Estuary itself is to be given careful consideration.

Any proposals will also have regard to the sea defences and the likely or perceived risk of flooding.

PLANNING CONTEXT

The Planning Policy context for this brief is provided by the adopted Southend on Sea Borough Local Plan. This was adopted in 1994 and contains policies and proposals which set out the main considerations on which planning applications for development will be decided and appropriate development opportunities promoted.

In addition to this adopted planning policy framework for the town, Government Regional Planning Guidance for the South East (RPG14) has included Southend, along with the rest of South Essex, within the Thames Gateway National Regeneration Project (known as Thames Gateway South Essex). The Government's vision for the Thames Gateway is to create a strong and diverse sub-region with a comprehensive transport system, a skilled workforce and a quality environment for new businesses and homes. The Thames Gateway was also included in the ODPM July Statement on Sustainable Communities as a growth area.

Policies to deliver the Government's agenda for TGSE will incorporate the aims of the wider national agenda of Sustainable Development and Urban Renaissance. Where Urban Renaissance includes action that secures significant improvement to the vitality and environment of urban areas so that they are more attractive places in which to live, work, shop and spend time.

The regeneration of the Thames Gateway is a national priority for the Government and as a result both Planning Policy Guidance for the South East and the Essex and Southend on Sea Replacement Structure Plan contain policies which reinforce this priority.

Southend on Sea Borough Council are committed to providing sustainable development and embracing within its revised planning framework for the town the principles of Urban Renaissance.

The Council therefore considers that sustained success of its urban areas require development to:

- achieve design excellence;
- assist in creating economic strength;
- take environmental responsibility
- prioritise social well-being.

SITE DESCRIPTION

The outlined area for this development site is 180m² of prime seafront building affording unprecedented panoramic views across the estuary. The site is at the heart of the coastline which collectively sees visitors in excess of 5Million per annum.

Currently used as a seafront shelter and Public Toilet access is directly onto and from both the beach and the esplanade. The northern side of the esplanade is extensively housing, the majority of which is flatted accommodation. Careful consideration needs to be given to the scale of any proposals and the impact upon the setting and views to the estuary.

PLANNING POLICY CONSIDERATIONS

DEVELOPMENT GUIDELINES

Land Use

Borough Local Plan Policies L1 – Facilities for Tourism; L2 Central Seafront Area

promote the resort potential of the Town, especially within the Central Seafront Area by encouraging the provision of new leisure facilities and visitor attractions – particularly those of exceptional high quality and all year round in nature. To demonstrate the Borough Council's commitment to improving the quality of leisure and tourism in the town it is the intention of the Borough Council to provide major improvements to the environment for visitors. This is particularly evident in the Pier Hill renewal project and the regeneration of the Pier and its entrance.

This is a prime location for a key leisure facility. It has a frontage to the seafront, offering panoramic views and easy access to the seafront and esplanade. The development of this site will add to the Council's aim of raising the perception and overall quality and diversity of the Town's leisure product.

Consequently the Council would actively encourage a small scale café/coffee shop/ice cream parlour, together with a public toilet provision, development of a quality and design that befits this prime location at the heart of Southend's Renaissance programme

Building Design

Policy C11 – New Buildings, extensions and alterations requires proposals for new buildings, extensions or alterations to respect the amenity of existing residential property, safeguard the character of Conservation Areas and important public vistas and, where appropriate, contribute to and enhance public pedestrians open spaces. This approach is endorsed in PPG1 Development Plans etc.....which regards design as a material consideration in the appraisal of development proposals.

The proposal site is in an extremely important, prominent and connected location within the Central Seafront Area. Sensitivity in retaining the structure, architecture and scale of the existing building is essential.

As such any development will have public and visual impact not only on the actual locality and environment, but also on the perception of the area for both residents and visitors. This opportunity presents a unique challenge to further enhance the architectural quality of the existing shelter. The Council is seeking the most sensitive and/or imaginative of proposals to re-model this important seafront building.

The requirements for any development in this area will need to demonstrate the following:

- The highest quality of design and materials.
- Sustainability and reduction in energy consumption.
- All air handling equipment, ducts, grills, etc. are suitably resolved within the design.
- A visual and physical connection to the public space, particular in the warmer months when the use can extend externally.
- Retention of a Public Toilet provision
- Consideration having been given to the sea defences in relation to the risk, or perceived risk of flooding.
- A lighting solution providing visual interest whilst respecting the neighbouring residential buildings and naturalistic setting.

Access and Safety

Policy U5 - Access and Safety in the Built Environment and Appendix 7 - Guidelines for Access and Safety in the Built Environment. The Council considers that safe and easy access for all members of the community must be provided on all new development schemes. It is important to have regard to the particular needs of people with disabilities and ensure that the needs of mothers, babies and families are catered for when considering access to and use of public places.

In accordance with Policy U5 and the guidelines in Appendix 7 any development should provide facilities for disabled persons and comply with the relevant building regulations.

In drawing up detailed proposals the Council considers that the advice of the Police Architectural Liaison Officer for the area should be sought on aspects of safety and security. Participation in the existing CCTV surveillance system on the seafront would also be welcomed.

Environmental Considerations

Policy E5 - Non residential uses located close to housing requires that the character and amenities of residential streets be safeguarded from overlooking, noise, smell, parking, traffic and other activities. Particular regard will need to be given to the impact of noise generating activities on residential premises along Eastern Esplanade.

In accordance with Policy E5 and Environmental Health Legislation the Council require that:

- the site layout should minimise any adverse impact on the surrounding residential areas;
and
- provision is made for environmental and pollution control equipment, including ventilation and extraction equipment and methods of noise attenuation, where appropriate.

Outline of Proposed Heads of Terms

- Lease term 21 years minimum and can be subject to negotiation.
- This scheme will proceed by way of Building Agreement for Lease, and developer proposals for the earliest income generation for the Council will be favourably considered in the selection process. Developers proposals will need to include a development programme showing timescales for building works.
- Rental proposals are sought.
- Assignment - not part, but the whole subject to Council's consent.
- User provision - High quality small scale Café/Coffee Shop/ice cream parlour service with ancillary entertainment and suitably licensed entertainment.
- The primary use will be a small scale Café/Coffee Shop/ice cream parlour subject to appropriate licensing.
- The tenant would be responsible to manage, put, keep in repair and where necessary reinstate the toilets to the satisfaction of the landlord.
- Not to cause nuisance nor undertake activities inconsistent with the seafront and adjoining residential area.

Selection Criteria

The Council will reserve the right to make a selection of the successful developer in the best interests of local taxpayers but will have regard to:

- Track record and previous developments
- Financial ability to undertake this scheme
- Details of the proposed use and market sector
- Development timetable

SOUTHEND BOROUGH COUNCIL POINTS ON CONTACT

Design and Regeneration	Mr S Kearney	01702 215402
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