

Southend-on-Sea

Southend Central Area Action Plan (SCAAP)
Revised Proposed Submission

Schedule of Suggested Amendments

March 2017

The table below sets out the schedule of post-publication suggested amendments to the SCAAP Revised Proposed Submission document:

Ref	Page	Paragraph / Policy	Suggested Amendment	Justification	In response to (reference)
SA1	7	7	<p>Amend paragraph as follows, add footnote and update numbering of all subsequent footnotes: It is also acknowledged that further work has been jointly undertaken to establish an objectively assessed need^[4], in terms of jobs and housing, for Southend and surrounding housing market area. This will be a key evidence document in the preparation of the Southend Local Plan, which 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.</p> <p>4 Strategic Housing Market Assessment covering Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock authorities.</p>	To clarify with which local authority partners the jointly undertaken study of objectively assessed need has been undertaken with.	Mr Ron Woodley (BERA) Rep No. 2578
SA2	8	Context and Issues for the Southend Central Area (e)	<p>Amend (e) as follows: e. Tourism, Culture, Leisure and Recreation - Southend has a vibrant offer in terms of leisure, tourism and cultural facilities, enhanced in recent years by a number of successful new developments in the town centre and central seafront area. However, there is opportunity to further maximise Southend's potential as a visitor destination and resort, particularly in terms of the evening economy and through encouraging overnight and longer stays by building on the resort's success as a day visitor destination, and by creating a positive experience of the central area for visitors.</p>	To clarify and emphasise the important role of day visitors to the local economy.	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2832 Mr Michael Thwaites Rep. No.2534
SA3	14	32	<p>Amend paragraph as follows: 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, whilst protecting and enhancing its heritage assets, contributing to the regeneration of the identified opportunity sites as well as Southend Central Area as a whole.</p>	To recognise the importance of the local historic environment in terms of its ability to influence future development.	Milton Conservation Society (Mr Andy Atkinson) Rep No. 2477
SA4	17	43	<p>Amend paragraph as follows: 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, facing competition from internet shopping, out-of-town retail parks and neighbouring centres, has impacted the level of trading in the Town Centre, and</p>	To emphasise the need to upgrade retail provision and	Mr Ron Woodley (BERA) Rep No. 2581

Ref	Page	Paragraph / Policy	Suggested Amendment	Justification	In response to (reference)								
			the quality of provision. There is consequently there is a need to upgrade , enhance and broaden its offer and function to possibly further include other complimentary uses. The effective promotion and marketing of the town centre to potential new investors will be crucial to this process.	to highlight the importance of promotion and marketing in this process.									
SA5	18	48	Amend paragraph as follows: It is also important to understand that Southend's town centre is perpendicular and well connected to the central seafront area. The central seafront area represents an important visitor destination in its own right, comprising a range of tourism and leisure uses, which together with the town centre supports a wider multifunctional Central Area within Southend that offers a unique and diverse visitor/ shopper experience.	To emphasise the role of tourism in the central seafront area.	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2838								
SA6	21	Policy DS1.2	Amend Policy DS1.2 as follows: New retail development should be well integrated and closely linked with the Town Centre Primary Shopping Area, as defined on the Policies Map, in terms of proximity, continuity of function and ease of access. The Council will promote the town centre in seeking to upgrade and diversify its offer.	To highlight the importance of promotion and marketing.	Mr Ron Woodley (BERA) Rep No. 2581								
SA7	23	58	Amend 3 rd sentence of paragraph as follows: While tourism remains a central pillar of Southend's employment base and has potential for growth , the creative and cultural sectors, aviation and medical technologies are all growing and also offer further potential for growth in the future.	To emphasise the potential for growth in the local tourism economy	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2839								
SA8	25	72	Amend paragraph as follows: The Core Strategy requires at least 2,474 ^[9] net additional new dwellings to be provided within Southend Central Area during the period from 2001 to 2021. According to the Southend Annual Monitoring Report (AMR), between 2001 and 2016, 1,087 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 434 425 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.	Factual update to reflect AMR 2016.	Southend Borough Council – factual update to reflect AMR 2016.								
SA9	26	Table 1	Amends Table 1 as follows: Table 1: The Scale of new Residential Development to be delivered by 2021	Factual update to reflect AMR 2016.	Southend Borough Council – factual update to reflect AMR 2016.								
			<table border="1"> <thead> <tr> <th>SCAAP Policy Area</th> <th>Net additional dwellings identified in Opportunity Sites (of which committed)</th> <th>Other committed at 1 April 2016 (net)</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>PA1: High Street</td> <td>n/a</td> <td>171</td> <td>171</td> </tr> </tbody> </table>	SCAAP Policy Area	Net additional dwellings identified in Opportunity Sites (of which committed)	Other committed at 1 April 2016 (net)	Total	PA1: High Street	n/a	171	171		
SCAAP Policy Area	Net additional dwellings identified in Opportunity Sites (of which committed)	Other committed at 1 April 2016 (net)	Total										
PA1: High Street	n/a	171	171										

Ref	Page	Paragraph / Policy	Suggested Amendment				Justification	In response to (reference)
			PA2: London Road	n/a	1	1		
			PA3: Elmer Square	0	73	73		
			PA4: Queensway	380 (8)	0	380		
			PA5: Warrior Square	n/a	16	16		
			PA6: Clifftown	n/a	57 48	57 48		
			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		
			TOTAL	1,732 (1,040)	434 425	2,166 2,157		
<i>Committed = with planning permission or prior approval</i>								
SA10	28	84	<p>Amend paragraph as follows: This Plan seeks to celebrate promote 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 contribute to the character of the town and are an important reminder of the town's history and identity. They are also an important component of the tourist economy and play a crucial role in the identity-making. 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.</p>				To clarify the term 'celebrate heritage' to emphasise the importance of heritage assets for the tourist economy and identity-making.	Milton Conservation Society (Mr Andy Atkinson) Rep No. 2478
SA11	29	87	<p>Amend paragraph as follows: There are a number of Conservation Areas within the Central Area, as depicted on the Policies Map, which contribute to its character and identity. These include: Prittlewell, Eastern Esplanade, The Kursaal, Clifftown, and Warrior Square. Each has its own unique character which must be conserved and enhanced, and consideration given to the contribution made by its setting.</p>				To emphasise the role Conservation areas play in contributing to the character and identity of the area.	Milton Conservation Society (Mr Andy Atkinson) Rep No. 2479
SA12	36	111	<p>Amend first sentence of paragraph as follows: To address this, the Essex and South Suffolk Shoreline Management Plan (2010) and Thames Estuary 2100 Plan establishes an approach to hold the existing line of flood defence within the Central Area, which includes taking account of the effects of climate change.</p>				To strengthen this section by including reference to the Thames Estuary 2100	Mr Martin Barrell (Environment Agency) Rep. No. 2611

Ref	Page	Paragraph / Policy	Suggested Amendment	Justification	In response to (reference)
				Plan.	
SA13	38	118	Amend paragraph as follows: SuDS should be designed in accordance with the National Standards for Sustainable Drainage Systems (December 2011) Non-statutory technical standards for sustainable drainage systems (2015) and guidance in the SuDS Manual (2007) (2015) published by Construction Industry Research and Information Association (CIRIA).	To update references.	Mr Martin Barrell (Environment Agency) Rep. No.2605
SA14	47 - 48	Map 4, Map 5	Update Map 4 and Map 5 to reflect key visitor car parks in Southend Central Area. Refer to Appendix A	To emphasise the key visitor car park only and to provide consistency with Policy DS5.2.b	Southend Borough Council
SA15	41	129	Insert after the first sentence of paragraph 129, the following: Improving signage will aid way-finding, promote ease of movement through Southend Central Area— and should encourage more linked trips, highlighting linkages between the town centre and central seafront area, as well as between Southend Central Railway Station, Southend Victoria Railway Station and bus interchange, and the travel centre. They will also aid drivers in finding the most appropriate car park for their journey purpose and inform them of the availability of spaces. This will be particularly important for visitors to the town unfamiliar with the local road system. Map 5: SCAAP Public Transport shows the public transport network within Southend Central Area.	To emphasise the importance of quality signage as part of traffic management improvements	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2843
SA16	42	136	Amend bullet point 1 of paragraph 136 as follows, and update numbering of all subsequent footnotes: <ul style="list-style-type: none"> ensure there is no net loss in car parking to the south of the Central Area (for the purposes of Policy DS5.2.b, these are the key visitor car parks¹³ located within 10 minutes' walk of the shoreline and generally located south of the central railway line), and to maintain overall capacity at a level that supports the vitality and viability of the SCAAP area, and enables the delivery of relevant Opportunity Sites; <p>¹³ Key visitor car parks within 10 minutes' walk of the shoreline, as surveyed in the Car Parking Study (November 2016) and reviewed in Topic Paper 1: Parking and Access (March 2017), are comprised of: Eastern Esplanade (67 spaces), Alexandra Street (74 spaces), Fairheads (211 spaces), Seaway (478 spaces), Shorefield (125 spaces), The Royals Shopping Centre (426 spaces), Western Esplanade central (585 spaces), Western Esplanade east section (128 spaces), Clarence Road (126 spaces), Tylers (249 spaces), York Road (93 spaces).</p>	To provide further clarity on the key visitor car parks to which the policy applies.	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2849; Mr Michael Thwaites Rep. No.2534; Carter Jonas LLP (Matthew Hare) on behalf of Turnstone Southend Ltd Rep. No. 2625
SA17	45	Policy DS5.2.b	Amend Policy DS5.2.b as follows:	To provide	RPS Planning &

Ref	Page	Paragraph / Policy	Suggested Amendment	Justification	In response to (reference)										
			<p>b. Ensure that there is no net loss in car parking** to the south of the Southend Central Area;</p> <p><u>** Key visitor car parks within 10 minutes' walk of the shoreline, as surveyed in the Car Parking Study (November 2016) and reviewed in Topic Paper 1: Parking and Access (March 2017),, are comprised of: Eastern Esplanade (67 spaces), Alexandra Street (74 spaces), Fairheads (211 spaces), Seaway (478 spaces), Shorefield (125 spaces), The Royals Shopping Centre (426 spaces), Western Esplanade central (585 spaces), Western Esplanade east section (128 spaces), Clarence Road (126 spaces), Tylers (249 spaces), York Road (93 spaces).</u></p>	further clarity on the key visitor car parks to which the policy applies.	Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2849; Mr Michael Thwaites Rep. No.2534; Carter Jonas LLP (Matthew Hare) on behalf of Turnstone Southend Ltd Rep. No. 2625										
SA18	64	Policy PA4.3	<p>Amend table as follows:</p> <table border="1"> <thead> <tr> <th>Site Reference</th> <th>Site Name</th> <th>Planning Status*</th> <th>Indicative number of dwellings</th> <th>Timescale for delivery Other potential use classes</th> </tr> </thead> <tbody> <tr> <td>PA4.1</td> <td>'Better Queensway' Project</td> <td>NA</td> <td>1200**</td> <td>D1, A1, A3</td> </tr> </tbody> </table> <p><i>*Planning Status as of April 2016. NA = New Allocation</i> <i>**Half of site assumed to be delivered during SCAAP plan period (i.e. by 2021)</i></p>	Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Timescale for delivery Other potential use classes	PA4.1	'Better Queensway' Project	NA	1200**	D1, A1, A3	To provide for consistency with policy provisions and appropriate definitions.	Indigo Planning (Helen Greenhalgh) on behalf of Valad Europe Ltd Rep. No. 2644
Site Reference	Site Name	Planning Status*	Indicative number of dwellings	Timescale for delivery Other potential use classes											
PA4.1	'Better Queensway' Project	NA	1200**	D1, A1, A3											
SA19	69	183	<p>Amend last sentence of paragraph 183 as follows: 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. <u>It also contains an important surface level car park for shoppers and visitors to this part of the town.</u></p>	To emphasise the importance of this site serving as a car park for the South Central Area.	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2861										
SA20	72	Central Seafront Policy Area: Aims	<p>Add to Aims at end of paragraph 3, as follows: 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. <u>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 central seafront area.</u></p>	To emphasise the importance of maintaining and enhancing car parking in this locality	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2863										

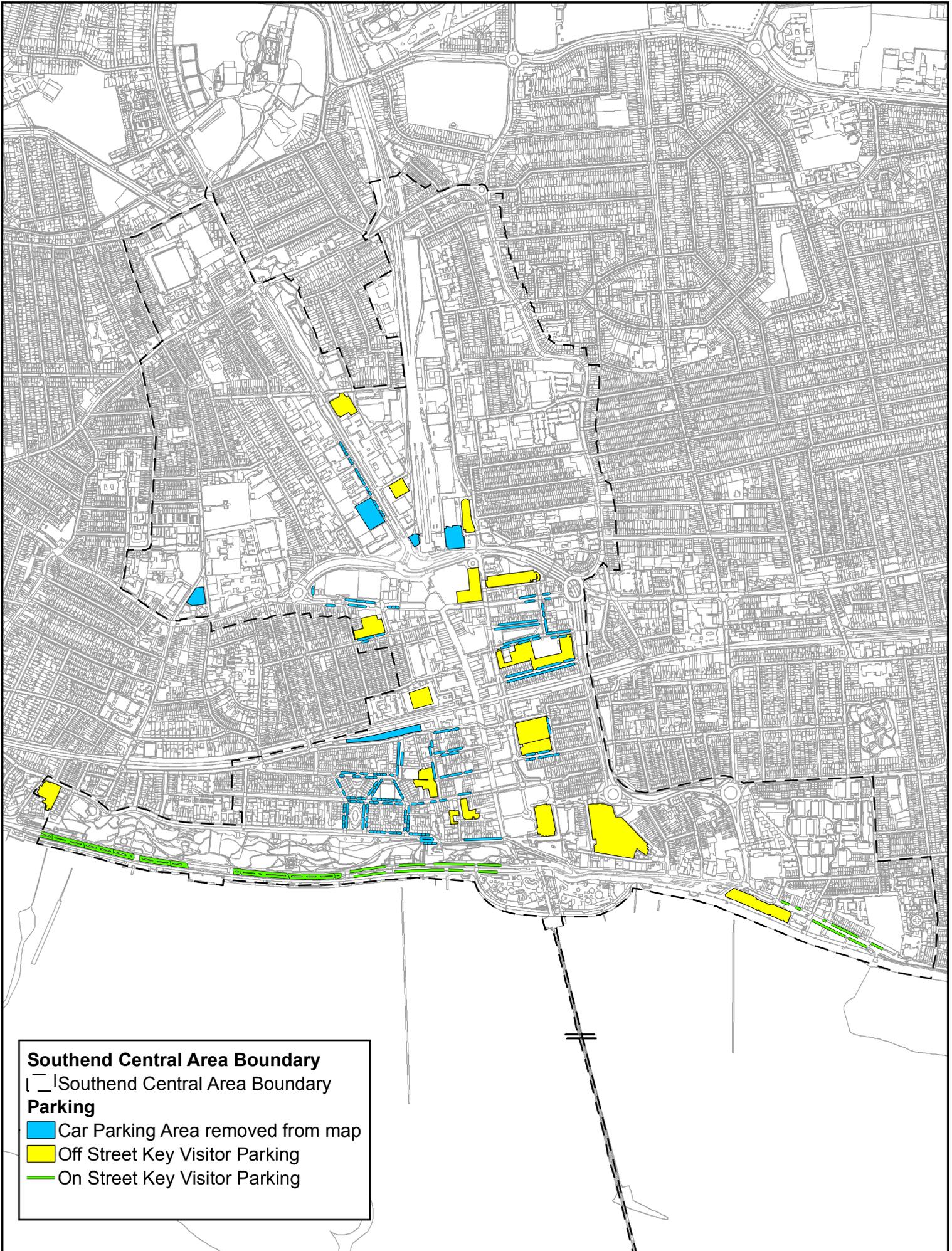
Ref	Page	Paragraph / Policy	Suggested Amendment	Justification	In response to (reference)
SA21	72	187	<p>Amend paragraph as follows: The Central Seafront Policy Area, as defined on the Policies Map, is a thriving leisure and tourism area and with over 6 million day visitors a year, it is a significant economic asset to the town. The area's resort function will be maintained and enhanced through a co-ordinated programme of quality development and transport and environmental enhancement schemes.</p> <p>[create new paragraph and update numbering of subsequent paragraphs]: Although the Pier Lift, a landmark building (Policy DS3) has helped to improve access between the Central Seafront Policy Area and Town Centre, if access was more straightforward and more pronounced in other locations such as Opportunity Site CS1.2 Seaways, there may be a better exchange of visitors between the Central Seafront and Town Centre and their functions. Its regeneration and successful integration with the town centre through improved and enhanced pedestrian links amongst other things, will therefore be key to increasing footfall and improving the areas vitality and viability.</p>	To emphasise the importance of day visitors to the local tourism economy.	Mr Michael Thwaites Rep. No.2534
SA22	73	191	<p>Amend paragraph as follows: In respect to leisure and tourism the Central Seafront draws in residents and visitors for a range of activities including use of the beach, water sports and other seafront attractions. 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 how changes within the site could simultaneously benefit the public realm around it by creating a more permeable boundary and incorporating active frontages to increase footfall around the site edges.</p>	To clarify that whilst permeability of the site is desirable it is not critical to the design objectives of this area.	Mr James Gibb Rep. No. 2527
SA23	73	195	<p>Amend paragraph as follows: Seaways, currently a surface level car park, presents a major opportunity for mixed-use development, contributing to the leisure and cultural and tourism 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 connectively through the creation of 'Spanish Steps' linking this opportunity site to the promenade of Marine Parade, as well as possibly a hotel or residential.</p>	To emphasise the role the site plays in providing opportunities for improving the tourism offer in this locality and the importance of the site in providing for car parking provision to meet the needs	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No.2864

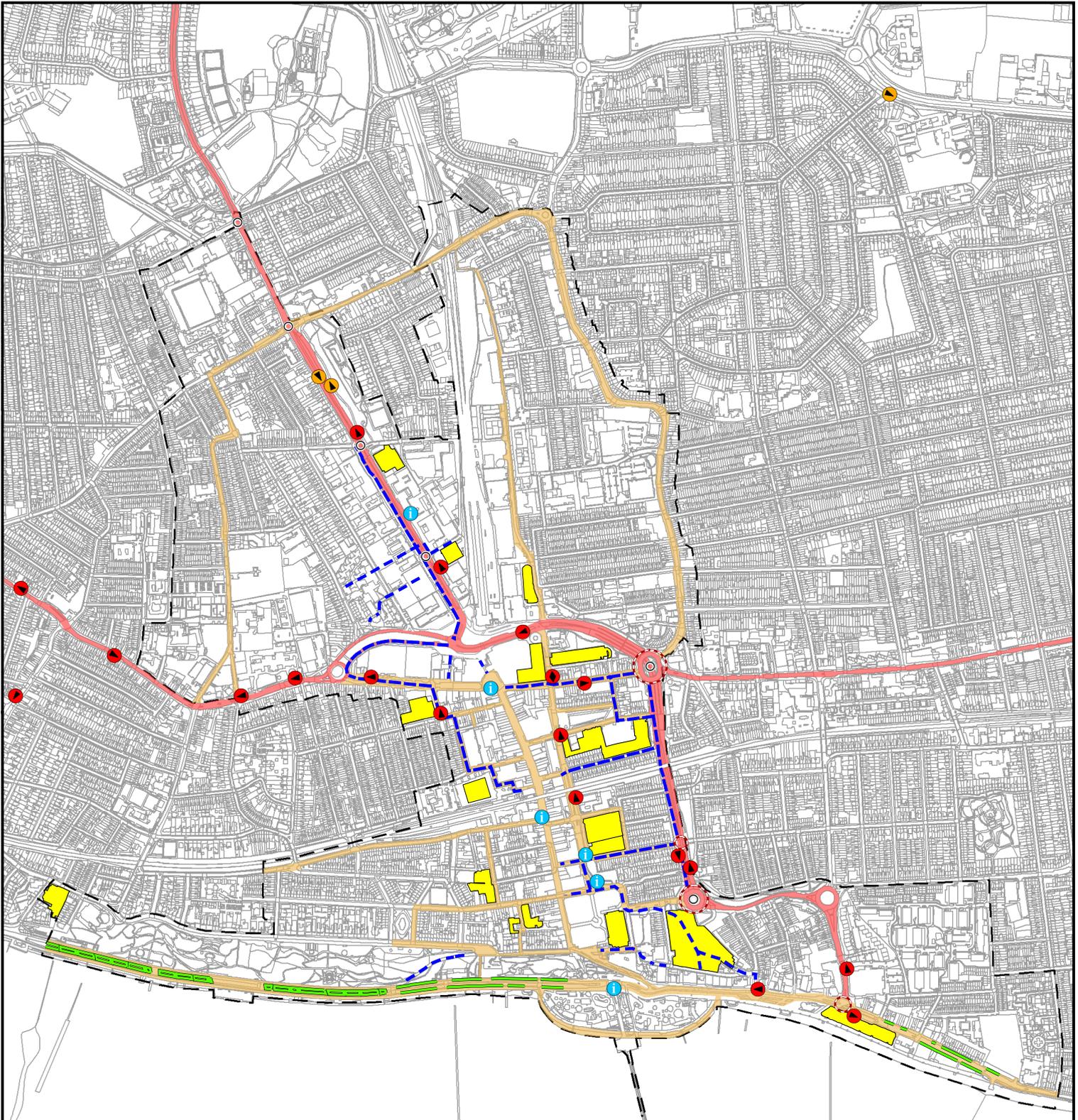
Ref	Page	Paragraph / Policy	Suggested Amendment	Justification	In response to (reference)
				of the leisure and tourism functions of the area.	
SA24	74	Policy CS1.1.f	Amend Policy CS1.1.f as follows: f. seek to maintain foreshore views by restricting <u>not normally permit</u> development south of the sea wall <u>where a proposal has the potential to adversely affect a European site or cause significant harm to a Site of Special Scientific Interest (SSSI), or adversely impact on foreshore views</u> . Any proposed use will also have to be water compatible as defined in the Planning Practice Guidance;	To provide clarity in the wording to ensure sufficient protection is provided for the international, European and national designated sites in accordance with paragraph 118 of the NPPF.	Natural England (Mr Steve Roe) Rep. No. 2869
SA25	75	Policy CS1.3.d	Amend Policy CS1.3.d as follows: Use creative lighting and public art to strengthen identity and connectivity. <u>New lighting should be arranged as to avoid direct illumination of the foreshore or excessive glare when viewed from the foreshore</u> ;	To emphasise that new lighting should be arranged as to avoid direct illumination of the foreshore or excessive glare when viewed from the foreshore. This is to avoid potential impact on designated areas and the species they	Natural England (Mr Steve Roe) Rep. No. 2870

Ref	Page	Paragraph / Policy	Suggested Amendment	Justification	In response to (reference)
				contain, in accordance with paragraph 118 of the NPPF.	
SA26	75	Policy CS1.3.f	Amend Policy CS1.3.f as follows, and renumber subsequent criteria: f. provision of a more permeable boundary to Adventure Island to provide views in and through the site.	To clarify that whilst permeability of the site is desirable it is not critical to the design objectives of this area.	Mr James Gibb Rep. No. 2527
SA27	77	199	Amend paragraph as follows: The foreshore is designated for International, and European, <u>National and Local</u> sites for nature conservation. Particularly relevant to the Central Seafront Policy Area are Benfleet and Southend Marches (SPA, SSSI, and Ramsar site <u>and Local Nature Reserve</u>), 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.	To ensure consistency with NPPF	Natural England (Mr Steve Roe) Rep. No. 2874
SA28	77	200	Amend 3 rd sentence of paragraph as follows: 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, <u>giving appropriate weight to their importance as an international, European, national or locally designated sites.</u>	To ensure consistency with NPPF	Natural England (Mr Steve Roe) Rep. No. 2874
SA29	78	205	Insert new paragraphs after paragraph 205, renumber subsequent paragraphs: <u>Developments which adversely affect a site of national importance (SSSI) will not normally be permitted. In cases where an adverse effect on the special interest of the SSSI is considered to be likely, but the benefits of the development are shown to clearly outweigh both the impacts on the special features of the site and any broader impact on the wider network of SSSI's, an exception may be made. Consultation will be required with Natural England to ensure reasonable steps are taken to further the conservation and enhancement of the special interest features of the SSSI.</u> <u>Locally designated sites (local nature reserves and local wildlife sites), are non-statutory but have an important role to place in meeting overall biodiversity targets and contributing to the public enjoyment of nature conservation.</u>	To ensure consistency with NPPF	Natural England (Mr Steve Roe) Rep. No. 2874
SA30	78	Policy CS2.1.b	Amend Policy CS2.1.b as follows: Not permit development proposals that will <u>result in significant harm to</u> have an adverse impact, either directly or indirectly, on the foreshore designations <u>that cannot be avoided, adequately mitigated, or as a</u>	To ensure consistency with NPPF	Natural England (Mr Steve Roe) Rep. No. 2874

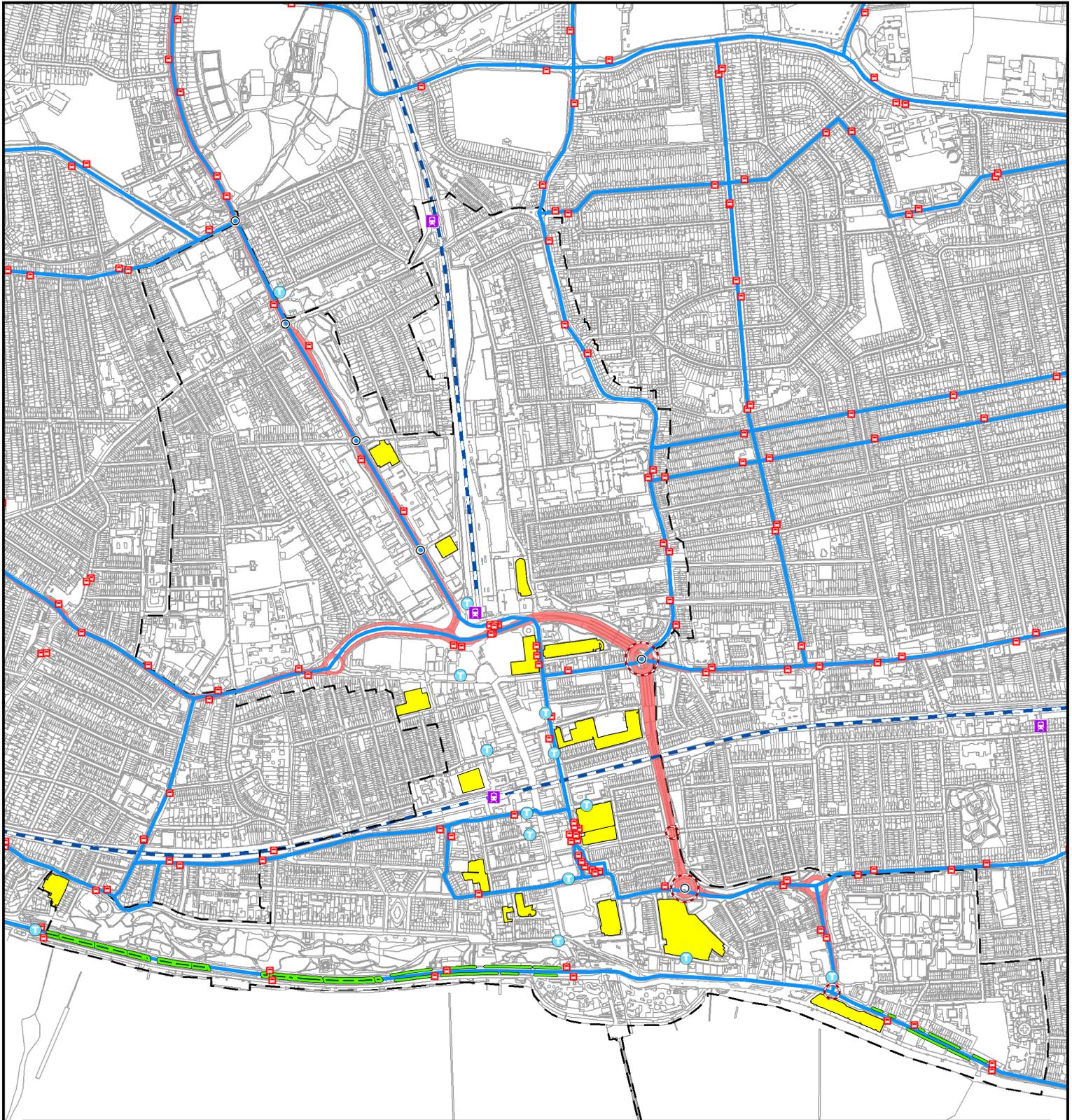
Ref	Page	Paragraph / Policy	Suggested Amendment	Justification	In response to (reference)
			last resort compensated for;		
SA31	80	Policy CS3.2	Amend Policy CS3.2 as follows: 2. Proposals for waterfront development within the Central Seafront Area and improved facilities will need to demonstrate that there will be no unacceptable impact upon navigation, biodiversity the conservation objectives or features of Benfleet and Southend Marshes Special Protection Area, Ramsar and SSSI , flood risk or the special character and designations of the area.	To clarify the objectives of this part of policy.	Natural England (Mr Steve Roe) Rep. No. 2877
SA32	86	Policy PA9.3.i.a	Amend policy as follows: a. have regard to all residential buildings on the opposite side of Sutton Road bordering the Opportunity Site and contribute positively to repairing the street scene and urban grain in this area;	To ensure any new development has regard to all residential buildings bordering the site.	Mr Paul Lowe Rep No. 2475
SA33	86	Policy PA9.3.ii	Amend policy as follows: 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 linked architecturally into any proposal. The scheme should also incorporate amenity open space, urban greening and sustainability measures. Site access will be via Guildford Road.	To provide consistency with the determination of development sites elsewhere in accordance with the Development Management DPD.	Pegasus Planning Group Ltd (Jonathon Rainey) On behalf of The Co-operative Group Rep. No. 2621 and Rep. No. 2623.
SA34	94	Implementation and Monitoring table: Policy DS5	Amend third column (Monitoring Indicators and Targets) DS5.1 as follows: DS5.1 Providing a level of publically available car parking provision to support the vitality and viability of the central area: - keep car parking capacity, demand and traffic management provisions under review to ensure that this capacity remains at a level to support the vitality and viability of Southend Central Area. – no net loss of permanent publically available car parking* south of the central railway line. As Core Strategy Policy CP3. As Development Management Policy DM15. *Key visitor car parks within 10 minutes' walk of the shoreline, as surveyed in the Car Parking Study, are comprised of: Eastern Esplanade (67 spaces), Alexandra Street (74 spaces), Fairheads (211 spaces), Seaway (478 spaces), Shorefield (125 spaces), The Royals Shopping Centre (426 spaces), Western Esplanade central (585 spaces), Western	To clarify and emphasise the need for effective monitoring of car parking provision to ensure that this adequately meets the needs of the Central	RPS Planning & Development (Mr Nick Laister) on behalf of Stockvale Group Rep. No. 2866

Map depicting suggested amendments to Map 4 and 5 of the SCAAP





Southend Central Area Boundary		Information	
[-] Southend Central Area Boundary		Information Hubs For Pedestrians	
Parking		Movement and Activity	
Off Street Key Visitor Parking	Key Public Realm Improvement	Improved Pedestrian Routes	
On Street Key Visitor Parking	Improved Gateway Access for Pedestrians	Main Route Network - Crossing and Environmental Improvements	
Variable Message Signs		Parking Information	Proposed Strategic Junction Improvement
Parking Information		Traffic Information	



Southend Central Area Boundary

Southend Central Area Boundary

Taxi Ranks

Taxi Rank

Parking

Off Street Key Visitor Parking

On Street Key Visitor Parking

Public Transport and Access

Railway Station

Railway Line

Bus Stop

Bus Route - Road served at least 5 days a week

Improved Gateway Access for Pedestrians

Main Route Network - Crossing and Environmental Improvements

Proposed Strategic Junction Improvement