APPENDIX H: MUSEUM DESIGN AND ACCESS STATEMENT
Southend-on-Sea
Cliff Stabilisation and New Museum
Analysis

The site is currently valued public open space with a prominent seafront location. Cliff Gardens are a recognised destination in Southend-on-Sea with a strong visual link to the Pier and seawall.

The site is gifted with clear and precise attributes. At the northern end, Clifftown Parade marks a significant, red-lined urban block with strong links from connecting to Southend Town Centre. At the southern edge, nothing but the openness of the Thames Estuary that sits beyond the Western Esplanade.

In essence, the key attributes of the site (developable boundary) as a location for the next Museum are:

- Its recognition as a destination in Southend-on-Sea.
- Its connection to the Pier Gardens.
- Its strong relationship with the Estuary.
- Its location, directly south of Clifftown Square.
- The potential to exploit and reinforce the relationships of the Gardens to both Town and Estuary.
- The sloping nature of the site along Clifftown Parade to facilitate an easy access.
- The site providing views of the Thames and the Pier an opportunity to create a landmark development that will enhance the Gardens and contribute to Southend-on-Sea as an “entrance” to the Thames Gateway.
- The location and how it addresses both Town and Estuary lying on key display axes between both.
- The potential to strengthen two key pedestrian links between the Town Centre and Estuary.
- The potential to support the circuits, landmarks and integration strategies proposed in Renaissance Southend’s Central Masterplan.
- The potential to create a route through the site that will connect Royal Terrace and Clifftown Parade with the Western Esplanade.
The Brief

As with any architectural or urban design project of this complexity, the brief is partly defined by the client and partly by the Local Authority (primarily through its role as Local Planning Authority). Our site, an architectural and urban site, has been incorporated both from the brief, interior design proposals, and to make sure that they are acceptable to all parties.

The Local Authority Brief

Within the East of England Plan, the Essex Thames Gateway, Southend on Sea, is identified as a "sub-area of national and regional priority for regeneration". A key aim of the East of England Plan to give the sub-region area a more positive and attractive image. To achieve this, Southend on Sea is identified as a "key area for development and change", and the East of England Plan encourages Southend-on-Sea Borough Council to achieve an urban renaissance of the town centre by establishing it as a focus for cultural activities.

Policies C1 and C2 of the East of England Plan recognises the contribution that can be made by the cultural sectors in promoting urban regeneration and renaissance and encourages the provision of facilities for cultural and arts. Section 11.08 of the Essex Thames Gateway Strategy promotes the regeneration of Southend-on-Sea as a cultural and educational hub. The Central Area Masterplan identifies the cliff top area of Cliff Gardens as an opportunity to redevelop the site, enhancing the landscape and introducing a new cultural centre.

Policy C11 of the Local Plan requires that any new building will be designed to create a satisfactory relationship with its surroundings. In respect of form, massing, height, elevation design and materials. Where appropriate they should be located to enhance public and pedestrian areas and open spaces. Consideration should be given to providing residential amenity, important vistas, and the character of the Cliff town Conservation Area. The application site is designated as Public Open Space and pressures against the approval of development proposals include the complete or partial loss of public parks and gardens and trees and planted areas which contribute to the overscape of an area.

The Design and Townscape Guide requires developers to demonstrate how proposals have been informed by and complement local character. Development should be integrated with the existing built form and respect whether they are intended to be landmark buildings. They should ensure that strategic views are preserved and may also offer the possibility of opening up views and vistas.

The site has been identified in the Southend-on-Sea Local Framework Development, Southend on Sea Plan Plan as a Strategic Development Opportunity and promotes its development as a major cultural centre. Housing the "Seven Primrose Buildings" which were built between the 18th and 19th centuries and provide a platform and an arena for presenting and observing all aspects of Southend-on-Sea's rich history.

The new visitor destination will be of international quality and will have to be fitted into the local community. The importance of the site and the project objectives are to be reflected in the high quality of the architecture.

The Client Brief

Our client's brief for the new museum in Southend-on-Sea can be summarised as follows:

- The new Museum will be a national quality visitor destination.
- It will be a museum with an unrivalled collection, a spiritual and iconic building.
- It will be a cultural destination between the urban edge of the "Thames Heritage Area" and the open, expansive setting of the Thames estuary.
- It will provide a platform and an arena for presenting and observing all aspects of Southend-on-Sea's rich history.
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- It will provide a platform and an arena for presenting and observing all aspects of Southend-on-Sea's rich history.
- It will be a museum with an unriv
Design Philosophy

Design Concept & Principles
Our approach has been to create a building that is as much a part of the landscape as it is a container for historic artifacts and this concept for the new Museum has been firmly based upon our client's functional requirements and the very specific characteristics of the Cliff Gardens site and its immediate context.

The Cliff Gardens have been around since 1909 and have never been developed. Our solution as designers is to retain public access to this specific area of the gardens, regardless of the new Museum building being placed within.

The Gardens sit between quite significant changes of urban character, grain and scale and our design concept demonstrates a clear understanding of how the Cliff Gardens hold the surrounding urban block and community together. Our building design is appropriately sized to deliver a positive connection between the new venue and the sitefront, and we demonstrate within its design how “place-making” has been prioritised within our approach.
The construction of a new building within the site presents a unique opportunity to form a beautiful and coherent architectural and urban ensemble. The building and the surrounding gardens, when combined with a series of publicly accessible routes connecting the town centre to the seafront will become a major showcase for Southend-on-Sea.

The gardens are an inevitable part of the character of Southend and the selected site is highly visible from the seafront and the pier head. The new proposal creates a focal point which enhances Southend-on-Sea’s identity and community life.

By responding to many pedestrian routes that originally passed through the site, the architecture embraces the flow of people thus providing a balance between containment and porosity to facilitate openness and accessibility. The new Museum has been designed to be open to the public and to become an integral event space for the town. Our principle has been to design a building that will enhance the Cliff Gardens and not compete with them.

The scheme presented for Planning submission demonstrates how the form of the proposed new Museum opens up to the surrounding landscape and topography, a form that sits in harmony with a very public building in harmony with a very public space – with the local community.

Aware of the prominent context, the design proposes a new, distinct museum to the Southwest Seaside. The composition and orientation of the Cliff Gardens site calls for a very unique and site-specific form. However, as with any building, the visual properties of the new Museum are affected by the conditions under which they are viewed:

- The perspective or viewing angle – the proposed building takes on different forms from Cliffwood Parade, the Gardens or from Western Esplanade;
- The distance from the building – the building can be viewed from the end of Southend Pier approx. 1.5 miles long and a significant distance East and West along the Western Esplanade;
- Lighting conditions – the building will have a very different appearance during the day that it will at night as the visual field surrounding the Museum will change significantly.

Our concept is to ensure that we do not have any side or rear elevations to the Museum facing and we have referred to the overall form earlier in this Design and Access Statement as an “eye-catcher”. Our analogy here has been taken from the overall form of an eye lid sloping windows within a pitched roof – the sloping gardens being likened to a pitched roof.

Whilst the interior platforms serve as exhibition space and supporting accommodation, the external envelope provides an external performance space and informal panoramic viewing platforms of the surrounding context.
The Scheme
Use & Content
The operational and financial objectives set out for this project require that the new museum can be successfully operated without significantly increasing the revenue support given to the SBC Museums Service and that the new museum facility is financially sustainable in the longer term.
Against that background, the project brief takes into consideration the longer term business operations and incorporates a partnership between the new museum and appropriate commercial accommodation. It is intended that the delivery of these key elements of the building’s activities will reduce the client’s exposure to staff costs and management.

The new museum proposal incorporates the following uses:
- Museum Class (B1) (including permanent collections from the Central Museum and Beecraigs Gallery, temporary exhibitions, storage, etc.)
- Education/Temporary (Class B3) and multi-function space.
- Retail (Class A3).
- Cafe (Class A3).
- Museum shop (Class A1).
- Multi-storey car park – for use by visitors to museum and waterfront.

Education
Our clients recognize the value of Museum and Gallery education as it is now embedded in the Primary and Secondary School National strategies. The brief has identified the need for good quality education facilities at the new Museum in order to support and encourage school visits and Level Two of the Museum building offers, the education provision. Located adjacent to the main exhibition spaces and to the new art gallery, we have incorporated space for school visits to eat their lunch and store their coats and bags. We have also designed separate spaces for examination groups.

Having engaged with potential users of the new Museum, this accommodation encourages teachers to bring pupils to the museum and therefore successfully engage with Museum and Art Gallery partners for education purposes. ANW and our current tenants have met with pupils with disabilities, with groups who use the existing service (Central Museum and Beecraigs Art Gallery) and with those who do not.

The art education facilities have been designed with maximum flexibility in mind. The Seminary space and learning and Activity space have simple rectangular layouts and are separated from the main exhibition space. Isolation of storage and running water allows different options for use of these spaces, whether it is for art, music or sports activities or for new. Exposure dining is envisaged within these spaces and the rooms will conform to the relevant Environment Health requirements.

The overall educational space offered is not limited to art pupils. Teachers too will take greater advantage of this. New staff will man the new museum with the help of volunteers.

Southend-on-Sea Borough Council envisages local teachers becoming more confident, experimental, and creative in the classroom as teachers from various regional education facilities will be actively encouraged to engage with the cultural sector through initiatives such as Learning Outside the Classroom (LOC)
Layout & Form
A large number of architectural strategies and ideas were discussed and tested in order to arrive at the best possible response to Southend’s new Borough Council’s brief, site context, land stability, ecological constraints and sustainability issues.

Various building layouts – rectangular, circular, symmetrical, organic and dynamic – were tested, presented and discussed with our client, project board.

We have designed different ways of approaching and entering the building. From Cliff Road, the approach to the new museum is through Cliff Gardens. Prior to entering the interior, a gently sloping, curved path prolongs the sequence of the approach. This takes pedestrians past the restaurant, enhancing the three-dimensional form of the building facade into ‘sculpture’.

By contrast, the secondary entrance to the new museum from the Western Esplanade has a more direct approach from the esplanade. We have used the entire retail (public Alcove) element of the building and incorporated one additional pavement entrance and in it. The entire circulation arrangement culminates at the heart of the building – the central atrium positioned on the same level as the exhibition spaces, art gallery and café.
The accommodation is split over six levels (even including technical floor and plant room levels) and is positioned to ensure that the building sits within the landscape, gradually exposing itself in a series of dynamic shapes ("eye-lids") producing a sculptural iconic piece of architecture.

The upper most level incorporates the main entrance to the Museum, the Planetary and the Restaurant. AED's layout and form of the building ensures that our clients have a Central approach to the building's uses enabling sectional closure of the Museum at different times of the day/night allowing the latter accommodation to be used outside of normal working hours of the Museum.

Level four incorporates the working areas of the new Museum. Object storage, laboratory and research facilities, library and curatorial/self accommodation is located at this level. These spaces have been positioned to maximize potential for natural light from the main atrium spaces, thus reducing energy demands. This also enables 'self policing' of the atrium and Museum circulation space (the main stair) and also provides views from these working areas over the Thames Estuary.
Level three is entirely dedicated to the technical floor and plant room areas of the building.

Level two is dedicated to the Museum floor and includes workshop and temporary storage space, the permanent and temporary exhibition space, the Research Art Gallery, WC provision, kitchen and staff areas, Cafes, Education/Seminar space, Learning and Activity space and general circulation space.

The use of a central atrium provides the essential connection to the exhibitions spaces and helps to orientate visitors within the museum. The organizing principle of the galleries around this central atrium allows a high level of flexibility to mix and expand the range of exhibitions and activities on offer within the new Museum.
Level one is dedicated to the Museum (and public) car park. The vertical circulation core can be accessed from this level.

Level zero is dedicated to a number of functions. Firstly, the additional pedestrian entrance and Retail space are located at grade to Western Esplanade. The Museum (and public) car park and general services arrangements also take place from the Western Esplanade. Adjoining this use, we have a significant amount of plant room space and areas dedicated to refuse and recycling storage.
Level minus one is entirely dedicated to the Museum (and public) car park. The vertical circulation core can be accessed from this level. All the car parking and building service arrangements are placed behind the façade in order to present a high-quality streetscape to the southeast.
Height, Scale & Mass:
AEW have carried out extensive studies of form to ensure all volumetric options have been tested. To develop a full understanding of the height, scale and mass of our proposal, we have carried out an evaluation in two dimensions (section and plan drawings) and these have been tested “to scale” in a virtual 3D model.

AEW architects acknowledge that scale is defined as the height, width and length of each building proposed in relation to its surroundings. We have engaged with Southend-on-Sea Borough Council’s Planning department to discuss issues relating to the “scale” of our proposals. It has been acknowledged that the actual height, scale and mass of the new Museum is dependent upon many factors other than architectural design including mechanical & electrical requirements, ventilation requirements, geotechnical structural and site constraints. Nonetheless, the upper and lower limits for height, width and length of each building within the site boundary, we believe, demonstrate and differ as appropriate scale for the new Museum building. We have not tried to imitate the impressive neighbours buildings of Clifftown Parade rather develop a scheme that demonstrates the “magic of context.” In terms of height, scale and mass.

Public Art:
We include within our Design and Access Statement areas within our scheme proposals that offer an opportunity to introduce public art as a tool to reflect and promote local identity.

Having a significant audience (visitors and local community), we have suggested that the art should be sited permanently as part of the external envelope of the Museum and we believe that a “Condition” could be placed upon any future approval to ensure the involvement of artists and further contribute to the overall design.

In addition to a wide range of art forms (including mosaics, landscape design, glasswork, video installations and ceramics), there is also an opportunity for performance art within the Gardens themselves. The introduction of public art will have a significant impact on the local environment and will encourage engagement, enhance and complement the immediate Museum environment, bring the local community together, offer social and educational opportunities and promote tourism.

We would encourage the “Condition” to call for locally based artists for the Museum committee to contribute their conceptual and practical skills to develop the newly created public space and place.
Public Realm
The Cliff Gardens site in Southend-on-Sea has a unique gift of surrounding buildings and open spaces that constitute a continuous and layered concentration of public realm. This heritage has evolved over a hundred years and is fundamental to the very being of the place. This precious public realm, with stunning views of the sea, is an essential component in making Southend a successful town for living, working and visiting. Our design proposal therefore adheres to these values and contributes to the preservation of the character of the area as it is a container. The construction of a new building within the Cliff Gardens site presents a unique opportunity to form a beautiful and coherent architecture and urban environment. The building and the surrounding gardens, when reintroduced to a series of publicly accessible routes connecting the town centre to the waterfront, will become a major showcase for Southend-on-Sea.

Cliffdown Parade is the crucial interface between the new Museum proposal and the Conservation Area. Our Planning Application seeks to create appropriate setting of public art, lighting, signage, street furniture and surface treatment. The appearance and function of these elements will play a central role in creating an aesthetic value in the environment, and are proposed to be in the background so they do not dominate the edge. From Cliffdown Parade, careful control of these fundamental elements ensures that the implementation of the new development has minimal impact upon the Conservation Area.

Western Esplanade is the key interface between the new Museum and the waterfront. Our Planning Application seeks to create appropriate setting of the building and the waterfront to ensure an active frontage to the public. To ensure that the setting is at the right level, not undermined by Museum car parking, our approach has been to place all cars and the building service arrangement behind this active frontage.

Our overall approach to the enhancement of the public realm is based upon a profound understanding of the complexity and uniqueness of the place and the way it works and local planning policy.

Landscape
We have previously described within this statement that our concept for the new Museum is to create a building that is an integral part of the landscaped as it is a container. The construction of a new building within the Cliff Gardens site presents a unique opportunity to form a beautiful and coherent architecture and urban environment. The building and the surrounding gardens, when reintroduced to a series of publicly accessible routes connecting the town centre to the waterfront, will become a major showcase for Southend-on-Sea.

Our design intent is to ensure that we do not encourage areas within the gardens to be grassed or treated as low-level “leftovers”. The surrounding landscape becomes an integral part of the building design and as such, the garden becomes an asset. Our structure landscape scheme reinforces the pedestrian access of arrival to the Museum. It encourages movement and becomes a “greenway”, inviting day-trippers, holiday makers and local residents to visit this new cultural destination.

We have identified multiple uses of external space as part of this Planning Application, including a viewing platform area and an external performance space and whilst we do not know the exact detail of how a landscape architect would bring these spaces together (details of the landscape proposals will be dealt with in a Landscape Statement), we would predict a collage of high quality elements, including planting, materials such as stone, timber, granite, steel or glass, and structured planting in some areas. Bold forms of public art and outdoor dining areas. The movement of people through this space is of paramount importance and this is expressed through our dynamic composition. The bold line of movement runs diagonally through the site from Cliffdown Parade to the main entrance of the new Museum building. Our overall ambition has been to offer a series of spaces that can be quiet, yet dynamic, at times sense, at times social, extending urban activities for visitors of Southend-on-Sea and the local community.

As the proposed Museum is so strongly connected to the site it is vital that there is coherence in the use of hard and soft landscaping. The future strategy will be to work with a landscape architect as sub-contractor to design the landscape with materials to mediate and complement the immediate environment. This will include the retention of all significant trees alongside Cliffdown Parade.
Exhibition Design

Southend-on-Sea Borough Council commissioned Bedlinam Design to work alongside AFV architects and our sub-consultant design team to develop the exhibition design for the new Southend-on-Sea Museum to RIBA Stage C. They have helped provide an interactive plan for the creation of an exciting new museum that enhances the quality and depth of exhibitions and displays of Southend’s collections.

The new museum will provide increased opportunities for enjoyment and learning for both local people and visitors to Southend-on-Sea and the exhibition design has been developed to reflect the client’s ambition to create a world-class museum. The exhibition will not only describe the rich, economic and social history of Southend-on-Sea but will also celebrate the significance of its art collection and the international significance of its archaeological collections, in particular those relating to the discovery in 2003 of a Samian pottery burial. This supports our client’s aspiration to elevate their collections and their interpretation for an international audience, whilst reflecting a sense of place and belonging which for local people.

Bedlinam Design has worked very closely with the client team, curatorial team, council members, AFV architects and the design team. The exhibition content and layout concept is the culmination of the first stage in the development of the internal brief for the new museum, to help ensure that Southend-on-Sea becomes a destination for leisure and culture regionally and nationally, creating a hub for heritage and learning where local people can discover and participate in the history of Southend and South East Essex.

The museum space is currently divided between areas exploring particular themes and chronological blocks including areas for further research of themes and collections. Instead, one single exhibition narrative is needed where the visitor is led from one gallery to another, with each gallery covering the same theme, complementing thematic developments across the organisation. Visitors will be able to interact with people’s stories, explore aspects of Southend’s local history, research collections in depth and discover links with other heritage organisations in the town, borough and region.

This approach creates an engaging learning environment in which people can participate at their own speed and in their own way. Avoiding a strictly chronological and linear linking themes provides a system for navigation and interpretation that enables visitors to reach similar learning outcomes from different starting points, through different routes and journeys using different styles of learning.

Since the completion of the work by Bedlinam Design, Southend-on-Sea Borough Council have commissioned Haley Sharpe to work alongside AFV architects and our sub-consultant design team to develop the exhibition design for the new Southend-on-Sea Museum to RIBA Stage C.
Active Frontage
Our detailed proposals demonstrated the importance we have placed on adding interest, life and vitality to the newly created frontage to the Western Esplanade. We have included a secondary entrance to the Museum development and this is accessed directly at grade adjoining the public realm.

This secondary entrance is located within the existing accommodation which in turn provides opportunities for glazing at lower level.

The port-glazed "ero" lift at this lower level helps provide lively internal uses become visible from the seafront and beach helping to present a warm welcoming feel to the visitors of Southend-on-Sea.

Crime & Security
Planning Policy Statement note 3 (PPS3) calls upon all Local Authorities to;

"promote design layouts which are safe and take account of public health, crime prevention and community safety considerations"

AEC architects have engaged with John Hills, architectural liaison officer for Essex Police. We have agreed that crime and security are of paramount importance for this project, both in terms of people and also the highly important reflections held by the Statue.

We demonstrate within our Planning Application how the building is accessed and how the inter-departmental relationships work and how they in turn relate to tennis and large positions. High standard physical security measures (based on best practice at UK National Museums) have been assessed and our plans identify the significant security measures we have taken.

Lighting
The brief for the new Museum calls for an iconic piece of architecture and AEC architects that lighting can be used to enhance and bring to life the buildings at night-time with either striking or subtle external lighting design.

The detail of lighting design will be "conditioned" to part of any future approval. However, at this stage, consideration to the appropriate choice of external lighting has already been given top priority to the new Museum project. As well as the aesthetic quality, the choice of light sources and its positioning will take into account:

- The colour and reflectivity of the cladding surfaces (in and around sunlight).
- The desired colour rendering and their effects (operating temperature) on the building materials.
- Security.
- Light pollution of the adjoining Cliffs and Conservation Area.
- Maintenance.

The public circulation spaces within the new Museum will incorporate an innovative use of reflection to help define the form and character of exhibition spaces.

We do not believe there will be a need for attention grabbing highlight lighting. Warm, colour lights may be used to achieve the perfect atmosphere, according to each of the exhibition’s requirements.

The majority of the new Museum entrance accommodation is submitted.

We envisage the use of white back-lit, solid panels sliding the sky to help make a suggestion of windows and daylight. These will help provide plenty of light to create a welcoming airy feel to these well used spaces.

Acoustics
Our client Southend-on-Sea Borough Council have appointed 2 Acoustics to carry out a Noise Impact Assessment and a copy of the report is attached with the Full Planning Application.
External Appearance/Facade

The Cliff Gardens are a fantastic example of English seaside resort gardens and remain one of the best loved features of Southend-on-Sea today. In 2008 the Council was awarded a grant from the Heritage Lottery Fund to restore the gardens, the work being completed in 2009.

As the new Museum is located so prominently within the gardens, it has been necessary to consider both the presentation of the gardens and the surrounding historical environment whilst conceiving the external appearance of the Museum.

It was clear from the outset, that the interface boundary defined by the building form would provide ATEC and our consultant team a great opportunity to maximise performance, efficiency and occupant experience. The triangular faceted form of the ‘eyeballs’ are derived from the juxtaposition of an innovative double skin facade and the external supporting structure and this geometry produces a series of ‘wings’, producing unremarkable looking openings of the Cliff gardens, the Waneca Flats and the Thames beyond and also upward looking reflections of the sky above.

The supporting steel frames bear outwards towards the Thames Estuary allowing a minimal ‘northness’ of the site allowing prevailing degrees of passive air shading. In addition, these columns are both shaped and positioned to further enhance the solar shading potential (acting as vertical baffles) and help direct views out of the building towards the South East and South West.

The glazed skin of the building is ‘wrapped’ in thin horizontal stone bands (the selection of natural stone pays homage to the adjoining Cliff View conservation area) rivetted approximately 1200mm apart and set out in 100mm couring, the stone banding has occasional ‘set backs’ not only to deliver additional interest to the facade but also to perform a functional role by allowing the integration of coloured, anodised eyechist mesh.

The stone has been placed to deliberately accentuate the corner edges of the eyechist, and a curved joint pattern pattern is created on each façade giving the building a truly unique and individual presence within the site context. As much as it seems to lock, it naturally creates its own sense of place aiming to say with a consistent perception of the materials, regular, marbled forms.

The 3-dimensional eyechist mesh material has a dual personality. Opaque when viewed from one direction, transparent when viewed from the other, and it is this quality combined with the colours achieved through the anodising process that is the key to further enhancement of the external appearance.

The ventilation of the building is achieved via the perforations within eyechist mesh (allowing the building to breathe) but with the introduction of various colours, we aim to make a further connection to the flora and fauna within the Cliff Gardens.

Together with the internal structural support system, the double skin glass facade, the natural stone banding and the coloured eyechist mesh provides a simple but powerful building. We believe that this clearly identifiable site specific, iconic structure will establish itself as one of the most important in the town’s history.
Materials:
Our thoughts have been specifically to select high quality materials that
safely blend contemporary, innovative architecture into the context of the
adjoining Conservation Area and also ensure a robust, durable and easily
maintained public building. Longevity needs to be achieved in the context of
this coastal environment and amongst our considerations are the effects of
rain, salt, sun and frost, these latter in winter months.

The palette of materials proposed will be locally sourced wherever possible
and the high quality finishes to both the external and internal environment,
will be aimed to improve activity levels.

Exterior
Horizontal smooth faced Jura Limestone.

Walls
Anodised, coloured Eyetech aluminium mesh.
Green living wall.

Roof
Hard landscaping - granite paving for steps and
ripari. Self binding, coloured and decorative gravels.
Soft landscaping - vegetation / grass over a
waterproof membrane.

Windows
Double glazed, single and double skin high
specification structural glass system.

Entrance Doors
Double glazed, clear glass doors with marine grade 3
stainless steel frames and flanges.

Service Doors
marine grade (code 316) stainless steel doors, frames
and flanges clad with Jura limestone ‘slips’ to match
external walls.

Balustrades
Toughened / structural glass with
marine grade (code 316) stainless steel support, frames
and flanges.
Sustainability
AECW have prepared a Sustainability Appraisal and Energy Statement in support of a full Planning Application for the proposed new Museum and this is included within our Design and Access Statement. This element of our report demonstrates how our proposal considers the following relevant issues:

- Orientation / façade designs
- Carbon Efficiency / Renewable Energy and Part L
- Cooling
- Heating
- Ventilation
- BREEAM
- Water Management
- Construction Management

Waste Management & Recycling Strategy
At this stage, we do not have detailed information relating to the volume of waste generated for the new Museum or the ancillary restaurant, café, auditorium and education space. We have indicated spaces/ procedures for its storage as part of our detailed design proposals however, to allow the future management and recycling requirements. This will include the use of waste recycling products and a provision for its storage and collection, which will be dealt with as a condition on any future approval.

This provision is considered sufficient for the amount of waste to be generated through construction processes. The amount of waste is not known at present.

The Museum service will employ the services of either Southend-on-Sea Borough Council and/or an independent Waste Management Company to deal with the collection of refuse and recycling produced at the new Museum. Southend-on-Sea Borough Council have increasingly seen the importance of segregating and recycling their waste. As such, the requirements for segregation of waste streams including cardboard, paper, glass, cans, electrical goods, printer consumables, batteries and plastic bottles. Garden waste will be dealt with by the relevant “green” waste. Segregation of the recycling of the various waste streams shall be based on analysis of the environmental impact of the various items and the viability of their reuse/recycling.

Car Park Ventilation Strategy
Our current strategy is for the car parks to be ventilated by an impulsive system, which is a number of free-standing ductless ceiling mounted fans, to remove contaminated air from points on each floor. Extract air will be by extraction wall fans that will discharge contaminated air through a faience duct to the outside. The number and location of impulsive fans will be determined by a CFD analysis as the scheme moves beyond the outline stage. Air make-up will be provided through the open car park entrance.

The system will be designed to deliver at least 6 air changes per hour in normal operation mode. However, air volume will be rated according to CO2 concentrations so that ventilation is only provided when required. All of the fans will be fine tuned to allow the system to function in a low and smokers’ ventilation mode, during which the air change rate can be boosted to at least 10 ACH.

Window Cleaning Strategy
The window cleaning strategy envisaged for the new Museum facility is manual. Firstly, the window panels will be cleared using squeegee blades and, secondly, the double glass facades are proposed to be completed via a “reach and wash” system. This will be supplemented with mobile access platforms to be used for high-level patrimony cleaning and maintenance. Hand standing and/or an access zone will be provided to the entire building (“eye level”) perimeter to facilitate cleaning (and maintenance) of external areas of glazing during the works will be managed.

The actual system and/or operator is not known at this time however the system employed will be as light and ergonomically easy to use as possible. Reach and main systems can easily reach up to 30m in height and therefore ideal for this particular building and its location. The internal areas of glazing will be cleaned via a mobile access platform.
Transport Assessment

Our Detailed Planning Application is supported by a Transport Assessment (TA) report and a combined Draft Staff & Visitor Plan document and the Draft SVIP. Both documents are intended as ‘living’ documents which will continue to be revised and refreshed throughout the life of the proposed development.

The scope for the TA report has been formally discussed and agreed with Southend-on-Sea Borough Council (SSBC) Highways. The TA report is accompanied by a Car Park Management Strategy (CPMS) document and the Draft SVIP. Both documents are intended as ‘living’ documents which will continue to be revised and refreshed throughout the life of the proposed development.

Given the site’s location close to Southend-on-Sea town centre, it benefits from a good level of public transport accessibility. The proposed development is being designed to enhance this level of accessibility by providing improved pedestrian links to the town centre.

The site benefits from excellent accessibility to local and strategic road networks. Locally, cycle paths and walking routes to the A137 Southend Arterial Road are planned to be enhanced with additional cycle routes and pedestrian crossings. The Western Esplanade is part of the National Cycle Network. These improvements have recently been made to the Western Esplanade which now includes a dedicated cycle lane on its southern side.

The TA report includes the results of an on-street parking occupancy survey carried out on both weekdays and weekends on Cliff Road and surrounding residential streets. A parking accumulation assessment of an August peak weekend day has also been carried out, which concluded that the proposed multi-storey car park (MSCP) can adequately accommodate the expected level of car parking demand generated by the proposed new museum.

It is proposed that two car parks, one on the northern side and one on the southern side of the Western Esplanade, to the east of the site. This arrangement has been discussed and agreed in principle with SSBC Highways.

It is proposed that all vehicles including cars, motorcycles, and pedal cycle occupying the proposed MSCP will do so via the Eastern Esplanade. The proposed development includes a ‘two-lane entry’/‘one-lane exit’ arrangement which has been discussed and agreed in principle with SSBC Highways. It is proposed that all vehicles accessing SSBC Highways, including those via the proposed development, will be managed by the site operator or the operator of the proposed development, a department of SSBC, or a third party car park operator. It is proposed that the car park will be connected via SSBC’s Variable Message Signage strategy in the town centre to advise motorists of any parking availability before they reach the car parks.

The Car Park Management Strategy will be updated by the site operator of the proposed development. The Car Park Management Strategy will be revised and refreshed as and when required.

The requirements for all aspects of the strategy have been developed and agreed with SSBC Highways. The Draft SVIP document sets out the site and visitor traffic management strategies, the management strategy for the car parks, and the management strategy for the bicycle parking. The SVIP will be a living document which will be continually updated as necessary.

As discussed and agreed in principle with SSBC Highways, it is proposed that all servicing (including deliveries and refuse disposal) is undertaken via a service lane on the southern side of the site and that all surfacing vehicles, including refuse vehicles, collection vehicles, and service vehicles, will have a separate service lane on the site and will not intrude upon the main SRIP entrance/exit.

As part of the TA work, a multi-modal trip generation assessment has been carried out and a ‘trip’ approach using a range of data sources (including the draft business plan, existing Southend Museum visitor numbers, and the TSBC trip rate database) has been discussed and agreed with SSBC Highways. The trip assessment identifies that, on a neutral weekday, approximately 6,000 passengers use the park and ride facilities. The proposed development is expected to increase this by 1,500 passengers per day. The proposed development includes a dedicated pedestrian improvement package, with the provision of two coach pick up/ drop-off areas on the southern side of the road. It is also proposed that the car park will be connected to the Western Esplanade with potential for other parking strategies, such as bus services, in special events, such as events or conferences held in the museum.

Construction Management Plan

J&M has prepared an outcome Construction Management Plan (CMP) prepared within the TA report. It is proposed that the construction vehicle at the site will be supported by a CMP secured by planning condition. The CMP will be prepared in order to manage construction vehicle movements generated at the site and on the surrounding road network with an emphasis on reducing the potential for conflict with pedestrians, cyclists, and other vehicles. It is proposed that the CMP will be updated in accordance with the site operator’s and site management’s requirements.

Car Park Management Strategy

The requirements for all aspects of the strategy have been developed and agreed with SSBC Highways. It is proposed that the site’s MSCP, which will benefit the public as well as others to the site, will be managed by the operator of the proposed development, a department of SSBC, or a third party car park operator. It is proposed that the car park will be connected via SSBC’s Variable Message Signage strategy in the town centre to advise motorists of the parking availability before they reach the car parks.

The Car Park Management Strategy will be updated by the site operator of the proposed development. The Car Park Management Strategy will be revised and refreshed as and when required.

Staff & Visitor Travel Plan

The requirements for all aspects of the strategy have been developed and agreed with SSBC Highways. The Draft SVIP document sets out the site and visitor traffic management strategies, the management strategy for the car parks, and the management strategy for the bicycle parking. The SVIP will be a living document which will be continually updated as necessary.
Access Statement

Introduction

AED Architects are committed to a policy of equality, inclusion and accessibility in the delivery of a building. We fully recognise the diversity of cultural, religious and individual abilities of future customers, visitors and employees and are active in ensuring that any potential sources of discrimination are addressed. Against this background, this section of the document will set out the measures that have been employed in order to ensure inclusive access throughout the proposed development.

Access for disabled people to the built environment, services, employment, transport and education is playing an ever increasing role in the development of new buildings. Legislation, regulations and planning requirements are constantly changing and expanding.

AED Architects have developed an approach which will integrate measures to facilitate access and use by all people who will visit, work and move around the development, proposal including disabled people with mobility, sensory and cognitive impairments.

Key concerns in developing these proposals have been:

- To ensure that the building is able to be accessed by all potential users, regardless of age, gender or any disabilities which they might have.
- To ensure that the external building environment, including the location and orientation of entrances, will be legible and not act as an impediment to any potential users.
- To ensure that the internal building environment can be successfully and safely used by all potential users of the building.
- To ensure that where possible, opportunities are taken to utilise colours, materials, textures and the presence of space to enable the legibility and aesthetic value of the building and to improve design standards overall.
Pedestrian Access

Given the change in use between Clifton Terrace and Western Esplanade, and the need to provide pedestrian access points into the new Museum to ensure that the site can be accessed from both these approaches.

Clifton Terrace is a broad residential street, set at the same level as the formal landscaped gardens, and it is the main entrance for locals and visitors affording landscape views over Clifton Gardens towards the seafront. To capitalise on this, the proposal encourages the use of Clifton Terrace as the primary means of pedestrian access into the development site and the new Museum.

The plan below identifies the proposed circulation system within the Clifton Gardens area. The main approach to the entrance of the new Museum is a gently sloping, curved path. The statue of Queen Victoria marks the main starting point for this primary pedestrian access and it will function as a strategic visual and visual draw along Clifton Terrace. The footpath is graded in accordance with current Equalities Law legislation.

The building design allows for pedestrian access to move around and use the new Museum building. This maximises access to the public gardens and ensures pleasant views around the garden, towards the seafront and over the esplanade. The entrance building is located at Level 5 and will be fully glazed to allow inward and outward views and reinforced by appropriate signage.

A secondary pedestrian access point (within the retail accommodation) is located at grade along the Western Esplanade. In anticipation of visitors accessing the site from the coach drop off point, traffic roundabout, Southend Pier, the beach and from Adventure Island. The proposal minimises a series of footpaths on the northern side of Western Esplanade which have been included in the same area as a result of the development. Provisions will be included for appropriate access to the proposed mixed-use improvements, existing and new open space provision, and congestion before reaching the gardens and new Museum. The footpaths will also incorporate areas for seating and rest and relaxation.

The retail accommodation on Western Esplanade provides a necessary public access (within the retail accommodation) and traffic diversion the internal access to be clearly visible from the site.

The Transport Assessment provides details of how the proposal will be consistent with the Western Esplanade, as a vehicle-driven environment, are addressed.

The Gardens

In addition to the primary pedestrian access point from Clifton Terrace to the building entrance, several other pedestrian paths will be reintroduced within the Gardens.

A new footpath along the north-south axis from Puddledown Square Gardens, an important viewing corridor, is proposed. This new footpath leads directly to the pedestrian access points on level 5 via a short flight of steps. Along the east axis, the proposal seeks to reintroduce the meandering pathways through the cliff slip area, reconnecting both sides of Clifton Gardens. The proposed pathways will continue a continuation of the existing paths through the gardens and where possible avoiding an existing situation they will be graded for accessibility." This allows movements through the site and an accessible route of access to the new Museum for pedestrians through the Clifton Gardens directing visitors towards the external parking space and viewing platform. The proposal encourages people to linger, meet and appreciate the Gardens and seaward views.

Cycle Access

Access for cyclists is provided from Western Esplanade. Clifton Terrace and through Clifton Gardens. Western Esplanade and Clifton Terrace are designated cycle routes. Internal cycle storage will be provided within the building at Level 2, directly accessed from Western Esplanade and staff VC and showers facilities are available within the building.

Coach pick up / Drop off / Waiting facilities

On street coach pick up / drop off facilities by bus are provided on the northern (corner) side of the Western Esplanade adjoining the new Museum building.
Conclusion

APW Architects are aware that Southend-on-Sea Borough Council are committed to ensuring high quality design for all new developments across the town. We are also aware that your design has satisfied many of the refusal of planning permission and therefore we have demonstrated through this document a thorough detailed site and contextual analyse. Reference to planning policy and design guidelines, an extensive period of design consultation and design development.

For The Town
We believe that these detailed design proposals will enhance the Gardens as a year round destination that complements its current use. We also believe that the proposed new Museum will make a positive contribution to the town.

For The People
We believe the urban design strategy ensures that the building offers viability of use and is scaled appropriately to foster a sense of urbanism. The detailed design demonstrates a proposal that is clear, specific, reasonable and feasible.

For the Environment
We believe that a sustainable Museum development is the site’s natural assets such as orientation ensures the highest quality sustainable development. Our approach, to reduce energy consumption compared to similar buildings is targeted to meet our client’s aspirations of I BREEAM excellent.
# Off-Street Car Parking Capacities in Central Area South

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<th>SCAAP Indicated Capacity (spaces)</th>
<th>Stockvale Measured Capacity (spaces)</th>
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