



# 4. VISION

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### 4.1 Vision statement

It is important that the Masterplan is structured within a coherent framework with a clear statement of vision and objectives. Section 4.1 defines a series of guiding principles which draw upon Renaissance Southend's core vision and objectives, consultation feedback and analysis from the process of Masterplan and Regeneration Framework preparation.

**Our ambition for Southend Town Centre, including the Seafront, is for it to be a prosperous regional centre by the sea that is vibrant, safe and hospitable and rich in commerce, learning and culture.**

**Our aim is to transform the image of Southend Town Centre through sustainable economic growth and social provision, and for it to be identified as a location of choice for businesses, residents and visitors.**



South East Essex College



Sunset over the Thames Estuary

## 4.2 Objectives

The following objectives build on the overarching statement of vision:

### Our objectives are:

1. To combine continuity with change in the physical fabric of streets and buildings and to improve the physical environment and 'sense of place' for all residents and visitors;
2. To promote awareness of Southend Town Centre's history and heritage;
3. To build upon the assets of Southend Town Centre having regard to its unique coastal setting, its excellent rail links to London, and its higher educational provision;
4. To retain and attract high value employment opportunities by aligning Southend Town Centre's employment land and premises offer with business demand;
5. To facilitate access to, and movement in and around Southend Town Centre in a sustainable manner;
6. To promote good sustainable urban and architectural design in all new buildings;
7. To expand the presence of the University of Essex and the South East Essex College and establish Southend Town Centre as a regional centre for learning and cultural pursuit;
8. To encourage the establishment and expansion of retail businesses in Southend Town Centre by bringing forward suitable sites for development to meet modern retailer requirements;
9. To add to the economic vitality and diversity of Southend Town Centre by encouraging the establishment of a wider range of homes and businesses and opportunities for recreational activity; and
10. To improve the physical environment and public realm of Southend Town Centre and enhance its status as a visitor destination for a diverse audience.



Fine historic character of Capel Terrace

