

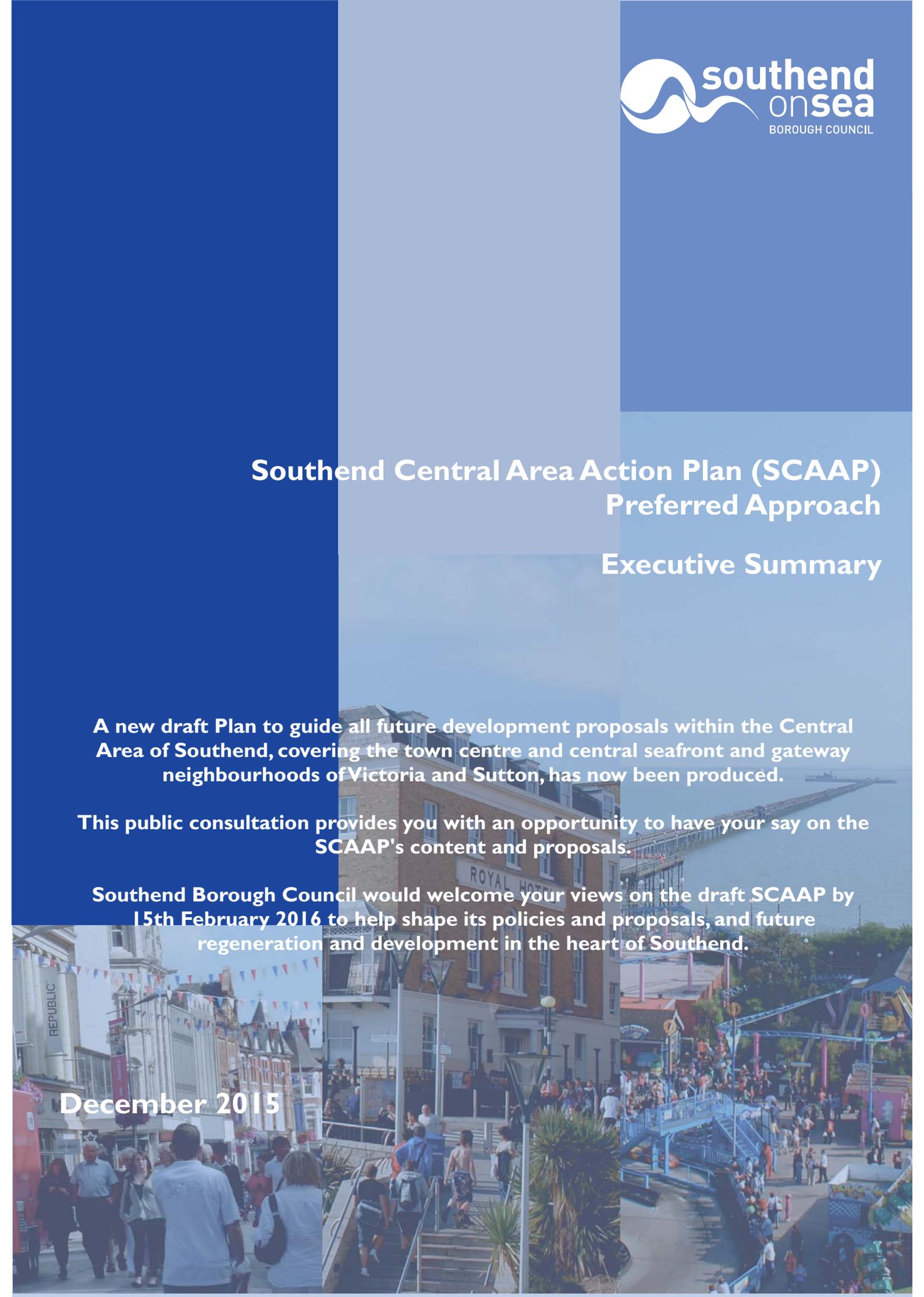
Southend Central Area Action Plan (SCAAP) Preferred Approach Executive Summary

A new draft Plan to guide all future development proposals within the Central Area of Southend, covering the town centre and central seafront and gateway neighbourhoods of Victoria and Sutton, has now been produced.

This public consultation provides you with an opportunity to have your say on the SCAAP's content and proposals.

Southend Borough Council would welcome your views on the draft SCAAP by 15th February 2016 to help shape its policies and proposals, and future regeneration and development in the heart of Southend.

December 2015



1. Introduction

Following receipt and consideration of representations on previous draft versions of the Southend Central Area Action Plan (SCAAP), a revised plan has now been published for further public consultation. The SCAAP will guide and promote all development and regeneration within the town centre area and central seafront until 2021.

This public consultation provides the opportunity for interest parties to comment on the emerging plan and policies, including proposed development sites. Following this, a final 'pre-submission' version of the SCAAP will be produced and published, taking into account comments received, prior to the Plan being submitted to the Planning Inspectorate for Examination in Public.

After publication of the Inspector's report, it is envisaged the SCAAP would then be adopted by the Council later in 2016. The SCAAP, once adopted, will form part of the Southend on Sea Local Planning Framework for the town, alongside the already adopted Core Strategy, Development Management Document and the London Southend Airport and Environs Joint Area Action Plan.

The SCAAP reflects the vision, strategic objectives and spatial strategy of the Southend Core Strategy. This is a strategic level document that provides the framework for the preparation of the SCAAP and other development planning documents up to 2021.

This Executive Summary only provides a brief summary of the Plan and should not be used to provide comment or representations on the SCAAP.

The full version of the SCAAP may be viewed on the Borough Council's web-site www.southend.gov.uk, viewed at public libraries and the Civic Centre, or can be purchased on request. **It is the full version of the SCAAP which Southend Borough Council are seeking representations or comments on.**

2. Vision

The SCAAP sets out a vision for the future development of the central area:

'.....for it to be a City by the sea. As a prosperous and thriving regional centre, it will be an area that is vibrant, safe and hospitable, rich in commerce, learning and culture and an attractive, diverse place where people want to live, work and visit. The aim is to transform the image of Southend through sustainable economic growth, development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.'

3. Development Strategy

The development strategy within the Plan includes specific policies relating to:

- Retail provision - seeks to ensure that the centre maintains a vibrant and viable mix of town centre and retail uses and includes 3 options for managing town centre primary shopping frontages (**Policy DS1**)
- Key views – seeks to ensure development proposals are compatible with/enhance key views of the seafront, Southend Pier, the Kursaal, Royal Terrace and Clifftown Parade, All Saints Church (just outside the SCAAPE area), Porters and St. Mary's Church (**Policy DS2**)

- Landmarks and landmark buildings - seeks to conserve and improve the setting of landmarks and landmark buildings (**Policy DS3**)
- Flood risk management and sustainable drainage – sets out requirements for developments proposed in flood risk zones (**Policy DS4**)
- Transport, access and public realm – provides for a number of improvements to complement other policy aims and opportunity site provisions, including traffic management, car parking provision, public transport improvements, pedestrian and cycle improvements(**Policy DS5**)

4. Policy Areas

To achieve the ‘vision’, the SCAAP identifies ten geographically defined ‘policy areas’, which have their own distinctive character. These are illustrated in **Map 1**.

For each of these policy areas specific aims and policies will apply to guide future development proposals. In addition some of the policy areas contain specific site allocations – these include ‘opportunity sites’ and major development proposals that have been granted planning permission¹.

This Preferred Approach version of the SCAAP sets out all known major potential development sites within the central area for comment. However, the final adopted version of the Plan will only contain those sites that will be delivered by 2021, the end of the Core Strategy plan period. Table 1 outlines all the potential site allocations and when they are considered to be delivered.

The Council is seeking comment on the likelihood of these delivery timescales. For those sites included in the final adopted version of the SCAAP there must be clear and robust evidence of deliverability by 2021, which can be presented at examination to a planning inspector.

The non-allocation of a site will not prevent a site from being implemented prior to 2021. The timescales provided purely reflect current available evidence and understanding regarding the likely implementation of the sites. Any planning application proposed in the SCAAP area on any site would be determined on its merit, taking into account adopted and emerging planning policies and any other material considerations.

¹ The base date of these major planning permissions is April 2014. The next version of the SCAAP (the pre-submission version), to be published in 2016, will roll forward the planning permissions base date to 2015.

Table 1: Site Allocations, including Opportunity Sites and Major Planning Permissions within the Town Centre and Central Area

Policy Area/ Site Allocations		Proposed additional uses (summary)	Indicative Residential Capacity		Phasing
			Gross	Net	
High Street					
OS1	Whitegate Road	Residential, Office, Retail/ Restaurant	15	15	Post 2021
OS2	Pitman's Close	Residential, Office, Retail	15	15	Post 2021
PA1.1	<i>Maitland House</i>	Residential	98	98	Post 2021
PA1.2	<i>4 Southchurch Rd</i>	Residential, Restaurant	24	24	Post 2021
London Road					
OS15	Sainsbury's & Adjacent Buildings	Office, Residential, Town Centre Uses	150	150	Post 2021
Elmer Square					
OS3	Elmer Square Phase 2	Educational & Supporting uses	-	-	Pre 2021
Queensway					
OS4	Queensway	Residential, Social & Community Uses, Retail	1000	600	Pre 2021
Warrior Square					
OS5	Warrior Square	Residential, Office/ Community Uses	94	94	Post 2021
PA5.1	<i>18 - 20 Southchurch Rd</i>	Residential	16	16	Pre 2021
Clifftown					
OS16	Clarence	Cafes, Offices/ Residential	38	38	Post 2021
OS17	Alexander	Retail, Cafes, Residential	57	57	Post 2021
Tylers					
OS6	Tylers	Retail, Residential, Potential Travel Centre	80	80	Pre 2021
Central Seafront					
OS7	Southend Pier	Cultural and leisure uses, including cafes, restaurants, small shops	-	-	Pre 2021
OS8	Seaways and Marine Parade	Residential, leisure, tourism, restaurants, Cinema, hotel	340	340	Pre 2021
OS9	New Southend Museum	Museum	-	-	Pre 2021
OS10	Woodgrange	Residential	-	-	Post 2021
CS1.1	<i>Esplanade House</i>	Residential, Convenience Retail, Restaurant	266	216	Pre 2021
Victoria Neighbourhood					
OS11	Victoria Avenue*	Residential, Office, Convenience Retail, Leisure, Cafes, Community Facilities	1084	1084	Pre 2021
PA8.1	<i>Heath House And Carby House</i>	Residential, Convenience Retail	280	280	Pre 2021

<i>PA8.7</i>	<i>Carnarvon Road</i>	Residential	131	131	Pre 2021
<i>PA8.8</i>	<i>Victoria House</i>	Residential, Convenience Retail	40	40	Pre 2021
OS12	Water Board Site	Cultural and creative uses, live work units & Residential	30	30	Post 2021
OS13	Roots Hall*	Mixed-use Scheme	290	276	Post 2021
<i>PA8.2</i>	<i>Roots Hall Stadium</i>	Residential, Convenience Retail	272	229	Post 2021
<i>PA8.3</i>	<i>297 Victoria Avenue</i>	Residential	30	30	Post 2021
<i>PA8.4</i>	<i>25 Roots Hall Avenue</i>	Residential	18	18	Post 2021
<i>PA8.5</i>	<i>Salisbury Avenue and North Road</i>	Residential	43	43	Pre 2021
<i>PA8.6</i>	<i>175 London Road</i>	Residential, Convenience Retail	27	27	Pre 2021
Sutton Neighbourhood					
<i>OS14</i>	<i>Sutton Road*</i>	Residential, Community Uses	254	254	Pre 2021
<i>PA9.2</i>	<i>257 - 285 Sutton Road</i>	Residential	97	86	Pre 2021
<i>PA9.3</i>	<i>319 - 321 Sutton Road</i>	Residential	32	32	Pre 2021
<i>PA9.1</i>	<i>Kenway</i>	Residential, Office	45	45	Pre 2021

**Grey highlighting within the table denotes circumstances where Major Planning Permissions are within an Opportunity site (highlighted in a darker grey). Refer to Map 1.*

The Policy Areas and their proposals are summarised as follows:

- **High Street**

The aim for the High Street is to create a vibrant and successful town centre shopping area complemented by a variety of town centre uses, such as cafes and restaurants (particularly around new and improved public spaces), which enhance the experience for visitors, residents and workers, and extend the economy throughout the day and into the evening (**Policy PA1**). The Plan provides for mixed-use development on two 'opportunity sites' at Whitegate Road and Pitmans Close (**OS1** and **OS2**), and also contains two Major Planning Permissions (**PA1.1** and **PA1.2**).

- **London Road**

In the London Road policy area, the aim is to provide for high quality office space, shops, cafes/restaurants, and homes above street level. This will be complemented by high quality public realm enhancements to create a pedestrian-priority area and improvements for pedestrians and cyclists (**Policy PA2**). The Plan provides for an 'opportunity site' (**OS 15**) situated around the current Sainsbury's store and adjacent buildings.

- **Elmer Square**

The Elmer Square area will be reinforced as the educational hub in Southend, providing state of the art library and learning facilities set within a quality public realm with integrated pedestrian links with the High Street and London Road. Future development in this area will be well-designed, innovative and complementary to the Forum and phased to meet the expansion and growth needs of the University of Essex and South Essex College (**Policy PA3**).

The Plan provides for an 'opportunity site' on the former Farringdon multi storey car park site to provide for educational and supporting uses to complement the University development and Forum **(OS3)**.

- **Queensway**

In the Queensway policy area the aim is to regenerate the area to create a balanced residential-led community that is supported by social and community infrastructure with an enhanced public realm and pedestrian/cycle improvements. Development will reinforce Southchurch Road as a secondary shopping area and provide new employment opportunities **(Policy PA4)**.

The Plan identifies the whole of the Queensway area as an 'opportunity site' **(OS4)** in line with the Better Queensway scheme.

- **Warrior Square**

The aim for Warrior Square is to provide for predominantly small-scale residential development that respects the setting and green character of the Warrior Square Conservation Area with improved pedestrian and cycle friendly routes **(Policy PA5)**.

An 'opportunity site' is identified on the former swimming pool site and adjoining car park for residential-led development with car parking and supporting uses such as offices and community uses together with the provision of additional green space **(OS5)**. The Policy area also contains a Major Planning Permission **(PA5.1)**.

- **Clifftown**

In Clifftown the aim is to create a vibrant area with lively food and drink establishments and a small niche retail offer, which is active throughout the day and into the evening, whilst also conserving and enhancing the distinctive character and appearance of the Clifftown Conservation Area. The setting of designated and non-designated heritage assets within the area will be respected and key public realm improvements made **(Policy PA6)**.

The Plan provides for mixed-use development on two 'opportunity sites' at Clarence Road and Alexandra Street **(OS16 and OS17)**

- **Tylers**

The aim is to promote mixed use development and create a high quality public realm, complemented by landscaping, tree planting and public art, where pedestrians and cyclists are prioritised, creating opportunities for shared public spaces, linked with opportunities for the potential future relocation and development of the Travel Centre within the policy area **(Policy PA7)**.

The Plan identifies an 'opportunity site' on the current public car park area for a mixed use development including active ground floor retail units with residential and offices to upper floors and provision for replacement car parking and possible relocation of the bus station **(OS6)**.

- **Central Seafront**

The Central Seafront will be promoted as a thriving and vibrant leisure, cultural and tourism area centred on the Grade II listed Pier, which will be rejuvenated to bolster its' status as an iconic landmark. High quality mixed use schemes will be developed and heritage and natural assets conserved and enhanced. Innovative schemes such as 'Spanish steps,' providing enhanced pedestrian links, a seafront lido and a new world class museum will be promoted.

Seamless transition between the Central Seafront and the town centre and public realm improvements will be complemented by the placement of well-designed functional and creative lighting schemes and public art, which will visually enrich the area at night. The City Beach public realm scheme will be extended facilitating improvements to Eastern Esplanade (**Policy CS1**).

The Plan identifies four 'opportunity sites' within this area, namely:

- Southend Pier - which has the potential to provide for a mix of cultural and leisure uses (**OS7**)
- Seaway Car Park - which could provide for leisure, cultural and tourism attractions such as restaurants, cinema, and hotel facilities (**OS8**)
- the New Southend Museum - which will be promoted on the cliff face at Western Esplanade (**OS9**), and
- the Woodgrange Drive (Kursaal) Estate - which would benefit from regeneration and enhancement (**OS10**).

The Policy Area also contains one major planning permission at Esplanade House (**CS1.1**)

The Plan also includes policies to protect the nature conservation and biodiversity of the area and the waterfront (Policies **CS2** and **CS3**).

• **Victoria Gateway**

The Plan will seek to achieve regeneration of Victoria Avenue, which will form an attractive and vibrant gateway to the town centre. Enhancements to the public realm will be undertaken throughout the neighbourhood, to encourage walking and cycling and improved access to the town centre, employment area and public transport interchanges. The heritage of Prittlewell Conservation Area will be protected (**Policy PA8**).

Three 'opportunity sites' are contained within this area, namely:

- Victoria Avenue office area – where comprehensive redevelopment will be promoted to transform it into a sustainable mixed use community focussed on residential uses to upper floors (**SO11**)
- The former Essex and Suffolk Water Board Site – where cultural facilities and creative industries will be promoted (**OS12**)
- Roots Hall Football Ground – where a mixed use scheme will be promoted in the event of the Football Club relocating to a new stadium (**OS13**).

The Policy area also contains a number of Major Planning Permissions (**PA8.1, PA8.2, PA8.3, PA8.4, PA8.5, PA8.6, PA8.7, and PA8.8**)

• **Sutton Gateway**

The aim for the Sutton Gateway is to achieve a regenerated area supported by a thriving local shopping centre on Sutton Road. The policy area will provide employment opportunities, protecting, maintaining and promoting Grainger Road and Short Street Employment Growth Areas as locations for increased employment floorspace (**Policy PA9**).

The area contains one 'opportunity site' comprising land fronting Sutton Road, formerly in employment uses. The redevelopment of this site for high quality housing and community uses will be supported (**OS14**).

The Policy Area also contains three Major Planning Permissions (**9.1, 9.2 and 9.3**)

5. Your Views

Your views will form an essential part of framing the final adopted version of the SCAAP, which will then be submitted for examination by an independent planning inspector.

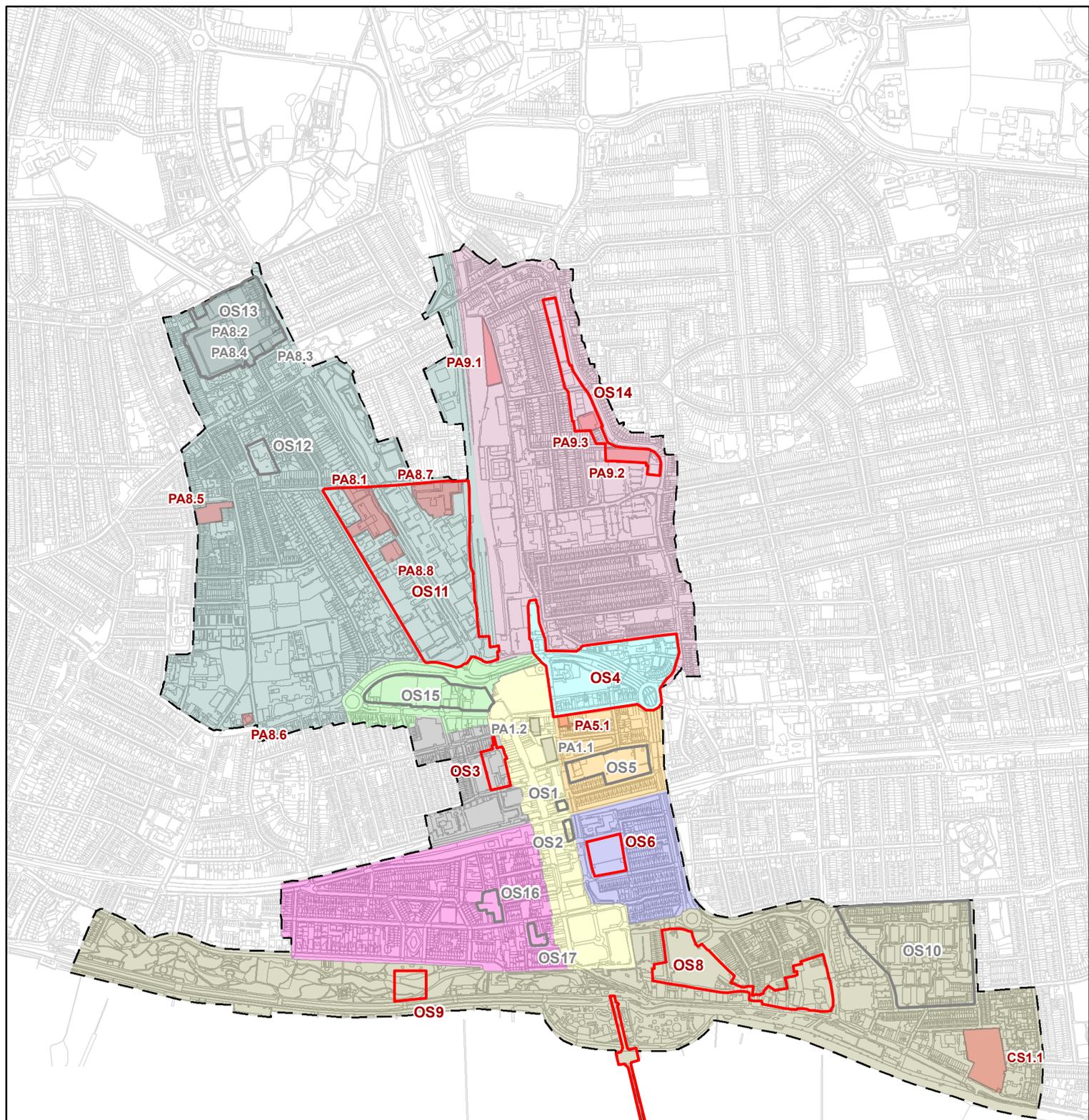
Comments, objections and support for the various aspects of the Plan should be made to the Borough Council by **15th February 2016**.

Please be reminded that this Executive Summary document only provides a brief summary of the Plan and should not be used to provide comment or representations on the SCAAP.

To have your say and view the full version of the SCAAP and related documents:

- Head online and visit: www.southend.gov.uk/scaap
- Call 01702 215408 and request a printed copy
- Visit your local library
- Visit the Southend Civic Centre
- Respond using Response Form:
 - online at: www.southend.gov.uk/planningpolicyconsultations
 - via email: ldf@southend.gov.uk
 - Post: FAO Debee Skinner
Department for Place
Southend-on-Sea Borough Council
PO BOX 5557
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Victoria Avenue
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Essex SS2 6ZF

Map 1 - SCAAP Policy Areas and Site Allocations

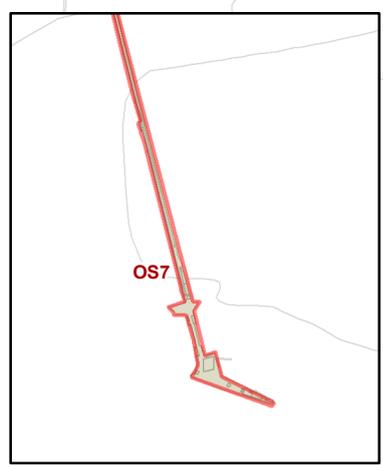


SCAAP Policy Areas

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

SCAAP Site Allocations

- Opportunity Sites Pre 2021
- Opportunity Sites Post 2021
- Major Planning Permissions Pre 2021
- Major Planning Permissions Post 2021



SEE INSET

