



Southend Central Area Action Plan (SCAAP) Proposed Submission - Executive Summary

A new draft planning policy document to guide all future development proposals within the Central Area of Southend, covering the town centre and central seafront, has now been produced.

This provides you with an opportunity to have your say on the Plan's contents.

Please take this opportunity to make your views known on the submission version of the SCAAP by 16th December 2016 and help shape the future development of the heart of Southend.



November 2016

1. Introduction

Following the receipt and consideration of representations on previous draft versions of the Southend Central Area Action Plan (SCAAP), a 'Proposed Submission' Version of the Plan has now been published for further comment. It will guide and promote development within the town centre area and central seafront until 2021.

This consultation provides the last chance for all to make comment on the emerging Plan and policies, including proposed development sites, before the plan is submitted to an Examination in Public and scrutiny before an Independent Inspector. This will be held in early 2017 after which the Inspector will prepare a report on his/her findings setting out whether he/she considers the Plan's policies and proposals to be 'sound'. This may include recommended modifications to the Plan.

It is envisaged the Plan would then be adopted by the Council in the Summer of 2017. The SCAAP, once adopted, will form part of the Southend on Sea Local Planning Framework for the town. The SCAAP reflects the vision, strategic objectives and spatial strategy of the Southend Core Strategy adopted in 2007. This is a strategic level document that provides the framework for the preparation of the SCAAP and other development planning documents.

Representations must relate to 'soundness' and legal compliance, and should be made using the Council's online interactive consultation system <http://southend.jdi-consult.net/localplan/>. Alternatively, representations may be submitted using the Response Form, available on request (01702 215004 ext. 5408 or email ldf@southend.gov.uk), by the following means:

Email: ldf@southend.gov.uk

Post: FAO Debee Skinner

Department for Place

Southend-on-Sea Borough Council

PO Box 5557

Civic Centre, Victoria Avenue

Southend-on-Sea SS2 6ZF

A guidance note for submitting representations is available on the Council's website and assistance is also available by calling 01702 215408.

This document provides an executive summary of the Plan only. The full Plan can be viewed on the Borough Council's web site www.southend.gov.uk/scaap, viewed at public libraries and the Civic Centre, or purchased on request.

2. Vision

The SCAAP sets out a vision for the future development of the town centre and central seafront area as a:

'.....destination 'City by the Sea'. As a prosperous and thriving regional centre and resort, it will be an area that is vibrant, safe and hospitable, rich in heritage, commerce, learning and culture and an attractive, diverse place where people want to live, work and visit for both day trips, overnight and longer stays. Our aim is to transform the perception and image of Southend through sustainable economic growth, high quality development and social provision, and for it to be independently recognised as a popular location for businesses, residents, students and visitors.'

3. Policy Areas

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

For each of these areas specific aims and policies apply to guide future development proposals. In addition some of the policy areas contain specific site allocations – termed ‘opportunity sites’. This ‘Submission Version’ of the SCAAP sets out those sites that will be delivered by 2021, the end of the Core Strategy plan period. Table 1 outlines the amount of housing expected to come forward as part of the Opportunity Sites.

The non-allocation of a site will not prevent the site from being implemented prior to 2021. Any planning application proposed in the SCAAP area on any site would be determined on its merits taking into account adopted and emerging planning policies and any other material considerations.

Table 1: Opportunity Sites

Opportunity Site		Proposed Land Use (summary)	Indicative Residential Capacity		Indicative Phasing
			Gross	Net	
PA3.1	Elmer Square Phase 2	Cultural and learning & supporting uses, including cafes, commercial workspace and studios.	-	-	Delivered by 2021
PA4.1	‘Better Queensway’ Project	Residential, social & community uses, secondary town centre uses, including small retail, cafes.	1200	760	Half of site delivered by 2021
PA7.1	Tylers	Retail, residential, public parking, transport interchange.	150	150	Delivered by 2021
CS1.1	Southend Pier	Leisure & cultural uses, including cafes, restaurants, small shops	-	-	Delivered by 2021
CS1.2	Seaways	Leisure, tourism, restaurants, cinema, hotel, public parking	-	-	Delivered by 2021
CS1.3	Marine Plaza	Residential, leisure, restaurants, local shops	282	278	Delivered by 2021
CS1.4	New Southend Museum	Cultural, leisure, public parking, supporting café, restaurant and shops	-	-	Delivered by 2021
PA8.1	Victoria Avenue	Residential, office, convenience retail, leisure, cafes, community facilities, public parking	1000	1000	Planning permissions delivered by 2021 (662 gross/net)
PA8.2	Baxter Avenue	Residential	500	240	Half of site delivered by 2021
PA9.1	Sutton Road	Residential, community uses	214	214	Planning permissions delivered by 2021 (92 gross/net)
PA9.2	Guildford Road	Residential, convenience retail	50	50	Delivered by 2021

The policy areas and their provisions can be summarised as follows:

- **High Street**

The aim for the High Street will be 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**).

- **London Road**

In the London Road policy area, the aim will be to provide for high quality office space, shops, cafes/restaurants, and homes above street level. This will be complemented by public realm enhancements to create a pedestrian-priority area and improvements for pedestrians and cyclists (**Policy PA2**).

- **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 identifies 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 (**PA3.1**).

- **Queensway**

In the Queensway policy area the aim will be 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 an 'opportunity site' encompassing the 'Better Queensway' Project (**PA4.1**).

- **Warrior Square**

The aim for Warrior Square will be 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**).

- **Clifftown**

In Clifftown the aim will be to promote the area as a vibrant area with a lively food, drink and small niche retail offer that is active throughout the day and into the evening, whilst 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 public realm improvements made (**Policy PA6**).

- **Tylers**

The aim will be 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 re-provision 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 (**PA7.1**).

• **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 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. There will be 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 (**CS1.1**),
- Seaway - which could provide for leisure, cultural and tourism attractions such as restaurants, cinema, and hotel facilities (**CS1.2**),
- Marine Plaza – for high quality residential development with complimentary leisure and supporting uses (**CS1.3**), and
- the New Southend Museum - which will be promoted on the cliff face at Western Esplanade with associated facilities and new public car parking (**CS1.4**).

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 a regenerated Victoria Avenue that 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 conserved and enhanced (**Policy PA8**).

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

- Victoria Avenue office area – comprehensive redevelopment will be promoted to transform it into a sustainable mixed use community focussed on residential uses to upper floors (**PA8.1**) and
- Baxter Avenue – the Council will promote the regeneration of the site for high quality mixed tenure residential development, including sheltered and additional affordable housing (**PA8.2**).

• **Sutton Gateway**

The aim for the Sutton Gateway neighbourhood will be 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 two 'opportunity sites', namely:

- land fronting Sutton Road - formerly in employment uses the Council will support the redevelopment of this area for high quality housing and community facilities (**PA9.1**), and
- Guildford Road – redevelopment of this site to achieve a replacement convenience store fronting Sutton Road together with new residential accommodation will be supported (**PA9.2**).

4. Development Strategy

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

- Retail provision - which seeks to ensure that the centre maintains a vibrant mix of retail uses (**Policy DS1**)
- Key views – 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 SCAAP area), Porters and St. Mary's Church (just outside the SCAAP area) (**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 policies and opportunity site provisions including traffic management, car parking provision, public transport improvements, pedestrian and cycle improvements(**Policy DS5**)

Following publication of the previous version of the SCAAP (Preferred Approach, December 2015), the Borough Council commissioned an independent car parking study which investigated the car parking provision and capacity of the car parks that service the town centre and central seafront area. The parking study has now been completed and as a result of its findings and representations received on the Preferred Approach version of the plan, a number of amendments to the text and policy provisions are proposed and incorporated within the 'Proposed Submission Version' of the plan. The main changes are:

- to the 'Transport, Access and Public Realm' section of the 'Context and Issues for the Southend Central Area',
- to the 'Strategic Objectives' relating to car parking provision,
- to Section 4.1 of the plan relating to 'Transport, Access and Public Realm' incorporating new sections on car parking management and variable message signs,
- to incorporate extensive changes to Policy DS5 relating to 'Transport, Access and Public Realm' with reference to the need to not undermine the Central Area's ability to accommodate visitor trips and ensuring that there is no net loss in car parking to the south of the Southend Central Area,
- to Policy PA7 relating to Tylers Avenue Policy Area emphasising the need for replacement car parking in line with policy, and
- to Policy CS1 relating to the Central Seafront Policy Area emphasising the need for replacement car parking in line with policy and for improved variable messaging and signage.

5. Your Views

Your views will be essential in framing this final version of the SCAAP before it is submitted for scrutiny by an Independent Inspector at Examination in Public.

Comments, objections and submissions of support for the various aspects of the Plan should be made to the Borough Council by **5pm on 16th December 2016**.

To have your say and view the full reports:

- Head online and visit: www.southend.gov.uk/scaap
- Call 01702 215004 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
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Map 1 - SCAAP Policy Areas and Opportunity Sites

