

Southend Central Area Action Plan

Additional Document 4 – Suggested wording related to protecting retail uses in the town centre

Southend-on-Sea Borough Council and Indigo Planning (representing the Royals Shopping Centre) suggest the following amendments to the Planning Inspector.

Paragraph 29 - create a new Strategic Objective to read:

To support the viability and vitality of the town centre, so that it remains the first preference for all forms of retail development and for other town centre uses attracting large numbers of people and creates an environment that encourages investment in the Central Area.

Amend Policy DS1.1 as follows:

Proposals for retail development inside or outside the Primary Shopping Area will be determined in accordance with Policy CP2: Town Centre and Retail Development of the Southend-on-Sea Core Strategy and the provisions of the National Planning Policy Framework (NPPF). so that the town centre remains the first preference for all forms of retail development and for other town centre uses attracting large numbers of people to support the centres viability and vitality and encourage investment.