



Southend on Sea Borough Council February 2004



Pier Hill Area Development Opportunities

Development Brief CSA/P/02/A

Land at top of Pier Hill
adjacent to Royals Shopping Centre
Southend on Sea

Land at the top of Pier Hill and adjacent to the Royals Shopping Complex.

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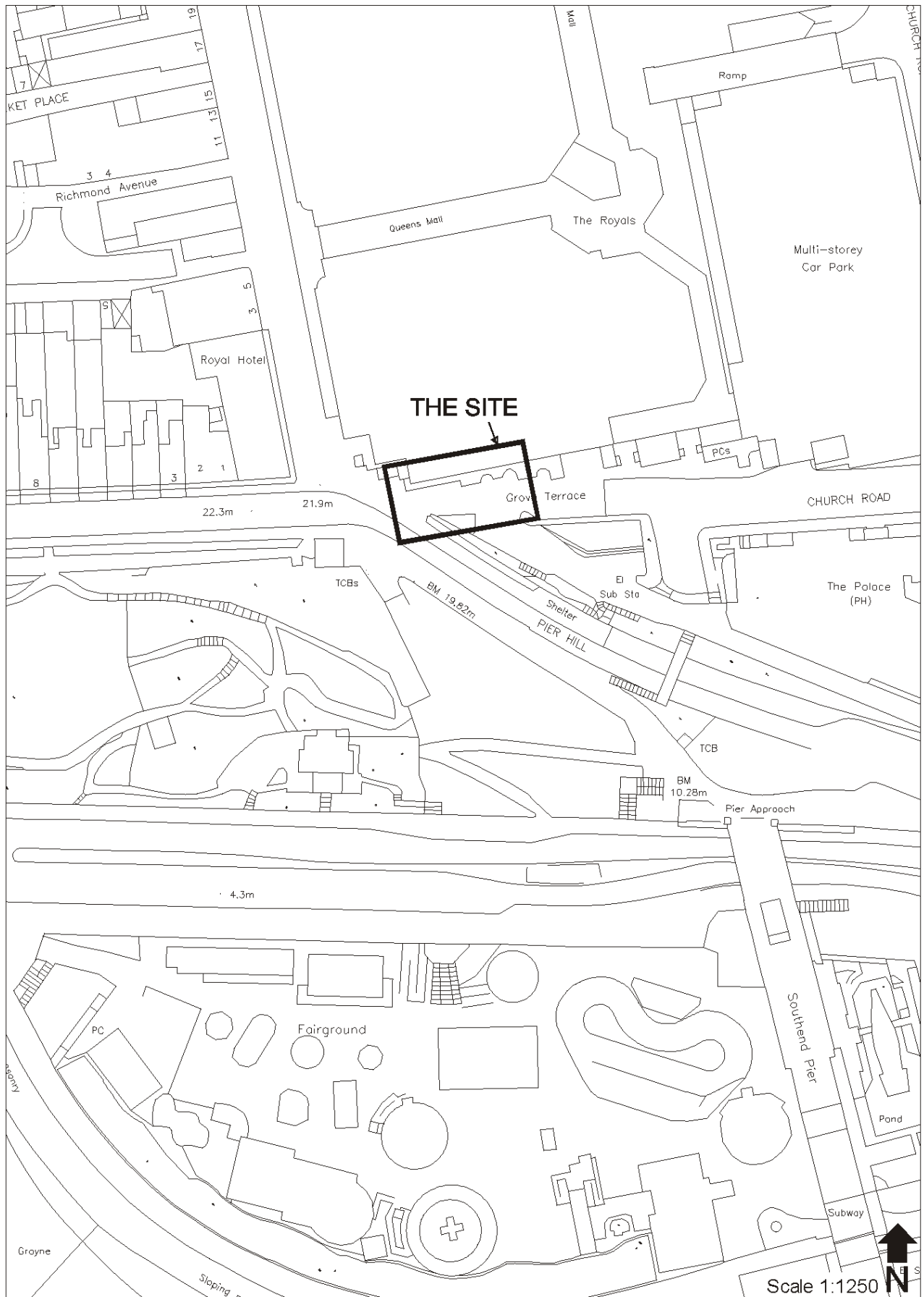
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LOCATION PLAN - Development site adjacent to Royals shopping Complex and within the Pier Hill Enhancement and immediate proximity of the Pier and Seafront.



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Land at the top of Pier Hill and adjacent to the Royals Shopping Complex. Proposed Commercial Development.

The aim of this Planning Brief is to outline the development potential and planning objectives for the area defined for commercial use on Pier Hill. Pier Hill is a key location within the Borough as it acts as a gateway to the central seafront area, including the Pier Entrance, from the Town Centre. This area is identified as providing a significant opportunity for a high quality leisure facility in the form of café/Bar in a landmark public open space with unprecedented views across and up and down estuary.

THE PLANNING CONTEXT

The Planning Policy context for this brief is provided by the adopted Southend on Sea Borough Local Plan. This was adopted in 1994 and contains policies and proposals which set out the main considerations on which planning applications for development will be decided and appropriate development opportunities promoted.

In addition to this adopted planning policy framework for the town, Government Regional Planning Guidance for the South East (RPG14) has included Southend, along with the rest of South Essex, within the Thames Gateway National Regeneration Project (known as Thames Gateway South Essex). The Government's vision for the Thames Gateway is to create a strong and diverse sub-region with a comprehensive transport system, a skilled workforce and a quality environment for new businesses and homes. The Thames Gateway was also included in the ODPM July Statement on Sustainable Communities as a growth area.

Policies to deliver the Government's agenda for TGSE will incorporate the aims of the wider national agenda of Sustainable Development and Urban Renaissance. Where Urban Renaissance includes action that secures significant improvement to the vitality and environment of urban areas so that they are more attractive places in which to live, work, shop and spend time.

The regeneration of the Thames Gateway is a national priority for the Government and as a result both Planning Policy Guidance for the South East and the Essex and Southend on Sea Replacement Structure Plan contain policies which reinforce this priority.

Southend on Sea Borough Council are committed to providing sustainable development and embracing within its revised planning framework for the town the principles of Urban Renaissance.

The Council therefore considers that sustained success of its urban areas require development to:

- achieve design excellence;
- assist in creating economic strength;
- take environmental responsibility
- prioritise social well-being.

The proposed site within Pier Hill offers a unique and very visible opportunity, in relation to environment and location, to further sustainable architecture. The approach should be considered in the wider context of public benefit, energy responsive and reducing site occupation and an overall promotion towards sustainability.

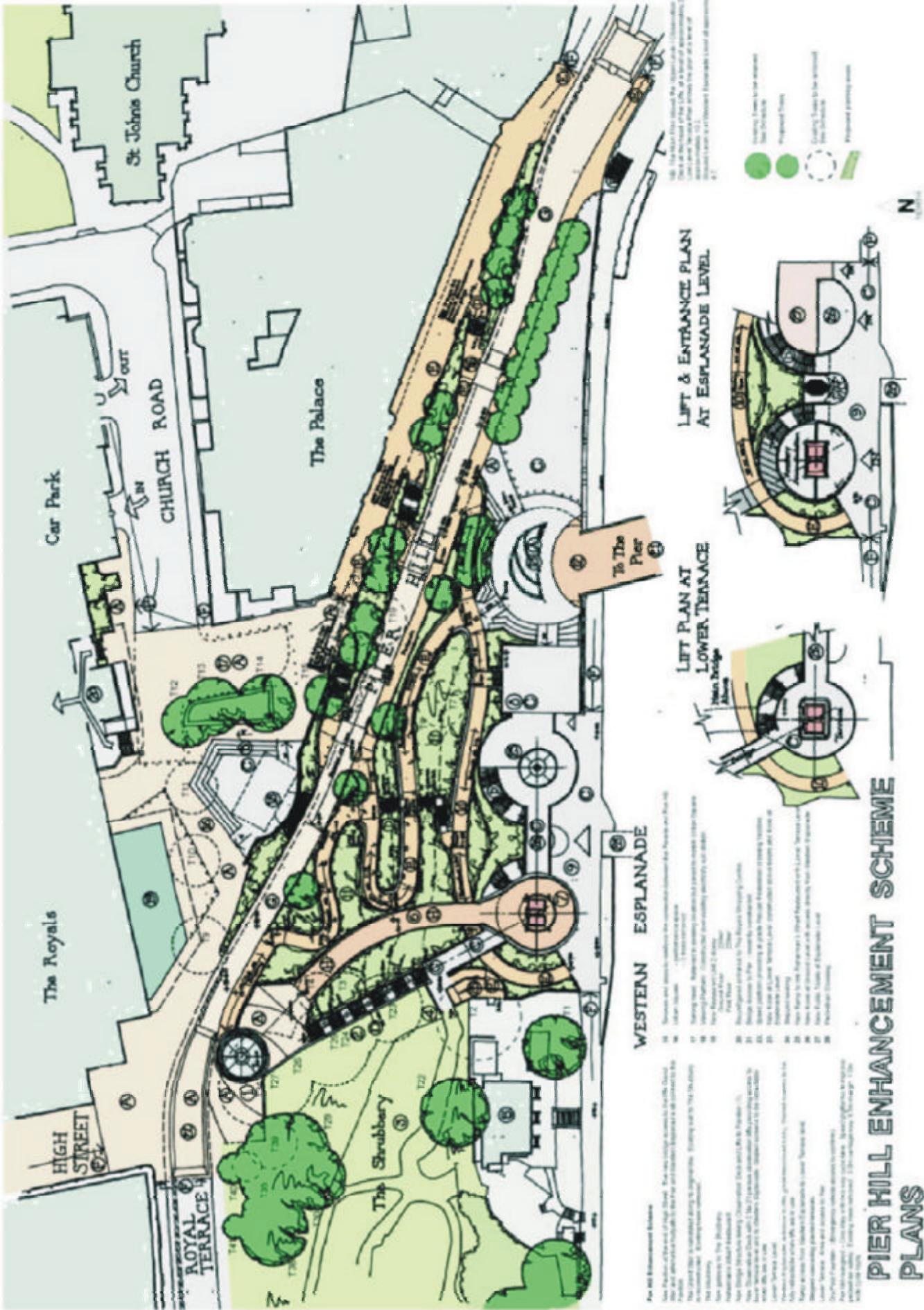
SITE DESCRIPTION

The outlined area for this development site is 220m² of prime seafront affording unprecedented panoramic views across the estuary. The site is at the heart of the Pier Hill Enhancement Project and immediately adjacent to the award winning Pier Entrance.

The £5.7M Pier Hill Enhancement Project currently under construction will provide a vital connection between the Seafront and High Street. The completion for these works is targeted for the end of November 2004.

This project will see the inclusion of a large performance space, water feature, horizontal bridge with associated lifts and observation deck, providing horizontal connection to and from the High Street/Town Centre with vertical movement up and down to Western Esplanade, and a meandering landscaped path. The area outlined is on a key and singular route from the High Street to Eastern Esplanade,

Currently used as public open space, the site adjoins the Royals Shopping complex, the scale and views from which need to be carefully considered.



- For All Enhancement Schemes**
- See Plan of the end of High Street - The new design scheme for the Old Quay and adjacent buildings for the Pier Hill Enhancement Scheme is shown in the attached documents.
 - The Pier Hill Enhancement Scheme is shown in the attached documents.
 - See plan for the 'The Royals' - The new design scheme for the 'The Royals' is shown in the attached documents.
 - See plan for the 'The Palace' - The new design scheme for the 'The Palace' is shown in the attached documents.
 - See plan for the 'The Shrubbery' - The new design scheme for the 'The Shrubbery' is shown in the attached documents.
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- LIFT & ENTRANCE PLAN AT ESPLANADE LEVEL**
- LIFT PLAN AT LOWER TERRACE**
- PIER HILL ENHANCEMENT SCHEME PLANS**

Land Use**Borough Local Plan Policies L1 – Facilities for Tourism; L2 Central Seafront Area**

promote the resort potential of the Town, especially within the Central Seafront Area by encouraging the provision of new leisure facilities and visitor attractions – particularly those of exceptional high quality and all year round in nature. To demonstrate the Borough Council's commitment to improving the quality of leisure and tourism in the town it is the intention of the Borough Council to provide major improvements to the environment for visitors. This is particularly evident in the Pier Hill renewal project and the regeneration of the Pier and its entrance.

This is a prime location for a key leisure facility. It has a frontage to the seafront, offering panoramic views, and the advantage of being within the Pier Hill area, adjacent to the main shopping district, the Pier, the seafront and within easy walking distance of the new university. The development of this site will add to the Council's aim of raising the perception and overall quality and diversity of the Town's leisure product.

Consequently the Council would actively encourage a café/bar development of a quality and design that befits this prime location at the heart of Southend's Renaissance programme

Building Design

Policy C11 – New Buildings, extensions and alterations requires proposals for new buildings, extensions or alterations to respect the amenity of existing residential property, safeguard the character of Conservation Areas and important public vistas and, where appropriate, contribute to and enhance public pedestrians open spaces. This approach is endorsed in PPG1 Development Plans etc.....which regards design as a material consideration in the appraisal of development proposals.

The proposal site is in an extremely important, prominent and connected location within the Central Seafront Area, adjacent to the Town Centre, Conservation Area and Major seafront activities. The Regeneration of Pier Hill will focus upon the estuary, Southend's famously long Pleasure Pier, landscaped terraces, bridge, associated lift and observation deck, as well as the Public Square and performance space that will hold staged events and festivities. The Council considers the Pier and Pier Hill with its associated regeneration proposals will be the catalyst for the regeneration of the Town Centre and Central Seafront. The test of any development in this strategically important site will be its contribution to the development of an 'iconic urban place' at the heart of the town.

As such any development will have considerable public and visual impact not only on the actual locality and environment, but also on the perception of the area for both residents and visitors. This opportunity presents a unique architectural challenge furthering the Town's emerging reputation for high quality architecture and urban design. The Council is seeking the most imaginative of proposals to open up the visual block that currently exists at the top of Pier Hill.

The requirements for any development in this area will need to demonstrate the following:

- The highest quality of design and materials.
- Sustainability and reduction in energy consumption.
- Waste storage and disposal is integrated within the envelope to avoid unsightly provision.
- All air handling equipment, ducts, grills, etc. are suitably resolved within the design.
- A visual and physical connection to the public space, particular in the warmer months when the use can extend externally.

Access and Safety

Policy U5 - Access and Safety in the Built Environment and Appendix 7 - Guidelines for Access and Safety in the Built Environment. The Council considers that safe and easy access for all members of the community must be provided on all new development schemes. It is important to have regard to the particular needs of people with disabilities and ensure that the needs of mothers, babies and families are catered for when considering access to and use of public places.

In accordance with Policy U5 and the guidelines in Appendix 7 any development should provide facilities for disabled persons and comply with the relevant building regulations.

In drawing up detailed proposals the Council considers that the advice of the Police Architectural Liaison Officer for the area should be sought on aspects of safety and security. Participation in the existing CCTV surveillance system on the seafront would also be welcomed.

Environmental Considerations

Policy E5 - Non residential uses located close to housing requires that the character and amenities of residential streets be safeguarded from overlooking, noise, smell, parking traffic and other activities. Particular regard will need to be given to the impact of noise generating activities on residential premises in Royal Terrace.

In accordance with Policy E5 and Environmental Health Legislation the Council require that:

- the site layout should minimise any adverse impact on the surrounding residential areas; and
- provision is made for environmental and pollution control equipment, including ventilation and extraction equipment and methods of noise attenuation, where appropriate.

Outline of Proposed Heads of Terms

- Lease terms 21 years minimum and can be subject to negotiation.
- This scheme will proceed by way of Building Agreement for Lease, and developer proposals for the earliest income generation for the Council will be favourably considered in the selection process. Developers proposals will need to include a development programme showing timescales for building works.
- Rental proposals are sought, reflecting the Council's financial injection.
- Assignment - not part, but the whole subject to Council's consent.
- User provision - High quality Café/Bar service with ancillary entertainment and suitably licensed entertainment.
The primary use will be a Café/Bar subject to appropriate licensing.
- Not to cause nuisance nor undertake activities inconsistent with the Council's Pier Hill Improvement Scheme.
- The selected developer may have the opportunity of arranging with the Council the activities undertaken in the adjoining public performance area. The Council is seeking to operate regular quality public entertainment in this area, which could include music, dancing and street performers etc.
- The Council is discussing with CIS the owners of the adjoining "Royals" Shopping centre, a larger scheme than indicated in these proposals. Interested parties will be kept advised of progress in these negotiations, but in the meantime the Council would welcome views about the concept of a larger opportunity.

Selection Criteria

The Council will reserve the right to make a selection of the successful developer in the best interests of local taxpayers but will have regard to:

- Track record and previous developments
- Financial ability to undertake this scheme
- Details of the proposed use and market sector
- Development timetable

SOUTHEND BOROUGH COUNCIL POINTS ON CONTACT

Design and Regeneration	Mr S Kearney	01702 215402
Property	Mr Antony Daniels	01702 215852
Development Control	Ms Jo Oxford	01702 215326
Planning Policy	Mr Bob Preston (Section Leader Strategic Planning)	01702 215708
Economic Development	Mr Mark Murphy	01702 215429
Building Control	Barrie Grimwade Special Projects Officer	01702 215340
Highways		01702 215659
Environmental Health	Mr David Krieger (Food, Safety & Licensing)	01702 215808
	Mr Simon Griffiths (Environmental Protection)	01702 215864
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