

- vehicle flow is kept to a minimum and discourages potential use as a cut through by applying traffic calming measures and avoiding through route opportunities
- Design roads as integrated public spaces/squares and not simply as routes for traffic "Home Zone" style development
- Ensure that Council Vehicle Parking Standards are adhered to where appropriate. The provision of shared space for parking may be both suitable and appropriate in this area
- Create attractive pedestrian & cycle only access links to the existing cycle network, & create new links to local facilities & services - a "walkable neighbourhood"

## Opportunity & Equity - Planning Obligations Checklist

- Pedestrian cycle access & route/lane
- Contribution towards local education requirement
- Tree and shrub planting, hard and soft landscaping
- Junction improvements & integration with existing networks
- Contribution to local transport improvements
- Traffic calming along surrounding streets
- SUDS Sustainable Urban Drainage Scheme and resource efficiency
- Provision of up to 30% affordable dwellings
- Minimum 10% Open space with maintenance arrangements
- Community facilities/ neighbourhood centre/multi-purpose community building
- Parking
- Public Art

## Relevant Documents

- Southend on Sea Borough Local Plan (March 1994)
- Interim Supplementary Planning Guidance: Vehicle Parking Standards (2001)
  - Southend on Sea Local Transport Plan 2001/1 to 2005/6 (July 2000) (LTP)
  - Borough Local Plan Review: Issues Report (March 2001)
  - Regional Planning Guidance for the South East (RPG9) (March 2001)
  - Essex and Southend on Sea Replacement Structure Plan (April 2001)
  - Southend Together Local Strategic Partnership Community Plan "Southend - Setting the Standard": Adopted March 2003
  - Thames Gateway South Essex Vision Document (2002)
  - Creating sustainable communities: Making it happen: Thames Gateway and the Growth Areas (2003)
  - Growth and regeneration in the Thames Gateway Interregional Planning Statement by the Thames Gateway Regional Planning Bodies (2004)
  - By Design: Better places to live by design (2001)
  - The East of England Plan - Draft Regional Spatial Strategy for the East of England (RSS 14) (2004)
  - Sustainable Communities in the East Of England.
  - Planning Policy Statement 1

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**Please note that the purpose of this Concept Statement is one of guidance only and that the opinions in it are the view of officers of the Borough Council and does not necessarily reflect the view that might be taken by the Council itself. Consequently any opinion expressed will not bind the Council.**



local character is terraced housing



traditional detailing and materials

The North Road Concept Statement has been produced to help guide the regeneration and renewal of a large brownfield site close to the centre of Southend on Sea. It is intended to outline the principles on which a comprehensive and cohesive scheme should be established and developed, which is appropriate to the locality, benefits the wider area and contributes towards creating a sustainable community.

## Context & Site Appraisal

### Description

- 1.3 hectares of previously developed land located just west of the town centre
- Established residential area, close to central & local amenities & services
- Convenient for bus & cycle routes, two mainline railway stations, local schools, community facilities & within walking distance of Priory Park

### Planning Context

Southend on Sea is situated within the Thames Gateway, a national priority regeneration area. The draft Regional Spatial Strategy (RSS14) and adopted Essex and Southend on Sea Replacement Structure Plan policies reflect this priority. In addition Southend, in partnership with other partner organisations and agencies including the Thames Gateway South Essex Partnership, has developed the following:

- Delivering employment led regeneration, wealth creation and growth across the Thames Gateway South Essex sub-region;
- Providing for not less than 13,000 net additional jobs & 6,000 net additional dwellings in the period 2001 to 2021 within Southend-on-Sea;
- Securing the regeneration of Southend as a cultural and intellectual hub & a centre of educational excellence; and
- Promoting sustainable development in which employment, housing, transport & other activities are planned in a mixed and co-ordinated way.

The development potential of the site will also be considered within the context of:

- The adopted Southend on Sea Borough Local Plan & emerging Local Development Framework; and
- Other material considerations to ensure that the site's potential can be maximised and meet the Council's regeneration objectives

### Landscape Character

- Urban area consisting of Edwardian & Victorian terraced houses with walled front & rear gardens
- Houses fronting onto mature tree lined roads with on-street parking
- Average density for the area is 76 dwellings per hectare
- Existing vacant and inappropriate industrial backland development.

### Environmental Capital

- Asset:** Original Victorian and Edwardian terraced frontages typical to the locality
- Value:** Reflect and highlight the history and heritage; create a sense of local identity, place and community
- Proposal:** Use existing character as cues to inform design principles, detailing, and layout of new development



local character

streetscene with mature trees



- Asset:** Proximity to public transport facilities (bus and rail) and local cycle network  
**Value:** Provides effective connections to surrounding services and facilities as well as those further afield (for example London)
- Proposal:** Create pedestrian friendly streets with good legibility, connectivity and linkages to existing local transport network including existing cycle and pedestrian routes
- Asset:** Tight, close-knit, small scale residential neighbourhood  
**Value:** Creates a sense of place, community belonging and ownership  
**Proposal:** Mesh new development site with existing community to strengthen and enhance neighbourhood unity, identity and structure
- Asset:** Tree lined roads in vicinity create a quality public realm  
**Value:** Creates a sense of shelter and softens the urban environment, landscape interest, filter views  
**Proposal:** Retain, enhance and develop tree belts within the site and roads immediately surrounding site and create green space

## General Principles

- The creation of a comprehensive high quality, mixed use, integrated redevelopment scheme, incorporating the principles of "Sustainable Communities in the East of England" (2003)
- A development that encourages public transport use, improves linkages/connections, pedestrian accessibility (permeability) to provide strong linkages to the town centre
- Adhere to urban design principles in "PPS 1" and "By Design: Better places to live by design" (2001) A high quality, safe, accessible, convenient and useable environment for everyday life
- Creation of a development with local character and an enhanced sense of place
- Landscaping of site and immediate surrounding area which is of high quality and forms an attractive and integral part of the development
- Integration within the urban fabric by creating a sustainable extension to existing built form with a clear, properly integrated and sustainable layout
- Consideration of sustainable development principles within all aspects of the scheme
- Use the latest technology and principles to provide an energy and resource efficient development
- Appropriate use of public art and public space
- Mixed use development should incorporate predominately single family dwelling houses.
- Redevelopment of vacant and inappropriate industrial uses.
- Development to be in accordance with and have consideration of the principles of 'Environmental Rooms and Distributors' (see LTP 2000)

## Development Principles

### Resource Minimisation

- Use of more sustainable continuous dwelling forms such as terraces to reduce wastage that will enable more usable space to be provided around buildings
- A housing density to at least mirror that of existing surrounding development
- Where possible buildings should be orientated to maximise passive solar gain and allow for maximum light penetration
- Reduce the dependence of car use whilst accommodating car ownership by the provision of pedestrian and cycle routes connecting with public transport and proposed cycle network and the provision of enough flexible and useable parking
- Use of energy and resource saving equipment within the buildings (e.g. water storage, recycling and low consumption appliances etc)
- Plant trees and vegetation to enhance shelter, reduce carbon emission and improve the micro climate
- Implement a sustainable urban drainage scheme (SUDS)
- Provision of up to 30% affordable housing to be seamlessly integrated into the development
- Use of permeable surfaces and encourage recycling of resources / recycling bins



larger terraced properties



modest semi detached houses



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- Site Boundary
- Secondary Development Areas
- Suggested Cycle Route
- Restoration of Building Frontages
- New Tree Planting
- Neighbourhood Square
- Junction Treatment

Note\*: vehicular through routes should be avoided

## Design Quality

- High design quality which provides context with the layout, design & appearance of the surrounding area, using existing residential features as cues to inform design
- Layout should ensure that the buildings & spaces between them contribute to the overall spatial quality & character of the area
- Apply "Designing Out Crime" & "Secured By Design" principles inter alia
- Dead spaces or frontages without function or amenity, which cannot be overlooked are not acceptable.
- Generally build height should be limited to two-storeys to create a well-defined, tightly knit urban environment that is visually pleasing & at a scale appropriate for pedestrians. Some variation may be feasible which is appropriate to the context & enhances the urban morphology
- Contemporary & creative reinterpretations of the traditions of the area will be positively encouraged if high quality materials are used which are appropriate to the design

## Landscaping

- Planting mature trees & vegetation within the site & the boundary roads to enhance the setting & soften the environment
- Create attractive, usable hard standing & grassy space between the built structures that have a particular function or amenity such as formal open space to more natural areas with imaginative use of materials, plants & boundary treatments
- Create focal or meeting points "neighbourhood squares" with public art & /or imaginatively designed street furniture, sign posting & street frontages

## Access & Integration

- Create permeable & legible multi-modal access which connects with existing transport network
- Minimise diversion of traffic from adjoining roads & on-site traffic movement. Layout should ensure that



existing development site



interrupted frontage