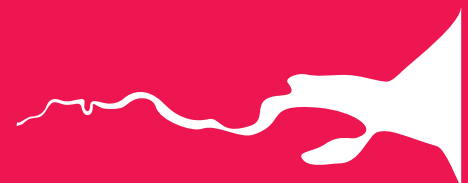




# progress road estate framework design brief 2009

local development framework  
delivering regeneration and growth



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section one

# 1. Introduction

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## Background

- 1.1 Progress Road Estate is an industrial estate offering a range of industrial processing, storage and distribution warehouses as well as some office space. Renaissance Southend and Southend-on-Sea Borough Council recognise the Estate as being a major source of employment and services for the Borough and beyond. Both bodies recognise the importance of enhancing the offer at Progress Road Industrial Estate.
- 1.2 This Framework is intended to raise the quality and provision of employment by setting new standards and aspirations for the types of uses, improving access and circulation and the overall environment of the Estate; the public realm, the built form and landscaping, in line with the objectives and policies in the adopted Southend on Sea Core Strategy DPD.
- 1.3 Funding was provided by East of England Development Agency (EEDA) for Southend-on-Sea Borough Council to purchase a site on the Estate (16 Brunel Road). Renaissance Southend Ltd and Southend on Sea Borough Council are managing the master-planning, redevelopment and delivery of the site to ensure it is an exemplar redevelopment that reflects and responds to the guidance of this Framework.

## Site Location

- 1.4 Southend-on-Sea is located within South East Essex situated on the north side of the Thames Estuary. It forms part of a greater Essex along with Essex County and Thurrock District, in the East of England Region. Southend lies approximately 40 miles east of London and is its nearest seaside resort and is accessible by way of 2 rail lines or road, via the M25 and A127 or A13.
- 1.5 The Borough is part of the government's largest regeneration and growth project known as the Thames Gateway. Southend the Progress Road Industrial Estate measures an area of 18.03 hectares and with over 78,000 m<sup>2</sup> of floorspace. It is located approximately 5 miles west of the Southend on Sea town centre, and just to the south west of to London Southend Airport.
- 1.6 Within the Spatial Strategy, which forms a key policy component of the Southend-on-Sea Core Strategy DPD, Progress Road Industrial Estate is, recognised as a Priority Urban Area with the potential to make a significant contribution to regeneration and growth objectives. The Estate is seen to have the potential to contribute fully to local employment objectives and to provide for a quality environment.
- 1.7 Progress Road, a key connecting route between the Southend Arterial (A127) and Rayleigh Road, slopes steadily upwards from north to south. Five minor roads may

be accessed from Progress Road as well as a number of private driveways. However no roads and access ways off Progress Road are through-roads; they only serve the employment sites.

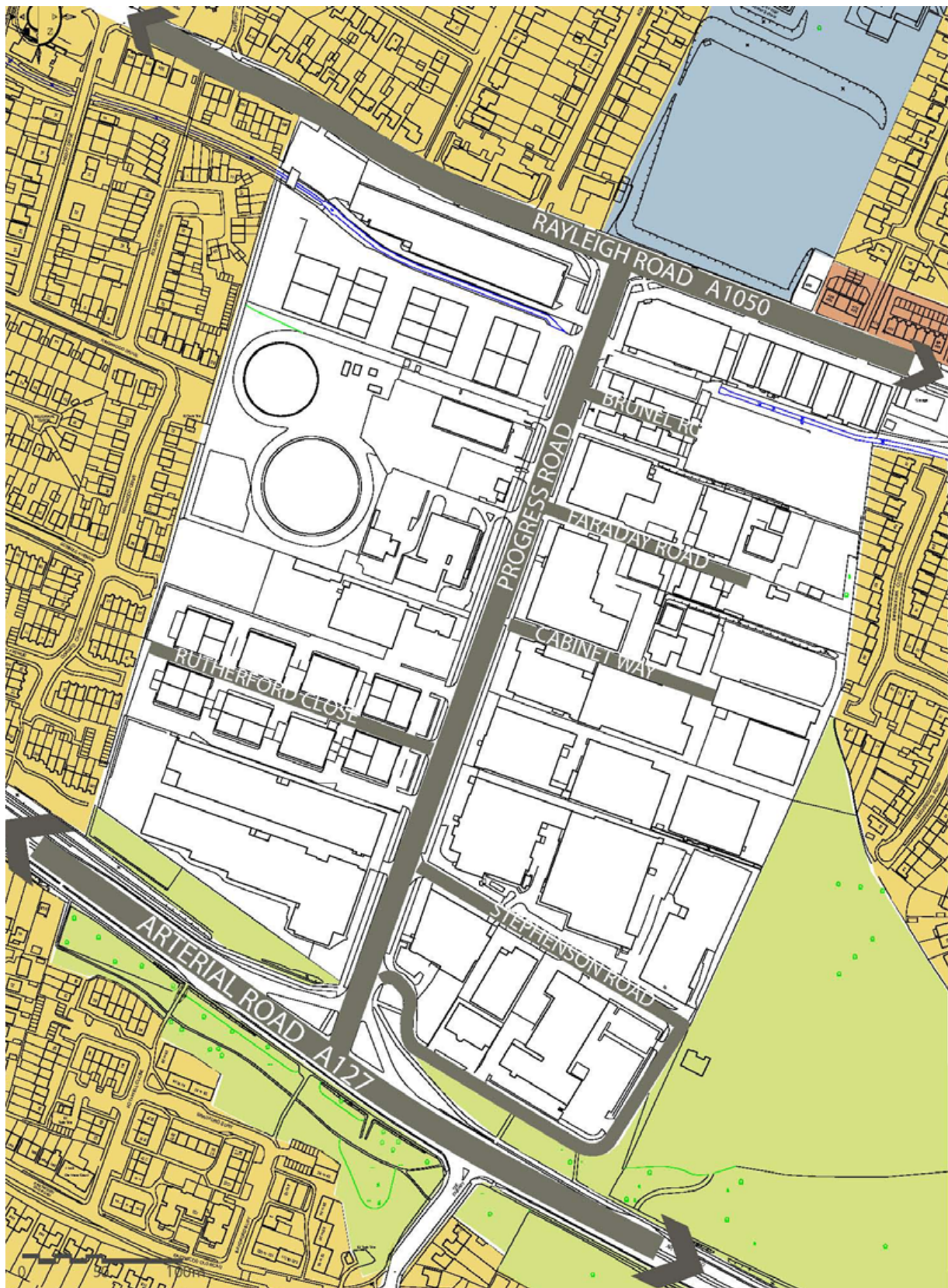
- 1.8 The SERT scheme will offer a key public transport connection to the Estate; increasing the Estate's accessibility, reducing the need for private car travel and improving the catchment as an employment area for the wider community. The scheme is being led by Essex County Council, Southend-on-Sea Borough Council and Thurrock Council on behalf of the Thames Gateway South Essex Partnership. Potential benefits for the Estate should be maximised.
- 1.9 In addition future junction improvements along the A127 are being progressed and maximised with regards their positive impacts on the Estate. The Framework recognises that they would greatly enhance the capacity and accessibility of the Estate. The Department for Transport (DfT) is currently reviewing an application to provide Community Infrastructure Funding (CIF) to deliver these improvements.
- 1.10 Progress Road Estate comprises a range of newly constructed warehouses and storage units together with older buildings and depots. The majority of the buildings are set back from the main routes, with car parking provision fronting the roads. There is limited landscaping and planting treatment along the front boundary of the Estate, with existing boundary treatments contributing little to the street definition across the area.

## **Purpose and Status of Document**

- 1.11 The aspiration of Renaissance Southend Ltd and the Southend-on-Sea Borough Council is to enhance the overall quality of the Estate and to improve the employment offer to maximise the Estate's accessibility and location.
- 1.12 This Framework will facilitate the Estate's development in a coherent and co-ordinated manner, and will maximise the potential of the area to deliver regeneration and realise its economic potential. This is a key delivery objective of the Core Strategy DPD.
- 1.13 Whilst it is understood that development on the Estate cannot at the current time be brought forward as a composite or comprehensive project, it is important that the overall intention and aspiration for Progress Road is established. Through promoting the Framework, Renaissance Southend Ltd and Southend Borough Council can ensure that any development that does come forward within the Estate contributes to the stated aspiration and opportunity identified, to its maximum potential. Alongside the Framework the public sector should continue to identify and action opportunities to intervene in the future development of the Estate.
- 1.14 The Framework establishes a balance between the expectations of the public sector in terms of the potential contribution that the Estate can make to wider employment and regeneration objectives, the aspirations of the existing occupiers on the Estate, local residents, and market potential / demand identified.



Figure 1: Local Context





section two

## 2. Current Planning Policy Context

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### National

- 2.1 The Framework for the Estate has been developed in line with national planning policy guidance including the guiding principles set out in: Planning Policy Statement 1 (PPS 1 *Delivering Sustainable Development*); Planning Policy Guidance 4 (PPG 4 *Industrial, Commercial Development and Small Firms*) and Draft Planning Policy Statement 4 (PPS 4 *Planning for Sustainable Development*); Planning Policy Guidance 13 (PPG 13 *Transport*); Planning Policy Statement 22 (PPS 22 *Renewable Energy*); and Planning Policy Statement 25 (PPS 25 *Flood Risk*).

### Regional

#### East of England Plan

- 2.2 The East of England Plan, which is the Region's Regional Spatial Strategy (RSS), was published in May 2008. It sets out the regional strategy for planning and development across the East of England during the period up to 2021.
- 2.3 The vision for the East of England promoted throughout the RSS is that *"By 2021 the East of England will be realising its economic potential and providing a high quality of life for its people, including by meeting their housing needs in sustainable inclusive communities. At the same time it will reduce its impact on climate change and the environment, including through savings in energy and water use and by strengthening its stock of environmental assets."*
- 2.4 The overriding aim of the RSS is to allow the region to accommodate higher levels of growth in sustainable ways. One way in which this is approached is through the promotion of development within a group of significant urban areas *"Key Centres for Development and Change"* (Policy SS3), which include Southend-on-Sea.
- 2.5 Provision is made within the RSS for significant job growth within the Essex Thames Gateway area (which includes Southend-on-Sea) (Policy E1).
- 2.6 Strategic employment sites are identified within Policy E3 to include (with specific reference to Progress Road Estate), the Thames Gateway, linked to the strategies for the key centres at Basildon, Southend-on-Sea and Thurrock Urban Area.

### Sub Regional

#### East of England Plan – Essex Thames Gateway Sub-region

- 2.7 The East of England Plan includes sub-area policies – required to amplify the spatial strategy and resolve matters that cannot be left to the local level. The Essex Thames Gateway (ETG) is one such sub-area. Within the sub-area policy it is recognised that ETG presents a unique opportunity reflecting the extensive areas of previously developed land, its proximity to central London, international transport links and access to continental Europe.



- 2.8 The strategy aims to achieve transformational development and change throughout ETG. Policy ETG4 (Southend on Sea Key Centre for Development and Change) requires Local Development Documents for Southend on Sea to:
- Facilitate physical, economic and social regeneration of the urban area including maximising the re-use of previously developed land;
  - Achieve an urban renaissance of the town centre by establishing it as a focus for cultural and intellectual activities led by the development of a university campus, securing a full range of high quality sub-regional services and facilities, and providing for mixed use development to secure new jobs and homes;
  - Upgrade strategic and local passenger transport accessibility, including the development of strategic transport interchanges around existing transport nodes; and
  - Improve surface access to London Southend Airport and support employment uses there that would benefit from an airport location.
- 2.9 Under policy ETG6 proposals for future transport infrastructure improvements should reflect the prioritised schemes in the Thames Gateway South Essex Business Plan for Transport (2005).

## Local

### **Southend Local Development Framework Core Strategy DPD**

- 2.10 The Southend Local Development Framework Core Strategy DPD (DPD1), adopted in December 2007, establishes the vision, objectives and broad strategy for the spatial development of Southend. It replaces the adopted Southend-on-Sea Borough Local Plan (March 1994). DPD1 has at its heart the aim *"...to secure a major refocus of function and the long sustainability of Southend as a significant urban area which serves local people and the Thames Gateway."*
- 2.11 The aim is underpinned by a series of Strategic Objectives, a number of which have particular relevance to the future development of the Estate, as listed below:
- SO1: Deliver employment-led regeneration, wealth creation and growth across the Essex Thames Gateway sub-region
  - SO4: Secure sustainable regeneration and growth focused on the urban area
  - SO5: Provide for not less than 13,000 net additional jobs in the period 2001 to 2021 within Southend
  - SO10: Maximise the effectiveness and integration of key transport corridors and interchanges as a principal focus for development in the urban area
  - SO15: Secure effective and efficient sustainable development which prevents or minimises local contributors to, and the impact of, climate change, flood risk and the depletion of non-renewable resources, including the application of sustainable construction and operation in all development through the prudent use of natural resources, energy efficiency

and low carbon emissions, and the maximum use of renewable and recycled resources.

- 2.12 The Core Strategy DPD identifies in its spatial strategy that the main industrial/employment areas should be the focus of regeneration and growth in the town (Key Policy KP1: Spatial Strategy) and, that by reinforcing and restructuring Southend's industrial areas and economic base, estates such as Progress Road will have a key role in providing for the net increase in jobs necessary to ensure growth in the town is balanced and sustainable (Core Policy CP1: Employment Generating Development).
- 2.13 Key Policy KP1 sets out the spatial strategy for Southend-on-Sea which focuses on delivering a town centre renewal package with an emphasis on refocusing of retail opportunities, a major expansion of town centre housing, expansion of education / 'lifelong learning', culture and leisure provision, including the strengthening of Southend's position as a 'University Town' and renaissance of the sea frontage, and integration with public transport interchanges; and fostering and reinforcing the role of key Priority Urban Areas.
- 2.14 Key Policy KP2 sets out the Development Principles to which all new development should have regard and highlights the key requirements for design excellence (in association with CP 4: The Environment and Urban Renaissance) and the reduction in the use of natural resources. This Includes demonstrating how they will maximise the use of renewable and recycled energy, water and other resources. In particular there is a requirement for at least 10% of energy needs to come from on-site renewable options (and/or decentralised renewable or low carbon energy sources).
- 2.15 Core Policy CP3: Transport and Accessibility seeks, in partnership, to improve transport infrastructure and achieve a modern integrated transport system necessary to unlock key development sites and to secure sustainable job led regeneration and growth. This includes improving the junction on the A127 at Progress Road, making provision and safeguarding appropriate corridors for new modes of passenger transport such as the South Essex Rapid Transit (SERT) and requiring all development to reduce sole reliance on the car for accessibility by improving access by cycling and walking. Travel Plans are expected to play a key role.

#### **Southend-on-Sea Design and Townscape Guide (SPD)**

- 2.16 The Southend-on-Sea Design and Townscape Guide SPD establishes the principles of good urban design with a specific aim of raising the standard of design throughout the Borough. It emphasises the need to ensure that any new development is contextually appropriate, of a sufficient high quality and complements local character.
- 2.17 The SPD establishes a number of strategic design principles for development across the Borough, with further detailed design guidance included for different types of development. Both are included to provide guidance on how planning applications

for all development will be assessed. All proposals in this Framework are in line with the Design and Townscape Guide.



section three

Figure 2: Progress Road Estate: The Opportunity

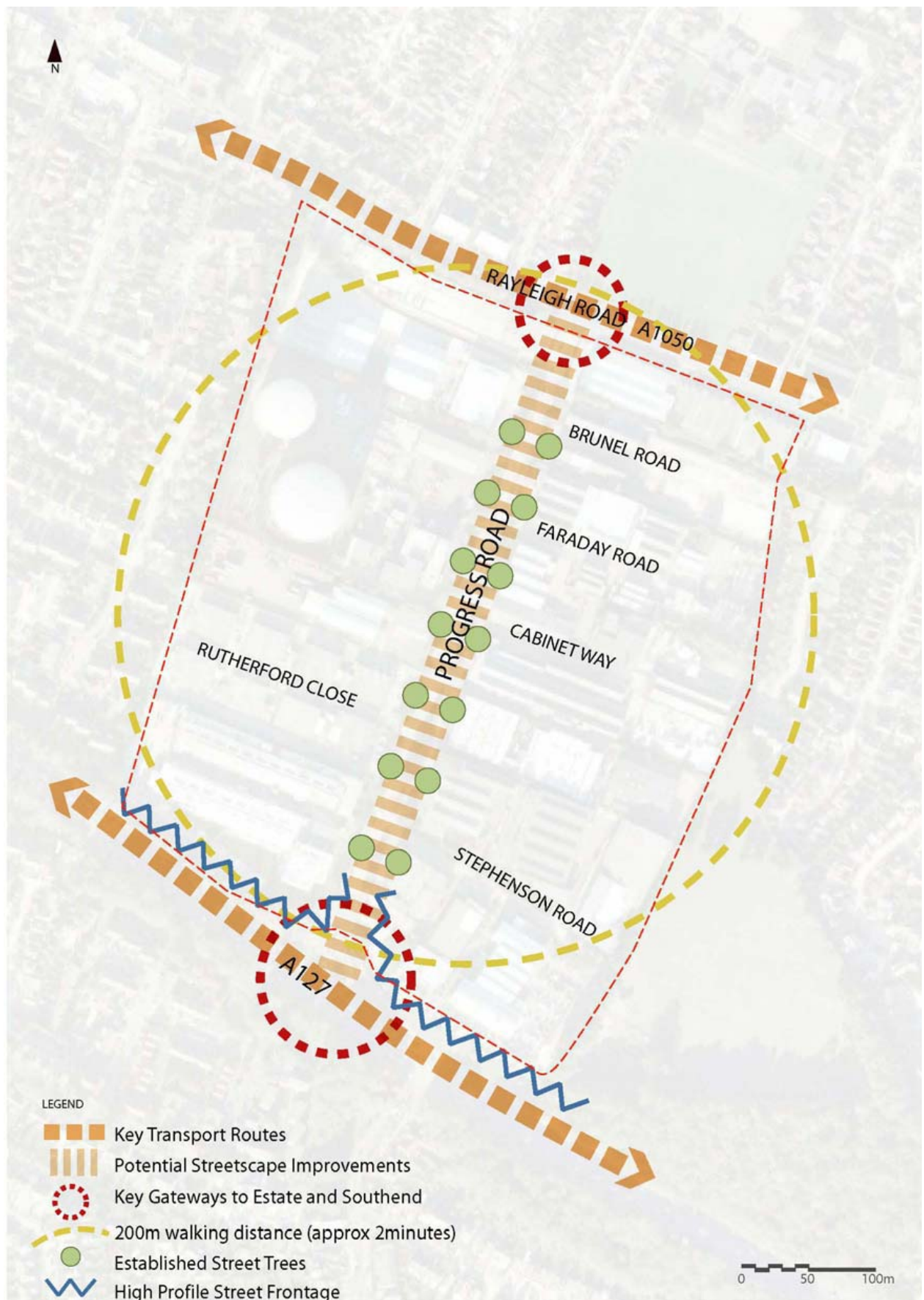




Figure 3: Weaknesses and Constraints





section four

## 4. Sustainable Estate Strategy

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### Vision and Priorities

- 4.1 The vision for the Estate is:  
*To promote well-connected, sustainable office and high-value added industrial employment opportunities at Progress Road within quality premises and environment.*
- 4.2 A number of key priorities underpin this vision:

#### Employment

- a) Improve the range of employment opportunities, including more office-based employment provision.
- b) Ensure employment uses promoted on the Estate are compatible with each other and those around the Estate, for example, minimising any conflict with residential accommodation and education provision around the site.
- c) B1 (offices, research and development, light industry), B2 (general industrial), and some B8 (storage and distribution) uses should be promoted exclusively within the Estate. A1 (including domestic hire shops, dry cleaners) uses should not be permitted to be located on the Estate. **Sui-Generis (including retail warehousing, motor showrooms, trade counters) should be strictly limited, and located on the periphery of the Estate only.** Any proposals for non B1, B2, or B8 uses should be considered on the basis of their potential contribution to / delivery of the Framework, and be tested on a site-by-site basis by the Borough Council against the principles established in this document.

#### Movement

- a) Ensure well-connected spaces and places within the Estate where people can access employment provision and a quality public realm easily, safely, and sustainably.
- b) Promote a safe and convenient street network for pedestrians, cyclists, and those driving including movement to, and within, the Estate.
- c) Improve the quality and nature of car parking provision to meet current requirements whilst not promoting a significant increase of private car use for those working in and visiting the Estate.

#### Environment

- a) Improve the quality, maintenance and management of the public realm throughout the Estate including consistency in materials used and provision of street furniture including appropriate provision of street lighting, and waste and recycling bins.
- b) Improve and enhance environmental features, such as the stream between Brunel Road and Rayleigh Road to increase the quality of outdoor space for employees and visitors.

- c) Promote the use of sustainable development and construction methods and materials in new development and investment that comes forward including considerations such as sustainable drainage, opportunities to promote green and brown roofs where appropriate, and potential mitigation for trip generation.
- d) Buildings that have strong road frontages, with clear and visible main entrances that front the street and offer an active frontage where possible with design and quality employment functions.

### Identity & Branding

- a) Improve the public perception of the Estate through the promotion of quality streetscape throughout the area through public realm investment; such as paving and street furniture.
- b) Use of distinctive public art or signage to establish an identity for the Estate in the immediate and wider context.
- c) Public art, public spaces, and quality buildings should be promoted where appropriate to establish distinct character and identity across the Estate. Such investment should be designed and located to ensure safety and maintenance considerations are prioritised.

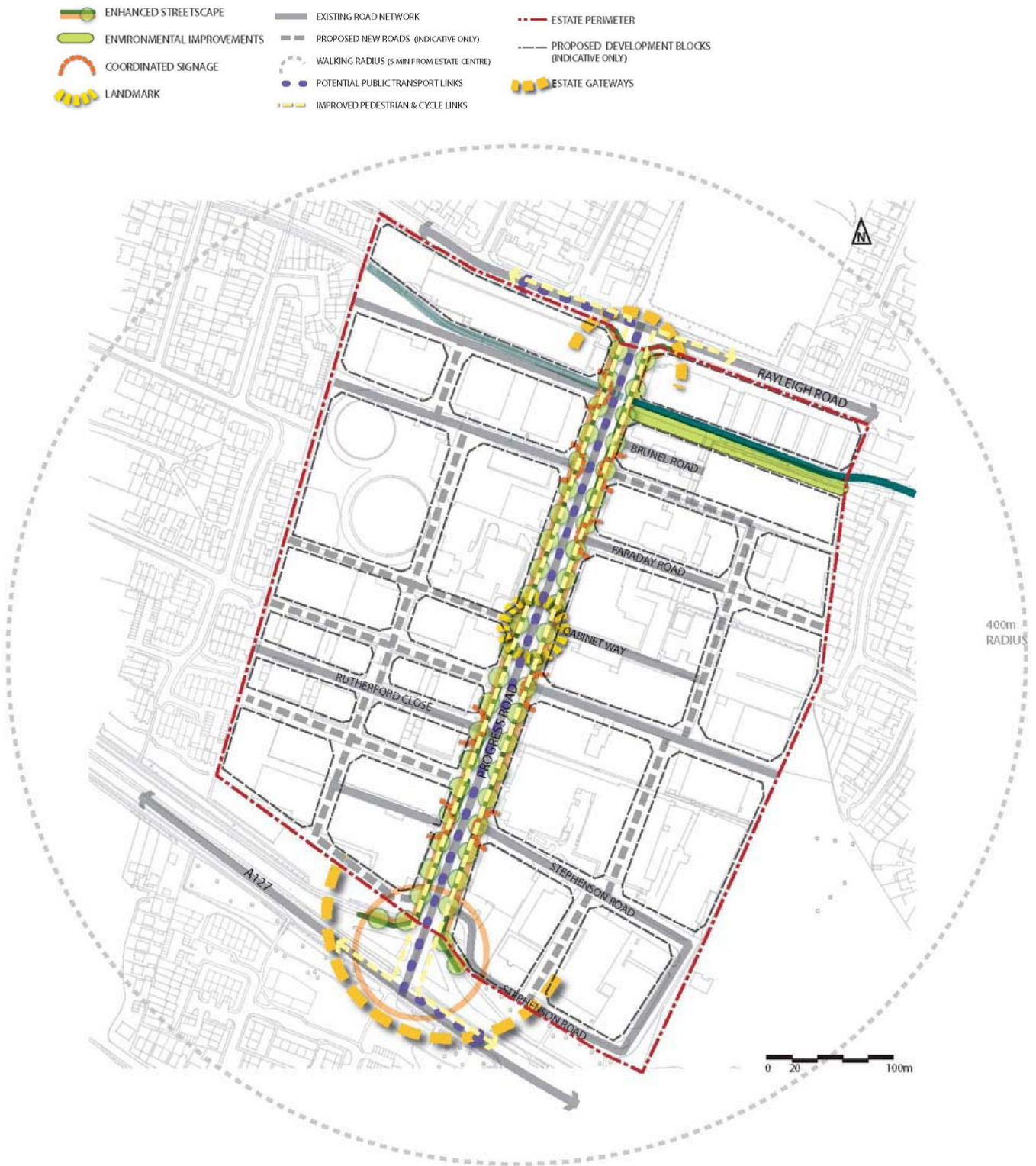
### Management and Safety

- a) Opportunities for improved management through the potential designation of the Estate as a 'Business Improvement District' (BID) should be explored.
- b) All investment should be designed with crime and safety in mind – ensuring that the businesses and individual users of the Estate are as safe as possible within the Estate.

## Estate Framework for Progress Road

- 4.3 The preferred option, the Estate Framework for Progress Road, responds to the Vision and aims to establish a High Quality Employment Park through:
  - a) **Employment:** the provision of light industrial and office uses and employment;
  - b) **Movement:** Improved connectivity and access to public and private transport;
  - c) **Identity and Branding:** The promotion of a clear identity, through gateways, entrances, landmarks and signage;
  - d) **Environment:** The establishment of a co-ordinated, attractive, well maintained and safe public realm; and the provision of quality buildings and structures that address the street and make use of good quality materials, treatments and finishes.
- 4.4 The key components of a High Quality Employment Park are summarised below. They seek to deliver the Strategic Objectives and Policies of the Core Strategy DPD. They should form the basis of any future investment decision in the Estate and will provide the guidance against which planning application will be assessed.

Figure 4: Preferred Option – A Framework for Progress Road





## Land Uses and Buildings

### Activity

- 4.5 High quality employment functions should be promoted on the Estate including exclusively B1 (offices not within A2, research and development, studios, laboratories and high tech, and light industrial), and B2 (general industrial) within future proposals.
- 4.6 New and improved roads would create more accessible development blocks and accommodate the range of land uses and activities as outlined above. By improving the accessibility in and around the Estate through an extended road network, the Estate is more permeable and the blocks better configured to accommodate the aspirational land uses.
- 4.7 The proposed internal estate network will improve accessibility into the Estate blocks and allow for the variety of activities as outlined above.

### Building Form

- 4.8 Buildings should be set back no further than 5 metres from the street boundary. Entrances to premises should be visible and clear, and seek to create well-defined land parcels and spaces. A common building line should be promoted, creating continuity of frontage and providing definition and enclosure to the public realm.
- 4.9 The building line, as the 'face' of the development, should provide an active frontage wherever possible to the public realm, running parallel to footpaths along boundaries. This active frontage should include frequent doors and windows with few blank walls, and where appropriate lively internal uses visible from the outside.
- 4.10 Main entrances should be visible from the road and easily accessible.
- 4.11 Buildings should generally be no more than medium-rise (up to four-storeys), with more prominence in terms of height at the identified gateways and proposed focal point within the Estate.
- 4.12 It is the aspiration of the Southend-on-sea Borough Council and Renaissance Southend Ltd that development on the Estate should seek to achieve at least an Excellent BREEAM rating. BREEAM industrial (2006) assesses (scores) commercial premises against the following checklist, with schemes achieving ratings based on their score: Pass, Good, Very Good, Excellent:
  - Management; Health and Wellbeing; Energy; Transport; Water; Materials; Land Use and Ecology; and Pollution. The market conditions and the wider transport aspirations, such as the A127 junction improvements and the proposed SERT will have some bearing on the BREEAM rating. New development should be assessed with regards to these aspects on an individual basis.

- 4.13 Both speculative (defined by BREEAM as the assessment of speculatively developed buildings with an unknown end occupier) and fitted out (defined by BREEAM as being the assessment of buildings that are being designed and fitted out for a known end occupier or where the end occupier is unknown but the operational area is being fitted out) buildings are considered against the BREEAM ratings.

#### **Indicative examples of appropriate Land Uses and Building Form and Aesthetics**



#### **Connectivity and Movement**

- 4.14 Good urban design advocates the promotion of quality connections, specifically how they contribute to the quality and character of an area including linkages, movement choices, a sense of place, safe routes for all, addressing 'the parking problem', and better traffic management<sup>1</sup>.
- 4.15 The proposed internal estate network will improve accessibility into the Estate blocks and allow for the variety of activities as outlined above

Improve and enhance movement and connections through a range of transport options



### **Pedestrian Environment**

4.16 Safety and attractiveness within the public realm should be promoted to encourage people to walk throughout the Estate. Key principles should include:

- a) Strong visibility of pedestrians by drivers, cyclists and other pedestrians;
- b) Well connected and lit footpaths with clear destinations and crossing points;
- c) Use of raised surfaces (known as raised tables) at junctions to ease pedestrian movement;
- d) Subtle variations in the materials on shared surfaces to avoid conflict of movement;
- e) Promotion of positive, direct and barrier-free footpaths.

### **Cyclist Environment**

4.17 Separate cycle tracks or lanes should be provided along Progress Road providing an incentive for people to cycle, where space allows. Consideration should be given to how cycle lanes pass parked cars, which present specific hazards to cyclists. This should be integrated within the designation of specific parking areas throughout the Estate and regulation of onstreet parking where possible.

- 4.18 The cycle routes through the Estate should be clear and coherent. Where pavement size (width) allows it pedestrians and cyclists could share the same space, although use of materials and raised curbs is encouraged to increase definition and safety.
- 4.19 Cycle parking should be integrated into any building proposals across the Estate including access and safe storage – designed with the user in mind.

### **Public Transport**

- 4.20 It may not be viable to deliver additional bus routes through the Estate, although opportunity to make it more convenient to catch the bus should be sought. Specifically, clear direct routes to bus stops should be promoted, and bus stops should be located where the majority of activity takes place (or in the context of the Estate, central to the activity along Progress Road). Pedestrian links to the proposed SERT investment should be promoted.
- 4.21 Bus priority should be promoted as appropriate at the junctions of both Progress Road and the A127 and the A1050 respectively.

### **Car Parking**

- 4.22 Opportunity to accommodate car parking requirements should be maximised within the curtilage of individual plots / developments. Car parking should be integrated within the design approach taken including landscaping and management. Parking layouts should have minimum visual impact on the Estate and avoid the creation of 'left-over' space.
- 4.23 Parking areas both associated with specific developments and on-street where appropriate and possible, should be well-defined through the use of surface materials, and integrated within the built environment as much as possible. Opportunities for basement parking and internal courtyard parking should be explored within new developments.
- 4.24 On-street parking should be minimised to locations that are suitable, relative to the movement of pedestrians and cyclists, and should be regulated to ensure that it does not dominate the Estate. For example, on-street parking could be provided on one side of the road, rather than both. On-street parking can provide important and natural traffic calming where introduced appropriately.

### **Servicing**

- 4.25 Due to the linear nature of the Estate it is likely that servicing will continue to take place from the street directly to the building. Where delivery or servicing yards are required they should be located to the rear of buildings framed sufficiently to ensure it is not visible from the road to reduce its negative impact on amenity.



### **Sustainability**

- 4.26 Sustainability must be integrated into all elements of investment within the Estate. Consideration should be given to the implications of investment, including trip generation, emissions, energy consumption levels (during construction and operation) should be prioritised alongside the opportunity to promote sustainability within developments.
- 4.27 Specifically, the opportunity to promote sustainable construction methods and materials should be promoted. Sustainable Drainage Systems (SUDs) should be encouraged, alongside the use of brown and green roof techniques.
- 4.28 New developments should look to minimise private car trip generation, alongside investment in more sustainable public transport provision.

### **Enhanced Gateways**

- 4.29 The entrance points to the Estate at both the junction of the A127 and the A1050 are recognised to be key gateway locations – investment in these locations including in the public realm and through the promotion of sufficiently prominent buildings should be sought and maximised.
- 4.30 Use of increased building height, quality urban design, clear, coordinated and bold signage, feature lighting and strong landscaped features can help to define the Estate at these gateway locations.

### **Landmarks**

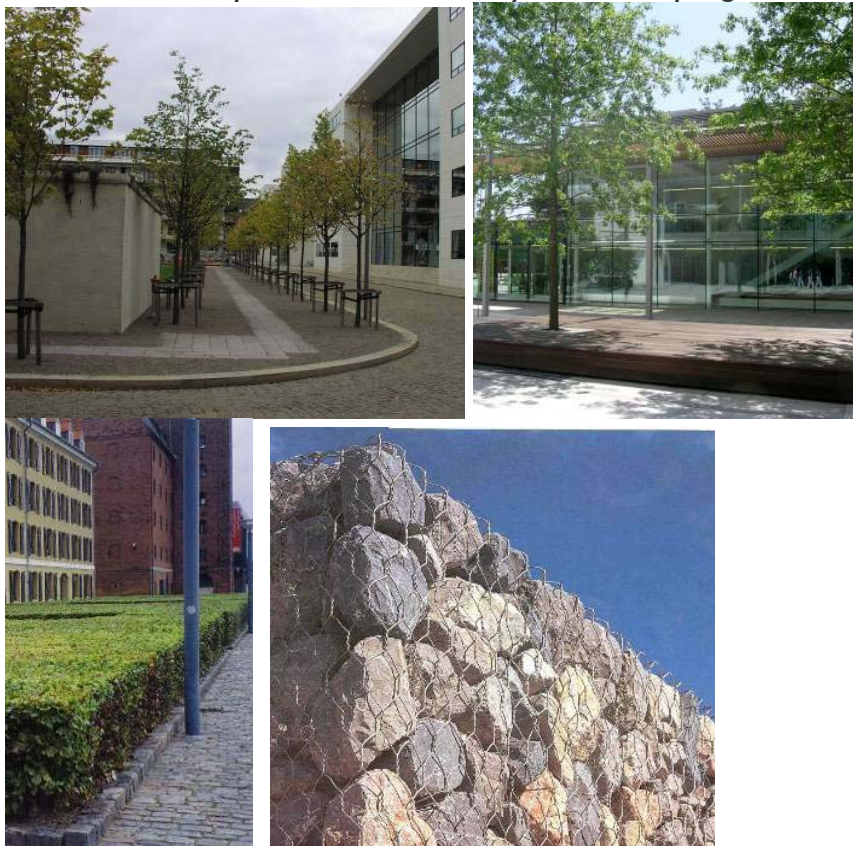
- 4.31 The use of appropriate public art offers the opportunity to promote character and identity within the Estate. It is suggested that public art provision be promoted in a central location within the Estate, with the opportunity to link this provision to potential public realm and amenities including bus stops, a seating area, or café provision. Materials and colours can also be used to inform signage, street lighting and other street furniture across the Estate.
- 4.32 Landmarks should reflect the industrial nature of the Estate through use of industrial materials, such as different types and treatments of metals, exposed concrete and large and prominent fixtures.
- 4.33 Streetscaping and landscaping should reflect the industrial use and character of the Estate through the layout, species and materials. It is important that the future treatment of the public realm is consistent and coordinated.
- 4.34 The existing provision of street trees should be reinforced with new trees and planting to 'soften' the 'hard' environment of the Estate, and to increase legibility and a quality pedestrian environment along Progress Road.
- 4.35 Wherever possible existing planting and vegetation should be retained and enhanced. Consideration should be given to the opportunity to encourage wildlife



across the Estate through selective use of different types of trees, shrubs, groundcover, climbers, and seasonal flowers.

- 4.36 Street trees should be clear stemmed and have a defined canopy. Street trees along Progress Road should be placed between existing trees where necessary to reinforce the 'avenue'. Street trees for minor access roads of Progress Road should be appropriate in scale to the width of the street.
- 4.37 Footpaths should be in a consistent, easily maintained material suitable to withstand the industrial uses. Footpaths should provide a safe, pleasant environment for pedestrians walking within the Estate.
- 4.38 Existing grass verges will define and separate pedestrians from the road and should be retained and enhanced to ensure clean and tidy abutments to the pavement.
- 4.39 Shrubs and low level planting can be used to define pedestrian areas and public/private boundaries. These should be well maintained.
- 4.40 Planting and landscaping should be used to minimise the negative effect of the road on the wider environment across the Estate, including promotion of a safe, pleasant and convenient use by pedestrians and cyclists.

#### **Indicative examples of industrial-style landscaping and aesthetic treatments**



## Street Furniture and Signage

- 4.41 Street furniture should be introduced to the Estate including appropriate provision of street lighting, seating, bollards, signposts, bins and cycle stands. Care should be given to ensure that the public realm does not become cluttered with street furniture. Any provision should be limited to that which is functional.
- 4.42 The function of the furniture should be clear, and its maintenance implications understood fully.
- 4.43 Consistency in colour and materials should be ensured and robust industrial finishes encouraged, such as brushed-metal finishes, exposed concrete and clean, well defined connections and joins. Local materials should be used where possible.

### Indicative Examples of Industrial-style street furniture





section five

## 5. Management and Delivery

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5.1 Headline consideration has been given to the key management and delivery challenges identified in relation to the Progress Road Estate Framework. The main elements of this are summarised in the following bullet points.

- a) **Mainstream Funding:** Opportunities to obtain mainstream funding should be maximised and prioritised accordingly. Any mainstream funding received and ring-fenced or available to invest in the Estate should be aligned with the Framework. To take the Framework forwards on this basis opportunities to target mainstream funding with discreet projects should be identified by the Partners where appropriate:
  - i. It is recognised that funding opportunities for the Estate will be limited. Funding should be prioritised to address the public realm, promoting consistency, safety, legibility, and identity across the Estate.
- b) **Future role for Renaissance Southend Ltd:** Opportunities for additional funding should be sought by Renaissance Southend Ltd working in partnership with Southend Borough Council to maximise the resources available to delivery change on the Estate. RSL should continue to liaise with occupiers and landowners on the Estate and take advantage of any opportunities to increase their land holdings where appropriate and viable which will enable them to have an increased influence over the scale and nature of change moving forwards.
- c) **Future role for EEDA:** Potential funding opportunities should be explored with EEDA. Funding from the RDA has enabled the purchase of 16 Brunel Road to date. Remaining funds (TBC) could be potentially available to fund the initial improvements to the public realm across the Estate.
- d) **Future role for Southend-on-Sea Borough Council:** In order to help deliver the Strategic Objectives and policies of the Core Strategy DPD, and the Borough Council's particular aspirations for Progress Road Estate as set out in this framework document, the Borough Council will enter into planning obligations with developers to ensure the provision of infrastructure and transportation measures required as a consequence of the development proposed, in accordance with Policy KP3. In addition the Borough Council will:
  - i. require all development to have regard to, and in appropriate cases contribute to the delivery of, the Southend on Sea Local Transport Plan and its reviews where this relates to the development proposed;
  - ii. work in partnership with 'Renaissance Southend' (Urban Regeneration Company) to deliver sustainable regeneration and growth in the Borough;
  - iii. consider the development or use of its own land holdings or the acquisition and management of additional land, where necessary in partnership with the private sector, to bring sites forward for development;

- iv. seek to use compulsory purchase powers in appropriate circumstances in order to assemble land to enable key development schemes and/or improvements to infrastructure to proceed;
  - v. seek to deal expeditiously and within Government Best Value targets with all planning applications. Particular priority will be given to proposals that would generate extra jobs and which build on existing sectoral strengths and create a new enterprise culture.
- e) **Potential promotion of a Business Improvement District:** The opportunity to establish a Business Improvement District (BID) has been identified as part of the Framework as one innovative approach to management of the Estate in the future. Other alternatives for management should be explored alongside BIDs with the prioritisation of an approach that promotes partnership working alongside public bodies and the local business community, shared responsibility, and mutual benefits.
- f) **Brunel Road:** Brunel Road should be progressed as a pilot project for the Estate. It should seek to optimise the principles set out in the Framework setting an appropriately aspirational and deliverable standard and precedent for future development including quality and type of development promoted.
- g) **SERT:** The SERT scheme will offer a key public transport connection to the Estate; increasing the Estate's accessibility, reducing the need for private car travel and improving the catchment as an employment area for the wider community. The scheme is being led by Essex County Council, Southend-on-Sea Borough Council and Thurrock Council on behalf of the Thames Gateway South Essex Partnership. Potential benefits for the Estate should be maximised.
- h) **Junction Improvements:** Junction improvements along the A127 should be progressed and maximised with regards their positive impacts on the Estate. The Framework recognises that they would greatly enhance the capacity and accessibility of the Estate. The Department for Transport (DfT) is currently reviewing an application to provide Community Infrastructure Funding (CIF) to deliver these improvements.





**southend-on-sea**  
town, shore and so much more