

3.0 Strategic Framework and Guidance

Thames Gateway South Essex Green Grid

3.6 Southend and Rochford Strategic Area Framework

The following text should be read in conjunction with the **Figure 26 Southend and Rochford Strategic Area Framework**.

Key Issues and Opportunities:

- Steep escarpment overlooks the open water of the Thames Estuary and a narrow strip of foreshore onto which beaches, promenades, seaside amusements are squeezed, and out of which juts Southend pier
- Steepest parts of escarpment contain parks, remaining slopes built on mainly for residential and visitor accommodation
- Above the escarpment on level ground there is a strip of urban development from Shoeburyness in the east to South Benfleet in the west
- The A127 forms a physical barrier between the urban areas and the countryside of Rochford
- Possible expansion of Southend Airport
- military defence heritage highlights at Admiralty Boom and Shoebury Garrison
- Shrubby verges are a characteristic of Southend roads
- North of the A127 is predominantly rural, interspersed with villages and hamlets of Rochford. Gently rolling farmland with large blocks of woodland to the west around Rayleigh gives way to flatter, more spartan pastureland with hedges, hedgerow trees to the east within the Roach valley.
- Links south to the seafront are generally good, however, links north to the Rochford countryside are in need of improvement
- There is a deficit of parks in Southend, however, generally they are of high quality (a number with Green Flags)
- Southend has been a major tourist destination since Victorian times, and is particularly popular as a short break destination; and
- The A13 urban road is a key main road which generally reduces connectivity within Southend.

Guidance

- Embed this Strategy into Southend and Rochford Community Strategy, Local Development Frameworks, and the Southend Urban Regeneration Company's plans and strategies, to ensure that the full potential of this Strategy is realised
- Promote and enhance the visual landmarks of the area such as Southend Pier and Admiralty Boom at Shoeburyness
- Utilise the geological legacy of Southend and Rochford: maintain the character of the cliffs at Southend by ensuring land slips are repaired using sympathetic retaining structures
- Promote leisure industry of Southend and Rochford:
 - Retain and or restore distinctive Victorian features of the parks
 - Promote Rochford countryside and as a destination alongside Southend attractions to encourage longer visits by tourists

- Promote sustainable connections (Greenway 18 and FGEL Railway) with Southend Airport, and ensure that any potential development of the airport is carried out using sustainable principles
- Improve existing and create new north/south connections (Greenways 16, 18, 19 and 20) - between urban areas and the cliffs, beaches, promenades and attractions of the seafront, and with the distinctive and attractive countryside of Rayleigh and the Roach valley
- Create four new interconnected country parks on the northern edge of Southend which will help make up the deficit of parks within the urban area, and encourage the use and appreciation of the Rochford countryside. Each park should have a distinctive character related to its location and existing land uses:
 - Garan Park - leisure/sport, connected to Greenways (17),(19) and (22)
 - Bourne Park - agriculture, connected to Greenways (20) and (22)
 - Shoebury Park - ecological, connected to Greenway (22)
 - Cherry Orchard Jubilee Park - riverside, connected to Greenway (22) and Riverway (10)
- Create distinctive bridges/crossings across A127 Parkway and A1159 Urban Green Road to reconnect urban areas to the Rayleigh and Roach valley countryside
- Improve the visual quality and crossings of A13 Urban Green Road within Southend
- Promote leisure ferry links from Southend Pier to London, the rest of the estuary and the East Coast
- Incorporate flood risk and water management schemes in green spaces associated with the Thames (Riverway 5) and the waterways associated with the Roach (Riverways 9, 10 and 11); and
- Improve the visual and environmental qualities of the C2C and FGEL Railways and connectivity to stations at Southend Central, Victoria, Thorpe Bay, Shoeburyness, Leigh, Chalkwell, Westcliff, and Rochford.



Southend sea front

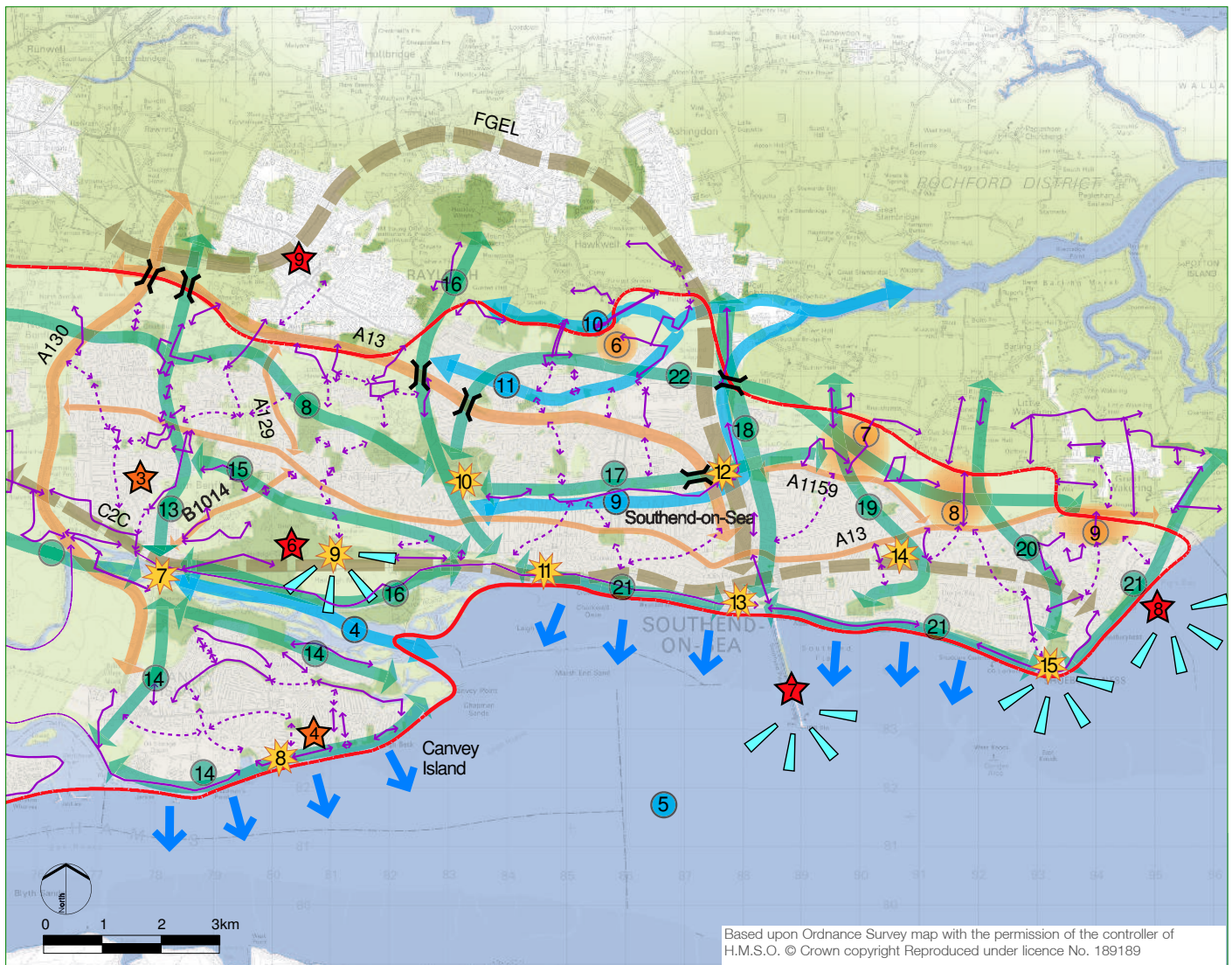


Figure 26 Southend and Rochford Strategic Area Framework

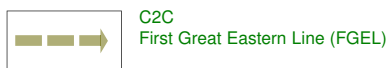
PARKWAYS



URBAN GREEN ROADWAYS



RAILWAYS



RIVERWAYS



GREENWAYS



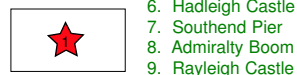
STRATEGIC PARKS



STRATEGIC DESTINATIONS



STRATEGIC LANDMARKS



PROPOSED STRATEGIC LANDMARKS

