

# Better Queensway

## Better Housing, Better Living, Better Place

Southend-on-Sea Borough Council is developing proposals to regenerate the Queensway area, creating a new residential-led development made up of high-quality housing, a better living environment and place for people to live, socialise and play.

Last year, we held a public consultation to find out what the community thought about the high-level principles for the development. This leaflet summarises the key findings.



Red line denotes development site boundary



## Aspirations for the site

The area marked for the Better Queensway development is situated at the northern end of the town centre and is split by the Queensway road.

Southend-on-Sea Borough Council developed high-level principles for Better Queensway following engagement with existing tenants and leaseholders living on the site. Many of these were consulted on as part of the development of the Southend Central Area Action Plan (SCAAP). These principles were presented to people as part of the Better Queensway public consultation last year.

The vision for the scheme is *Better Housing, Better Living, Better Place*. We want to create an environment that is an attractive place for people of all ages to live. It will be well designed, fostering a sense of community spirit and giving a new lease of life to the area.

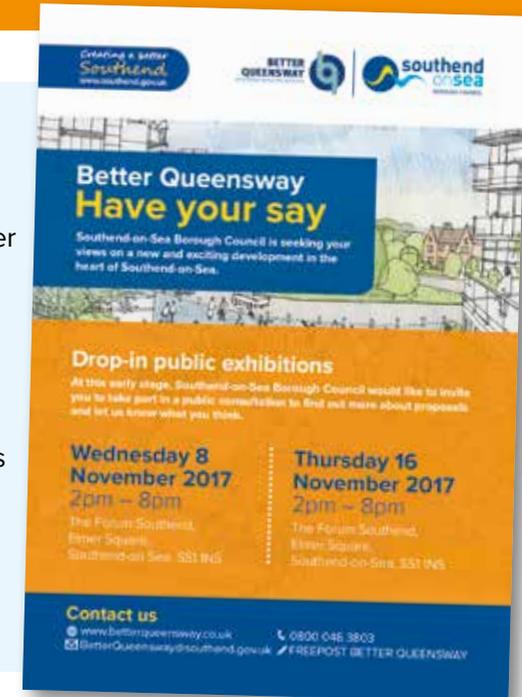
Since the consultation, Southend-on-Sea Borough Council has purchased the Range site in Short Street and has included it in the Better Queensway site boundary because of the long-term opportunities it offers for the wider regeneration of the area.

# Consultation overview

Below is a brief summary of last year's consultation and an overview of the findings:

## THE CONSULTATION

- The public consultation was carried out between 8 November 2017 and 15 December 2017.
- We held a preview for Queensway residents and two public consultation events, which were attended by 300 people who provided comments and views.
- 120 people provided formal feedback as part of the consultation.



## CONSULTATION FEEDBACK

- The consultation demonstrated support for the principle of development on the Better Queensway site and for improving the area through the provision of high-quality homes and building design, affordable housing and public space.
- There were some concerns over changes to the wider road network and impact on the town. In response to this, Southend-on-Sea Borough Council has agreed that the subsequent design for the transport scheme will be carried out with the future development partner to ensure the road scheme and the housing development can fit together in the best possible way.

# Response summaries

The consultation responses were separated into key themes. The response summaries, and how Southend-on-Sea Borough Council will use this to select a development partner, can be found on the following pages.

## HOUSING



### You said

- There was general support for new housing, particularly affordable housing provided it is genuinely affordable, and for a mix of homes for families and single people.
- Respondents indicated a preference for housing to be built in a way that encourages a positive environment and a sense of community spirit.

### We did

- As a result, Southend-on-Sea Borough Council would like the minimum number of housing units for the development to be more than the 441 that is currently available on the Queensway site.
- In addition, one of the requirements of a prospective development partner is to ensure there is a mixture of housing types and sizes.

## ECONOMIC GROWTH



### You said

- Respondents recognised the opportunities that the development could bring in terms of skills and jobs, but including commercial space within the development was not as high a priority as other elements of the scheme.
- Local retail, cafes and restaurants that connect well with the high street were generally considered to be welcome.

### We did

- The feedback supports the Council's objective for the scheme to impact positively on the economic and social wellbeing of the community, and is therefore a factor on which potential development partners will be judged.
- The Council will also ensure commercial space is not a dominant feature of the development and will seek to complement the high street rather than compete with it.

## PUBLIC SPACE



### You said

- Responses demonstrated there is significant support for high quality public space, which is safe, secure and well maintained.
- There were many suggestions for what it could include, ranging from green space, to play and sports facilities, with an emphasis on physical activity.
- Respondents were also keen to participate in conversations about the provision of public space in the future.

### We did

- One of the Council's overarching objectives is to create an environment that is an attractive place for people of all ages to live, socialise and play. A requirement of a development partner is to ensure the space is well designed, fosters a sense of community spirit and gives a new lease of life to the area.
- The Council has also agreed to include the principle of an on-going community fund to maximise opportunities for community integration.
- Future engagement with people in the community is a requirement of a prospective development partner.

## COMMUNITY INTEGRATION



### You said

- Integration with the existing community and increasing safety in the area was a key theme in the consultation responses. People recognised the opportunities the development could bring for achieving this.

### We did

- This supports the Council's wider aspiration for the development – that Better Queensway should be a safe, vibrant, sustainable community that impacts positively on the economic and social wellbeing of the whole area.

## SUSTAINABLE TRAVEL



### You said

- The responses showed support for sustainable travel with some people recognising that the site's location lends itself to using car clubs, walking and cycling.
- A number of respondents were concerned about carers, delivery vans and emergency vehicles being able to access and park in the new development.

### We did

- The majority of responses are in line with the Council's objective to provide safe cycle ways and footpaths through the development and improve connections to the town centre and seafront.
- The Council will ensure consideration is given to non-resident vehicle access as detailed design work is carried out for the scheme with a prospective development partner.

## ENVIRONMENTAL SUSTAINABILITY



### You said

- The need for the scheme to be environmentally sustainable was well supported in the consultation responses.
- There were a wide range of comments, including minimising concrete and introducing more green space as part of the development.
- Respondents also referenced an onsite sustainable energy resources and a good design to ensure homes have sufficient natural light.

### We did

- Environmental sustainability will be part of the criteria for assessing potential development partners. The Council is asking them to consider sustainable energy sources for the development.
- The Council is also developing a Better Queensway design policy and principles document, which covers environmental sustainability. Prospective development partners will be required to respond to this as part of the selection process.

## TRANSPORT



### You said

- The transport aspect of the Better Queensway scheme raised concern in the community, particularly the implications of the changes to the wider road network and the general impact on the town.

### We did

- After considering all the feedback, Southend-on-Sea Borough Council has agreed that the subsequent design for the transport scheme will be carried out with the future development partner to ensure the road scheme and housing development fit together in the best possible way.
- While full responses to matters raised during the consultation can be found in the full consultation report which is available on the Better Queensway website, some of the key points raised are summarised on the right:

### The Deeping

A number of respondents asked for Southend-on-Sea Borough Council to look at re-opening The Deeping to help traffic flow and ease congestion in the town centre. Southend-on-Sea Borough Council commissioned a study to review this, which concluded that re-opening The Deeping would increase traffic delays along Victoria Avenue and at the Chichester Road/Southchurch Road junction. It is therefore not a viable option.

### Pedestrian crossings

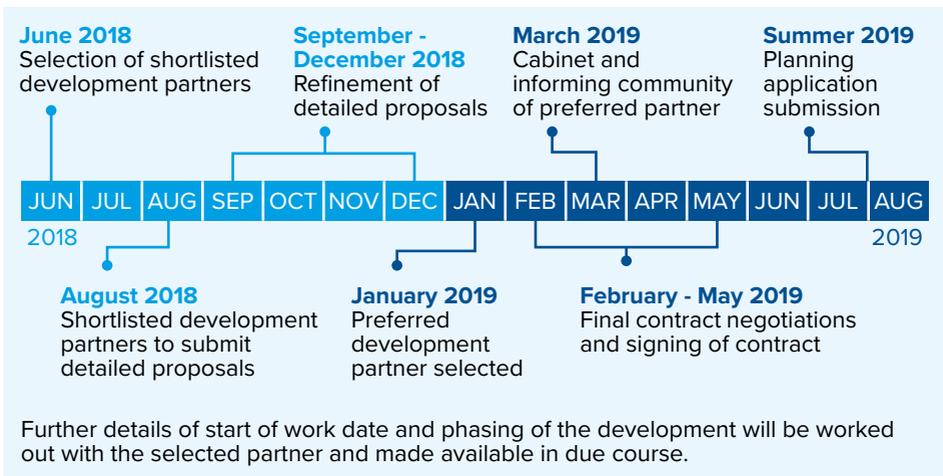
Many respondents commented on the location of pedestrian crossings. Southend-on-Sea Borough Council has noted all of these comments, and they will be considered as part of the next design stage for the road network with the preferred development partner. The Council is also carrying out additional surveys to assess pedestrian and cycle movement in and around the area. This will ensure there is suitable access and provision in the town centre.

# Next steps

Southend-on-Sea Borough Council would like to thank everyone who provided feedback as part of the Better Queensway consultation.

Many of the points raised during this consultation have been incorporated into the objectives for selecting a development partner, meaning they will be part of the selection criteria.

We are currently in the process of selecting a development partner and a shortlist will be announced in due course.



If you have any questions about the Better Queensway project or would like more information, please get in touch:



0800 046 3803



[BetterQueensway@southend.gov.uk](mailto:BetterQueensway@southend.gov.uk)



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