

RAYLEIGH AREA ACTION PLAN

1 SUMMARY

- 1.1 This report seeks Members' approval of the Schedule of Modifications to the Rayleigh Area Action Plan (RAAP) Pre-Submission Document (November 2013) for consultation as part of the examination process. The Schedule of Modifications has been prepared following examination hearing sessions and in response to the Planning Inspector's interim report on the soundness of the RAAP.
- 1.2 If the Schedule of Modifications is agreed, the consultation period will last for a period of no less than six-weeks and consultees will be invited to submit representations on the Schedule of Modifications only. Following this consultation, the representations received will be sent to the Planning Inspector to be considered before he issues his final report into the soundness of the Plan.

2 INTRODUCTION

- 2.1 The RAAP focuses on guiding the development of Rayleigh centre, and ensuring that future development in Rayleigh will strengthen the town's position as Rochford District's main centre, improve the environment and accessibility, and have a positive impact on the town's heritage assets.
- 2.2 The Rochford Core Strategy states that the Rayleigh Area Action Plan will deliver the following:-
- Improved accessibility to and within the town centre
 - A safe and high quality environment for residents and visitors
 - A predominance of retail uses, including intensification of existing retail uses, which cater for a variety of needs
 - A range of evening leisure uses
 - Promotes provision of community facilities, including exploration of potential locations for a healthcare centre and, if appropriate delivery of such a facility
- 2.3 The development of the RAAP is an iterative process involving several stages of production, as outlined in the table below.

Stage	Date
Rayleigh Placecheck event	July 2009
Issues and Options Document published for consultation	November 2009 – January 2010

Stage	Date
Exhibition on emerging framework	January 2013
Proposed Submission Document published for informal consultation	June – August 2013
Pre-Submission Document (November 2013) published for consultation	January – March 2014
Modifications proposed to Pre-Submission Document in response to further consultation with ECC Highways (agreed by Portfolio Holder)	September 2014
Submission Document (December 2014) submitted to the Government for examination	5 December 2014

In response to comments received during the Pre-Submission consultation, the Council prepared a proposed Schedule of Modifications to the November 2013 version. These proposed amendments to the RAAP were incorporated in a revised Plan, dated December 2014, which was submitted to the Government for examination on 5 December 2014.

3 EXAMINATION AND SCHEDULE OF MODIFICATIONS

- 3.1 Following submission the Planning Inspector provided his preliminary observations to the Council. The Inspector asked for clarification on several points and observed that the changes to RAAP particularly relating to highways – constituted main modifications to the Plan rather than additional modifications. He suggested therefore that it would be more appropriate from a procedural point of view for him to carry out the examination based on the original Pre-Submission Document published in November 2013. The justification for this decision was that it would give potential representors the chance to comment on the proposed modifications after the hearing. The Council agreed to this request.
- 3.2 A hearing session on the Pre-Submission Document (November 2013), was held on 4 March 2015 by a Government appointed Planning Inspector
- 3.3 The Inspector set out a number of matters and issues which were considered to necessitate further discussion in the hearing session. As a result of the discussions that took place, several amendments to the Plan were proposed by the Inspector to make the Plan sound and legally compliant. It was agreed at the hearing session that these modifications would be integrated into a revised Schedule of Modifications, which would be consulted on and then submitted to the Inspector who would consider the results of the consultation before preparing his final report.

- 3.4 The Schedule of Modifications can be divided into main and additional modifications. Main modifications are defined as those which are required to satisfy legal or procedural requirements or to make the plan sound, and additional modifications are those which do not materially affect the policies. The Council is only required to consult on the main modifications agreed by the Inspector, which would make the Plan sound and/or legally compliant.
- 3.5 Proposed main modifications in the Schedule include, but are not limited to:-
- Amend Policy 1, criterion 4 to make it clear that the Council is referring to an aspiration to ensure improved pedestrian and cycle routes within the centre.
 - Amend Policy 1, Criterion 5 to show that the Council expects significant retail development within Rayleigh to contribute financially to schemes associated with the RAAP.
 - Amend paragraph 3 of section 3.4 to clarify that the Council recognises the role played by taxi services in Rayleigh centre, while also acknowledging the opportunities to enhance and capitalise on the local market, by identifying sites that would benefit from rationalisation.
 - Figure 8 will be replaced with a modified version of figure 7. It will identify sites where potential improvements should be focused.
 - Replace Table 1 as shown in Appendix 2 of the Schedule of Modifications, to reflect changes to the various possible environmental improvement and highways schemes, which came about following additional cooperation and discussions with Essex County Council Highways Authority.
 - Amend Policy 3 to clarify that A2-5, leisure, cultural and community uses mentioned in Criterion 3 of Policy 1 are also acceptable under Criterion 3 of Policy 3.
 - Remove the section of Policy 3 which states that the Council will generally seek to ensure 75% of Rayleigh's primary shopping frontage and 50% of its secondary shopping frontage in retail (A1) use.
 - Replace paragraph 5 of section 4.2 to show that the Council will seek to reach a target of 75% and 50% A1 uses within the centres primary and secondary frontages respectively.
- 3.6 The Schedule of Modifications and the Inspector's Post Hearing Note can be found in Appendix 1 and 2 respectively.
- 3.7 If accepted by Full Council, it is proposed that the Schedule of Modifications will be consulted on for approximately six weeks. Those who commented at the Pre-Submission stage as well as general and specific consultation bodies

will be invited to comment on the Schedule. This is a formal consultation stage which forms part of the examination process.

3.8 Following completion of the consultation, the results will be submitted to the Inspector who will consider them before preparing his final report on the soundness of the Plan.

3.9 The Schedule of Modifications has been subject to Sustainability Appraisal (Appendix 3) which considers the impact of the proposed modifications on social, environmental and economic objectives. The Sustainability Appraisal found that the changes generally had either no impact or a minor positive impact on sustainability objectives.

4 RISK IMPLICATIONS

4.1 The main modifications proposed in the Schedule have followed recommendations made by the Inspector to ensure that the Plan is sound and legally compliant. If the modifications are not accepted by the Council and consulted upon, this would likely lead to the Plan being found unsound by the Inspector, and the Council would not be able to adopt it as part of the Development Plan for the District.

4.2 Failure to complete the plan-making process for the RAAP would result in there being no plan for Rayleigh centre, which has the potential to leave the area vulnerable to ad hoc planning applications for development that may not be in the area's best interests, development that may not – either alone or cumulatively – represent sustainable development for Rayleigh.

5 ENVIRONMENTAL IMPLICATIONS

5.1 The Schedule of Modifications will have an impact on the District's environment – particularly Rayleigh centre – as outlined above. The Schedule of Modifications has been subject to Sustainability Appraisal which, in addition to social and economic impacts, considers the impact of the proposed modifications on environmental objectives as discussed above.

6 RESOURCE IMPLICATIONS

6.1 Preparation, consultation and printing of the consultation material will all have resource implications, but these can be met through existing budgets.

7 LEGAL IMPLICATIONS

7.1 The main modifications proposed in the Schedule have been recommended by the Inspector to ensure that the Plan sound and legally compliant. If the modifications are not accepted by the Council and consulted upon, this would likely lead to the Plan being found unsound by the Inspector.

8 RECOMMENDATION

8.1 It is proposed that Council **RESOLVES**

- (1) That the Schedule of Modifications to the RAAP Pre-Submission Document November 2013) be accepted for consultation as part of the examination process for a period of no less than six weeks.
- (2) That following this consultation, the representations received will be sent to the Planning Inspector to be considered before he finalises his report on the soundness of the RAAP.



Shaun Scrutton

Director

Background Papers:-

- Appendix 1: Inspector's Post Hearing Note
- Appendix 2: RAAP Submission Document 2013 Schedule of Modifications
- Appendix 3: Sustainability Appraisal of Schedule of Modifications

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EXAMINATION OF THE RAYLEIGH AREA ACTION PLAN

Please reply to the Programme Officer Kerry Freeman
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Mr L Waterston
Senior Planner
Rochford District Council

6 March 2015

Dear Mr Waterston

MODIFICATIONS TO THE RAYLEIGH AREA ACTION PLAN

1. As indicated at the hearing on 4 March 2015 and as confirmed by the subsequent Note the purpose of this letter is to confirm my interim views on the further modifications needed to the Plan in order to make it sound and to achieve legal compliance. However, it is ultimately a matter for the Council as to whether or how they wish to modify the Plan and to review the options that might be open to it.
2. The detailed reasons for my conclusions will be given in the final report which will be produced following consultation on the proposed main modifications. Nevertheless, in order to assist in the understanding of the need for modifications in the light of the criteria for soundness, I shall briefly explain my findings and confirm the discussion at the hearing.
3. In the order raised at the hearing the matters identified where further attention is required are as follows:
 - The Habitats Regulation Assessment of December 2013 refers in its conclusions to Hockley. The Council should produce and publish an amended version confirming that the findings relate to Rayleigh and ensure that all extraneous references are removed;
 - The Plan period to 2025 should be expressly specified;
 - Criterion 3 of Policy 1 refers to the promotion of community uses in locations outside the primary frontage. For effectiveness the Council should clarify in Policy 3 or in the supporting text that uses of this kind will be acceptable under the provisions of criterion 3 of Policy 3. It may also wish to consider expanding the justification for Policy 3 to make plain that leisure and cultural uses as well as community uses will be acceptable in secondary frontages, subject to criteria 1 and 2 of Policy 3;

Item 12, Appendix 1

- For clarity criterion 4 of Policy 1 should refer to pedestrian and, if necessary, cycle routes;
- The expectation is that developer contributions would be used, in part, to fund the environmental and public realm improvements proposed. Policy CLT1 of the Core Strategy sets out the Council's general approach to infrastructure provision. However, in the interests of effectiveness, the Council may wish to consider adding a clause to criterion 5 of Policy 1 to indicate that any significant retail developments within the Action Plan would be expected to contribute to these schemes;
- The existing proportion of Class A1 uses within the consolidated primary shopping frontage is 66%. This is below the target of 75% in Policy 3 and there is no mechanism in place to secure an increase in retail premises. As such, that target should be removed from the policy. The Council indicated that in re-considering the policy it would have regard to the adopted Hockley Area Action Plan. However, Rayleigh is the main centre in the District; the proportion of existing Class A1 uses is greater and the scope for non-retail uses to be located in the secondary frontage is higher. Therefore, from the evidence before me, the Council may be justified in setting a specific figure in the region of 60% for the proportion of Class A1 uses to be maintained in the primary frontage. This would reflect the current position whilst allowing some scope for future change. Alternatively the Council may wish to simply move the reference to 75% retail development to the supporting text;
- Whilst I acknowledge public views the statement that hot food takeaways will not be supported is not backed up by any evidence regarding their impact on the town centre. Such a 'blanket' prohibition is not consistent with national policy and should be removed. In order to deal with concerns about their effect the Council could consider specific criteria to have regard to the amenity and character of Rayleigh and to any other adverse consequences that may arise; and
- For clarity the references in Policies 6 and 8 to "building backs" should be adjusted to "development at the rear of existing properties" or something similar.

Next steps

4. I am not inviting further comments from the Council or anyone else on the views expressed in this letter. They are provided for the purpose of identifying the matters where I consider further modifications are required to achieve soundness and legal compliance. However, could the Council let me know if there are any points of fact or clarification that it wishes me to address.

5. I therefore now invite the Council to propose further main modifications to the Plan to deal with the matters of soundness referred to in this letter and to follow the steps set out in my Note of the final hearing session. I understand that it should be possible to provide me with a list of proposed main modifications in response to the contents of the letter by **Friday 27 March**. Consultation should take place on the basis set out in the Note but if the Council has any questions about the steps to be taken in this respect it should let me know via the Programme Officer. In general I reiterate that it is helpful for me to be kept informed of progress regarding the timing of the consultation process but realise that this may be affected by the upcoming elections.

David Smith

INSPECTOR

Rochford District Council – RayAAP: Schedule of Modifications (March 2015)

Proposed Changes to the Rayleigh Centre Area Action Plan Following Pre-Submission Consultation

The changes below are expressed either in the conventional form of strikethrough for deletions and underlining for additions of text, or by specifying the change in words in *italics*.

The below proposed minor amendments relate to changes to the Rayleigh Area Action Plan Submission Document (November 2013).

The page numbers and paragraph numbering below refer to the Rayleigh Area Action Plan Submission Document (November 2013), and do not take account of the deletion or addition of text.

Ref	Page	Policy/ Paragraph	Main Modifications
MM1	6	Section 1.1 Paragraph 1	Amend paragraph as follows; Rochford District Council is committed to preparing Area Action Plans (AAP) for its three main centres of Rayleigh, Rochford and Hockley. The AAPs will form part of the statutory development plan for Rochford District. This document focuses on guiding the development of Rayleigh town centre, and also considers its immediate surrounds <u>surroundings, during the current plan period to 2025.</u>
MM2	24	Policy 1	Amend Policy as follows; 4. New and improved <u>pedestrian and cycle</u> routes within the AAP area and linking the centre with the railway station and the surrounding area; and
MM3	24	Policy 1	Amend Policy as follows; 5. New and improved public realm and environmental improvements throughout the centre as identified on the spatial framework. <u>It is expected that significant retail development within Rayleigh centre will contribute financially to these schemes.</u>

Rochford District Council – RayAAP: Schedule of Modifications (March 2015)

Ref	Page	Policy/ Paragraph	Main Modifications
MM4	24	Section 3.4 Paragraph 3	Amend text as follows; In terms of delivering public realm improvements to the town centre, the Rayleigh Framework identifies the opportunity for improvements to the central section of High Street, which is currently dominated by the taxi rank. The <u>Council recognises that the local taxi services provide shoppers with an important a local service, but there is an opportunity to deliver greater pedestrian priority and flexibility for the local market in this central and high profile location as well as recognising the role of the taxi rank.</u> Figure 7 provides an overview of the existing conditions in this central area and Figure 8 puts forward a potential framework for improvements <u>identifies sites that would benefit from potential rationalisation.</u> The ideas put forward would, subject to funding being identified, need to be developed and refined with the Highway Authority, local traders and other stakeholders. However, they provide a framework for a major initial phase of environmental improvements – with the potential to continue further improvements of this type within adjacent areas.
MM5	26	Figure 8	Replace Figure 8 with modified version of Figure 7 (see Appendix 1)
MM6	28-29	Table 1	Replace Table 1 as shown in Appendix 2
MM7	32	Policy 3	Amend policy as follows; Within the town centre’s primary and secondary shopping frontages, as defined on the Rayleigh AAP Proposals Map (Figure 10), proposals for A1 retail uses will be acceptable. A proposed change of use for non-retail (non-A1) purposes will be permitted where it would: 1. Not have a detrimental impact on, or undermine, the predominance of A1 uses within the centre, both within the centre as a whole and within the primary shopping frontage; 2. Not create a cluster of non-A1 uses within the same use class in a locality that undermines the retail character of the centre; and 3. Entail the provision of a non-A1 use which is considered to positively contribute to the overall

Rochford District Council – RayAAP: Schedule of Modifications (March 2015)

Ref	Page	Policy/ Paragraph	Main Modifications
			<p>offer and encourage people into the centre. <u>These may take the form of those non-A1 uses set out in criterion 3 of Policy 1, including A2-5, leisure, cultural and community uses. The Council will encourage such uses outside of the primary shopping frontage in particular; and</u></p> <p><u>4. Not have a negative effect on the amenity and character of Rayleigh or have adverse consequences for Rayleigh centre.</u></p> <p>The Council will generally seek to ensure 75% of Rayleigh's primary shopping frontage and 50% of its secondary shopping frontage is in retail (A1) use.</p>
MM8	34	Section 4.2	<p>Replace paragraph 5 with the following;</p> <p>The target proportions of 75% and 50% of the primary and secondary frontages in A1 retail use respectively are considered appropriate for this principal town centre. These proportions have been carried forward from the Local Plan.</p> <p><u>The Council recognises the dynamic nature of centres and the need for flexibility. Nevertheless, it wishes to ensure that the majority of uses both within the centres as a whole and within the primary shopping frontage are in A1 use. As at March 2015, within the revised primary and secondary shopping frontages, 66% of the primary frontage and 62% of the secondary frontage fall within A1 use. The Council will seek to achieve a target of 75% A1 uses in the primary frontage and 50% A1 uses in the secondary frontage.</u></p>
MM9	34	Section 4.2 Paragraph 6	<p>Amend paragraph as follows;</p> <p>Notwithstanding the need to protect A1 uses in the identified shopping frontages, an appropriate balance of uses is necessary to support the health of Rayleigh town centre, and it is essential that retail uses are supported by non-retail uses such as cafés, pubs and banks. <u>Leisure, cultural and community uses will also be accepted in the secondary frontages provided that they meet the criteria set out in Policy 1.</u></p>

Rochford District Council – RayAAP: Schedule of Modifications (March 2015)

Ref	Page	Policy/ Paragraph	Main Modifications
MM10	34	Section 4.2 paragraph 6	<p>Insert additional paragraph after paragraph 6 as follows;</p> <p><u>With this goal in mind the Council has set several criteria to encourage the appropriate mix of uses within Rayleigh Centre. Under policy 1, criterion 3, the Council states that it will promote appropriate proportions of non-A1 development, particularly outside of the retail core (within the secondary shopping frontage); such development within the retail core is not precluded provided it conforms to the provisions in Policy 1 and Policy 3.</u></p> <p><u>Policy 3, criterion 3 requires non-A1 developments proposed for Rayleigh Centre to positively contribute to the overall offer and encourage people into the centre. In addition to community uses, leisure and cultural uses will be supported in the secondary shopping frontages where they comply with the criteria in policy 3.</u></p>
MM11	34	Section 4.2 paragraph 10	<p>Amend Paragraph as follows;</p> <p>However there are uses of which the provision of additional units in Hockley <u>Rayleigh</u> centre would not be considered to positively contribute to the overall offer of the centre. <u>Developments which would have a negative effect on the amenity and character of Rayleigh or which would have adverse consequences for Rayleigh centre would not generally be supported. Such uses include hot food takeaways (A5 uses), planning applications for which will not generally be supported.</u></p>
MM12	38	Policy 5	<p>Amend Policy as follows;</p> <p>4. Public realm enhancements should be focused on the creation of a new public space at the centre of the High Street and include the <u>potential</u> rationalisation and reduction in size of the existing taxi rank; and</p>
MM13	40	Policy 6	<p>Amend Policy as follows;</p> <p>4. The development of building backs <u>Development at the rear of existing properties</u> will be acceptable where this would not have an undue negative impact on the operation of units fronting the High Street;</p>

Rochford District Council – RayAAP: Schedule of Modifications (March 2015)

Ref	Page	Policy/ Paragraph	Main Modifications
MM14	44	Policy 8	Amend Policy as follows; 2. The development of building backs <u>Development at the rear of existing properties</u> will be acceptable where this would not have an undue negative impact on the operation of units fronting the High Street, the safety and operation of Websters Way or the levels of town centre car parking;

RayAAP: Schedule of Modifications Appendix 1

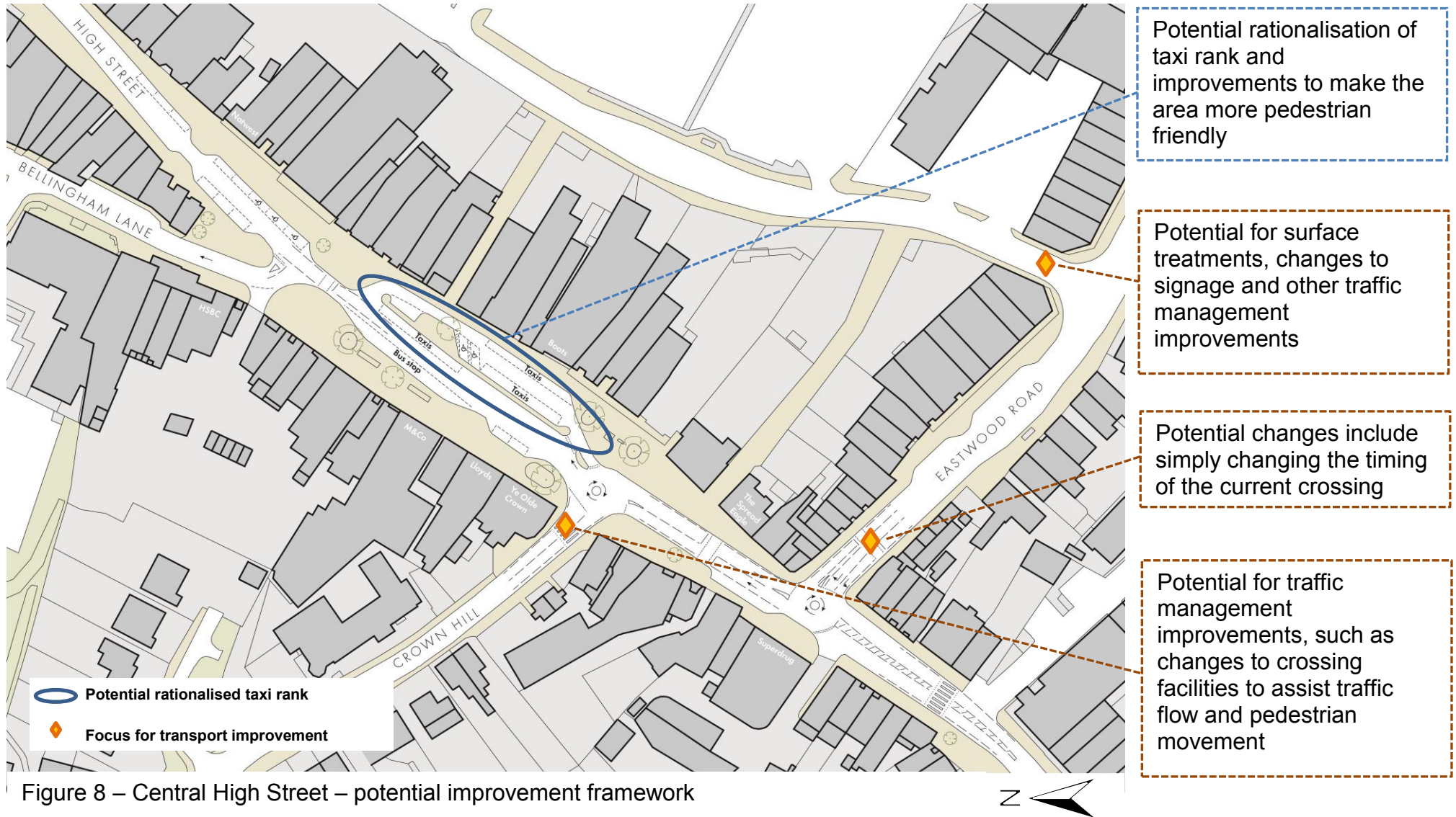


Figure 8 – Central High Street – potential improvement framework

Rochford District Council – RayAAP: Schedule of Modifications (March 2015)

RayAAP: Schedule of Modifications Appendix 2

Environmental improvement / highways scheme	Lead partner	Other partners	Estimated cost	Potential funding stream(s)	Comments	Justification
High Street Taxi Rank & Market Area	ECC	Rochford District Council / developers	£300,000 - £1,250,000	Pooled financial contributions / ECC budget	<p>Potential rationalisation of taxi stand to allow improved pedestrian environment and to achieve a more versatile use of the taxi rank and market area.</p> <p>Landscaping and lighting enhancement. Traffic management improvements at key junctions and crossing points aimed at improving existing functionality (including low impact surface treatments and signage improvements).</p> <p>Following identification of a range of options and their costs for Rayleigh centre through earlier iterations of the Plan, the Local Highways Panel has agreed to fund transport modelling work. This will identify precise measures from the framework for improvements this Plan provides, along with the specific costs of such improvements from the range of costs identified here based on a scalable package of measures.</p>	<p>A significant proportion of public space in the core of town centre is allocated as carriageway for a taxi standing area. Space is required for occasional market use. There is a need to review and seek to improve taxi parking and circulation within this area to meet the needs of the local market and improvements to pedestrian movement. While acknowledging the role played by the taxi services in the town centre there is the potential to rationalise the taxi parking with the market.</p> <p>The town centre functions as a major traffic thoroughfare in the District. There is an opportunity for enhanced pedestrian safety improvements and better traffic flow around the town centre through making existing junctions perform at a more optimal level. Traffic management improvements can ensure that pedestrians are still able to use these crossings safely while also ensuring that traffic flow is not adversely affected.</p>

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1. Zebra Crossing at the top of Crown Hill	ECC	Rochford District Council / developers	£500,000 – £3,000,000	Pooled financial contributions / ECC budget	There is potential for the inclusion of traffic management measures to improve the effectiveness of key crossing points, subject to further investigation of traffic and pedestrian movements. Rochford District Council will work in conjunction with Essex County Council to assess appropriate measures to be taken.	The town centre functions as a major traffic thoroughfare in the District. There is the opportunity for greater pedestrian safety improvements and better traffic flow around the town centre through making existing junctions perform at the most optimal level. Traffic management improvements can ensure that pedestrians are still able to use these crossings safely while also ensuring that traffic flow is not adversely affected.
2. Pelican Crossing before the junction of Bellingham Lane and the High Street						
3. Pelican Crossing of, Eastwood Road, before the High Road and Eastwood Road roundabout; and Pelican Crossing of High Road to the north east of the High Road and Eastwood Road roundabout.					Following identification of a range of options and their costs for Rayleigh centre through earlier iterations of the Plan, the Local Highways Panel has agreed to fund transport modelling work. This will identify precise measures from the framework for improvements this Plan provides, along with the specific costs of such improvements. Whilst the potential costs of these range of improvements have the potential to total up to £3,000,000, it could be that the most effective measures will cost considerably less.	Traffic management improvements can involve significantly less material disruption to the structure of existing roads. The extent of the improvements to be applied to the area will be determined in relation to further investigation of pedestrian and motorist behaviours and with the assistance of Essex County Council as Highways Authority.
4. Zebra Crossing, High Street to the North of the Police Station.						
5. Zebra Crossing of Websters Way at Eastwood Road junction.					The extension of the High Street improvement scheme along Eastwood Road, including the junction with Websters Way.	

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New and enhanced pedestrian / cycle links	ECC	Rochford District Council / developers	£150,000 - £200,000	Pooled financial contributions / ECC budget	The enhancement of pedestrian and cycle links across the town centre, for example improved mid-block links between High Street and Websters Way, between Eastwood Road and Castle Road car park, and to the station via Crown Hill and Rayleigh Mount.	To improve environmental quality and safety, and encourage walking and cycling for local journeys around the town.
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Rochford District Council – RayAAP: Schedule of Modifications (March 2015)

Ref	Page	Policy/ Paragraph	Additional Modifications
AM1	Document Title	Change name of document	Change name of document to Rayleigh <u>Centre</u> Area Action Plan
AM2	16	Paragraph 4 Section 2.8	Amend paragraph 4 of 2.8 as follows A range of short and long term parking is provided in and near to the town centre. The railway station has approximately 610 long-stay parking spaces spread over two connected car parking areas, and a 38 space short-stay car park adjacent to the station building. There are a number of short (less than four hours) and mixed-stay car parks spread around the town core, of which the most substantial and anecdotally well used is the Websters Way car park with 347 spaces. Castle Road Car Park (behind the Somerfield Co-op store) has 148 mixed-stay spaces. At the Windmill and The Mill Arts and Events Centre there is a 53 space short-stay car park and another 68 space mixed-stay car park. To the <u>North</u> East of the town adjacent to the Council Civic Suite is a 65 space mixed-stay car park.
AM3	18	Paragraph 6 Section 2.8	Insert additional paragraph after paragraph 6 of 2.8 as follows; <u>The development of the AAP offers an excellent opportunity to enhance the accessibility of the town centre for the elderly and those with disabilities. Such improvements can be achieved by the removal of street clutter along main routes of pedestrian movement, the inclusion of appropriately designed crossing facilities and there is also potential to provide additional disabled only spaces. Dropped curbs can be designed sympathetically so as not to impede people with vision or mobility issues. Design and access statements provided as part of the planning applications stage will be required to demonstrate appropriate consideration for the movement issues affecting the elderly and those with disabilities</u>
AM4	20	Section 3.1 Paragraph 5	Amend paragraph as follows; A high quality natural environment – Rayleigh benefits from being surrounded by the Metropolitan Green Belt, which prevents urban sprawl, but also allows local people access to significant areas of

Rochford District Council – RayAAP: Schedule of Modifications (March 2015)

Ref	Page	Policy/ Paragraph	Additional Modifications
			high quality, open space. This open space should be safeguarded through the efficient use of previously developed sites within the <u>town's settlement's</u> existing boundaries.

**Sustainability Appraisal of the Rayleigh Area Action Plan
Pre-Submission Document (November 2013) – Schedule of
Modifications
March 2015**

Sustainability Appraisal of the Rayleigh Area Action Plan: Schedule of Modifications

This report forms an addendum to the Sustainability Appraisal (SA) technical report that accompanied the Rayleigh Area Action Plan on submission in December 2014. This report seeks to undertake an SA of Rochford District Council's Rayleigh Area Action Plan: Schedule of Modifications. The Schedule of Modifications sets out proposed modifications to the Rayleigh Area Action Plan Pre-Submission Document (November 2013) that is the subject of the examination, in light of the hearing session that has taken place, further discussions with Essex County Council and the Inspector's recommendations. The SA of the proposed modifications does not seek to repeat the assessment carried out for the SA of the Rayleigh Area Action Pre-Submission Document (November 2013), but rather seeks to assess the modifications made to the policies themselves. This report should therefore be read in conjunction with the SA technical report (December 2013) that accompanied the Rayleigh Area Action Plan on submission.

The Sustainability Appraisal Process

Throughout the development of the Rayleigh Area Action Plan the SA process has been used to assist in planning for the development and the use of land, as required by planning legislation and Government guidance, within the centre of Rayleigh. SA assists sustainable development through an ongoing dialogue and assessment during the preparation of Development Planning Documents (DPDs), and considers the implications of social, economic and environmental demands on land use planning.

An SA scoping process was undertaken to help ensure that the SA covers the key sustainability issues that are relevant to Rayleigh. This included the development of an SA Framework of objectives to comprise the basis for appraisal. An SA Scoping Report was prepared to summarise the findings of the scoping process and was sent to statutory consultees for consultation in September 2012. As part of the scoping process plans and programmes were reviewed and information was collated relating to the current and predicted social, environmental and economic characteristics of Rochford. The SA Framework for the Rayleigh Area Action Plan is based on that developed for the Rochford Core Strategy.

Consideration and Appraisal of Alternatives – Issues and Options Document 2009

The SA of the options (alternatives) was undertaken in November 2012. The purpose and key objectives of the AAP have been set at a higher level; therefore it was considered that the alternatives available to the plan-maker in preparing the AAP were limited to the level and type of intervention/ development that should be accommodated in the Town Centre.

The Issues and Options Document (2009) identified a number of areas within the town centre where opportunities may exist for redevelopment, as well as a range of opportunities related to transport and circulation and the public realm. A range of options were

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proposed in relation to each area and some involved a number of key aspects which included the redevelopment of existing buildings or vacant for mixed-uses, or the redevelopment of existing businesses to enlarge existing car parking facilities. Some options were devised using a number of interventions which would result in differing levels of change i.e. low, medium, high and/or higher.

The options which proposed interventions which sought to improve the quality and attractiveness of particular areas, supported mixed-use development and/ or improve pedestrian links were found to progress many of the SA objectives relating to communities, health, accessibility, the economy, heritage, townscape and sustainable design. The significance of effects was found to increase along with the level of intervention. However, with a higher level of intervention there is also some uncertainty and this was because the proposed development could have the potential for negative effects in the short-term on SA objectives through increased noise and congestion. The SA also found that options which recommended full pedestrianisation may have negative effects on communities and health as they could potentially shift existing traffic issues elsewhere within the AAP area creating another barrier to movement.

Furthermore, with reference to the spatial options, it was considered that the composite option that sought the higher level of intervention proposed in option 4 with the shared space treatments proposed in option 3 (rather than the pedestrianisation of the High Street), would not require the diversion of traffic and would provide greater benefits to a wider area.

Alongside consultation responses, the Council considered the SA findings in its decision making. The reasons for the selection or rejection of options in plan-making are set out in Section 4 of the SA Report.

Appraisal of the AAP Vision and Policies – Pre-Submission Document 2013

A compatibility analysis of the Pre-Submission AAP Vision and Objectives was carried out using the SA framework in December 2013. Overall the vision and objectives were found to be compatible with the majority of SA objectives.

The Pre-Submission policies were subject to detailed SA in December 2013. On the whole, the findings of the SA suggest that the emerging AAP policies will make significant contributions to the progression of SA objectives. Throughout the development of the AAP and the Sustainability Appraisal process, data gaps and uncertainties were uncovered and these have been acknowledged in the appraisal matrices, where applicable.

The SA of the Pre-Submission policies found that the majority of policies would have significant positive sustainability benefits. The AAP has the potential for significant long term positive effects to ensure balanced and healthy communities by providing a mix of uses in the town centre and improved and enhanced pedestrian links into the centre. It was found that the AAP would have a significant positive effect on the local economy, primarily through enhanced opportunities for retail, leisure and offices. It was found that the economy would benefit from strengthened pedestrian links which would be likely to encourage consumers and workers to the centre. Cumulative improvements to the

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public realm, bus facilities, the train station, and better pedestrian and cycle facilities were found to have a significant positive effect on accessibility. The setting of key principals for development to contribute positively to the local townscape and character, focusing on the individual parts of the AAP area, was found to have potential positive cumulative effects, when combined with requirements to enhance the public realm and the likely redevelopment of derelict, degraded or underused land. The SA found that the AAP's goal of protecting and enhancing the historic character of the centre was likely to have significant positive cumulative effects. These were found to come from new and improved pedestrian signage to key heritage assets in concert with public realm interventions and regeneration of the aesthetic value of the AAP area.

Some temporary negative effects in the short-term during demolition/ construction as noise and vibration were identified as being likely to occur but it is expected that this can be mitigated at the project level. Any other effects were considered to be mitigated by policies contained within the Core Strategy and Development Management DPDs.

There have been exceedences of the annual mean air quality objective for nitrogen dioxide at Eastwood Road/Rayleigh High Street and Eastwood Road. Any new development has the potential to increase nitrogen dioxide levels in the both the short-term and the long-term. Mitigation measures are already in place through Core Strategy Policies.

There may be some temporary negative effects in the short-term during demolition/ construction as waste, noise and dust nuisances may be created but it is expected that this can be mitigated at the project level.

There is the potential for negative effects on health, heritage and air quality in the short term during the construction of new development or redevelopment of existing buildings. However, it considered that suitable mitigation is available at the project level to address any adverse effects and suitable protection is provided through Core Strategy and Development Management policies. New development and the redevelopment of existing buildings will need to be carefully and sympathetically designed to ensure that there are no long term negative effects on heritage, particularly on the Rayleigh Conservation Area.

Uncertainties and Data Gaps

Throughout the development of the AAP and the Sustainability Appraisal process, data gaps and uncertainties were uncovered. It is not always possible to accurately predict sustainability effects when considering plans at this scale. Impacts on cultural heritage, for example, will depend on more detailed information and studies at a site-level. It is also difficult to predict air quality effects and future traffic levels based on interventions. These uncertainties have been acknowledged in the appraisal matrices, where applicable.

Habitat Regulations Assessment (HRA)

The assessment found that none of the policies in the Rayleigh Area Action Plan are likely to have significant impacts, either alone or in combination, on European Sites.

Sustainability Appraisal Update

The Rayleigh Area Action Plan Submission Document (December 2014) was submitted to the Secretary of State on 5 December 2014, although at the request of the Inspector the Pre-Submission Document (November 2013) is the subject of the examination. A hearing session was held on 4 March 2015 at which the various aspects of the plan were discussed. Following this hearing session, the Planning Inspector wrote to Rochford District Council on 6 March 2015 providing a Post Hearing Note.

In his Post Hearing Note the Inspector set out several suggested changes to the Pre-Submission Document (November 2013), relating to the soundness of the plan. Based on these suggested changes the Council produced a revised Schedule of Modifications, which will be the subject of this Sustainability Appraisal Update.

As per the SA of the Rayleigh Area Action Plan Pre-Submission Document, the appraisal recognised six categories of predicted effects, as illustrated in the key below. For further information on the method used for the SA, please refer to the SA technical report for the Rayleigh Area Action Plan Pre-Submission Document.

Categories of sustainability effects	
Colour	Impact
++	Major Positive
+	Positive
0	No Impact
?	Uncertain
-	Negative
--	Major Negative

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Section 1.1, Paragraph 1 (MM1)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	No significant effects identified.	0
5. Accessibility	No significant effects identified.	0
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	No significant effects identified.	0
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

Policy 1 – Rayleigh Area Action Plan Framework (MM2)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	The proposed modification to clarify that the Council is referring to new and improved pedestrian and cycle routes within the AAP area is likely to have a positive impact on the health and safety of the local community as it will serve to encourage the use of alternative modes of transport, and walking and cycling in particular. Better signage and improved routes will also help to improve safety.	+
3. Housing	No significant effects identified.	0
4. Economy &	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
Employment		
5. Accessibility	Clarifying that Policy 1 refers to new and improved pedestrian and cycle routes within the AAP area will encourage alternative modes of travel in the form of walking and cycling and is likely to have a positive effect on accessibility.	+
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	No significant effects identified.	0
9. Climate Change & Energy	Clarifying that Policy 1 refers to new and improved pedestrian and cycle routes within the AAP area will encourage alternative modes of travel in the form of walking and cycling and is likely to have a positive effect in terms of combatting climate change. By encouraging alternate modes of travel various emissions from motor vehicles could be reduced.	+
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	Clarifying that the Policy 1 refers to new and improved pedestrian and cycle routes within the AAP area will encourage alternative modes of travel in the form of walking and cycling and is likely to have a positive effect on air quality. By encouraging alternative modes of travel the policy has the potential to reduce the number of motor vehicles within the AAP area, this could also reduce emissions.	+

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
13. Sustainable Design & Construction	No significant effects identified.	0

Policy 1 – Rayleigh Area Action Plan Framework (MM3)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	The proposed modification clarifying that the Council expects that significant retail development within Rayleigh centre will contribute financially to the schemes proposed in the plan will help to ensure that the relevant financial contributions to projects within the AAP area are provided. This will help to ensure that potential schemes arising from the RAAP in the centre can be funded and are more likely to be viable.	+
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	No significant effects identified.	0
5. Accessibility	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	The proposed modification clarifying that the Council expects that significant retail development within Rayleigh centre will contribute financially to the schemes proposed in the plan will help to ensure that the relevant financial contributions to projects within the AAP area are provided. This will help to ensure that funding will be available for improving and enhancing cultural heritage assets.	+
8. Landscape & Townscape	No significant effects identified.	0
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

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Section 3.4, Paragraph 3 – Rayleigh Area Action Plan Framework (MM4)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	The proposed modification to clarify that the Council recognises the potential to deliver greater priority and flexibility for the local market while still recognising the role played by the local taxi rank will have a positive effect in terms of balanced communities by ensuring that the market can continue to prosper while still acknowledging the local taxi rank and the service it provides.	+
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	
4. Economy & Employment	The proposed modification could have benefits for the local market and wider High Street area through potentially providing greater flexibility for the market.	+
5. Accessibility	The proposed modification ensures that taxis will continue to form a part of the transport mix in Rayleigh and can provide an alternative mode of transport to the private car.	+
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	No significant effects identified.	0
9. Climate Change	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
& Energy		
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

Figure 8 – Rayleigh Area Action Plan Framework (MM5)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified	0
3. Housing	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
4. Economy & Employment	The amended Figure 8 identifies locations for potential improvements, in particular improvements to the functioning of key crossing points. These improvements have the potential to improve accessibility to the AAP area which is in turn likely to increase the number of visitors coming into the centre for retail and other purposes. It also has the potential to improve the attractiveness of the area for employment.	+
5. Accessibility	The proposed Figure 8 identifies several key sites for potential improvement, including improvements to key pedestrian crossing points. These improvements could have a positive impact on accessibility. Potential rationalisation of the taxi rank and a greater pedestrian focus, could also improve accessibility within the AAP area.	+
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	Potential improvements to key crossing points and rationalisation of the taxi rank would have a positive effect on landscape and townscape.	+
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	Potential improvements to key crossing points could have the effect of improving traffic flow within the AAP area.	+

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
13. Sustainable Design & Construction	No significant effects identified.	0

Table 1 – Rayleigh Area Action Plan Framework (MM6)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	The amendment to Table 1 identifies potential improvements, in particular improvements to the functioning of key crossing points. These improvements have the potential to improve accessibility to the AAP centre, which is in turn likely to increase the number of visitors coming into the centre for retail and other purposes. It also has the potential to improve the attractiveness of the area for employment.	+

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
5. Accessibility	The proposed modification to Table 1 reflects what is shown in Figure 8, as amended in MM4, it identifies several key areas of potential improvement, including improvements to key pedestrian crossing points, which could have a positive impact on accessibility. Potential rationalisation of the taxi rank and a greater pedestrian focus, could also improve accessibility within the AAP area.	+
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	Potential improvements to key crossing points and rationalisation of the taxi rank would have a positive effect on landscape and townscape.	+
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	Potential improvements to key crossing points could have the effect of improving traffic flow within the AAP area. This may have a small positive effect in terms of air quality.	+
13. Sustainable Design & Construction	No significant effects identified.	0

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Policy 3 – Rayleigh Area Action Plan Framework (MM7)

SA Objective	Assessment of Effects Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	The proposed modification seeks to clarify that the non-A1 uses set out in Criterion 3 of Policy 1, which include leisure, cultural and community uses will also be acceptable under Criterion 3 of Policy 3. By clarifying in Policy 3 where such non-A1 uses will be acceptable, the modification will ensure that non-A1 uses of the type described will be supported in the secondary shopping frontage area to support the retail core (primary shopping frontage area). This will ensure that a complimentary mix of uses are available for the community, to contribute to a vibrant and viable town centre.	+
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	<p>The proposed modification seeks to clarify that the non-A1 uses set out in Criterion 3 of Policy 1, which include leisure, cultural and community uses will also be acceptable under Criterion 3 of Policy 3. By clarifying in Policy 3 where such non-A1 uses will be acceptable the modification will ensure that there is an appropriate mix of non-A1 uses in the town centre. This will potentially have a dual effect, encouraging more visitors to the town centre and ensuring a greater variety of employment opportunities.</p> <p>The proposal to remove the target of ensuring that 75% of Rayleigh’s primary shopping frontage and 50% of its secondary shopping frontage is in retail (A1) use, will still have a positive impact in terms of economy and employment. Although the percentage targets are proposed to be removed from the policy, it is proposed below in MM7 that they be included elsewhere within the main text of the RAAP. Therefore they still have a positive role to play in the plan, as they set a target that the Council will seek to reach.</p>	+
5. Accessibility	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	The proposed modification to ensure that any development would not have a negative impact on the amenity and character of the town centre, which would have a positive effect on this SA objective.	+
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

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Section 4.2 – Rayleigh Area Action Plan Framework (MM8)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	The proposal to clarify the target of ensuring that 75% of Rayleigh's new primary shopping frontage and 50% of its new secondary shopping frontage is in retail (A1) use, will have an impact in terms of economy and employment. Although the percentage targets have been removed from the policy, it is proposed that they be included elsewhere within the main text of the RAAP. Therefore they still have a positive role to play in the plan, as they set a target that the Council will seek to reach.	+
5. Accessibility	No significant effects identified.	0
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	No significant effects identified.	0
9. Climate Change	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
& Energy		
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

Section 4.2, Paragraph 6 (MM9)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	The proposed modification seeks to clarify that leisure, cultural and community uses are important to the vitality of the town, and would be supported in the secondary shopping frontage under Policy 3. This will ensure that a complimentary mix of uses are available for the community, to contribute to a vibrant and viable town centre.	+
2. Healthy & Safe Communities	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
3. Housing	No significant effects identified.	0
4. Economy & Employment	The proposed modification seeks to clarify that leisure, cultural and community uses are important to the vitality of the town, and would be supported in the secondary shopping frontage under Policy 3. This will ensure that a complimentary mix of uses are available for the community, to contribute to a vibrant and viable town centre. This will potentially have a dual effect, encouraging more visitors to the town centre and ensuring a greater variety of employment opportunities.	+
5. Accessibility	No significant effects identified.	0
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	No significant effects identified.	0
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0

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SA Objective	Assessment of Effects Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
13. Sustainable Design & Construction	No significant effects identified.	0

Section 4.2, Paragraph 6 (MM10)

SA Objective	Assessment of Effects Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	The proposed modification seeks to clarify that leisure, cultural and community uses are important to the vitality of the town, and would be supported in the secondary shopping frontage under Policy 3 provided it meets the criteria. This will ensure that a complimentary mix of uses are available for the community, to contribute to a vibrant and viable town centre.	+
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	The proposed modification seeks to clarify that leisure, cultural and community uses are important to the vitality of the town, and would be supported in the secondary shopping frontage under Policy 3 provided it meets the criteria. This will ensure that a complimentary mix of uses are available for the community, to contribute to a vibrant and viable town centre. This will potentially have a dual effect, encouraging more visitors to the town centre and ensuring a greater variety of employment opportunities.	+

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
5. Accessibility	No significant effects identified.	0
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	No significant effects identified.	0
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

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Section 4.2, Paragraph 10 (MM11)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	No significant effects identified.	0
5. Accessibility	No significant effects identified.	0
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	The proposed modification to ensure that any development would not have a negative impact on the amenity and character of the town centre, which would have a positive effect on this SA objective.	+
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

Policy 5 – Character Area A: Central High Street, Criterion 4 (MM12)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
5. Accessibility	Potential rationalisation of the taxi rank and a greater pedestrian focus, could also improve accessibility within the AAP area.	+
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	Potential rationalisation of the taxi rank would have a positive effect on landscape and townscape.	+
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

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Policy 6 – Character Area B: High Street North and Bellingham Lane (MM13)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0
4. Economy & Employment	No significant effects identified.	0
5. Accessibility	No significant effects identified.	0
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	The proposed modification clarifies that the criteria refers to the rear of existing buildings along to High Street, and affords an opportunity to utilise potentially underused land within the centre which would have a positive impact on the local townscape and character.	+
9. Climate Change & Energy	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

Policy 8 – Character Area D: Websters Way (MM14)

SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
1. Balanced Communities	No significant effects identified.	0
2. Healthy & Safe Communities	No significant effects identified.	0
3. Housing	No significant effects identified.	0

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SA Objective	Assessment of Effects	
	Nature of the predicted sustainability effect (positive/negative, short/medium/long term, cumulative, scale, reversibility, likelihood)	
4. Economy & Employment	No significant effects identified.	0
5. Accessibility	No significant effects identified.	0
6. Biodiversity	No significant effects identified.	0
7. Cultural Heritage	No significant effects identified.	0
8. Landscape & Townscape	The proposed modification clarifies that the criteria refers to the rear of existing buildings along to High Street, and affords an opportunity to utilise potentially underused land within the centre which would have a positive impact on the local townscape and character.	+
9. Climate Change & Energy	No significant effects identified.	0
10. Water	No significant effects identified.	0
11. Land & Soil	No significant effects identified.	0
12. Air Quality	No significant effects identified.	0
13. Sustainable Design & Construction	No significant effects identified.	0

Summary:

The SA of the Rayleigh Area Action Plan has appraised the effects of the proposed Schedule of Modifications on individual policies, as well as the overall effect of the plan. The findings of the SA Addendum indicate that the proposed modifications to the RAAP will have a positive effect on the key sustainability criteria, as well as the overall effect of the plan, including cumulative and incremental effects.